

# A very Merry Christmas



## THE JAYTON CHRONICLE



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JAYTON, KENT COUNTY, TEXAS 79528

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### This Week In Jayton



Christmas is just around the corner, which marks the end of the year, with just a week to follow.

To many people it has been an unusual year. Most people have seen their dollars shrink smaller, while prices continually get higher and higher.

This causes these same people to wonder what the economy will be in 1971?

Well, the Dallas Cowboys are going strong, and the Red Raiders ended the season by getting beat by the Ramblin Recks from Georgia Tech.

If you have wondered why tickets to college football run \$6.00 each, consider this. If you figure the salaries of Athletic directors and coaches alone at Texas Tech, you will find they run more than a quarter of a million dollars alone. --That's true. Rotinson and King get about \$25,000.00 each, Carlen gets \$28,000.00 and eleven other football coaches get from \$15,000.00 to \$18,000.00 each per year.

College football is getting to be one of the biggest financial ventures in the nation. But very little of the price of the admission ticket goes to the boys who actually play and put on the game.

As we close out the old year, and begin thinking about the new, we at the Jayton Chronicle are trying to figure out a way where we can improve the paper, and make it better, and do a better job

See Page 2, Col. 3

### Drug Workshop Planned Early In January

Classes at Jayton High School closed down Tuesday afternoon, for the holidays.

Students and teachers will have more than two weeks vacation for Christmas and New Year.

Classes will take up again on Thursday, Jan. 7th, states high school principal Ralph

Newton.

When classes begin, there will be a special seminar on drugs at the school for all high school students. Newton says he has on schedule some experts in this field, and urges both students and adults to be on the lookout for this program.

### There Will Be No Chronicle Next Week

This is the final issue of the Jayton Chronicle for the year 1970. There will be no paper issued next week. Readers of the paper are asked to take special note of this

and look for the next paper on Jan. 8th. Thanks a lot. We appreciate all of the patronage we have received during the past year.

### THE STORY OF JACKIE O:

#### YOU CAN'T JUDGE A BOOK BY ITS COVER!

"Jackie Kennedy was like a sister to me and neither time nor distance can erase the memories of the years we shared together. I wish her happiness and all good things. I cannot express how much she has enriched my life by letting me put one foot in Camelot."

With those words, Mary



Mary Barelli Gallagher

Barelli Gallagher—personal secretary to the former First Lady—ended her know-it-all, tell-it-all best seller, "My Life With Jacqueline Kennedy." Now, this book that made headlines all around the world and had everybody talking is available in paperback form, wherever paperbacks are sold.

Mrs. Gallagher felt compelled to write this soul-searching and intimate revelation of life with the Kennedy's—who she knew and worked for from 1953 until 1964—to dispel the myth that has grown up around them; to identify them as quite real, flesh-and-blood human beings with faults as well as virtues. As a result,

many of the realities revealed are more than just startling.

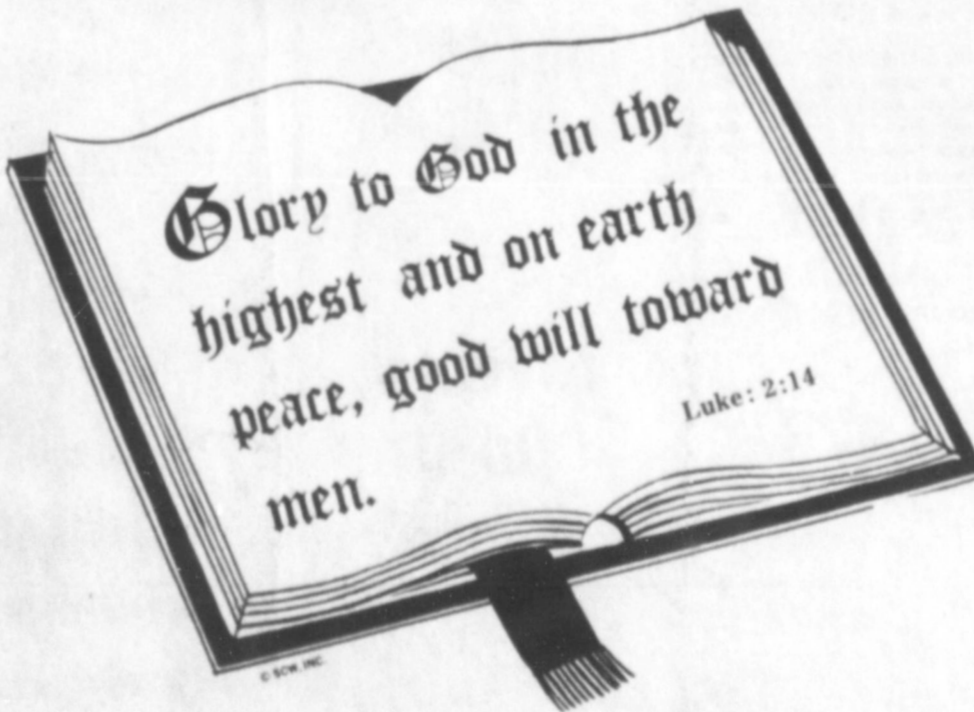
According to Mrs. Gallagher, Mrs. Kennedy spent more money on horses than on her children and more time in bed than attending to state, wife-ly and motherly duties. In trying to explain why Jackie's way of living contrasted so greatly with the average American housewife and mother, Mrs. Gallagher says, "I can only explain it one way... she was born and groomed to a queenly role."

Readers will also find the now-famous disclosures of the former First Lady's \$40,000-a-year clothing bills, hand-ironed stockings, constant kitchen turnover and stinginess in salaries. In the constant tug-of-war between President and First Lady over her astronomical bills, John Kennedy is pictured as the typical all-American husband, which will seem familiar to every married reader.

"It really isn't a nasty book," says the silver-haired Mrs. Gallagher, who pictured her former boss as aloof, extravagant, selfish, but sometimes charming. "If I had not written this," she further states, "history would be denied."

"My Life With Jacqueline Kennedy" is the inside story about the real Jackie, now Mrs. Aristotle Onassis. If your local store is sold out of the new paperback, you can get your copy direct from the publishers: Paperback Library, Dept. N.A., 315 Park Avenue South, New York, N.Y. 10010.

Did the author do right? Did she betray a trust by "telling it like it was?" Or, did she perform a service for history? You be the judge.



Never a Christmas Morning . . .  
Never the Old Year ends,  
But Someone thinks of Someone  
Old Days, Old Times, Old Friends

### Old Glory Boys And Spur Girls Win Top Trophies In Tourney

Perhaps the highlight of the Jaybird tournament here last weekend was the semi-final Friday night when the Birds beat a fine Floydada team. Brad Dibrell led the attack in this game, and he was a happy young man at the close of the game.

In Saturday night's finals, the Jaybirds lost to Old Glory 56-43, and had to be satisfied with second place trophy in the tournament. Harold Judy was high for the Jaybirds with 15 points.

