

"God Bless America"



Matador  Tribune

VOL. 14, NO. 40.

MATADOR, TEXAS, THURSDAY, DECEMBER 26, 1940.

Sincere Christmas Greetings

NEVER BEFORE in the history of the world has Christmas been more significant to a nation than this great celebration in our country. It is a bright and hopeful island in a dismal, churning sea of greed, hate and pain.

Despite the shortcomings which may be charged against our country, it stands today as civilization's greatest success; its one great citadel of peace.

The cardinal principals outlined by the carpenter of Galilee provide the foundation for our peace and liberty. His great teachings stand above the world as a great star above the darkness. To live in Ameri-

ca today without a prayer in the heart is to deny tribute to a power greater than man's understanding. Uncounted millions of troubled, hungry and hopeful eyes look in vain to this land which is our home.

So if, perhaps, your gifts may not be of your selection, or if there be some trouble in your heart, think of the hunger, pain and heartaches other lands must know this Christmas and be grateful for America! The land where lights are bright and gay—land of hope—land of dreams—land of peace and plenty. My country, your country: America! May God continue to bless America!



Hang up the Old Sock

—And we'll take great delight in filling it full of good wishes for you and yours. As we do so, we pledge continued effort on our part to merit your good will in the years to come.

A. J. DAFFERN
SERVICE STATION
Magnolia Products

WARM GREETINGS
GLAD THOUGHTS
AND HEARTY WISHES
FOR A



PAUL EUBANK
STATE REPRESENTATIVE



To Our Loyal
Customers

May your every wish
come true—in this
coming year and those
following.

WILSON'S CAFE

MR. and MRS. G. N. WILSON, Mgrs.

SEASON'S GREETINGS

BEST WISHES
FOR
CHRISTMAS
AND THE
NEW YEAR

COUNTY AGENT'S OFFICE

Rufus Emmons, County Agent and Personnel

It's Christmas

May yours be a merry one and
the New Year be filled with joy
and happiness in return for
your thoughtfulness to this
organization

LEON ICE COMPANY

EARL LAUGHLIN, Mgr.



AND
Best Wishes
FOR THE
New Year

BERRYMAN'S LAUNDRY

NELL, NYDIA, LORENE, MINNIE MAE, ELLA

MERRY CHRISTMAS

We send you sincere and
hearty greetings, full of
good cheer for each of you.
And may the coming twelve
months find you happy and
contented in your every
undertaking.

ROGUE THEATRE
HAZEL DIRICKSON

Compliments OF THE SEASON



Inspired by the thoughts
of pleasant associations
during the past we are
only too glad to send you
a little Christmas senti-
ment that carries with it
genuine thankfulness for
all the blessings that have
come our way.

Merry Christmas

A Merry Christmas From
Us To You

Rosa's Cafe

ROSA STAFFORD, Mgr.

May this be your most joyful holiday
Season and with much gratitude
for all past favors

Lois Cook

County Treasurer-elect

Heartiest Greetings and Wishes
For A Prosperous New Year

Matador Produce

W. B. WASON, Mgr.

Greetings: Glad Thoughts and a Hearty
Wish for a Merry Christmas

Ward Rattan

A Hearty Thank You For All The Favors of
The Past, Merry Christmas and
Happy New Year

R. A. Seay

County Clerk

Season's Greetings
From One Friend To Another

W. R. Cammack

County Judge

We Wish you Happiness
At this joyous Season

Homer Sheats

To Wish You Good
Cheer at Christmas

Motley Hotel

Christmas Greeting to all our friends
and Patrons

Muse's Blacksmith Shop

V. MUSE, Owner

Please Accept our Kindest Thoughts
for you and yours at this glad time
of Year.

**City and Sanitary
Barber Shops**

Pat Sheridan Henry Pipkin

We Wish You and Yours
A Merry Christmas

Damron Boot Shop

DOOD DAMRON, Mgr.

For Favors of the Past I feel deeply
Grateful and wish one and all a very
Merry Christmas and a Happy New Year

Howard Traweck

With Full Appreciation of the true Meaning
of the words, We Say to all: Merry
Christmas and a Happy New Year

Hamilton and Hamilton

I want my friends to know my
Appreciation for their kind deeds
and favors and to one and all
A Very Merry Christmas

H. L. Smith

Greeting You
at Christmas
and
Wishing You
Every
Happiness



JESSE'S CAFE

JESS STAFFORD, Mgr.

May the Light of Happiness
Shine for You on Christmas Day
And Throughout the New Year



H. H. (Cy) COURTNEY

Motley County Sheriff-elect

We've Been Wishin'
You A Merry
Christmas for a
Great Many Years

WESTERN DRY GOODS

T. B. (Boss) EDMONDSON, Mgr.

THE SEASON'S CHEER
TO EVERYBODY



PHILLIPS "66"

L. H. EUDY, Mgr.

IT'S CHRISTMAS



MAY YOURS BE
A MERRY ONE
AND THE NEW
YEAR FILLED
WITH JOY AND
HAPPINESS

ELBERT SEIGLER

DEPUTY SHERIFF

TO YOU

whose friendly support has contributed so
greatly during the past year, may we extend
a cordial and appreciative thanks. May your
Christmas be happy and the New Year
prosperous.

