

# Merry Christmas

## The Sudan Beacon - News

FORTY-SIXTH YEAR NUMBER 44

SUDAN, LAMB COUNTY, TEXAS

THURSDAY, DECEMBER 24, 1970

10¢ PER COPY

### WOODWORK

BY DALTON

THE ATLANTA JOURNAL suggests that there might be some discrimination revealed in the report from a major advertising agency which has corrected what has been called "a persistent myth" for the last 13 years.

The agency reported finding that the average person is not exposed to nearly 1,500 ads a day as previously believed. Instead, the average male is exposed to only 285 ad messages each day while the women encounter 305, said the firm.

Whether or not this is discrimination against women, it raises a point in relation to newspaper and broadcast advertising. It's been said before, but unless you watch the boob tube during the movies, you can't really appreciate the fact that newspaper advertising doesn't intrude.

Some may say that the fact that it doesn't intrude means that people are reading them, but if you have a good ad, and a good product, you'll find that people do respond. And they generally have a lot nicer feeling toward the advertiser than they do toward the sponsor of some spot on TV that drags on and on, presents some incredibly stupid message that insults the viewer's intelligence, and comes right in the middle of the interesting part of the story.

I have wondered sometimes how it would be to throw in about every six inches of type in the ball game story on page 15 or 20 lines advertising soap suds or some new kind of cigarette "that makes the air fresher" (while it actually pollutes it).

What really irritates most viewers is to miss a touchdown pass while "Dillard Furniture Warehouse Has Done It Again". Somewhat along the same line, the Lexington, Ky. Leader had this to say:

"Included on our personal list of annoying television commercials is one for a candy-breath mint which raised the foolish question, 'If he kissed you once, will he kiss you again?'"

"... We find the question completely ridiculous. We have known a few girls who have never been kissed, but never have we run across a girl who has been kissed only once."

BY THE WAY, don't forget that Christmas is being observed this week. We hope you have a nice, safe one.

### PERSONAL

Mrs. J. S. Smith remains in the Methodist Hospital in Lubbock as the result of a fall in her home recently. She is reported to be improving at this time.



## Christmas Greetings

AS THIS IS OUR ANNUAL CHRISTMAS GREETING EDITION, YOU WILL FIND GREETING ADS FROM ALL THE LOCAL MERCHANTS FEATURED INSIDE. PLEASE READ EACH ONE CAREFULLY AND REMEMBER THEM IN THE YEAR TO COME.

## HORNETS WIN OVER VEGA, 56 - 38

The Hornets dumped the Vega Longhorns 56-38 Friday to claim a 2-0 district record in basketball for this season.

After a low-scoring first quarter, the Sudan team led 22-13 at the half. David Weaver was high point for Sudan with 16 points.

The varsity girls lost to Vega 47-35 for their second district loss of the season. Vega led 26-17 at the half with Sudan losing two of their starting guards by foul late in the game.

Angela Pickett led the scoring with 25 points.

The B-team girls won their game 35-32, against Vega. It was a very close game with the lead see-sawing back and forth. Vega led 14-13 at the half. The B-team also lost two starting guards by fouls with two other having four called against them. Vega made 12 of their 31 free shots with Sudan three times from the free shot line. Tanya Chester put 11 points through the hoop with Georgia Ray and Cecile Bandy each scoring 10 points.

The boys B-team played a team from Olton Friday night when they lost by only one point. Olton led by three points at the half but Sudan tied them at the end of the third period. Mark Hanna was high point for Sudan with 10 points.

The varsity teams went to Vega Tuesday for a return match but the scores were not available at press time.

Both the varsity teams will be engaged in tournament play at Farwell beginning Dec. 31 and continuing through Jan. 2.

## Mrs. Parrish Rites Held

Funeral services for Mrs. W. O. Parrish were held Tuesday, Dec. 22, at 3 p. m. in the First Baptist Church with the Rev. Willie Hazel of Plainview and the Rev. Wayne Perry of Lubbock, former pastors, officiating.

Burial was in the Sudan Cemetery under the direction of Payne Funeral Home of Amherst.

The former Gladys Irene Fite was born Oct. 12, 1894 at Hughes Springs in Cass County, Texas. She was married to W. O. Parrish on April 25, 1909 and the couple lived at Wellington before moving to Sudan in 1924 where he was engaged in farming.

She died Sunday afternoon in the South Plains Hospital at Amherst where she had been a patient for some three months.

She is survived by her husband; five sons, Nolan and Truman, both of Sudan; O. J. of Earth, Arnold of Post and Loye Dale of Anaheim, Calif.; nine grandchildren and 11 great-grandchildren.

Grandsons were pallbearers.

## SUDAN 4-H CLUB HAS CHRISTMAS PROGRAM

The Sudan 4-H club met Thursday night in the community center for their annual Christmas party. Gifts were exchanged and carols sung by the group.

Gift certificates were presented to county agents, Lady Claire Phillips, Bobby Brunson and Buddy Leggett.

A check for \$10 was also presented to the Children's State School in Lubbock from the club as a Christmas present.

### PERSONALS

Guests for a pre-Christmas dinner Sunday in the home of Mr. and Mrs. J. W. Olds were Mr. and Mrs. J. V. Bouldin of Pecos, Mr. and Mrs. Leland Bouldin, Bobby, Gary and Corey

## BREWSTER FAMILY REUNION HELD

The 20th annual Christmas reunion of the family of the late Mr. and Mrs. Hugh Brewster, Sudan pioneers, was held during the weekend in the home of their daughter and family, Mr. and Mrs. Frank Rose.

Members of the family placed flowers in the First Baptist Church in memory of their parents. The group attended Sunday morning worship services at the church.

Attending were Mr. and Mrs. P. T. Hamilton of Amarillo, Mr. and Mrs. Eugene Hamilton and daughter of Pampa, Mr. and Mrs. Victor Hamilton and son of Kirbyville, Mr. and Mrs. D. C. Holley of Slaton, Mr. and Mrs. Dale Gordon and family of Tulsa, Mr. and Mrs. Carol Holley, Mr. and Mrs. Douglas Holley and Mr. and Mrs. Tommy Rose, all of Lubbock; Mr. and Mrs. Robert Rose and family of Houston, and the host and hostess.

Bouldin of Lubbock, Mr. and Mrs. Ray Bowman and Gay Bowman of Slaton and Roby Lynn of Sudan.

Mrs. C. M. Furneaux is spending the holidays in Ft. Worth with her sister, Mrs. June O'Brien and other relatives.

Mr. and Mrs. W. T. Vereen will spend Christmas Day in Lovington, N.M., with their daughter Mrs. Jean Crouch and her family.

## Scout News

Girl Scout Troop No. 37 visited the Texas State Children's Home in Lubbock Saturday Dec. 12, and presented the patients with handmade stuffed animals and Christmas tree decorations.

The troop dined at Brittan where they celebrated the birthday of Carrie Reed. Later, they went shopping before returning to Sudan.

Troop 377 met for their regular meeting on Thursday in the home of their leader, Mrs. Arnold Reed, when a troop present was decided. Christmas carols were sung by the group with refreshments of cookies and punch served by Linda Evin.

Troop members were presented gifts by their leaders, Mrs. Reed and Mrs. Betty Withrow.

Brownie Troop No. 7 met for their regular meeting Thursday afternoon in the Scout room of the Community Center when the program included the decorating of a Christmas tree and finalizing plans for their supper.

The progressive supper began at 5:30 p. m. Friday when salads were served at the home of Mrs. Elroy Rasco. The group progressed to the home of Mrs. Don Ham when the main course was served. Desserts were served in the home of Mrs. Kenneth Vincent. All mothers of troop members assisted in the supper.

Following the supper, troop members went caroling. The trailer and hay was provided by

## FORMER PASTOR TO PREACH HERE

Rev. Frank Weir, assistant chaplain at Methodist Hospital in Lubbock and former Sudan pastor, will be preaching here at the First United Methodist Church Sunday morning during the worship service.

Mrs. Weir will accompany her husband to Sudan and all church members and friends are invited to attend the services.

### Pudd Wiseman

Gifts were exchanged and hot chocolate served to troop members and several parents from a serving table decorated in the Christmas motif.

Troop members attending were Kathy Swart, Wendy Wiseman, Patty Drake, Cindy Ham, Glenda Cardwell, Madilyn May, Cindy Powell, Pam East, Becky Byrley, Tanya Ray, Ruth Withrow, Sherry Ray, Kim Humphreys, Lauri Van Dyke, Michelle Hanna, Michelle Vincent, Jenna Carpenter, Celia Pierce, Janie Brown, and leaders, Barbara May, Mary Powell, Patsy Kent, Marge Cashwell.

## BAPTIST YOUTH GROUP HOST CAROLING EVENT

Actresses met Wednesday night at the First Baptist Church to go Christmas caroling. Afterwards they returned to the church for refreshments.

Approximately 60 young people attended.

## LATE NEWS REPORT

Funeral services for Drew Watkins, who died Tuesday morning at Methodist Hospital in Lubbock, will be held at the First Baptist Church at 2 p. m. Wednesday.

Watkins, a longtime resident of Sudan, became ill Sunday night and was taken to the Methodist Hospital early Monday.

Survivors include his wife, Audrey; one son, Doyle of Dallas; one daughter, Mrs. Dorothy Patterson of Knoxville, Tenn. and three grandchildren.

## LANE HOME SCENE FOR CHRISTMAS SOCIAL

A Christmas Coffee was given in the home of Mrs. Frank Lane on Saturday, Dec. 19 with Mrs. Wix Gaston and Mr. Trey Gaston as co-hostesses.

The serving table was covered with a red net Christmas cloth overred felt and continued with a red velvet tree flanked by red tapers in silver holders.

Coffee, spiced tea, assorted breads and fruit were served from silver appointments. Christmas decorations were used throughout the house.

Approximately seventy-five guests called between the hours of 9:30 - 11:30 a. m.

### PERSONALS

Mr. and Mrs. B. W. Newman and little granddaughter, Bonnie Newman, visited relatives in Dallas over the weekend.

## NIX FAMILY HAS GET-TOGETHER

The family of the late Mr. and Mrs. Matt Nix met Sunday afternoon in the home of Mr. and Mrs. Matt Nix Jr. for an annual Christmas get-together.

Those attending from Sudan included Mr. and Mrs. Raymond Nix, Mr. and Mrs. H. O. Carson, Mr. and Mrs. Bill Nix and Tim, Mr. and Mrs. Bobby Carson and Angie, Mrs. Gladys Gleam.

Attending from out-of-town were Mr. and Mrs. John Nix of Textline, Mr. and Mrs. Jim Nix and Mr. and Mrs. Larkin Nix of Amherst, Mr. and Mrs. Scooter Brock, Chris and Deane of Earth, Mr. and Mrs. Miles Nix of Lubbock, Mr. and Mrs. Raegan Cox, Marlene and Brandon of Pleasant Valley.

### CLASS SOCIAL HELD

The Truthseekers Sunday School class of the First Baptist Church met Friday, Dec. 11 in the home of LaDelta Vernon for their Christmas social. Gladys Evin and Georgeann Rasco were co-hostesses.

Beth Manning gave the invocation. Gifts of Christmas candies and desserts were exchanged.

Refreshments were served to Beth Manning, Charis Ann Williams, Marge Nelson, Mary Powell, Ruth Vincent, Betty Beavers, Janelle Hargrove, Dorothy Ann Hill, Genny Reed, Norma Burnett, Ellen Dandway, Bobbie Carpenter, Donna Masten, Lynette Burns, and the hostesses.

# LETTERS TO SANTA



Dear Santa Claus,  
I am a boy. How are you? I want one bike. I want one little car. My brothers and sisters names is Alejandro, Ismael, Alvaro, Alonso, Concha, Esperanza. Thank you Santa Claus. My name is David.

Bye Santa Claus,  
David Ojeda Jimenez

Dear Santa,  
I would like a doll, doll

dresses and a bottle, some socks, some doll socks, and thats all.

Love,  
Crisylaverne Fletcher

Dear Santa Claus,  
I want an easy bake oven for Christmas because I am a nice little girl.

Vera Hernandez

Dear Santa,  
I would like a football and a tape recorder and a watch and a watch and a mini bike. I have

Your friend,  
Joe

Dear Santa Claus,  
I have been a good girl this year. There are a list of things I want. I can just name a few of the things I want. I would like a typewriter and about ten games. I would also like a tape recorder. There are a lot of other things. I had better end your letter.

Paula

Dear Santa,  
I want a mini-bike and some clothes and a happy Christmas.

Your pal,  
James

Dear Santa,  
I want a bike and some clothes. And fruit and I'm 10 years old.

Michael Wayne Thomas

gloves and some weights.  
Your pal,  
Michael Jones

Dear Santa Claus,  
I wish I could have a be be gun and a Jack knife for Christmas. And I am only nine years old and hurry fast.

Yours truly,  
Marty Huerta

P. S. Will you make this wish come true and if can't fine me look in the telephone book.

Dear Santa,  
I want a pair of roller skates, a pogo stick, a pair of boots, and a poncho.

Yours truly,  
Skodie King

P. S. I want a rubber duck for my dog Bamby.

Dear Santa,  
I want a table and chairs, Baby Tender Love, Barrel of Monkeys and a ring. I will try to be good.

Judy Wiseman

Dear Santa Claus,  
I would like for you to bring me a baby tender love and a big doll. I would also like some Barbie clothes. There will be some cookies and milk on the table for you.

