

# MERRY CHRISTMAS

VOICE OF THE Foothill Country

# Matador Tribune

75TH YEAR—No. 42

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, DECEMBER 26, 1968

PRICE TEN CENTS



**SIGN OF CHRISTMAS**—This photo shows the outstanding decoration at the Matador Variety store, which won first place in the Lions Club contest for holiday decorations. Mrs. W. F. Jacobs, owner of the store, collected approximately 150 one-pound Folger's coffee cans for the sign. A small red light is reflected from each can. She gives credit for the work in making and erecting the sign, to Fred Welling and other West Texas Utilities Co. employees. The photo was made with available light, with a Speed Graphic camera placed on a tripod. —Tribune Photo

## TRAIL DUST

By DOUGLAS MEADOR



About milking time every evening, I feel a slight wave of guilt complex. There is the shadow of a thought that I am neglecting something, that chores are to be done after a day's work.

★★  
A friend who refuses to take life seriously, says he has quit drinking. He said he quit three times last week.

★★  
Friendship is like the warmth of a fire when snow is blowing, except that it remains in the heart across the mesas of distance.

★★  
Some of these long stockings that have complimented the advent of the miniskirt, may create a problem for Santa Claus. He could, of course, cut off some of the tops unless his charter contains certain modesty restrictions.

★★  
The electric blanket should reduce the incidence of divorce, since cold feet were once acclaimed as a contributing factor in separations. The hot water bottle failed in a noble attempt to serve the situation.

★★  
Remaining tranquil in times of stress, is a gift like being able to play the piano by ear.

★★  
If money will not buy happiness a lot of us have been wasting our time which we could have devoted to loafing.

★★  
Age deprives us of many things but all the losses are not regrettable.

★★  
The moon has inspired many men to romance, but now it has produced the greatest adventure in the world's history.

★★  
MERRY CHRISTMAS

### HOME FROM HOSPITAL

C. B. Hale owner of the Matador Laundry returned home Friday from Crosbyton Hospital, where he had major surgery several weeks ago. His son, Don Hale of Orford, Oregon, has been assisting with the laundry during Mr. Hale's hospitalization.

## Lighting Contest Winners Named

Winners have been announced in the Lions Club's annual Christmas Lighting contest. Judging was conducted Wednesday night of last week by out of town judges, but the announcement was too late for last week's issue.

Matador Variety, owned and operated by Mrs. W. F. Jacobs, received first place for the best decorated place of business. Second place went to Smith's Steak House, and Spot Cash Grocery received third place.

The home of Mr. and Mrs. R. M. (Bob) Stanley was awarded first place for the best decorated home.

Second place went to the home of Mr. and Mrs. Glenn Woodruff, while third place went to the home of Mr. and Mrs. Lewis Bostick.

### Originality Noted

Originality in ideas was a factor noted by the judges. The Woodruff home featured two children before pipe organ, while stereo music played Christmas hymns and carols. The Woodruffs have two daughters, Lou Anne and Suzanne.

An outdoor Christmas tree, brilliantly lighted, a large, lighted door wreath, lights outlining garage doors are decorations at the Bostick home. The Stanley home features an outdoor nativity scene, with snowmen and other winter and Christmas symbols in the windows, all outlined with colored lights. A fairyland atmosphere is created by myriads of lights which outline the house, windows and garage doors and sparkle in every tree and bush in the yard.

An all-white window at Spot Cash Grocery is effectively highlighted by an open Bible and a white angel. Original paintings on the windows at Smith's Steak House, include a snowman and snowwoman signed "Ed" and "Lou" extending Season's Greetings. The Matador Variety's "Merry Christmas," was crafted from coffee cans, lighted to form the greeting.

Other business places and homes, as well as the courthouse and water tower and streets are brightly decorated. Visitors here have declared Matador "one of the best lighted and decorated small towns in the area."

Also attracting attention of passers-by are the blinking Christmas lights which decorate the doors and windows at the jail for the first time in the memory of long-time residents.

### WEEK END VISITORS

Mr. and Mrs. Lloyd Fulkerson and their small granddaughter, Suzzy (daughter of Mr. and Mrs. Hubert Fulkerson) of Odessa visited here from Friday until Sunday with Mr. Fulkerson's mother and brother, Mrs. A. B. Fulkerson and Thurman.

Mr. and Mrs. J. L. Bozeman of Hereford spent Christmas here with their daughter and family, Rev. and Mrs. Larry Heard and sons, Ricky and Jamie. Rev. Bozeman is pastor of the Temple Baptist Church in Hereford.

Arriving Monday to spend the holidays with Mr. and Mrs. Chas. Keith and other relatives, were their son and family, Major and Mrs. Charles Robert Keith and daughters, Merrie Lynne and Elizabeth of Yuma, Arizona. Joining them for Christmas day will be their other son and family, Mr. and Mrs. David Keith and sons, Bryan and Mike of Canyon.

Mr. and Mrs. J. L. Bozeman of Hereford spent Christmas here with their daughter and family, Rev. and Mrs. Larry Heard and sons, Ricky and Jamie. Rev. Bozeman is pastor of the Temple Baptist Church in Hereford.

## Teacher Offers Grade Incentive

It is the Christmas season and Mrs. Grace Timmons, high school English teacher made a concession to juniors and sophomores last week.

After it was announced that the holidays would start a few days earlier because of absenteeism resulting from flu, Mrs. Timmons made an announcement to the two classes regarding term themes.

"You can bring your themes to my home," Mrs. Timmons told the students, "and the deadline is Friday midnight. I have some puppies to give away and if you happen to want one, it might help your grade."

## WATCH NIGHT SERVICE SET

A WATCH NIGHT service will be held at the Assembly of God Church, December 31, from 8:00 until 12:00 midnight, it was announced this week by Rev. M. L. King, pastor.

Special singers and speakers will be present from Spur, Lorenzo, Quitaque and other communities, Rev. King said.

Everyone is cordially invited to attend.

## Blackeyed Luck Date Wednesday

This is a reminder to readers that Wednesday, January 1 is the day to eat blackeyed peas and hog jowls, for good luck in 1969.

The practice probably started in Texas and the Southwest, but it has grown to national scope. A large advertising service agency in New York has for the first time, this year offered advertising mats for the custom.

A native of this area says he does not believe in the superstition but is afraid to take a chance. "It is mighty easy to ward off any chance," he says, "because I like them. I should, I've eaten them all my life."

## Calls Frequent To Grass Fires

Calls to extinguish grass fires have totalled more than 30 this fall according to Fire Chief Kirby Campbell.

The Matador Volunteer Fire Department, which also operates the county's fire fighting equipment, has had as many as three calls in a single day.

Above average rainfall during the best growths of grass in the county's recent history. It has also resulted in excessive grass and weeds in city areas, all of which present a constant hazard.

Residents are reminded to use great care in burning trash, and hunters and others in range areas are also reminded of the great value of prairie grass to farmers and ranchers, and are urged to help prevent destructive fires.

### HOLIDAY WEEK-END

Mr. Fred Simpson and son Fred G. spent Friday night in Lubbock with their daughter and sister, and her husband, Mr. and Mrs. Arthur Cooper, and on Saturday the group drove to Littlefield for a holiday visit and dinner with a daughter of the Cooper's and her family, Mr. and Mrs. Paul McMahon. They returned home Sunday.

Julian Edmondson of Phillips, visited here Friday with his sister and husband, Mr. and Mrs. Mike Hoyle and with his brother and wife, Mr. and Mrs. Howard Edmondson.

## Surprise Christmas Arrives from Peru

The biggest surprise Christmas package for the J. P. Sturdivant family arrived Sunday from Ilo, Peru, when their daughter and sister, Miss Pina Sue Sturdivant walked in the door. She was closely followed by her brother, Tim, who had met her plane in Lubbock, unknown to the parents.

Tim, student at the University of Texas in Austin, and his brother, James Sturdivant of Dallas, had arrived home Friday for the holidays.

Miss Sturdivant, who teaches in Ilo, is spending the first Christmas at home in five years.

## Lone Prisoner In Jail Here

Motley County jail has one solitary prisoner this Christmas (Monday afternoon.) His name is Lucio Perez and his age is estimated at 23 or 24.

The jail register says "wetback." He was picked up December 17 and is awaiting the arrival of the Border Patrol. He does not speak English.

## Greetings Sent by Firms, Individuals

Matador, Roaring Springs and Flomot business firms are again using the columns of the Tribune to send their best wishes for the holiday season to their many patrons.

In addition to these, several greetings are also sent by individuals, in lieu of personally mailed greeting cards.

The Matador Tribune force joins these merchants and others in wishing you a very Merry Christmas!

Douglas Meador, Lila Meador, Elizabeth Fletcher, Clarence Woolley, Judy Marrs, Hazel Donovan and Fred G. Simpson.

## WINDS WHIP DECORATIONS

High winds that struck this area of the Texas Panhandle Friday afternoon, damaged or destroyed many outdoor holiday decorations. The winds, accompanied by sand and dust reduced visibility and brought colder air as the front passed. Mercury dropped to below 20 degrees here Sunday night.

Street and resident decoration lights were at the mercy of the winds that sent tumble weeds racing across open spaces. At times the large decoration bells across Matador's streets pointed almost horizontally from the fury of the winds.

### TO PENNSYLVANIA

Mr. and Mrs. Clyde Gilbert left Saturday to spend Christmas holidays with their daughter and family, Mr. and Mrs. B. B. Middlebrooks and children of Ephrata, Penn. They accompanied Mr. Middlebrooks' sisters, Misses Faye and Unell Middlebrooks of Odessa, in making the trip. They plan also to visit Mr. Gilbert's brother, C. W. Gilbert and family of Mamaroneck, N. Y.

Mr. and Mrs. Dick Wright of El Paso, visited from Wednesday until Sunday with her aunt, Mrs. Henry Ford.

Tim Sturdivant and Miss Karen Elliott, students at Texas University, Austin, arrived home Friday night to spend the holidays with their respective parents, Mr. and Mrs. J. P. Sturdivant and Mr. and Mrs. Ted Elliott. Larry Elliott also arrived home for the holidays from Denton, where he is attending North Texas State University.

## Christmas Observed In Church Services

IN CHURCH SERVICES this Christmas season, Christians everywhere gather to commemorate the miracle of the holy night nearly 2,000 years ago. The message of Christmas lives anew — In candlelight and carols, in pageants and prayers.

## Glow of Candles Is Setting for Baptist Worship

"The Light of Christmas," was the message of a worship service held at 6:30 p.m. Sunday in the First Baptist Church, with the glow of candles forming the setting.

With the pastor, Rev. Larry Heard as Leader, scriptures relating to the birth of Jesus were read by James Price. Each scripture reading was followed by the lighting of a candle by the leader until twelve were lighted on the altar table.

The service was interspersed with Christmas hymns by the congregation, special choral arrangements by the combined Adult and Youth Choirs directed by Bill Philleary and songs by the Junior Choir under the direction of Miss Mary Ann Woosley.

In the concluding moments of the service, every person in the congregation held a lighted candle as the church lights were extinguished. As an illustration of the Christ of the world without Christ, the candles were also extinguished.

### Open House Announced

Rev. and Mrs. Heard announced that open house would be held Wednesday, Christmas day at the Baptist parsonage, from 3 until 5 o'clock, and a cordial invitation was extended everyone to attend.

The reception had been previously planned for last Sunday, but was postponed due to illness in the family.

"This is not just a Baptist affair," the pastor announced. "We hope all our friends will drop by during the afternoon."

Regular prayer services were also announced for Wednesday evening.

"Since this is Christmas, it is appropriate and fitting that we assemble for a season of worship and prayer at the usual hour, 7 p.m.," the pastor pointed out.

## Lions Announce Tournament Date

The annual Outsiders' Basketball Tournament, sponsored by the Roaring Springs Lions Club, is set for Dec. 26, 27, and 28.

During the three nights of basketball, the first game will begin at 5 p.m.

The public is invited to attend the holiday tournament.



WINTER SCENE made in Matador City Park following heavy snowfalls early this year. —Tribune Photo



## Robin Lives in Holiday Legend

What's a robin doing on a Christmas card? More familiar as a harbinger of spring, bobbing along with a fat worm in his mouth, the robin is nevertheless a centuries-old Christmas symbol. And one of the earliest Christmas cards, a 100-year-old English greeting, features an illustration of a robin on a snowbank.

Because legend says the robin played a vital part in the first Christmas, Yuletide decorations and cards have long celebrated the cheery red-breast. This year's crop of Christmas cards included an assortment of robin designs, many depicting the bird at the manger scene.

One card published for this year featured a retelling of the robin legend, reports Mrs. Jeanette Lee, design director for Hallmark cards.

According to the legend, the Holy Family was not alone in taking refuge in the stable at Bethlehem. Perched on a rafters, a small brown robin watched as the three Magi presented their gifts to the newborn Christ Child.

The robin seemed to understand that something wondrous was happening. After the departure of the Magi, when the Holy Family was asleep, the robin noticed that the stable fire was dying. Only



ANTIQUE CHRISTMAS CARD INSPIRED BY robin legend was designed by Jonathan King in London in 1867. The robin wears a red vest because he fanned the embers of the stable fire, to keep the Christ Child warm, legend says. The well-preserved greeting, a century-old this year, is from the Hallmark Historical Collection.

a few coals smoldered.

In a valiant attempt to revive the flickering embers, the robin swooped down to fan the fire.

Hovering above the coals, he flapped his wings, fanning the embers to life. As the fire burned brighter, flames singed the robin's breast, scorching his brown feathers a brilliant red gold.

Through the night he fan-

ned the fire to keep the Child warm. Ever since, the robin has worn a red vest, symbolizing his gift.