COMMUNITY LOCKER SYSTEM

W. J. O'CONNOR, Mgr.

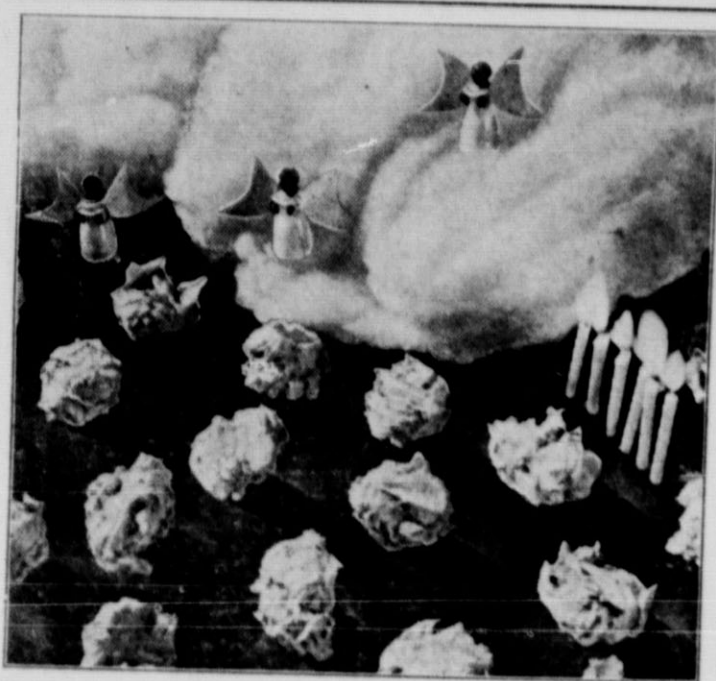
CHRISTMAS

GREETINGS

TELEPHONE OPERATORS

BONNIE, DORA, GENEVIA, ALLIE

It's Delightful - Delovely -- Divinity!



YOU'LL think you're in heaven when you taste this made-to-Christmas-order candy, fitten food for angels and poor mortals alike. Coffee lends its flavor to this out-of-the-ordinary divinity, and the result is out of this world. Clip this recipe, by all means, for a holiday candy that approaches immortality.

Coffee Divinity

2 cups sugar	1/2 teaspoon salt
1 cup double-strength, freshly-made coffee	2 egg whites
1/2 cup white corn syrup	1 teaspoon vanilla
	1/2 cup chopped nuts

Combine sugar, coffee and corn syrup in a saucepan. Cook, stirring constantly, until sugar is dissolved. Continue cooking without stirring until a firm ball is formed when a small amount is dropped in cold water or (265° F.) registers on the candy thermometer. Remove from heat. Add salt to egg whites and beat until stiff, slowly add coffee syrup until candy will hold its shape. Add vanilla and chopped nuts. Drop from spoonfuls onto waxed paper or turn into an oiled pan and cut into squares. Makes 1 1/4 pounds.

SNOWBOUND CHRISTMAS

BY CLYDE WILSON

BILL YARDLEY poked a tentative eye outside his blanket. It was daylight, at last. Across the tiny cabin Jim was snoozing quietly, his measured breath almost drowned by the roaring wind outside.

Bill's eyes surveyed the cabin with its old stove and the rickety furniture. Cozy

enough, perhaps, but this was no way to spend an entire winter, even for the sake of geographical accuracy. Several hundred miles to the south, in Winnipeg, the government office was waiting for early spring when Bill and Jim could finish their surveying assignment and bring back a report. Ahead, meanwhile, were two months of this maddening snowbound silence.

Bill's glance drifted to the calendar. Suddenly he caught his breath—"Jim!" he shrieked. "Wake up! Do you know what day this is?"

Jim groaned, stirred a bit, and answered sleepily.

"Tuesday, ain't it? And so what?"

"Jim! It's Christmas Eve!"

A few minutes later they found themselves staring blankly out the window, almost wishing they'd nev-

er discovered it was Christmas. It was kind of childish to let on that you cared, Bill thought. So he put on his parka and headed for the door.

"Let's forget it, Jim," he advised. "I'm going to look at our traps and get some fresh air. Be back soon!"

It was no picnic, trudging through knee-deep drifts for two hours. To make it worse, the traps were all empty. Even the animals were staying inside in this weather.

"Wonder if they'll miss Christmas, too?" he mused as he neared the cabin.

Suddenly he heard a faint hum in the sky. It grew nearer. Unmistakably a motor—an airplane!

Bill raced for the cabin door. "A plane, Jim!" he cried. "Get some black smoke going up the chimney!" Then he raced out to the clearing.

The pilot saw him gesticulating wildly, or else he saw the fresh black smoke over the cabin. The big ship circled, flew off to the north, turned and came back, flying low. Over the clearing it almost stalled as the pilot dumped aboard a huge bundle that plummeted into the snow almost at Bill's feet. Then he waved and sped away.

They got it inside, somehow, though they wanted to open the bundle right where it landed. Once the rope was torn loose an oilskin pouch flew out. A note was inside. From the boss:

"In case you boys have forgotten," it read, "tomorrow's Christmas. Herewith the makings, including some presents your families asked us to send along."

Bill and Jim looked at each other, then they cheered.

"Merry Christmas!" asked Bill.

"Why, it's the best ever! Wait'll you taste this turkey!"

53 Sundays in Year

According to the Gregorian calendar, every year has 53 days of the one it begins on. Generally speaking, the year contains 53 Sundays every five or six years. This occurred in 1928, 1933, 1939, and again in 1944, 1950, 1956, 1961, 1967, etc. The United States naval observatory points out that in any continuous series of 28 years, five have 53 Sundays, unless the series includes a year whose number ends in two ciphers without its being a leap year, as in 1700, 1800, 1900. When leap year begins on Saturday, two of the six-year periods fall consecutively.—Philadelphia Inquirer, secutively.—Philadelphia Inquirer, (Released by Western Newspaper Union.)

NEW YEAR'S CELEBRATION



LUCILE PARKER was standing at the door of her apartment looking out at a gorgeous New Year's setting—the heavily packed snow, the crisp seasonal atmosphere and the moon shining down upon it all!

"What a night!" thought she. What fun it would be to join in the New Year's celebration for once. This she had not done for some time, as her husband had always attended the annual stag party and had never thought she minded.

Now when he kissed her good-by and happily rushed off, she somehow felt a stifling vacancy in her heart, and longed to go with him.