The Jayton girls defeated Old Glory Saturday afternoon in a one point thriller to take third place.

Lyndall Favor and Diana McMeans were honored on the

all tournament team. Complete final placings were as follows:

**BOYS**  
CHAMPIONSHIP  
OLD GLORY 56, JAYTON 43  
Russell Letz, 25 (Old Glory); Harold Judy, 15 (Jayton)  
CONSOLATION  
SPUR 71, JAYTON 52  
Hunt, 25 (Spur); Parker Kidd, 10 (Jayton)  
THIRD PLACE  
FLOYDADA 49, POST 28  
Charles Jackson, 19 (Floydada); Sims, 10 (Post)  
GIRLS  
CHAMPIONSHIP  
SPUR 55, POST 28  
Judy Kidd, 24 (Spur); Sherry Bird, 25 (Post)  
THIRD PLACE  
JAYTON 28, OLD GLORY 27  
June Brewer, 22 (Jayton); Regina Letz, 16 (Old Glory)  
CONSOLATION  
RULE 46, BOBY 26  
Pam Pittcock, 19 (Rule); Becca Kiker, 20 (Boby)  
ALL TOURNAMENT BOYS  
Russell Letz, Old Glory; James Kelly, Spur; Charles Jackson, Floydada; Lyndall Favor, Jayton; Weston Spitzer, Old Glory.  
GIRLS  
GUARDS — Debbie Pierce, Old Glory; Diana McMeans, Jayton; Jana Harrison, Spur.  
FORWARDS — Sherry Bird, Post; Judy Kidd, Spur; Pam Pittcock, Rule.

### Merchants Use Paper To Send Greetings

This is the annual Christmas issue of the Jayton Chronicle. In this issue you will see special messages from most of the Jayton merchants, as well as those from the surrounding towns.

Most business people are too busy right now to prepare and send out Christmas cards to each customer, so they find sending a special greeting to

you through the paper makes an effective and easy way to extend greetings to each of you.

These messages have been especially prepared to suit their individual desires, and the editor of the Jayton Chronicle urges that you take time to read each one of them.

### The Jayton Supply Is Sold By Auction

The doors of one of Jayton's oldest businesses were closed Thursday, with an auction sale disposing of all of the merchandise of the hardware store, known as Jayton Furniture and Supply, which has been operated the past few years by J. B. Montgomery.

It is not known at this time, what Montgomery plans

for the future, or what the plans are, if any to get another business opened at the location.

### Lighting Up . . .

Since the Star shone on Bethlehem, lights have been a part of Christmas celebrations. Today, candlelight services are traditionally held by many churches at Christmas.

# Artistic Views Reflect 'Winter Wonderland'

In Bethlehem, it's the rainy season. In Hawaii, Santa Claus might arrive by boat, and Christmas could be celebrated on a sunny beach. In Australia, Christmas is a time for picnicking — it's summer "down under."

Even in Northern lands, December 25th does not always provide the pleasures of a "white Christmas." In spite of the varying climates

where Christmas is observed, and in spite of the frequent shortage of ice and snow at the appropriate time, the traditional image of Christmas is, and probably always will be, a wintry, snowy landscape — celebrated in song and story, pictured in countless paintings.

The countryside under a blanket of snow, the hillside drifted deep in white, the trees bent down with snow or crystal-bright with ice, the lakes, rivers and streams gleaming in ice-covered magnificence — these are favorite themes in holiday lore, and favorite dreams for all those who spend Christmas cozily among the conveniences of modern centrally-heated buildings and modern transportation.

The "winter wonderland" of ice and snow has been a frequent source of inspiration for artists. There's a wealth of winter landscape paintings that, although not directly associated with Christmas, seem to set the mood and reflect the spirit of the season.

In 16th and 17th century Holland, for instance, a whole tradition of landscape painting was devoted solely to depicting winter scenes — somewhat unusual since the winter weather of Holland is not especially cold.

Perhaps because he devoted his artistic talents exclusively to the winter landscape, Avercamp's paintings capture to perfection both the beauties

and pleasures of winter. Bare branches of trees etch their patterns against expanses of ice, in contrast with the cozy cottages and, on the ice, the merry skaters, for an ideal blending of the cold weather and warm spirit of a winter holiday.

Of Avercamp's personal history, little is known. Records show that he was baptized in Amsterdam in January 1585, and buried at Kampen in 1634. His painting was influenced by the Flemish landscape tradition and particularly by Pieter Bruegel the Elder — a painter whose fascination with the winter scene did much to

shape his landscape style. The snow-covered hillsides seen in the work of the elder Pieter Bruegel contrast strangely with the flat, icy terrain of his native Holland. The explanation is to be found in travels which took him to mountainous lands.

Bruegel became a master in the Antwerp painters' guild in 1551, and shortly afterward journeyed to France and Italy, says the Grolier Book of Art.

In 1554 he returned from Rome to the Netherlands, re-crossing the Alps on his way. The mountains and scenery of Italy made an immense impression on him, as reflected in the drawings he made at the time.

More than the "contemporary" Italian art, those mountainous vistas influenced his landscape style — and ultimately inspired Avercamp and other Flemish painters of the ever-wonderful winter scene.

## Taos Indians have observed Yuletide for centuries

One of the most colorful celebrations of Christmas in America has been the rites conducted by the Taos Indians in New Mexico.

Commemorative Indian dances originated long before religion to the isolated pueblos of New Mexico in the 1600s. But with their conversion to Catholicism, the Indians blended the new and old, and the outgrowth was the Christmas dance.

The practice of Christmas dances originated when Spanish explorers and priests asked the Indians to perform whatever dances they thought would be appropriate for the religious holiday.

Customarily, either the Deer dance or the Matachines dance is performed on Christmas day. According to the Indians, the Deer dance was chosen hundreds of years ago because the Indians thought the deer was one of the animals that might have been present when Christ was born.

Religious events are plentiful in this predom- though many of the services are no different (save for the setting, the adobe buildings and the cultural



heritage of the people from services held elsewhere.

Visitors now have to look long and hard to find any shepherds' watch-fires twinkling on the hills to light the path of Mary and Joseph. Once, such fires were common.

Also on Christmas Eve, the Indians of Taos customarily stage a procession lined by bonfires and by lighted pine faggots attached to long poles. Downtown Santa Fe is also usually ablaze with candle and artificial light during Christmas week.