As a Christmas symbol, the robin embodies the spirit of giving. Like the Magi, the robin gave a precious gift, and he gave it at the cost of personal sacrifice. Thus the robin's gift suggests the deeper meaning — the giving of one's self — the legend notes.

### Log Had Charms

In ancient Germany, the Yule log was known as the "Christbrand." One belief held that if the charred log was placed in a cornbin, it would act as a charm to ward off mice.

If the weather turned stormy, the Christbrand was quickly brought back to the fire. While it burned, superstition said, the house was safe from lightning.

### Going "Mumming"

"Mumming" is a Yule custom that originated in early England. Mummers, masked and in costume, silently enacted ritual plays about the death of winter and the old year.

The custom still survives in some parts of the world, although the plays are no longer performed. Today mummers usually entertain with dancing and instrumental music. They are rewarded with treats.



Gold, Frankincense, Myrrh Make Suitable Gifts for Infant King

In New Testament history, St. Matthew describes the first of all Christmas gifts — gold, frankincense and myrrh. After the wise men had knelt at the manger, he tells us, they opened their treasures to select these special offerings for the newborn Babe of Bethlehem.

To the modern mind, gold is instantly recognizable as a treasure, but the value of frankincense and myrrh is not

so readily apparent. Actually, frankincense and myrrh were costly items in the time of Christ, and they are still costly. Both are resins used in making incense, surviving today at many a Christian altar.

As further evidence that frankincense and myrrh were precious treasures, worthy gifts for an Infant King, there is the old poem which expressed the ancient belief that "incense owns a deity night."

### IN SICILY

In Sicily, many families use Christmas trees. But they decorate them with apples and oranges instead of tinsel! This carries out an old tradition that all the trees bore fruit when Christ was born.

### DR. O. R. McINTOSH

Optomistrist  
211 South Main Street Telephone 863-3480  
Floydada, Texas

Warm Wishes  
for Christmas



SEIGLER FUNERAL HOME  
MATADOR HOME TURKEY



## GREETINGS

Here's a holiday tradition we really cherish . . . time out to tell you how much your loyal friendship and patronage mean to us and to wish you and your family a very healthy, happy and cheerful festive season!

MR. AND MRS. BILLY WASON, RICHARD TURNER, ODELL MEYER, KELLY MEYER, JOE FAIR, FAY SLOVER, GLEN MOSS

## FOODS for your CHRISTMAS FEAST

Prices are for Friday and Saturday

### FLOUR

GLADIOLA  
5-pound bag

49c

### SYRUP

WES-TEX, MAPLE

QUART JAR

55c

EAST TEXAS

Swt. Potatoes

POUND

15c

### Fruit Drink

HI-C.

66 OZ. CAN

29c

SHURFINE, WHOLE, NO. 303 CAN

TOMATOES

2 FOR

39c

### PEACHES

SHURFINE, HALVES OR SLICED

NO. 2 1/2 CAN

33c

WILSON'S, ALL-MEAT

CHILI

24 OZ. CAN

59c

### Kraut

MEETER'S

QUART JAR

33c

ELLIS, JUMBO

TAMALES

NO. 2 1/2 CAN

35c

### BIG DIP

FOREMOST

☆ 1/2 gallon

59c

### SHORTENING

SNOWDRIFT

pure vegetable 3-pound can

59c



SHURFINE, FRESH-SHELLED, NO. 300 CAN

2 FOR

Blackeyed Peas 29c

CURED

Hog Jowls

POUND

43c

MOUTHWASH

14 OZ. BOTTLE

LISTERINE

89c

CALIFORNIA, GREEN

CABBAGE

POUND

10c

AURORA, BATHROOM

2-COUNT PACKAGE

Tissue

2 49c

KEITH'S, FROZEN, 6 OZ. CAN

Lemonade

2 FOR

25c

FRESH, PAN

POUND

Sausage

53c

KEITH'S, FROZEN

Fish Sticks 2 for 49c

1 OZ. BOX

### Coffee

MARYLAND CLUB

pound . . .

69c

## BILLY'S GROCERY

DOUBLE S&H Green Stamps each Wednesday

(WITH PURCHASE OF \$2.50 OR MORE)





# Joyous Christmas



"And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. 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. And the angel said unto them, Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord. And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger. And suddenly there was with the angel a multitude of the heavenly host, praising God and saying, Glory to God in the highest, and on earth, peace, good will toward men. And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord has made known unto us. And they came with haste, and found Mary, and Joseph, and the babe lying in a manger. And when they had seen it, they made known abroad the saying which was told them concerning this child."



TWO LITTLE GIRLS and SANTA - Luretha Skaggs, 5, daughter of Mrs. Bobby Skaggs, left and Tina Tharrington, 6, daughter of Mrs. Garland Cartwright visit with Santa at a Sunbeams' party at the First Baptist Church last week. -Tribune Photo



At this joyous season, we take pleasure in extending to you

Season's greetings

**BILLIE DEAN'S**  
DRIVE IN

Phone 347-2310 -Pick-Up Window  
JOE AND BILLIE SMITH

Popular motif on early Christmas cards was the English robin - possibly because English postmen who delivered the cards, in those days wore red uniforms and were often called "Robin"

**DOWN THE CHIMNEY**  
Legend says that St. Nicholas and the Italian gift-giver, Befana, rang bells on their way down the chimney to deliver Yule gifts.

Tallest Christmas tree? In the U.S. the title probably goes to the Indianapolis, Ind., "tree" - the Soldiers and Sailors Monument. At Christmas, the 246-foot structure is decorated with electric candles and stars



## Christmas...

On this joyous Holiday celebrating the birth of the Holy Child, we wish that you may be filled with peace and gladness, comforted with hope, and surrounded by your loved ones.

**COWBOY BOOT & SHOE SHOP**

### Carol Can Be Tongue-Twister

"On the first day of Christmas, my true love sent to me a partridge in a pear tree."

So begins "The Twelve Days of Christmas," a traditional and favorite song of the holiday season. The ballad tells the story of the gifts a lover sends to his lady on each of the 12 days from Christmas to Epiphany.

The first gift, a partridge in a pear tree, may have been inspired by an old drinking song, "A Pie sat on a Pear Tree," say the editors of The New Book of Knowledge.

As a ballad, "The Twelve Days of Christmas" is an example of the "number chain formula" in folk songs. As a carol, it is of the type that marked the change from formal hymns in Latin to musical poems in the vernacular of the people.

The song can be sung in a variety of ways. In Great Britain and the United States, it often becomes a game song in which each person, following a leader in repetitions, must pay a forfeit if he misses a line. Sometimes the descriptions of the gifts turn into mouth-defying tongue twisters!

Representative  
FOR  
**MONUMENTS**  
and  
**CURBING**  
★  
**Seigler**

Funeral Home  
Telephone 347-2626



## Merry Christmas

To our many good friends and customers we would like to extend the greetings of the Season and our warmest appreciation for your valued patronage



**LEE'S**  
of Roaring Springs  
BILL AND LEE PEACOCK





## Lore and Legend Express Happy Mood of Season

From home to home, from country to country, Yule celebrations abound. The happy traditions of gift giving, home decorating, carol singing, card sending, candle lighting and tree trimming express the merriment of the season.

Popular folk customs of nation after nation have been absorbed into the international legend and lore of the Yuletide. Yet virtually every nation — and every home and family, too — has its special way of celebrating Christmas, and its special memories of Christmas past.

**Carrying in Straw**

Straw is a traditional part of Christmas celebrations in Sweden — in probable remembrance of the first Christmas when there was straw in the manger.

While "carrying in the Christmas straw" is a tradition rather than a modern custom, Swedish people still make straw and wooden figures to hang on their Christmas trees.

**"San Tan Lou Yin"**

In Hong Kong, Santa Claus goes by the name of "San Tan You Lin."

The Hong Kong department

**The Gay Nineties Festive Times**

During the Gay Nineties, hostesses often announced in the newspapers the hours they would receive guests on New Year's. People arrived in their best finery — men in silk hats, with chamol skin gloves, and ladies in "stiff bombazine with sealaink tippets."

Callers left their cards on trays in the reception hall, greeted the host and hostess, then went to the dining room, where tables held such substantial foods as roast beef, turkey, ham, relishes, along with all kinds of fancy pastries. Of course, punch and the traditional eggnog were dispensed in large quantities. After their guests had departed, the host and hostess often made a round of calls on their friends. As a result, the affair became a calling marathon.

At times, undesirable managed to crash the parties; also guests who had imbibed too much at different homes sometimes caused hostesses embarrassment.

stores employ elderly men who are specially costumed for the season. Just like Santa Claus, San Tan You Lin is present for the purpose of holding the youngsters on his knee and listening to their requests for gifts.

### EVERGREENS DIFFER IN VARIOUS SECTORS

The evergreen is the traditional tree of Christmas, but did you know that the type of evergreen preferred differs greatly from one part of the country to the other?

In New England and the Northeast the favorite trees are the balsam fir and the white spruce. In Pennsylvania there are three preferred over others: Scotch pine, spruce and red pine.

East Coast southerners like red cedar and the scarce but beautiful holly tree, as well as red pine.

In the West it's cedars and Arizona cypress and on the West Coast it's Douglas fir, blue spruce and Engelmann Spruce.

**Magi visit to Bethlehem mentioned only by Matthew**

Familiar to all is the visit of the Magi to Bethlehem — and yet little is known about it. In the books of the New Testament, only St. Matthew reports the visit.

St. Matthew called them "wise men from the East." In the legends that have developed, they are sometimes called "Magi" because this word, meaning "august", was the name given the priests of the ancient Medes and Persians.

### Highlights and Sidelights FROM YOUR STATE CAPITAL By Vern Sanford

**AUSTIN, Tex.** — This doesn't come under State Capital News, but nevertheless it's a capital idea.

We refer to the world's largest Christmas tree. It is erected in Zilker Park on the south bank of Town Lake in your Capital City.

This tremendous, Texas-size spirit of Christmas is 165 feet tall. It's not of fir, or spruce, or pine. It is composed largely of metal.

You've heard of the fabulous

Moonlight Towers of Austin. Well, this is an expansion of that idea — magnified a thousand times over — with not a few lights but thousands of them.

Long, sturdy cables, wrapped with electric wires bearing 3,500 colorful red, green, blue, yellow and white light bulbs, fan out conically from the tip of the tower spreading a glow of 32,500 watts of candlepower. Their coverage, teepee style, is so great that motorists drive their cars under the gigantic "tree."

It's truly a sight to behold... an attraction that can be seen for miles and miles... and draws thousands of motorists, day and night, to witness its magnificent splendor.

**PRISON IMPROVEMENT**

Governor-elect Smith has proposed the state's prisons as natural places to "concentrate some of our first action grants" under the new federal anti-crime program.

Smith told a meeting of probation and parole officers in Lubbock that "taking an offender out of society and placing him in prison often merely compounds the problems of helping him work into society as a law-abiding citizen who can support himself proudly and honestly."

"Our job in the coming months and years will be to find out what can be effective," Smith said. "Chances are, we will find that an extensive job-training and education program will be a big part of the answer."

**ATTORNEY GENERAL RULES**

Texas Highway Department can contract with Arkansas (subject to governor's approval) to participate in the cost of a joint road construction project. Atty. Gen. Crawford C. Martin has held.

In other recent opinions, Martin concluded that Haringen Housing Authority property is not taxable even though part is let to concessionaires to serve residents; and that the Land Commissioner cannot alone reinstate a forfeited land purchase contract on settlement of delinquent account, though State Land Board can reinstate at any time up to resale bid acceptance.

**LCB REVENUE UP** — During the last fiscal year the Texas Liquor Control Board brought into state coffers a net profit of \$51,000,016, which is a record, the agency says in its annual report to the governor.

LCB listed its gross receipt for the year at \$55,061,583, which comes from permits and licenses granted package stores, private

clubs and other establishments selling beer and wine and from taxes on alcoholic beverages.

Expenses of operating the Board for the year amounted to \$3,571,186. This means that, for every dollar the LCB spent in its operations, the state received \$15.39 in return.

"It is interesting to note," LCB Administrator O. N. Humphreys Jr. said, "that recently the Federal Bureau of Investigation was cited for having produced \$1.50 in revenue for every \$1 it spent."

**SHORT SHORTS**

State Health Commissioner James E. Peavy has taken over the presidency of the Association of State and Territorial Health Officers, which is composed of the executive officers of the depart-

ment of health of the states, territories and possessions of the United States.

Another \$1.1 million in Hill-Burton hospital grants have been approved for Tahoka, Van Horn, San Antonio and Houston facilities.

Texas Criminal Justice Council won approval of its application for \$682,350 in federal planning funds for use through the Omnibus Crime Control and Safe Streets Act of 1968.

Governor and Mrs. Connally hosted their second Christmas tree-lighting ceremony at the Governor's Mansion, with children from the Settlement Home and the Junior Helping Hand Children's Home as special guests.