The stag party, ablaze with lights, was in full swing, the very air permeated with the rip-roaring.



In Rushed a Band of Masqueraders Waving Banners.

hilarious spirit of New Year's! Streamers and decorations hung from walls and ceiling, also banners bearing all sorts of quotations such as "No Ladies;" "Night of Nights;" and so on.

At the very height of the celebration with the music raging in thunderous tones, the door opened, and in rushed a band of masqueraders waving banners, blowing horns and scattering confetti.

The orchestra started playing—"My Wife's Gone to the Country, Hurrah!"

That was too much! The masqueraders pulled the masks from their faces and the startled stags beheld their own wives.

Before they knew it each one had a partner and was dancing merrily, regardless of entangled streamers and confetti, regardless of the unexpected interruption, regardless of everything, only conscious of the New Year's Spirit.

(Released by Western Newspaper Union.)

New Year's Day Saw History Made

New Year's day may not seem very momentous to us, but in the past it has seen history made. It saw the unfurling of the first American flag by George Washington, and the emancipation of negro slaves.

Following is a list of important events that took place on New Year's day:

- January 1
- 38 B. C. The era of the Caesars began.
 - 1349 A. D. Edward III, king of England, defeated the French before Calais with great slaughter.
 - 1735 Paul Revere born.
 - 1757 Calcutta, India, captured by the British.
 - 1776 First Union flag of 13 stripes unfurled by George Washington.
 - 1792 Kentucky entered the Union.
 - 1801 Union of Ireland with Britain.
 - 1814 American dragoons attacked the British who had seized Buffalo, N. Y.
 - 1815 Gen. Jackson repelled British when they attacked New Orleans.
 - 1825 Great Britain acknowledged independence of South American republics.
 - 1863 Emancipation of Negro slaves went into effect by proclamation of President Abraham Lincoln.
 - 1907 Pure food law put into effect.
 - 1913 Parcel post system inaugurated.
 - 1919 New Year's day declared a legal holiday throughout the country except in Massachusetts and Washington, D. C.

BAYBERRY CANDLES For Christmas



This young lady is not going to use her sprig of berries for decoration. She is doing what hundreds of housewives around the East coastline are doing during the Christmas season—preparing to make bayberry candles. The berries are boiled for their wax, which is purified and made into the candles that give off the distinctive aroma when burned.

Cakes Printed in Germany

A famous Christmas cake in Germany is Aachen Printen, from which the English word "print" is derived. In the days before book-printing the idea of imprint belonged to the baking business to express the making of patterns in cakes. Many of these cakes have figures representing the old gods Wotan and Thor.

OUR DEMOCRACY

1941 - AND U.S. YOUTH

FREE SCHOOLING FOR CHILDREN MOST WIDESPREAD IN THE WORLD.

HIGH SCHOOL GRADUATES IN THE POPULATION UP 53% IN 7 YEARS.

DURING SAME PERIOD COLLEGE GRADUATES IN POPULATION UP 40.5%

P LAYGROUNDS, PARKS AND RECREATION CENTERS INCREASING.

AND MOST IMPORTANT FOR PARENTS OF BABIES BORN IN THE NEW YEAR OF 1941 — OUR DOCTORS HAVE, SINCE 1915, CUT INFANT MORTALITY IN HALF.



Our daddies said tell you...



Merry Christmas and A Happy New Year

...and they said tell you we're glad you use 'lectric lights, and 'frigerators, and toasters and things because that's what makes jobs for them so we can hang up our stockings. Our daddies, you see, work for our West Texas Utilities. They 'preciate you and talk all the time 'bout ways to give you better service. They say it's because they work to find these ways that 'lectricity is so cheap and ev'rybody can use it. They say, too, it makes people happy and all our mamas don't work so hard any more since they got 'lectric servants in the kitchen.

"There are a lot of us West Texas Utilities children. It makes jobs for more than a thousand families, all because you use 'lectric things. And that's why we're wishing you A Merry Christmas and A Happy New Year!"

Our Local Offices Will Be Closed Christmas Day

West Texas Utilities Company



The Season's Cheer to Everybody

Because we are proud to number you among our friends we send you these Christmas Greetings. May this Christmas bring added pleasures of true health and happiness to every one of you.

May the coming New Year bring you every happiness, and the fullness of success reward your efforts in all your undertakings.

Dr. W. A. Pettey
OPTOMETRIST

1107, 13th
Across Street South of Hemphill-Wells
Lubbock

The SNAPSHOT GUILD

GETTING CLEAR PICTURES



A sky background helps this picture, because the subjects stand out clearly against it.

EVERYBODY wants to take good, clear pictures—pictures that are sharp and have plenty of detail. It isn't hard to do—if you'll watch the subject AND the background when you're taking a picture.

To picture a dark subject, you would have a light background. Then the subject will stand out clearly. If the subject is quite light, a dark background is in order. Outdoors, the sky makes an excellent background for pictures of a person. By using a deep yellow color filter, you can make a blue sky register quite dark. By using no filter, you can make the sky light. In this camera, you may adapt the tone of the sky, so that it yields a good contrasting background for your subject.

Indoors, a plain light-tinted or white wall makes a good light background. For a dark background, place your subject in front of an open door, leading into a darkened room. Place the subject so that you can shoot toward the shadow end of the door.

The best backgrounds are plain, without obvious detail. If the background has a prominent pattern, it

will draw too much attention to itself. For example, flowered wallpaper makes a poor background.

A steady camera is of course essential for sharp pictures. If the camera moves, the picture will be blurred. Even in taking snapshots, it's a good idea to make use of any convenient support—such as a post, fence, chair back or table edge. Just hold the camera against such a support, and it will be steadier. For time exposures, always place the camera on a tripod, table, or similar firm support.

