

MERRY CHRISTMAS

Matador Tribune

Vol. 12, No. 40

MATADOR, MOTLEY COUNTY, TEXAS, THURSDAY, DECEMBER 25, 1947

Price 5c

TRAIL DUST
By DOUGLAS MEADOR

Science settled with the great plane at Albuquerque. The blades were motionless and the fuel truck was moving in position when the step rack had been secured and the door opened. The desert night was not hot, burning the eyes and nostrils. Couples strolled at airport walks, watching arriving and departing planes. In the terminal, a honeymoon couple studied a display of silver while a round waiter waited for the tired Indian to her exacting fancy. Young men in uniform flippers and strolled toward the bar. It was cooler outside. A breeze of cool air flowed in from the mountains and pushed the plane. Somewhere in the distance there was a rumbling and then the scream of a jet engine and the loudspeaker had announced the plane and the fuel was surging away in the process, as the unhurried group of passengers began to descend the stairs. Back in the night was almost cold. The mountains hid the city and revolving beacons lit the plane's course, the landing train moved below; a glowing glow worm beneath the night.

It is probable that 90% of the people written about 10% of the people. We only see the rain that fall immediately in front of our eyes.

It is easy to be a nuisance to someone else while being high-entertaining to ourselves.

With is something so real in hearts that it can not be destroyed by outside forces.

The spirit of Christmas is only a condition of being unshaken for a short period of time.

Christmas is the stars in a girl's eyes when she passes by window; it is the excited face of a small boy when he sees the bright red tricycle. Christmas is the miracle of laughter when friends meet and the absolute freedom from worries and hates.

Again the love impoverished hangs up its tattered banner and dreams its extravagant dreams of peace.

Strong drink is harmless as long as it remains under a seal, for, as is the most potent.

Blaming a mistake on another is not easy to achieve and about permanent as sticking a nail to the wall with chewing gum.

Despite its gentle climate, the Christmas time that tests the pulse of the heart. It is the cold production in a land of belief. Crisp nights and distant fragrance of the sea never fall. The weather is without bringing the mercury below the freezing point.

It creates an atmosphere of reality that transcends normal experiences of the heart. Christmas is beauty and color glittering tinsel. I was humbled and walked the boulevard and exceedingly lonely. It was my first Christmas away from home and the hunger was more than the desire for food. The gleaming cars whined on the famous thoroughfare, crowded street cars clanged

Engineers Start City Surveying

Surveying of Matador streets was started Monday by Price and Hawk, Lubbock engineers. Contract for the work was signed September 2. The survey will also include an estimate on paving and draining cost for 20 blocks.

City officials have announced that they will obtain cost estimates on the work and submit it to the people for a vote.

In event an election is favorable to the paving of 20 blocks, the \$454.80 which the city pays the engineers will be refunded or allowed to apply on their fee (7% of the contract price) for engineering the street construction. It is expected that two or three days will be required for the outside work in the survey.

The 20 blocks to be paved were not designated in the contract with the engineering company.

Convinced Beyond a Reasonable Doubt

Jury-sitting will probably be popular in Matador in the future if the precedent set in County Judge Wm. R. Cammack's court last week is maintained. Lines forming in the courthouse halls will be good news and true willing to serve on a jury, especially if the case implicate some vendor of alcohol beverages being brought to the bar of justice.

Commodore Davis was charged with selling beverage of high potency in dry-voting Matador and faced the maximum fine of \$1,000 and a jail sentence. His arrest had resulted through a Floyd county deputy, the evidence declared, and it was also declared by the witness that he himself (the deputy) was somewhat affected by influence of the prohibited beverage. A seal was broken on a bottle of the evidence and then defendant attorney John Hamilton told the jury, charged as judges of the facts, should satisfy any doubts regarding the contents of the bottle. All of the six-man jury smelled of the bottle but five wanted to be convinced beyond a shadow of a doubt, and tasted the evidence. Two jurymen took two "swigs" before they were convinced. It was whiskey according to the jury. Davis was fined the minimum fine of \$100. Thus the bar of justice was closed.

Here From A. & M.

Sonny Russell and James Russell Neblett, both students at A. & M. College, arrived here last week with their families to spend Christmas holidays with relatives.

Mr. and Mrs. Russell and their daughter Marilyn are visiting her parents, Mr. and Mrs. John Russell and also with her mother, Mrs. W. W. Carpenter, while Mr. and Mrs. Neblett and their small son, Michael, are visiting her parents, Mr. and Mrs. Ed Whitaker, and with Mr. Neblett's grandparents, Mr. and Mrs. J. E. Russell, and also his parents, Mr. and Mrs. James Neblett, who arrived here Wednesday night from Denton.

Also here from A. & M. is Frank Price, who is visiting his parents, Mr. and Mrs. Sterling Price.

Roy Hickman and Bill Williamson of Morton visited here briefly Wednesday of last week, enroute to Kirkland.

Texas Tech students home for the holidays include Charles Ketchersid, who is visiting her parents, Dr. and Mrs. J. G. Ketchersid; Miss Dorothy Nelson, visiting her mother, Mrs. L. R. Smith and family; Charles Ray Cox, visiting his parents, Mr. and Mrs. B. C. Cox; Math Barkley, visiting his parents, Mr. and Mrs. L. J. Barkley; L. C. Giesecke, visiting his parents, Mr. and Mrs. C. W. Giesecke; Joe B. Meador, visiting his parents, Mr. and Mrs. Joe Meador; Don Paul Keith, visiting his parents, Mr. and Mrs. D. P. Keith; Pat Sheridan Jr., visiting his parents, Mr. and Mrs. Pat Sheridan; and Mary Janice Wilkinson, visiting her mother, Mrs. Pearl Wilkinson.

Also home are Mr. and Mrs. Jimmie Joe Latimer, visiting their respective parents, Mr. and Mrs. O. V. Latimer and Mr. and Mrs. C. Warren; and visit Mr. and Mrs. A. A. Harpington and their son and family; Mr. and Mrs. Norman Harp and baby daughter, Melody. Both Norman and Jimmie Joe are Tech students.

Mrs. Oliver Crump Leaves For Venezuela

Mrs. Oliver Crump and her son, Gary Dale Whittle left Saturday to join Mr. Crump in Venezuela, South America, making the trip from Lubbock to Miami, Florida by plane, and continuing from there also by air, to their destination.

Word received here by Mrs. Crump's mother, Mrs. Lois Smart, advised that they expected to reach Venezuela Tuesday.

Mr. Crump is employed by the Creole Petroleum Corporation in Venezuela.

MANY RESIDENTS VISIT ELSEWHERE

Many residents left this week to spend the holidays with relatives and friends elsewhere.

However, due to recent burglaries of homes here, names of those absent from town withheld from publication, until their return.

Mr. and Mrs. Merrell Harper and children of Abilene are here to spend the holidays with her parents, Mr. and Mrs. R. P. Moore.

County To Get More F - M Roads

Improvements for two Motley County FM roads were ordered by the State Highway Commission Wednesday. FM 97 from the Floyd County Line to State Highway 70, a distance of 8.8 miles, will get a new surfacing at an estimated cost of \$9,300.

FM 194 from Flomott extending north for a distance of 1.9 miles will receive new surfacing at an estimated cost of \$2,000.

The work will be financed with state funds which the Commission has been holding in reserve since the construction holiday during the war years.

State Highway Commission Chairman John S. Redditt explained the Motley County construction was part of a general statewide move to modernize and rehabilitate 1,456 miles of state roads.

"We have ordered jobs estimated to cost \$6,330,500 to protect our investment in present roads and to give greater comfort and convenience to the people using them," Redditt said.

The projects ordered Wednesday cover all areas of the State. They include reshaping and widening many narrow "razor back" roads, new surfaces for asphalt pavements, widening bridges, building stable shoulders, eliminating sharp curves and other work to improve a great many of the highway system's bad sections.

The work will be done in the spring and summer months of 1948 when the next construction season brings favorable weather conditions.

Collision Sends One Of Bridal Party To Hospital

A collision of two cars last Thursday evening about 7:30 in front of the home of Mrs. C. D. Garrison, badly damaged a new '47 Pontiac and sent one of the occupants to the hospital for treatment of head injuries.

W. A. Rattan Jr., received several stitches in his forehead when taken to Stanley Clinic for treatment. He was one of a party of wedding guests, riding in the Pontiac driven by Leldon Bynum of Flomott, in pursuit of the bridal couple, Mr. and Mrs. Ralph Jones, whose car narrowly escaped being in the accident.

The car with which the Bynum car collided was said to be a '40 Chevrolet belonging to C. R. Davis.

Other occupants of the Bynum car included M. C. Jones and Billy Joe Whitaker.

Resident's Father Dies at El Paso

Mrs. Melvin Dirickson, her daughter and sons, James and Herbert Garth attended funeral services at Spade last week for Mrs. Dirickson's father, W. M. Calvert, 76, who died Sunday, December 14 at El Paso, Texas.

Mr. Calvert was residing with his daughter, Mrs. H. E. Adkins in El Paso at the time of his death, and had been bedfast for several months. He was buried Tuesday afternoon of last week at Littlefield, Texas, his former home, and his body was laid to rest beside that of his wife, who was buried there fourteen years ago, on the same day of the month which his funeral was held. Funeral services were held at the Spade Church of Christ, and grandsons were pallbearers. Mr. Calvert was born in Missouri and came to Texas in early boyhood.

Besides his two daughters, he is also survived by five sons: Troy, of Enoch; Ernest and John of El Paso; Odis of Ballinger, Texas; 14 grandchildren and 2 great-grandchildren.

Celebration Of Nativity Held At Churches Here

Celebration of the birth of Christ was held at two local churches Tuesday evening, in anticipation of official observance of the occasion.

Center of attraction at the Baptist Church in a preliminary program, was the huge tree in the auditorium, which reached the ceiling, and the appearance of Mr. and Mrs. Santa Claus at the conclusion of the program. Scripture and prayer by the pastor, songs by the Beginners department, songs by a group of girls, a talk by T. E. Long and a reading by Mrs. J. E. Edwards comprised the program.

In the basement of the church, where a fellowship hour was held, a manger scene was the center of attraction, with a "White Christmas" table where gifts for missions were made, receiving special attention. White draperies and white tapers were impressive factors in the arrangement.

Hot spiced tea and cookies were served to the large gathering.

At the Methodist Church, a program of songs, piano solos and duets, and readings, given by the Primary, Junior and Intermediate departments of the Sunday School, comprised a program which concluded with the appearance of Santa Claus and distribution of gifts from the tree. Candles and decorations in keeping with the occasion formed impressive background for the program.

FATHER AND SON OPERATE AUTOMOBILE AGENCY



Gentleman on the left is Forrest Campbell, probably checking the list to see if your name is next up for a new Chevrolet. His partner and father, R. E. Campbell, Sr., trying to remember the price of an article he is preparing to charge, is at the right. Forrest Campbell graduated from Matador high school with the class of '33 and later graduated from Texas Technological college, Lubbock. He was employed for nine years as an engineer by the West Texas Utilities Company, living at Abilene until January 1947 when he moved to Matador and entered business with his father in the Campbell Chevrolet Company. Forrest Campbell married Miss Jerry Tudor in 1936 and they have one son, Gary.

R. E. Campbell, Sr., is a former grocery merchant and entered the automobile business about ten years ago. This is the eleventh in a series of father-son business partnership in Matador.

TOWN CLOSES FOR TWO DAY HOLIDAY

Houston Man To Open New Restaurant

Fixtures were installed Tuesday in the former Howard Trade-week building here for one of the most modern cafe's in West Texas. The new restaurant will operate under the name of Bill Waybourn's, under the management of W. W. (Bill) Waybourn, former Houston man who has purchased the new building and moved his family to Matador to make this his future home.

The elaborate cafe fixtures were especially constructed by the Ft. Worth Fixture Company and installed by experienced mechanics of the firm. Mr. Waybourn Tuesday said he hoped to open New Year's Eve altho a few minor pieces of equipment are yet to be received.

The splendid cafe will seat 67 customers at one time, in 9 four-customer booths, one circular eight-customer booth and at the horse-shoe counter.

The cafe, when completed will be one of the most modern eating places between Lubbock and Wichita Falls. The center bar and refrigeration box are constructed of stainless steel. All counter and table tops are of "Fomica" material which is cigarette and stain proof. The kitchen is modern in every detail including complete new equipment. An automatic dish-washer capable of washing and sterilizing 4,000 pieces per hour, is being installed.

Mr. Waybourn is a second-cousin of the late Charlie Waybourn, former pioneer of Motley county. Mr. Waybourn said he selected Matador as the site for his modern cafe after considering many other sites in West Texas. Located on Highway 70 and affording ample parking room in front and to the west, the building is an ideal cafe site. Road signs and a large Neon sign at the front will be erected in the near future.

Weary Merchants Extend Vacation

A two-day holiday this week will give tired merchants and business men and their weary clerks a respite from the grueling duties of the past weeks, and afford them an opportunity to relax and enjoy Christmas with families and friends.

In addition to Christmas day, (today), stores and other businesses will remain closed Friday. It was also reported that the two local lumber yards will remain closed through the remainder of the week, to reopen for business, Monday, Dec. 29.

The following firms have announced that they will be closed for the two days: Western Dry Goods, Matador Variety, City Barber Shop, Spot Cash Grocery, Household Supply, Vogue Dress Shop, Harry Willett Dry Goods Co., Commercial Grocery, Kimbell's Jewelry, Hotel Barber Shop, Matador Hdwe. Co., Bishop and Son Farm Supply, Matador Produce, Skaggs Grocery, W. I. Rushing, Matador Butane Co., Freeman Thacker, and the courthouse offices.

Due to the press of business, cafes, drug stores, cleaning establishments, and filling stations will close only for Christmas day and resume their service to the public Friday.

WTSC Students Home

Miss Charlene Giesecke, daughter of Mr. and Mrs. C. W. Giesecke, J. D. Payne, son of Mrs. Ethel Payne, Stanley Dan Level, grandson of Mrs. Joe Gaines, Byron Knight, son of Mrs. Bernice Knight, James Garth, son of Mrs. Melvin Dirickson and Reatha Rayne Robertson, daughter of Mrs. Olga Lotsprich, all students at West Texas State College, Canyon, are spending the Christmas holidays at their respective homes here.

Arrive From Florida

Capt. and Mrs. Haynes Baumgardner and baby son, Haynes Jr., arrived here Sunday night, from Tampa, Florida, accompanied by her mother, Mrs. L. J. Barkley, who has been visiting them. They will visit here and at Wellington during the holidays.

Joining them here for a holiday visit with Mr. and Mrs. Barkley are Mr. and Mrs. Lowell Barkley Jr., of Lander, Wyoming.

Hot spiced tea and cookies were served to the large gathering.

At the Methodist Church, a program of songs, piano solos and duets, and readings, given by the Primary, Junior and Intermediate departments of the Sunday School, comprised a program which concluded with the appearance of Santa Claus and distribution of gifts from the tree. Candles and decorations in keeping with the occasion formed impressive background for the program.