Love,  
Sandra Hill

P. S. I have to nephews, James and Ulke. Would you bring them some toys. Thank you.

Dear Santa,  
I am 5 years old. I go to kindergarten. For Christmas I want a Baby Go bye bye, a Marvel and Mustang, table and chairs with dishes, a little play dog. I have been a good girl.

I love you,  
Kathy Walker

Dear Santa,  
Please bring me two guns and a sherrifs badge, a puzzle. Also bring me a ring. Please remember all other boys and girls.

Scott Ballew

Dear Santa,  
I want a new Christy. And I want a bicycle with a flower basket. I have been a pretty good girl. Mike has been pretty good too. We will have something for you.

I love you,  
Debbie Hill

Dear Santa,  
I have tried to be a good boy. Please bring me a bicycle, silly string and some games. Bring my brothers something too.

Jerry Fisher

Dear Santa,  
I would like a shovel that changes gears when you pull it back and fourth. Also I want a steam shovel. I've been a good little boy. Please remember my brothers, too.

Thank you,  
Lyn Bartley

Dear Santa,  
I would like to have a watch and a football and some clothes for Christmas. I have been a good boy.

Your friend,  
Ricky

Dear Santa,  
I am six weeks old. I want to pull your beard and a new shaker for Christmas. But your to slow hurry up and come.

Mark Warren

Dear Santa Claus,  
I want two pairs of boxing

# Greetings

'Tis the season to be jolly...and to share with neighbors and friends the merriment of Christmas. To all, "Happy Holiday"!

In order to give our employees a little extra time to be with their families during the holidays, we will be closed December 24, 25 and 26 (Thursday, Friday and Saturday).

**DRS. ARMISTEAD & WALLACE**  
OPTOMETRISTS  
Littlefield, Texas



## Holiday Blends Many Customs

"Anybody found feasting or observing Christmas day in any way shall pay a fine of five shillings."

And so, throughout New England Pilgrim settlers had to treat Christmas as just another working day. Governor Bradford noted that "no man rested all day" on December 25, 1620, say the editors of Encyclopedia Americana.

Today, in the United States and Canada, Christmas celebrations are a colorful blend of customs from many lands. The main features of the holiday festivities are much the same everywhere—Santa Claus, Christmas trees, gifts, greetings, feasting, family

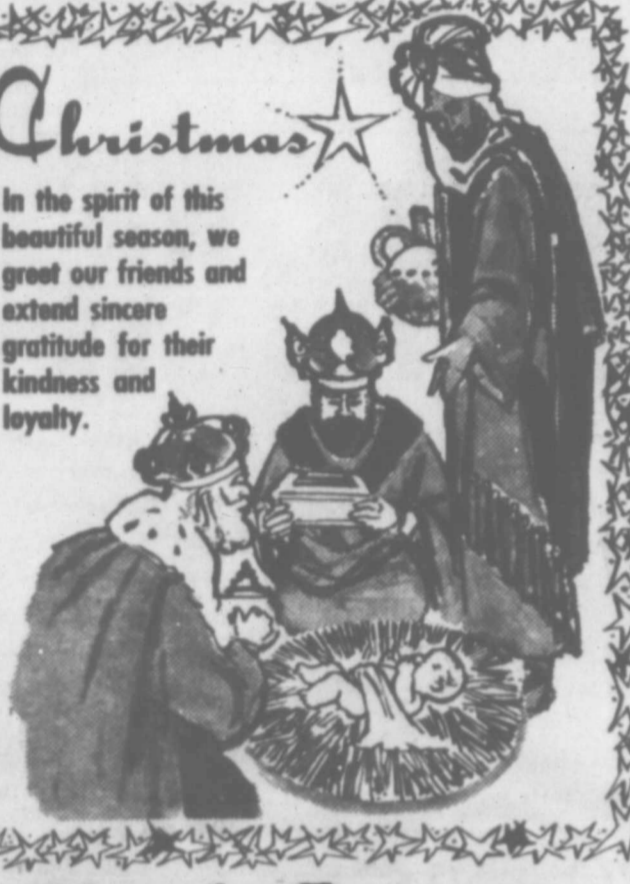
visits, carol singing. Each of these customs has its own history, and for the student of holiday lore and legend, the fascination lies in the variety of traditions brought by settlers from other lands and assimilated into what is now a truly American, or truly Canadian Christmas.

### In Colombia

People parade in masquerade on Christmas Eve in Colombia. Each masquerader tries to guess the identity of others. When someone guesses correctly, he can claim a small gift from the person who was "unmasked."

## Christmas

In the spirit of this beautiful season, we greet our friends and extend sincere gratitude for their kindness and loyalty.



## Wanda Downs Tax Service



## Greetings

Now's the time to thank you for your continued good will, and wish you and your family a happy holiday!

## Sudan Elevators

J. H. VINCENT

## CHRISTMAS JOY

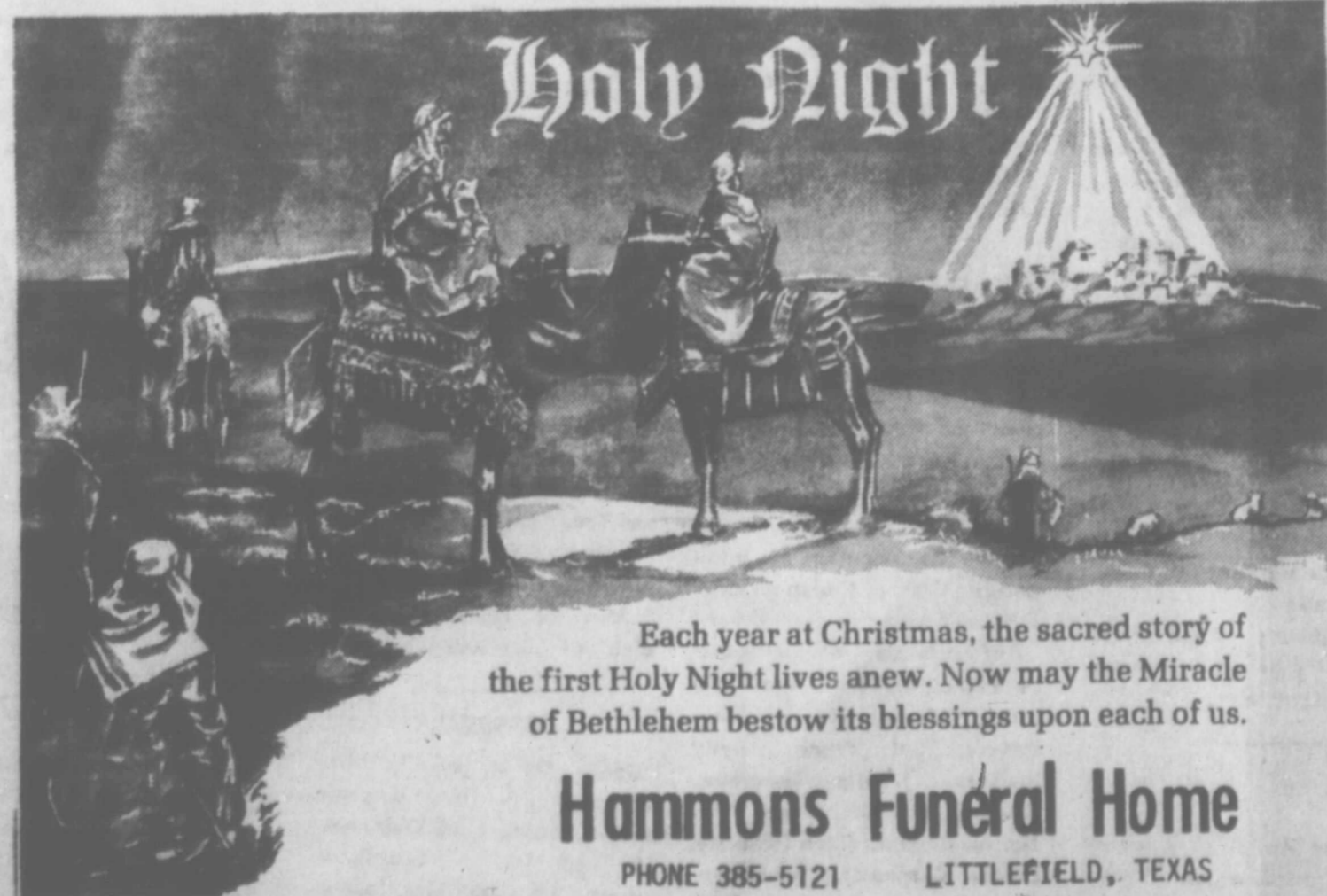
May the joy and peace of this holiday season be with you.



## EL RANCHO CAFE

CHARLIE AND SEFERINA

## Holy Night



Each year at Christmas, the sacred story of the first Holy Night lives anew. Now may the Miracle of Bethlehem bestow its blessings upon each of us.

## Hammons Funeral Home

PHONE 385-5121 LITTLEFIELD, TEXAS

## CHRISTMAS BLESSINGS

Christmas is the perfect time to count our many, many blessings. High on our list is the confidence and good will you've showed us. So to you, our patrons, we're extending a cheerful, hearty holiday "thanks."

## KNOX TEXACO

### HOSPITAL REPORT

Recent patients at the South Plains Hospital include:  
Amherst — Mrs. Allie Cope, Leon Robinson, Mrs. Irma Jeffery, James Martin.  
Sudan — Mrs. Mary Ford, Reed Markham.  
Littlefield — Mrs. Ruth Bell.  
Earth — Rex Clayton, Chris Cornett.

### In Brazil

Brazilian lore and legend says that Three King's Day is a time for poetry contests. Verses accompanied by guitars are featured.

### SANTA LETTERS

Dear Santa,  
I wish Christmas eve would hurry. And I wish I could see you when you put out my toys. Well I guess I better tell you what I want right now. I want a talking P. J. and Ken. I want a football too. A basketball and goal too.

Yours truly,  
Shirrie Ray

Dear Santa Claus,  
My mom say that you are a spirit. Santa I want a baby doll that has a bottle and I want a bike. Santa do you really live

in North Pole?

Love you,  
Josie Jalomo

Dear Santa,  
How are you doing? I am just fine. Hope Mrs. Santa Claus is doing fine. I want a talking Barbie and a wig. Thank you.  
I love you,  
Pam Kent

Dear Santa,  
All I want for Christmas is a B. B. pistol and a football and a football suit that is all.

Love,  
Gary

Dear Santa,  
I want a bike and some guns, and a shirt, and a car for Christmas.

Thank you,  
Henry James

Dear Santa Claus,  
How have you ben? My family is nice to me. I am in the second grade. I like best in school Spelling. How are your reindeers? I am a boy. I am seven years old. Please Santa bring me a watch and company commander, 8 piece set and archery set and dart set.

Love,  
Bradley Damron

Dear Santa Claus,  
I am eight years old. I am in the second grade. There are four in my family. I am a boy. How are your reindeers. How is your reindeer Rudolph. I have a baby sister. Will you please bring me some guns, and a Johnny Lightning racing track set?

Love,  
Sammy Soto

Dear Santa Claus,  
How are you? How are your reindeer. I am in the second grade. How is Rudolph. I am seven. I want a popgun and a watch.

Bye,  
Ricky King

Dear Santa Claus,  
I am in the second grade. I am seven years old. I am a boy. Is Rudolph all rite? Dear Santa Claus, are you all rite? I want a race track with some hot wheels.

Marty Sandoval

Dear Santa,  
How is Mrs. Claus doing? And of course the elves. And Dander and Prancer and Comet and Q Pit and Doner and Blitson? I would like a punching bag. Black and Decker tools.

Joey Bellar

Dear Santa Claus,  
How are you? How are your reindeer? I am in the second grade. I am seven? How is Rudolph? I have four brothers and I have a sister. I would like a

rifle and a pistol and I want some clothes and a necktie.

I love you,  
David Glen Couch

Dear Santa,  
I like you. I'm in the second grade. I am 7 years old. I think I'm kinda lucky. My family is nice. I do not know what I want. Please give me anything you want to.

With love,  
Dan Ryan Messamore

Dear Santa,  
How are you doing? I am seven. I want a doll and a tranny wheel bike and some dishes to. How are your reindeer doing? I like math the best in school.

I love Santa,  
Rebecca Kay Williams

### Personals

Mr. and Mrs. Lee Roy Fisher and family visited her mother, Mrs. Ethel Lowe, in Dimmitt Sunday and attended church services in the new First Baptist Church building. They were joined there by Mr. and Mrs. Mike Fisher of Petersburg. Sunday afternoon the family went to Petersburg and attended church services there Sunday night when a choir directed by Mike Fisher presented a Christmas program.

Radney Fisher, who is stationed at Charleston, S. C., is visiting in the home of his parents, Mr. and Mrs. Lee Roy Fisher, during the holidays.

Dr. and Mrs. William Tucker of Pueblo, Colo. are visiting his parents, Mr. and Mrs. John Tucker for the holidays.

Miss Evelyn Milam of Sherman is a holiday guest in the home of her parents, Mr. and Mrs. J. K. Milam.

Mr. and Mrs. Odis Markham returned home this week after visiting her brother and family, Mr. and Mrs. Jimmy Shanks.

Mr. and Mrs. Lynn Drum and three children of Royce City will spend the holidays visiting her parents, Mr. and Mrs. Raymond Maxwell, and grandparents, Mr. and Mrs. Martin Maxwell, and other relatives.

