

# Merry Christmas Matador Tribune

Tribune Volume 11, No. 42

Matador, Motley County, Texas Thursday, December 23, 1937

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## TRAIL DUST

BY  
DOUGLAS MEADOR

My mother always accepted every trivial Christmas gratuity my usually lean purse permitted, with a lavish happiness. A pair of wooly house-shoes seemed as jeweled sandals unlaced from an angel's feet; a box of linen handkerchiefs became silver cloth spun from the fleece of clouds drifting beneath the moon. Her eyes would brighten with a spiritual gratitude like the glow of unseen fires reflecting against the sky.

There is no breach in the affinity despite the scalding rivers of loneliness that empty into the gulf of dreams; she does not mind that my bestowment has no other choice than a wreath to place beside a low mound of clay. There is no death except to be forgotten.

To live without fear may have is little comfort in even a noble is no little comfort in even a noble epitaph.

Snowflakes melted against the plate-glass window behind which the toys were arranged; bright and colorful toys that arrested young, eager eyes and caused little faces to press closer. There was noise and laughter above the wind's pertinent routine which swept the snow from the cold pavement to small drifts off the curb. The ragged and friendless man standing in the vestibule, clutched the rolled cotton-sack under his arm and watched the children with infinite validity. His care-worn face bore no smile but there was an interest as one turning through an old book, finds a passage associated with pleasant memories. Perhaps there was greater pain than hunger and the cold for he walked away into the night beyond the gay windows, bright colors and children's voices.

Love often prepares a trousseau of chipped hearts to simmer in the gilded chafing-dish of youth slowly, above the intense green flame, but time is apt to serve the same ingredients as cold hash. Those who dine slowly on the plain fare of understanding will not trouble that the other tables are vacant when soft lights hold back the lengthening shadows of years.

It was a dismal Christmas Eve with soiled snow drifting through the black screen of my Pullman window as the roaring train sped along a narrow ledge cut in the mountain's side. Tall pines, swayed by the storm, hurried past and the yellow, cheerless lights reflected on jagged rocks and crumbling soil beside the right-of-way. Another train was waiting in the narrow valley, hissing as if impatient for our arrival, and then the rails ceased their hammering. Clean snow fell in the limited space between the motionless trains, meeting as iron demons anxious for association.

In the dining car opposite my window a young woman sat, alone, her head slightly bowed in supplication. She did not touch the food before her, but dabbed at her eyes with a small, white handkerchief. Loneliness sharpens its claws on cold hearth stones at Christmas time.

My own importance shrivels when I remember that a lightning-bug in an insignificant insect in the sun.

## Final Tribute To Pioneer Of County

### G. W. Seigler Victim Sudden Attack; Is Buried In Matador Cemetery Saturday

The roll was again called Friday for Motley County pioneers, and George W. Seigler, 69, prominent cattleman, was crossed from the diminishing list when he unexpectedly succumbed at his ranch home 25 miles N. E. of Matador, following a brief illness which began late Thursday evening while on a business trip to Matador.

Funeral services were conducted Saturday afternoon at two o'clock at the First Baptist Church Matador, with the Masonic lodge in charge. Rev. G. W. Tubbs, pastor from Floydada, assisted by Rev. H. M. Weldon and Rev. C. D. Pipkin, preached the funeral sermon. Honorary pall-bearers, including pioneer farmers and ranchmen of this vicinity, accompanied the bier through the service and to East Mound cemetery where the body was laid to rest. Active pall-bearers were J. R. Whitworth, Bob Echols, J. C. Burleson, H. F. Pipkin, Claude Harp, and George Springer.

Lived Here 37 Years

George Washington Seigler, while born in Mississippi October 30, 1868, had been a resident of Motley county for the past 37 years. He came with his parents, to Texas in 1869. On September 1, 1887, he married Miss Ida Kerby and to this union 7 children were born, who, together with the widow, survive. Mr. and Mrs. Seigler moved from their home at Farmerville, Collin county, to Motley county in 1900, and to their present home in 1901.

Mr. Seigler was a prominent figure in agriculture and ranching, and had gained recognition as one of the leading farmer-stockmen in the county. While apparently in good health, he had suffered frequently from acute headaches resulting from a sinus ailment and while in Matador Thursday, consulted his physician here. During the night his temperature rose and the physician was summoned, who advised the family that his condition was very critical. He died about 11 o'clock Friday morning, December 17, 1937 at the age of 69 years, 1 month and 17 days.

Survived By Family

Beside a host of friends, survivors include Mrs. Seigler, four sons, Guy, George P. Elbert and Eldred, all of Matador; two daughters, Mrs. O. F. Etheredge, Northfield and Mrs. C. L. Vaughn, Lubbock; three brothers, Alfred, Jim and Oliver Seigler; two sisters, Mrs. George B. Parkhill, Crosbyton, and Mrs. Mary Shinn; and eight grandchildren, Mrs. B. Gafford, Turkey, Aubrey Seigler, California, Frances and Norman Seigler, Bruce Seigler and Lilburn Seigler all of Matador, Margaret and Clovis Vaughn Jr., of Lubbock.

### Local Conoco Men At Childress Meet

Bob Robertson, local Continental Oil Company agent, accompanied by five employees attended a district meeting and banquet held at the Childress Hotel, Childress, Thursday night. Conoco agents and their employees from the entire district were guests of the district manager.

Those who attended from Matador were Bob Robertson, Lloyd Fulkerson, Bill McCaghen, Vernon Latimer, Grady Acker and Ed New.

## Lions Donate More Cash At Regular Meet

### Extre Money To Give Happy Christmas To All Needy

After feasting at a delicious turkey banquet served by the Baptist ladies, Tuesday, members of the Matador Lions Club in their last regular meeting in 1937, raised \$21 additional cash to provide Christmas packages and food for the needy of this community. It was believed the additional cash would be sufficient to purchase food and holiday goodies for every needy family in this locality. The movement to raise the extra cash was started by Lion Henry Pipkin who donated \$1. through the suggestion of Tail Twister Elmer Stearns.

The program was sponsored by Lion Vernon Doss in the absence of program sponsor Jack Robinson. Guests introduced included Rev. Joe E. Boyd of Paducah, former pastor of the Methodist church here and his son Joe E. Jr., T. R. Jacobs of Dallas, brother of Boss Lion W. F. Jacobs and honor students of the Matador school: Keith Patton, Jean Harp, Kara Hunsucker, Jimmie Lee Guthrie, Frances Stearns, Billie Jo Archer, Don Paul Keith and Ruth Evelyn Keith.

Christmas Address

The first number on the program was an enjoyable piano solo by Joe E. Boyd, Jr., who was followed by his father who made a timely Christmas address. Rev. Boyd cited the great happiness resulting from "White Gifts" or gifts from the heart to aid less fortunate mankind.

Except in the event of a possible directors meeting, the meeting Tuesday ended the Lions Club activities for the year of 1937.

## CHURCHES IN UNION SERVICE

The entire community will join in a union Christmas service to be rendered Sunday evening at the Baptist Church, with Rev. D. D. Denison, pastor of the Methodist Church, in the pulpit.

J. R. Whitworth, choir director, and Miss Mable Jameson, pianist of the Methodist congregation, will be in charge of the music. A cordial invitation is extended to every one to attend this service.

A special Christmas program will be given at the Methodist Church Christmas night, to include a pageant, to which the community is invited.

## Abilene Minister Here Next Sunday

Minister J. L. Nisbett of Abilene will hold both morning and evening services at the Matador Church of Christ next Sunday and a cordial invitation is extended to everyone to attend.

Minister Nisbett has conducted services here on two previous occasions. He is a student in the Abilene Christian College.

## Extension Of Grazing Plan

### Is Announced Range Program Will Continue During The New Year

The range feature of the Agricultural Conservation Program, which was started in Texas in 1937 will be continued in 1938, according to information received by County Agent Frank A. Buckley, from Geo. Slaughter, chairman of the Texas Agricultural Conservation Committee.

The 1938 program will be similar in most respects to the preceding plan, Slaughter advised. Some practices have been dropped from the present plan, and others have been added.

The deferred grazing practice, whereby part of the range is withheld from grazing for a six months period to allow natural reseeding, long recommended by Texas A. and M. College pasture authorities, was popular with ranchmen. Increased emphasis will be placed on this practice and ranchmen in 1938 may earn 60 percent of their range building allowance by this method instead of 33 percent in 1937.

The range building allowance has been changed from a straight \$1.50 per animal unit to \$1. per animal unit plus two cents per acre of range land.

Well-drilling Included

Erosion and runoff control will again be featured through payments for contour listing, furrowing, or subsoiling, and by construction of spreader dams and terraces.

The construction of dams for water reservoirs, one of the most universally popular practices this year, will be continued under the 1938 program and will be enlarged to include payments for drilling wells, which cannot, however, be located at the range headquarters. A check on all practices carried out by Motley county ranchers, will be made in the immediate future by Elbert Reeves, Range Inspector and early payments for 1937 compliance are expected.

## NONE INJURED WHEN CAR HIT

Four people miraculously escaped injury or possible death at Plainview Saturday afternoon when the Chrysler sedan occupied by Mr. and Mrs. Earnest Gains, Miss Beula Sheridan and Mrs. J. H. Sheridan, all of Amarillo, was struck by a Santa Fe train. It is declared the driver did not observe the engine until it was too late to avoid a collision. The car suffered a bent fender bumper and radiator but did not turn over. With the exception of fright and shock, the party was none the worse from the experience.

The party was enroute to Matador to visit in the home of Mr. and Mrs. Pat Sheridan.

FROM CALIFORNIA

Mr. and Mrs. Joe Jeffers arrived here Tuesday evening from Yuba City, California where they have been making their home since spring. Mr. Jeffers was engaged in the cafe business here before going to California.

Mrs. J. S. Lea and Mrs. Earl Laughlin made a trip to Lubbock Wednesday of last week.

## Pep Squad Is Host Grid Team Banquet

### WORLD CHAMP'S GIRL CAGE TEAM AT RALLS JAN. 1

### High School Boys To Meet Red Heads In Spirted Game

RALLS, Dec. 20.—Olson's All-American Red Heads, Famous girl's basketball team, will play the Ralls High School Jackrabbits here January 1st at the city gymnasium. The boys will match honors with a team of girls who all have All-American or Olympic records to their credit.