Miss Virginia Estes of Shamrock, arrived Monday night to spend the holidays with her parents, Mr. and Mrs. Bert Estes and other relatives. Her sisters, Mrs. R. E. Campbell Jr., and Mrs. Bill Pipkin met her at Paducah and accompanied her here.

Mr. and Mrs. James Folmar of Houston are spending the holidays here with her parents, Mr. and Mrs. Eldred Seigler.

We Still Travel to Grandmother's on Christmas

To grandmother's house for Christmas. . . . That part of the holiday theme has become as much a part of the season as the mistletoe and holly. And where, in days of yore, the trip to grandmother's house was made by sleigh, it now is being made by airplane. . . . With more planes available and expanded facilities, airlines are enjoying the greatest holiday travel season in history.

ELVES GET TREE FOR CHRISTMAS

The North Pole
Dear Children:—
When I went into the toy shop this morning the elves rushed up shouting: "Santa, it's time to cut the Christmas tree now. Shall we go today?" "Well," I said as I scratched my head, "we have so much work to do that I don't see how we can spare the time." "Oh, please, Santa," they begged, "we'll work extra hard tomorrow." So I threw up my hands. "Be off with you. No, wait, I'm coming too."
With that we all scrambled into our heavy outdoor clothing

ELVES GET TREE FOR CHRISTMAS

and we didn't forget our mittens. Then we hitched up Donner, one of the Christmas reindeer, to a sled and off we went through the woods. All of the elves sang as we rode through the crisp, cold air, and the music they made blended with the tiny tinkle of the Christmas bells on the sleigh. "Through the woods we're going, to get our Christmas tree." I sang too!
After a while we reached the deep forest and stopped to pick out our tree. At once, the elves all rushed to different trees. "Here it is, Santa," they cried. "Take this one," they said.
"I can't take them all, you elves. We need just one." So in the end, we measured to make sure we had one that would be just right for Mother Claus' liv-

ELVES GET TREE FOR CHRISTMAS

ing room, then cut it down and loaded it on the sleigh. All the way home we sang Christmas songs.
Love,
Santa Claus.

WHICH ARE YOU? VITAL STATISTIC OR NEWS STORY?

MINNEAPOLIS, Minn.—The major difference between city and small town life is that in the former you are a statistic, and in the latter, a person. That's the view expressed by Ralph Keller in the current Minnesota Press magazine. "In city newspapers, you're born, married, bear children, die—under the listing of imper-

sonal, unemotional 'vital statistics.'

"But in the hometown newspaper," Keller continues, "every birth, wedding and death is news to be written up in detail and with feeling, to be avidly read by friends and neighbors to whom each individual is a human being—not merely a statistic, noted and forgotten."

sonal, unemotional 'vital statistics.'

doctor set, a Sunbabe doll, mechanical tractor with farm implements, gloves and zipper sweater. My old dollie needs new clothes and I want a spinning top. Fill my stocking with nuts and candy and remember my new baby brother, Jamie, and don't forget the other boys and girls.

Your little friend,
Jon Stewart Johnson

Matador, Texas.

Dear Santa Claus:

Please bring me a magic skin sparkle doll, a buggy and a nurse set. I have tried to be good. I hope I get to see you when you come in your airplane.

I love you,
Carolyn Pohl

Noel Wishbone

A traditional good luck piece, chicken wishbones make an attractive addition to the Christmas present. Wash them dry and then paint them any color you like. Fasten one to the top of every Christmas gift to add an extra note of sentiment when wrapping packages for yuletide giving.

One's estimation of a living wage depends on whether he is getting or giving it.



Candles, placed in windows on Christmas Eve to light the Christ child and to welcome wayfarers, have been popular for centuries, but the burning of Bayberry candles is a strictly North American custom which dates from colonial days. Though associated particularly with New England, these aromatic candles glow in windows from coast to coast.

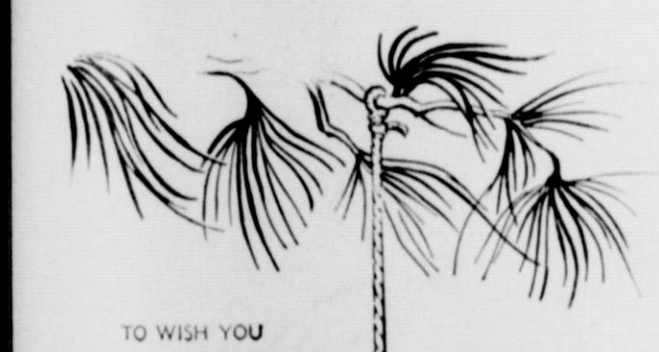
The saxophone player makes a playing for harmony, than would for hush money.



THE BEST OF THEM ALL!

(That's the kind of Christmas we wish for you. You are entitled to it because of your excellent consideration of our firm in the past.)

PAT SHERIDAN
DISTRICT AND COUNTY CLERK



CHRISTMAS CHEER

And joys and contentment that will brighten each day of the New Year just ahead.

We should like to take this means, too, of expressing our thanks to each of you for your patronage in the past. You have been generous and we are grateful.



LEON ICE COMPANY
EARL LAUGHLIN, Manager



In These Days of Many Changes

It's good to know that Christmas holds the same old warmth and friendly glow. There are wishes old but true in this Christmas greeting, with the same old fashioned friendliness that we have always had for those about us.

Matador Variety

W. F. JACOBS AND PERSONNEL



Everybody Likes to Say...

MERRY CHRISTMAS

SO DO WE! IT HAS A MEANING ALL ITS OWN AND WHEN WE EXPRESS THESE SENTIMENTS TO YOU, PLEASE REMEMBER WE ARE TRULY MINDFUL OF THE FINE FRIENDSHIPS WE HAVE ENJOYED IN THE PAST. MAY THIS CHRISTMAS BE YOUR HAPPIEST.

MATADOR IMPLEMENT COMPANY

Alms Giving Custom A Christmas Charity


Giving alms at Christmas originated in the belief that the Christ came sometimes to the door disguised as a beggar during the holiday season, and it was feared that he might be turned away unrecognized. There is an old legend that tells of the Christ child going from door to door on Christmas Eve in search of those who were kind, and deserving. His test was to plead for aid and often he was turned away from the door. This story led to alms giving on Christmas Eve and it was rare that a beggar was refused.



Near Bethlehem did shepherds keep Their flocks of lambs and feeding sheep; To whom God's angels did appear, Which put the shepherds in great fear. "Prepare and go," the angels said, "To Bethlehem, be not afraid; For there you'll find this happy morn, A princely babe, sweet Jesus born."



When a woman lowers her voice it's a sign she wants something. When she raises her voice it's a sign she didn't get it. The violinist is always up to his chin in music. No vice is so bad as bad advice. The one thing that is accepted at its face value is the smile. Man certainly adds to his vocabulary when he marries.



IN THE MELLOW MOOD OF THE **H**OLIDAY SEASON

May the generosity and good will that is so evident at Christmas remain with you throughout the coming year. You have been friendly and considerate with us and in return we wish for you a Christmas Season unsurpassed for happiness.

Compliments of the season to each of you!

MATADOR DRUG
*IN DRUGS-IF IT'S **REXALL** IT'S RIGHT!*


WARNING



AT THIS HOLY AND FESTIVE SEASON...

Let us be thankful for the countless blessings granted to us—for the many, many courtesies and favors. Let us accept with all humility that measure of prosperity which has been given us. And, above all, let us face the future with a full and growing confidence. This is our greeting to you.


Spot Cash Grocery
And Frozen Food Locker



Seasons Greetings

It's Christmastime—and we want to take this opportunity and this means of extending to you and yours our best wishes for a Merry, Merry Christmas. And our most sincere wish will not come true unless the Season brings you bountiful pleasures and happiness.

PHILLIPS 66 STATION

VERNON LATIMER  LOYD LATIMER

MATADOR TRIBUNE

THURSDAYS AT MASONIC
HALL, MATADOR, TEXAS. BY
PUBLISHING COMPANY
PUBLISHED WITH MOTLEY COUNTY
BY PURCHASE MARCH 14,
1935.

Meador, Publisher

AT THE POST OFFICE AT
MATADOR, TEXAS, AS SECOND
CLASS MAIL MATTER, AUTHORITY
BY ACT OF CONGRESS,
MAY 3, 1935.

DESCRIPTION WATER

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PER YEAR - \$2.50

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ON CHARACTER OF ANY PER
SON APPEARING IN THESE
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WILL BE CORRECTED UPON BE
ING BROUGHT TO THE ATTENTION
OF THE MANAGEMENT.

WOMEN'S PRESS ASSOCIATION

MEMBER 1947

**WOMEN'S PRESS
ASSOCIATION**

the Want-Ads

SALE: Almost new Philco
phonograph, and slight-
ly used portable washing ma-
chine. See Jake Edwards. p
phone 43.

SALE: 328 acres, 250 in
plantation, good well, small
town house - 2 1/2 miles
east of Matador. J. E.
King, owner. p3t

SALE: 1947 Super DeLuxe
convertible. Dark ma-
with palomino interior
two-tone red upholstery.
heater and fog lights.
Mrs. Bob Robertson at
Oil Well.

FOR RENT to a de-
sirable family who will of-
fer some help with my work.
Newman ctn

LOST OR STRAYED: Poland
China sow pig, 6 weeks old,
return to Delmont Hays.

FOR SALE: Christmas carol al-
bums and Christmas records.
Matador Hdwe. & Furn. Co.

FOR SALE: No. 2 McCormick-
Deering cream separator with
electric motor; also enameled
Superflex heater. Both same
as new. Paul Enloe, Roaring
Springs. ctn

FOR SALE: Registered Poland-
China boars from John Adams
stock of hogs. See Homer
Kinery, Roaring Springs.
12-4-1118p

For Sale: Electric motors for
sewing machines. Also repairs
for most makes of machines.
See A. B. Fulkerson. ctn

The Blind or mystic reader, for-
merly of Amarillo, now in
Roaring Springs. J. W. Hen-
dricks. Phone 931. pd. 10-30

FOR SALE: Large, fresh chalk
white eggs at retail price.
Matador Hatchery. ctn

FOR SALE: 1 International 1-
way 7 ft. A.1 condition; 1 10-
ft. wheat drill in good condi-
tion. H. S. Ward, Matador.
Phone 161-M. c2U18

To determine the real value of
money, just try to borrow some.
Few people can enjoy the
scenery along a detour.
How can love be blind when
people in love see more in each
other than other people do?
The modern mother's rule:
Never strike your child except
in self-defense.
As ye sew, so shall ye rip.

M. L. SOLOMON
JEWELER
Fine Watch and Jewelry
Repairing
5 to 10 days service on your
watch repairing by 2 expert
watchmakers.
Floydada, Texas

It used to be that when a man
made \$50 a week, his wife also
made \$50. The same fifty! Now
the wife's out making another
\$50 at the defense plant.
Don't run into debt with your
shoe maker or you can't call
your sole your own.
The umbrella is the only thing
some people put away for a
rainy day.

COME TO CHURCH SUNDAY

**Specify CONCRETE
BUILD FOR STRENGTH**

HOME FARM BUSINESS

IRRIGATION CULVERT SEWAGE

Free
Write today for your pictorial
review of model homes
and business buildings.

CHASE AND MCGINNIS, INC.
ABILENE WACO AMARILLO
PH. 4588 PH. 9273 PH. 2-8011
BOX 388 BOX 924 BOX 2105

NEIGHBORS AND FRIENDS!

It's the cordial relationships of
the past year which prompt
us to send Seasons Greetings
and to thank you for your pa-
tronage.

HOTEL CAFE
MR. AND MRS. BRUCE FREEMAN

BERLOU
5-Year Guaranteed
MOTHPROOF
**Matador Hardware
& Furniture Co.**

LIVESTOCK OWNERS NOTICE

FREE REMOVAL OF
DEAD HORSES, CATTLE,
HOGS, SHEEP

CALL
Phillips '66' Station
O. V. LATIMER, Mgr.
Phone 66J Matador, Tex.

FOR
Keelon Packing Co.
Lubbock, Texas

Poinsettia—the flower
of Christmas, with all its
gentle beauty epitomizes
our feeling of friendship
for every one of you.

**TO ALL
A Merry Christmas**

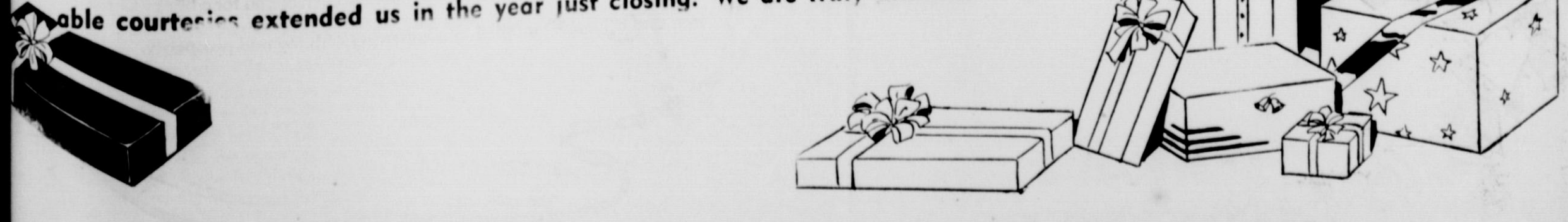
TRAWEEK HOSPITAL
DR. A. C. TRAWEEK, Jr. DR. A. C. TRAWEEK, Sr.

MERRY CHRISTMAS

FRIENDS AND CUSTOMERS

The year just ending has been another year of hard work and of pleasures . . . of happiness and of sorrows . . . a year of achievements and a year of disappointments . . . but when all is said and done, the past year has been a mighty fine one. For this we are thankful and there is reason for rejoicing, but we must and shall go into the New Year with renewed determination to make the coming twelve months happier than ever before.

That you may have cause for rejoicing and that the New Year may bring added blessings to each of you, is our Christmas wish. Thanks, also, for the innumerable courtesies extended us in the year just closing. We are truly arateful.



THACKER SUPPLY COMPANY
ROARING SPRINGS, TEXAS

MISS MARY MURPHY BECOMES BRIDE OF RALPH JONES IN CEREMONY THURSDAY

Miss Mary Berneice Murphy, daughter of Mr. and Mrs. C. H. Murphy of Whiteflat, and Ralph Jones, son of Mr. and Mrs. Casey Jones of Flomot, were married here Thursday, Dec. 18, at 6 p. m. in a ceremony performed at the home of the bride's grandparents, Mr. and Mrs. H. M. Murphy.

Rev. H. L. Burnham, Baptist minister of Spur and former pastor at Whiteflat, read the impressive ceremony as the couple and their attendants stood before a fireplace banked with pink gladioli and fern.