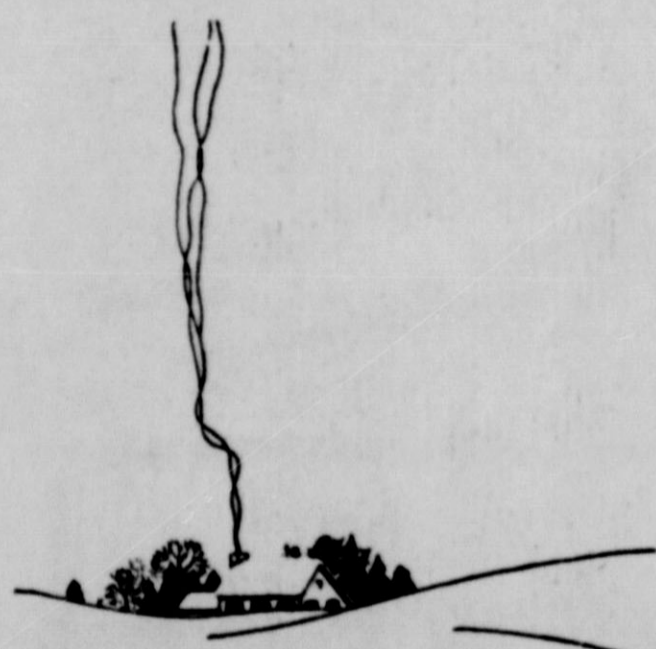
*It's time again to wish our good friends all the enchantment, every excitement and wonder that the Christmas Season can bring... and to express our sincere appreciation!*

SHERIFF'S OFFICE  
PANSY AND J. D. SPRAY

### GOING TO SEE KIN FOLKS DURING THE HOLIDAYS?

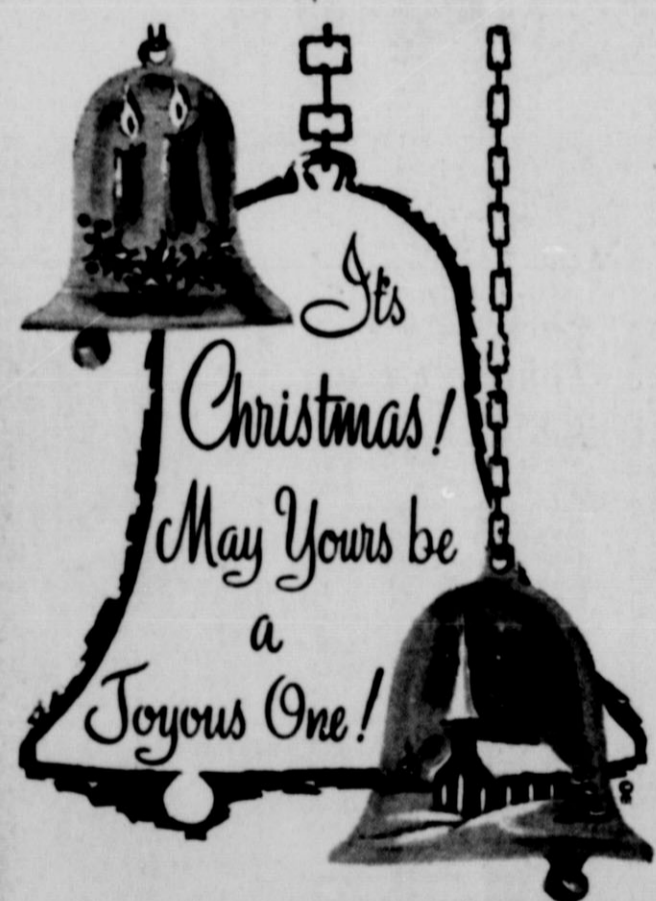
Have your motor cleaned  
Motor Steam Cleaned \$5  
Car Washed  
Cold Weather Special \$4  
Service You Can Trust!

★  
PETE WILLIAMS TEXACO



With Best Wishes for the Holiday Season

★★★★★  
CITY BAKERY  
Matador, Texas



Giesecke Butane & Insurance  
R. C. and C. W. GIESECKE

### Ringling Bells

Among the merry sights and sounds of Christmas, none is merrier than the ringing of bells.

Since earliest times, the pealing of bells has announced important events, both happy and sad. The first use of bells to call Christians to worship took place, it's believed, at Christmas in Italy, about 400 A.D.

Tradition once held that Christ was born exactly at midnight. In medieval Britain, church bells tolled sadly during the hour before midnight on Christmas Eve. On the stroke of 12, a joyous pealing announced the "strange" of Christmas.

Today, church-spire bells and carillons ring out the glad tidings of Christmas.



## Christmas Blessings

At this Holy Season, let us remember Him Whom we seek, and may His spirit be with you in all the days of the year to come.

Matador Recreation Club

# SEASON'S Greetings

It's good to greet our friends and neighbors at this happy holiday season. And it's good to know that we have so many loyal friends and patrons. We value your good will, and cherish the privilege of serving you. Sincere thanks.

## Matador Hair Fashions

FRANCES HOBBS    GLENDA SANLEFER    POLLY GWINN



### Oldest Christian Church Looks Like a Fortress

The oldest church in Christianity is reputed to be the Church of the Nativity, built upon the spot where the stable stood. It was erected by Emperor Constantine the Great, in 330 A.D.

The church looks like a fortress. Its original stately portal has been walled up

and replaced by a low and narrow entrance. There was a reason for this. In the first place, it compels the many pilgrims to bow before they enter. In the second place it was designed to keep the infidels from riding in on horseback or camel.

The interior of the church is dignified and simple, set off by beautiful Corinthian columns of native red sandstone. The roof is of massive oak. Silver lamps burning olive oil are suspended on gold and silver chains from the beams

## They Go Together—Feasting and Festivity

During the Christmas season, merry sounds ring out, pleasing sights greet the eye—and tantalizing aromas fill the air. Good food is as much a part of holiday tradition as bells and carols, greens and gifts.

At this festive time, people delight in serving their families and friends an abundance of choice foods. The custom probably began with the ancient winter festivals.

In the course of time, naturally each nation developed its own treasured customs in connection with the Christmas dinner, say the editors of The New Book of Knowledge.

#### Serving the "Bird"

On American tables, the center of attraction is usually the turkey. This custom has its origin in the English "Christmas bird"—usually a goose, capon or chicken, rather than a turkey.

In medieval times, a large bird was standard fare at English Christmas dinners among the common people. In castle and manor, however, a "bird" wasn't always the main dish.

To the tune of the old carol, "The Boar's Head in Hand I Bear," the boar's head was borne to the table in solemn procession. Then followed other courses—and what courses! The most lavish of dinners usually featured a boar's head.

For a medieval feast, a typical menu included 17 main dishes—everything from roasted swan to a kid with a pudding in its belly!

#### Breaking Bread

Everywhere, a widespread use of breads and pastries is customary for the Christmas feast.

This has its origin in pre-Christian and early-Christian

customs of the agricultural nations of Eastern Europe, where peasants offered thanksgiving for a good harvest, usually of grain, during the winter season.

Special holiday cakes were thought to bring good fortune and good health.

More directly connected with the religious meaning of the season is the "Christ-bread" traditional in many countries. This is a long cake, and its shape is meant to symbolize the Christ Child wrapped in swaddling clothes.

Both mince pie and plum pudding began as national Christmas dishes in England. Like the "Christ-bread," early mince pies were baked in symbolic shape—an oblong meant to represent the manger.

#### Toasting the Holiday

As today's punch or eggnog bowl attests, favorite beverages and friendly toasts go along with the good cheer and good feasting of the holiday.

It all began with the English "wassail" bowl. The wassail, a holiday beverage of medieval times, was served hot in a large bowl, and it was compounded of ale, apples, eggs, sugar and spices.

The name comes from "Was Haile," a Saxon greeting which means, "Your health." Gradually, the word "wassailing" began to mean any kind of Christmas revelry accompanied by a festive beverage.

#### LITTLE FOLK PRANCE

For Icelanders, Christmas Eve is the holiest night of the holiday season.

Tradition says, however, that many years ago elves, dwarfs and other little folks pranced and danced about the streets on the night before Christmas.

## CHRISTMAS IS A LOT OF LITTLE THINGS



Christmas is the time of year when nostalgic feelings swell up in most of us and we find our hearts turning homeward.

The sight of a Christmas wreath on a cottage door conveying a message of welcome or the beauty and warmth of blinking lights on a Christmas tree shining through a living-room window stir up feelings of love and companionship.

We begin to reminisce and our memories wander down through the years to many Christmas celebrations of the past and we find ourselves singling out those which have special significance for us.

Almost everyone can remember a Christmas when they received a toy that was so magnificent you thought you were dreaming and would wake up any minute. Then when you finally were convinced that it really was yours, you were certain that if Santa Claus felt you deserved such a priceless possession you must be dearly loved.

Or perhaps your thoughts meander through memory lane to a Noel when your favorite bachelor uncle paid the family an expected visit and arrived laden with all sorts of unusual and exciting presents. Once again feelings of being loved swell up in you. For Christmas is love, love shown in a hundred little ways.

Christmas is the love of a mother for her family and those dear to her. It's her opportunity to convey this message, the warm and friendly place she makes her home at Christmas. Visible signs: The tempting cookies and pies she prepares with loving care... the luscious ham or turkey roasting in the oven. All these many little things are Christmas.

## Star of Bethlehem Mysteries Scientists Probing the Heavens

Man probes ever more deeply into space... sending satellites into orbit, preparing to put earthlings on the moon—transmitting TV programs across continents and oceans with increasing regularity, maintaining weather stations—all with an aura of devastating casualness.

Yet men of science still are mystified by the strange and overwhelming radiance of the Star of Bethlehem which flooded the skies so many hundreds of years ago, anno domini. Perhaps, in the last analysis, mere scientific probing will not clear up the mystery to full satisfaction. "There are more things in heaven and earth, Horatio, than are dreamt of in your philosophy."

However... some scholars believe it may have been a supernova, or exploding star. Others think it might have been a comet or perhaps a conjunction of the bright planets Jupiter and Saturn.

If it was a supernova in the Milky Way, astronomers say it would have unquestionably filled ancient stargazers with awe and the feeling that a great event might be taking place.

A "nova" implies a new star, but actually is not. It is rather an old star that suddenly flares up in a display 20,000 to 50,000 times brighter than the sun. A supernova is about 100 million times more brilliant than the sun.

Astronomers do not know what causes a supernova. One theory is that the star's supply of hydrogen

becomes exhausted. As the star contracts, the core temperature rises to 110 million degrees centigrade. The incredible temperature sets off helium fusion processes, and the star becomes a huge nuclear fusion reactor which eventually flies to pieces.

Today it is thought that its dazzling light was an infrequent confluence of the planets Saturn and Jupiter which led three ancient scientists to Bethlehem on the night that Christ was born. But does that explain the miracle? The planets are a miracle in themselves.

#### IN APPRECIATION

May I take this means to say Thank you everyone for the many prayers offered for me while a patient in Denver for heart surgery. The many cards, gifts and flowers were all such a comfort and help to me.

I am now at home in Guthrie and would like to say a "Very Merry Christmas" to everyone. Wesley also joins me in saying Thank you. Susie Hall

Gary Markham arrived home last week from A&M to spend Christmas holidays with his parents, Mr. and Mrs. E. E. Markham and family and other relatives.

a basketful of Good Wishes

Please accept our sincere good wishes for a happy, joyful Yuletide... rich in love and warm friendship!



Mr. and Mrs. Clyde Gilbert

# Merry Christmas

Doorways wear garlands of welcome... candles beckon with a hearty glow. The season of good cheer arrives, in all its friendly warmth. May the joys of Christmas be yours!



\*\*\*\*\*

## Television Signal Service Company

#### LOCAL NEWS

Mr. and Mrs. Carl Pierce of Lubbock spent the week end with their parents, Mrs. R. E. Donovan, Matador and Mr. and Mrs. Carol Pierce, Roaring Springs. They returned to Lubbock Sunday, then returned here to spend Christmas holidays.

Mr. and Mrs. A. G. Woosley, Clarence and Mary Ann spent last week end in Lubbock in the home of their other daughter and husband, Rev. and Mrs. Kenneth Benson.

Mr. and Mrs. John Ray Hunter and daughter, of Lubbock and his mother, Mrs. S. D. Hunter of Floydada, visited in Matador, Friday.

## You Don't Have To Believe Us...



Without Treflan®



With Treflan®

### SEE FOR YOURSELF Treflan® Does The Job Well!

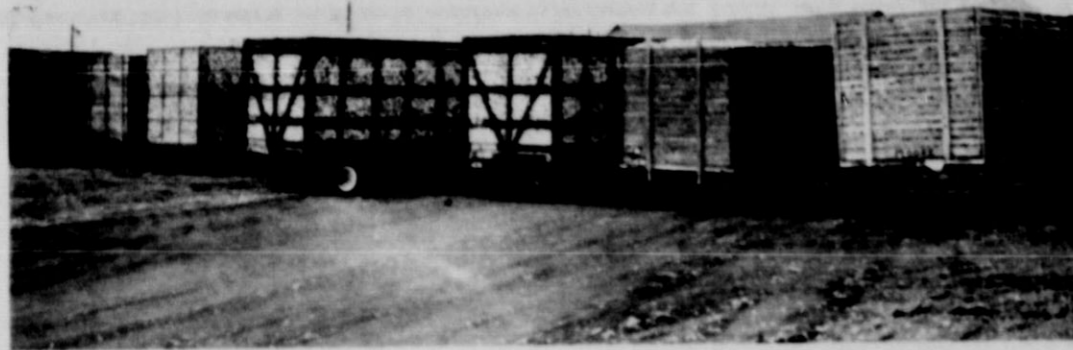
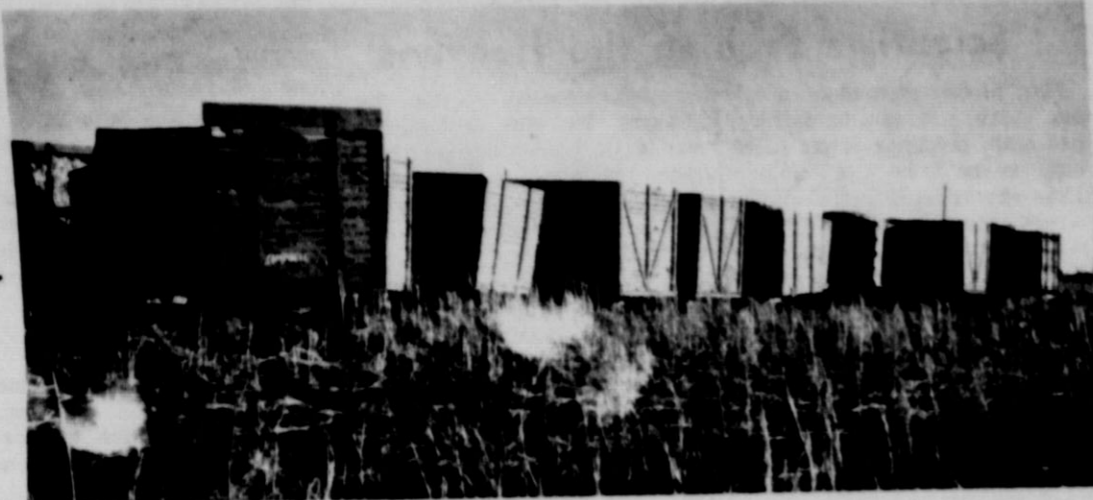
Treflan® has proven itself to literally thousands of growers who have used it. It's the most dependable cotton herbicide you can buy. That's why your local dealer recommends it. He'll be happy to explain all the FACTS about Treflan® and how it can work for you in your field. A winter application of Treflan® NOW, puts you way ahead by spring. Treflan® is the weed killer that controls all annual grasses, including watergrass, Johnson grass (from seed) and many broadleaf weeds. And now TREFLAN® IS GUARANTEED... in writing! Find out ALL about it from your local qualified dealer.