When you shoot moving subjects, use a higher shutter speed. A person walking toward the camera demands a shutter speed of 1/100 second. For faster moving subjects, higher speeds are needed. To get sharp detail, the distance from camera to subject must be correct. Otherwise, pictures will be out of focus. When possible, measure the distance—either with a tape measure, or a photographic rangefinder. This is especially important in close-up shots.

Watch these points. They're all simple—and you'll get sharper, clearer, better pictures.

John van Guilder

Christmas Season Celebrated Before Christ Was Born

Strange as it seems, the Christmas season was celebrated long before Christ was born. Of course, it isn't called Christmas then, but many religious and pagan ceremonies were held during the Christmas period.

This period is celebrated by the Jews as the Festival of Lights or Dedication. According to Jewish story, a large force of Maccabees defeated an army of Syrians in 165 B. C. The victors began the work of purifying the desolate Jerusalem, completing their task on December 25. The Jews have celebrated the eight days previous to December 25 ever since that time.

The proximity of Christmas to the winter solstice caused many pagan ceremonies to be held during that month. In Scandinavian countries, fires were kindled in the middle of December to defy the Frost King.

Centuries before this, the ancient Druids of England observed this season in their roofless temples. Arches blazed as strange ceremonies were performed, dealing with the cutting of the mistletoe.

Several accepted Christmas customs of today originated with the old Roman celebration of Saturnalia. The higher class of free Romans exchanged presents with their friends. Inside houses, candles were lit and the rooms and halls adorned with laurel and green trees.

These festivals in honor of the god Saturnus were started before the earliest recorded history of that great empire. The pagans celebrated from December 17 to 24 in honor of their sun god. Among the slaves and lower classes, the celebration was transformed into unrestrained revelry.

Even the ancient Egyptians celebrated the Midwinter festival. Near the end of December they rejoiced over the birth of Horus, son of the god Isis.

The last religious celebration to be held on Christmas day appeared in the middle of the Fourth century, A. D. At this time various dates assigned to the birth of Christ were determined, and the Catholic church in Rome proclaimed December 25 to be Christmas.

When Pere Noel Comes to France A French Christmas is a child's Christmas. The French Santa, "Pere Noel," comes on Christmas Eve with gifts to pack into empty shoes. In southern France the burning of the Yule log is a ceremony when wine is poured over it as it blazes in the hearth.



HOMESICKNESS, perhaps, had brought him back. Old Peter Johansen buttoned his threadbare overcoat, blew warm breath on his rough hands and jumped to the ground. There was no railroad detective to grab him for riding that freight train, because this was the day before Christmas. All but the homeless, like himself, seemed busy preparing for the Day of Days.

Forty years, Peter reflected, since he last set foot in Clark City. It had been a year after the big earthquake; a year after all hell broke loose, killing his parents and sister as they sat at dinner in the little house on Vine street.

Peter remembered: How he had come home late that evening; how the earth began quivering like a beast possessed; how he had



Peter stood alone for a long time watching the star appear.

searched like a madman through the ruins of that shock-wracked, fire-swept bungalow. Then, as Clark City began rebuilding, he had drifted off in a daze to roam up and down the earth—a ne'er-do-well, a hobo. But always he remembered Linda, dear little sister Linda. In 40 years her memory always came back stronger than ever on Christmas Eve, for it was then that they used to climb Lookout Hill hand-in-hand at dusk, watching the evening star rise in the heavens.

That, perhaps, was why he was back this Christmas Eve. "Almost dusk now," he reflected.

trudging along Clark City's busy thoroughfare. Christmas crowds jostled him, for he was a hapless wanderer with no place to go.

No place to go? Not Peter! Soon he found his way to the old residential district where Lookout Hill rose like a sentinel.

"The same old hill," he told himself. "Little Linda! If you were only here now to see your big brother! No—thank God you're not here, for your big brother is ashamed of himself!"

At the crest Peter stood alone for a long time, watching the star appear as it had since that first night over Bethlehem. He didn't notice the old lady until she spoke.

"Beautiful, that star, isn't it?" Peter fumbled with his greasestained cap.

"Yes'm, it is. Especially from Lookout Hill."

"Many years ago," she continued, almost in a trance, "my little brother and I used to watch that star rise in the heavens each Christmas

Eve, until—" (she wiped a tear away)—"we were separated somehow during the big earthquake. He was killed, they found out later.

"Each Christmas Eve ever since I've come back here, just to remember him. I hope he's happy up there in Heaven."

Peter was staring at her, fairly ready to shriek, for it was Linda! No doubt about it, now!

He recognized the tilt of her nose, unchanged by the years; the familiar ring of a voice that somehow had failed to grow old. But he held himself back, for Peter was ashamed of himself.

She didn't notice him shuffle off after awhile, for Linda was still watching the star.

In the freight yards he found an empty boxcar and bedded down under some straw in a corner. After a while he felt the car move, and somehow he was glad.

"Yes, it was Linda," he sobbed to himself, "but I just couldn't tell her. Thank God she's alive and

happy. And Thank God she remembers me on Christmas eve as I was, not as I am."

After awhile he fell asleep. (Released by Western Newspaper Union.)

Bethlehem Unchanged In Twenty Centuries

Bethlehem, "royal David's city," is still a city set on a hill. It is about six miles from Jerusalem.

It is a city of flat-roof homes which look cozy enough, and its narrow streets have an air of friendliness.

More Christians live in Bethlehem than in any other town in Palestine. On its hillside you may still see shepherds with their flocks, while blinking overhead are the everlasting stars.

Santa May Not Smoke Cigars Santa Claus, perhaps, doesn't smoke—or he would be better informed on the quality of cigars.

New Year Begins More Than Once, Believe It or Not!

New Year's day isn't always New Year's day. The actual date varies among the Egyptians, Chinese, Jews, Romans and Mohammedans from September 6 to March 1.

January 1 was designated to be New Year's day when Julius Caesar established the Julian calendar in 46 B. C. However, the calendar year thus established was 11 minutes longer than the astronomical year.