The traditional wedding march was played by Miss Rosemary Bloodworth, on the accordion, and "Always" was sung by Miss Elwanda Martin, accompanied by Miss Bloodworth.

Given in marriage by her father, the bride wore a gray wool cipee suit with metallic trim, and a gray feather hat and gray gloves. Her shoes and bag were lizard. She carried a white Bible, topped with pink carnations. For something old, she wore a ruby ring, belonging to her mother, and something borrowed was a pair of ear screws which belonged to Mrs. Bob Martin. Blue garters, a gift from Mrs. Cordia Stephens, was something blue.

Mrs. W. A. Rattan, Jr., attended her sister as Matron of Honor. She wore a dress of dark aqua and a corsage of pink rose buds. Best man was Leldon Bynum, brother-in-law of the groom.

Mother of the bride wore a black crepe dress and a corsage of red rose buds. Due to illness, Mrs. Jones was unable to attend her son's wedding.

Reception Held
Immediately following the ceremony, a reception was held. A three-tiered wedding cake, topped with miniature bride and groom, was served by Mrs. Bob Martin after the bridal couple had cut the first piece.



and Mrs. Tom Spray, Mrs. Earl Stephens and Mary Heien, Mr. and Mrs. Ed Whitaker, Billy and Lowell Don, Mr. and Mrs. Bob Martin, Mr. and Mrs. H. M. Murphy, Mrs. Ben Keltz, Mr. P. W. Martin, Mr. and Mrs. C. H. Murphy and C. H. Jr., Mr. and Mrs. W. A. Rattan, Jr., M. C. Jones, Rosemary Bloodworth and Elwanda Martin.

At Daughter's Bedside

Mr. and Mrs. J. L. Woodruff were called to Waco last week, to the bedside of their daughter, Dorothy, student in Baylor University, who underwent surgery. They will remain through this week and she will probably return with them to recuperate during the remainder of school holidays.

Here For Holidays

Visiting Mr. and Mrs. W. T. Patton for the holidays are two of their daughters, Mrs. J. O. Nally and Mrs. Raymond Davis, and the latter's son, Don Carlos, all of Austin. They were accompanied by a nephew, Keith Patton, who is attending Texas University, and is spending the holidays with his parents, Mr. and Mrs. M. S. Patton.

Roaring Springs, Texas
December 1, 1947

Dear Santa:
Please bring me a nice box of candy, a table and chairs, little iron and ironing board, a big doll with suitcase and complete outfit, and nurse set.

I love you,
Lenna Fay Merrill
Re. 1, Roaring Springs.

FOR SALE or trade 5-room stucco on 2 corner lots. See or call H. S. Ward, 161 M. Matador.

FOR SALE: Registered male hog. Weight 250 pounds. \$80. V. N. Davis, Roaring Springs.

WANTED: Experienced cafe help. Apply to Bill Waybourn, manager, Waybourn's, Matador.



... to make your Christmas brighter and to let you know that, busy as we are, we are still thinking of you.

Matador Auto Company

C. M. GLENN
LOUIS C. POTEET

J. L. WOODRUFF
JOE BRIDGES, JR.
J. R. BERRYMAN

GLENN WOODRUFF
PAUL M. PATTON



With the friendliest of thoughts and the heartiest of wishes for a happy Yuletide.

MATADOR PARTS COMPANY

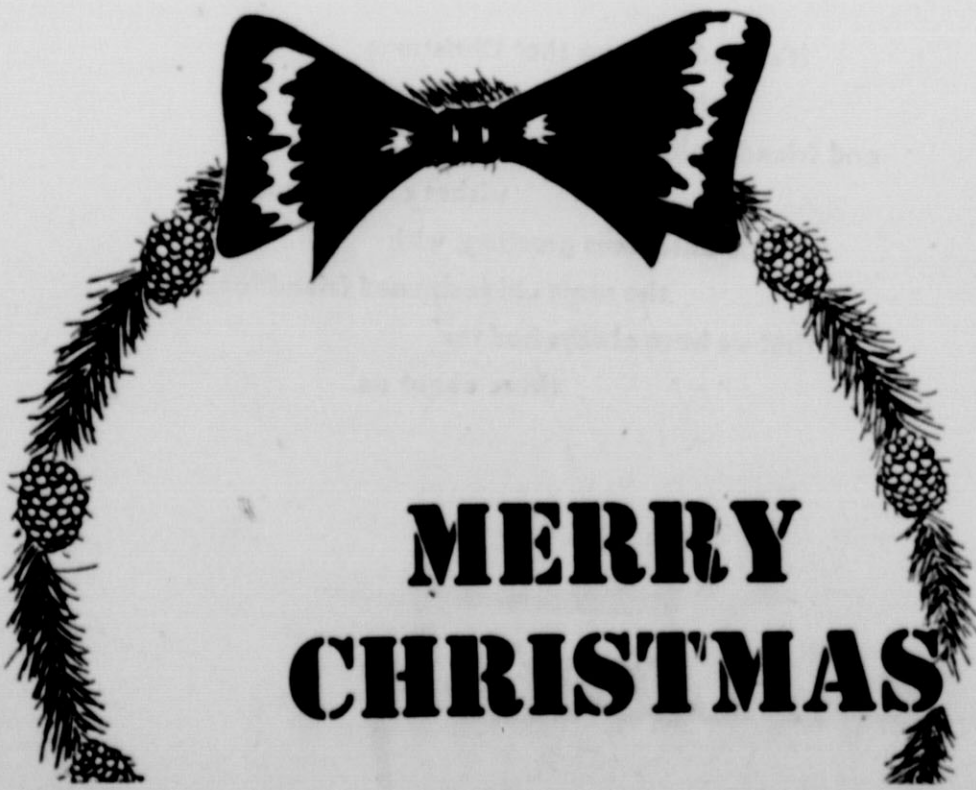
DOUGLAS PITTS, Jr.

D. E. PITTS

WARNING



You Have Our Best Wishes



MERRY CHRISTMAS
STANLEY CLINIC

News Briefs

Mrs. A. J. Perkins of Rock spent the week-end visiting her parents, Mr. and Mrs. Gene Perkins, and also to spend Christmas with her mother, Mrs. A. L. Fryar of Plainview, friends here Saturday. Her return from Roaring was where she visited her mother who is ill. Mrs. Charlotte Baker accompanied her of new to spend the week.

Barbara Ann Springer of Abilene visited here Tuesday with her mother, Margaret Springer, and Gladys Marie.

and Mrs. S. J. Wilkinson of Abilene, and Mr. and Mrs. J. E. Russell of Lubbock spending Christmas with P. Barton, father of the two and other relatives.

and Mrs. J. W. Drace of Rock spent the week-end visiting her parents, Mr. and Mrs. J. E. Russell and returned Wednesday to spend Christmas.

Julia Cornett left Sunday to spend Christmas holidays in Abilene with her daughter, Carl Cooper and family.

Alta Mae Fulfer who is here to spend the holidays with her mother, Mrs. W. Fulfer.

Abbreviation, Xmas Greek Origin

There has been much unfavorable comment on the abbreviated form of Christmas that is commonly used. Many think it inappropriate and unchristian to use the shortened Xmas.

The explanation of its origin is that the initial letter of the Greek word for Christ is X and the color of its cruciform shape led to the early adoption of this letter as a figure and symbol of Christ. X is frequently found on walls of the catacombs. When the early Christians wished to make a representation of the Trinity, they would place a cross or an X beside the figures of the Father and the Holy Spirit. From this came the shortened form Xmas, instead of Christmas.



The poinsettia has no Christmas origin and its adoption as a symbol of Christmas is a recent origin. In Spain it is known as the flor de noche-buena, and associated with the sentiment of Christmas.

The beautiful flaming star is one of the favorite flowers of the Christmas season, and its use as an indoor decoration is universal.

ACC Students Home

Students attending Abilene Christian College, Abilene, who have arrived to spend Christmas at home are: Houston Irvin, son of Mr. and Mrs. John Irvin, Miss Jerry Hays, daughter of Mr. and Mrs. Delmont Hays and Norton Dye, son of Mr. and Mrs. Alfred Dye of Roaring Springs.

Also visiting here is Algie Durbin, ACC student, who is visiting friends at the Motley Hotel.

Home For Holidays

George Doss, who is attending Baylor University, Waco, is spending Christmas holidays here with his parents, Mr. and Mrs. Vernon Doss.

Miss Gladys Marie Springer, student at TSCW, Denton, is home for the holidays, visiting her mother, Mrs. Margaret Springer and other relatives.

Gordon Russell, student at Hardin-Simmons, Abilene, is home to spend the holidays with his parents, Mr. and Mrs. Eddie Russell.

Holiday Visitors

Holiday visitors here in the home of Mr. and Mrs. J. E. Russell are three daughters and a son, with their families, being Mr. and Mrs. Jack Bradshaw and son, Jack Calvin of Bryan, Texas; Mr. and Mrs. A. G. Russell of Houston, and Mr. and Mrs. James Neblett of Denton.

Mr. and Mrs. Guy Kimbell of Lorenzo, Texas are visiting here during the holidays with his parents, Mr. and Mrs. J. G. Kimbell.

Authorized Dealer
FRANKLIN

Vaccines and Supplies for Cattle, Sheep, Hogs and Poultry
MATADOR DRUG

ANCHORS AWEIGH

FOR A GRAND OLD-FASHIONED AMERICAN CHRISTMAS



May your ship return to port next year abundantly filled with health, happiness, and prosperity. Merry Christmas to you all.

MARVIN'S CAFE

LET'S TAKE STOCK

The Christmas season should be an important time for all of us. It gives us a splendid opportunity to check up on our individual shortcomings and to make new resolutions which we will endeavor to maintain, the opportunity of a great American Christmas the remembrance of which will remain with us throughout the coming year.

This year it is doubly important that we be tolerant in our thinking and make an honest effort to be considerate of other people. It is essential to the morale of American people during these times. Where ever you may turn you will find people in need of a kind word, a courteous gesture or a pat on the back. From such thoughtfulness comes extra strength to meet the routine problems of everyday life.

It is our definite purpose to maintain this attitude, to keep the spirit of Christmas not only on December 25, but from now on. It is our obligation and we expect to fulfill it to the best of our ability.

Please accept our season's best wishes that you and yours may spend a most enjoyable Yuletide and that the coming year will find us all reunited for a more normal way of life.



Jim Haney
 GULF AGENT

There may be better ways to express Christmas greetings but to us, no other words convey so explicitly the genuine sentiments of the Yuletide, than to say to you "A MERRY CHRISTMAS!" We say it with all the feeling of appreciation, with a genuine understanding of those whom we serve and with a sincere desire to be of service to you for many years to come. May many good things come to you and yours this Christmas.

CITY BAKERY

We Celebrate **CHRISTMAS**

As we pause in the observance of this gala occasion, we wish to send a sincere message containing our Yuletide wish to each of you.

On this great day of festivity we wish you all the joys and happiness you so richly deserve as a reward for your loyalty and goodwill. We are humbly grateful for the friendships we have enjoyed and for the many kindnesses accorded us during the year just coming to a close. We hope that all of you may be favored with health, happiness and the contentment that comes from them.



MODERN CLEANERS

L. L. REECER

MEMBER NATIONAL CLEANERS ASSOCIATION
 MEMBER TEXAS CLEANERS ASSOCIATION

*** Fashions ***



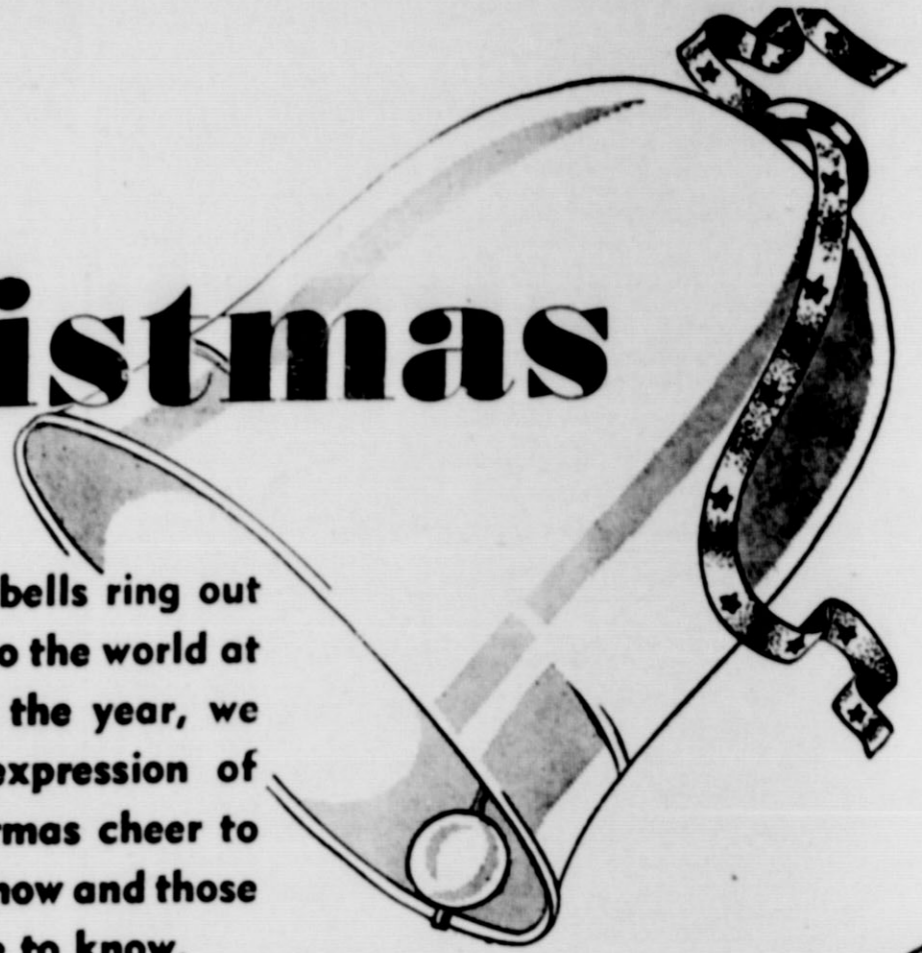
Generous pockets, soft skirt, slim bodice are outstanding features of new rich purple wool dress shown above as pictured in the October issue of Good Housekeeping magazine.

Buck Patton and sons, Neal and Gordon of Kress, were visitors here Monday. Miss Sue Glenn of Hot Springs, Arkansas, is here to spend the holidays with her brother, C. M. Glenn and sister, Miss Amy Glenn.



Wm. R. CARMACK
COUNTY JUDGE

Christmas



As the Yuletide bells ring out the message of joy to the world at this glad season of the year, we wish to add our expression of goodwill and Christmas cheer to all those whom we know and those whom we would like to know.

May the Season bring forth all the joy and happiness that is rightfully yours and may you enter into a New Year with an abundance of happiness and health, enough to continue throughout the coming twelve months.

Our very best wishes to you, and you, and you!