Dick Gatewood is reported to be in an improved condition, but remains as a patient in the intensive care unit of Methodist Hospital in Lubbock.

Mr. and Mrs. Martin Maxwell attended the Ranchers Christmas Club meeting Friday at the Community Center in Fort Sumner, N. M. They spent the weekend visiting her sister and family, Mr. and Mrs. Earl Smith of Santa Rosa.

Capt. and Mrs. John Wood, Angela and Steve of San Antonio are spending the Christmas holidays with his parents, Mr. and Mrs. J. W. House. Also visiting in the House home were

another son and family, Mr. and Mrs. Dalton Wood, Terry, Vendell and Jansell of Plainview. Mr. and Mrs. Arboth Rylant and girls of Beeville are visiting her parents, Mr. and Mrs. G. C. Ritchie, for the Christmas holidays. Also visiting here are Mr. and Mrs. Robbie Rudd of Lubbock.

Mr. and Mrs. Bob Masten of McComb, Miss. and Mrs. James Bryant and Brigitte of Baton Rouge are visiting here with Mr. and Mrs. Joe Bellar and other relatives and friends.

Mr. and Mrs. O. L. Turner have returned to their home in Sudan from Temple for the Christmas holidays.

Mrs. Jimmy Arnold and children of San Antonio are visiting her mother, Mrs. L. F. Meeks. Her husband, Jim, will arrive today to spend the holidays. They are also visiting his parents, Mr. and Mrs. James P. Arnold.

Mr. and Mrs. T. L. Obenhaus of Beaufort, S. C. are visiting her parents, Mr. and Mrs. Dexter Baker.

Danny Rhodes, son of Mr. and Mrs. Dewey Coldiron, will spend the holidays in Sudan. Rhodes is stationed in Laredo with the U. S. Air Force.

Mr. and Mrs. Phillip Gordon and Jeff will be in Irving during the Christmas holidays to visit her brother and family, Mr. and Mrs. Cordie Thomas and Wesley.

Mr. and Mrs. Weldon Wiseman was in Abilene Sunday and their daughter, Mrs. Kenneth Conley and girls returned with them for the holidays. Also spending the holidays in the Wiseman home will be Mr. and Mrs. Roy Miller of Corsicana.

Debbie Fields and a friend, Sandy Jones of Wellman, visited Sunday in the home of her parents, Mr. and Mrs. Lewis Fields.

Among college students home for the holidays include Sharon Wilson, Sue Noles, Louise Williamson, Connie Lance, Larry Haana, Susan and Clinton Jones, Kathy Fisher.

Mr. and Mrs. Frank Rone will spend the Christmas holidays visiting her sister and family, Mr. and Mrs. P. T. Hamilton, in Amarillo.

Mr. and Mrs. Raegan Cox returned home Friday after visiting Mr. and Mrs. Michael Lind in Dallas.

### TDPS REPORT

Colonel Wilson E. Speir, director of the Texas Department of Public Safety, warned today that traffic crashes in Texas over the Christmas and New Year holiday periods may claim as many as 87 lives.

He said 52 deaths are expected in the 78 hours of Christmas from 6 p. m. Thursday, Dec. 24 to midnight Sunday, Dec. 27. He also estimated 35 traffic deaths during the New Year holiday from 6 p. m. Thursday, Dec. 31 to midnight Sunday, January 3.

Speir said the Department of Public Safety will place all available patrolmen on the highways during both holiday periods to enforce the law and aid motorists. He added that many local law enforcement agencies will be joining in this all-out effort to reduce the number of holiday accidents.

The DPS director said a special "Operation Motorcide" would be in effect over both holiday periods, during which periodic tabulations of traffic fatalities will be made and given the widest possible dissemination in order to focus public attention on the added dangers involved in holiday travel.

"We urge each individual driver to join in these efforts and help us prove the estimate of 87 fatalities too high. Many holiday accidents can and will be prevented if Texans will adopt 'Drive Friendly' as their personal slogan while behind the wheel," Speir added.

### Christmas Tree

A Christmas Tree game that everyone can play is a guessing game. In "Christmas Tree" the person who is "it" leaves the room while the other players decide on a secret word. It must be a verb, or a word showing action, such as run, eat or swim.

When "it" comes back, he tries to guess the word by asking questions using "Christmas Tree" in place of the word. He may ask, "Do children Christmas Tree?"

### In England

From the north of England comes the happy custom of the kissing bough. A large hoop, twined with greens, is decorated with apples and candles. And in the center there's mistletoe—signal for exchanging kisses.

### In Venezuela

Hallaca, a native Venezuelan dish, is an awaited delicacy during the Christmas season. It is made of corn meal with pork and chicken stuffing and numerous other ingredients, and then wrapped in plantain leaves to form a type of pie.

### In Argentina

It's a mid-summer Christmas in Argentina, and the traditional feast is generally served outdoors. Rosebuds and jasmine deck the table, which has as edible centerpiece a whole roast suckling pig.

### In Peru

Toro! In Lima, Peru, Christmas day is not exclusively a church holiday, because it also marks the greatest bullfight of the year.



## GREETINGS

During Christmastime we extend to all our neighbors and friends warmest wishes for a wonderful holiday.

## Tracy Perkins Roofing

929 E. 12th ST. LITTLEFIELD, TEXAS



We would like to extend our warmest holiday greetings to our friends. Thank you, Merry Christmas.

## Wanda Downs Tax Service

## Christmas Greetings

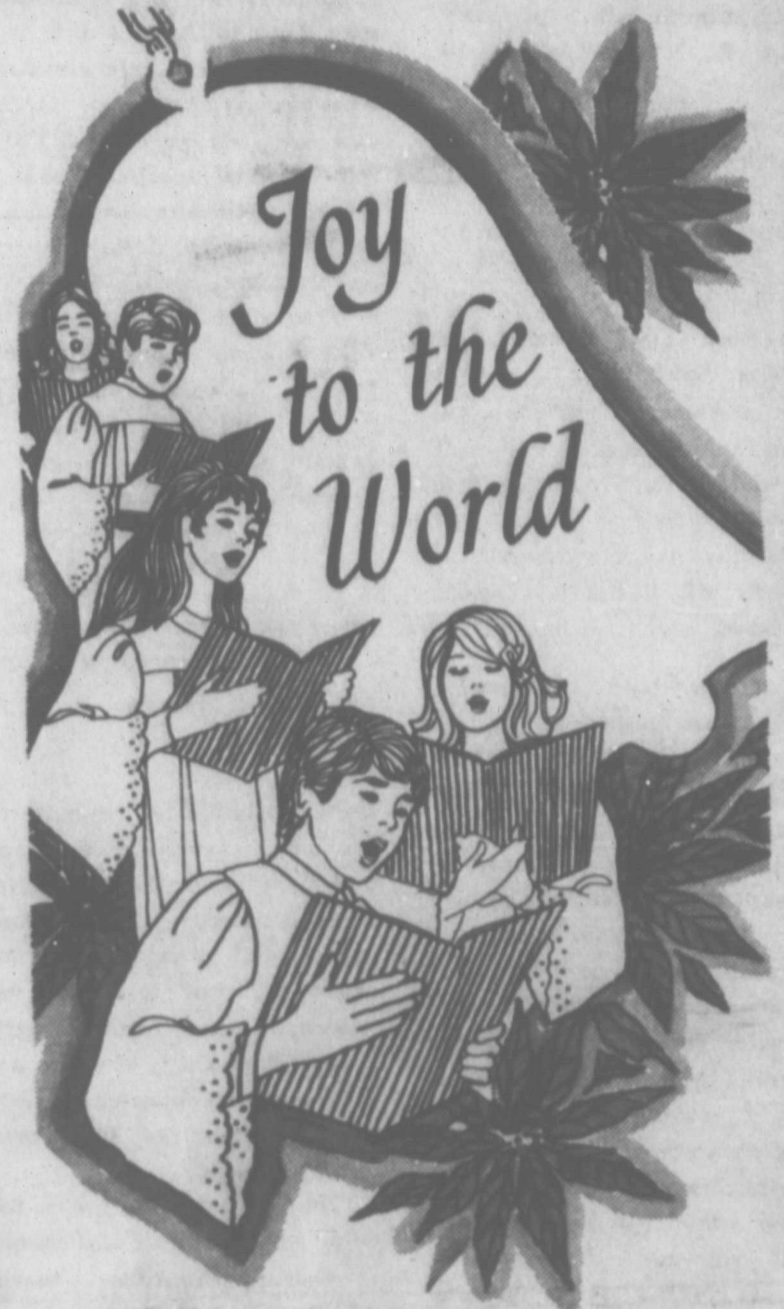
A winter landscape of yesteryear best expresses the peace and contentment of Christmas. May that peace, contentment be yours.

We thank all our patrons for letting us be of service.



## Frank Rone, Gulf Distributor

FRANK & FRANCES RONE



May joy fill your heart and enrich your life this Christmas Season. We extend our warm thanks to you.

## Sands Cafe

WE WILL CLOSE THURSDAY, DEC. 24 AT 2 P.M. AND OPEN SUNDAY, DEC. 27



On this joyous day, may you be blessed with love, peace and happiness.

## Ellison Gin

## Devotional



By HAZEL HOUSE

Scripture: St. John 3:16; Isaiah 7:14; St. Matthew 2:1, 2, 10, 5:8.

"For God so loved the world, that He gave His only begotten Son..."

Love came down, was born in to this earth on Christmas day; for God is Love!

Almost 2,000 years ago the Divine Spirit came to earth in the Babe born in Bethlehem and laid in a Manger—God said it would be so. Since that time, each year throughout the world this day is remembered and celebrated: this is the birthday of Jesus.

But something, mysterious and supernatural, superhuman, happens every Christmas. We have added all kinds of gay and symbolic things - lights, candles, decorative themes, the green tree, all to help remind us it is a joyous birthday to remember. And so it is!

Into our homes and into our hearts, for all who will make room, there comes a power so joyful, so delightful, that there are no words to adequately describe this power. This spirit of love to change us from the frantic, rushing, selfish or greedy person into a child-like one who can see God: the pure in heart. This Spirit somehow empowers us to have love, joy, peace, goodwill toward everyone, and makes us want to give all we are and all we have to

show that we have this love.

No words, no human can really express this superhuman power, because it is (superhuman) such a mixture of strength, omnipresence, love, joy, peace, delight, and the purity of innocent children with their laughter and joy always symbolic of the Babe of Bethlehem. So, we chose to call this powerful transforming spirit of Christmas, "Santa Claus". And, in that "Santa Claus" I do believe. Look around you at Christmas and you will see that most people everywhere are somehow different.

Santa Claus became a symbol in this Christian nation as sufficient explanation to children of this beautiful Christmas spirit of gladness and giving at Christmas. Look in the face of a little child and see the expression most like the baby Jesus, which can give to us who behold a memory and reminder of His coming; of the innocence, wonder, sweetness, delightfulness and refreshing joy which we all need so much.

Do you know Jesus? Is He your Savior, Redeemer and Lord? Accept Him, for God sent Him as a gift to you and me. Do not reject God's gift of eternal life to you.

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In the "Truth About Santa Claus" written some years ago by Lionell L. Moses and recently given to me by a friend, he said, "there's a special reason for using jolly old St. Nicholas as the surest symbol of a blessed and very real thing. All our lives, truths are placed before us in symbolic form - not to deceive us, but to impress the truth upon us more convincingly. And, of course, when we are very young we comprehend only what we can see, feel, hear, smell, or taste..."

"The day your child learns the truth about Santa Claus should be your opportunity to... teach the deeper, holier truth about Christmas: the truth of the deathless power of love, returning year after year."

"Hang up your stocking on Christmas Eve? Certainly! Do

you dare to say that on that holy night no returning spirit of the Babe of Bethlehem enters your home, blots out unkind thoughts, bids peace on earth to men of good will?"

"Call the Spirit what you will. It is a Spirit that brings the gifts... I still believe in Santa Claus."

## PERSONALS

Rev. and Mrs. Aubrey White will spend Christmas in Ft. Worth with their son and family, the Ronnie Whites.

Mr. and Mrs. J. W. Olds spent Monday and Tuesday in Amarillo visiting with Mr. and Mrs. J. P. Christal.

Charlie Nichols of Dallas will spend Christmas with his parents, Mr. and Mrs. Radney Nichols.

Mr. and Mrs. Bob Terry and children of Roswell, N.M., spent Monday and Tuesday visiting his parents, Mr. and Mrs. W. V. Terry. Mr. Terry remains in the Amherst hospital.

Miss Jane Newman of Dallas will spend Christmas with her parents, Mr. and Mrs. R. W. Newman.

Mr. and Mrs. John Nix of



CHINESE CHRISTIANS CELEBRATE "SHEN Dan Jieh," the Holy Birth Festival, at Christmas. But Santa Claus is on hand, too, as he is in this scene, typical of a Taiwan Christmas, where he greets youngsters enjoying a ride on a merry-go-round. Photograph is from the New Book of Knowledge.

Texline visited in the home of Mr. and Mrs. R. D. Nix over the weekend.

Employees of the First National Bank and their guests were entertained with a Christmas party Friday night at the El Monterey. Those attending were Mr. and

Mrs. Guy H. Walden, Mrs. Vera Nix, Mr. and Mrs. Charlie Martinez, Mr. and Mrs. Philip M. Gordon, Mr. and Mrs. Bud Provence, Mrs. Verna Jones, Mrs. Sara Woods, Mr. and Mrs. J. P. Arnold, and Ronald Gatewood.