The girls' team composed of redheaded girls from 5 feet 8 to six feet tall, has never been beaten and plays men's teams strictly by men's rules, asking no favors.

Among the players on the Red Head team are Ruth Osburn, Olympic champion athlete who holds national records in basketball, baseball, discus and javelin throw and shot put. Peggy Lawson All-American All star of National AAU Tournament, Hazel Vickers, All-American selection for five years. Gladys Lommler, National free-throw champion, 1935. Kay Kilpatrick, Waco, Texas, All-American, Lela Blue, another All-American and Betty Keith.

The team will play ten games in Texas and Oklahoma. The game here is the only one scheduled in this part of the state, the nearest other one being at Clovis, N. M.

Between the halves, Helen Stephens, 1936 Olympic meter dash champion, and who is known as the "Fastest" female human on earth will put on an exhibition race, broad jump and shot put. Miss Stephens holds the world's record among women for 100 dash she also holds records in the 100 yard, 100 meter, 220 yard, 50 yard 50 meter, broad jump, shot put and javelin throw in Europe, the U. S. A. and Canada.

## CATTLE TESTS ARE ARRANGED

Herd owners of Motley county are invited to join a group near the north line who have determined to free their herds from cattle infected with Bang's disease. Severe reductions in the calf crop and in milk production have been suffered from this malady on some fifteen farms in the Folley-Montgomery community, according to recent reports received by County Agent Frank A. Buckley.

A free test for the disease by the government veterinarians of the Bureau of Animal Industry has been arranged by Buckley at the request of the owners. A communication from Dr. H. L. Darby, Fort Worth, regional inspector for the bureau, states that the work will be done for those who sign an agreement to carry out the required cooperative provisions.

Nominal compensation will be provided for reacting animals, but all such animals must be sold for slaughter within a specified time. Other sanitation practices are also required in return for the free service rendered.

Dr. and Mrs. J. S. Stanley left Tuesday for a visit with relatives of Dr. Stanley, near Eagle Pass, Texas.

### Berndena Nelson Is Crowned Queen Of 1937 Gridiron

The 1937 football season was officially closed last night when the Matador Matadors were guests of the pep squad at a banquet held in honor of the gridmen at the Masonic building.

Effective decorations of red and white were augmented by soft illumination and the holiday spirit prompted by the use of the Yuletide motif in souvenirs and table appointments.

The 15 members of the football squad present, wore the new sweaters presented at the assembly program Wednesday morning. The delicious banquet consisting of baked chicken, dressing, cranberry sauce, fruit salad, hot rolls, lima beans, celery and coffee with ice cream and cake as dessert, was served by girl members of the Matador band.

Judge Makes Address

The principal address of the evening was made by district judge Alton Chapman of Spur.

Music was furnished by Lula Kate and Shands Harcrow and Jack Willis.

Berndena Nelson was crowned queen of the 1937 football season and Charlie Scaff was enthroned as king of the season. They were escorted by other personages of the royal court, including Kara Hunsucker and B. F. Tunnell, Jr., Zona Ruth Scaff and Kenneth Simpson and Doris Stephens and Jack Robinson Jr.

Miss Virginia Estes entertained the group with two vocal solos, accompanied at the piano by Miss Lula Kate Harcrow.

The interesting program was concluded with a Christmas tree and group singing of "Jingle Bells."

## College Students Home For Holidays

College students who arrived late last week and early this week to spend the Christmas holidays with friends and relatives include the following:

Miss Dorothy Willett, L. C. Groves, C. M. Barton and R. C. Jeffers from Texas Tech, Lubbock, and Miss Geneva Cooper from Draughton's Business College, Lubbock.

Miss Lucretia Estes from Amarillo, where she is enrolled in Flemings Business College.

Misses Virginia Edmondson, Billie Lawrence and Addie Lee Lawrence, also R. E. Campbell Jr., and Julian Edmondson, from W. T. S. T. C., Canyon.

Lyman Campbell from Stephenville where he is attending John Tarlton, Paul Fulfer from Howard Payne College, Brownwood, and Miss Marjoria Moore from T. S. C. W., Denton.

Odus Crowell, a Hardin-Simmons University student at Abilene, visited friends here Saturday enroute to his home at Flomot.

ATTEND FUNERAL

Mrs. N. M. Groves, accompanied by her son, Claud Groves, and Mrs. Delbert Groves and baby, drove to Abilene Wednesday to attend funeral services for her niece, Miss Erma Ball, who died an attack of pneumonia.

Coach and Mrs. R. P. Terrell, accompanied by Charlie Scaff, Ray Patton and Raby Webb, drove to Wichita Falls Saturday where they attended a football game between Wichita Falls High School and North Side H. S. of Ft Worth.



THE ADVENTURES OF OZZIE



"AREN'T the dolls beautiful?" exclaimed Joan to her mother, as she gazed upon the finished product of the "Two Little Dolls in Blue" which Dorothy May had ordered from Santa Claus.

"They are quite the loveliest I have ever seen," spoke mother. "I do believe that you have put your very heart and soul into their fashioning."

Joan had spent many days and nights, too, stitching a loving holiday thought into each tiny garment. The dainty materials had been transformed into things of beauty. The dresses of pale blue silk with

bonnets and slippers to match, had proclaimed them the "Two Little Dolls in Blue!"

"Oh, won't Dot love them?" beamed Joan, as she again eyed the dolls from head to foot with a happy smile of complete satisfaction.

"I dare say this will be her happiest Christmas, one that she will never forget," said mother.

Christmas eve, with its bright lights and cheer, was in full progress and the two little dolls in blue were being fondled by one of the happiest little girls in the world.

Rocking in her own tiny chair Dorothy May began singing a lullaby to the dollies, wholly oblivious of the attendant surroundings. It was such an adorable sight that the others had stopped their celebrations and were beaming upon her with transformed emotion.

The spell was broken when Dorothy May suddenly stopped singing

and called out, "What shall I name the 'two little dolls in blue'?"

"Well," said Joan, smiling thoughtfully, "since they are dressed in blue and are two very important little ladies, why not call one Alice Blue and the other Eleanor Blue?" And so the dolls were named.

On Christmas morning in another house around the corner, Bonny Jean awoke with the joy of the holiday and shouted, "Mother, did Santa come and did he bring me a big baby doll with curls and eyes that open and shut?"

"Yes, dearie, Santa came and brought you a very pretty doll."

Then spying it, seated beneath the tree dressed in scarlet finery, Bonny Jean clasped it to her breast. Upon close inspection, she soon learned that it was the same sort of doll she had always received, only with new features.

Just as she was about to burst into protest at her bitter disappointment there came a rap upon the door and a kindly neighbor was saying, "Merry Christmas." Then with a happy smile—

"What is the matter, little girl? Hasn't Santa Claus come yet?"

"Oh, yes, he came, but he brought

me the same old rag doll again. I thought sure it would be a real one this year, because I'm nine, you see."

"Oh, I am so sorry," said Dorothy May, with true feeling and thinking of the two beautiful dolls which Santa had left for her. Then with a happy Christmas thought, she whispered something very lovely to her mother.

They all went right over to the big house on the hill nestled under its burden of Christmas snow. Bonny Jean forgot all about the rag doll when she glimpsed the great tree through the holly wreaths in the window. But when she saw the two little dolls in blue sitting beneath it her joy was unbounded. She clasped her hands and danced with glee. "Such darling dolls!" she gasped, breathlessly.

"Their names are Alice Blue and Eleanor Blue," said their little mistress, proudly.

"I want to give you one of them, Bonny Jean; which do you like?"

With unbelievable surprise, her eyes fairly dancing with joy, she clasped the beautiful doll in her arms and asked, "Is it—really—mine—for—keeps?"

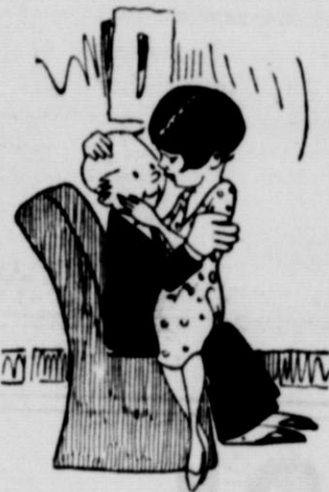
"Really and truly for keeps," said Dot.

Dorothy May explained it all to her mother after the happy little girl had left, that somehow she just did not miss Eleanor Blue very much when she saw how happy she had made Bonny Jean.

In her heart she felt that it was truly "more blessed to give than to receive," and hugging the one little doll closely, she whispered, "Merry Christmas, Alice Blue."

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CHRISTMAS GUSH



Wifey—Oh, John, how much are you going to give me for Christmas presents?

Whiteflat, Texas, December 17, 1937

Dear Santa Claus:

I am a little boy, 8 years old. I am going to school. I thought I would write you a few lines to let you know what I wanted for

Christmas.

I would like to have a football and some nuts of all kinds and some oranges and anything you are mind to bring me. I have two brothers and one sister. Their names are Billy Norris Lynch,

James Olen Lynch and Lola Fay Lynch and they wanted me to tell you to bring them some pretty things and some nuts and lots of good things to eat.

Well Santa I am looking for you.

Robert Ray Lynch



"And There Was Rejoicing All Over Christendom"

Truly great things have been done since the day of days that saw the resurrection of mankind from the low and sordid elements of paganism to exalted good will and friendship brought into being by the Savior of Bethlehem.

Each year we have seen the spirit of the Jehova renewed at Christmas time, the most appropriate holiday in the year for starting out anew with a clean slate.

This year, we choose to take this time of year to tell you that we have greatly appreciated your kind friendship through our period of business.



CHRISTMAS



We Can't Balance Our Books Till We Wish You ...

A MERRY CHRISTMAS

The greatest asset in our business is your good will. Our appreciation of your loyalty and patronage cannot be measured in words, we know, but we feel that it is altogether fitting that we should make this grateful acknowledgement of our dependence on the friends who have been our patrons through all the good years and the bad ones, too.

It is with a feeling of deep humility in the presence of this feeling that we eagerly extend to you ... and you ... all our friends everywhere, the sweetest greeting ever known to the tongue of mankind ... MERRY CHRISTMAS.