Greetings

ROARING SPRINGS GIN

WARNING

Our Annual CHRISTMAS GREETING



W

E are always glad of the opportunity to say "Hello" to our friends but somehow no occasion affords a better opportunity than Christmas to add a word of good wishes.

The associations we've enjoyed in the past are many and we are grateful for them. We appreciate what they stand for and with the passing of each year, we become more and more impressed with the true value of genuine friendships. The faithfulness of those whom we strive to serve has been invaluable in the progress of this organization.

In recognition of your consideration and patronage in the past, we desire to express our sincere good wishes to each of you for a happy Christmas and a New Year filled to overflowing with joy and prosperity.

RED BALL GIN

ROARING SPRINGS, TEXAS
RED BALL FEED & GRAIN

Merry Christmas

There is an atmosphere of good will and good cheer prevailing in our establishment which finds expression in a greeting to each of you.

At this glad Season we are reminded of our many pleasant business relations, of your many courtesies, of our own good will toward you. That's why we deem it a happy privilege to wish each of you the Season's Best Wishes.

Merry Christmas and Happy New Year to all!

WE APPRECIATE OUR OLD CUSTOMERS
AND OUR NEW CUSTOMERS
AND TAKE THIS MEANS OF THANKING YOU
AND WISHING YOU A MERRY CHRISTMAS

Rosa's Cafe

FRANK STAFFORD

ROSA STAFFORD

Matador Tribune, Dec. 25, 1947

CHRISTMAS Bells by HENRY W. LONGFELLOW

I heard the bells on Christmas Day
Their old, familiar carols play,
And wild and sweet
The words repeat
Of peace on earth, good-will to men!

And thought how, as the day had come,
The bell-fries of all Christendom
Had rolled along
The unbroken song
Of peace on earth, good-will to men!



Till, ringing, singing on its way,
The world revolved from night to day,
A voice, a chime,
A chant sublime
Of peace on earth, good-will to men!

Then from each black, accursed mouth
The cannon thundered in the South,
And with the sound
The carols drowned
Of peace on earth, good-will to men!



It was as if an earthquake rent
The hearth-stones of a continent,
And made forlorn
The households born
Of peace on earth, good-will to men!

And in despair I bowed my head;
"There is no peace on earth," I said,
"For hate is strong,
And mocks the song
Of peace on earth, good-will to men!"



Then pealed the bells more loud and deep:
"God is not dead,
nor doth he sleep!
The wrong shall fall,
The right prevail,
With peace on earth, good-will to men!"

Subscribe for The Tribune



AT CHRISTMAS TIME

Posthaste, from us to you, sincere good wishes for a Happy Yuletide!...

1947

GULF SERVICE STATION



Resolved

Whereas... the happy Christmas Season is now here

Whereas... the Spirit of Friendship and Good Will now prevails

Whereas... we value greatly our friendly relationships

Whereas... we want to express our appreciation for this consideration

Therefore... it is our pleasure to extend our sincerest wishes for a

MERRY CHRISTMAS

Campbell Chevrolet Company

R. E. CAMPBELL, Sr.

NOBLE GROVES

FORREST CAMPBELL

W. C. BRYANT

MARION (RED) NORRIS

Season's Greetings
And The Best of Good Wishes

As Christmas is here we bring
you a wish for every joy and gladness
and a thank you for everything.

MATADOR BUTANE CO.

ALBERT RATTAN

BENNIE COX

CURTIS KING

TOM NEWMAN

EARL STEPHENS

*** Fashions ***



A bride's Christmas deserves the glamour gift of her life—an evening jacket of fur that's whipped cream white. Shown above as pictured in the December issue of Good Housekeeping magazine, is such a jacket—young, doeskin cone. About \$135 plus tax.

Christmas Has Its Humor Now

One of the most charming Yuletide chucklers concerns the pig-tailed youngster who found a pin-cushion among her other gifts on Christmas morning. The little girl then placed this note near the fireplace: "Dear Santa: Thank you very much for your presents. And I always wanted a pin-cushion, although not very much."

Another classic of the season is the one about the woman who stopped to chat with a friend after the Yuletide services, leaving her purse in her pew. When she returned for her purse, she discovered it was gone. However, she quickly found it in the possession of the clergyman.

"I thought I had better hold it," he explained. "There are some in the congregation who don't believe in Santa Claus, but they might consider this purse an answer to their prayers."

A 10-year-old boy, making his first visit at Sunday school during the pre-Christmas season, was held spellbound by the teacher's recital of Biblical stories about the Holy Day and the spiritual meaning of Christmas. Later he was asked to fill out the school's standard questionnaire for new pupils. One of the queries was: "Who will always know where you are?"

The little boy answered it by writing simply: "God."

Invariably revived at the Yuletide season is the yarn about the Scotsman who slipped and fell while carrying a bottle of Christmas spirits. On rising he felt something wet running down his leg.

He said to himself: "I hope it's blood."

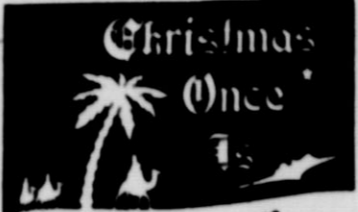
Almost overcome with joy on Christmas Day when she received two gifts she had most ardently desired—a wrist-watch and a bottle of perfume—little Margaret chattered about the new possessions all day long, wearying her mother of the subject. Guests were expected for dinner and her mother gently admonished Margaret in advance, saying, "Now, dear, everybody knows about your presents and everybody is happy for you. But now we mustn't go on talking about them all the time."

The little girl held her peace at the table throughout the greater part of the meal. A lull occurred in the conversation and, unable to restrain herself, Margaret burst forth, "If anyone hears anything or smells anything, it's me!"

COME TO CHURCH SUNDAY

A department store Santa Claus listened to a long recital of requests by a tot, assuring her he would do his best to meet her requirements. Before she left, Santa handed her a bright red apple. "What do you want Santa to do now?" her mother asked.

The moppet promptly snapped: "Peel it!"



Christmas Still

The silent skies are full of speech
For who hath ears to hear,
The winds are whispering each to each,
The moon is calling to the beach,
And stars their sacred wisdom teach
Of Faith, and Love, and Fear.

But once the sky its silence broke
And song o'erflowed the earth,
The midnight air with glory shook
And Angels mortal language spoke,
When God our human nature took
In Christ the Saviour's birth.

And Christmas once is Christmas still;
The gates through which He came,
And forest wild and murmuring rill,
And fruitful field and breezy hill,
And all that eise the wide world fill
Are vocal with His Name.

Shall we not listen while they sing
This latest Christmas morn,
And music hear in everything,
And faithful lives in tribute bring
To the great song which greets the King
Who comes when Christ is born?
—Phillips Brooks

Serbian Christmas Falls in January

The Serbian Christmas is rich in its symbolism of Our Lord's birth in Bethlehem. It is celebrated on January 7 in accordance with Julian calendar, established in 46 B. C. and used when Christ was born.

The head of the family brings a small Christmas tree into the house and burns part of it. The sparks signify how the shepherds came into the manger to see the Christ child and warm themselves. In Europe, the Serbs place the unburned part of the tree into the barn or stable to signify fruitfulness.

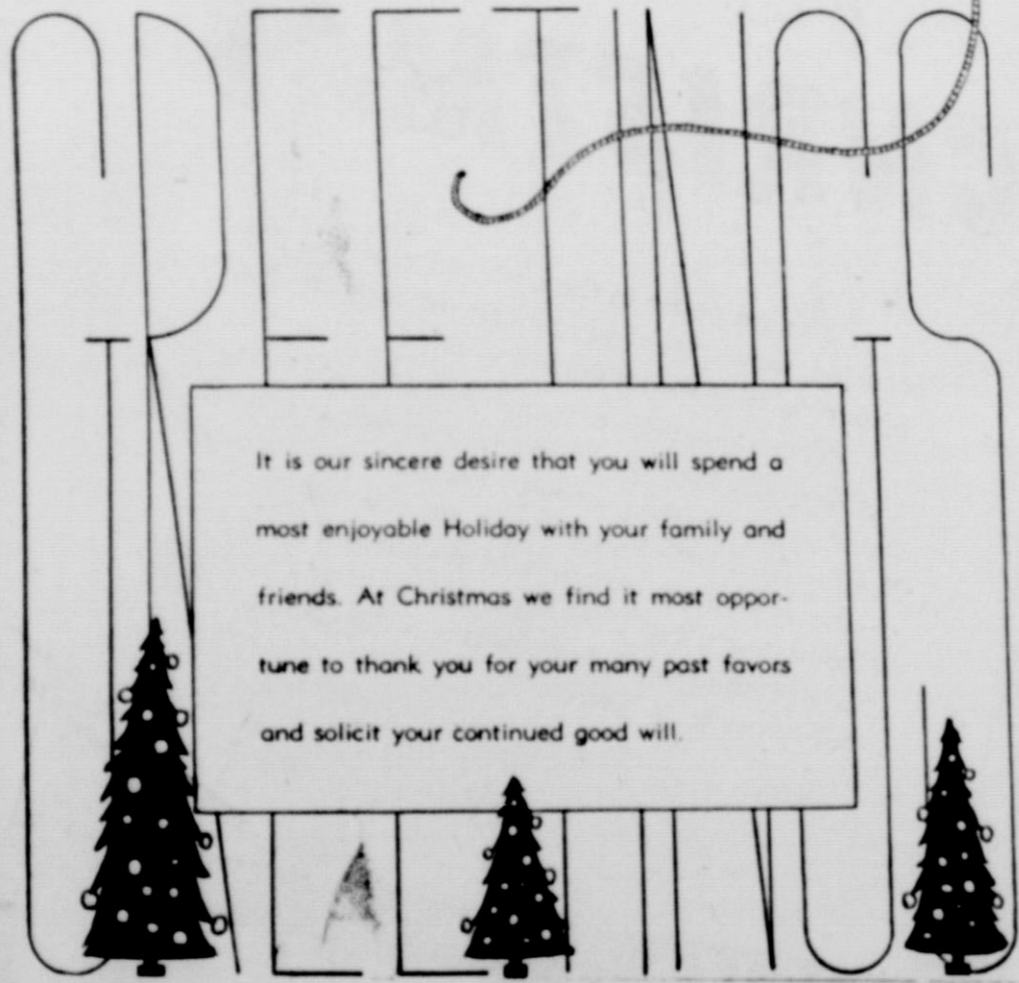
In another custom, the father leads the family into the house, and they scatter straw over the floor to signify the warmth of the stable.



JOHN STOTTS

Sheriff, Tax Assessor and Collector

Christmas



It is our sincere desire that you will spend a most enjoyable Holiday with your family and friends. At Christmas we find it most opportune to thank you for your many past favors and solicit your continued good will.

IKE'S GROCERY

WARNING



Hail

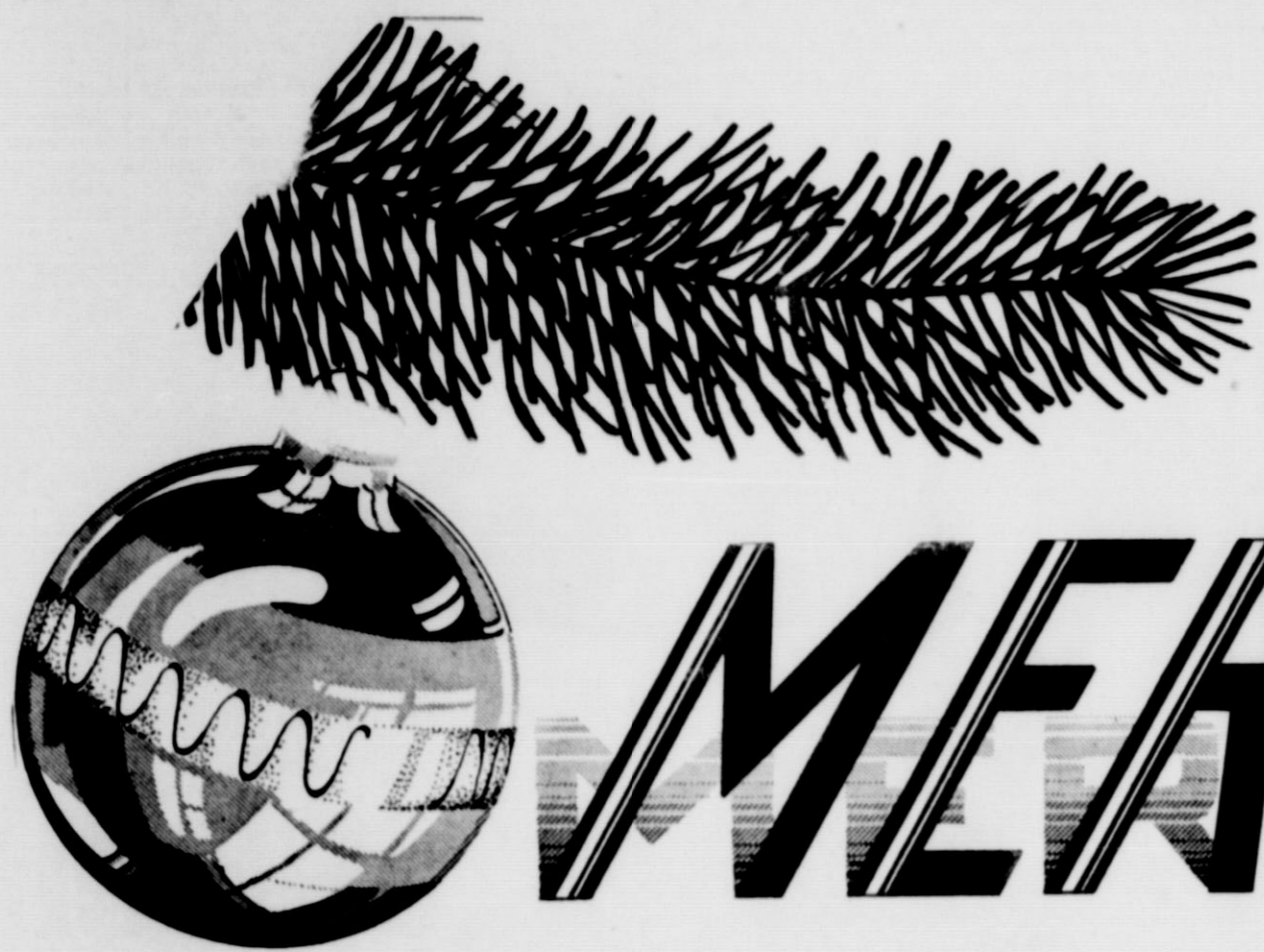
the Christmastide

May it hold for you untold joy and contentment. We would feel that something had been left undone were we to pass up this opportunity of thanking you for all past favors—to express our gratitude for your loyal friendships.

Merry Christmas to you, our friends.