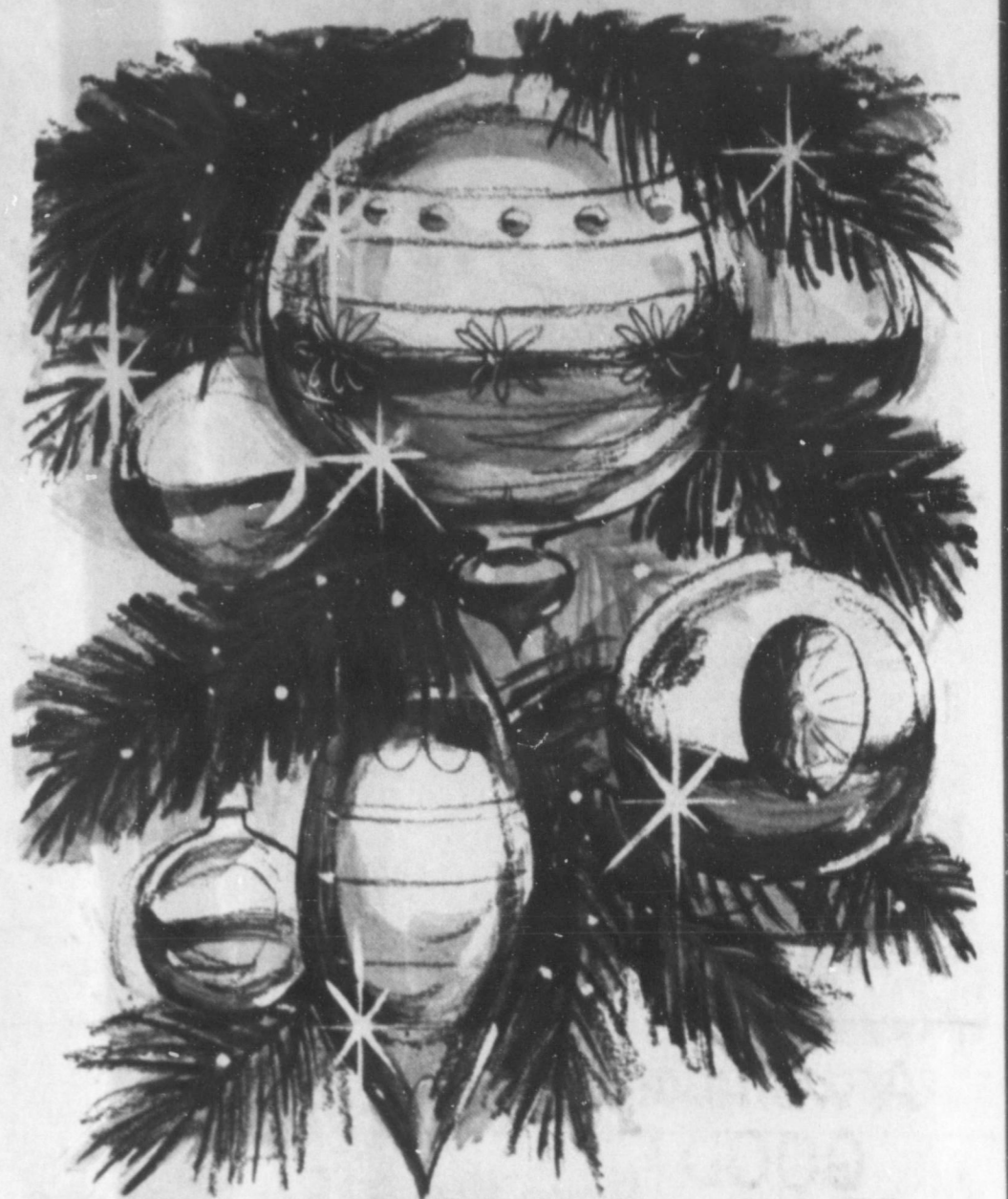
### NOTICE

We will be closed from Dec. 24th and through the holidays, and will open again Tuesday, Dec. 29th.  
McAteer's Dept. Store.

### NOTICE

The pickup for the Hymer Cleaners is now at the Jayton Drug Store. Bring your dry cleaning here to be picked up.

Office Supplies at the Jayton Chronicle



# Merry Christmas

It's always a pleasure to take time during the holiday season to wish our friends well!

**Kent County Nursing Home**

**Pike, Lillian and Kim Nichols**



A BLESSED NOEL

**Darden Dept. Store**  
ROTAN, TEXAS



To all our wonderful friends and patrons, we extend best wishes!

**Day & Day Supply**  
114 West 5th — Spur, Tex.

*Merry Christmas*



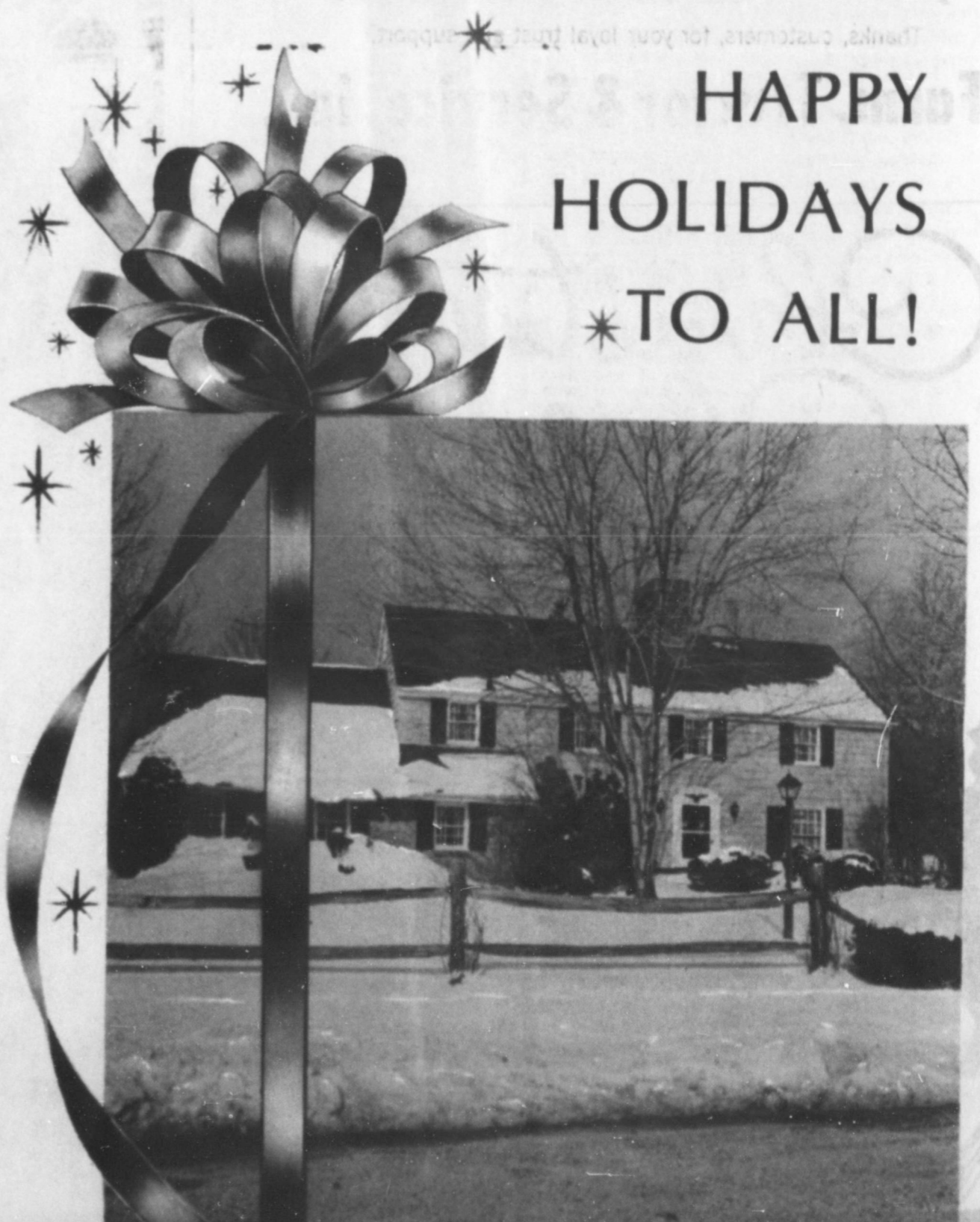
**Conner & Swenson**  
LAWYERS — SPUR, TEXAS



THIS WEEK . . . . .  
from page 1

... serving our customers, and to be able to pay our bills. I guess this is a challenge to every business. Anyway, We are trying. See you next year.