## What Are the Facts About Christmas?

Everybody thinks that space travel is something very new, but an elderly gentleman in a rather unique "space-suit" set the pace years ago. His name: Santa Claus.

Now is the season when he's taking off again, for it's Christmas.

How much do you know about Christmas and Santa Claus? Here are some questions, developed with the help of the editors of the Encyclopedia International, to test your knowledge. The answers are at the bottom.

1. The first known Christmas card was designed in 1843 by an Englishman named:

- (A) Charles Dickens
- (B) Sir Henry Cole
- (C) John Calcott Horsley

2. The first Christian Nativity feast, celebrating the birth of Christ, occurred in the fourth century on:

- (A) January 6
- (B) July 4
- (C) December 25

3. Christmas did not become a legal holiday in the U.S. until:

- (A) The Puritans arrived in New England
- (B) 1856
- (C) Santa's Helpers Union went on strike.

4. The original name of the gentleman we know today as Santa Claus was:

- (A) Kris Kringle
- (B) Clement C. Moore
- (C) St. Nicholas

1. (C) is correct. Artist Horsley designed the first known Christmas greeting card for his friend, Sir Henry Cole, a wealthy London gentleman. Charles Dickens had his share in Christmas 1843, too. His book, "A Christmas Carol," was published that year.

2. (A) is correct. At first, January 6, the Epiphany, was observed as the feast of Jesus' baptism, with a secondary emphasis on His birth. It was not until the 5th century A.D. that Christmas was generally celebrated on December 25.

3. (B) is correct. New England states outlawed the celebration of Christmas until the middle of the 19th century.

4. (C) is correct. Kris Kringle is the German name for Santa, while Clement C. Moore contributed to the image of Santa Claus with his poem, "A Visit from St. Nicholas," in 1823. St. Nicholas was a real person, a fourth century bishop, and the first Santa Claus.

## 22 Inexpensive Ways To Keep Kids Busy Until The Night Before Christmas



Christmas is expensive—what with getting a tree and presents and preparing things. Christmas is nervous—what with trimming the tree, and wrapping and hiding the presents, and preparing things.

As soon as Thanksgiving is passed and preparations for St. Nick's arrival are begun, kids—who are often the focus of Christmas—are also its major messes. They are underfoot, or curious, or both.

Whitman has come up with nearly two dozen remedies, all for under one dollar. They include books, activity books, press-outs, paste-ons, coloring books and puzzles. They cover pre-schoolers to the more grown up. In fact, one sophisticated recently spent one whole day assembling Whitman's "TWAS THE NIGHT BEFORE CHRISTMAS" Easy Set-Up Press-Out Scene (59¢) and Poem to Read.

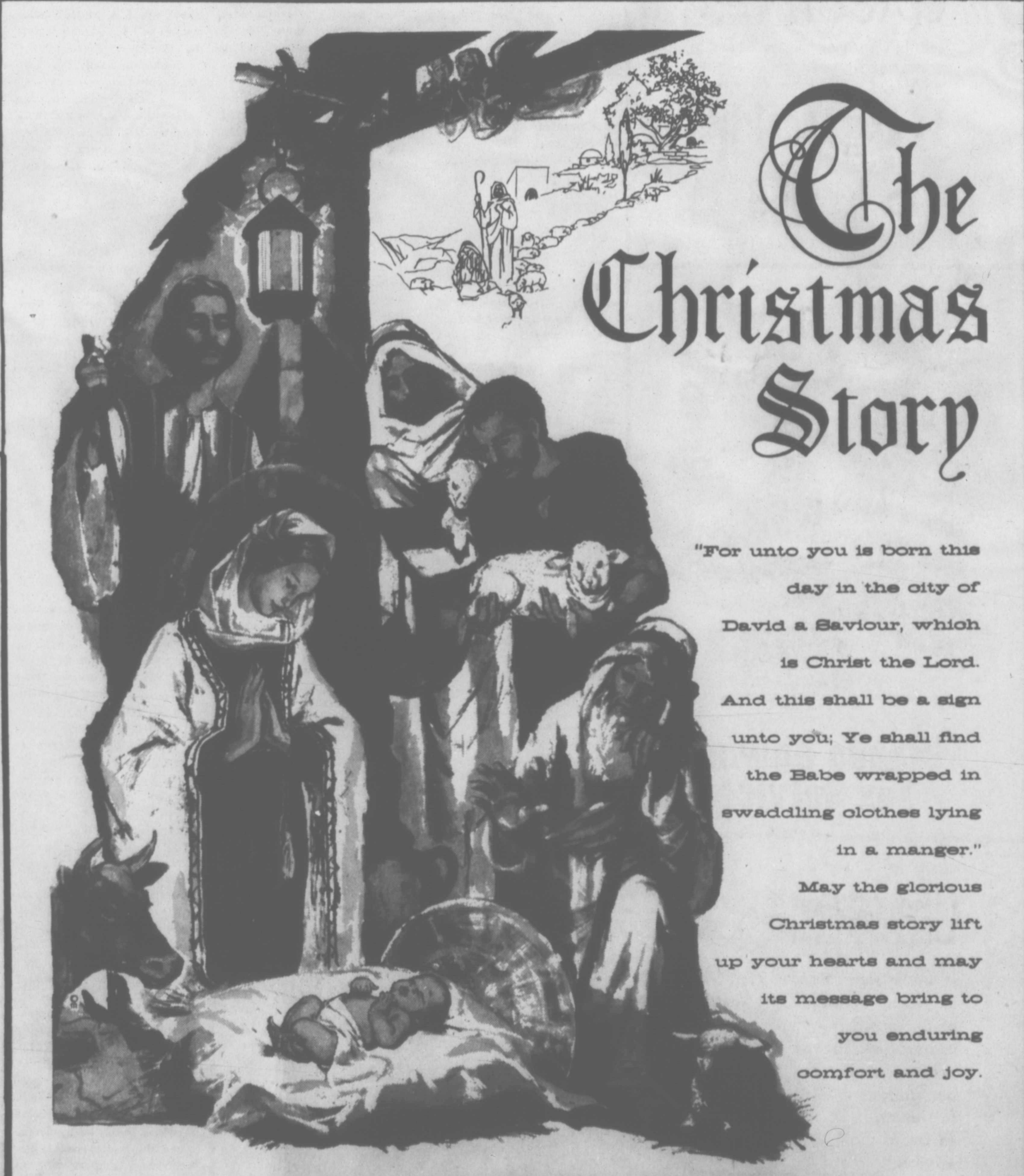
Newest among the goodies are two frame-tray puzzles for pre-schoolers. The full-color foil-embossed scenes of a Santa (59¢) and a Christmas tree (59¢) are in a new process which creates a feeling of dimension. The foil gives a shiny, rich look—more like that of a Christmas ornament than the usual puzzle.

"SANTA'S CHRISTMAS

STENCILS" (39¢) contains 23 stencils, colored papers, notes on HOW TO STENCIL and directions for making invitations, place mats, place cards, tablecloths, centerpiece, packages, name tags, ornaments, mobiles, windows and as many other objects as the imagination can conceive. The stencils are pressed in brightly lacquered cardboard.

The rest of the 22 suggestions range in price from dime coloring books to an indestructible cardboard page book (89¢) for youngest children—"SANTA'S TOY BAG."

These are just samples from a collection of Christmas titles published by Whitman, a brand name of Western Publishing Company, Inc., of Racine, Wisconsin. They are available throughout the country in book and toy departments of drug, food, variety, discount and department stores.



# The Christmas Story

"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." May the glorious Christmas story lift up your hearts and may its message bring to you enduring comfort and joy.

## THE SUDAN BEACON-NEWS

JAY & HAZEL

DALTON & LENDA

MARGARET

MARY ANN

EVELYN

# LETTERS TO SANTA



Dear Santa,  
I have tried to be a good girl this year. Please bring me a Baby Luv & Care, a new bike, some clothes, and a pair of house shoes for my Daddy.  
Love you,  
Donna Adams

you to bring me a pretty baby doll for Christmas. I promise to go to bed early on Christmas Eve this year, and I also want you to bring me a little set of dishes to go with my baby doll. Well thats all.

Thank you very much,  
Cathy Marie Williams

Dear Santa Claus,  
My name is Billie Myers. I am 6 years old and have been pretty good this year. I would like for you to bring me, Texico gas truck, a horse van, a big wheeler and a Western Auto Truck.

Thank you very much,  
Billie Myers

Dear Santa Claus,  
I have been a good little girl and so have my other little sisters and brothers. Santa, I want

Dear Santa Claus,  
I want a baton for Christmas, and I want a Barbie doll.  
June Perez

Dear Santa,  
I want a Buckehead giraffe, matchbox switch-a-track, two weight lifter and popcorn maker. Don't forget my brother and sister.

Love,  
Paul Kent

Dear Santa,  
I want a S. T. A. R. Team Space equipment set, Shovel-nose Dinosaur, Toot Sweet Tootsie rollmaker, and a nerf ball. Thank you, Santa.  
Love,  
Perry Kent

mas. Are you real? I'm 10 years old. I have been a good girl. Do you make toys? I want you to make a bike. My brother thinks that you have the keys to all the houses.  
Love,  
Irma Salazar

a baby tenderlove. My brother likes footballs. I've been good this year. My brothers and sisters have been to.  
Merry Christmas,  
Cathy Ham  
P. S. In my stocking I want a girl scout knife.

Dear Santa,  
I hope to be a good boy and I hope I have a good Christmas and wish Christmas to come and P. S. I will be 8 Saturday and my baby Boreh with 2 tue and I have 3 siset and 2 Boreh. We have ben good.  
Jerry Williams

Dear Santa,  
I have been very good for you this year because I knew that you would be bringing more things for all the good boys and girls. All I want is a doll and a baby crib thats all. Well I had better go now.  
Your friend,  
Sabrena

Dear Santa Claus,  
I am seven years old. Please bring me a bike and a pocket knife and a watch.  
Thank you,  
Raegan

Dear Santa,  
Please bring me a wedding doll, a ring and puzzle. Please remember all the other boys and girls.  
Michelle Ballew

P. S. I will leave out some Christmas cookies and milk for you.

Dear Santa,  
I want a living Barbie and three menbarbie, and a baby Tender Love, and a piano.  
Love,  
Lavoy' Ann VanDyke

Dear Santa,  
Bring me a football, sports car, guitar, and a Big Bike.  
Thanks,  
LonDale Warren

Dear Santa,  
I want guitar and some records, a watch and for my sister I want to get her a doll and my mother a dress and for my father I want to get him a tie and socks and shoes.  
Your friends,  
Carrie

Dear Santa,  
My name is Mike. I want a guitar and sleeping bag and we will have a surprise.  
Love,  
Mike Hill

Dear Santa,  
How are you, and my name is Timmy D. Wance Williams and I have been very good. I wish that I can see you before Christmas comes and for Christmas I want a set of tractors John Deer and farmall with plows and a hot wheel sizzlers set, and a gas powered plane, and football helmet with nose guard. I hope I see you next year.  
Your friend,  
Timmy D. Wance Williams

Dear Santa,  
Do you think I was a good girl. I am ten years old. I would like a picture of Elvis Presley and a P. J. And please do not forget my brothers.  
Love,  
Tammy Wallace  
P. S. I love you.

Dear Santa,  
I want a Baby Loving Care, Barbie clothes, skates, magnetic play table, ants in pants. For Johnny a bear Yogi.  
Gina Bevers

Dear Santa Claus,  
I am only tin years old. I want a dune buggy and Hot Wheels cars and a speed domitor for my bicycle and a tub for my bycide and a shot gun and some shells for it and a set of waits and a combination lock.  
Pete Edwards

Dear Santa Claus,  
I would like a Bounceroo, a Slinky, a Francie with grow n' pretty hair, a kolliescope, and some Silly Putty for Christmas.  
Love,  
Linda Evans

Dear Santa Claus,  
I have been a good girl. I want a choker and a pair of boots. And a lot of other things to but I can not think of anything else. But I will think some more. My daddy might think I will need a boyfriend but that's trash for me.  
Love,  
Mary

Dear Santa,  
I want velvet and living P. T. and a recker player and reckers and Tami and her dog. I am 8 years old. I live in the country.  
Love,  
Martha Withrow  
P. S. I have a stocking and in it I want a Girl Scout pocket knife.

Dear Santa,  
I want a Johnny Lighting set. I am 9 years old. I have been a good boy.  
Your friend,  
Bob

Dear Santa Claus,  
I want a long coat for Christ-

Dear Santa,  
I would like a basket ball very much. I would like to have a lamp to go on my desk that dad gave me. My sister would like



We thank you for your continued good will.

Hubert & Winifred Dykes

**O, HOLY NIGHT**

Across the ages shines the wonder of a Holy Night. May the true meaning of Christmas make your holiday bright.

**Higginbotham - Bartlett**  
SUDAN, TEXAS

Merry Christmas

Good tidings are coming your way from the bottom of our hearts on this special day, and with our wishes go our thanks for letting us serve you.

**Payne Funeral Home**  
LEE AND MARIE PAYNE  
LOVAL SHARP

Merry Christmas

Ho! Ho! Ho!  
Look who's here... it's jolly Santa, with a sled full of goodies. Among them is a big bundle of thanks just for you, from us.

**Reed's Shamrock Service**

noël

At this season of joy our Heavenly Father, we render thanks to Thee for the gift of eternal life given so freely in the person of Thy Son, Jesus Christ. May we humbly, by faith accept Thy gift.  
Amen.