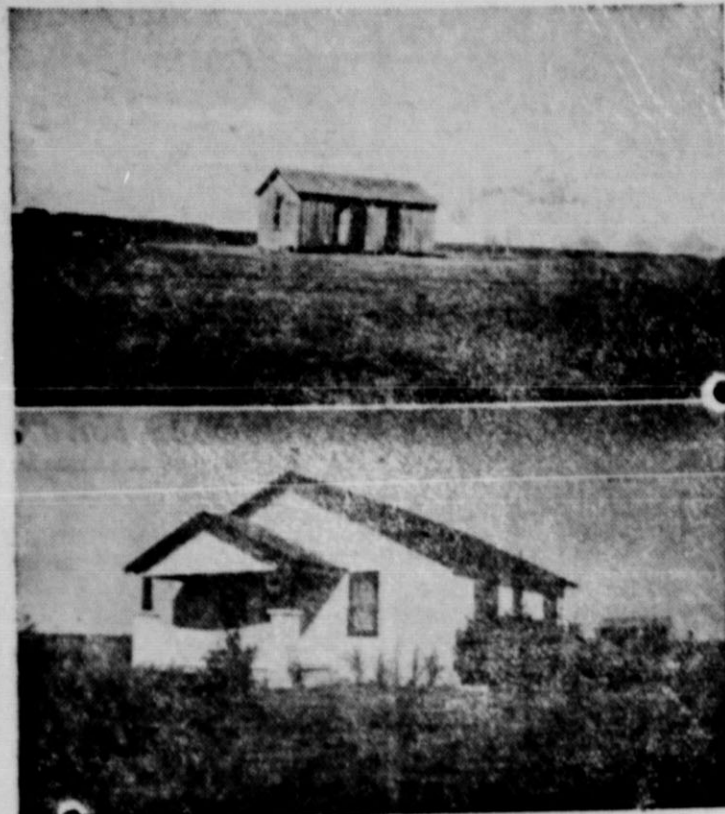
HALL-SCRUGGS & CO.

Paducah, Texas





**BEFORE AND AFTER . . .**



The top photo shows the home of a farmer in the Southern Great Plains region at the time he secured his first loan from the Farm Security Administration. It was in February, 1936, that he borrowed \$300. His livestock of four horses, five cows and 50 hens. That year the family, including two adults, a boy of 14 and a girl of 8, showed splendid progress. The farmer repaid all money due the FSA and with the balance of his crop and a small commission's loan from the Farm Credit Administration he built his house (below) and out-buildings. He contoured and terraced his farm, and increased his livestock program to a basis where all living needs could be met from the sale of produce.

In January, 1937, the farmer received another loan from the FSA for \$696. His livestock had increased to eight mares, four colts, 150 hens, three hogs and five cows. A cooker and canning equipment was purchased, and 400 containers have been filled with fruit, vegetables and meats for use this winter. The rural rehabilitation supervisor and home management supervisor, who have been working with this family, report that the farmer will repay his entire loan this year and will be able to finance his 1938 operations without further help from the FSA.

**"The Cooky Lady" and Tim's Christmas Letter**

**P**ATSY liked to take her doll out in the sunny kitchen and watch Ann, the cook, roll out the cooky dough and cut round moons; then put them in a long pan ready for the oven. When they came out all smelly and warm Ann would put some on a paper plate for Patsy to eat. Ann had the nicest dimples when she smiled, and Patsy would

smile right back at her and say: "Thank, you, Cooky lady." Sometimes there were brown cookies and fruity ones, too, but the red and green candied ones that Ann made for Christmas were the very best of all. Patsy adored Ann. Through the seven short years of her life she had been her constant companion. Mother was just the lovely lady who was always busy with her clubs and going places, and Daddy was too busy at the office to be bothered much; but there was always Ann.

Patsy liked the nice postman, Tim, who came to see Ann and sometimes they all went to the movies together. Tim could play "pretend" almost as good as Ann. But once she heard him call Ann his best girl, and say: "Some day you're going to cook for me." After that she did not like him so well. Things seemed all wrong, and Santa hadn't answered her letter, and it was only two days till Christmas. She had said: "Please write soon," and that had been days ago. He must help quick, or it would be too late. Several times a day she would go to the mailbox and stand on tip-toe to look in for fear her letter had been overlooked.

"Here, Tim," said one of the office clerks, "is another of the kid letters to Santa Claus; guess this one's up to you." Printed in a childish scrawl on the envelope, Tim read: "Santa Claus, care of Tim." He drew out the folded paper. It read: "Dear Santa, please bring Tim another best girl cause Ann has to cook for us."

"Your friend, Patsy Reynolds." Tim stared, then chuckled: "Santa, old boy, you're up against it this time."—Jocile Webb Pearson.

Hampshire mummies still perform a play which is said to be 1,000 years old and for which there is no written script. The mummies are farm laborers who wear costumes made of colored wallpaper. They give the play at Christmas time.—Pearson's London Weekly.

**Through the Clouds and in Time for Christmas**

**T**HE plane, "The Betsy Lee," had climbed to 10,000 feet. The man at the controls peered through the misted glass at the dense bank of clouds ahead. He had already encountered one squall, and there was a coating of ice on the wings.

Should he turn back, and take the train that would get him home too late for Christmas? Then he thought how disappointed Lucy and the kids would be. Christmas without Daddy. He squared his jaw and muttered: "Bill Parker, you're no quitter; Betsy, we are going through!" He grasped the stick with a steady

hand as the bank of clouds loomed closer, and plunged into them.

The wind tore at the plane, causing it to zigzag crazily and it took all the strength of Bill's iron muscles to prevent a tailspin. Rain and hail fell in torrents, with an occasional flash of lightning piercing the inky darkness.

"What a storm to fight!" If he could climb high enough he might get above it. The roar of the engine answered, as he opened up the throttle, and the plane began to climb. Twenty thousand feet, the instruments registered. The storm was still with him. Five thousand more—he felt dizzy and numb. Then a lull as the plane roared into a calm, moon-silvered night.



We Appreciate Your Friendship And Patronage  
**Matador Cleaners**  
Matador, Texas

**GREETINGS...**



**Merry CHRISTMAS**

At this time every year we are brought to realize that friendship and goodwill toward man makes the burdens of life easier. We want our friends to know our appreciation for their patronage. . . . We desire to wish each one a joyful Christmas with brighter hearth fires than ever before.

**- HAPPY NEW YEAR -**

BEST WISHES  
**A. J. Daffern**  
AGENT  
**MAGNOLIA**  
Petroleum Co.

CHRISTMAS GOOD CHEER  
TO OUR FRIENDS  
**SANITARY**  
BARBER SHOP

BEST WISHES  
FOR CHRISTMAS JOY  
**METTA SANDERS**  
COUNTY TREASURER

BEST WISHES FOR  
HAPPINESS  
**TOM HARRIS**  
City Secretary

BEST WISHES TO  
EVERYONE  
**SIMPSON DRUG**  
STORE

MERRY CHRISTMAS AND A  
HAPPY NEW YEAR  
**PHILLIPS "66"**  
S. J. WHITE  
Agent

SEASON GREETINGS  
**ROGUE THEATRE**  
L. H. Dirickson, Mgr.

HAPPINESS TO YOU AND  
YOURS  
**JACK ROBINSON**  
County Clerk, Motley County

A MERRY CHRISTMAS AND  
A HAPPY NEW YEAR  
**HOMER SHEATS**  
HARDWARE

MERRY CHRISTMAS  
**W. R. CAMMACK**  
COUNTY JUDGE  
Motley County



**GREETINGS...**

During the year now drawing to a close you have been good friends and loyal customers, and at this season we wish to take this means of extending to you our sincere wishes for a very Merry Christmas and a New Year filled with happiness and prosperity.

*Best Wishes for 1938*

**MATADOR HARDWARE & FURNITURE CO.**

"We have it, will get it or it is not made"



His conscience bothered the thief taking \$240 worth of jewelry and clothing from the home of Jack Holtz in White Plains, N. Y., so much he returned the loot by parcel post, all charges prepaid.

Charles Pond, 80, a retired carpenter of Camden, N. Y., buys old pianos, and out of them makes decorative tables, desks and dining room suites, using the ivory keys for inlaid work.

**GULF DRILLING TO BE MILLIONS, McDONALD SAYS**

AUSTIN, Dec. 23—With the closing of the most prosperous year that the State Land Office has ever known, State Land Commissioner William H. McDonald today took occasion to clarify his position on drilling in submerged areas and also as to logarithm bids.

"Oil leases on lands in bays and within the three-mile limit in the Gulf of Mexico have brought \$2,139,359 in cash rentals and bonuses to the State Permanent School Fund during the past year, and high royalties and oil payments should mean many millions of dollars more," he declared.

"It has been said that this drilling will damage the view and menace the fish. However, no one has objected to drilling on privately-owned land along the shore though it could be urged with equal weight that such drilling likewise would impair the scenery and threaten the fish. Furthermore if submerged lands are not developed and adjacent lands developed, oil belonging to the state will be drained for the benefit of private individuals and oil companies.

"Leasing of the submerged is prescribed by statute so the remedy of any opposition thereto is to have the law changed. I announced that I would not lease any such lands during the last and first called sessions so that the legislature would have the opportunity, if it wished, to change the statute and withdraw the lands from the market but the legislature did not see fit to do so. Therefore, any policy except the one that the Land Office is following would be to fly in the face of the law-making body.

"Further, the rules which have been promulgated during my administration for drilling in the submerged areas are the most stringent in the history of the oil industry and are designed to afford the fullest protection to fishing, shipping and public and private rights in general."

Regarding logarithm bids, the Land Commissioner said that, in no instance, was the state's royalty less than one-eighth, the customary amount received when a private owner leases his land, and that the logarithm bids, through a sliding scale dependent on allowable and prices, meant that that in some instances the state could receive a royalty as high as 51 per cent.

Reviewing achievements of his first 12 months in office, Commissioner McDonald pointed to an increase of nearly \$3,000,000 in revenues over any previous year in history; raising the basis of the state's royalty from 99 per cent to the full 100 percent of the oil produced on state lands; discovery and recovery for the state of five

wells, some of which were drilled years ago, on state land, and restoration of the Sabine Riverbed royalty to its original amount, which means approximately \$1,900 a day more to the state school fund. Revenue of the department was \$8,949,777.23, the great bulk of which went to the public school fund and the University permanent fund.