**Laverna, Odell & John**



HAPPY HOLIDAYS TO ALL!

### The Jayton Chronicle

Box 227, Jayton, Tex. 79528 Pho. 915 CE7 3593

Afton E. Richards ..... Owner and Publisher

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#### A PRAYER FOR THE NEW YEAR

*We pray . . . that strength and courage be given to all who work for a world of good will . . . that the scourges of poverty, disease and callousness will be driven from the earth . . . that the spirit of the Season may live among us, for always.*



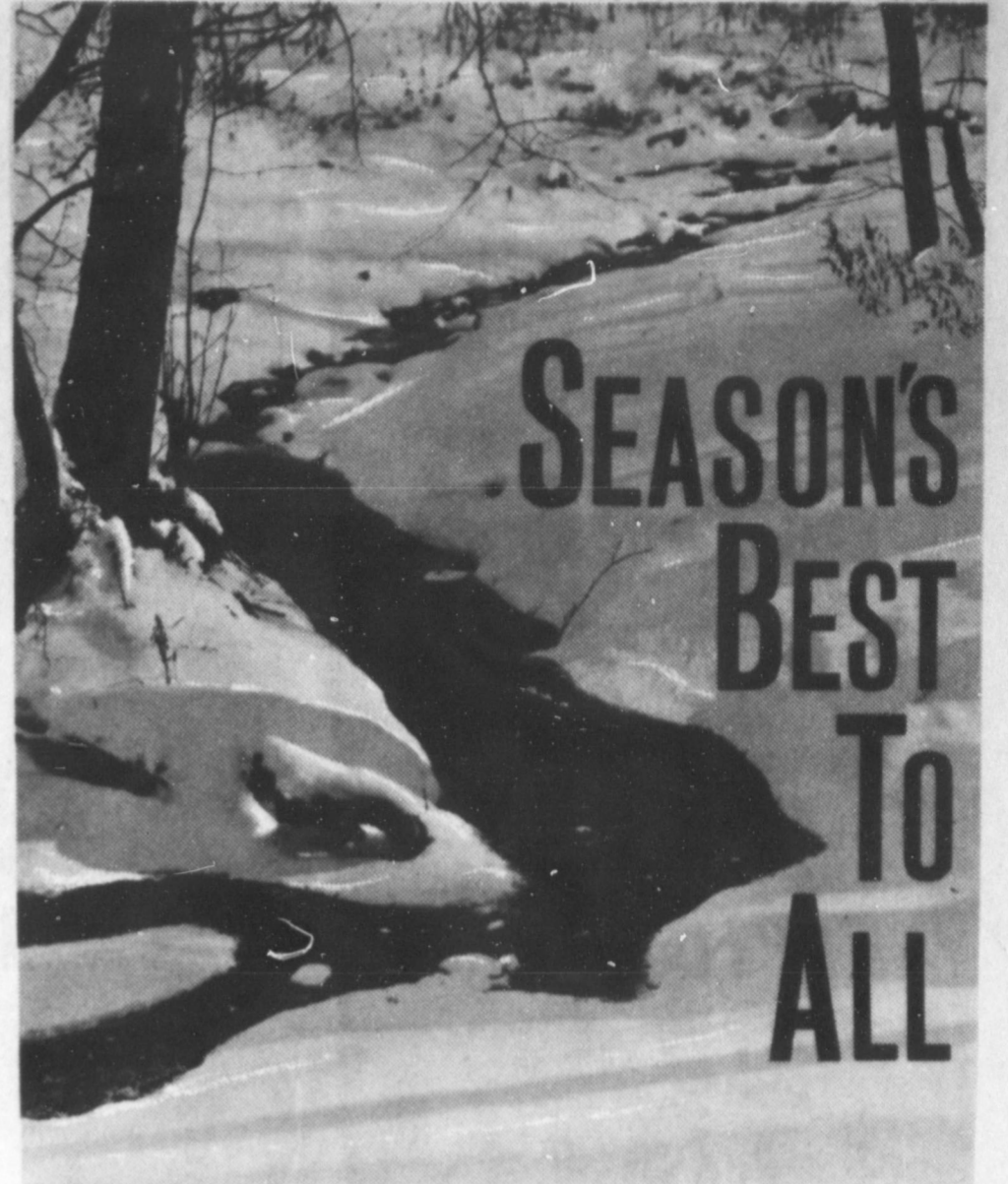
#### legend of the poor shoemaker and his candle

Here is an appealing story that focuses on Man's old friend, the candle. Back in the Middle Ages, any light, no matter how fragile, was much prized, and a candle, though perhaps common to us, was a possession of great value.

A shoemaker lived in a cottage on the edge of a village, near the dark woods. Although a poor man, he placed his candle in the window each night to guide travelers. Despite wars, hardships and illness, by some miracle, some mysterious grace, his light never wavered.

This inspired the villagers and during the Christmas season most of them placed a candle in their windows. The custom grew and became universal.

BUY IT IN JAYTON



We would like to thank you, our loyal friends, for your patronage this year. It has been a real pleasure serving all of you.

## Kent County State Bank



We wish all jolly good cheer for the holidays!

Thank you for your patronage.

### Farmers Coop Gin

Spur, Texas Russell Williams, Manager

### A world of GOOD WISHES



Thanks, customers, for your loyal trust and support.