The ELECTRIC Company



## merry Christmas

Throughout the land, the season spreads its warmth and happiness with our message of sincere gratitude.

**G & C Auto Supply**

SUDAN, TEXAS

## Joyful Wishes

May holiday blessings brighten your tree. Many thanks for being able to serve you.



**Lamb County Butane**



## Christmas Greetings

"On earth peace, good will toward men." Our best wishes to you at Christmas.

**THE FAIRVIEW GIN**

## Dear Santa

Dear Santa Claus,  
Please bring me a doll and some dishes. I have tried to be good. And that's all I got to say. Good-by.

I love you,  
Gloria Martinez

Dear Santa,  
My name is Diana Duran. I have been a very good girl this year. I wish you would bring me a doll.

Thank you Santa,  
Diana Duran

Dear Santa Claus,  
I have been a good boy. I want a robot and a gun, rifle and some cowboys and Indians.

Good-by,  
Jamie

Dear Santa Claus,  
My name is Glenda. I have been a very good girl. I want a baby go by by. May I have it. I want it very very much.

Love,  
Glenda

Dear Santa,  
I try to be nice. Please bring me Hands down, Ants in the pants, Sure shot basketball, Toss across, Noahs Ark, Bridle for my horse. Thank you.

Love,  
Gary Fields

Dear Santa,  
Hope you are well, I am fine. I have been a good girl. Please bring me a talking doll. Thank you.

Love,  
Karla Withrow

Dear Santa,  
I want a watch for Christmas.

Mike DeLoach

Mr. Santa Claus,  
I want a football and a helmet and a football suit. I want a rifle and a pistol. In my stocking I want candy and nuts.

Frank Reed

Dear Santa,  
My name is Rusty. I want a football suit and a football set.

Love,  
Rusty

Dear Santa,  
My name is Sammy. I am seven years old. I want a football and football suit and a toy dog. I am a good boy and I feed the hens and the turkey and the cats and dog.

Sammy Perez

Dear Santa,  
Will you bring me a drum, and radio. I have been a good little boy all this year. I make good grades and Santa please remember my sisters. And first of all bring mother what she wants.



## Silent Night

May the spirit of that night, on which the Saviour was born, shine upon you in this Christmas season.

Grateful thanks for your continued good will.

**Harlin Radio & TV**

Phone 227-3811

Sudan

I'm 8 years old.

Yours truly,  
Odell Johnson Jr.

And then I want a Snoopy and the Red Bearun game. And a little cubberd to go with my pinkkanipe and my beutflu big AlizanderDoll too. Am I on the good list? I hope so.

Yours truly,  
Tanya Ray

Dear Santa Claus,  
I want a Baby Tinder Love, I want a Barbe Doll too.

Kathy Swart

Dear Santa Claus,  
I'm hoping that you will come and bring me a racing car set and a G. I. Joe.

Carl Scott

Dear Santa,  
Will you bring me a big truck, a gun with a hoster, a road grader, a football, and a BB gun for Christmas. Say hello to Mrs. Claus.

Merry Christmas,  
Jackie Johnson

Dear Santa Claus,  
My name is Mario and I want a bike for Christmas. I have been very nice with my mother and my brother and sister to. Well Santa I hop you will have a very nice Christmas and a happy New Year.

Thank you,  
Mario Gonzales

Dear Santa,  
My name is Diana. I am seven years old. I want a doll and doll dress and I am have a little sister. She is five years old. She want a doll too.

Diana Perez

Dear Santa Claus,  
I would like a bike for Christmas. I am 7 years old. I have been a nice boy this past year.

George Moran

Dear Santa Claus,  
For Christmas I want a baret-balls and a talking doll. And I wish a happy Merry Christmas.

Frances Perez

Dear Santa Claus,  
I want a bike or a basetball for Christmas and I wish you could give them to me in Christmas day.

Rosa Barron

Dear Santa,  
I would love to have another AlizanderDoll. (I collect them).



Best wishes for a holiday season filled with happiness and good cheer. And sincere thanks for your patronage.

**Hanna's "66" Station**

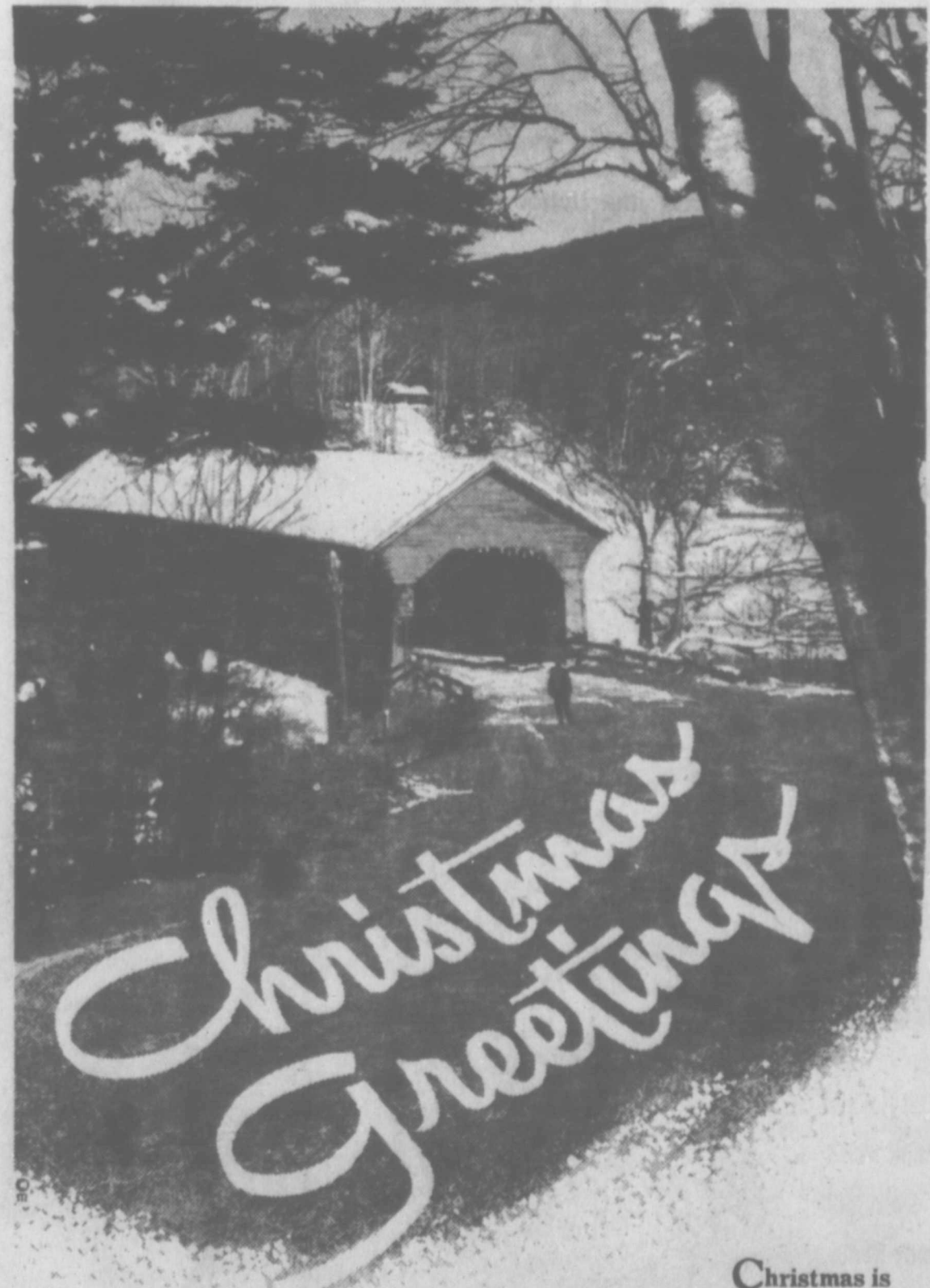


As you rejoice on Christmas, may you gather many blessings and gain deep spiritual contentment.

**Dood's Barber Shop**



**Tommy's Beauty Shop**



Christmas is a tranquil snowy scene and brightly-wrapped gifts... it is a time of hope and rejoicing for the many things it is our privilege to possess. We wish you an "old-fashioned" Christmas, filled with love and good cheer, and the deep satisfaction of friendships renewed. Happy Holidays!

**BACCUS CHEVROLET**

# LETTERS TO SANTA

Dear Santa,  
Please bring me a doll, a pair of shoes, a pink dress, a purse, some socks, and whatever else you can bring. Please remember my twin sister, Juanna and all my other family.  
Love,  
Vella Lopez

Dear Santa,  
Please bring me a pretty doll.  
Thank you,  
Dolores Bachicha

Dear Santa,  
I want a baseball and a bike for Christmas. I am well. I don't know what I want so you can send me anything. Well I think that is all for today.  
Rosa

Dear Santa Claus,  
I want a mini bike, but I also want a Hot Wheels set, I have been a nauty boy. I am a pretty good boy part of the time. Miss Sims has been a nice teacher. Amando has been a bad boy and nauty all the time. Bob has been a nauty boy too.  
Mike Read

Dear Santa Claus,  
My name is Janie. I want a doll and dresses for my doll and I want for me a boots.  
I love Santa Claus,  
Janie

Dear Santa Claus,  
I want a B B gun. I want a fire engine truck, a truck, a football.  
Thanks,  
Lester

Dear Santa Claus,  
My name is Linda Kay. Please give me lipstick dishes some spoons and glasses, thats all.  
Love,  
Lindsay Brown

Dear Santa Claus,  
My name is Janet. I want a Ballet Velvet, hair rollers, a play house, dishes, glasses and spoons and everything.  
Love,  
Janet Nix

Dear Santa,  
My name is Scott. I want a gun, truck set, and little guns and a bike.  
Scott Hargrove

Dear Santa Claus,  
I want a car to play with it.  
Bye,  
Lupe Gonzalez

Dear Santa,  
My name is Maria. I want a vediscope and a doll. Thanks.  
Love,  
Maria

Dear Santa Claus,  
Bring me some toys. I wanted pool table, and a gun. I been a good boy too.  
Love always,  
Billy Ray Scott

Dear Santa,  
I am 6 years old. Please bring me a P. J. doll, house coat, and go go boots.  
I love you,  
Repee Ingle

Dear Santa,  
I want a hot wheels and a book and a gun. Well bye for now.  
Larry Saldara

Dear Santa Claus,  
Please, bring me a doll with lots of clothes and long hair and hair rollers. Bring my brother, Larry something nice.  
Love,  
Lisa Bishop

Dear Santa Claus,  
I want the game "Ants In Your Pants". I want a fire engine. I want a Timex wrist watch. I want a Crazy Car, a cowboy suit and cowboy guns. I want some tools. I also want a flashlight. That is all for now.  
Johnny Nelson

Dear Santa,  
I want a BB gun and a bike and a farm and a toy ty and a play home.  
Your son,  
Robert

Dear Santa,  
Do you think you could bring me a racing car set. I am 6 years old. Please remember my little brothers and my sister.  
Stacey Conley

Dear Santa,  
Please bring me a buggy-stroller and Baby Tender Love. Please bring me powder and lotion for my baby. Please bring my sister Tammi, a buggy-stroller and a new baby doll and anything else you want to. Don't forget we will be at our Gamma and Papa Ritchie's house. Please go see the other boys and girls, too. Have a nice Christmas, Santa!  
Love you,  
Kimberly and Tammi Rylant

Dear Santa,  
Please bring me a little red wagon and a talking See and Say. I have been a good little boy.  
I Love you,  
Jeff Gordon

Dear Santa Claus,  
I want a doll that comes with a pillow, some doll clothes, a new set of dishes, a Suste Home-maker blender, and a sewing machine.  
Yours truly,  
Michele Vincent

Dear Santa Claus,  
I want a train. David wants a

## LEWIS LLEWELLYN

### Wise Men And Others



There were wise men in the time when Christ was born. And there were men who thought they were wise.

But, then as now, the two classes didn't always consist of the same people.

The wise men, understanding that the Babe of Bethlehem was to be no ordinary child, went to see Him and to present their gifts. They chose to bow before Him.

Those who thought they were wise took quite a different course.

#### Were These Men Wise?

King Herod, hearing of the birth of one of whom it had been prophesied that he would become King of the Jews, took steps to eliminate what he considered a threat to his throne. So he sent his soldiers out with orders to kill all the boy babies born in Bethlehem and the surrounding area, "from two years old and under."

He thought that was wise. The inn-keeper — not knowing, of course, the real importance of the ordinary-looking couple who asked him for a room — said, "The only place I can let you have is a stall in the stable." He thought that was wise.

If he had known — and if he had been wise — he would have given this couple his own comfortable bedroom and gone to the stable himself for the night, wouldn't he?

But the people who think they are wise very often aren't.

#### Ways of Wisdom?

Who are the wise men of our time? Are the wise men those who have no room for Christ in their lives?

Are the wise men those who speak scornfully of the code of conduct taught in the Bible, declaring that it is old-fashioned — and then wring their hands in despair at the fearful increase in immorality and the soaring rate of venereal disease?

Is he a wise man who devotes himself to the pursuit of pleasure, perhaps turning to drugs or alcohol for help in this pursuit?

Can a man be thought wise if he exerts himself to the utmost to provide every comfort and luxury for himself and his family in this life — while paying little attention to the immeasurably longer, more important life which comes after this?