**MANY NEW JOBS FOR PANHANDLE WPA PLANNED**

Jobs for 2,900 men and women will be available during January on Works Progress Administration projects in the 24 counties administered from Lubbock, Administrative Officer, J. C. Jones, was advised today by State Administrator H. P. Drought.

"This means that we have enough funds to employ that many workers during the month of January," Jones explained. "Employing this number of people depends upon the availability of

properly sponsored projects. It is the responsibility of local governments to provide projects which will employ the jobless in their communities if we are to take full advantage of this opportunity."

Explaining that February quotas will be allotted to the twelve WPA administrative offices in accordance with the number of persons employed during January, Jones continued:

"In order to employ as many as possible of the jobless persons in this area with the funds at our disposal, we intend to withdraw from counties which do not sponsor projects and use these funds

in other counties where need for additional employment exists and where sponsors are able and willing to do their part.

"Our case load figures show that need for employment in the counties administered from this office is great enough to absorb all of the quota allotted to us for January. Therefore, unless projects are made available in counties where the persons are without jobs, it is obvious that many destitute families will be forced to turn to local charity for subsistence during the winter months."

**MERRY CHRISTMAS**  
TO ALL...  
**1937**

We Wish  
You and Yours A  
**Merry Christmas**

May the day bring you a Wealth of Happiness and Joy, rewarding you with all the objects of your best desire. Let us thank you, also, for your patronage during the year and hope that your New Year will be a good one.

**Matador Auto Co.**  
"WATCH THE FORDS GO BY"

**Merry Christmas**  
AND A  
**Happy New Year**  
*Sincerely...*

As Christmas comes again, it reawakens the appreciation of pleasant association... rekindles the warmth of friendships... and may it find and keep you rich in happiness. The entire personnel joins in wishing to all a most joyful Yuletide.

**WEST TEXAS Gin Company**  
Joe M. Gaines, Mgr.

*Our Sincere Greetings*

1937

TIME CAN NEVER DIM  
NOR CUSTOM OBSCURE  
THE SINCERITY OF—

**MERRY CHRISTMAS**

Therefore with our whole heart and in the spirit of the season, we hasten to bid you "Merry Christmas." It is in our heart through our great gratitude for your generosity and good will, to wish you the very merriest of all the Christmases you have ever known.

AND... a New Year filled to the brim with the realization of your fondest dreams, accomplishments, achievement and full measure of happiness and prosperity.

**Whiteflat Gin**  
JOE BLOODWORTH, MGR.

**Merry Christmas**  
AND A  
**Happy New Year**

At this holiday season we wish to extend to you, as a friend and customer the best wishes of the season. May your heart be gay, and your gifts many on this CHRISTMAS DAY.

We are indeed appreciative of the favors of our friends and patrons. We trust sincerely that the coming year holds many good things for you.

**BURTON-LINGO CO.**  
CLYDE BARTLETT, Manager  
"Pioneer Lumber Company of West Texas"

**Merry Christmas**

Now comes the high tide of the year, Christmas, when the human heart looks back upon the spent year and forward into the new one.

**Christmas.... the day and season of Peace and Joy**

May your Christmas echo and re-echo in tune with the spirit of the Founder of this glad day.

May you have peace and prosperity, health and happiness; this is our Christmas wish for you.

**Modern Beauty Shop**  
Mrs. Solon Lea and Personnel



## Sharing Christmas

by  
Jocile Webb Pearson

I AM a happy little tree. I stand beside the front entrance of a white cottage on a quiet street. Each Christmas time I bloom out in beautiful colored lights, and all who pass share my beauty and catch something of the joy of Christmas.

But I was not always happy like this. Once I lived in a great forest, surrounded by trees so tall I could only catch a glimpse of the blue sky above me, and I felt very small and lonely. I, too, wanted to be tall; to look out on the big world like the others and feel the sun shining through my branches. I would stretch out my limbs as far as I could, and send my roots deeper into the earth, but my progress was so slow I grew discouraged.

One day I saw a man and a boy coming through the forest. The man carried something over his shoulder and they seemed to be looking for something. Then the boy saw me and cried: "Look, father, there is just the tree we want." He ran over to me and fairly hugged me in his eagerness. The man looked me over. "Fine," he said. But when he began digging with the thing he had carried on his shoulder I began to tremble. I felt my roots snap one by one and soon I lay a tumbled heap on the ground. Life seemed over for me.

Next I was tied to a funny looking thing on wheels, that spluttered and growled when the man and boy climbed in and we started off down a twisty little road that wound through the forest, then out on a big shining highway until we came to a wide driveway that led through a sloping lawn to a white cottage.

Here I was untied and put into a large earthen jar filled with sand and carried into the house, and set in a corner of a big room beside a sunny window. Oh, the joy of having the sun on my branches. I began to feel less scared and to look about me.

In a big mirror opposite I could watch the man as he fastened me upright. Then he put a string of lights from my top to my toe, whistling softly as he worked. Then



Two Little Faces Pressed Against the Window Pane.

I heard a door open and a rush of feet—a little boy and a girl dashed into the room crying: "Mamma, come quick, and see our Christmas tree." They clapped their hands and danced about me. Soon the mother came with a box filled with shining lovely things and my plain green dress was covered with sparkling jewels. I hardly dared look in the mirror for I remembered I was only a humble tree after all, and what I saw could not be me at all; but the great silver star on my topmost branch made me feel very happy. I seemed to draw courage from just looking at it.

After a time I was left to myself. I was glad, as I needed to rest up a bit and get used to my strange surroundings. It grew dark outside and snow was falling; but inside my star shone and a quiet peace came over me.

Then once more the doors opened and a merry group of people came in. This time there were Father and Grandfather and Grandmother, too; and Mother leading the little boy and girl. Everyone was saying how lovely I was; but I did not want them to look at me. I wanted them to see two little faces outside pressed against the window pane. The boy saw them first. "Look, Daddy, Mamma!" he shouted and pointed to the window. "There are two children out there. Bring them in, Daddy; give them some of our Christmas." And the little girl clapped her hands and cried: "Oh, do, Daddy, it's cold out there!"

When they were brought in looking rather scared, but glad, I was so happy I almost shook my baubles off. Then Mother made music on a big box with shining keys and everyone sang Christmas carols. Then Father told the old story of the Shepherds and the Star that led to the Christ Child. Then a jolly man with a red coat and a pack on his back gave everyone presents, including the little strangers. There were candies and nuts, plenty for all, and such a babble of happy voices. I felt the thrill of it myself and the big star glowed in sympathy.

## Pirate and Papoose



This pretty "pirate girl" found this Indian papoose in Hopi House, Grand Canyon, Ariz. The "pirate girl" is Zoe Dell Lantis who visited the Hopis while touring the Southwest in the interests of the 1939 Golden Gate International Exposition, to be held on Treasure Island in San Francisco Bay in 1939.

### Christmas Poinsettias Popular Holiday Plant

THE brilliant street lights of a large city were flickering into the cozy front apartment of the Malory sisters. They were sitting alone on Christmas eve enjoying their snow white tree gleaming under its burden of blue electric

bulbs in true modern fashion. "Oh, dear," sighed Lois, "doesn't Christmas always remind you of poinsettias?"

"Sure does," replied her sister, wistfully. "How could we ever forget them? Remember how mother used to send us out in the sleigh to deliver those scarlet beauties to our friends, every Christmas? Those were the good old days!"

"Wasn't it fun, though? I can just see the dear old home simply

loaded down with the 'Christmas stars' as we used to call them."

At this very moment several blocks down the street the telephone was ringing profusely in one of the busiest florist shops on the avenue. An order was being placed for the largest and very best poinsettia plant in stock. It was to be delivered to the Misses Lois and Mae Malory, on Rugby street.

Just fifteen minutes later the door bell at this residence rang and a messenger delivered the gift beautifully wrapped and tied in Christmas colors.

"Oh, Lois, come quick!" shouted Mae. "A gift from the home town. What can it be?"

"Why, it's a pot of poinsettias—one mass of crimson stars! Who could have sent it?"

When they discovered the card, it was more puzzling than ever, for the only inscription upon it was, "Poinsettias For Christmas."

IN SEASON



Santa—Stick 'em up!

## MERRY CHRISTMAS

1937



It is our true hope that Christmas 1937 will bring you a bountiful fullness of peace, happiness and all the things of your heart's dearest desire.

BEST WISHES FOR A  
HAPPY AND  
PROSPEROUS NEW YEAR!

**FLOYDADA**  
**STEAM LAUNDRY**



JOYOUS CHRISTMAS

A  
Sincere  
Wish

May the season be filled with happiness, and the New Year bring you an unparalleled measure of success!

**DR. WESTON A. PETTEY**  
OPTOMETRIST

LUBBOCK

TEXAS

## Personalized Service

WHETHER YOU NEED FREE AIR OR A NEW TIRE LET THE PERSONALIZED SERVICE OF OUR TIRE SPECIALISTS SAVE YOU MONEY YOUR NEIGHBOR. *The Independent U.S. Tire Dealer*

Our gratis tire check-up service is open to all local car owners—regardless of the brand of tires they now use. Come in yourself and start benefitting by this friendly money-saving service. It assures you of all the mileage built into your tires and reduces trouble to absolute minimum. Stop in today!

And Here's THE BEST BUY IN TOWN  
**SAFE MILEAGE**

**U.S. ROYALS**

- SAFER FROM BLOWOUTS ... every ply is a safety ply.
- SAFER FROM SKIDS ... sure-gripping Cogwheel Tread.
- SAFER FOR MORE MILES ... patented TEMPERED RUBBER

**BOB'S OIL WELL**  
MATADOR

See Us  
for Prices

MAKE IT A REGULAR HABIT TO STOP FOR OUR PERSONALIZED SERVICE.

A  
Bright  
Merry  
Christmas



A  
Happy  
New  
Year!