To correct this discrepancy, Pope Gregory III suppressed 10 days in 1582 by ordering that October 5 be called October 15. England and its colonies, however, did not adopt this new calendar until 1752. For almost three centuries, therefore, New Year's was celebrated twice every year—both times on January 1.

New Year's never fell on the same day two years in succession in old China. The new year began on the first moon after the sun entered the sign Aquarius. This date varied from January 21 to February 18. Jewish New Year's, when translated into dates of the Gregorian calendar, varies from September 6 to October 4.

Mohammedans celebrated Muharram, or New Year's, on February 10 last year. But it wasn't the beginning of 1940 for them; it was the first day of 1359. Because the Mohammedan calendar is arranged differently from ours, the new year does not always fall on the same date according to the calendar in use by the Christian nations.

Happy New Year! When will YOU celebrate?

Many Christmases Christmas is located in Florida, Kentucky, Maine and Arizona. All are small towns. But on December 25 it is Christmas everywhere.



*We've Been Wishin'
You A Merry
Christmas for a
Great Many Years*

And we haven't seen the time yet that it didn't give us a pleasant experience. Each year we are more appreciative of the friendships and patronage that has been ours. Each Yuletide season has found us more determined to serve you better during the coming year.

This year is no exception. We are truly grateful and fully aware of your part in the progress of this organization. We value your continued good-will and trust that we may merit it for many more years to come.



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

- DIRECTORS**
- C. D. BIRD
 - HARRY H. CAMPBELL
 - J. C. BURLISON
 - ELMER STEARNS
 - BOB ECHOLS

Member Of Federal Deposit Insurance Corporation

First State Bank

Matador, Texas



GRIM CHRISTMAS TRAFFIC FORECAST

AUSTIN—The bloodiest Christmas on record was predicted in 1940 traffic fatalities over last year.

The upward trend probably will continue, they opined gloomily, because of heavy Christmas traffic which normally takes the year's biggest few-day toll.

Christmas week-end last year claimed 49 lives, leading to a forecast of a possible 50 fatalities on Dec. 24 and 25 this year.

In hopes of upsetting their prophecy, 200 highway patrolmen will climb into cars at daybreak Dec. 24 and begin a 48-hour vigil along some 20,000 miles of arteries on which accidents are most frequent.

Record Toll Indicated

Death probably will put new names on the record of 1940 highway slaughter which is now only 38 persons short of 1939's toll of 1,583. Indications were for 1,733 or more deaths this year which would be the largest since a record breaking 2,043 in 1937.

Surveying the 11-month record, officers found Dallas leading the big city group in safety results with 17 fatalities or 5.80 per 100,000 population, based on 1940 census. Houston followed with 49 blots on its record, a rate of 12.69.

Population Ranking

Ranking in the 50,001-100,000 bracket included Amarillo 3 and 5.38; Corpus Christi 4 and 6.96; El Paso 8 and 8.27; Waco 12 and 21.49.

Tyler led cities in the 25,001-50,000 group with no deaths. Other records: Laredo 2 and 5.14; Port

Arthur 3 and 6.59; San Angelo 2 and 7.75; Wichita Falls 5 and 11.13; Lubbock 5 and 15.83; Abilene 6 and 21.89.

Denison, Corsicana, University Park, Pampa, Bryan and Sweetwater tied for first with spotless records in the small cities rankings.

Other records: Big Spring 1 and 7.93; Brownsville 2 and 9.03; Borger 1 and 9.99; Paris 2 and 10.72; Temple 1 and 13; Harlingen 2 and 15.10; Marshall 3 and 16.30; McAllen 2 and 16.90; Longview 3 and 21.79; Greenville 5 and 36.20.

Miners Observe Holiday Tradition

ISHPEMING, Mich., Dec. 21.—A Christmas tradition born seven years ago as the result of a prank was observed today by miners far below the earth's surface.

A brightly lighted Christmas tree, 1,300 feet down a shaft of the Greenwood mine of the Inland Steel company, beckoned to miners for their famous yule party.

Miners and guests gathered around the tree at 6 a. m. for a half-hour program of gift exchanging and small talk before going to daily tasks in the remote spots of the pit.

Mostly, the gifts were of a humorous nature, but a few bore out Christmas' deepest sentiments.

The tradition was born in 1933. Timber haulers on the way to the Negaunee mine of the Cleveland-Cliffs Iron company found a small Christmas tree which had fallen from a truckload.

They tossed the tree onto the pile of timber and sent it down into the mine. A miner set it up

in a corner. Other miners pitched paper scraps from their lunch kits onto the tree for ornaments.

"Let's do this every Christmas," suggested Charles Miron, captain of the Negaunee mine at the time. And it is.

Legend Of The Mistletoe

Mistletoe, the symbol of friendship, joy and peace at Christmas time, and used as part of our holiday decorations, is rich in tradition and legend.

The custom of "kissing and becoming friends" under a spray of mistletoe tied over the doorway or suspended from the ceiling can be traced back through the centuries to the days of the Druids of England. Even beyond that, the origin of the plant dates to the time of the ancient Greeks who used it in their ceremonies. Occasionally, mistletoe was found growing on an oak and because the oak was the most sacred of all trees, the Druids held it with special reverence.

Christmas Tree Is Ice Mountain

PORTSMOUTH, N. H.—A friend suggested to Cecil Neal that he could have a beautifully frosted Christmas tree by water-spraying the fir tree outside his home and then allowing it to freeze.

But Neal forgot to turn off the spray and temperature tumbled. Result: There is a veritable mountain of ice where the tree stood, but Neal can't find the tree.

She Suddenly Remembered And Then Suddenly Forgot

PLAINVIEW—Suddenly remembering she had left a Christmas package at a store, Miss Wanda Adams of Tulla, a student at Wayland College here, stepped out of her car Friday afternoon.