JAMESON MACHINERY

ED JAMESON, Manager



MERRY

CHRISTMAS

That grand old day is here again and we're glad! Christmas, with its warm cordiality and good fellowship, is a very welcome occasion to all of us. It is good to be among loved ones and friends, to enjoy their associations, to have a genuine feeling of contentment, free from the troublesome problems that confront us in our daily tasks.

Christmas gives us that one special occasion in which we can, in some manner, express our appreciation for the good will and consideration of those whom we serve. We are grateful throughout the year, of course, but at Christmastime, when the year is just closing, we deem it particularly appropriate to think back over the preceding year, and to recall the many pleasant moments that make up the important things of life.

And so, with our Christmas sentiment of good wishes, we add a hearty and genuine thank you for your friendships and good will.



MAY THE TRUE SPIRIT OF CHRISTMAS REMAIN WITH

YOU ALWAYS

Member Of Federal Deposit Insurance Corporation

First State Bank

Matador, Texas

Capital and Surplus, \$75,000

DIRECTORS

C. D. BIRD
HARRY H. CAMPBELL
B. F. SIMPSON
RALPH STAPLETON
ELMER STEARNS

OFFICERS

C. D. BIRD, President
ELMER STEARNS,
Vice-President and Cashier
W. N. PIPKIN, Asst. Cashier
J. R. WHITWORTH,
Asst. Cashier

Ukrainians Hold To Many Old Customs

Ukrainian churches, both Greek Orthodox and Uniate, cling to the ancient Julian calendar, so their Christmas Day comes 13 days later than ours, or on January 6. Christmas Eve is celebrated with much traditional ceremony and festivity.

The Holy Supper or Swiata Weczer is very elaborate, consisting of 13 courses, in memory of the 13 apostles. Fish, baked, broiled and fried, takes the place of meat. Borsch, or beet soup, is generally served, and stuffed cabbage, filled with millet or rice. Vareniki, some-



thing like the Italian ravioli, also is a usual course. Dessert consists of special pudding called kutya, made of wheat, poppy seeds and honey.

During the Christmas Eve supper, some member of every Ukrainian family throws a handful of kutya or pudding at the ceiling. If it sticks, the coming year will be prosperous and happy. After supper, a plate of braided bread, called kolach, is left on the table between two lighted candles. Legend says that the spirits of the family's dead will return at midnight to eat this bread.

The Ukrainian Christmas festival lasts three days. In the villages singers known as Kolyadniki go from house to house singing the Kolyadky folksongs relating the birth of Christ and the events of his life. They usually carry a manger with them, and in some cases they perform miracle plays. They are rewarded by gifts of food or money.



In the Book of Common Prayer of the Church of England, the prayer for the last Sunday before Advent began with the words "Stir up." The people of Peterborough took this to be a reminder that they should start their plum pudding at that time, and everybody in the family took a hand in the stirring until it was ready on Christmas.

This indispensable old-time English Christmas dish was frumety, or frumenty, which according to old-time recipes was "wheat boiled until the grains burst, then strained and boiled again with broth or milk and yolks of eggs." Frumenty was the forerunner to plum pudding.

Visiting Parents

Mrs. J. D. Craven and daughters of Brownwood are here for the holidays visiting her parents, Mr. and Mrs. M. L. Patton. Miss Rachel Patton drove there Sunday to accompany her sister and children here. Other members of Mr. and Mrs. Patton's family who are spending the holidays here are Mr. and Mrs. Frank Patton and children of Austin, Mr. and Mrs. M. A. Patton and family of Kress and Mr. and Mrs. Tom Patton of Hale Center.

ARRIVE FOR VISIT

Mrs. T. C. Lasater of Three Rivers, Texas has arrived to spend the holidays with her parents, Mr. and Mrs. H. M. Wagley. Also here for the holidays is another daughter of Mr. and Mrs. Wagley, Mrs. Ivan Gardner and her family of Portales, New Mexico. Mr. Wagley, who has been seriously ill this fall is slightly improved.

Some people walk to reduce. Others are reduced to walking.

Isn't it a pity that when we lose our temper we have to find it again.

To cure yourself of the tobacco habit, marry a girl who objects to smoking—provided you can find one.

One of nature's strangest freaks is the Ice Cave, a rock cavern near Decorah, Iowa, which reverses the laws of nature by being warm in winter and below freezing in spring and summer.

Roaring Springs NEWS

By LULA M. SWIM

G. W. Green left Saturday to spend Christmas with his folks in Los Angeles.

Mr. and Mrs. Tom Swim left Saturday morning for Compton, California to spend Christmas with their son and family Mr. and Mrs. Cecil Swim.

Earl Gene Freeman of Dallas arrived home over the week-end to spend Christmas with his parents Mr. and Mrs. M. D. Freeman.

Mr. and Mrs. J. N. Fletcher and J. N. Jr. visited in Lubbock Sunday. Miss Doris Newton returned with them to spend Christmas.

College students home for Christmas are Hoyle Moss, Bill McDonald, John W. Smith, Billy Joe Cooper, Beryl Nichols, all of Lubbock and Fred G. Simpson, Jr. of Texas University at Austin.

Mrs. M. E. Keahy and Freda and Ms. H. W. Keahy left Saturday to spend Christmas in Wichita Falls.

Mr. and Mrs. Hawkins of Eldorado, Okla., visited in the home of Rev. and Mrs. O. D. McDonald Sunday.

Rev. and Mrs. O. D. McDonald left Monday to spend Christmas in Kermit.

Mr. and Mrs. W. A. Campbell of Floydada visited in the home of Mr. and Mrs. Turner Hunter over the week-end.

Mr. and Mrs. H. C. Smith of San Antonio arrived home Wednesday night for Christmas.

Mrs. Dale King and Sharron Kay and Mrs. Dean McInroe and Jimmie Don shopped in Spur Friday.

Mr. and Mrs. Frank Ferguson visited in Earth Sunday. Mrs. Ferguson remained to spend Christmas.

Mr. and Mrs. J. T. Dodson of California arrived over the week-end to spend Christmas.

Mr. and Mrs. George Van Camp of Poterville, California visited in the home of Mr. and Mrs. Tom Swim over the week-end.

Mr. and Mrs. Louis F. Jones left Tuesday for San Angelo to spend Christmas.

Miss Wanda Miller, student nurse at Parkland Hospital, Dallas, arrived home Monday to visit her parents, Mr. and Mrs. Lem Miller.

Cecil F. Palmer of Macon, Ga. is here visiting his parents, Mr. and Mrs. T. K. Palmer.

Glen Ray Freeman arrived home from Colorado to spend Christmas with his parents, Mr. and Mrs. M. D. Freeman.

NOTICE

For Your Yard Leveling and Garden Plowing, or Any Type of Ground Work
Call Me At
MISSION GARAGE
Phone 13
L. E. Dewbre

Spring Theatre

ROARING SPRINGS, TEXAS
THURSDAY and FRIDAY
DECEMBER 25 and 26

'Heaven Only Knows'
Brian Donlevy

— SATURDAY ONLY —
DECEMBER 27 (only)

'Destry Rides Again'
Second Chapter, Jesse James Rides Again

SUNDAY and MONDAY
DECEMBER 28 and 29

Bells of San Fernando
Donald Woods, Gloria Warren Shirley O'Hara

TUESDAY and WEDNESDAY
DECEMBER 30 and 31

(Money Nite)

'Death Valley'
(In Technicolor)



SEASON'S GREETINGS



MAY the Christmas spirit be with us not for a few calendar days but throughout the years to come. Let us offer a fervent prayer that the Christmas bells will ring out forever with the cheerfulness of an everlasting peace on earth.

As we approach the eve of Christmas we are very grateful to our friends for their loyalty and extend cordial greetings and sincere wishes for a Merry Christmas.



LET US KEEP CHRISTMAS A SHINING LIGHT

Quanah Cotton Oil Company

Warehouse No. 3

Roaring Springs, Texas

WARNING

Our Most Famous Christmas Trees

Most famous of the nation's Christmas trees are growing on the wooded rolling acres of the Roosevelt estate at Hyde Park, N. Y. Developed as a result of a hobby which occupied much of the late Pres. Franklin D. Roosevelt's spare time, the groves of Yule trees now are scattered on odd patches and parcels of land throughout the estate. The trees, about 270,000 in number, are principally of Norway spruce, white spruce and Douglas fir, with a few balsams also included. Although the tree growing was a hobby with the late president, he insisted that the project pay its own way. Consequently about 2,000 to 3,000 trees are marketed every Christmas season.

Christmas Rose Has Real Significance

Legend tells us that a young shepherd girl was weeping bitterly as she watched the Wise Men on their way to take gifts to the Christ Child.



As she appeared, and after ascertaining why the young girl was crying, she waved her wand, and instantly the ground was carpeted with glittering white Christmas roses. The young girl quickly gathered these blooms. When she presented her gift, the Christ Child smiled, and as his fingers touched the white flowers the petals became tinged with pink.



This custom originated with the Dutch. They used their wooden shoes instead of stockings. When the Dutch came to New Amsterdam, this custom came with them—the wooden shoes being gradually replaced by stockings made for the occasion out of net-like materials. As nearly every home had a fireplace the usual place to hang the stockings was over the fireplace.

1250 Ornaments on Giant Yule Tree



These Chicago children look with awe at the 46-foot Christmas tree at Marshall Field & Company's Walnut Tea room. One thousand two hundred fifty ornaments, built to scale in the store's own work-rooms, adorn the tree. Twelve persons, standing on scaffolding, spent an entire day trimming it.

Matador, Texas
Dec. 15, 1947

Matador IOOF Lodge

Meets every Thursday night Noble Grand L. Rattan Secretary, E. S. Jones

All visitors and brothers welcome.

V. F. W., Motley County Memorial Post No 6286, meets 1st and 3rd Tuesdays, 8 p.m. at the court room, Matador, Texas. All eligible ex-service men are invited to attend.

Dear Santa:

We are two little girls who have been pretty good we believe, for little girls full of pep, so we would like to ask for a few things.

I am Wreathel Elaine, and am 2 1/2 years old, would like to have a magic skin doll, doll buggy, ironing board and a set of dishes. My sister, Treva Gayleen, who is just one, wants a rubber doll and bottle, a teddy dog to ride, and a ball. We both really like candy and nuts.

Don't forget other little boys and girls who also have been good.

We love you Santa, Wreathel and Treva Hicks.

ABSTRACTS
Prompt Service
Warren Abstract Co
Notary Public
Courthouse Matador

McDONALD
LIFE INSURANCE CO.
And
McDONALD'S
PLAINS BURIAL ASSN.
McDONALD
FUNERAL HOME
Phone 88 Matador

C
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That each of you may enjoy the fullest measure of happiness and prosperity is our Christmas wish to the fine people of this community who have helped make possible the splendid growth of this organization. Whatever degree of success we have attained, we attribute to the splendid goodwill of our friends.

QUANAH, ACME & PACIFIC RAILWAY

G
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G

CHRISTMAS

GREETINGS

The approach of another Yuletide brings with it the fond memories of pleasant associations during the year just closing. It brings to our mind the scores of favors that have come our way and the thoughtfulness back of them. As we pause to observe this glorious and happy occasion, we recall the many enjoyable relationships of the past twelve months.

Indeed, the people of this community have been considerate and we are truly grateful. May lasting happiness be your good fortune in the months to come.

To one and all, Merry Christmas!



**RING OUT
THE OLD
...RING IN
THE NEW**

**...and may the New
bring many happier
days for you!**

BURTON-LINGO COMPANY

LUMBER AND BUILDING MATERIAL

Heavy Mail Coming Up for Santa



Children of the first grades at the Downey, Calif., elementary school, had a special box in which they deposited their mail to Santa. All were on their best behavior, for they have no way of knowing whether or not one of Santa's gnome helpers may be pecking through the slit. Hundreds of thousands of letters were mailed to Santa from all parts of the world.

Children's Gifts For Christmas

THERE'S more to buying toys than merely getting something for a youngster to play with. Home management specialists emphasize five points worth remembering in purchasing playthings for children:

1. Safety. Keeping the age of the child in mind, youngsters should not be given a sharp knife, chemistry set, air rifle or a tool kit until they are old enough to handle them with care. Electric train equipment should be kept in good repair to prevent shock or burn. Infants



should be guarded against whistles with removable mouthpieces, stuffed animals with pin or button eyes, wheels and strings not securely fastened, and small nailing.

2. Cleanliness. Toys should lend themselves to being cleaned without damage.

3. Construction. Well made toys are capable of much wear and tear, with fragile playthings encouraging destructiveness in a child.

4. Versatility. A toy that offers many imaginative uses will intrigue a child longer. Blocks of various shapes and sizes have more construction possibilities than the usual sets.

5. Variety. Toys of different sizes, shapes, textures and colors develop different muscles and different kinds of interests. Too many toys, like no toys at all, are a mistake. The child is distracted by the variety and not given the opportunity to develop the potentialities of the toys he has. It must also be appreciated that the price of a toy does not determine its real value since a cheap plaything may provide a youngster with as much enjoyment as a more expensive one.

COME TO CHURCH SUNDAY

ELVES WILL GET PRESENTS, TOO

The North Pole

Dear Children:—

When I got home from the toy shop tonight, Mother Claus mentioned to the stove where a stew was bubbling in a big pot. "There's your supper," she said. "I'm making Christmas presents for all of the elves." And sure enough she was.

Mother Claus was sewing bright pieces of flannel on the sewing machine but I just couldn't imagine what they were. "What are you making?" I asked. "Why Santa, can't you

see?" she laughed. "Why, these are going to be elfin pajamas made of warm, red flannel, and see, these are the feet."

Then I knew what Mother Claus was planning. This was going to be part of the Elves Christmas Eve party and every elf who came to the party would wear the red flannel pajamas as a party suit. After playing games and listening to stories by Mother Claus, they would curl up on pillows beside the fireplace and sleep until morning. When I would get back from delivering toys and presents all over the world, the elves would be ready to rub the sleep out of their eyes and have their Christmas surprise.

Love,
Santa Claus

MOTHER CLAUS LOSES GLASSES

The North Pole

Dear Children:—

Mother Claus had a bad dream last night. She dreamed that all of the cranberries she was going to string for the Christmas trees had been eaten by a naughty reindeer. So what do you suppose she did. Why, she got right out of bed, put on a flannel wrapper, lighted a candle and went down to the cool spot in the cellar where the cranberries are kept.

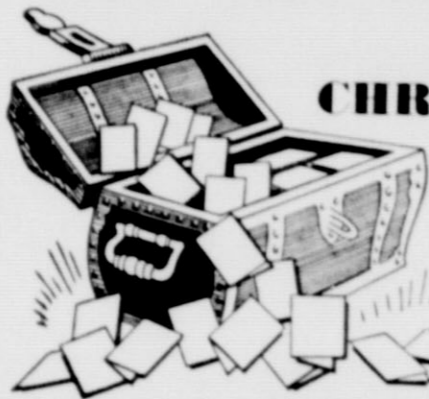
No sir, she didn't find a naughty reindeer. Not a single one. But guess what she found. She found seven little elves, the

cobbler elves, all dressed in brown, hunched over their work benches stringing those cranberries. "Why are you doing this," cried Mother Claus. "Because we love you very much," said the elves. "We can't see to string cranberries, Mother Claus and we know the Mother Claus felt of her face her spectacles. They were there, and sure enough they were lost. Do you suppose the will turn up inside a Christmas pudding?"