YOUR QUALIFIED DEALER

### PERRY and DUGAN OIL CO., Inc. Turkey, Texas





THE COTTON GINNING SEASON is crowding the Christmas season this year. All four gins in the county have been running at capacity as one of the best crops in twenty years is harvested. Above photographs were made more than a week ago, but are typical of all gin yards. Top photo was made at the Flomot Gin Company yard and shows but a small portion of the approximately 200 bales awaiting processing. Lower photo is the West Texas Gin in Matador. The Flomot Gin Company has rented an adjacent field to store cotton trailers. The H&H Gin in Flomot has rented the school football field as storage space. The Red Ball Gin in Roaring Springs is running at capacity. The crop has been estimated at 16000 bales but many doubt it will go that high.

### Huntsville Inmates To Observe Holiday

HUNTSVILLE — Christmas for nearly 13,000 inmates of the Texas Department of Corrections is a meaningful, spiritual occasion because of the interest prison officials take in the men and women confined in 14 separate units.

Each inmate will receive a dinner consisting of roast turkey with all the trimmings to be served at noon Christmas.

In addition to the Yule dinner, inmates will also produce Christmas pageants and attend variety shows and special religious services. These extra items are made possible through the net proceeds of ticket sales from the annual Texas Prison Rodeo, which finished a successful season last October. Texas Prison Rodeo funds also are used to purchase holiday decorations which are in evidence both outside and inside of the various units of the state's widespread prison system.

In order to bring the real meaning of Christmas to each inmate, a special message has been published in The Echo, an inmate newspaper, by Dr. George J. Beto, prison Director.

Dr. Beto's message reads: "General Booth, the founder of the Salvation Army, once desired to send an inexpensive cablegram conveying Christmas greetings to Salvation Army workers all over the world. He finally hit upon a one-word greeting: 'Others.'"

"If the observance of Christmas stimulates in us any single emotion, it should be a concern for others."

In conclusion, Dr. Beto said: "At Christmastime, 1968, I would encourage all the men and women in white to deepen effectively their concern for others, be they parents, wives, children, or fellow inmates. Such an observance of Christmas has an endurance which transcends the holiday season."

### Attend Rites for Mrs. Carrie George

Relatives and friends who attended final rites here, Monday last week for Mrs. Carrie George, included the following from out of the county:

Mr. and Mrs. Roy George of Mathis; Mrs. Sue Rochelle, Antioch, Calif.; Kenneth Baldwin, Boulder, Colo.; Mr. and Mrs. Dan Baldwin, Abilene; Mr. and Mrs. Weidon Baldwin and Wallace Baldwin of Plainview; Miss Donna Baldwin and Mr. and Mrs. Orvell Kuykendall of Lubbock; Mr. and Mrs. J. B. Barrett, Jana and Bee of Bovina; Mr. and Mrs. O. E. Barrett of Lockney; Mrs. Paul Farrar of Rails; and Mr. and Mrs. Van Martin of Crosbyton.

### COUNTY AGENT PALLMEYER SAYS:

Dr. C. D. Welch, Extension Soil Chemist has the following to say about winter fertilization:

Phosphorus in fertilizers is soon converted to new forms in the soil and does not move unless the soil is disturbed by plowing, or disking. Potassium is also held by soil particles and does not move

except in sandy soils low in clay and organic matter, therefore, on sandy soils of this type, don't apply potassium too far in advance of needs.

The big question about winter fertilization concerns nitrogen. Losses and reduced availability of nitrogen also will vary with soil properties, temperature and moisture conditions, therefore the items following should serve as a guide to application time.

Ammonium nitrogen is held by clay particles and generally remains near where it is placed in the soil. Therefore, nitrogen in the ammonium form should be used but not until soil temperature is down to 50-55 degrees F. When the soil temperature is above this range, soil bacteria convert ammonium to nitrates at an accelerated rate and losses could occur.

Nitrates are mobile and move with soil water. This means they can leach from a very sandy soil in areas of heavy winter rainfall. Still another possible loss is through denitrification, which takes place in soils that stay extremely wet for long periods of time.

As for the best acceptable dates for making fall and winter application of nitrogen, there are many variables, therefore a practical approach is to apply phosphorus anytime, if needed, apply nitrogen closer to planting time, and potassium at the same time on sandy soils which is the only places there has been an indicated shortage in the county.

Finally, a soil test will help when the decision is being made on what is needed and when.

Many times people are "fleeced" out of their earned money by the reputed results of traditional remedies in medical folklore. Some of the most common misconceptions and facts are:

1. No medicine exists that can be taken by mouth to dissolve gallstones.
2. Insulin does not cure diabetes. It substitutes insulin which the body is unable to produce.
3. Heart disease is not necessarily a valid reason for a denial of an operation or taking an anesthetic.
4. Flowers may use a little oxygen in a sick room, but the chief reason for removal is to benefit the flowers. They keep better in an open, more airy place.
5. Baldness is not caused by wearing hats. No one really knows the cause.
6. It has not been shown that cancer is contagious.
7. Lying on the right side to protect the heart has no basis whatsoever. The heart is practically in the center of the chest and not on the left side.
8. Removing a mole will not cause cancer. It might be the other way around. Do what your doctor thinks best.



# Season's Greetings

Happy holidays to you and yours! We send warm wishes by the heartfelt, with the hope that the joys of the season may long endure.

Many thanks to our loyal friends! Your patronage has made this year a wonderful one for us, and we are sincerely grateful.

## Flomot Gin Company

JOE DEGAN AND PERSONNEL  
Flomot, Texas



May all the joys of the CHRISTMAS SEASON be yours.

## Matador Variety

MRS. W. F. JACOBS, LAURA, AND PERSONNEL



MANY GOOD WISHES TO YOU

GOOD LUCK

GOOD CHEER

GOOD FRIENDS

GOOD HEALTH

GOOD TIDINGS

MERRY CHRISTMAS

GOOD THOUGHTS

GOOD TIMES

A HEARTY THANKS FOR YOUR WARM PATRONAGE

WE WILL BE CLOSED CHRISTMAS DAY

El Matador Travel Center

Mr. and Mrs. Al Watson & Personnel



WARM WISHES for Christmas

We want to take this opportunity to thank you, our good friends, for thinking of us through the year, and to wish you and your families every joy of the Christmas Season.

## H & H GIN

MORACE AND WAYNE HUNTER  
Flomot, Texas



### AFTON NEWS

Marion Thomas of Matador, formerly of Afton, is working at Sam Porter's Gas & Oil Station in Afton.

Mr. and Mrs. Tice Pendergrass visited here recently with Mrs. O. L. Day and Mrs. Ray Bateman in Mrs. Day's home. They were en route to Houston from Toledo, Ohio.

Mr. and Mrs. Dee Springer of Dallas visited friends here last Sunday.

Sympathy is extended the family

of Mrs. Len Roberts, who passed away December 9.

Mr. and Mrs. Lon Sharp visited in Mineral Wells recently with her father, Joe Hale, who returned home with them and will later move here to again make his home.

#### ARRIVAL ANNOUNCED

Mr. and Mrs. Eddie Wilson of Eunice, N.M. are parents of a daughter, Shannon Denise, who was born there, November 29. The mother is the former Janice Sharp of Afton. Mrs. Lon Sharp, grandmother of the new baby, spent 1 1/2 weeks in Eunice with her daughter and family.

### Shower Honors Recent Bride

A bridal shower honoring Mrs. Tommy DeGraffenreid, nee Cherry Bateman, was given Monday, Dec. 9, from 3 to 5 o'clock in the home of Mrs. F. M. McCarty.

The serving table was laid in white, complimented by crystal and milk glass appointments, with a bride and green centerpiece and touches of orchid, favorite color of the recent bride.

Guests were served home-baked cookies, punch, nuts and mints. Mrs. B. F. Burt poured punch.

Co-hostesses with Mrs. McCarty were Mesdames Doyle Cagle, Ola Faye Tarrent, Lizzie Lou Clements, Frank Ragland, T. A. Martin, Charlie Gage, B. F. Burt, Ted McInroe, Sam Porter and Leota Goodwin. The hostesses gift was a set of Melmac dinnerware.

Approximately 70 persons sent gifts or attended and were registered by Mrs. Jackie Bilberry of Lubbock, sister of the bride. Other out-of-town guests included Mrs. Jerry Lewis of Abilene, another sister of the bride, and Mrs. Floyd DeGraffenreid, mother of the bridegroom, and Mrs. Pansy Metzgar, both of Spur.

The couple were married Nov. 23 in the DeGraffenreid home in Spur. Rev. Dennis Bennett performed the double ring ceremony.

Maid of honor was Miss Vivian McCarty, Afton, and best man was Johnny Metzgar.

Mrs. DeGraffenreid is a graduate of Patton Springs High School and is presently attending Glenn and Lotties School of Beauty in Abilene. She will graduate in January. Her husband attended Spur schools and completed his high school work while serving four years in the U. S. Navy. He is employed at Rickels Motor Co. in Spur.

#### PLEDGES KAPPA MU

Beverly Bridge of Afton, a student at South Plains College, Levelland, and member of the national honor society, Phi Theta Kappa, was initiated on Dec. 12 into the South Plains College Chapter, Kappa Mu. This organization is the highest honor conferred on a student in a junior college. To qualify, the student must be taking 15 hours work and making a grade point of 3.25.

Miss Bridge is the daughter of Mr. and Mrs. Dumont Bridge of Afton.

### In the Want Ads

**FOR SALE—Used divan, good condition Bargain.** Mrs. J. P. Neighbors. 39/ctfn

**WHITE BIRD DOG with liver spots.** Lost on John C. Russell Ranch East of Matador. Name Tom. Contact John C. Russell, Matador, Texas. Reward. 41/ctfn

**FOR SALE—1964 Chevrolet Impala 2-door hard top, V-8; air cond. standard trans. \$900.** See Pat Seigler, or pho. 347-2626. 40/ctfn

**WINDMILL WORK — Custom plowing.** We can supply parts for Challance, Monitor and Aermotor windmills. All kinds of leather work. Phone 347-2716, Morris Burkes. 22/p21t

**BOYS AND GIRLS — Buy your PF Flyers at Matador Variety.**

**MARY KAY cosmetics now sold in Matador.** For free facial call Mrs. Dortha Whitefield, 347-2763 or Mrs. J. S. Perryman, 347-2315. 9/ctfn

**WILL BABYSIT in my home during the day or in your home at night.** Call Mrs. Paul Smith. Phone 347-2457. 35/ctfn

**FOR SALE—165 acres, 147 acres in cultivation, 18 acres in pasture, one well, on paving, 3 miles northeast of Matador.** See Marvin Patton, Ph. 347-2761. 38/ctfn

**AGENCY for Dorothy Mae Mattress Co. of Lubbock.** Guaranteed Satisfaction. Call Matador Hotel. 32/ctfn

**FOR SALE — Beef and hogs for your freezer.** We also custom slaughter. Clean, sanitary facilities. Experienced staff. Blackshear Locker Co. Spur, Tex. 45/ctfn

**HEADQUARTERS FOR LEVIS:** We have a large and complete stock of famous Levis for men and boys, reg. blues, white and clay colors, button and zipper fronts. Large range of sizes. Matador Variety 15/ctfn

**WATCH BANDS — Watch and clock repairing at my home in North Matador.** Guy Kimbell. 40/ctfn

**FOR SALE — Remington pump 12 ga. shotgun, \$65.00 Also Remington 700 Bdl. Deluxe 243 cal.**

Put the Spirit of Christmas in Your Driving!

Best Wishes for a Safe Holiday from your Texas Department of Public Safety

Christmas Greetings

The Christmas candle reflects the bright spirit in which we send you our best wishes for a Season filled with Joy and Happiness.

## Red's Fina Station

MR. AND MRS. MARION NORRIS



MERRY CHRISTMAS

It's that time of year . . . when winter spreads its mantle over the countryside . . . when thoughts turn to friendships old and new, and good wishes are sent your way!

## THACKER SUPPLY CO.

M.S. (MELTON) THACKER      JOE M. (BUZZ) THACKER  
Roaring Springs

WE WANT TO WISH YOU ALL

### A MERRY CHRISTMAS

AND TO EXPRESS OUR SINCERE GRATITUDE FOR GIVING US THE OPPORTUNITY TO SERVE YOU...