But she didn't go to the store. She went to a hospital. Miss Adams remembered the package, but forgot where she was. Her car was at the top of a hydraulic grease rack. She fell about six feet and suffered bruises and shock.

She was released from the hospital Saturday.

LEGEND OF THE TREES

Trees that grace the home during Christmas owe their seasonal employment to a tradition that has been variously explained. One legend has it that when Adam sensed his approaching death he sent Seth to the Garden of Eden to obtain a bit of the Oil of Mercy. Seth's quest was futile, but he did manage to procure a seed from the Tree of Life. This seed he planted in the grave of his father. Thousands of years later, wood from the tree which grew out of Adam's grave, served to fashion the Cross.

REAL CHRISTMAS SPIRIT

LYNN, Mass., Dec. 21.—Joseph Brown of Brooks, Maine, is convinced that Lynn policemen have the real Christmas spirit.

Stricken with appendicitis after bringing a truckload of Christmas trees here, Brown was taken to a hospital for an operation. The police knew he wouldn't be out until after Christmas, so they sold the trees for \$26, took the money to Brown and wished him a "merry Christmas."

"It's a great world," Brown responded.

SANTY

Santa Claus is none other than Saint Nicholas, a Bishop who lived at Myra, in Asia Minor, during the fourth century. Bishop Nicholas distributed gifts to the poor and sweets to the children. However, Santa Claus, as we know him today, is less a figure representing the good saint than he is a symbol of cheer and good-will.

HOLLY AND IVY

Holly and ivy, two plants which cover the walls of many a home on Christmas, were identified with the holiday at a very early date. Holly represents the master of the house, whereas ivy represents the mistress. Furthermore, holly was considered to be sacred and sedate; ivy was assumed to be of a very riotous nature.

THE THREE WISE MEN

The three Wise Men are said to have represented, respectively, youth, middle-age and old-age. Likewise, they have been supposed to be the rulers of the tribes descended from Ham, Shem and Japheth. Of the gifts which they brought, the gold denoted His kingship, the myrrh signified His mortality and the frankincense evidenced His divinity.

EVERGREEN FIRST USED BY EARLY CHRISTIANS

Evergreen twigs were used for trimming and decorating by early Christians in Northern Europe, who believed that the forest elves and fairies came into the home with the evergreen and freed it from all harm.

CHRISTMAS CARDS

Cards for greetings were not commonly sold until 1862. At first they were simply handwritten sentiments with the sender's name appended. However, as their commercial possibilities were unfolded, they were developed to their present form.

TEA PRODUCERS

China is the leading tea producing country in the world, with India, Ceylon, Java and Japan following in respective order.

HOTTEST AND MOST MASSIVE

The Orion stars are the most massive and hottest of all stars. Their surface temperatures are estimated to be more than 20,000 degrees, compared with 11,000 degrees for our own sun.

Much of the tropical zone of South America lies at an altitude that makes the climate like that of the temperate zone. The continent represents 13 per cent of the earth's surface and contains four per cent of its population.

ABOUT BANANAS

At maturity, bunches of bananas hang from the tree with the individual "fingers" pointing upward, which is just the opposite of the way they usually are displayed in stores.

Longest Electrified Railway

The world's longest electrified railway is located in Italy. It runs from Brenner Pass to Reggio-Calabria, a distance of 620 miles.

It's An Old New England Custom

Boston, Dec. 22.—A few days ago Storr and Bennet, a Congress Street firm at number 282, hung letters in their window reading "Merry Christmas."

Now, across the street at number 289, are letters in the window of D. F. Munroe Company spelling out "Thanks, Same to You."

Industry spent \$215,000,000 last year to improve existing products and try to discover new ones. This year, because of defense needs, the figure will probably be much higher.

Plywood, made by an industry only active in the United States for about ten years, today has over 2,000 uses, including radio cabinets, airplanes, luggage, and piano cases.

Five ounces of whole milk cheddar cheese is the equivalent in nutritive value of a quart of whole fluid milk.

Once more we come to that season of the year when Junior refuses to play rough games because he is afraid of getting a hole in his stocking.

The leaf fat of the hog makes the best lard; back fat, second best, and the intestinal fat the poorest.

Submarine sank 11,153,000 tons of Allied and neutral shipping during the world war. Germany lost 178 of the 390 submarines she sent to sea.

Mattress-Making Project



Men and women alike join in making mattresses in this project in Greene county, Arkansas. Set up under the Agricultural Extension Service, home-made mattress projects are being carried out over the Cotton Belt, with vast quantities of cotton being consumed. The National Cotton Council estimates that the "make your own mattress" movement will add substantially to the amount of cotton consumed annually by the mattress industry. Principal goal of the project, aside from cutting down on the cotton surplus, is to provide cotton farm families with better bedding at low cost.

CHRISTMAS GREETINGS

BEST WISHES FOR A NEW YEAR

...brings to each of us an appreciation of those fine friendships and memories which make life worth living. And so at this glad Holiday Season, we extend to you our cordial greetings and wish for you both health and happiness throughout all the coming year

Matador Auto Co.

"GET THE FACTS AND YOU'LL GET A FORD"



Merry Christmas AND Best Wishes FOR THE New Year

It's Christmas, and with its coming we welcome the fine spirit of friendliness that goes with it, and are desirous of sending this Greeting to all those we serve and those whom we hope to serve.

WEST TEXAS GIN
JOE M. GAINES, Mgr.

A Joyous Yuletide

WE are wishing you heaps of cheer and hoping these wishes will bring you joy every day of the year. May your voyage through the days ahead carry you over pleasant ways to a new and full contentment.

Gulf Service Station
BENNIE COX, Mgr.

To our faithful old friends and our cherished new friends, we say

A MERRY CHRISTMAS

May the New Year be a happy and thriving one for you, and may it be our privilege to add to its success.