### Farm, Tractor & Service, Inc.

ROTAN, TEXAS

# Christmas Cheer

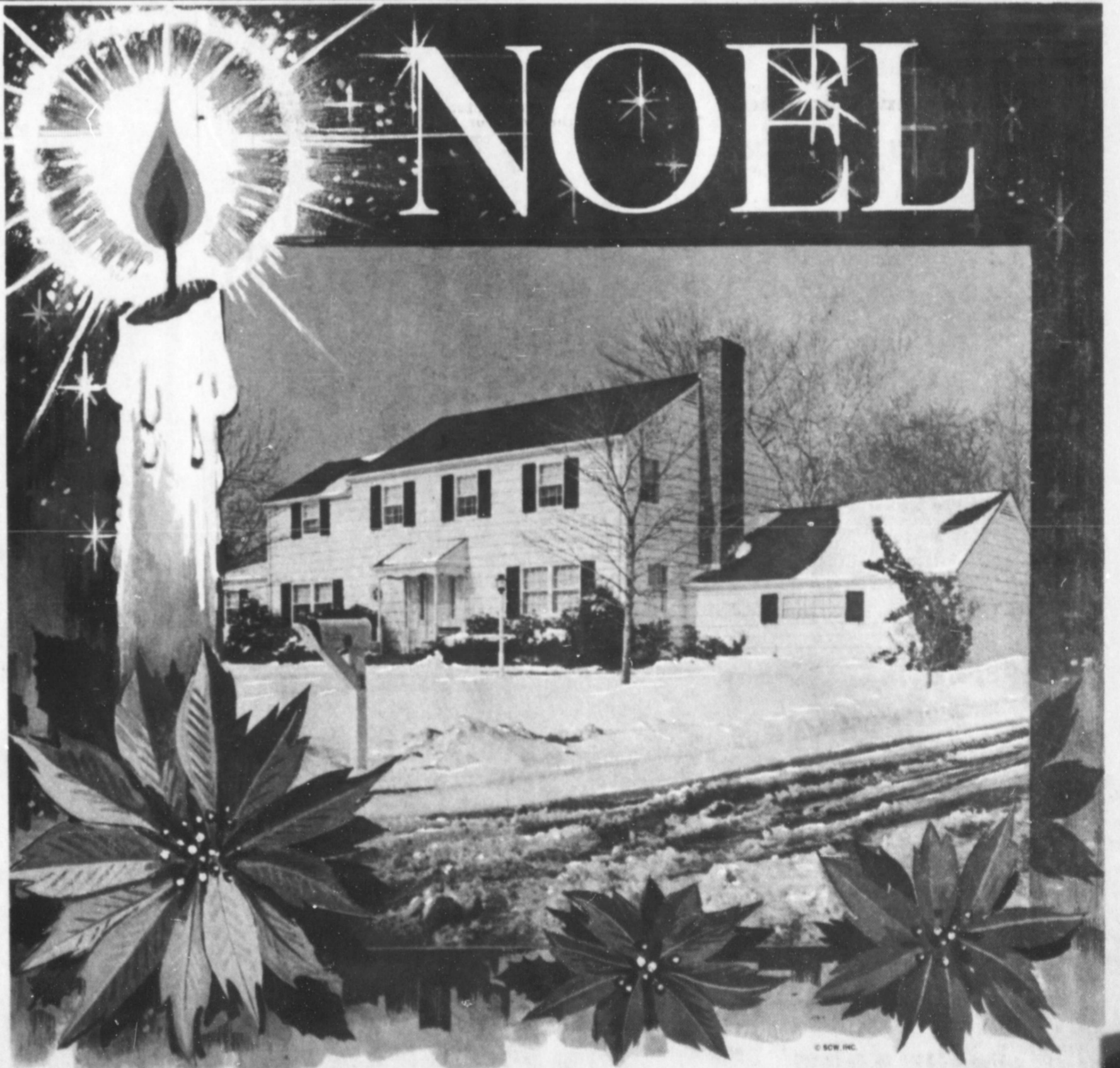


We're sending our best wishes along with Santa's to all our wonderful friends and patrons!

Thanks so much for letting us serve you at

### Tom's County-Line

THE OASIS -- Highway 83



May the joys and blessings of Christmas be with you and yours through this season and the coming year. And with this may we add our sincere thanks for your kind patronage this past year.

## Cap Rock Telephone Co. SPUR, TEXAS

## Best Wishes for Christmas



At this joyous time, when hope and good spirits are high, we express appreciation for your continued loyalty, and wish you the best of everything for Christmas as always. Thank you.

### The Kent County Sheriff's Department



Best wishes for the holiday season. We're grateful for your patronage.

### Country Casual Shop

Ladies, Teens and Children Wear  
June Clark, Owner  
Aspermont — Phone 989-2700



Time to wish everyone a very merry Christmas season!

### Herndon Upholstery & Motor Co.

ROTAN, TEXAS



Here's to your good health at Christmastime! Best wishes from

### Clinic Pharmacy

Rotan, Texas

## Hanukkah. Christmas customs foster mutual respect

Maybe some Jewish parents enjoy the image of Santa as much as their children do. Said one mother, "The children believe in Santa to not hurt my feelings. I sometimes try to save the big presents for Christmas day. They put some socks by the fire-

place, but they stay empty. Santa Claus belongs to all sects, the children don't believe he's a religious figure."

They go to synagogue and at Hanukkah the house is decorated with stars of David. The family eats potato pancakes, and the children get a present every night. But, every year, the children ask for Christmas lights outside the house.

Behind all the Christian and Jewish symbols — the tree, the star of Bethlehem,



We extend greetings to all our friends in the Jayton Community. Come to see us. Fresh stock Pangburn's Candies. We have prescription service.

### Kenady Drug

Aspermont, Texas



### Mrs. Sarah Byrd and Family



Hi there! Hope your holidays are brimming with happiness!

### Gordon, Flo & Willie Cheyne

## AMERICA'S SETTLERS CELEBRATED IN OWN WAY

During the early 17th century any formal observance of Christmas was ruled out by the rigid code of Puritanism. Yule festivity was forbidden as emanating from the Devil. And the Devil was very much a personage in those days. This rule persisted until 1681 when it was repealed. Probably the influence of the Dutch and German settlers had prevailed, and their customs of Christmas feasting and gaiety softened the hearts of the strict Puritans.

The plenty of the new land provided abundant foodstuffs for the holiday table. And the woods' greens, boughs and assorted cones were used for decorative trim.



In 1804 the explorers Meriwether Lewis and William Clark rested from their journey westward to celebrate Christmas Day somewhere in the vicinity of what is now Bismarck, North Dakota. Captain Clark wrote in his journal, "We enjoyed a merry Christmas during the day & evening until nine."

### 1st Christmas toast results in marriage!

One wonders at the forcefulness of the weaker sex, on occasion, especially when a member of the so-called stronger sex is under the spell of spirits. The wassail bowl and the Christmas toast were both started in the same gesture, so the tale goes, by the daughter of an early Germanic chieftain, then on a campaign in Britain. Offering a garlanded bowl of wine to her father's princely host, she said "Wassheil," or "Here's to you." The prince responded gallantly and, one thing leading to another, they were soon married.

For the common people of the Middle Ages, wassail was a mixture of hot ale, sugar, nutmeg, and ginger. The nobility, however, used the finest wines in the cellar.

### PUBLIC NOTICE

United Freight Lines now has brand new 1971 zig-zag sewing machines, \$35.00. Nationally advertised stereo components sets with AM-FM-FM stereo radio, \$89.95. And walnut stereo consoles, \$75.00. Electrolux vacuum Cleaners, \$49.95.