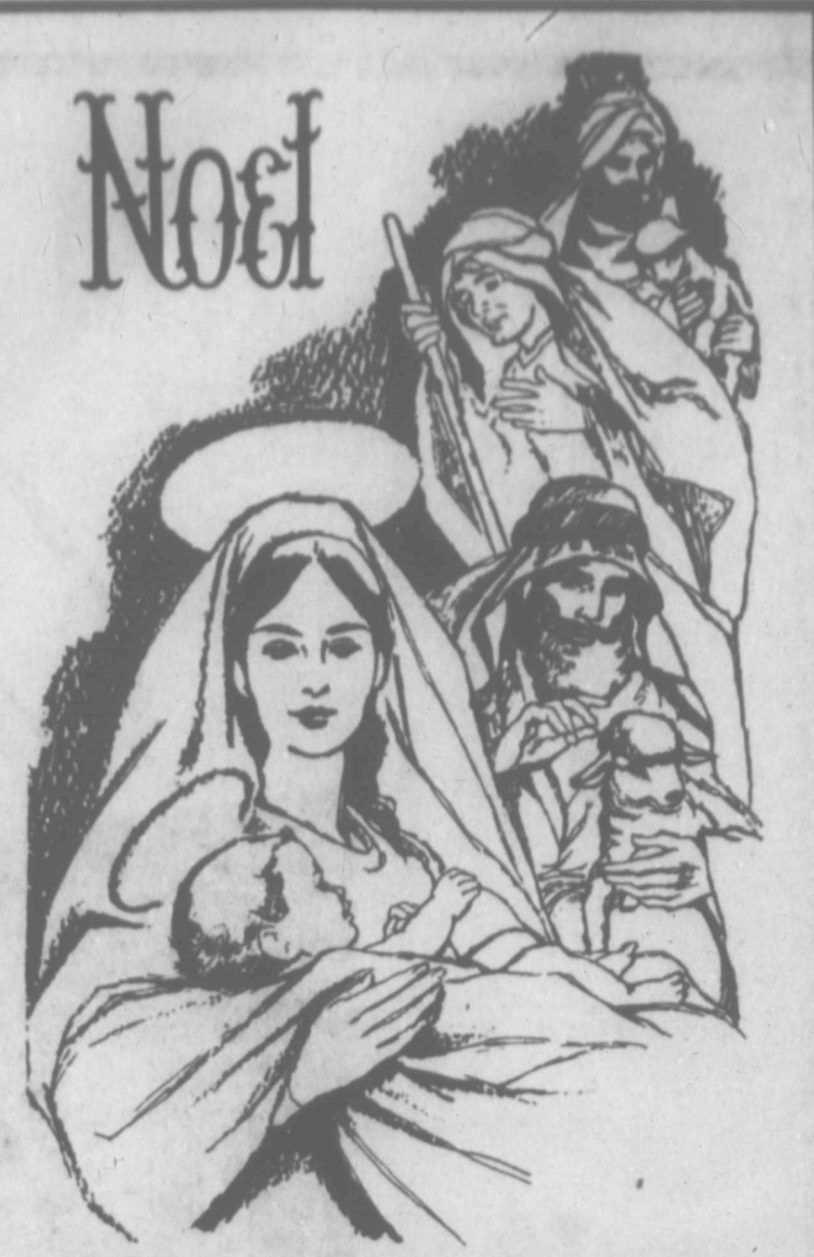
#### Let's Join This Group

Wise men make wise decisions, based on determining what is the right course of action — not the easiest way or the pleasantest. Wise men act on principle, not expediency.

Wise men put their trust in God. They are not fooled by the plausible but misleading advice of men who themselves are mired in sins.

Wise men follow Christ. The Bible says, "They that are wise shall shine as the brightness of the firmament."

This Christmas, let's join the wise men!



Joy to the world, it is the season of Christ's birth, rich in love and peace. We wish you a full share of holiday joy. Grateful thanks to all.

## Melson Cleaners



### Christmas Joy

As this quiet scene reflects Christmas peace, may all share its true tranquility.

## DELUXE CAFE



# To wish you the joys of Christmas

In the fine and happy tradition of the holiday season we wish to extend our greetings to our customers, old and new. May you enjoy the festivities and delights of this special time as your families gather in joyous celebration. Thank you for your loyal trust and support. Your warm friendship makes us feel very proud. Merry Christmas.

## FARMERS CO-OP ASS'N OF SUDAN

tractor so he can help Daddy.  
Your friend,  
Dale

Dear Santa,  
Will you please bring me a P. J. doll and some clothes for her. I also want a Hot Wheels race set and a battery-powered car.  
I Love you,  
Shelley Gore

Dear Santa,  
How are you. I am fine. I am writing you to send me a doll and clothes.  
Thanks and Love always,  
Eula Simpson

Dear Santa,  
Just a few lines to say hello. I am hoping that you will bring me a doll, some dishes, a bike, and some clothes. My little sister and I want the same thing. So this is all for now. Merry Christmas and a Happy New Year.  
Yours truly,  
Marlia James

Dear Santa Claus,  
Will you bring me a bike and

a baseball for Christmas and a Barbie. And some boots. And I do not want a swich in my stocking. And I have been good except in the morning.  
Love,  
J'Lee Muller

Dear Santa,  
How are you tell Rudolph Hi. I do not chimney so I will leave the door open and leave some pie and tea on the table and heres what I want for Christmas. A Hot Wheels set and a mini bike and ten boxes of shotgun shells.  
Your friend,  
Randy Scott

P. S. Tell Mrs. Claus Hi and Reindeer Hi.

Dear Santa,  
How are you, I hope you are fine. I'll ask my mother if I can leave you some food. I don't know what to feed your deer, so would you please feed them fine. I've been a good boy for a present. Would you please bring me a electric football game. Say hi to your wife for me. Thank you and good-by.  
Yours truly,  
Mike Sandoval



### Best Wishes for Christmas

Christmas is a special time filled with merriment for everyone. We hope yours is exceptionally happy since you made us happy by being a customer and becoming a good friend.

WE APPRECIATE YOUR BUSINESS AND WISH YOU THE BEST THROUGHOUT THE COMING YEAR.

## Gordon's Gulf Service

# Christmas Greetings



Christmas, each year, is a wondrous occasion bringing into every home an abundance of joy and happiness for all... and the eternal spirit of love and peace, which is the essence of the season, never changes. It's the same feeling which makes us want to share the very best with our good friends and thank you for your loyalty.

## CENTRAL COMPRESS AND WHSE. CO.

GUY NICKELS

HOYT ROBERTSON

AL HARRISON

MARTHA TAYLOR

JENDA BRUNS

JERRY BRUNS

CLYDE CHAPPELL

GAYLON BEAVERS

CLETUS HOLLOWOM

JOHN DRAKE

RAY SAVALA

HENRY TAMPLIN



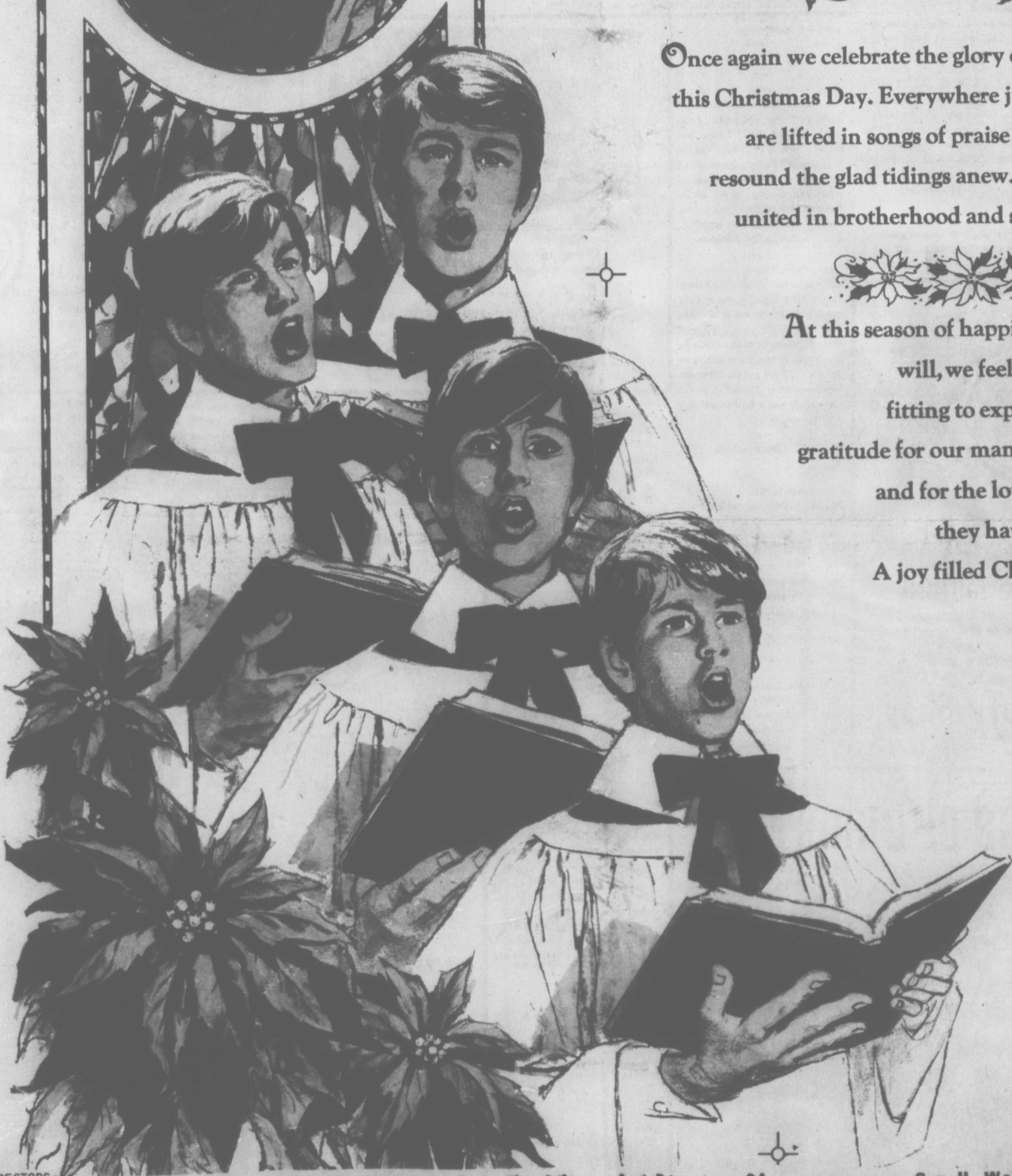


# Silent Night, Holy Night

Once again we celebrate the glory of His coming this Christmas Day. Everywhere jubilant voices are lifted in songs of praise..church bells resound the glad tidings anew. We rejoice... united in brotherhood and spiritual faith.



At this season of happiness and good will, we feel it is especially fitting to express our warm gratitude for our many good friends and for the loyalty and trust they have tendered us. A joy filled Christmas to all!



DIRECTORS:

- Guy H. Walden
- James P. Arnold
- Frances Furneaux
- Grady Franklin Maples
- Robert L. Masten
- Ruby Milour
- Raymond D. Nix

A Merry Christmas From The Officers And Directors Of

## THE FIRST NATIONAL BANK OF SUDAN

"Dependable Banking Service For Over 48 Years"

### Oldest Bank In Lamb County

OFFICERS:

- Guy H. Walden, President
- James P. Arnold, Exec. Vice-Pres.
- Sara Woods, Sr. Vice-President
- Philip Gordon, Vice-Pres. & Cashier
- Ronald Gatewood, Asst. Vice-Pres.
- Verna L. Jones, Asst. Cashier
- Elizabeth Walden, Asst. Cashier
- Arlene Prevence, Asst. Cashier
- Charlie Martinez, Custodian

# LETTERS TO SANTA

Dear Santa,  
Do you think you could bring me a toy gun, a western shirt and a pair of pants. I am 7 years old. Please remember my little brothers and my sister.  
Thank you very much,  
Lucky Joe Conley

Dear Santa,  
I would like to have a Merry Christmas. I would like to have a doll and a bicycle of my very own. And a pretty green dress and some pretty black boots to wear for Christmas. And I would like all my presents wrapped in blue wrapping paper. And bring my mother and father something also. And don't forget my brothers and sisters too.  
Love,  
Terry L. Sloan

Dear Santa Claus,  
Please bring me some toys, dresses, shoes, skirts, panty hose. Please bring a very nice doll for Christmas. I am being very good for you.  
Your friend,  
Sabrena Vincent

Dear Santa Claus,  
My name is Shellye Pickrell.

I am nine years old. I want a P. J. and a Livly Livin House.  
Love,  
Shellye  
P. S. And a jewelry box and minture market.

Dear Santa,  
How is it down there? Did you have a nice summer? I want a trampoline and super elastic bubble plastic. How are your reindeer? I am eight years old. I watch Rudolph the red nose reindeer on TV.  
Ricky Fisher

Dear Santa,  
How are you doing? I wish that I could see you but I am not lucky. My name is Cindy Louise Ham. My teacher is nice. Her name is Mrs. Nichols. I am in the second grade. I am eight years old. My family is nice. How is your reindeer? I like math. I would like a brownie pocket knife. And please get me some play money.  
Cindy Ham

Dear Santa,  
I am in the second grade. I am a boy. My name is Troy. I am eight. How is Rudolph doing?