## Phillips '66'

EDMONDSON & SON, PHILLIPS JOBBERS

MR. AND MRS. HOWARD EDMONSON AND PERSONNEL

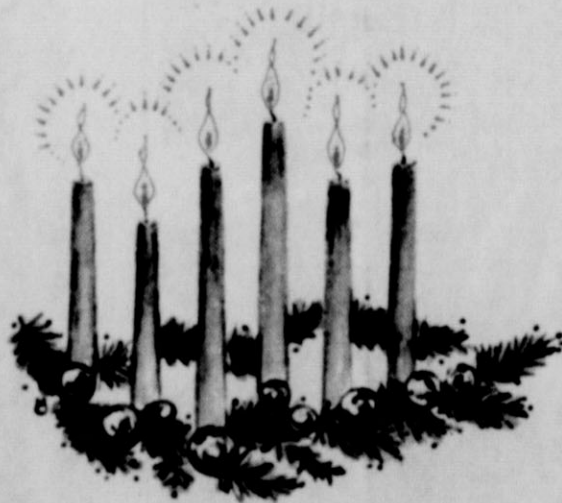
Matador, Texas





# MERRY CHRISTMAS

In the quiet dawn of a winter's new day, the Spirit of Christmas descends upon the world, instilling boundless joy and the warm feeling of good will towards all. To our many friends, old and new, we're wishing that this will be the happiest of Christmases, bright and shining with the fulfillment of long-cherished dreams. It is our good fortune to have so many kind friends  
...their friendship is one of our most prized possessions.



## WEST TEXAS GIN

Division of Quanah Cotton Oil Company

Bennie Kaltz, Manager

State Highway 70 North

Matador, Texas





### The Matador

EDITOR ..... Sue Robbins  
 ASSISTANT EDITORS:  
 Debra Stockton  
 Laura Jacobs  
 SPORTS WRITERS:  
 Jimmy Timmons ..... High School  
 Brenda Bailey ..... High School  
 Lance Jameson ..... Grade School  
 SPONSOR .. Mrs. Reece Timmons

### Matadors Lose At Silverton

by Jimmy Timmons

Matador was on the road both Thursday and Friday nights to fight for honors in the Silverton tournament. The Matador girls were plagued with hardships with seven players out from sickness. Although the absence of members hindered the girls from bringing home a victory, the remaining girls demonstrated the fighting stamina of the high spirited Matadors.

The Matador boys also lost in the tournament. However, they did not have any flu victims.

Thursday night the Matador teams came against the highly rated Flomot teams. The girls fought tremendously well, but the final score showed Flomot 55 to Matador's 33. Matador's Brenda Bailey tied Flomot's Pam Morris for high scorer in the game with 25 points each.

The boys were put down by a score of 72 for Flomot to Matador's 51. Ronnie Welling scored 23 points. Pat Nichols scored 7 points and Don Cox made 9 baskets.

Friday night Matador met Kress in a fighting battle to the finish. The girl's game was hindered even more due to the loss of their high scorer Brenda Bailey. The girls got off to a slow start in the first half, letting the Kress team pass by them 22 to 13. However, the Matadors came back ready to fight in the second half, accounting for 21 points tying the Kress team's final half score, but failing to make up their loss in the first half. The high scorer of the game was Debbie Smallwood of Matador with 15 points.

The Matador boys went down to a slow defeat to Kress. The final score was 90 to 65. Pat Nichols was high pointer with 25 points. Ronnie Welling was not far behind him with 21 points.



RICHARD CAMPBELL receives the Avalanche-Journal's Defensive Player of the Year Award from Executive Sports Editor Burle Pettit, right, at Texas Tech's annual Football Banquet, December 8. Campbell, a junior, is starting defensive end for the Red Raiders. He is the son of Mr. and Mrs. R. E. Campbell Jr., of Matador. (Avalanche-Journal Staff Photo by Terry Walkup)

### Choir Presents Christmas Music

The Matador High School Choir, directed by Patty Edwards, presented an hour of Christmas music before school dismissed on December 18.

The choir sang both traditional and contemporary Christmas selections, including "We Wish You a Merry Christmas," "Carol of the Drum," and "Sing Gloria." Mrs. Vernon Higginbotham played for the program. Other musical selections were a vocal solo by Billy Stockton and a piano solo by Jan Higginbotham.

### Christmas Program Given by Seniors

The senior class presented a Christmas program before the exchange of gifts by the student body at the annual party Dec. 18. With Mark Hill as Master of Ceremonies, the class sang several songs and three groups presented specials.

Judy Marrs and Elaine Dixon played a piano duet. A skit was also performed, with Don Cox as Santa Claus and June Sandefer as Mrs. Claus, with Billie Stockton and Elaine Dixon singing, "I Saw Mommy Kissing Santa Claus."

### Maverick Corral

by Laura Jacobs

**FIRST GRADE**  
 The first grade presented a Mother Goose Christmas program Wednesday morning, December 18. The program consisted of nursery rhymes and Christmas carols.

**SECOND GRADE**  
 The second grade had a Christmas party December 18. The party was sponsored by the students' mothers. Refreshments were served and presents were exchanged.

**SIXTH GRADE**  
 The sixth graders presented a play entitled "He Tried With His Boots On," December 17. The play

was a short comedy in one act.

The cast was made up of: Steve Stevens, Billy Campbell, Jim Barnhill, Lisa Smallwood, Deidra Cruse, Pepper Nichols, Naomi Simpson, Lou Pitts, Ricky Green, and Tresia Smith.

Charles Giesecke was announcer. Prompter was Danny Meador. The stage properties were Will Pallmeyer, Charles Martin, and Frank Welling. Joyce Leaks and Jerry Pitts handed out programs.

### FIFTH GRADE

The fifth graders performed a short Christmas program of poems and songs for the mothers who prepared a party for the class, December 18.

### Mavericks Last In Tournament

by Lance Jameson

The grade school teams opened the Quitaque tournament, December 12, against Turkey with both teams losing. The girls' score was 47 to 28; the boys' were barely defeated 31 to 27. Watkins was high scorer for the Matador boys, and

Stockton was high scorer for the girls.

The Mavericks played another exciting game the next night with Quitaque, but both teams lost again. The boys score was 28 to 24; the girls score was 12 to 9. Hal Martin was leading scorer for Matador with 14 points. Stockton again was high scorer for the girls with 6 points.

The last night of the tournament still found Matador battling to the finish; this time with Estelline. Boys' final score was 22 to 17 in favor of Estelline.

The third quarter was something to see with our sixth grade boys playing against the larger Estelline boys and yet scoring five points.

The girls' score was Estelline 18 to Matador 14 with Stockton continuing to lead with 11 points.

The Quitaque teams won first place honors.

### Letters to Santa

Matador, Texas

Dear Santa Claus:  
 I'm three years old and I've been a good boy most of the time.

I want a talkie walkie, and a record player — and a fire truck and that's all.  
 Santa please come to see little Chuck too, because he is too little to talk.  
 Love,  
 Craig Turner

Matador, Texas  
 Box 373

Dear Santa:  
 May I have a Cartwright set. And a tape recorder and a radio, and some football shoes and a real football suit. A baseball suit, basketball set, Nave GI Joe. Fightmen, a camera and a pro-football.  
 David Malcolm Kennedy

Matador, Texas

Dear Santa:  
 My name is Dixie. I want a wagon and a train. Remember all the other boys and girls.  
 Love,  
 Dixie Nimmo

120 S. Rogers Rd.  
 Apt. 111  
 Irving, Texas 75060

Dearest Santa Claus:  
 We have tried to be good this year.

Susan wants a Tippy Toes doll and pretty dress. Mike wants a football set and a game.

We will be at Matador for Christmas morning.  
 Love,  
 Mike and Susan Davis



and Best Wishes for the New Year

MATADOR PARTS CO.

MERRY Christmas

Thanks to all of you, our many loyal friends and customers, for your wonderful patronage.

C.R.'S CONOCO

MR. AND MRS. C. R. DAVIS  
 PETE AND CHARLES



Merry Christmas

What is Christmas made of? Christmas is loyalty. It is unselfishness . . . devotion. May you, who have given all of these, find them today in your friends, your neighbors . . . find them still, next year and all the years to come. A Merry Christmas and a Happy New Year to all.

BILL & JUDINE McCAGHREN

### MATADOR DRIVE-IN

Friday - Saturday

Dec. 27-28th

"Arizona Bushwhackers"

Howard Keel, Yvonne DeCarle  
 John Ireland, Marilyn Maxwell  
 Scott Brady, Brian Donlevy  
 ROY ROGERS JR.

Sunday Only  
 December 29th

"Thoroughly Modern Millie"

JULIE ANDREWS - JAMES FOX  
 MARY TYLER MOORE  
 CAROL CHANNING



MR. & MRS. LEON SMALLWOOD AND PERSONNEL

SEASON'S GREETINGS

TO EXTEND TO YOU A MOST CORDIAL GREETING FOR A MERRY CHRISTMAS AND TO EXPRESS OUR THANKS FOR YOUR KIND PATRONAGE

CITY CLEANERS

MR. AND MRS. L. A. MULLINS, OWNERS  
 MRS. BEN DILLARD, MANAGER



## Church and Society

### Pina Sturdivant Sends Greetings From "Opposite End of the Earth"

Ilo, Peru December, 1968  
 GREETINGS from the opposite end of the earth, where Christmas is celebrated with summer sun and swimming rather than snow and winter sports.  
 This is desert country where rain never falls, a land of sand and stone, many-colored, changing with every change of light, wild, inhospitable, violent, the wind a never-ceasing torrent; the ocean breaker-covered and never still. There is no duplicity in this land, no pretensions of easy life and softness, no compromise. It is a barren, vicious, fang-edged land that emanates an unspoken challenge.

Yet, traversing this desolation, one rounds a bend and suddenly finds, green as emerald, a tiny patch of corn, potatoes, squash, and beans growing in the bottom of an arroyo, a symbol of man's ability to survive, to persevere, to create beauty out of nothing but hard work and faith; this bleak and barren land, like the star in the East, the manger and the Magi, sending forth its Christmas message.

Merry Christmas,  
 Pina

Last Christmas Miss Sturdivant's greetings came from Thessaloniki, Greece, where she was teaching. This year she is teaching in Peru.

### Williamsburg Turns Back Calendar For Christmas in Colonial Days

BACK in the early 1700's, when the United States were the Colonies, the settlers in Williamsburg, capital of Colonial Virginia, celebrated Christmas with the customs they had brought from England.  
 There was no Santa Claus (a Dutch tradition), no Christmas trees (a German tradition), no Nativity creche (an Italian tradition) and no "chimney stockings" (an American adaptation).

Christmas in Colonial Williamsburg was primarily a holy day, but the atmosphere was not solemn. Churches and homes were decorated with greens, while candles burned in all the windows to welcome carolers.

There was public celebration, too. Musicians played special concerts, and fireworks and cannon

were exploded to heighten the general merriment. Feasting, of the groaning board variety, was in order with dishes of roasted fowl and hare, marrow pudding, ham, oysters, sausage, shellfish, often capped by whole roast boar on a platter. Some gifts were given then as part of the Christmas celebration, but not nearly on the present-day scale.

Today in Williamsburg a visitor can turn back the calendar two centuries and celebrate Christmas much as the colonists did. The old capital has been restored as closely as possible to its pre-Revolutionary appearance, and at Christmas time many of the old customs are carried out.

Most familiar to twentieth century Americans would be caroling and the burning of the Yule log.

### Wayland Professor Publishes New Book

A book of original poems has recently been published by Dr. Fred D. Howard, head of the department of religion and professor of religion and Greek at Wayland Baptist College.

The volume, "Once Over Lightly," consists of a wide variety of poems, divided somewhat evenly under four major divisions: Humor, Romance, Religion and Potpourri.

Representative of the more than thirty limericks characterizing humor is this:

The cannibal was a pitiful sight  
 After going on a limited diet.  
 One missionary per day,  
 The witch doctor did say,  
 And a Peace Corps worker each night!

Entitled "Life's Tragedy," another example of humorous verse reads:

The man who says he can't be hooked  
 Is first among the grippers.  
 Who spend their leisure time at home  
 Washing baby diapers!

From the section romance comes the nineteen-stanza poem, "A Tribute to Love," the mood of which may be discerned from a sample stanza:

Inspired with love to seek a greater goal  
 And view the distance from a higher knoll,  
 I further find the same unaltered fact,  
 That love is rooted in the human soul.

"You Ask Me What" has prayer as its theme and consists of only four epigrammatic lines:

You ask me what it means to pray,  
 And here is what I have to say:  
 It means communion, sweet and free —  
 I talk with God; He talks with me.

A native Mississippian, the author is a graduate of Wood Junior College and Mississippi College. He has been teaching at Wayland since 1968 and is the author of four other books. He has had numerous articles and poems published in a variety of periodicals. In addition, he has written Sunday School literature, has had several short stories published, and is the author of an unpublished novel. "Once Over Lightly" is available at the Matador Tribune. Price is \$2.95 plus 9c tax (\$3.04).



### IN THE ROUGH by hazel

#### HOLIDAY COFFEES HELD FOR GOLFERS

Among holiday festivities have been several coffees for members of the Women's Golf association . . . more will be reported later . . . Wednesday morning, Lillian and La Voe Thacker of Roaring Springs hosted a coffee for the golfers and other friends at Lillian's home . . . They made a

charming picture as they greeted their guests in colorful Christmas blouses that La Voe had made . . . Lillian's green and La Voe's red . . . velvet with gold braid trimming and worn with red Christmas corsages . . . and black pants.  
 As always the house was beautifully decorated. There was a Pixie Tree on the breakfast bar . . . handmade varied colored dressed pixies with red golf tees in their hands were favors and each guest picked her color choice.