All merchandise guaranteed and monthly payments are available.

UNITED FREIGHT SALES, 2120 Ave. Q., Lubbock. Open 9 a. m. to 6 p. m. Monday thru Friday. Saturday 'till 1 p. m.

FOR SALE 52 mod 1 Ford 4-speed transmission, 64 Ford transmission, 6 cylinder 235 63 Chev. engine. See Joe Benevides, Jayton. Itp

FOR SALE: 26 Choice Hereford cows and calves. Thedford Fry, Spur, Texas, phone 272-3112. 48-2tc.

SEE ME FOR GRAVEL. Gravel and stucco or plaster sand for sale, delivered to your location or loaded on your truck at the pit. CLAUD SENN



To you and yours, sincere wishes for happiness and prosperity throughout the holiday season

### Parker Butane & Appl.



### Hartense North



Merry Christmas to you and your loved ones. **Spur Super Market** Spur, Texas



### Champion Jewelry

111 West Snyder — Pho. 735-3494 ROTAN, TEXAS



Our good wishes for a Happy and Healthy Holiday to all our friends. We thank you for your most kind support.

**Greetings for Christmas**

**McAteer's Dept. Store**



**REJOICE**  
LET THE GLAD TIDINGS RING  
OUT - JESUS CHRIST IS BORN!

**Spot Grocery  
and Crew**

**Greetings**



MERRY CHRISTMAS TO ONE AND ALL FROM  
**Dan's Pharmacy**  
SPUR, TEXAS

**little-known  
stories, and  
origins of  
Xmas customs**

Americans exchange billions of Christmas cards every year. The first card was sent the first one. According to one source John Calcott Horsley designed the first card for Sir Henry Cole in 1843. It is a triptych, the central panel of which shows a well-fed family at table. They raise their glasses to toast, "A Merry Christmas and A Happy New Year To You." Flanking them in the end panels are the poor and the hungry.



**GREETINGS**

These happy holidays come but once  
a year with a flurry of fun and good  
cheer. It is our sincere hope that  
this will continue throughout the year!

**Cathy Abstract Co.**  
Henry, Cloise & Margaret

**Greetings**



At this most joyous of seasons, it's  
a pleasure to take the opportunity to wish a  
very merry Christmas to all our good friends!

**Mac's Food Market**

ASPERMONT -- HAMLIN -- SPUR

# NOEL

Christ's peace abide with you  
 at the Department Store

## Merry Christmas

Here's to you, our good friends and patrons... our sincere appreciation for the privilege of serving you and best wishes for a happy holiday season.

**Mobil Station**  
**Robert E. Hall**

Ned Cox --- Rual Benevidies

### U.S. Freedom Christmas Gift December 1776

Our religious freedoms are sometimes lightly regarded by certain Americans today, but back in the days when our country was very young, the freedom to worship as we pleased was one of the hard-fought victories of the Revolution.

The foundation for the preservation of the freedom to celebrate such beliefs as Christmas — this was the gift to our country on that very day in December 1776.

It happened when George Washington and his men won the battle at Trenton... that was the beginning of a long line of victories that eventually led to ultimate victory and total independence, along with complete religious freedom.



ST. NICHOLAS, who preceded Santa as a Christmas gift giver, was pictured on an 1870 greeting card as a monk-like figure.



FATHER CHRISTMAS, a rather stern resident of the North Pole, appears on this turn-of-the-century greeting card.

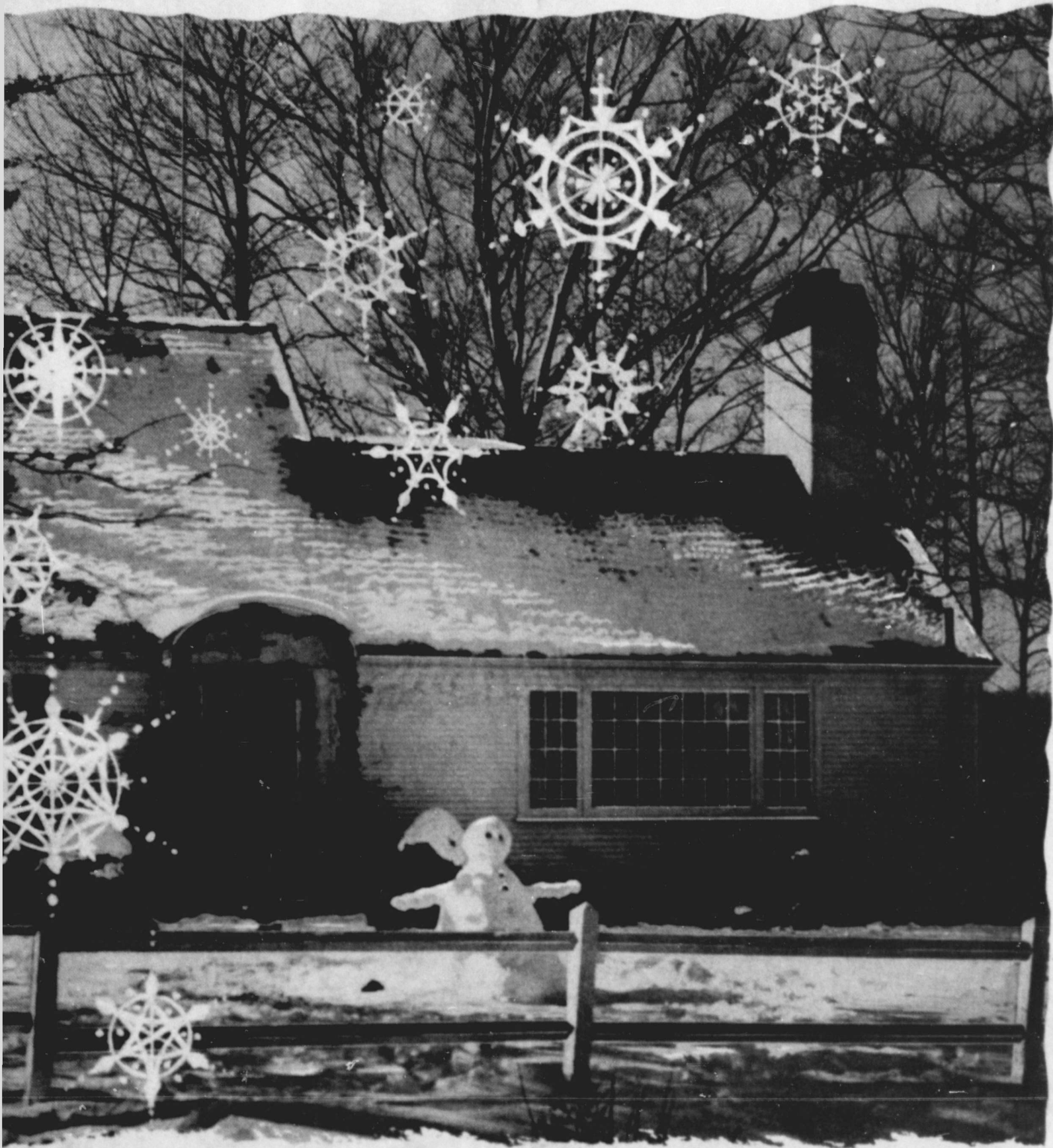


**IT'S LIKE SITTING UNDER THE MISTLETOE WHEN YOU GIVE ELECTRIC GIFTS!**

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



**West Texas Utilities Company**  
 an investor owned company



# Season's Greetings

FROM ALL OF US TO ALL OF YOU,

ALTHOUGH IT'S BEEN SAID OFTEN BEFORE,

COMES A WISH THAT'S OLD YET EVER NEW —

"MERRY CHRISTMAS, FRIENDS... MANY, MANY MORE!"