A magical season full of dreams come true... that's what Christmas is. We wish you much joy.

The Dairy Bee

I want a trampoline.  
Love,  
Troy Moss

Dear Santa Claus,  
I am in the second grade. I love you did you know? I am seven did you know? I have two dogs. How is Rudolph? How is it up there? Do you know who I am? I want you to see me. I want you to come to my house. I have a ring worm. How is Mrs. Santa? Are you filling well?  
Bobby Lee Markham

Dear Santa,  
I am seven years old. I have brown hair and brown eyes. I am a girl. My name is Marilyn Merle May. I have a baby brother. His name is Michael Merle May. He is two years old. I'm in the second grade. How are you and Miss Santa? I would like a doll and a basketball and a phirogrof.  
Love,  
Marilyn May

Dear Santa Claus,  
I am in the second grade. I am seven years old. I have two sisters. One is nice and one isn't. My name is Donald. I am a boy. I like to write and reaching Santa Claus. Please give me a BB gun and toy dog, a train, big big truck and cowboy suit and wagon.  
With love,  
Donald Black

Dear Santa Claus,  
I want a dollie for Christmas with a bottle and clothes.  
Love,  
Linda Wiseman



Silent Night

Holy Night, all is calm, all is bright. We wish you the great gifts of friendship, love and peace.

ROARK JEWELRY

Dear Santa Claus,  
I want a Francie for Christmas with her clothes and a Barbie house.  
Love,  
Wendy Wiseman

Dear Santa,  
I want a basketball and a bike and some games.  
Your friend,  
Tommy

Dear Santa Claus,  
I want a Francie for Christmas and her clothes and a P. J. and her clothes.  
Celia Pierce

Dear Santa,  
I have been a good boy. My name is Ricardo Duran. I want a Walkie Talkie for Christmas. Thank you Santa,  
Ricardo Duran

Dear Santa,  
I want a football, basket goal and watch and a G. I. Joe. Why because I always wanted these things before.  
Alfredo Lopez

Dear Santa,  
For Christmas I want Baby Tender Love and a Nerf Ball and a balance baton and a twister game.  
Love,  
Michele

Dear Santa,  
I want a doll because mine is not good. It is brake a leg. That is what I want for Christmas.  
Lucy Lopez

Dear Santa,  
I want a SSP and a gree ghost and Hot Wheels.  
Iran

Dear Santa,  
I want a football suit and a volleyball set.  
Billy Williams

Dear Santa,  
I could have come and see you earlier. I would like to have a Nerf Ball, G. I. Joe live talking commander. Do you know why didn't get to see you, because you jumped out and said "Boo" to my mother.  
Your friend,  
Jeff



Christmas Greetings

Here's wishing you a merry old-fashioned Christmas. And to you, warm thanks for your confidence and trust! It has been a pleasure to serve you.

Sudan Tire Service

How are you. I'm just fine. I have been pretty good. So I think I'll get some toys. I want a Barbie doll and a Barbie doll house and I want a car for her. I want an airchair to. Well I guess that's all.  
Yours truly,  
Becky

Dear Santa,  
How are you? I am eight. I am a girl. My name is Patricia Drake and my brothers name is Timmy Drake. Please bring me a doll. Please bring my brothers a wagon.  
Love,  
Patricia and Timmy



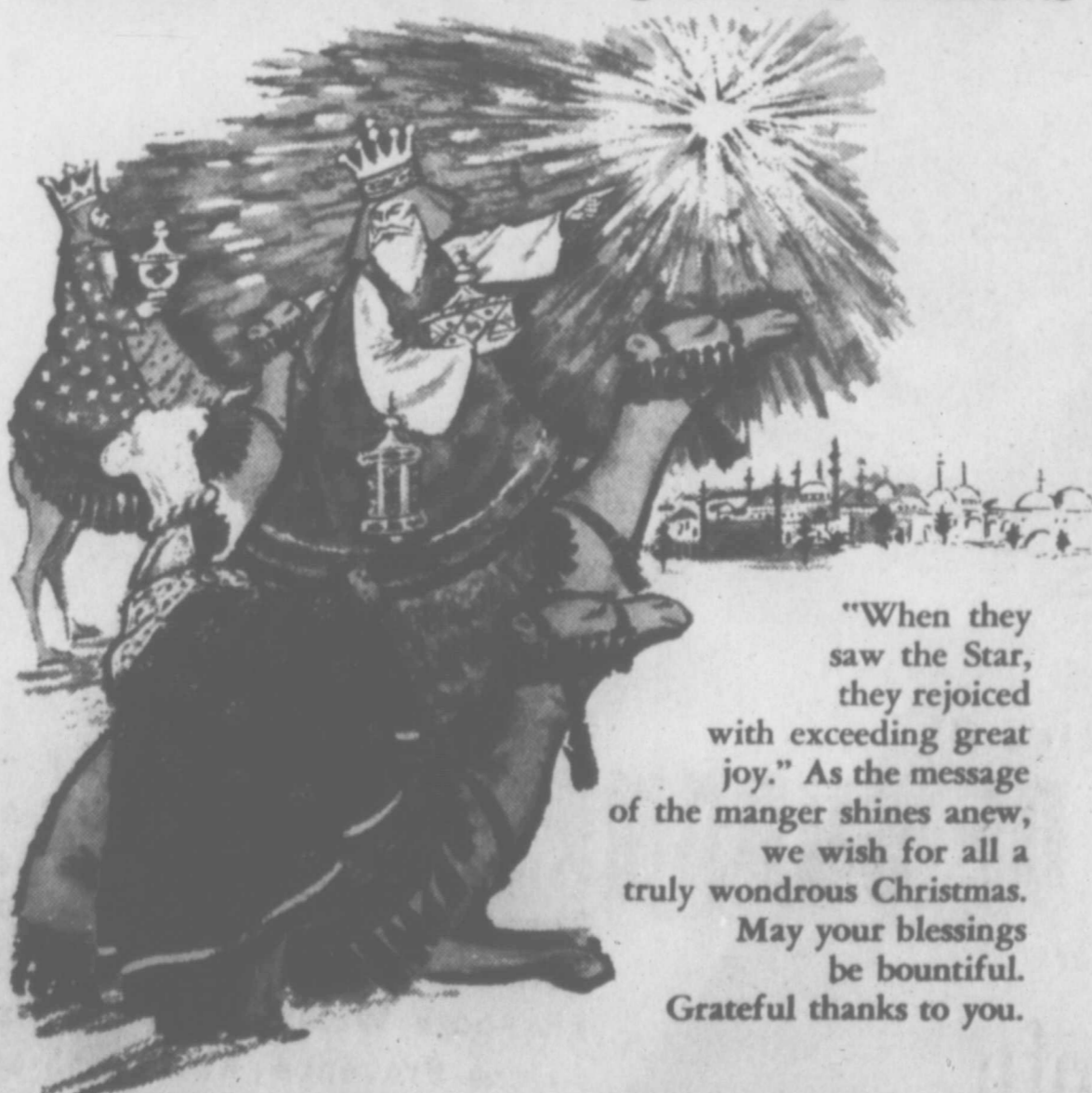
O, come all ye faithful

Let every heart rejoice in the spiritual blessings and inspiration of the season. And may great joy be yours at this most happy, holy time.

Helen's Beauty Shop

HELEN CHURCHMAN RAMONA ENGRAM

# BLESSINGS OF CHRISTMAS



"When they saw the Star, they rejoiced with exceeding great joy." As the message of the manger shines anew, we wish for all a truly wondrous Christmas. May your blessings be bountiful. Grateful thanks to you.

Nichols Insurance Agency

Greetings for Christmas



With good old-fashioned enthusiasm we send Christmas greetings and warm wishes that you and your dear ones may enjoy a bounty of wonderful holiday pleasures.

Olin Nix Implement



# THE SPIRIT of CHRISTMAS

As you worship with your family at Christmas, may the true spirit of the season greatly bless you. Sincerely, we extend our greetings.

Provence Welding

## Dear Santa

Dear Santa,  
I hope you are fine. My family is nice and I am 8 years old and I hope Rudolph is fine too. I love you Santa. I'm in second grade. I want a gold bike and hot wheels.  
Larry Jalomo

Dear Santa Claus,  
How are you? I want a little purse and a doll and dishes to play with and one bike.  
Love,  
Cancha

Dear Santa Claus,  
I want one little purse. My name is Esperanza. I want one doll. How are you? I am a girl. I want one bike. My brother names is Alejandro, Ismael, Alvaro, Alonso, David and Concha.  
Bye,  
Esperanza Jimenez

Dear Santa,  
I want a doll for my because I lost my doll. Wood you bring me a doll please.  
Mary Davila

Dear Santa,  
I want a football and a hat and a ball.  
Your son,  
Wayne

Dear Santa,  
I want a bicycle, Baby Loving Care and a new buggy. I'm going to Bryan and Ricky's for Christmas. Bring my presents to their house please. I'll be waiting for you.  
Love,  
Sheribob Taylor

Dear Santa,  
How are you. We are fine. My name is Janet Nix and I would like a doll and some



## CHRISTMAS

In appreciation of your patronage...

Best wishes to customers and friends for a holiday filled with the happy sounds of laughter. Merry Christmas.

LOUISE'S  
FLOWERS & GIFTS

clothes. I have two little sisters. Jeannia is 3 years old. She would like a doll and a bug. Melissa is 1 year old. She wants a doll and some pull toys. We will leave some milk and cookies for you.  
Love,  
Janet Nix

Dear Santa,  
I want a be-be gun for Christmas. I want a football suit. I want a motorcycle.  
Thank you Santa,  
Ken Williams

Dear Santa Claus,  
I want a watch and I want a doll in a cradle. And I want a motorcycle.  
Love,  
Cindy Powell

Dear Santa,  
I want a pair of roller skates. And I want a watch and some mixes for my stove.  
Gwenma King

Dear Santa Claus,  
I want a francy with wigs and velvet with growing hair and some tennis shoes.  
Jama Carpenter

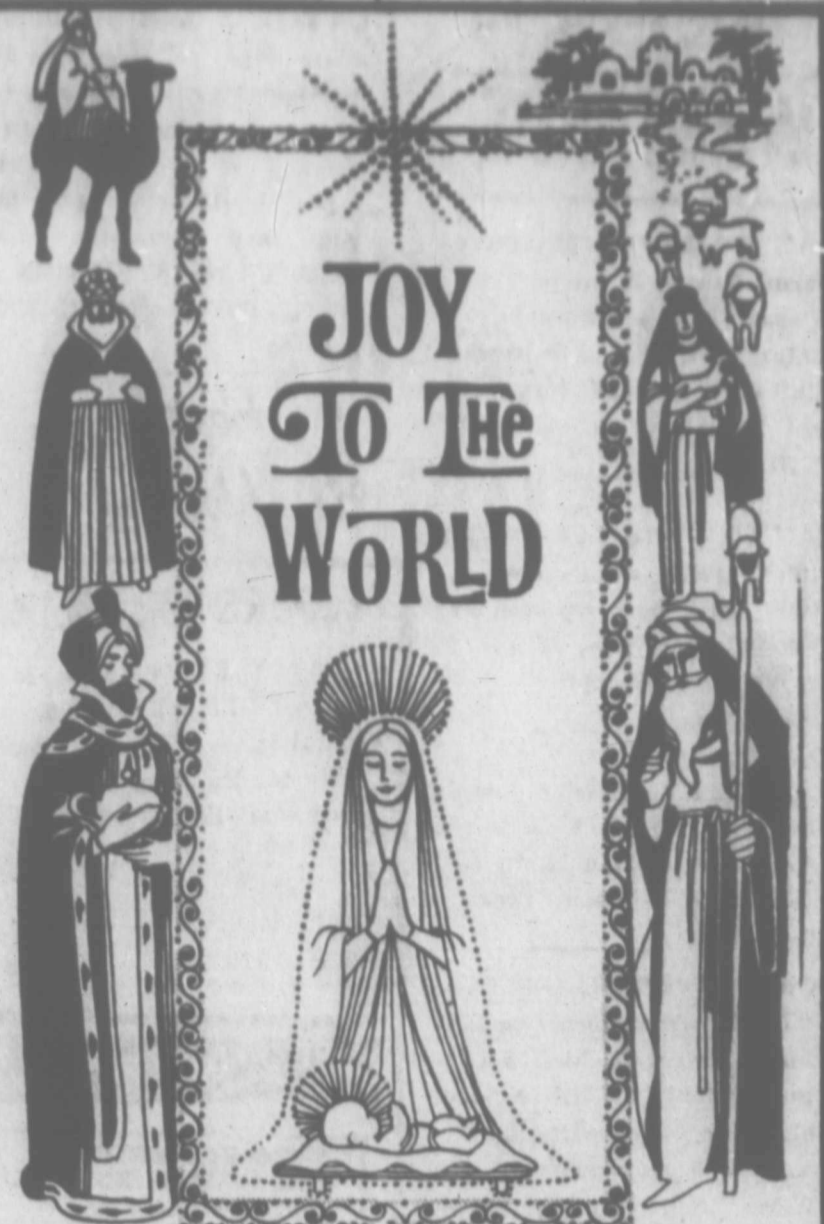
Dear Santa,  
I want a G. I. Joe talking commander and why I want it because I can play with it and I want a trampoline. Why I want it because I do not have one.  
John Chester

Dear Santa Claus,  
I want a talking G. I. Joe for Christmas with clothes.  
Love,  
Randy Wiseman

Dear Santa,  
I wood like a gun and a bike, a pair of sock and a pair of un-

derwear, too. How are you doing? How is Miss Claus?  
Henry James

Dear Santa Claus,  
How are you? How are reindeer? I have five brothers and I have a brother in the army. I want a bike and a gun.  
Love,  
Dale Ray Jefferson



As the story of the first Christmas unfolds, may the light of love and understanding shine upon you and bring you everlasting peace and happiness. Best wishes for a joyous holiday.