Brightness and Cheer throughout the year! This Your Electric Servant wishes for you, uttering a wish that can come true! These are our gifts to your home and community. Well-lighted homes create a holiday spirit the year 'round; good light brings comfort and eyesight protection; and electric power supplies safe refrigeration, easy cooking and all the many services that are yours at the touch of a switch. Just as each Christmas finds West Texas—the Land of Opportunity—enjoying an advanced standard of living, so it finds Electric Servants contributing more to the happiness and comfort of the quarter-million people in the 161 communities served by this company. And every Christmas finds the unit cost of this service diminishing. To make 1938 a happier year, use more Electric Service at today's low rates.

**West Texas Utilities Company**



HERE FOR VISIT

Miss Sue Kathryn Glenn arrived here Sunday, from Greensboro, N. C., where she is engaged in Y. W. C. A. work. Miss Glenn is here to spend the Christmas holidays with her parents, Judge and Mrs. C. L. Glenn, and also her sister and family, Mr. and Mrs. J. L. Woodruff.

Mr. and Mrs. David Guest and son of Childress, visited here recently as guests of Mr. and Mrs. Robert Collier.

Mrs. Raymond Davis and son Don Carlos of Ralls, visited relatives here last week.

Mesdames James Neblett, John Russell and Jack Bradshaw, made a trip to Lubbock Thursday.

Frank A. Buckley, County Agent

made a trip to Plainview Thursday to attend a 4-H Club meeting. Mrs. Buckley accompanied him to Floydada, where she visited with friends.

Rollie Springer of Aspermont visited here Monday with his cousin, George Springer.

Mrs. A. J. Hodges has returned home from Lubbeck, where she was a recent patient in the Lubbock Hospital.

Mr. and Mrs. Lee Harp and children John and Andy Lee, accompanied by a niece, Billie Harp, all of Kirkland visited relatives here Sunday.

Mrs. Bob Echols, together with Bobby and Dorothy Echols and

Mr. and Mrs. Raby Webb, left Monday for Los Angeles and Hollywood to spend the holidays with relatives.

**SORE-THROAT: — TONSILITIS:** For prompt relief—mop your throat or tonsils with Anesthesia-Mop, our guaranteed sore throat remedy. If not entirely relieved within 24 hours your money will be cheerfully refunded. Simpson Drug Store.

**DON'T SCRATCH!** Our Paracide Ointment is guaranteed to promptly relieve any form of Itch, Eczema, or other itching skin irritation or purchase price will be refunded. Large Jar only 60c at City Drug Store. 5-4-38

Matador, Texas December 1, 1937

Dear Santa Claus:  
I have been a very good little boy.  
Please bring me a little car that

I can ride in, a little blackboard, an animal barn, a guitar, some fire crackers and lots of fruit, nuts and candy. Don't forget any little boy or girl.

Yours truly,  
Ronald Witt Hobbs

Whiteflat News

Mrs. W. R. Tilson left Monday for an extended visit with relatives in Virginia.

Mrs. Maud Dean of Jayton, was transacting business here Monday.

J. Tom Hamilton of Seminole, Oklahoma, spent the week-end here with relatives.

Mrs. J. D. Perkins and Boyd Perkins visited in Lubbock over the week-end. They were accompanied home by Troy Perkins who will spend the holidays with home-folks.

Clifford Harris, student at Wayland College, Plainview, is home for the holidays.

Mr. and Mrs. A. J. Browning visited with Mr. and Mrs. Bruce Browning at Edgin, Sunday.

Mr. and Mrs. Fay Hart of Floyd County were visitors here Sunday.

Miss Camella Wilkinson, student of Texas Tech, Lubbock, came home Friday for the holiday season.

Miss Katalyn Humphries of Amarillo Junior College, arrived home recently to spend Christmas holidays with her parents.

Mrs. Sam Houston left last week for her home in Galveston, after having spent several weeks with her mother, Mrs. F. D. Smith.

CARD OF THANKS

We wish to thank everyone who were of such kind assistance to us during our hour of grief for our dear husband and father, George W. Seigler.

- Mrs. George W. Seigler
- Guy Seigler
- Mrs. O. F. Ethredge
- Mrs. Clovis L. Vaughn
- George P. Seigler
- Eldred Seigler
- Elbert Seigler

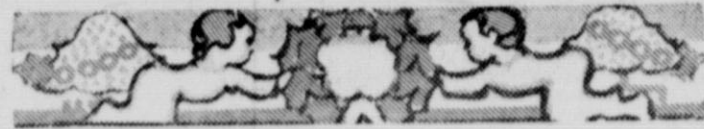


Merry Christmas

It gives us genuine pleasure at this time to look back upon the cordial relations that have existed between us in the past and to hope for continuance of your friendship in the months to come. May this Christmas prove to be a most joyous occasion and the New Year bring Good Luck, Good Cheer and Much Success to your house.

**L. A. CARLISLE**

Sheriff, Tax Assessor and Collector of Motley County



A Wish For Christmas

A WARM fire and a creaking board. Lights and music and song. Jest and story. Cheerful voices and wide-eyed children. Bright thoughts. Romance. Security and a contented heart. This is our Christmas wish for you, and to it we add the hope that 1938 will bring you opportunity to achieve and enjoy in no small measure.

**Russell Implement Co.**

JOHN C. RUSSELL, Mgr.



THE STAR O'ER BETHLEHEM

Hangin' low in the lurid sky that eventful eve almost two thousand years ago, the fateful Star of Bethlehem sent its far-reaching beams down on the Savior of mankind in His humble resting place. Every beam loaded with "Peace On Earth, Good Will To Men," the star shown down on the Christ-child in His manger. Today, seeing the many things you have done for us, we send you a message of cheer and best wishes for every beam of every star in th sky.

And when the New Year comes sailing over the horizon of time, we hope that it brings you twelve months of undiluted achievements of your finest plans; the fulfillment of your richest dreams.

DIRECTORS

- A. B. ECHOLS
- C. D. BIRD
- HARRY H. CAMPBELL
- J. C. BURLESON
- ELMER STEARNS

**The First State Bank**

MATADOR, TEXAS

MEMBER OF FEDERAL DEPOSIT INSURANCE CORPORATION

OFFICERS

- A. B. ECHOLS, President
- ELMER STEARNS, Vice-President and Cashier
- W. N. PIPKIN, Asst. Cashier
- J. R. WHITWORTH, Asst. Cashier

PEACE ON EARTH.  
CHRISTMAS 1937



## Happiness To you and yours

During the year now drawing to a close you have good friends and loyal customers, and at this season we wish to take this means of extending to you our sincere wishes for a very Merry Christmas and a New Year filled with happiness and prosperity.



## SPEAR'S GIN

MATADOR



## TO ONE AND ALL! HAPPY CHRISTMAS

As the Yuletide comes again with its message of "peace on earth, good will toward men," we are moved to give that greeting which is always new, yet which is as old and substantial as the very spirit of Christmas — MERRY CHRISTMAS.

## JAMESON & SON GROCERY

viney's Christmas," Frances Carpenter; "Humoresque," Evelyn Lea.

of Tennessee, an ardent New Dealer, is suing for about three million dollars claimed to be due for mineral rights in certain lands flooded by the TVA, and said to contain valuable marble deposits.

An oddity in business and politics is seen in a lawsuit now pending, in which Senator Berry



At this holiday season we wish to extend to you our cordial and sincere wishes for a most Merry Christmas and a New Year Year filled with the fulfillment of your plans for the future.

We realize that our business could never have even the slightest degree of success without the loyal patronage of you who have been our friends, and in gratitude we wish to thank you.

## GENE'S FRUIT MARKET

Located on Highway; 1 block west of Ford Agency



## CHRISTMAS JOY TO YOU AND YOURS

Valuing your friendship and loyalty as we do, we want to broadcast our Christmas greetings far and wide to each and every resident of this community, young and old alike.

We hope that your Christmas will be one of great joy and that your New Year will be full of the things that you most want.

## Shorty's Service Station

### CHRISTMAS RECITAL HELD MONDAY NIGHT

Expression pupils of Mrs. J. R. Whitworth, and music pupils of Miss Mable Jameson, who were presented in an enjoyable Christmas recital Monday evening, including their parts on the program are as follows:

"Keeping His Word," Kenneth Simpson; "Daisy Chains," Onita Whitaker; "On Christmas Eve," Mary Ann Cudd; "Hunter's Song," Don Paul Keith; "Poor Dear Dolly," Geraldine Waybourn; "The Sleigh Ride Party," Betty Jo Simpson; "A Christmas Stocking," Rachel Carpenter; "Johnny Jump Up," Ruth Evelyn Keith; "Viennese Refrain," Mary Ola Tipton.

"Santa's Plans," a playlet with Byron Knight as Mr. Santa and Ala Gene Pritchett as Mrs. Santa, who were entertained by the following numbers: "Disguised," Martha Ray Cudd; "A Boy's Pocket," Donald Reeves; "In a Toy Shop," Dorothy Woodruff; "Mouse's Christmas Gift," Rose Mary Edwards; "A Christmas Secret," Hal Courtney; "The Biggest Book," Joy Harris; "Tommy's New Drum," Frances Schweitzer and Earlene Laughlin; "Just Pretend," Jolene Bloodworth; "A Fine Secret," Betty Price.

"The Soldier's March," Kitty Jeanette Jenkins; "Kid With a Cold," Dorothy Jean Henderson; "Lady Pompadour," Keith Patton; "Is Santa Married?" Gladys Marie

Springer; "Traumerei and Romance," Kara Hunsucker; "Mary Ann," Leona Martin; "Twilight Thoughts," Alla Gene Pritchett; "Christmas Stocking," Billie Marie Turner; "The Bohemian Girl," Elmer Gene Jameson; "Minty Mel-

## CHEERIO



## A Merry Christmas AND A Happy New Year

Whatever your station in life, to young and old, to rich and poor, to all who have honored us with your friendship, good will or patronage, to all men everywhere, we extend our cordial greetings of this holiday season.

May this 1937th birthday of the Prince of Peace bring to you an abundance of the finest blessings that the world has to bestow. May you be surrounded by your friends and loved ones, and may you go onward into the New Year filled with the spirit of hope, confidence and courage to meet life's problems day by day.

## Western Dry Goods Co.

T. B. EDMONDSON

MISS MAGGIE BRYAN



## Christmas Greetings

At this holiday season we wish to extend to you our cordial and sincere wishes for a most Merry Christmas and a New Year filled with the fulfillment of your plans for the future.