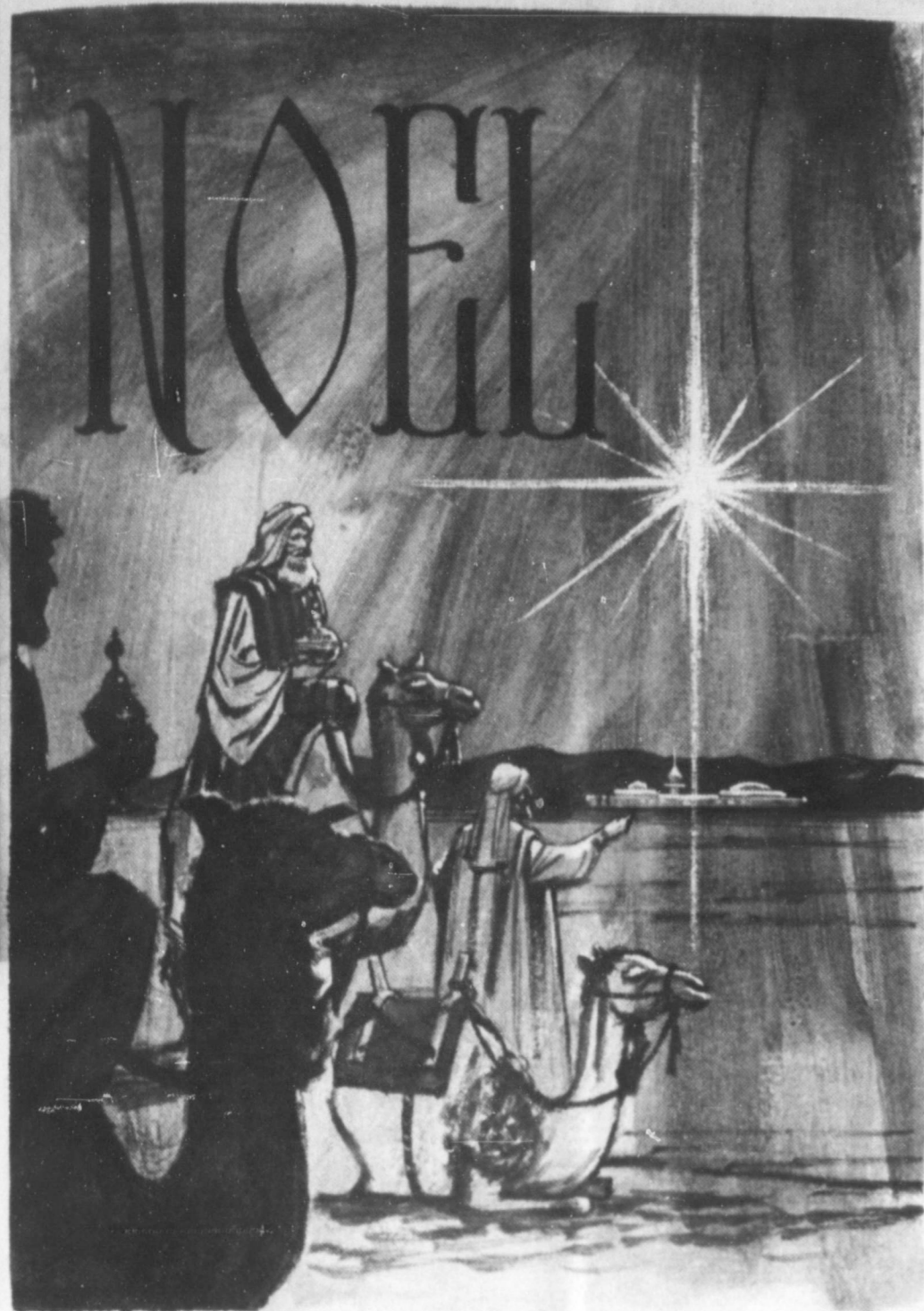
**First National Bank of Aspermont**

# Peace on Earth



May the spiritual gifts of love and understanding be with you and yours this Christmas.

**H. L. Davis & Co.**



**TREE ORIGINS**

The decorated Christmas tree as we know it developed from the miracle plays of the Middle Ages. The plays originated as liturgical cantatas sung in Latin in churches with very slight dramatization. Scenery was held to a minimum. The Garden of Eden, for example, was designated by a fir tree hung with apples. This

Paradise tree, as it was called, represented the Fall of Man, not the Nativity.

As the miracle plays gained popularity, they became more elaborate, with more characters, more

scenery, even live animals — until their staging outgrew the limits of a chancel. Moved outdoors, the plays became increasingly secular until, about 1450, their performance was banned.

**Yuletide Wishes**

SINCERE THANKS TO ALL  
**Sleppy, Rogene & Boys**

**Merry Christmas**

Each of us here send to each of our many loyal customers the warmest wishes of the Yule Season . . . "Serving you has been a real pleasure."

**Veazey Motor Co.**  
FORD -- MERCURY Aspermont, Texas

**GREETINGS OF THE SEASON**



May the spirit of brotherly love illuminate every heart and home at Christmastime.

**W. C. Dibrell & Family**

Let us follow the Star of Bethlehem, in search of that peace that passes understanding. May Christ's love abide with you and yours!