SUPER SERVICE STATION
WARREN CLEMENTS, Manager

GREETINGS

- Not much, to be sure, but with the sincere appreciation in our hearts for the many kindnesses that have been ours to enjoy, we extend this little package of Christmas Greetings to each of you.
- The goodwill of our friends we value immeasurably because we well know that without them life in itself would be empty indeed.
- As we wish you the Joys of Christmas and every Happiness throughout the New Year, we add our heartfelt thanks for all past favors.

HIGGINBOTHAM-BARTLETT COMPANY
JOHN MEASON, Manager
ROARING SPRINGS

SINCERE WISHES

This firm extends to its friends and patrons its best wishes for a Happy Christmas and trusts that our services will merit the continuance of your good will.

The loyalty of our friends has been of material benefit in bringing us a little closer to our goal of achievement.

We are glad that this particular world in which we live, has friends... and CHRISTMAS!

City Drug Store
Matador, Texas

Mistletoe Has Known Long Eventful History

Of all the Christmas greens, the most-loved, probably, is the mistletoe, which likewise has experienced the most eventful history of all plants. In the days of pagan worship in England the mistletoe was chosen for great honors, being cut from the oak tree, with golden stars. It was gathered for the people and a bit was given to each person to ward off illness.

But the plant paid dear for these honors for when the Christian church was established it was not allowed in any church because of its pagan association, and it is told that preachers even would stop in their sermons if a tiny bit were spied and the service waited until the offending bit of green was removed.

In later centuries it became again the symbol of peace and friendship and has since been tacked on the doorway as a token of friendly greeting.

OLD CUSTOMS STILL PREVAIL

Families Of Students Observe Christmas In Many Ways

LUBBOCK—Many frontier Christmas customs still prevail in the Southwest, a check among Texas Tech students shows. Scarcity in earlier days of "store-bought" gifts or evergreen trees is reflected in some of the Christmas customs of their homes.

Blowing anvils with gunpowder instead of fireworks was discontinued in 1920 in the Dunn community near Snyder, one student said. He also recalled huge Russian thistle bonfires in lieu of fireworks displays.

"Our main Christmas tree decorations are dozens of small popcorn balls wrapped in red cellophane," one Matador coed says. "The tree looks like a bumper apple crop."

A well-balanced tree branch several feet long, planted in a large flower pot, is still used instead of an evergreen at her home, a Plainview student says. Large gum-drops serve as ornaments, and strings of popcorn and cranberries are draped from the twigs.

Gifts are left on doorsteps by friends exchanging presents in Lovington, N. M.

Santa announces himself variously by sleigh bells, a cowbell, a train whistle or doll's voice at the door. He is rewarded by fruit cake and milk left on the hearth, homemade candies or hot soup. In Magdalena, N. M. one student explains, a small bundle of hay is left on the hearth for Santa's reindeer and soup in a boiling pot within the fireplace for Santa himself.

Community trees continue to serve in many smaller towns. School plays and songs are the main source of entertainment on Christmas eve near Mason. Gifts from a tree are distributed following the program. In many other towns, the church is the commu-

nity center on Christmas eve. In the Whiteface community near Lubbock, Santa visits the community tree in the guise of an elderly lady, very large and very jovial.

A Dallas family whose daughter attends Tech has for years risen at 3 o'clock on Christmas morning, in order to exchange gifts and breakfast together before relatives arrive for the day. In the home of a White Deer boy, Christmas eve is a day of fast until the supper hour. Then all the family attends midnight mass. A Lubbock family entertains itself by "riddles" to mystify the children and add zest to distribution of gifts from the Christmas tree.

Seated round the fire, many families sing carols before exchanging gifts. In Lamesa, the high school glee club goes on a hayride about town singing. If there is snow, horse-drawn ladders serve as sleighs for rollers in another West Texas town. Young people of Albuquerque, N. M., form a torchlight parade a thousand or more strong, and march thru the city's streets singing Christmas songs. The custom is said to have been borrowed from Indians living near the city.

eve meant lots of last minute gifts to be bought in this big city. As she turned away from her counter to go out to eat, a friendly voice sounded at her shoulder.

"If you're going to snatch a sandwich, do you mind if I go along and we learn something more about each other? Your friend told me you'd have just a little while for lunch, and I want to get acquainted, if you'll let me." It wasn't just a "pick-up" This was a homesick boy, wanting to talk with the small-town girl who knew his language.

There was just a moment's hesitation before Betsy said, with a grin, "Sure enough. Lead me to the lunch counter. You're no more lonely than I've been. As it is, I really feel like I can say 'Merry Christmas' when tomorrow comes."

Villagers Believe Year Of Bad Luck If Candles Die On Tree

LONDON—Early Christmas traditions still endure among English Yule celebrants.

No Christmas tree is considered complete in rural areas unless it is bedecked with little candles of different colors. Many people count it an ill sign if once lit the candles go out or are snuffed out before they have been burned to their ends. In old days the candle was made such a size that it would burn from the time it was lit until midnight. If it went out before that, evil was portended to the family for the coming year.

The Yule log, which many hold should be lit by a brandy preserved from the previous year's stock, should be blown into a blaze by the maids, but these must have clean faces and hands or the log will not light easily. In the north of England it was once customary to let the servants have free drink so long as the log burned.

MERRY CHRISTMAS

BY HELEN MORTON

It was enough to make one hate Christmas! Betsy was so tired that she could hardly stand. This counter in the middle of the aisle had become a nightmare to her. The crowds hurrying by, pulling the neckties off by their coats brushed against them, fingering them over and then tossing them back on the table carelessly.

Still, it was good to have a job, even a temporary one. For she had been without work for a long enough time so that she had "eaten" and all her possessions she could borrow money on.

No time to be standing here thinking, though. That fat woman looked as if she was going to buy several ties. "These are very nice, madam. And so reasonable; 35 cents a piece, or three for \$1.00. This is an exceptionally pretty one," and Betsy showed her a navy blue. But the fat woman dropped the ties and hastened away with her friend, leaving a pile of ties on the floor.