One of Lillian's new decorative pieces was an old Coleman gasoline pump-up iron . . . antiqued by Jessie Freeman — complete with bird nest, eggs, 2 birds, wasp nest, a wasp, bee and currants — a real conversation piece!!

Golfers enjoying coffee and tasty GOODIES were Billie Barnhill, Dorothy Day, Ruby Myles, Nell Clem, Faye Clements, Geneva Wilson, Margaret Jane Hill, Beverly Vinson, Maude Ferguson and Hazel . . . Others were Lillie Barkley, Ollie Ann Pitts, Mamie Yeates, Virginia Hoyle, Ruby Ellithorpe, Lelia Tardy, Joyce Smith, Ruby Burt, Lee Peacock, Lois Cooper, Jessie Freeman and Nadine Redd.

FAYE CLEMENTS was hostess to the golfers with coffee Friday morning . . . dressed in a pretty black and white blouse worn with white slacks. Her home was all festive with Christmas decorations for refreshments of dips, chips, cookies and candies served to Geneva Wilson, Billie Barnhill,

Laverna Price, Louise Barton, Dorothy Day, June Keltz, Lucretia Campbell, Winifred Darsey, Opal Pipkin, Grace McDowell, Marguerite Edwards, Grace Campbell, Lillian Thacker, La Voe Thacker, Maude Ferguson, and Hazel . . .

SIDELIGHTS . . . Last year at the Thacker Coffee, weather was ALL snowy and icy roads . . . and this time it was WIND from the north . . . cold . . . dusty and

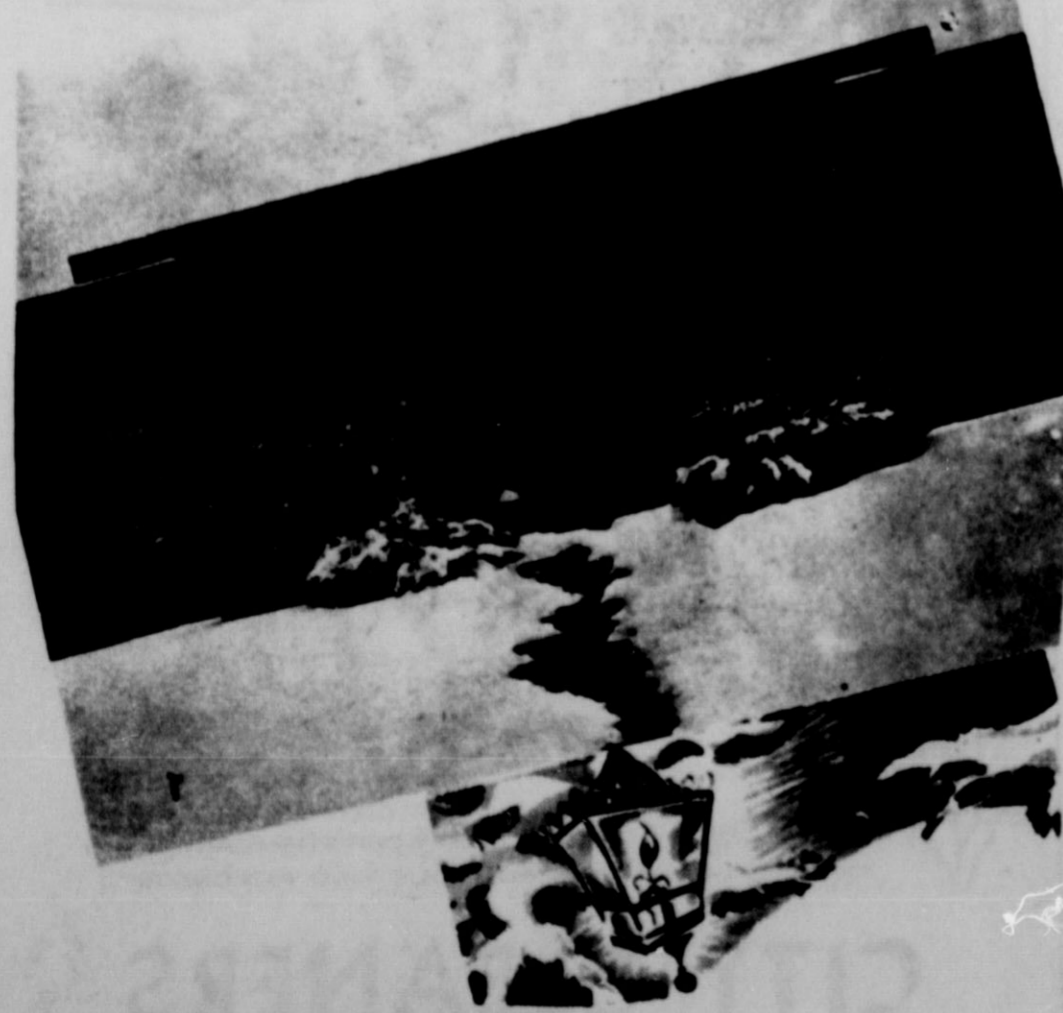
blowing a gale . . . Whatever the weather, some of the more rugged ones always go . . . Looks like Santa must have come early for some . . . with so many pretty slacks, dresses, coats, capes, etc., and Marguerite had an early gift from her Santa . . . a beautiful diamond ring!!

TO MY FELLOW GOLFERS and readers of "In The Rough," SEASONS GREETINGS — for health, cheer and happiness.



Season's Greetings

...and warmest wishes to all our friends



SALEM'S



Wishing you all the festive pleasures and merry companionship of the holiday season. It's wonderful to serve our many friends . . . and we thank you heartily for your thoughtful consideration and patronage.

Matador Auto Company  
 MR. AND MRS. GLENN WOODRUFF AND PERSONNEL

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★★★★★  
 MERCURY  
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# MERRY CHRISTMAS



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"And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men."  
So the Holy Book tells us of shepherds who watched by night, and of One who came to earth with a glorious message, with hope and joy for all mankind.  
It is our sincerest wish that the wonder of the Christmas story bring to you spiritual riches to cherish now and forevermore.

*Lucy Ford*

*John L. Barnhill*

*Harry H. Campbell*

*R. Whitworth*



☆  
**First State Bank**

Capital and Surplus \$200,000.00  
**MATADOR, TEXAS**



## Joyous Message of Christmas Lives Anew As Manger Scenes Symbolize Holy Night

"And it came to pass, as the angels were gone away from them into heaven, the shepherds said to one another, let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known to us. And they came with haste, and found Mary, and Joseph, and the Babe lying in a manger." — Luke 2:15-16.

Thus, in the New Testament, Luke tells the story of humble shepherds watching in the fields — shepherds to whom the herald angels brought "good tidings of great joy," that they might seek and find the Infant Saviour. In still another Biblical account of the Nativity, Matthew writes of the Wise Men, who followed a Star to Bethlehem.

"And when they were come into the house, they saw the young Child with Mary His Mother, and fell down, and worshipped Him. And . . . they presented unto him gifts, gold, and frankincense, and myrrh." — Matthew 2:11

At Christmas, as Christians everywhere celebrate the birth of Christ in church and home devotions, the story of the Nativity is told and retold — but it never grows old. Always, the well-remembered words of two of his disciples, Matthew and Luke, seem to resound with renewed meaning and inspiration, bringing to all some measure of that awe and wonder experienced by the shepherds and the wise men, long ago.

And now, as then, the supreme, the all-absorbing moment in the sacred story is that moment at the manger when first "they saw the young Child with Mary His mother."

**St. Francis Planned for First Creche**

In the miracle of the manger, in the Madonna and Child, mankind sees an ever-present reminder of the love of God, the glory and promise of Christmas. Each year, as Christians return in heart and spirit to Bethlehem and the manger, the joyous message lives anew. In cities, churches and homes, manger scenes symbolize once again the birth of a holy Child.

The treasured tradition of re-creating the manger has a long and notable history. The first creche or crib, scholars say, was erected by St. Francis of Assisi and his brethren, in the tiny Italian village of Greccio in 1223.

As the people of the town gathered about the manger, the first Christmas carols were sung — joyous songs in honor of the Saviour's birth. St. Francis felt that, through the manger scene and the cheery Christmas songs, even the humblest member of the congregation could participate more fully in the observance of Christmas.

**Re-Creating the Nativity in Art, Song**

Through the years, the meaning of the manger has been enriched by hundreds of thousands of reverent re-creations. Both craftsmen and artists have been inspired by the manger, and have shared their inspiration with many. The Madonna and Child appear again and again in countless famous paintings, and the Christmas creche in miniature, created by the loving hands of skillful craftsmen, is a precious tradition in many lands, in many homes.

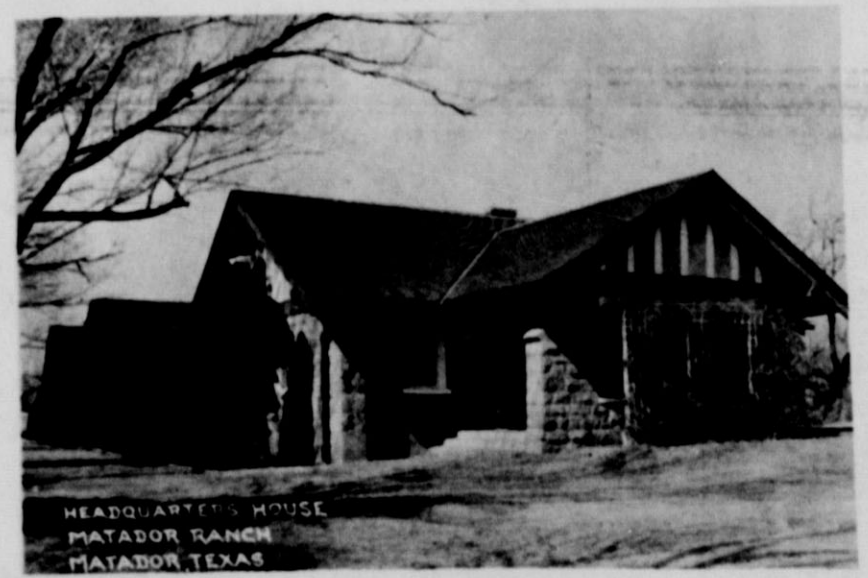


A FAMILY OF 50,000

What does Julie Andrews have in common with 2,000 prisoners in Colorado . . . or with Art Linkletter? They are all Foster Parents to destitute children overseas. Of course, this VIP group is important, but they're only the tip of the "iceberg" which shows above water. The great majority of Foster Parents are VIP's in their own right, people who enjoy giving a helping hand to others. To a child that's a priceless gift. But who are these people who make up the backbone of the Foster Parents Plan? And what are they like? This heartwarming holiday story tells it all.



*B. M. Stanley*  
*James L. Stanley*  
*Etoile Stanley*



HEADQUARTERS HOUSE  
 MATADOR RANCH  
 MATADOR TEXAS



*Merry Christmas*

To our many good friends and customers we would like to extend the greetings of the Season and our warmest appreciation for your valued patronage

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 ROARING SPRINGS

To wish you  
 all the  
 joys and blessings  
 of Christmas

**Bob Stanley Pharmacy**  
 ONE OF THE LARGEST AND FINEST PHARMACIES IN WEST TEXAS

*Mary McMahon Earle Price Jude Pattee*  
*Dorothy Knight Mervin Price Ula Stokes*



## Drinking Drivers Cause of Rise in Fatal Accidents

THE BIGGEST HOLIDAY season of the year is here—Christmas and New Year's—and pardon the unhappy thought, but that means more deaths on our streets and highways caused by drinking drivers sated Major Luther Moore, Regional Commander of the Texas Department of Public Safety for this Region.

The drinking driver problem has been rising steadily through the past years until now—one to four per cent of drivers on the road are accounting for about 50 to 55 per cent of all fatal crashes. Statistics reveals that the use of alcohol by drivers and pedestrians leads to some 25,000 deaths and at least 800,000 non-fatal crashes in the nation each year.

Besides being the direct cause of accidents, alcohol is found to be the causative factor in many other violations leading to an accident. During holiday periods it has been

found that alcohol was a causative factor in 80 to 85 per cent of motor vehicle and pedestrian accidents.

Especially tragic, is the fact that much loss in life, limb, and property damage involves completely innocent people. In a grim crash statistic last year, a family of ten was wiped out by just one drinking driver.

Major Moore lists some facts about alcohol that all drivers should know:

1. Alcohol is not a stimulant and is classified as a depressant.
2. Even small amounts of alcohol tend to reduce judgement, self-control and driving ability.
3. Coffee and other stimulants will not offset the effects of alcohol. Only time can eliminate alcohol from the blood stream.
4. It takes at least three hours to oxidize (eliminate) one ounce of pure alcohol, which is about two cocktails.
5. Two cocktails, which is about 0.4% of alcohol may reduce visual acuity as much as wearing dark glasses at night.
6. You do not have to be obviously intoxicated to be "under the influence" to be an unsafe driver.

**DR. JOHN W. KIMBLE, O. D.**  
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Major Moore also stated that all uniformed enforcement personnel during the holiday period will be especially alert to the drinking driver and remove them from the streets and highways for protection to others and themselves.

The Commander concluded by saying, "alcohol and gasoline doesn't mix when behind the steering wheel of an automobile."

## Social Security Benefits Continue Though Employed

(Special to Tribune)

Many people in the Hale-Floyd-Motley Counties area who are old enough for social security retirement benefits but who have continued to work for substantial wages may now qualify for some or all of their social security checks despite these earnings.