Lamb County Clerk  
MARY BETH WILLEY



A Child lies in a manger. A Star shines brightly upon the earth, reflecting the glory of His birth. May this eternal light of love shine into every heart, bringing peace to all men and a holy, happy Christmas to you and yours.

Clarke's Dry Goods



# GREETINGS

May the peaceful spirit of the Christmas Season fill our hearts with brotherhood and good will. It gives us deep pleasure to extend fondest wishes for Happy Holidays to all!

FEEDERS GRAIN, INC

SUDAN, TEXAS



# GREETINGS

Allow us this moment, to send our sincere and hearty thanks and best wishes to all our friends and neighbors, whom we have served with pleasure and pride throughout the year. May the best of holidays be yours.

Nichols Oil Co.

## WANT ADS

LAND TO RENT — 80-acres of farm land, 2 miles East of Stegall. 24.3 acres cotton, 38 acres feed, 7.1 acres wheat. Call Porter 5-9798. Mrs. Juanel Strickland, Lubbock, TX. 12-10-4tc

WANTED — To Trade Upright freezer-refrigerator combination for chest type freezer. Contact Joe Myers, 227-4871 or see at 310 Temple. 12-5-4tc

FOR SALE — Standard Ludwig set of drums, 1 month old. Sell cheap. Dan Clark, call 744-4119, Lubbock, Texas. 12-10-3tp

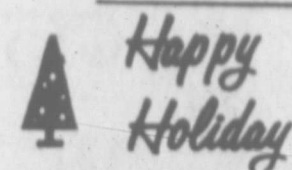
FOR SALE—MISCELLANEOUS— "Take over payments on 1968 Singer sewing machine in walnut console. Will zig-zag, blind hem, fancy patterns, etc. Assume 3 payments at \$7.96. Write Credit Manager, 1114 19th Street, Lubbock, Texas."

FOR SALE — Two Bedroom House located at 310 Temple. Will sell for \$1200. See Joe Myers, 227-4871. 12-3-4tc

### SUDAN ELEVATOR

YEAR AROUND BUYERS OF ALL GRAINS  
We Can Handle Your Off-Grade and Moisture Grain at a —  
NOMINAL DISCOUNT  
J.H. VINCENT  
Owner and Manager

FARM EQUIPMENT  
FOR SALE — Good used aluminum pipe in sizes from 4" through 8". Also good assortment of all kinds of used fittings—New systems of all types. We will buy or trade for your used aluminum pipe. STATE LINE IRRIGATION LITTLEFIELD and MULESHOE 11-19-rtn



### FEEDERS GRAIN, INC

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SUDAN LIVESTOCK & FEEDING COMPANY  
Phone 227-5311 Sudan

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NEED THE BEST BUYER? I OVER TOOK A GUN WITH AND DEFENDABLE?



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PHONE 385-4555  
227 MAIN LITTLEFIELD

SUDANBEACON - NEWS  
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### Dear Santa

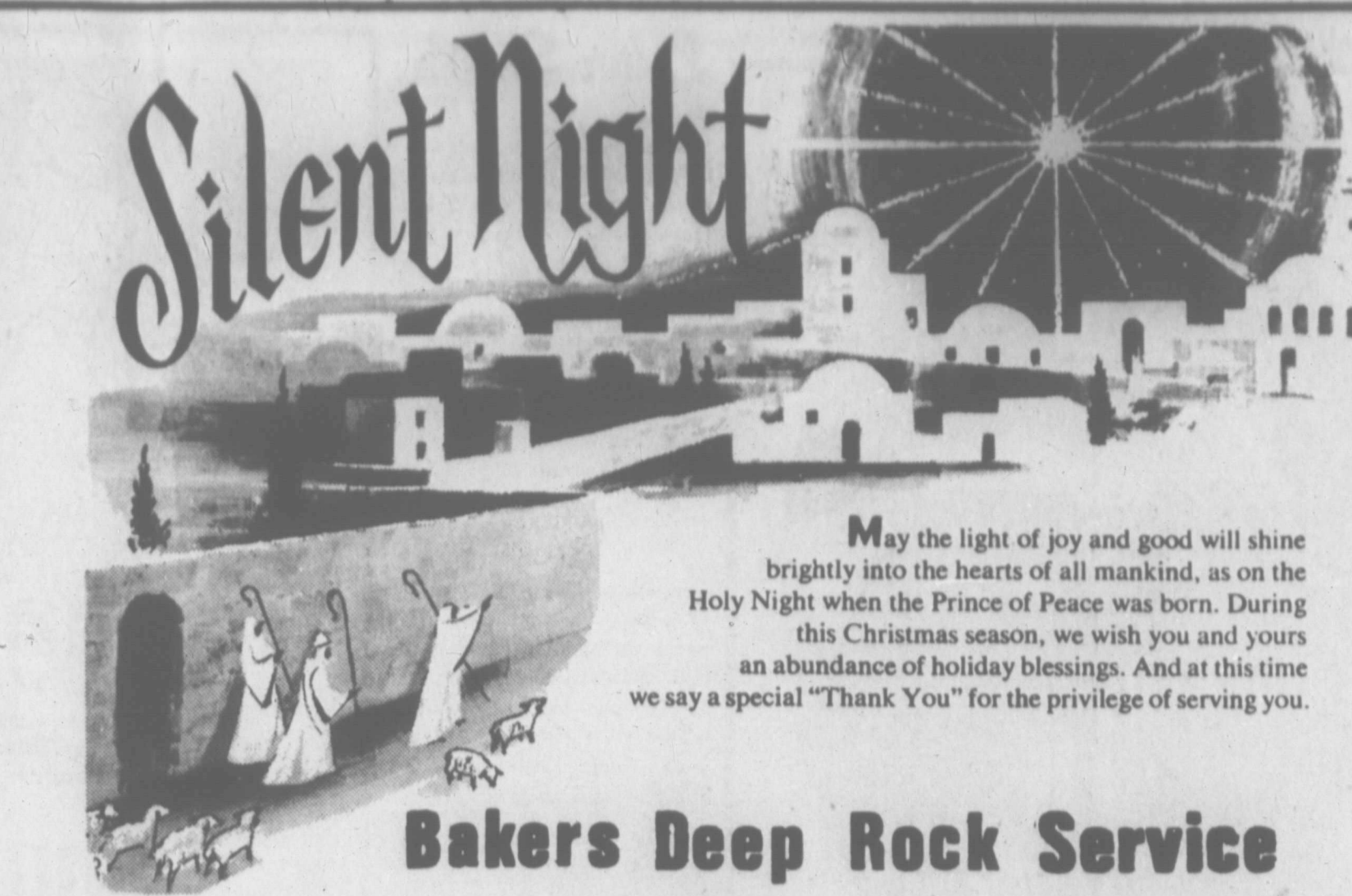
Dear Santa,  
I live in town and I wish you could come, by all my friends and bring them what they really want, cause I want a truck and loader.

Love,  
Joe Jalomo

Dear Santa,  
I want some dishes and bicycle and Ballcaina doll.

Beth Couch

Dear Santa Claus,



# Silent Night

May the light of joy and good will shine brightly into the hearts of all mankind, as on the Holy Night when the Prince of Peace was born. During this Christmas season, we wish you and yours an abundance of holiday blessings. And at this time we say a special "Thank You" for the privilege of serving you.

## Bakers Deep Rock Service

Please bring me a battery powered tool set, a grippity-gravit. game, and a boat with a real motor. James wants a boat also. He wants a mini-bike too.

Thank you,  
Greg Humphreys

Hello Santa,  
I am six years old. This year I want a flash light and a crazy car. I also want a rifle. Remember Johnny and Pamela and Debra. They have been good too this year. Thank you for my gifts last year.

Donnie Nelson  
P. S. I need a guitar real bad, too, if you can get me one.

Dear Santa,

My name is Lydia. I would like a baby doll, a set of dishes. Please bring my brothers and sisters something.

Love,  
Lydia Gonzales

Dear Santa,  
Please bring me a pencil, a doll, a picture of Jesus, some colors.

Thank you,  
Elsa Gonzales

Dear Santa,  
I sure would like to have a bicycle. My little brother wants a gun. My other brother wants something too, he's a baby, he might like a little ginger bread man.

Love,



### Peace on Earth

Good will to all men. A joyful Christmas!

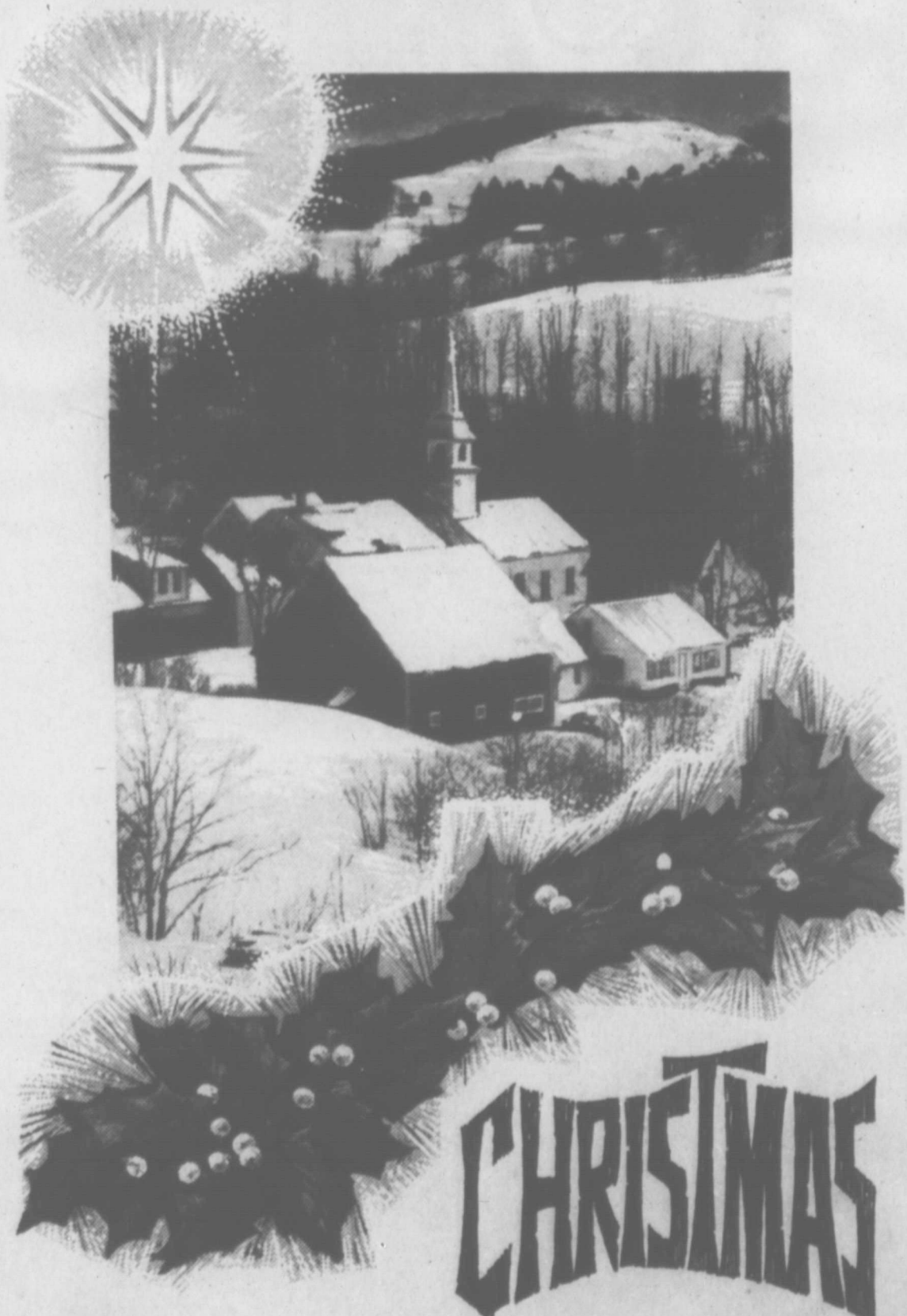
## Luna Snow

PLUMBING-HEATING

Alonso Mase

and says mommy for Christmas. I am eight years old. I have been a nice girl this past year.  
Sandra Guajardo

Dear Santa Claus,  
I would like a doll that cries



# CHRISTMAS

Behold the Star.  
It's Christmas! At this most joyous time of year we pause to give thought to our blessings . . . numbered among them, your favors and friendly good will. Please accept our sincere thanks along with our best wishes for holiday joy in full measure.

## LUMPKIN FOOD

ELRAY RASCO  
BOOGER WILSON

NOEL AND ALMA  
ALMA RUDD  
WARRENN ROARK

EVAH DOTY  
WINIFRED DYKES

# Peace on Earth

As the joy, light and love of this Christmas season, radiate their blessings upon all, we sincerely wish our good friends in the community a holiday filled with life's most treasured gifts.

## SEASONS GREETINGS

## Raymond Gage Gin

CIRCLE BACK