Love,
Santa Claus

More than 150 miles of the subterranean passages and central chambers of Kentucky Mammoth Cave has been explored and mapped.

THE TREASURES OF CHRISTMAS



Are the many instances of good will as evidenced by your thoughtfulness of us.

SEASON'S GREETINGS

MISSION GAS AND OIL COMPANY

SEASON'S GREETINGS

1947

May Christmas this year bring you a deep and abiding spirit of serenity and joy!

CHRISTMAS Greetings

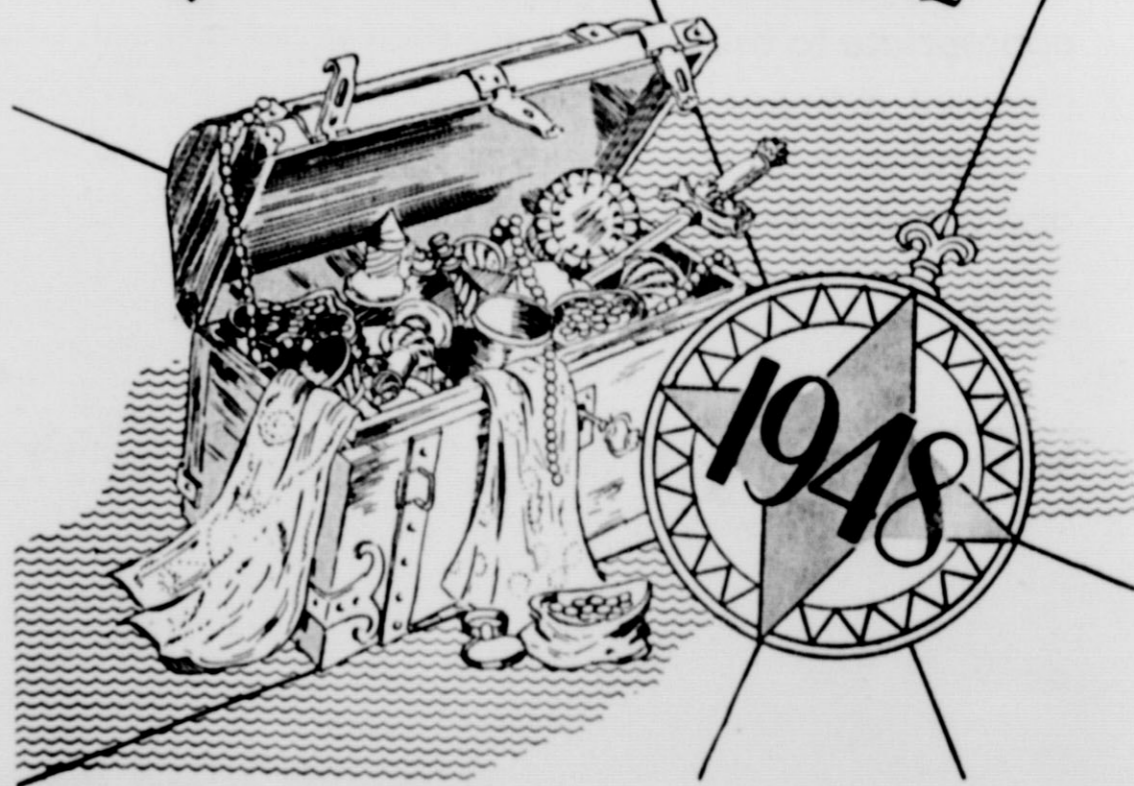
We thank you most enthusiastically for the excellent cooperation we have enjoyed during the year just drawing to a close. We have tried to serve you courteously and efficiently and pledge continuation of our efforts as long as we have the privilege of serving you.

Allow us to extend the Season's Good Cheer to everybody!

Household Supply Company

FRANK POHL AND PERSONNEL

Health, happiness and good fortune during



"Gold is where you find it." We hope you do find it—not necessarily a buried treasure of Spanish doubloons and silver trinkets, but the pure gold of real health and happiness.

Higginbotham Bartlett Company

MATADOR, TEXAS

WARNING

The state of Kansas received its name from an Indian tribe called the Kansas—meaning "People of the South Wind".

The name Indiana originated from the fact that a company of traders purchased it from the Indians.

Tribune, McIntosh, Morley County, Texas, Thursday, December 23, 1947

Associated With Many Christmas Symbols



HOME FOR SANTA CLAUS . . . Many cities in the United States, even those which do not have names associated with Christmas symbols, erect Santa Claus villages during the holiday seasons.

EACH year, thousands of letters in the U. S. are mailed from Bethlehem—Bethlehem, Pa., Bethlehem, Md., Bethlehem, Conn., and Bethlehem, N. H. These towns were named many, many years ago, and imaginative Americans the country over send in letters to be remailed bearing the symbolic postmark of Bethlehem.

The story associated with the naming of Bethlehem, Pa., is especially moving. On Christmas Eve in 1741, it is said, Moravian pioneers who had come to the new world in search of religious freedom gathered in a log cabin in the snow-swept Pennsylvania countryside. Thankful for their new refuge, they sang carols joyfully, then Nicholas Louis, Count Zinzendorf, took up a taper and led the gathering into the stables where a few cows and horses stirred.

"Let us call our village also Bethlehem," he said, and all agreed. From a humble beginning over 200 years ago, Bethlehem, Pa., is now a thriving industrial city of 62,000.

Santa Claus also has been honored in the naming of American cities. The story of the christening of Santa Claus, Ind., contains an awesome note in keeping with Christmas Eve.

The government had turned down the request of a little settlement in southern Indiana 100 years ago because an older town in the state bore the same name of Santa Fe. As the villagers gathered in celebration of Christmas Eve, they pondered a new name, finding each suggestion unsuitable as they turned it over in their minds in order to select the right one.

In the midst of their deliberations, a blinding light was seen outside. Rushing to the window, they saw a flaming star crash against a distant hill, leaving a crater that still can be seen today.

Awed by the spectacle, the residents of the settlement considered the event as a special omen, and they gave their community the name of Santa Claus to commemorate Christmas.

Perry, Maine, is exactly half way between the North Pole and the Equator.

Massachusetts is an Indian name meaning "at the Great Blue Hills."

"EYES THAT TRUST, PLEAD, AND ACCUSE"



The following letter has been received from a ten year old boy by The Foster Parents' Plan for War Children:

It is a long distance to school. But I come every day because it is warm and there is food. Today it is raining. My mother will carry me over the rubble because I have no shoes. In my home there lived a little boy who did not have shoes and a coat and caught cold and died. I don't want to die."

You can help the thousands of children now in desperate need overseas by becoming a foster parent. You will receive a case history and a photograph of the child. Correspondence with the child through our office is encouraged.

The Plan is helping children of fourteen different nationalities in France, Poland, Belgium, Italy, Holland, England, Switzerland, Czechoslovakia and China.

The Foster Parents' Plan does not do mass relief. Each child is treated as an individual with the idea that besides food, clothing, shelter and education, the child will live in a homelike atmosphere and receive the loving care that so rightfully belongs to childhood.

Please send clean used clothing to the Plan Collection Depot, 122 East 34th Street, New York City 16, New York, for immediate shipment overseas.

EDNA BLUE, International Chairman

PARTIAL LIST OF FOSTER PARENTS AND SPONSORS

Clara Fedman, Archibald MacLennan, Wil Rogers, Jr.
 Jean Bayne, Thomas Mann, Eleanor Kupperman
 Jean Laine, Constance Olga Stinner, Mrs. Harry S. Truman

Foster Parents' Plan For War Children, Inc. (Mat)

30 West 42nd Street, New York City 18, New York, Longacre 3-1096

A. I wish to become a Foster Parent of a War Child for one year.
 B. I would like to become a Foster Parent of a War Child for one year.
 (100.00. Payments will be made quarterly (), yearly (), monthly (). I enclose herewith my first payment \$_____.

C. I cannot "adopt" a child, but I would like to help a child by contributing \$_____.

Name _____

Address _____

City _____ State _____ Date _____

Contributions are deductible from income tax.

Greetings

It is not so much the fancy words that make up Christmas sentiments and greetings as it is the thoughts that prompt them. So when we extend the compliments of the season to you, please understand they come to you with all the sincerity and gratitude in the world. You have been our friends and without friends none of us would be happy.

It has been a pleasure to serve you in the past and we respectfully solicit your consideration in the future.



Harry Willett & Co.

Greetings

Like everyone else, we look forward to Christmas. We enjoy the spirit of giving and receiving, the pleasant, carefree atmosphere so much in evidence, the friendly greetings and the warm handclaps of friendships, tried and proven.

We look forward to Christmas because the cheerfulness of the occasion overshadows the heartaches and disappointments of the closing year, and because the approach of another year opens the door to new opportunities and achievements. We enjoy

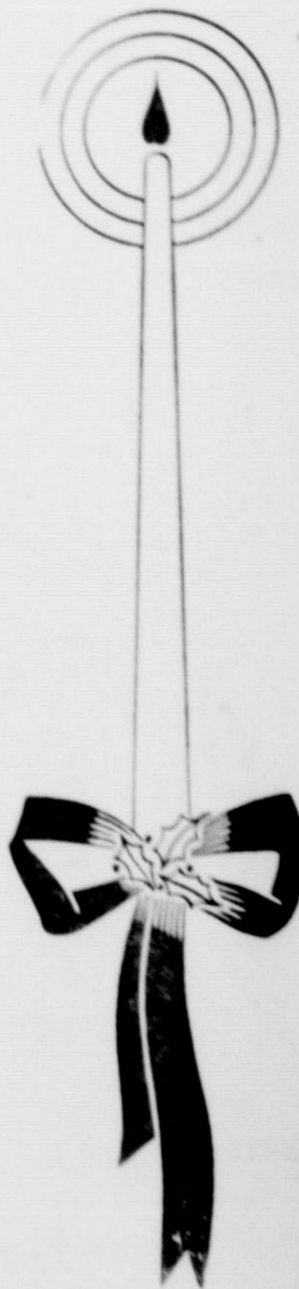
Christmas because of the happiness that is so much in evidence everywhere, and because it is the one time of the year when cares may be forgotten, crowded into the background by the thoughtfulness and kindness of loved ones and friends.

We enjoy Christmas because it affords us a fine opportunity to express our appreciation to our friends in return for all past favors. We sincerely hope that your every wish may be realized during the Christmas Season and may your every ambition be realized during the coming year.

The True Spirit Of  Christmas Prevails

FREEMAN THACKER BUTANE COMPANY

Mr. and Mrs. Freeman Thacker





The bringing in of the yule log originated in England during medieval times. The log was dragged into the great hall at the beginning of the Christmas feast and was the occasion of the rendering of the Christmas toast, which is, in part: "This yule log burns. It destroys old hatreds and misunderstandings. Let your envies vanish, and let the spirit of good fellowship reign supreme for this season and through all the year."

The yule log represents "Peace on earth, good will toward men."

Merry Christmas

- Bohemian: Vesele Vanoce.
Czech: Stani Vanoce.
Dutch: Gelukkig Kerstmis.
Finnish: Hauskaa Joulua.
French: Joyeux Noel!
German: Frohliche Weihnachten.
Greek: Kala Christougenna.
Italian: Buon Natale.
Norwegian: Gledelig Jul.
Polish: Wesolych Swiat Bozego Narodzenia.
Romanian: La multani ou Saotate.
Russian: Duzhshka Moroz.
Spanish: Felices Pascuas.
Swedish: God Jul.
Chinese: Hsi lo Yeh so chiang sheng jih!



There were three wise men from afar
Directed by a glorious star,
And on they wandered night and day
Until they came where Jesus lay.
And when they came unto that place
Where our beloved Messiah was
They humbly cast them at his feet
With gifts of gold and incense sweet.

Christmas Tree Lights Care
May Avoid Yuletide Tragedy

A Yuletide tragedy may be avoided by observing a few simple precautions when you are setting up your Christmas tree.
Today's electric-lighted Christmas tree is not nearly the fire hazard that its predecessor—the candle-lighted tree was—but there is still potentially grave danger unless certain precautions are observed, according to an article in the December issue of Good Housekeeping magazine.
"Inspect your tree-lighting sets before trimming the tree," the article urges. "If the insulation is worn or damaged, so that bare wires are exposed or may become exposed when the set is in service, or if the sockets are cracked or broken, discard the set. It is misplaced economy to gamble on repairs that may not be adequate.
"Check the condition of your extension cords, too, and see that they are long enough to reach easily from the convenience outlets to the lighting sets. Do not connect too many lighting sets to one outlet. Be guided by the instructions that may come with the sets. See that all the bulbs light.
"In buying tree-lighting sets, it is good insurance to choose only those that meet recognized safety requirements. To be sure of this, always look for a label on the set stating that it is listed by Underwriters' Laboratories.
"As a last precaution take down your tree soon after Christmas is past—the sooner the safer. Don't dispose of it where small boys will be tempted to make a bonfire. Give it to the rubbish man or cut it up and burn it safely in your back-yard incinerator."



Legend has it that when Christ was born and Satan died, the bells in the churches were rung. At exactly midnight the tolling changed to a joyful peal, announcing the birth of the Christ.

In the dark chambers high above the turmoil and strife of human life, dwell the Apostles of Peace, whose salutations were never so welcome as at the time of the great winter feasts of Christmas, so William Audt tells in his traditions.

Quaint Swiss Custom Of Meeting Lover

Forecasting is ritualized in Switzerland. Grandma goes to the cellar, selects the most perfect onion, halves it, and peels 12 layers, one for each month. The next day these layers show what the weather will be during the coming year.

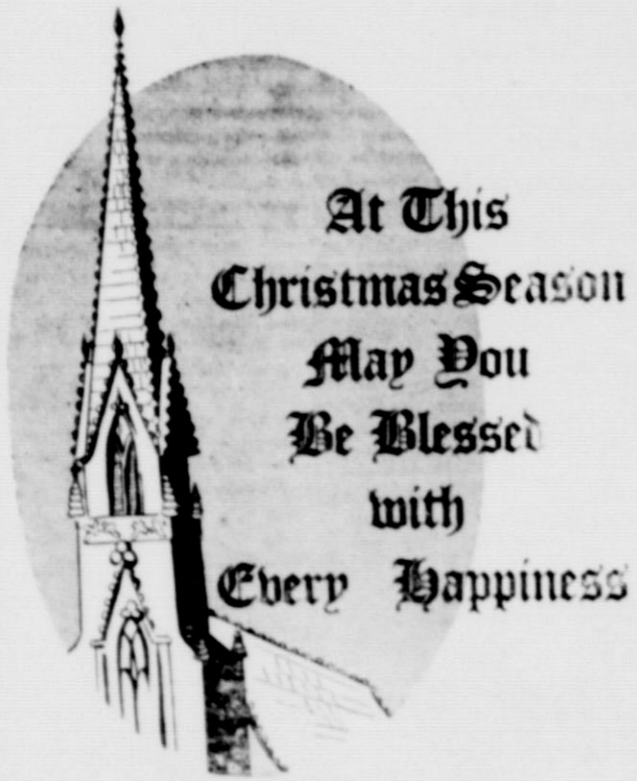
The daughter of the house goes about town at midnight, to drink from nine different fountains. Then she goes to church. She expects to meet her unknown lover on the church steps.