We realize that our business could never have even the slightest degree of success without the loyal patronage of you who have been our friends, and in gratitude we wish to thank you.

The Entire Personnel Joins in Wishing You Happiness.

## EDDIE'S BAKERY

MATADOR, TEXAS



### World's Fair Curves



Unique angle photograph of the front plaza of the \$1,000,000 administration building for the 1939 Golden Gate International Exposition. This World's Fair, in which every state and countless foreign nations are expected to participate, is being built on Treasure Island in San Francisco Bay.

### Sweethearts' Reunion Under Mistletoe Twig

BETTY JANE dressed carefully, wondering if college had changed Bill much. It was grand having him home for the holidays. The doorbell rang.

"Christmas gift," cried Bill, handing her a gayly-wrapped package, and taking her in his arms. Betty Jane drew back. She wasn't sure she liked this Bill so well—he seemed so sure of himself. She remembered Bill as humble, wooing for her favors.

"Come say hello to the folks," Betty Jane invited, "and see the tree and smell turkey."

They went, hand in hand. "I suppose you've met a lot of girls at college," she hazarded. "Tell me about them."

"Well, there's just one I'm really crazy about," Bill answered. "All the fellows think she's swell. Her picture's on my dresser, and whenever I'm in doubt, I talk things over with her."

"How grand," said Betty Jane in a tight little voice. They came to the mistletoe. How different from last year, when she was just learning to love him!

"I have her picture on my watch, too," Bill went on, his eyes twinkling brighter than the silver star atop the tree.

"You used to carry mine there," Betty Jane observed, and managed somehow to laugh lightly.

"And still do," said Bill, exhibiting it. "All the fellows are jealous of the girl I left behind me. There isn't a girl in all the world, let alone college, like you, Betty Jane. And by the way, don't you know that a pretty girl should always stop when she comes to mistletoe?"

### MR. MOODY AND FAMOUS HORSE



Mr. Moody and His Famous Sunday School Pony

CHICAGO—The middle years of the last century found in Chicago a youth destined to become one of the world's outstanding characters in Christian achievement—Dwight L. Moody. While forging to the front in the shoe business, he was giving more and more time and effort to Y.M.C.A. mission, and Sunday-school work. The year 1937 has marked the one hundredth anniversary of his birth.

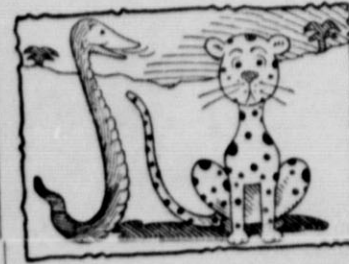
It is an appalling revelation that in America thirty-six million youth and adolescents are outside the church and Sunday-school, with no Christian influences or instruction shaping their lives. In his day D. L. Moody took seriously the condition of children about him. Hence the building up of what became the largest Sunday school in Chicago, with John V. Farwell as a co-worker and President Lincoln a visitor.

The Moody Bible Institute of Chicago, founded by Mr. Moody in 1886, has promoted Centenary Celebrations during the year in many American and British cities, and has also sponsored a Moody Day on the Sunday nearest to the great evangelist's birth date (Feb. 5) for the past two years. On February 6, 1938, another Moody Day will be observed by hundreds of churches, and a Decision Day program will be a part of this observance in many places, looking toward the ingathering of children and youth forming the great army outside the churches and Sunday schools of the land.

In promoting the combined Moody Day and Decision Day programs the Moody Bible Institute, through Mr. A. F. Gaylord, director of the D. L. Moody Centenary Celebration, 152 Institute Place, will render every assistance possible, and invites correspondence and inquiry by pastors and Sunday school superintendents.

Merry Christmas then, for once, without faking it. That cross," his voice was husky, "shows me up for just what I am. . . a rat. You and me, Slinky, are going to be decent tomorrow." — Martha Banning Thomas.

### NO CHRISTMAS COAT



Snake—Mrs. Bumay asked her husband for a new coat for Christmas. Leopard—What did he say? Snake—That she had no business shedding her old one.

### Christmas Cheer

"What some folks call Christmas cheer," said Uncle Eben, "is only an expensive form of nuffin' but condensed trouble."

### CHARM OF CHRISTMAS

THE chief charm of Christmas is its simplicity. It is a festival that appeals to everyone, because everyone can understand it. A genuine fellowship pervades our common life—a fellowship whose source is our common share in the gift of the world's greatest Life which was given to the whole world.

### The Birth of Christ

The time draws near the birth of Christ; The moon is hid; the night is still; The Christmas bells from hill to hill Answer each other in the mist. —Tennyson.

### Noel, Name of Two Towns

Noel, the French for Christmas, is the name of towns in Virginia and Missouri.

### The Feast of Lights

"The Feast of Lights" is one of the oldest names of Christmas.



DURING the year now closing we have greatly enjoyed the privilege of serving you. Without your loyalty and the patronage we would have been merely "in business," but with your good will and friendship we have enjoyed the feeling that our efforts to serve you well had received your approbation.

It is therefore, at this merry Christmas season, that we wish to greet you and wish you well. You, our friends, have made progress and growth possible, and we would feel ungrateful indeed if we failed to wish you from the bottom of our hearts—Best wishes for a happy new year.

### A Sign in the Sky Was A Christmas Time Cross

WELL, Ratty, we'll be handing ourselves a grand present by this time tomorrow."

"Yah, I don't hanker after the job. Somebody in this home-town of mine might get wise to me."

"Scared? You been away ten years doing time. You're out now, and free. No one ain't going to see you. You can lift plenty from that house you been telling about. You know every inch of it, by your say."

"Sure I do. I lived in it for nearly twenty years."

The man beside him in the speeding car whistled. "Never knew that."

"You keep your trap shut, Slinky."

Clouds swept across the moon, now revealing it round and bright,

now hiding it.

"Stormy," said Slinky, "all the better for us."

They entered a broad village street. Elms lined either side.

"Right pretty, ain't it?" snarled Slinky. "But too neighborly for my blood."

"Hey," cried Ratty stopping the car. "Look at the moon shining up there behind the church steeple!"

A cross of light streamed from four corners. "Nothing but moon-dogs."

"Shut up, you. I'm telling you something. I'm not robbing the house I was born in. I'm tough, but not that tough."

"You crawling dirty rat!"

"And I'm going to church on Christmas morning like I used to with my, my," he hesitated, "with my folks. We got decent clothes. I'm going. That there," he pointed at the streaming light, "well, for just a minute I felt like I used to feel when I lived here as a boy. I'm going, and so are you. We can say



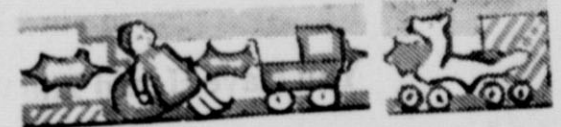
We thank you for your patronage during the past year and assure you of our sincere desire to serve you in the future.

Wishing all of you a Merry Christmas and a happy and Prosperous New Year.

Southwestern Sewer Co.  
"Guardian of Community Health"

### A Christmas Wish FROM US TO YOU!

The favors that you have generously bestowed on our business are the cause of deep gratitude on our part and at this glad season of the year we want to take this opportunity to wish you a Merry Christmas that will surpass any that have gone before.



AND BEST WISHES FOR...

### A Happy New Year

We are indeed appreciative of the favors of our friends and patrons. We trust sincerely that the coming year holds many good things for you.

Spot Cash Grocery

J. H. SAMPLE

GEORGE SPRINGER

Thacker Supply Company

M. S. THACKER, Manager

Roaring Springs, Texas



## A Christmas Reconciliation



Helen Waterman

MARY and John had quarreled—just before Christmas. Candy had been the cause. When, in the evening, Mary had blamed the quarrel on John's retorts, until John stalked to his room in tears that night.

The Christmas tree in the snowy welcome from a candle beamed a started around the window as John was cold, and the block again. He and sorry, but he mustn't

go in too soon.

The tree, the holly, their little girl asleep in her crib and dreaming of Santa Claus—all were a mockery. Mary went into the living room and snapped on the radio, looking for a jazz band and forgetfulness. Instead there came the strains of "Silent Night"—"peace on earth, good will to men."—"God bless us, every one!"—"may nothing you dismay."—"Wasn't there anything on except Christmas programs? A click brought back the silence.

She opened the front door. Next time she would ask John to come in. Tell him she was sorry. Now that she stopped to think, she knew that he was sorry, too. Why let a few excited words that neither of them meant spoil their Christmas?

But John did not come. It was too cold to stand at the door any longer, but she sat at the window, with the curtain drawn aside, watching for him. An hour went by.

When at last she saw him coming the relief almost choked her. He was striding rapidly, carrying some-

## 1 MINUTE SAFETY TALKS

By Don Herold

I was thinking about a blonde I met last week in Topeka



### Remember Pedestrians

Nearly half of the 36,800 people killed by automobile accidents in the United States last year were pedestrians, according to figures released by The Travelers Insurance Company.

In most cases, the pedestrians asked for it.

It is seldom that automobiles come up on the sidewalk and chase pedestrians. Sometimes they do, but not often.

As a rule, a pedestrian wants it and walks out where he can get it.

He'll pit his frail, watery flesh and fragile bones against a ton or two of thundering steel and glass and flaming fire.

He'll put his life in the hands of drivers of cars coming at him at 25 to 75 miles an hour—drivers, many of whom, if he knew them personally, he wouldn't trust with ten cents worth of dog meat.

He'll walk along a country road with his back to traffic (instead of facing it as he should) and leave it to

the assorted morons, nit-wits, kids, drunks and a certain percentage of careful, intelligent drivers to see that they don't bump him into kingdom come.

He won't be a sissy, so instead of waiting for traffic lights in city streets he'll dart out into a mess of swill traffic and jump around among speeding cars like a fox in the middle of a pack of hounds.

He'll cross in the middle of the block. (4,640 killed this way last year.) He'll step out from behind parked cars without peeking (1,320).

He'll cross busy intersections catty-cornered.

Of course, some pedestrians are children whose parents haven't taught them the danger of playing in streets, but most pedestrians who get killed or maimed by motor cars ask for it and—GET IT!