According to Manie King, manager of the social security office in Plainview, the social security amendments effective in 1968 have increased the amount of earnings a beneficiary may have and still receive some or all of his social security benefits.

A beneficiary whose earned income (wages if he is an employee or net profit if he has his own business) is \$1680 or less for the

year can receive all his social security checks. If he earns over \$1680, he may still receive some of his social security benefits; how much depends on how high above \$1680 his earnings are.

If earnings are between \$1680 and \$2880, \$1 of benefits is not payable for every \$2 earned above the \$1680 level. If earnings go above \$2880, \$1 of benefits is not payable for every \$1 earned above the \$2880 level. For a beneficiary who earns \$3000 during 1968, for example, \$720 of his social security benefits for the year are not payable.

In addition, if there were any months in which employee's earnings are not over \$140 or a self-employed person was not working a substantial amount of time in his business, checks will be paid for those months regardless of total yearly earnings.

Persons of retirement age should check with their social security office to see if they may be entitled to some benefits even if they don't plan to stop work completely.

The Plainview social security office is located at 1401-B West 5th Street and is open Monday through Friday except national holidays from 8:30 a.m. to 4:45 p.m.

For **COLDS** take **666**

### MISTLETOE KISS

Ancient Druids believed mistletoe was given to the goddess of love and therefore every woman passing beneath it was kissed. Today, it is popular belief that any woman who stands beneath the mistletoe invites a kiss. Some even hold that a girl kissed beneath the mistletoe will be married within a year — if she allows herself to be kissed but once for each berry on the mistletoe.

### GOD'S SHARE

In France, a portion of the Epiphany cake is often set aside as "la part de Dieu" — God's share. It is given to the first poor person who comes to the door.

### Christmas Time In Costa Rica

In this island country there is a variation of the presepio known as the portal. Instead of a manger scene under the tree or in a corner of a room, a whole room is filled with a replica of the Nativity, and people go from house to house admiring them.

The Christ Child has for centuries been accepted as the giver of gifts, but recently Santa Claus has also made his influence felt here. It is not uncommon to see a mannequin in a department store window, equipped with a beard and the rest of the Santa Claus regalia.

### Matador & Tribune

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A Bright Message

Happy Holidays to all the friends we've had the pleasure of serving this past year.

MR. AND MRS. MELVIN MEASON AND "SPARKY," JOHN BRISCOE, CHAS. MEADOR, LITTLE DOUG MEADOR, WINONA WELCH

## Holiday Food Specials

FOR YOUR MERRY HOLIDAY FEAST

Coffee	MAXWELL HOUSE lb.	69c
Bacon	Wright's Select, 2-lb. pkg.	\$1.29
Tuna Fish	HAASE'S, grated White Albacore can	29c
Mellorine	FOREMOST, 1/2 gallon	39c
Shortening	MRS. TUCKER'S, 3-lb. can	69c
Pintos	No. 1 Colorados, 2-lb. bag	25c
Chicken Backs	Youngblood's, frozen, lb.	19c
Pot Pies	BANQUET, frozen, 2 for chicken or beef, 8oz.	39c
Lemonade	Keith's, frozen, 6 oz. can, 2 for	25c
Chili	WILSON'S, certified, 24 oz. can	59c
Crackers	SHURFRESH, 1 pound box	23c
Kraut	SHURFINE, No. 303 can	15c
Green Beans	Kounty Kist, cut, No. 303 can	14c
Corn	LIBBY'S, No. 303 can	23c
Carrots	Fresh and crisp 1 pound celo. package	10c
Napkins	TEANAPS, white 80-count box	17c

We Give Double Profit Sharing Stamps On Wednesdays

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# Greetings



There is no better way than the good old-fashioned way of extending our sincere good wishes at this joyous holiday than to say: Hope you and yours have a very Merry Christmas Day!

## Jameson Machinery Company



**Roaring Springs NEWS**

Mrs. J. D. Palmer, James and Johnnie shopped Thursday in Plainview and visited Mrs. Bessie Palmer at the Assembly Home in Floydada.

Mrs. Charles Long and Mrs. Carlie Long shopped in Lubbock on Wednesday.

Mr. and Mrs. Fraiser Watson left Wednesday to spend the Christmas holidays with their daughter and family, Mr. and Mrs. Allen Smith and Cindy, of Phoenix, Arizona.

Mrs. Annie Webb is visiting with her daughter and family, Mr. and Mrs. Lester Morgan and Pam in Pecos.

Marine Capt. J. Burt Green and friend, Miss Carol Reuss of San Diego, Calif., spent this week visiting his parents, Mr. and Mrs. Mervin Green.

Ola Faye Tarrant and David spent the week end shopping and visiting her daughter and family, Mr. and Mrs. Wayne Tennison, Twila and Monty in Lubbock.

Mr. and Mrs. Charlie Graham of Abilene spent Wednesday night with Mr. and Mrs. Charlie Brooks.

Classes in the Roaring Springs schools were dismissed Friday following a Christmas program and a visit by Santa Claus. Classes will resume January 2.

Mrs. J. N. Fletcher and her father, Tom Swim, visited their sister and daughter, Miss Lula Swim a patient in Methodist Hospital in Lubbock Sunday.

Mrs. W. A. Lewis left Saturday to visit during the holidays with her daughter and son, Mrs. Kaye Allen and David in Uvalde.

Mrs. J. N. Fletcher and Mrs. Roy Hankins of Matador attended to business in Plainview last Tuesday.

He already has selected some of his official family. Jim Oliver of the Legislative Budget Board, which Smith now heads, will become director of the executive budget office. Oliver is working on the budget which the new government will recommend to the Legislature.

Jerry Hall, chief of the Capital Bureau for Newspapers, Inc.—the Austin, Waco, Port Arthur and Lufkin dailies—will become Smith's press secretary.

Certain to have a top job, either as secretary of state or as chief administrative assistant, will be Harold Dudley, who managed Smith's campaigns.

SCHOOL—New members of the Legislature came to Austin for two days to learn the ropes about the legislative process.

Speaker to be Gus Mutscher of Brenham, with the help of the Legislative Council, arranged the orientation sessions. Freshman legislators will thus have an insight into how the legislative process works when they start the 140-day session on January 14.

Turn-over in the legislature this year was low. Only 30 new members were named to the 150-member House, and only three new senators among the 31-member Sen-

ate. Two of the senators have been in the Legislature before, so there are only 31 in all who have not had legislative service.

COURTS SPEAK—On January 8 the State Supreme Court will review an Amarillo man's suit against a TV station which identified him as a robbery suspect after he had been released as blameless by police. Lower courts held for the station.

High court will hear arguments January 15 in a suit wherein Ford Motor Company is charged as negligent in manufacturing a brake assembly on a new Ford truck that hit an Amarillo couple's car.

Trinity River Authority was loser in its effort to enforce a condemnation award for property it sought in San Jacinto County. Supreme Court overruled the application for mandamus.

Another loser was a Lubbock man trying to collect damages for arm cuts suffered when he accidentally rammed a fist through a liquor store glass door. Supreme Court declined to reverse the Tyler court of civil appeals rejection of a jury award of \$2,524.

COME TO CHURCH SUNDAY



**G**reetings and good wishes for the Holiday Season

**PANHANDLE COMPRESS COMPANY**

C. L. LONG, Superintendent

**Highlights and Sidelights FROM YOUR STATE CAPITAL**  
By Vern Sanford

(delayed)

AUSTIN. — Lt. Gov. Preston Smith is making arrangements to take office as governor on January 21.



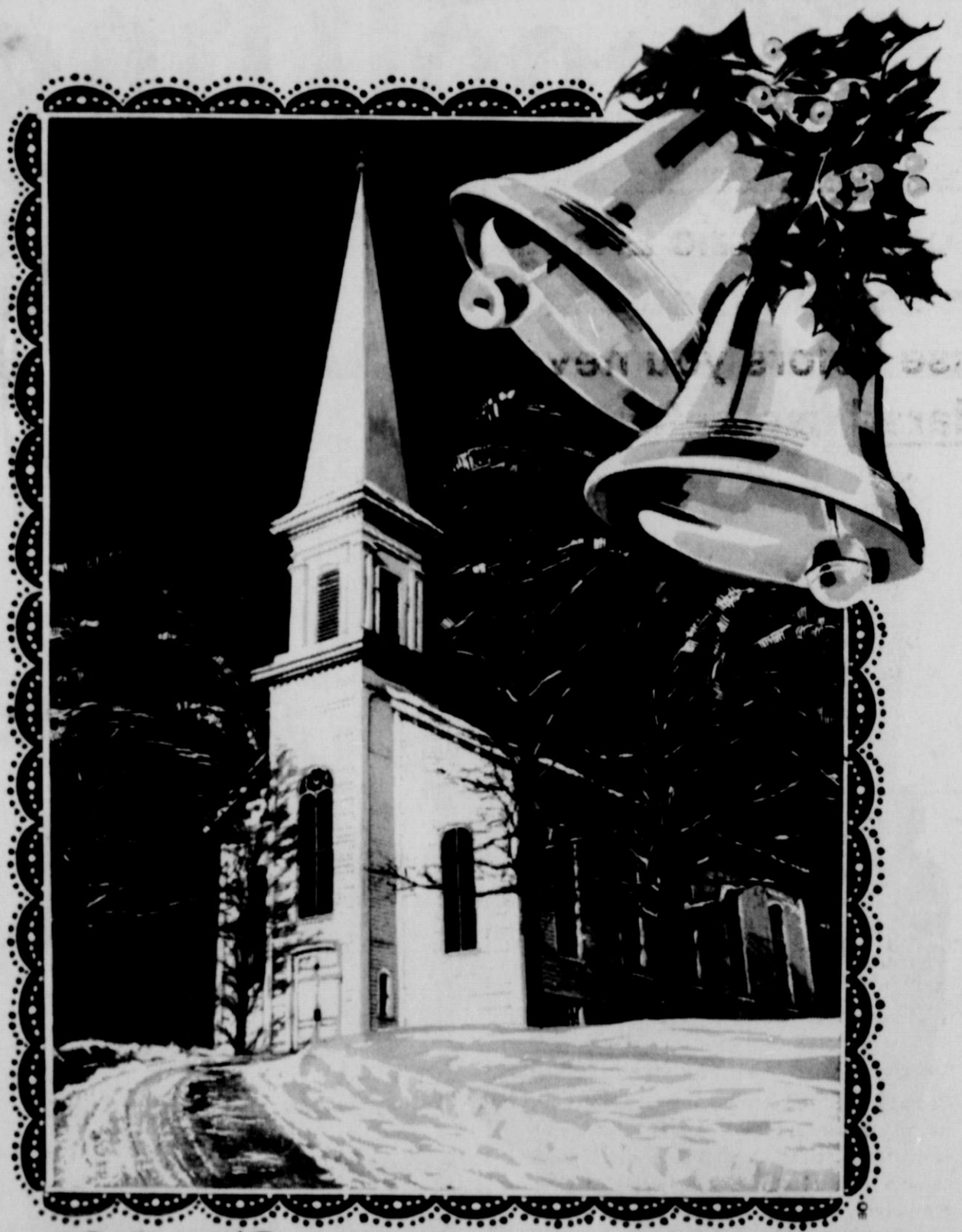
**Season's Greetings**

Away we go, full speed ahead! We just couldn't wait another minute to tell you how deeply we appreciate your loyal friendship and patronage and to extend to you and your family our very warmest wishes for a holiday season bright with all the great blessings life has to offer!

**Higginbotham-Bartlett Company**

Roaring Springs, Texas

**Merry Christmas**



In the happy spirit of the Christmas season, we send sincerest greetings to our loyal friends and customers, with hearty thanks for their patronage.

**RED BALL GIN**

ROARING SPRINGS

H. C. Smith

M. S. Thacker

**MERRY CHRISTMAS**

Best Wishes To Our Friends

**Long Insurance Agency**

Roaring Springs



## Black Coffee Won't Sober Up Drunk Drivers

AUSTIN — Black coffee doesn't sober up drunks — it just keeps some of them awake, the Texas Safety Association noted today while warning the state's drivers not to be misled by false notions about drinking and driving.

"Many drivers wrongly believe they can end an evening's drinking spree with a couple of cups of black coffee, get in their cars and drive home safely. This dependence upon the non-existent sobering effect of black coffee just puts wide awake drunks behind the wheel," Robert F. Miller, Vice President for Traffic Safety said.

"Contrary to popular belief, coffee will not overcome the effects of alcohol—only time and body processes can accomplish this."

The Safety Association officials also dispel the notion that a full stomach helps sober folks up. It may tend to slow the rate at which alcohol is absorbed into the blood stream, but it doesn't keep the alcohol from reaching the brain—it only delays it.

The most important factors contributing to alcoholic influence are the amount of alcohol absorbed into the blood and the amount of time allowed for the elimination of this alcohol.

Mr. Miller emphasized that the Safety Association is not taking issue with the merits of coffee as a beverage, nor is it presumptive enough to suggest that no adult driver can have one drink with dinner and an hour later get behind the wheel of his car and drive safely.

"In fact, a research study reported by the Secretary of transportation to Congress, shows the driving ability of many normal adults is not often severely influenced by having two drinks in two hours.

Mr. Miller pointed out that a chart based on body weight has been published by the Baton Rouge Area Council on Alcohol.

### Christmas is Near

Strangers begin to smile and speak to you on the street. Someone offers to help Mom with the dishes. Children never fail to say "Sir" and "Ma'am". The bus driver sees you running — and waits an extra minute. You find yourself feeling fine and looking at the world through rose colored glasses.