Ornament Making
A Cottage Industry

Those colored glass ornaments that we hang on our Christmas trees used to come from Germany, Czechoslovakia and Poland. A small number were made in Japan. When the war cut off these supplies, American glass manufacturers, who had never bothered with these products before, turned part of their facilities over to making the pretty gewgaws. Mechanical methods were soon developed that could blow as many ornaments in an hour as a European glassblower could make in a month. Thus modern efficiency may doom this picturesque little industry, carried on in the mountainous towns of eastern Europe.

Ornament making is a typical "cottage industry" in the little villages that cling to the steep mountainsides. Families specialize in certain shapes and designs, patterns that may date back for hundreds of years unchanged. The father, using a bunsen burner, carefully blows the thin glass tubing to the desired shape, with the aid of an iron mold. His son acting as mold boy, removes the hot ornament to a cooling table. Next the mother all-overs the inside, and finally the daughter applies paint and perhaps decorative designs.

Tampa, Florida, leads the world in the manufacture of cigars and the exporting of phosphate.



At This Christmas Season
May You Be Blessed with Every Happiness

DR. J. G. KETCHERSID

WARNING

BECAUSE we are proud to call you our friend, we extend to you and yours every good wish we can think of for the Christmas season. It is good to have known you and to serve you. We are grateful, not only from the standpoint of the good business we have enjoyed, but from the knowledge that our greatest asset is the host of friends who remain with us year after year.
We wish you a most pleasant and memorable Christmas.

Shorty's Cafe & Bus Station
Mr. and Mrs. R. H. (Shorty) Bearden and Personnel

MERRY CHRISTMAS
Friends

Western Dry Goods Company

Advertisement for Skaggs Grocery featuring a large illustration of a Christmas tree with the text 'CHRISTMAS Greetings' and 'Skaggs Grocery'.

FARM NEWS

WHY PAY FARMERS?

Why pay farmers for carrying out soil and water conservation practices? Replying to that question, Loyd Stafford, Chairman of the Motley County Agricultural Conservation Committee, says the question—as it is usually put—is itself a little misleading. Payments under the Agricultural Conservation Program are made to assist farmers in carrying out these conservation practices. The farmer pays about half the cost and the labor of many practices.

But the county chairman went on to say that the main reason why payments are made to farmers to help them carry out conservation is that the conservation is vital to the nation and the program of helping farmers is the most efficient and economical method of getting the job done. "It's a job that has to be done if we continue abundant production", he said, "and this is the best way we've found to get it done." In the first place if the erosion and depletion were allowed to go unchecked as it did for too long a time, the nation would pay many times over in higher comparative food prices, lower quality of food, and a lower standard of living.

Eventually, as has happened in older countries, it would mean the breakdown of our civilization. Three of the nine inches of topsoil we had when the Pilgrim fathers landed has been lost already.

Next, telling farmers what ought to be done and even showing them has not been enough to get the conservation job done. They help, but some—in fact many—farmers cannot spare the money it takes. Many farmers are short-term tenants, and others for various reasons

do not follow the instructions or heed the demonstrations.

But, with a helping hand through their own agricultural conservation association, more than two-thirds of the farmers of the nation are building the terraces, planting on the contour, applying the lime and phosphate, building the dams, and planting the grass that will conserve and build the soil. Dividends to the nation—to the consumers and taxpayers—are an abundance of good food, at prices below what they would

be if production were much less as a result of neglecting the land. And, through the carrying out of these conservation practices, we are building future security just as essential, because without enough food all other forms of defense are weakened. Then, too, all of us—whether we farm or not—depend on the land for our food, which means life itself, and by the same token we should share in the responsibility of protecting the land.

December 31 Closing Date
December 31 is the closing date for the 1947 program. All practices carried out under the 1947 program will have to be completed by this date.

Some people don't know what they want and won't rest until they get it. Wall Street men should make good farmers. They know how to water the stock and shear the sheep.

Alcohol will remove the veneer from any person.

Czechs Glass Town Keeps Its Germans

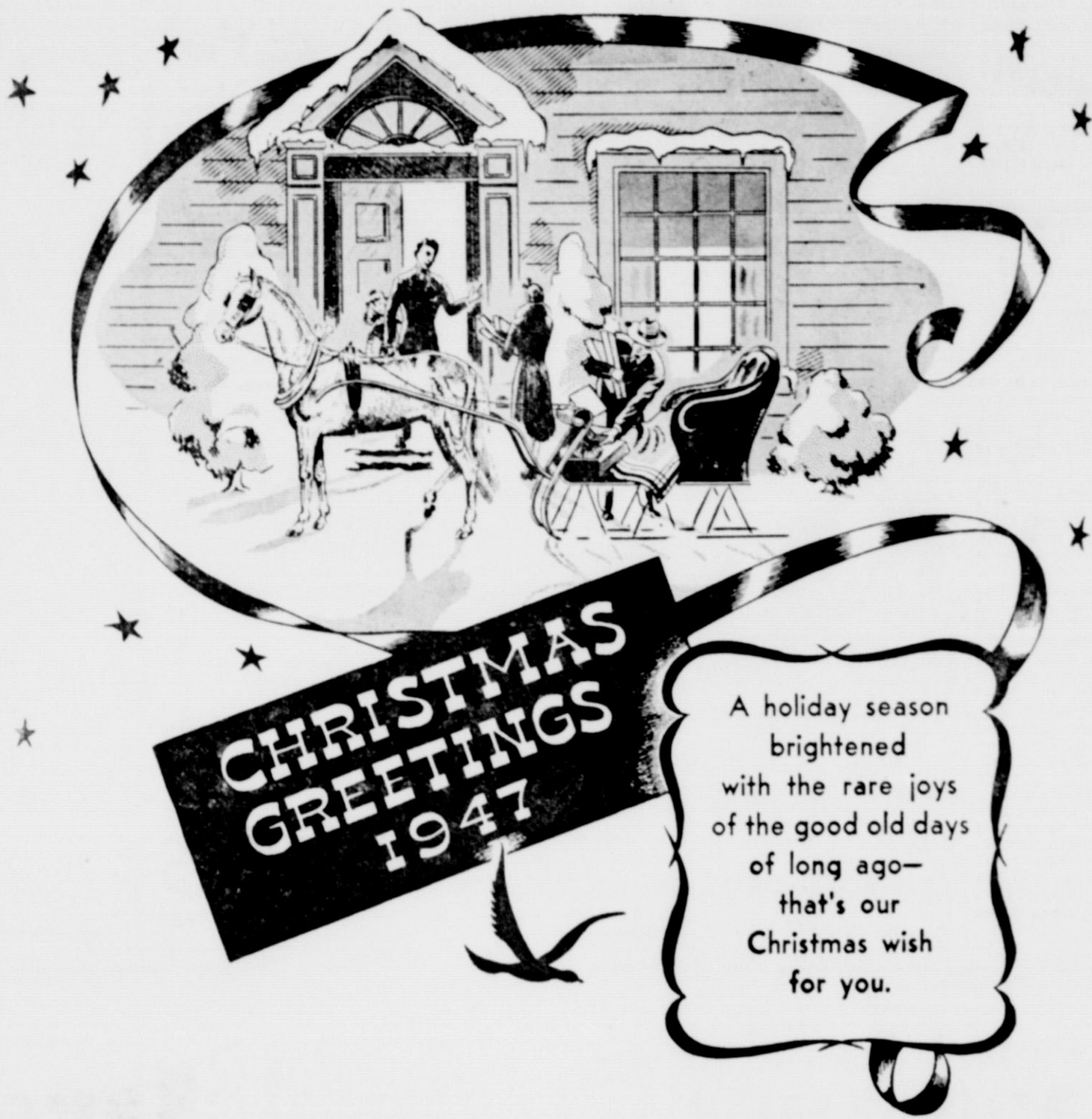
Jablonec Nad Nisou, Czechoslovakia - This north Bohemian town, well known for its glass and fancy jewelry industries, still has the largest percentage of Germans of any community in this country. Out of its 60,000 inhabitants, 15,000 are Germans.

When a man says his salary goes to five figures, he probably means the wife and four kids.

BEST WISHES

May the Christmas Season find you blessed with all the riches of a joyful, happy and contented life —The Season's Best to Each of You.

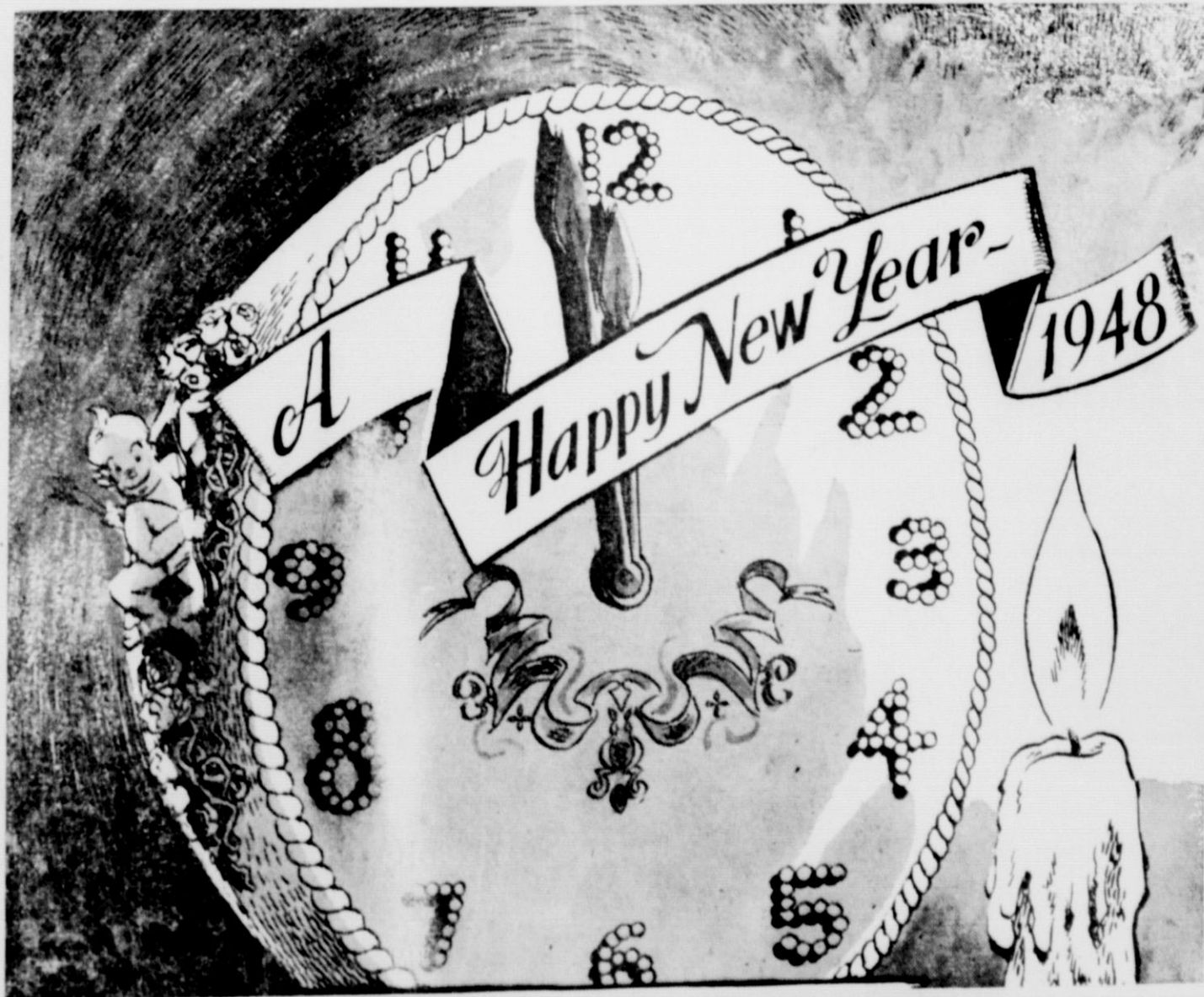
COMMERCIAL GROCERY



MERRY CHRISTMAS

To Each of You, Our Friends

W. F. (Bill) McCAGHREN
CONOCO AGENT



CITY DRUG STORE

MR. AND MRS. R. M. STANLEY AND PERSONNEL

Inexpensive Gifts Can Be Made With Christmas Cards

MOST of us have stored away in attic boxes and desk drawers, Christmas cards from last year and the year before that we just couldn't bear to throw away.

These cards can be transformed into charming Christmas gifts with a little ingenuity and a minimum of time on your part. Lampshades are always welcome—and here's a novel idea for designing a special gift for a special person. If your friend is partial to floral arrangements, New England farm scenes, cats—or whatever, select the cards accordingly. Take a plain parchment shade, brush entire outer surface with clear shellac and let dry partially. Meantime brush the back of the cards with shellac and expose to air for several minutes until shellac reaches a sticky consistency. Apply cards to appropriate spots and press



EVEN THE FIRST . . . Since the first Christmas card was made, they have been saved and utilized for the making of artistic gifts. During and since the war the demand for the cards for those in hospitals has reached a new high. Our wounded have been supplied with thousands of cards which they use in making gifts.

down. Brush entire lampshade surface, including newly applied cards, with the shellac. Let dry. The shellacking process may be repeated any number of times as each application serves to increase the durability of the lampshade. Pierce holes, about an inch apart, around top and bottom edges; lace with ribbons.

Wastebaskets, too, make attractive gifts. The cardboard variety, either oval or square in shape, can be secured in your local 5 and 10 or department store. Cover with plain paper or gift wrapping. Shellac, mount cards. Re-shellac—as with the lampshade.

Another trick! Select three cards of uniform size and theme—either religious, scenic or peasant, etc. Place them in inexpensive cardboard or wooden frames. Take a long strip of heavy satin ribbon with sewn-on bow at one end. Attach frames to ribbon in Victorian manner, i. e., one over the other. Then sew a hook on back of bow so ribbon may be hung from the wall.

A useful and colorful gift for the man of the house—especially if he happens to be a pipe smoker—is the large box of kitchen matches artistically "camouflaged" so Mother won't object to its presence in her newly "done over" living room. Cover all surfaces, with the exception of the sanded striking area, with strips of colorful designs taken from Christmas cards. Paste the cutout Christmas card designs on one or both of the large surfaces—shellac, allow to dry, and repeat process.