I'd say that it ought to be easy to eliminate 10,000 pedestrian deaths a year—if the pedestrians were interested.



thing in his arms. She opened the door for him and he handed his burden to her.

"Here, Mary, hold him. Careful, now. His leg's hurt. I'll get a box and we'll fix a bed."

Mary looked down at the warm bundle. It was a furry puppy. One leg was in splints. The puppy whimpered a little and licked her hand.

"But, John, where did you get him?"

"Accident Over on Linden. Fell out of a passing car. I took him to a vet and had him fixed up. Thought

he'd make a cute pet for Alice—" He stopped his work and straightened up. "I'm awfully sorry, Mary. I was a fool."

"It was my fault, John." Their eyes met in perfect understanding. How silly to quarrel. The silence was a more impressive reconciliation than words. Mary broke it nervously, for fear she would cry again. "There are some clean rags in that drawer. And we ought to get him something to eat. He can have this old bowl for his dish." She worked with one hand, cuddling the puppy. "Won't Alice be surprised? And what shall we name him?"

"Ought to have some connection with Christmas eve, don't you think? How about Scrooge, or Marlow?"

"Oh, no!"

"Good King Wenceslaus?"

"Such names for a poor innocent

puppy! Maybe we had better see what Alice wants to call him in the morning." She put the puppy down with a saucer of warm milk. John came and put his arm around her, and they stood close together watching their pet lap greedily.

"We ought to call him Peacemaker, honey," said John. "If it hadn't been for him, I might have still been out there in the snow."

"Oh, John!" She held him close. "Weren't we silly? I was so worried when you didn't come. If anything had happened to you I could never have forgiven myself."

"Felt pretty rotten myself. Not my idea of the best way to spend Christmas eve."

"Of course! I forgot! We have so much left to do! The tree, and



Alice's doll must be unpacked, and her stocking filled. What time is it?"

He looked at his watch. "Almost midnight."

"Not really!"

**Big Christmas Stocking**  
A stocking 80 feet long hung from the roof of Albert hall, in London, during a Christmas sale.

## May Your Christmas Be A Happy One

In appreciation of the friendship you have shown toward us, we take this means of extending you the season's greetings, wishing you a very Merry Christmas indeed and the happiest New Year you have ever experienced

### W. B. WASON

MATADOR PRODUCE COMPANY



## Our Sincere Greetings

May everyone of our friends and patrons experience all the joys and happiness that this gala season affords, and long remember this Christmas as the very merriest and happiest you have ever known.

We thank you sincerely for the patronage you have given us and may the New Year be prosperous and happy.

## City Drug Store

Matador, Texas

## Merry Christmas



- ...HAPPINESS
- ...SERENITY
- ...HEALTH
- ...PROSPERITY
- ...AT

## Christmas

Our Christmas greetings to you are limited only by our poor power to put our feelings into words

For feeling as we do about the fine friendship and neighborliness that you have given us we wish to express at this season the unlimited hope that your Christmas this year will be the very best that has ever come to you!

**MATADOR Lions Club**



## Christmas Greetings

AND

## Best Wishes

FOR A

## Happy New Year

**Harry Willett & Co.**

"The Store of Friendly Service"



## Merry Christmas

AND A HAPPY

## NEW YEAR

Therefore, with our whole heart and in the spirit of the season, we hasten to bid you Merry Christmas. It is in our heart, through our great gratitude for your generosity and your good will, to wish you the very merriest of all the Christmases you have ever known.

AND... a New Year filled to the brim with the realization of your fondest dreams, accomplishment, achievement, and a full measure of happiness and prosperity.



SOLO LEA AND PERSONNEL

## LEA IMPLEMENT COMPANY

MATADOR, TEXAS



**MATADOR TRIBUNE**  
Successor to the Roaring Springs News  
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**DOUGLAS MEADOR**  
Editor

**MEMBER**  
West Texas  
PRESS ASSOCIATION



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**"THERE IS GLORY ENOUGH FOR ANY MAN TO LIVE AND DIE A TEXAN."**



**T**OBY BARNES, just home from the office, stood regarding his wife with amusement. "You have the manner, Kay, of being about to leap up and wave a flag. What's happened?"  
"I've just discovered something important about myself." Kay's short, light curls were becomingly haphazard. Her eyes were of an intense blue. She was slender and young and vivid. "I'm supremely selfish." She rose to her feet and gesticulated with both hands. "I want to be utterly, gloriously engrossed in ME!"  
They both laughed. Then Kay ran forward and dragged her husband



down into a wide, comfortable chair, squeezing in beside him.  
"You're a perfectly grand guy," she smiled, "but this Christmas, my man, I'm going to be superbly selfish, as an experiment. Will you try it too, Toby?"  
"All right," he agreed, "I'll take you on."  
The next morning Kay tilted a pert gray hat on her curls, and walked imperiously to the shopping district. "I'm fed up with being poor, and scrimping and saving so I can be generous in mean, little ways. Today I . . . spend on myself!"  
She felt guilty and ridiculous, and she turned her eyes away from a haberdasher's window where gentlemen's furnishings were invitingly displayed. Toby needed masses and masses of things. No, just this once she would spend with a bang all she had on something frivolous for herself. Toby had promised to do the same.

At noon she happened to notice a tall person standing by the next store window. He was absorbed in thought. Kay hardly breathed while the man suddenly plunged into the store door. She crept close to a sheltering pillar while she watched what happened inside.  
She saw the man point to a woman's rich, quilted housecoat. She saw him pay for it, and leave, but without a package under his arm. Just the ser- of housecoat for which

she had yearned hopelessly.  
She gasped in dismay. For one hot second she was possessed with anger. Toby wasn't playing fair. He had no right to make her feel ashamed and abject on Christmas morning!  
When Toby's flapping overcoat was out of sight Kay slipped into the same shop, going straight to the counter her husband had left. "May I inquire," she asked crisply, "if that quilted housecoat just purchased, is to be delivered to Mrs. Toby Barnes?" She gave the house address. The clerk was startled into admitting the fact.

Kay threw up her chin. "I asked my husband, Mr. Barnes, to step in here today to buy that for me. I've changed my mind. May I exchange it for something else I prefer?"

The clerk weakly nodded.  
Christmas eve found Kay a bit cryptic. Toby carelessly inquired if a package had been delivered that afternoon. Kay said yes; it was waiting in the closet. And it was, though not quite what Toby supposed.

Kay was excited as a child on Christmas morning. There were waffles for breakfast and especially good coffee. Afterwards Mrs. Toby Barnes shoved her tall husband into his big chair. "Sit there," she commanded him, and left the room.

"When is this fine exhibition of selfishness going to begin?" he shouted after her. "I want to see it in action!"

Kay returned with a large package elaborately wrapped. Toby



looked pleased. "There you are," he said. "I'm sorry, Kay, to fall down on our agreement, but I knew you wanted the darned thing."

"There you are!" cried Kay hurling the box at him. "I simply will not let you squander your money on expensive things for me, Toby."

Toby opened the box, drawing forth a magly, well-tailored dressing gown for a tall gentleman. "You know," muttered his wife in a small voice, "you haven't a thing to sit around in at home."

"So this," he raved, "is the great exhibition of selfishness! And here is your housecoat, I'd like to know?"

Kay, in a thin, quivering voice, begged him to be kind while she explained.

**Christmas Is Birthday of the Prince of Peace**

**T**HE sound of a children's quarrel broke the Christmas afternoon quiet. Mrs. Steele put aside the bits of tissue and ribbon she had been collecting, and called her three sons to her.

"Boys," she said, "I have one more Christmas gift for you." They gathered around her in excited anticipation. "It was the very first gift mentioned when the Christ Child was born—"

"Gold, mother?" asked the eldest eagerly.

"No, Franklin. Something far more precious. Peace. 'Peace on earth,' remember? Good will is seldom forgotten at Christmas, but peace too often is."

"But now can you give us peace?" cried the second in disappointment. "I can't be sure, son. No person alone can guarantee peace, but everyone can help. Right now I can show three boys how foolish it is to quarrel."  
"How, Mother?"  
"Franklin, you are stronger than your brothers. You could take their toys. But suppose then they join together to take yours? In the end all the toys will be broken, and you will have quarreled for nothing."  
"But suppose they take mine first?"

"Wouldn't it be better to agree to all play together and all enjoy them than to fight?"  
"Is that the way with nations, too?"  
"Exactly. Wars leave everyone worse off than before."  
"But don't people want peace, Mother?"  
"Wanting is not enough. When everyone who wants peace does something to bring it about, then Christmas will really mean the birthday of the Prince of Peace—the coming of 'Peace on earth, good will to men.'"—Helen Waterman.

**A HAPPY CHRISTMAS**  
UNLOVING indeed must be the heart that cannot offer and respond to that universal greeting, for Christmas is the time beyond and above all others when we should forget differences and disagreements and quarrels. Serious though we may have hitherto thought them, shall we not put an end to them as the Yuletide greeting rings in our ears, "A Happy Christmas!"



**Greetings--- TO OUR FRIENDS AND CUSTOMERS**

At this time every year we are brought to realize that friendship and goodwill toward man makes the burdens of life easier. We want our friends to know our appreciation for their patronage . . . We desire to wish each one a joyful Christmas with brighter hearth fires than ever before.

To this wish we add another: That health, happiness and prosperity will be yours during the New Year.



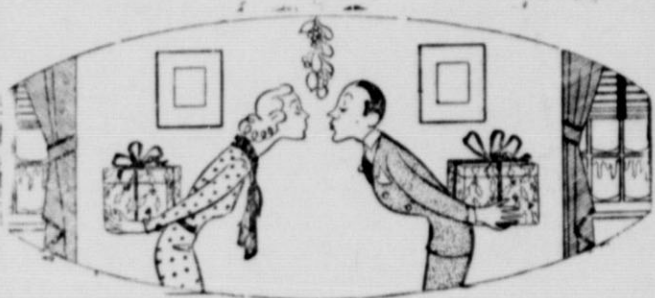
**CHEERIO**

**Higginbotham-Bartlett Company**

J. C. PEELER, Mer. HENRY FORD, Ass't Mer.  
MATADOR, TEXAS



**GREETINGS Of The Season MERRY CHRISTMAS HAPPY NEW YEAR!**



If we were gifted with the power of words and could express our feeling in shining syllables, we could not possibly add one whit to the genuine sincerity of the familiar greeting.