### TREE PARTICULAR

When picking out a tree, choose a fresh one. Stand the tree in water from the time you buy it until you dispose of it. Do not rely on chemical preparations to "flame-proof" your tree. Set the tree a way from radiators or fireplaces and never where it might block your escape in case of fire.

### 'LOST' GENERATION

You probably don't think it could have happened in our country but it did. An entire generation of American children grew up without Christmas! From 1659-1681 puritan leaders banned Christmas celebrations. The disputes arose over the abuses of Christmas; these abuses reached a fever pitch in 17th century England and the result was the forbidding of the yuletide ceremonies by the puritan parliament in 1644.

This is one of numerous examples to illustrate the point that the course of Christmas celebrations has not run as smoothly as one might ordinarily think.

ism to show levels of intoxication in relation to consumption. The chart indicates that the average adult driver in good health weighing 120 pounds may have three drinks in a four-hour period and rarely be under the influence of alcohol. If he adds a fourth drink, he may possibly be affected; but with a fifth drink in that four-hour period, he is definitely intoxicated and his driving ability will be affected.

An adult weighing 160 pounds could have four drinks in a four-

hour period and be legally sober in most states. If he adds another drink, he becomes possibly intoxicated. Two more, or a total of seven, drinks in that four-hour period and he becomes definitely intoxicated.

An adult driver weighing 200 pounds could have as many as five drinks in a four-hour period and rarely be under the influence of alcohol. If he adds a sixth drink, he is possibly influenced and with another two to three drinks, he is definitely in-

toxicated. In the body weight charts, one drink is figured as one ounce of 100 proof liquor or 12 ounces of beer. A person is presumed to be intoxicated when the blood alcohol concentration reaches .10 or more.

While the body weight charts do show how much the average adult driver may drink before he is definitely intoxicated, Mr. Miller warned that other factors such as health, fatigue, emotional condition, food intake, type of

alcoholic beverage and drinking habits, also affect levels of alcohol influence.

He also cautioned drivers that during the period the body is eliminating alcohol, they may be easily convinced that they are no longer feeling the effects of alcohol and that they are sober.

"This may be a delusion," he added. "The individual is falsely comparing his peak feelings of impairment with the declining impairment that he feels as his body eliminates the alcohol from

his body. He is not sober. He is only making a dangerously false comparison."

"The Safety Association is releasing this information as a recent Texas medical study shows that 68 per cent of persons killed in one-car crashes and 42 per cent of those killed in multiple-car accidents had blood alcohol concentrations of .10 or more at the time of their death."

"To be sure and safe," Mr. Miller concluded—"don't drink if you have to drive."

### LIVE THE CAREFREE ELECTRIC WAY

**Total-Electric Living is so clean you can use colors you never dared use before.**



Use glamorous white-on-white, even!

Because electric heating, cooling, cooking and cleaning is flameless the new pastels, even white-on-white, stay clean. Choose furniture, draperies, carpets and walls in the colors you want—they stay clean in a modern total-electric Gold Medallion home.

Any home can be converted to electric Gold Medallion.

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# Christmas greetings

Christmas . . . the traditional time to give and to share! As the Yule season approaches, we sincerely hope that you will accept our thoughts of friendship, our thanks for your continued patronage and good will and our wishes of health and happiness, peace and contentment for you and your family. May your holiday festivities abound with merrymaking and delight; may the joy of the day continue to shine upon you throughout the years.



## HIGGINBOTHAM-BARTLETT CO.

MATADOR, TEXAS



### Many Question Date Of Christ's Birth

Every year in December quite a number of radio preachers and other people become quite upset over whether Christ was actually born in December. They point to the phrase, "The shepherds were keeping watch over their flocks by night," and show that in December the shepherds would not have been out under the stars because of the coldness of the climate around Bethlehem. They then usually suggest that Christmas ought to be in the Spring and that we should do away with its observance in December.

Christ probably was not born in December; however, those who mention that December 25 was a pagan holiday have missed out on the whole meaning of observing Christ's birthday on December 25. The very early Christians did not know the birthday of Jesus, but they wanted to give thanks for His birth and to praise Him for coming to earth to help us with our sin

problems. They were required to work long hours and on Sunday worshipped at dawn and then had to perform a full day's work.

The pagans worshipped the sun on December 25. All along the streets they lighted huge bonfires to help strengthen the heat of the sun so that it would have the power to break the grip of winter and allow the Spring to come. Every one was given a holiday on December 25. Therefore, the early Christians decided since they did not know the exact date of Jesus' birth that they would take this holiday and turn it in to a Holy Day. They were much more concerned about having an opportunity to worship Jesus and to remember his birth than they were over whether they had chosen the exact day on which He was born.

Surely we would not repudiate the wisdom of these early Christians in setting aside a day in which the Son of God could be worshipped rather than to worship the sun. Soon the worship of the pagans vanished before the enthusiasm of the Christians and for everyone December 25th was accepted as the day to remember the

birth of Christ. Through all of these winters we have followed the lead of very early Christians in remembering Christ's birth. We could not choose the exact day on which He was born any better than they, and certainly He deserves to be remembered. Perhaps we should be much more concerned about the sincerity of our worship and the place we give Christ at Christmas time than to quibble over the exact date of His birth. I would hope that we could come to give Christ as big a place in our observance

of Christmas as did the early Christians. If we do, this will be our happiest Christmas.

—Gene Wofford, Pastor, East Grand Baptist Church, Dallas.

### Christmas Oddities

The famous Christmas expression "Peace on earth, good will to men" actually is a mis-translation. The original Greek,

as written by Saint Luke, reads: "Peace on earth to men of good will."

Clement Clark Moore, famous author of the poem "Twas the Night Before Christmas," was for many years deeply ashamed of this poem. Dr. Moore, a professor of Divinity at New York Theological Seminary, wrote the poem in 1822 in an off-hand moment and casually read it to some friends gathered in his home. One of them copied it down and sent it in to

the "Troy Sentinel," keeping the author anonymous. Through the years the poem became famous. Finally, 22 years later, Dr. Moore officially admitted authorship.

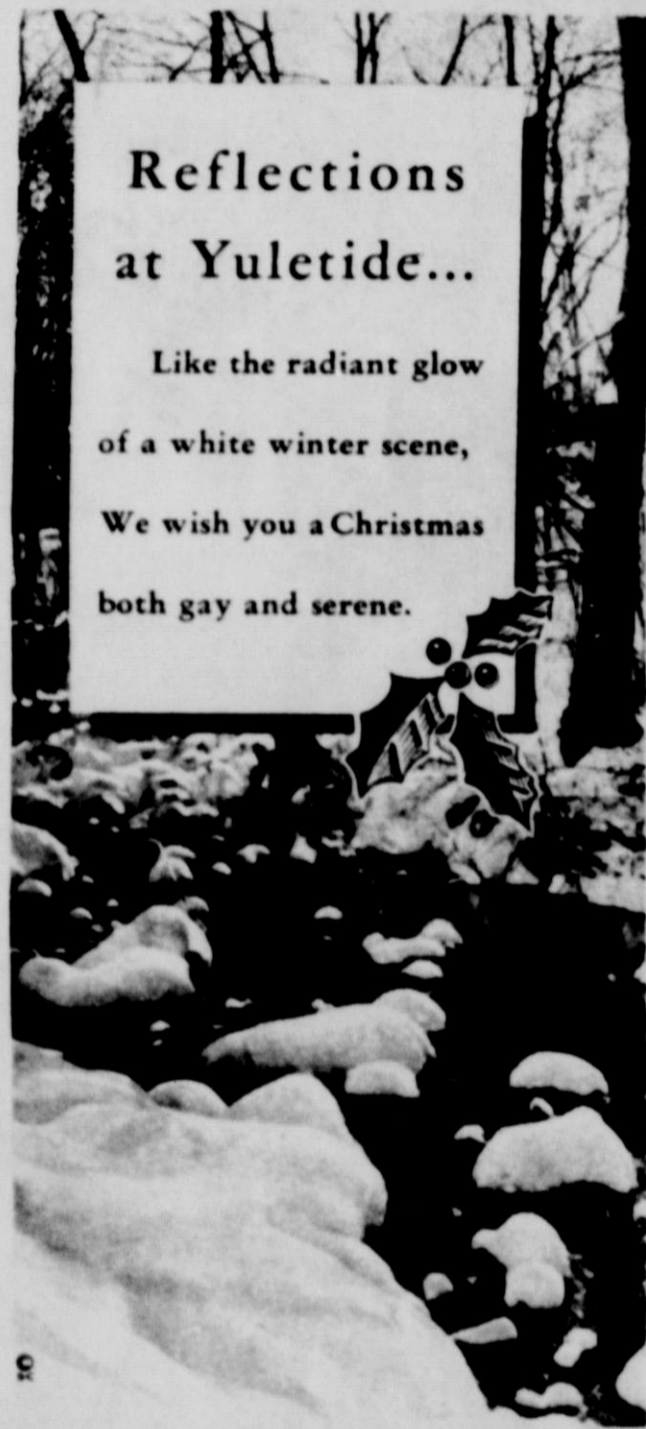
Early Americans, especially those in New England, did not celebrate Christmas. They even looked upon it as a day of evil, calling it "the multitude's idol day." In 1659 in Massachusetts a law was passed which read: "Whoever shall be found observing such a day as Christmas

either by forbearing of labor, or feasting in any way, shall be fined 5 shillings." Governor William Bradford sentenced three youths to jail for playing on Christmas day.

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### Reflections at Yuletide...

Like the radiant glow of a white winter scene, We wish you a Christmas both gay and serene.



☆ **Bill Pipkin**

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**MERRY CHRISTMAS, FRIENDS**

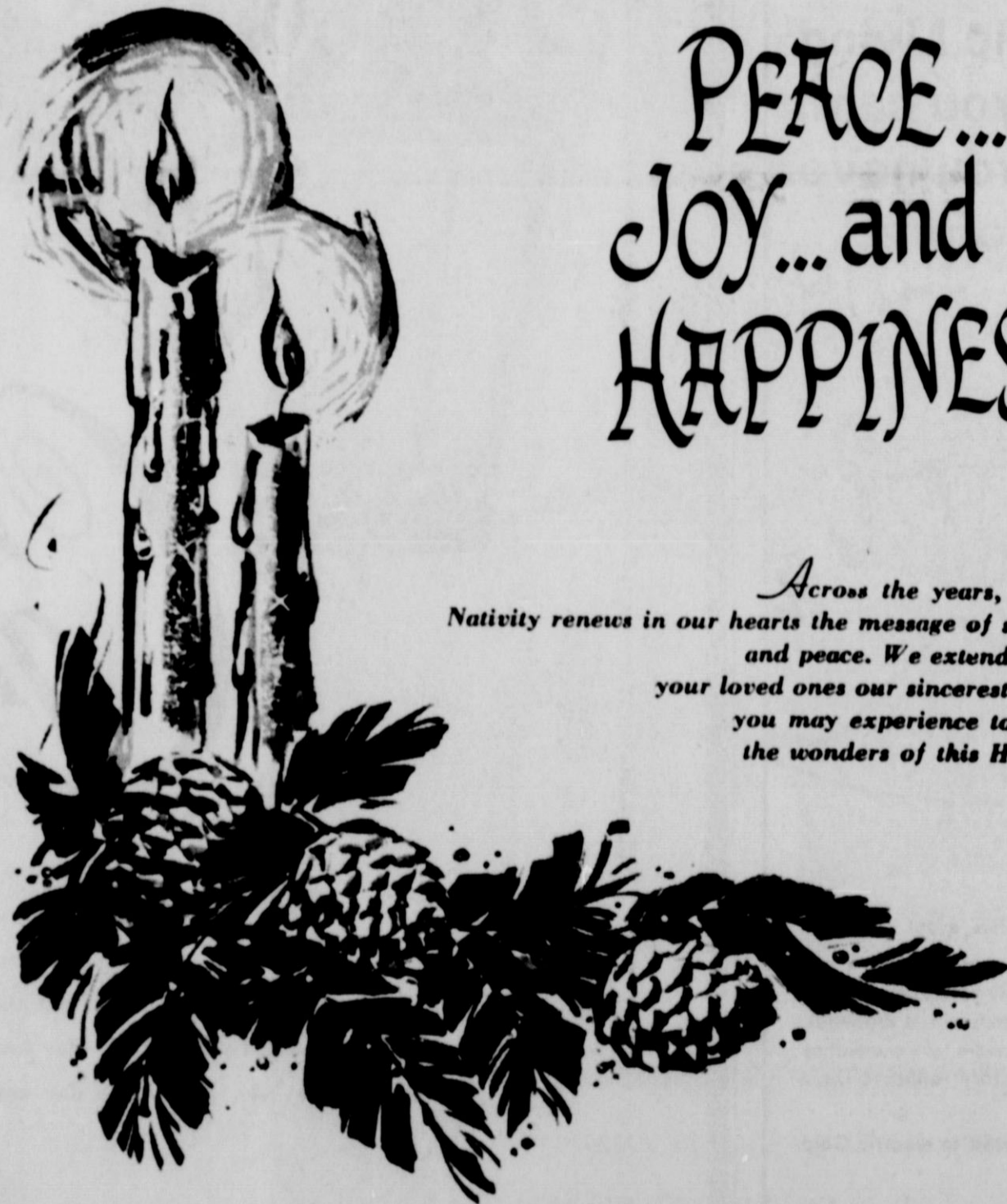
May the Lord be remembered on His birthday, and may He be with you in happiness or in 1969.

Clarence and Gussie Jenkins



PEACE...  
Joy... and  
HAPPINESS

Across the years, the blessed Nativity renews in our hearts the message of spiritual joy and peace. We extend to you and your loved ones our sincerest wishes that you may experience to the fullest the wonders of this Holy Season.



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