One of the simplest to make, yet most effective small gifts, is the bookmark. Cut out, in rectangular shape, the Christmas card design of your selection. Then tape a strip of good quality ribbon—either satin or grosgrain—to the back of the card so that the ribbon extends about three or four inches beyond its bottom edge. Scotch tape can be bought at most stationery and gift shops in colors, now, and it lends a more festive air than the usual transparent tape. It's a good idea, too, to give the card a coat or two of shellac so it will resist fingerprints and smudging.

Two blocks of wood, painted in pretty pastels, mounted with Christmas cards and shellacked are just the thing for the great room bookends. In similar fashion wooden boxes can be "dressed up" with cutout floral Christmas card designs to serve as cigarette containers.

Dr. Wilson Kimble Optometric Clinic

Phone 254 FLOYDADA Write, Box 518

Specializing in Eye Care and Visual Efficiency

We maintain a modern optical laboratory for the prompt and accurate filling of ophthalmic prescriptions.

Dr. Wilson Kimble Optometrist Dr. J. W. Kimble Optometrist



It has been our good fortune to serve you during the past year and we want to take this means of expressing our thanks. We trust the coming year will be one of utmost success for you and yours.

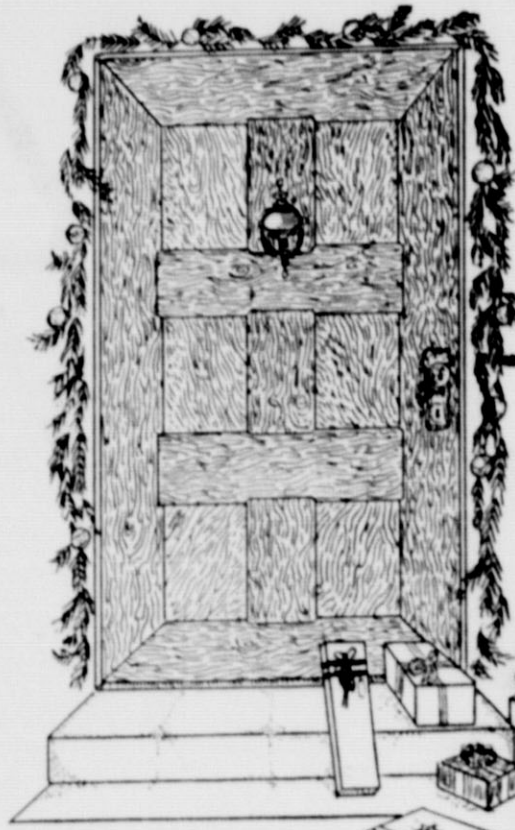
DELUXE BEAUTY SHOP

Mrs. A. E. Westmoreland, Owner
Annie Mae Jackson Lucille Priest

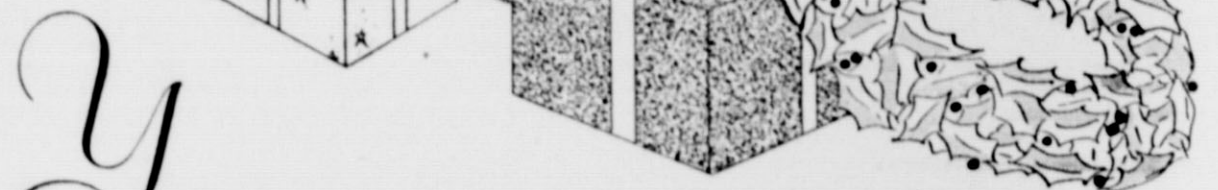
First National Bank Of Lockney, Texas

In Association with
THE PRUDENTIAL INSURANCE COMPANY
OF AMERICA

We Now Offer
LONG TERM LOW RATE
FARM LOANS
PROMPT CLOSING NO FEE



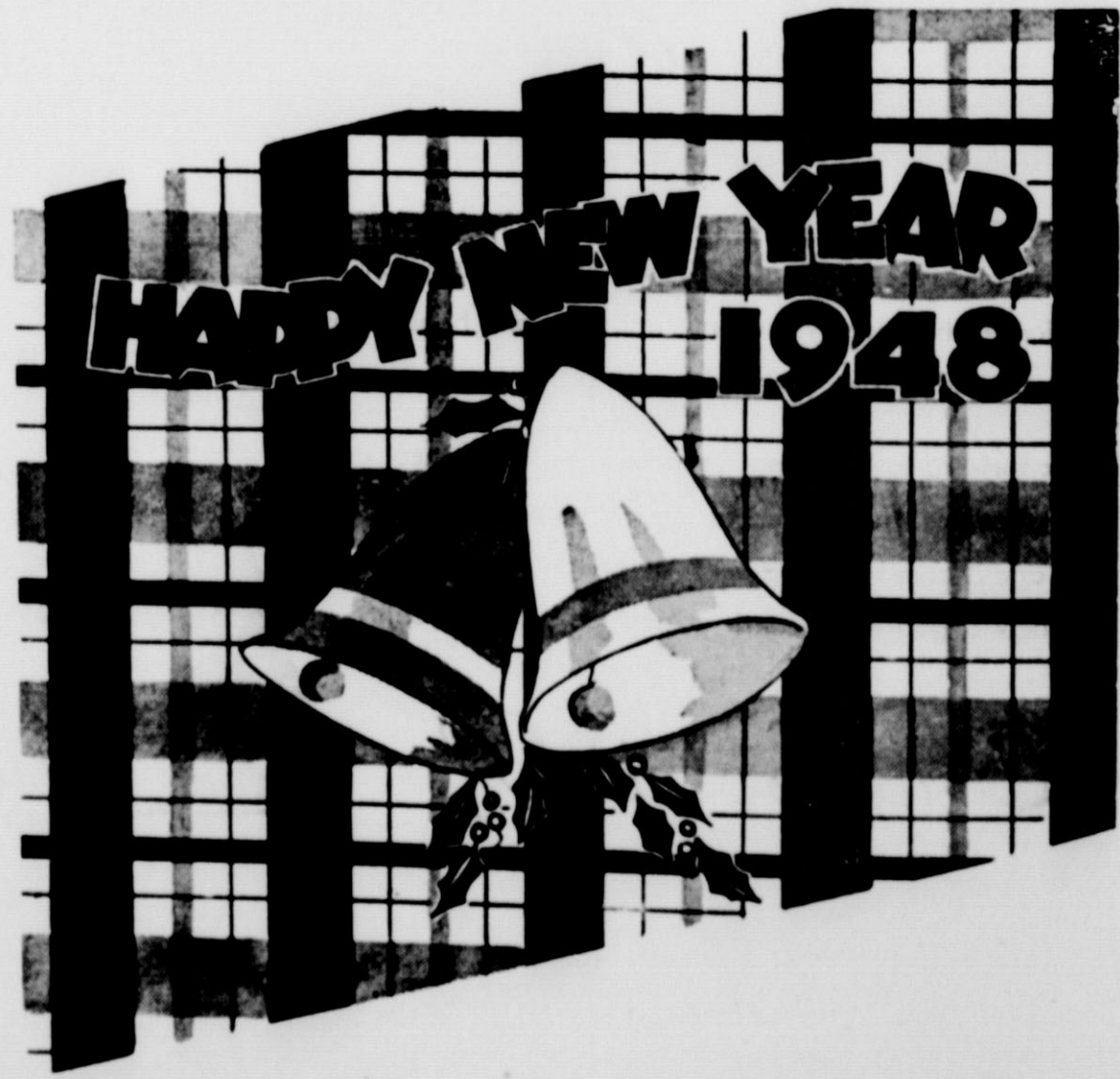
We'd Like to Knock on Your Front Door



YES SIR! Nothing would we like better than to walk right up to your front door, knock a couple of times, and say to you personally, "Merry Christmas." Unfortunately, we cannot do this, so we take this means of expressing our Season's Greetings to our friends.

We are grateful for the Holiday Season now with us, as it affords us an opportunity to express the friendly words and thoughts that have accumulated during the passing of the year.

Each year we realize more fully that friendships are what make life worth living and we like to feel there is a spirit of friendship underlying our relations with customers. So, to you, as a friend, we feel doubly obligated to show our appreciation.



Hall-Scruggs & Co.

PADUCAH, TEXAS

WARNING



The old Cherry Tree carol, or the legend upon which it is based, is undoubtedly the reason for the custom of placing a branch of cherry tree in water to bud for Christmas time.

According to this legend, Mary and Joseph on their way to Bethlehem passed a tree loaded with cherries. Mary was hungry for some of the fruit and asked Joseph to pluck some cherries for her. The tree graciously bowed down so that Mary could pick the fruit herself.

It has been customary among the Czechs and Slovaks to take the branch of a cherry tree and place it in water in the late fall so that the buds reach the blossoming stage at Christmas time.

The belief was current that if the sprig blossomed by Christmas Eve, the girl who tended it would marry during the New Year.

Danger From Tree Fire Ever Present

Although the Christmas tree is one of the most picturesque Yuletide ornaments, it is also one of the most dangerous, with the threat of fire an ever present possibility.

Replacement of the candle by the electric light has removed some of the hazards formerly experienced, but danger still lurks from faulty connections or careless handling of bulbs and strings.

To minimize the fire hazard, the department of agriculture offers two pertinent suggestions: First, keep the tree well watered and, second, fireproof it with ammonium sulphate or calcium chloride.

To provide the tree with sufficient water, cut the butt on a slant at least an inch above the original cut. Keep the water level above the slashed surface. In purchasing a tree, always look for one that has been felled recently so that the needles have not dried.

Fresh trees also are essential for flame-proofing. In using ammonium sulphate, a chemical content one-fourth the weight of the tree should be used. After dissolving one and a half pints of the ammonium in a pound of water, slash the stem of the tree and place it in the solution. Then, let the tree stand four to six days in the solution for complete absorption. Trees fireproofed in this manner will not be ignited by an electric spark.

Treating Trees To Preserve Needles

Dropping needles or leaves of Christmas trees, which strip the trees of color and litter the floor, long have been a Yuletide bane. Therefore, the discovery of the New York State College of Forestry that waterglass spray will prevent the spruce leaves from falling comes as welcome news to family and housewife alike.

Besides preserving the foliage, the waterglass spray adds to the decorative effect of the spruce by leaving a slight silver sheen to the green of the needle-like leaves. The waterglass also has been found to be a good fire retardant.

The college found that the shedding of spruce leaves also can be retarded by placing the base of the tree in a bucket of moist earth, peat moss or water. Users have reported the success of this treatment.

Legal Notice

SHERIFF'S NOTICE OF SALE THE STATE OF TEXAS, County of Motley

Whereas, by virtue of a certain Order of Sale issued out of the District Court of Motley County, Texas, on the 9th day of December, A. D. 1947, wherein Luella Murdick and J. W. Murdick are Plaintiffs, and C. G. Edwards is Defendant, on a judgement rendered in said court against said Defendant and

in favor of the said Plaintiff, for the sum of One Hundred Twenty Five and no/100 (\$125.00) Dollars, with interest thereon at the rate of 6 per cent per annum, from date of judgement, together with all costs of suit; I have levied upon and will on the 6th day of January, A. D. 1948, between the hours of ten o'clock a. m. and four o'clock p. m. at the Court House door of said County, proceed to sell for cash to the highest bidder, all the right, title and interest of C. G. Edwards in and to the fol-

owing described property, levied upon, to-wit: All of lots Nos. 27, 28, 29, 30 and 31, in Block 23, in Matador in Motley County, Texas, and known as the C. G. Edwards place in Matador, Texas. The above sale to be made by me to satisfy the above described judgement for \$125.00 in favor of Plaintiff, together with all costs of suit and sale, and the proceeds to be applied to the satisfaction thereof. John Stotts, Sheriff, Motley County, Texas.



WE CAN NOT Insure THE ASHES!

IT is too late to buy insurance after the fire alarm has sounded, nor can we pay you for the ashes if you have neglected property to insure your property.

Prepare for that dreaded possibility—FIRE. Let us help you with your insurance program to cover your home, auto, farm buildings and crops. There is only one time to insure—NOW!

MOTLEY COUNTY INSURANCE CO.

J. R. Whitworth W. N. Pipkin Elmer Stearns



CAMPBELL Chevrolet Company MATADOR, TEXAS

Clean Clothes LAST LONGER!

New Equipment, Skilled Cleaners

WE CLEAN ALL TYPES OF CLOTHING

Your Patronage Appreciated

CITY CLEANERS

Bank Building Roaring Springs



TO ALL MY FRIENDS

A Merry Christmas

To you, my friends and neighbors, I extend this holiday greeting—"May your heart be filled with joy... may your homes be warm with light, food and friendship."

On Christmas Day, I'll be on the job, with hundreds of my fellow workers, to make sure that cheery lights burn brightly for you... to bring you Yuletide music... and by supplying dependable electric service, make every task in your home easier and quicker.

May your Christmas be a happy one!... that's your electric servant's wish for you.

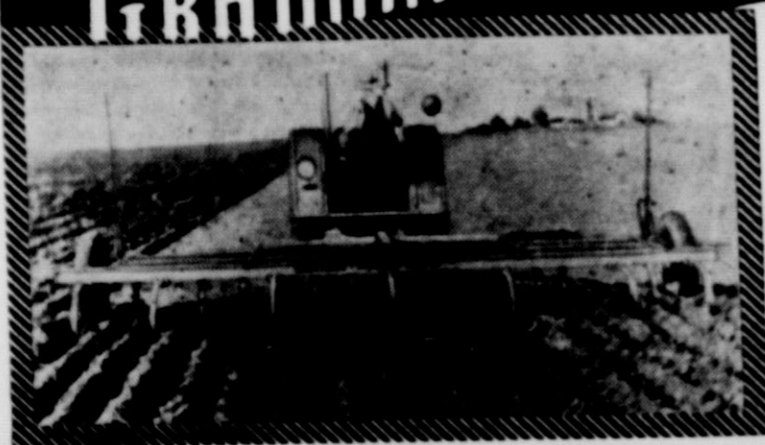
Reddy Kilowatt

West Texas Utilities Company

Save Your Moisture! Save Your Money!

(You'll Need It)

The REVOLUTIONARY GRAHAM-HOEME PLOW



The PLOW THAT SAVES THE SOIL

Only THE GRAHAM-HOEME PLOW HAS THESE 10 BIG Features

1. SELF SHARPENING POINTS
2. NOTHING TO GREASE
3. PLOWS ALL TYPES OF LAND
4. PREVENTS EROSION BY WIND
5. PREVENTS EROSION BY WATER
6. NO SIDE DRAFT
7. EXTRA LIGHT DRAFT
8. CUTS PLOWING COSTS IN HALF
9. DOUBLES SUB-SOIL MOISTURE
10. BUILT TO LAST A LIFETIME

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