We do most earnestly hope that your Christmas will be a merry one and that the New Year will be a twelve month in which your dearest dreams come true.

**L. R. BISHOP FEED STORE**

**MERRY CHRISTMAS And HAPPY NEW YEAR**

Not through custom, not because of any hope of gain or profit, but purely because we feel that way about it, we give you our very best wishes for a Happy Christmas and a New Year filled to overflowing with accomplishment of all things that are dearest to you in your dreams and ambitions.

**WE ARE GRATEFUL FOR YOUR PATRONAGE**

**Matador Variety**  
Fay Jacobs And Personnel



### 1939 World's Fair Palaces Rise at San Francisco



Striking new aerial photograph of a corner of Treasure Island, San Francisco Bay site of the 1939 Golden Gate International Exposition, showing some of the magnificent buildings now nearing completion. In immediate foreground is the \$1,000,000 administration building. Right behind are a group of exhibit palaces and in left background may be seen the ferry slips.

#### Unwrapping Christmas Annual Family Program

YULETIDE has come around again and it is time to take Christmas from its year-long wrappings. At our house we have a wardrobe trunk in one of whose drawers re-

pose all year the Christmas tree ornaments, some table decorations, napkins and favors left from the children's party, bright papers and ribbons salvaged from the last-minute rush to wrap and mail or hoarded from Aunt Louise's gift package, which is always an outward marvel. Through Easter, Fourth of July, Halloween, Thanksgiving, they have lain forlorn and unwanted, these

remnants of Christmas. But now we open the drawer with as lively excitement as if we had never seen its contents. "Mother, did you know we still had this big silver star?" "Why, here's enough icicles to trim the whole tree!" "Where did these bluebird ornaments come from?" The light circuit doesn't work—and sister, who has just come from her schoolroom, must dash downtown before the stores close for



Over and Over Again and Again

But Never More Sincerely— You Have Heard The Words,

# Merry Christmas

The very words live and breathe with the spirit of the season. In all sincerity and gratitude for your good will and consideration in the past, we extend you our cordial and heart-felt greetings of this good season of the year.

May your Christmas be good and may the New Year deal kindly with your dreams and ambitions.

## QUANAH COTTON OIL COMPANY

Warehouse No. 3, at Roaring Springs

### The SNAPSHOT GUILD

Plan Those Christmas Cards Now



No ready-made Christmas card can match the individual, personal quality of a card that uses one of your own pictures.

Abilities is broad—an appealing scenic view, a fireside picture of the family group, the youngsters playing in the snow or beside last year's Christmas tree—indeed, anything personal that suggests the holiday season.

CHRISTMAS is close enough now for you to be giving thought to your Christmas cards—particularly if you want this year's cards to have the intimate, personal quality which your own favorite photographs can best give them.

And, as an active photographer, why should you entertain any other idea? Consider the difference, to your friends, between a formal stereotyped card and a personal one bearing a pleasing winter photograph of the family, the house, or some other near and dear reminder—and your own individual message.

Inevitably your file of pictures will contain an appropriate negative. Or, if you have one that nearly but not quite fits, there is still time to improve the idea in a new picture. And if you do not do your own developing and printing, the store that does it for you can also make your Christmas cards inexpensively. The range of Christmas card pos-

new bulbs. Then everybody hangs over big brother's shoulder while he patiently determines which of the old bulbs have failed. When the whole set flashes on we all feel like Thomas Edison discovering the marvels of light.

There are even a few unused Christmas cards for a starter on the long list. The baby finds a tin horn, and the hilarious fun that will carry on till Christmas morning has begun. Somewhere in this jumble of familiar things we have unwrapped Christmas. And the best Christmas present of all is Christmas itself!—Frances Grinstead.

#### Journey to Bethlehem Not Like Today's Travel

ACCUSTOMED to our swift and modern transportation, it is difficult to visualize the hardships of that journey from Nazareth to Bethlehem, or the great fatigue and weariness suffered by Mary and Joseph. Consternation filled their hearts at the decree of Caesar; yet there was nothing to do but obey the summons. They must make the long, tiresome journey, and at once!

No shining motor car waited outside their gate; no silver-winged plane stood throbbing in a nearby field; not even the meanest ox-cart was available. While others rode by in gorgeous caravans, a patient little donkey was their only means of transportation. We can imagine the tall and bearded Joseph leading the animal along, glancing back every now and then with words of cheer and encouragement for Mary, or pointing out some landmark along the way.

Behind them now was the Sea of Galilee and Mt. Tabor. Through the plain of Estraleon they labored; then came the rough and uneven trail through Samaria, where even the sure-footed donkey stumbled at times. To the west, the Jordan ran its course, to empty farther south into the Dead sea. Along their way they passed many places whose names would be known and revered around the world in the dim future.

Did Mary have a vision as she went by that one day the Son whom she was about to bear would go up and down this country preaching a new Gospel of love and peace and hope for man, and that His birth would be held in happy and blessed remembrance by all the peoples of the earth until time would be no more?—Katherine Edelman.

© Western Newspaper Union.

In England's Wassail Bowls Brewed in England's Yuletide wassail bowls are baked apples, hot ale seasoned with spice, orange juice and rind and whipped eggs.

earth, peace, good will toward men."

But it was 1,200 years later that St. Francis of Assisi and his brothers took up the singing in public of carols at Christmas to combat the unbelief of their time. With lighted tapers they went about the streets of the small Italian village pouring out their hearts in songs of praise. In the 800 years since then the singing of Christmas carols has gone around the world. Wherever Christianity is known carol singing follows.

The simple vision of a mother lulling her babe to sleep gives Christmas music its strength. Some sing as a tribute to their religious faith, others as a custom they enjoy. But whatever the reason, the important thing is that more and more people do it. From such widely different sources as churches, theaters, schools, clubs, radio stations, come the words of "Away in a Manger," "Silent Night," "Joy to the World," "Little Town of Bethlehem," "Hark the Herald Angels Sing," and "Come All Ye Faithful," sung by soloists, choirs, choruses or the voices of school children. So each year new joy is expressed through old channels. — Frances Grinstead.

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#### CHRISTMAS TRADITIONS

IF YOUR Christmas tree is a balsam—and that is the loveliest kind of all, both for appearance and for fragrance—then when you first light it a cheerful old superstition urges a glance at your shadow on the wall—if you dare. Should it appear headless you will not live to see another Christmas. Then, later, when the tree is burned, another tradition suggests keeping a partly burned stick to ward off lightning.

#### Paint Brightens Toys

In the basement or the attic many of us will find old toys the children have discarded. Christmas is almost here and much joy can be brought into the lives of less fortunate youngsters if we get out these toys, give them a coat of gayly colored enamel and distribute them ourselves or turn them over to a social agency to be handed out to needy youngsters on St. Nick's day.

#### Plan Christmas Dinner

Plan to prepare as much of the meal as possible on the day prior to Christmas so that the housewife can enjoy the day with her family.



VOEL 1937

Our Employees Join in Wishing Everyone a Merry Christmas and a Joyous and Prosperous New Year.

## Spur Laundry



We Thank You For Your Patronage And Wish For You And Yours A Very Merry Christmas and a Happy New Year

Crown your Christmas joys with the peace and beauty that comes of contact with the spiritual side of this, our most universal holiday. With children taking part in Christmas Eve programs, young voices blending in some of the world's finest music on Christmas morning, and—wherever you attend—the telling of the story of that first Christmas, a story that will never die, renew old memories and enjoy again the true beauty of Christmas.



## SOUTHWESTERN ASSOCIATED TELEPHONE COMPANY



# The Song of Christmas



**T**HE long journey from Nazareth to Bethlehem . . . a new Star in the sky . . . heavenly music above the hills of Judea . . . the flutter of angel wings . . . the swift journeying of the Shepherds . . . Mary and Joseph and the new-born Child . . . the coming of the Wise Men, with their gifts of gold, frankincense and myrrh . . .

From these inspiring things the Song of Christmas was fashioned more than twenty centuries ago. The years have added new notes of happiness. Carols and song upon the air . . . candles gleaming into the night . . . secret whisperings and laughter in the home . . . greetings going from friend to friend . . . deeds of love and mercy done in the name of a Child.

No great symphony or composition can match the Song of Christmas. It rises above the clatter and roar of the city; it throbs through the scattered town and hamlet; it sings through the sunlit islands of the South; it permeates the frozen wastes of the Northland. In ever-widening volume its strains echo around the world.

Before its magic the hosts of darkness take flight. It touches the slumbering chords of memory; it heals old hurts and scars; it binds loved ones in a closer and deeper tie. There are no friendless or forsaken within its sound; under its influence the strong reach out to help the weak. Peace and Love and Joy, these are its loudest notes, and they are for all men. For the Song of Christmas is the greatest of all songs because it is understood by every heart.

## Bob's

### Foodway

HOME OF GOOD THINGS TO EAT

### Cook Shack

GOOD FOOD COOKED GOOD

### Oil Well

CONOCO PRODUCTS

### Oil Well Garage

DAY AND NIGHT SERVICE



... Warm Hearts  
... Cheeful Giving  
... Happiness

May all of these be yours - this is the hope that we hold for you at this joyful Christmas season, when the whole world is in tune with the spirit that guided the Wise Men from the East.

May your Christmas be endowed with all the blessings for which you have hoped. May you be visited by the choicest of all good things. We could not wish you less, you, our faithful friends and patrons!

## Merry Christmas

From

### Old Bob

And The Boys

L. B. Robertson  
Bill McCaghren  
Jim Jeffers  
Roscoe McWilliams  
Vernon Latimer  
Lloyd Fulkerson  
Ed New  
Grady Acker  
Claud Watson  
Brack Dobbins  
Quinton Payne  
Bill Thornberry  
Buford Williams  
Buddy Cochren  
A. F. Hodges  
H. L. Slaughter  
Will Lee  
Charles Farris  
E. T. Whitaker  
W. D. Rhodes  
Leonard Dennis  
Jimmie Worsham  
Elzie Cook  
Leo Hudson  
Ivan Kirk