**Dickens County Electric Cooperative Inc. - Spur**

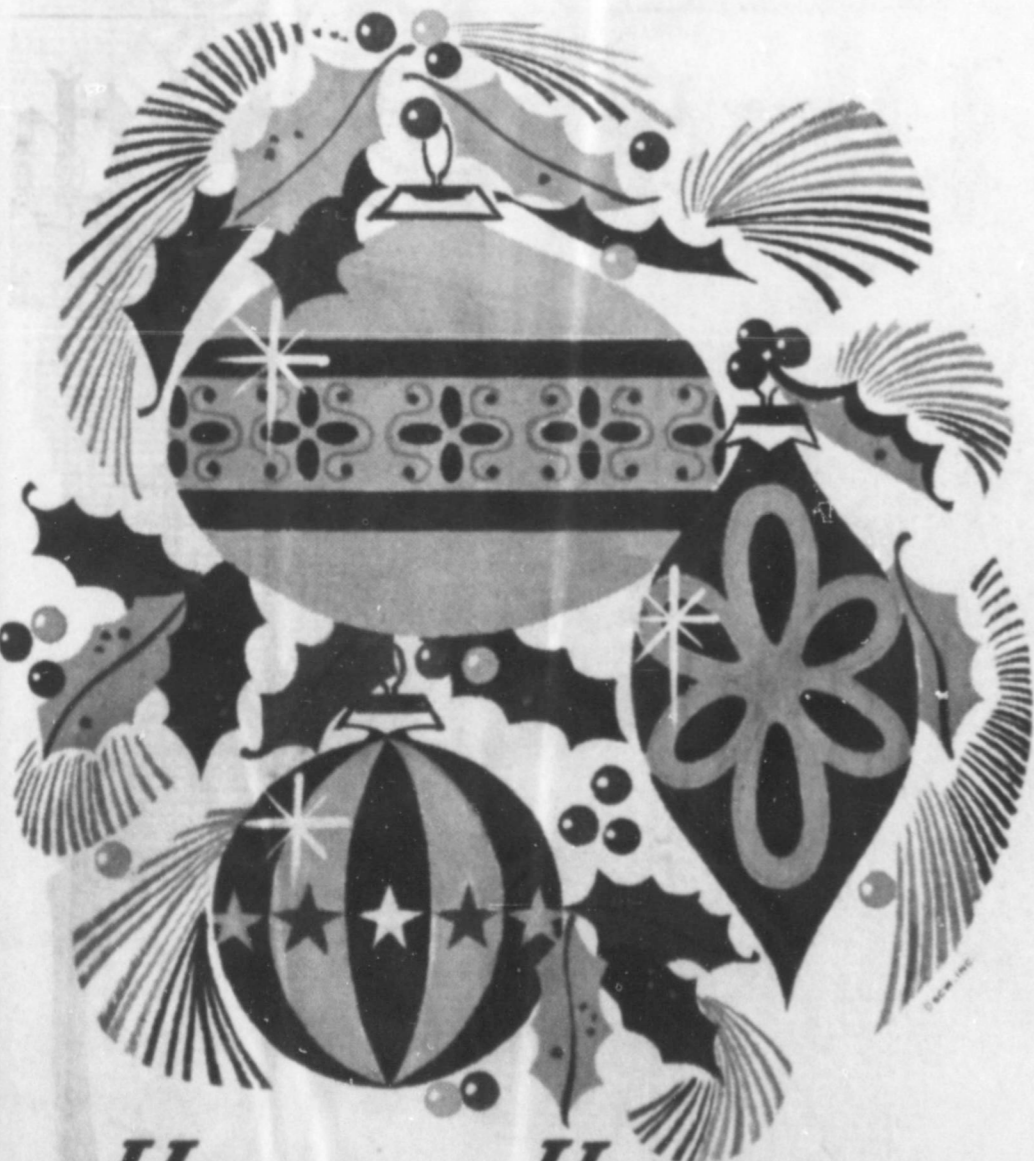


**Christmas Cheer**

May God grant you and your family these joyful gifts of this holy season . . .  
Love, Peace and Understanding.  
We thank you for your loyal patronage.

**Farmers Coop Soc. #1**

Jayton Texas



**HAPPY HOLIDAY**

Sincere good wishes to you, our good friends and customers, this very joyous season.

**The Thos. Fowler Agency**

*Merry Christmas to Everyone!*

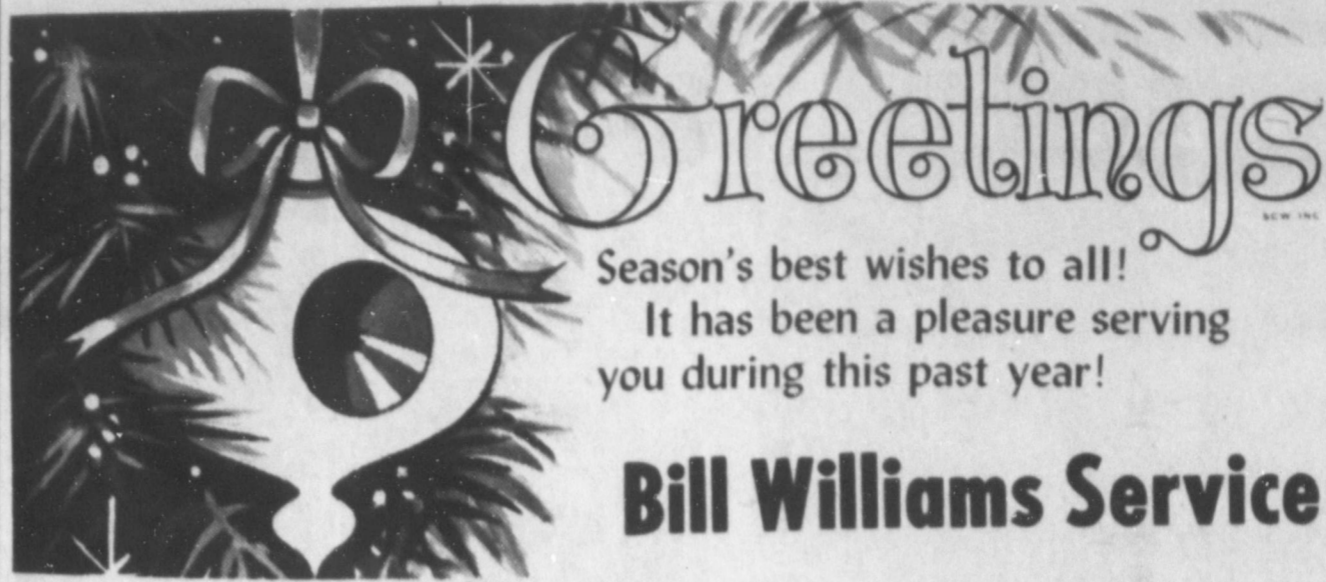
*Here's to a Yule that's brimming with fun, in the season's special and joyful mood. Our best to you!*



**Gordon, Thelma and LaJuana Hamilton**

**Dr. O. R. Cloude**  
CHIROPRACTOR  
Spur, Texas

See  
**BLACKSHEAR LOCKER**  
for your beef and pork for locker and home freezer. We do all meat processing and slaughtering under government inspection. We slaughter on Monday, Wednesday, and Fridays. Call 272-4371 Spur, Texas  
**BLACKSHEAR LOCKER**



Season's best wishes to all!  
It has been a pleasure serving you during this past year!

BILL, BETTY  
NICK, LARRY  
and RHONDA  
WILLIAMS

**Bill Williams Service & Supply**

# Merry Christmas



We wish to extend our holiday greetings to you and your family as you gather in celebration. Thank you for your loyal support.

**Wild Chevrolet Co.**



May Santa bring you your heart's desire — you deserve nothing but the best!  
Thanks for your patronage!

**Girard Gin**

Alton and Ethel Clark



**Noel**

Look to the Star of Bethlehem for Peace in our World

**L-P Gas Service**

"From All The Kyles"