Wearily Betsy leaned over and began picking them up. "Let me help?" a friendly voice asked. Betsy looked up into a handsome face, curly brown hair, deep blue eyes, and a mouth that curved into a smile at the surprise in Betsy's eyes.

"I want to get some ties for my family. I've been up here the past few weeks, and so I don't know what the kids want, but I think it will be safe to give 'em ties. Socks are so commonplace."

"Your brothers?" Betsy asked as she held up one or two she liked particularly.

"Yeah. Three brothers and a sister. She's about your age. I reckon. What does a girl like, anyway, when you've only a little to spend?" He looked imploringly.

"Let's get the brothers fixed up first, and then see about her. How is this for the 17-year-old?" Betsy inquired.

"Fine. You know, I'm tickled pink to be able to do anything for the family. I struck a bad spell, was down with the flu for three weeks, and lost my job. I just got another last week. But I'd have hated to have the day go by with nothing from the big boy." His face was shining.

"I'll have them wrapped as gifts. Then you go over to the counter there and select something for your sister. Here, I'll take you over and get a girl from my home town to wait on you. She'll help," and Betsy went along with him.

"You're not a city girl, then?" No wonder you were so helpful. I'm scared of these sophisticated girls in most of these shops. That's because I've been here only a few months, and in my home town, every one knew every one, and it was, well, it was different. Say, you don't think I'm getting fresh, do you? I'm just so homesick." His face was red with embarrassment.

It was Betsy's turn to look troubled. "Sure, I knew how it was. I don't chatter away with every customer this way, either. I'm like you, new here, and lone-some for my own people. I was hating Christmas time, with so much confusion and no real Christmas spirit. So I'm glad you told me about your family."

She turned him over to Marie at the women's wear counter, and went on with her tie selling. They seemed prettier, fresher and more attractive, than they had before the curly-headed fellow had come along to buy some.

Only a half hour off for supper, then she'd have to work until the store closed at nine. Christmas

Christmas Wishes

Every good wish for your happiness at this joyous Christmas Season.

We have enjoyed the past year with you and are appreciative of your consideration.

MERRY CHRISTMAS

and

HAPPY NEW YEAR!

Skaggs' Grocery

Mr. and Mrs. V. J. Skaggs



SINCERE WISHES

for a

JOYFUL CHRISTMAS

and a very Happy New Year

It is with all the earnestness within our hearts that we express our cordial Christmas Greetings to all those whom we have had the pleasure of serving during the past twelve months. Our good wishes go with each of you as you enter into the spirit of this occasion with your loved ones and friends.

We appreciate your patronage and pledge anew to improve our service in every way possible to merit its continuance.

TO

All of You

FROM

All of Us

W. F. JACOBS AND ENTIRE PERSONNEL

Matador Variety



Hearty Christmas Greetings

AND

Best Wishes

FOR THE

New Year

May the Light of Happiness Shine for You on Christmas Day And Throughout the New Year

City Tailor Shop

H. M. Solomon, Mgr.



MAY THE LIGHTS ON YOUR CHRISTMAS TREE BURN BRIGHTLY

And sparkle with the joy and happiness that we wish for you and yours at this glad time of the year.

It has been a pleasure to serve you in the past and we are at your service in the future. Please call on us at any time as we deem it a distinct privilege to serve in whatever manner we can. We cordially invite your continued patronage

Christmas Dinner

FOUR COURSE

Baked Turkey


And All The Trimmings

60c

11 A. M. TO 9 P. M.

Magnolia Cafe

R. E. CAMPBELL, Jr., Manager



Superstitions About Christmas

Significant meanings surround Christmas, according to superstitions believed in various parts of the world.

In Holstein, Mistletoe is not only supposed to be a cure for all green wounds, but will insure success in the chase and give strength to the wrestler.

Early Norsemen believed for centuries that the Mistletoe would give protection against both bodily ailments and evil spirits.

A person who is born on Christmas will have power to see and command spirits, according to a Scottish belief.

French peasants believe that babies born on Christmas have the gift of prophecy.

If a baby is born at sermon time on Christmas Eve in Middle Europe, it portends that someone in the house will die within the year.

Daughters born in the Vosges, France, on December 25, will be wise, witty and virtuous.

A baby born on Christmas in Silesia will become either a lawyer or a thief.

Girls in the ancient Duchy of Swavia seldom missed the opportunity offered by Christmas to

look into the future at their future husbands. On Christmas Eve they would go to the woodpile to draw sticks. If a girl pulled a thick stick, her husband would be stout; if a long stick, he would be tall; if a crooked stick, he would be deformed. They would determine the business of their future husbands by dropping melted lead into a pan of cold water. The molten metal would form various shapes in cooling, and thus resemble the insignia of his occupation: hammer shape, a carpenter; shoe shape, a cobbler. Every piece of lead resembled some occupation to the old wives.

A maiden in Switzerland who accepts a bunch of Edelweiss at Christmas also accepts the man who proffers it.

All animals in the German Alps can speak on Christmas Eve.

It is believed in the Netherlands that nothing sown on Christmas Eve will perish. Even seed sown in the snow will live.

A Bohemian wife will die within a year if she burns a Christmas cake.

To insure an abundant harvest in Denmark, some of the bread baked on Christmas is kept until sowing time, when it is mixed with the seed.

It is said that bread baked on Christmas in England never becomes moldy.

Ashes must not be thrown out on Christmas day in some sections of Europe, for fear they might be thrown into the Savior's face.

Some families in Scandinavia place all their shoes together on Christmas. This will cause them to live in harmony throught the year.

La Befana, Penitent Old Lady Brings Christmas Gifts in Italy

Santa Claus doesn't visit children in Italy. It isn't because they are all naughty, but because there is no Santa Claus—in Italy.

No one runs down to a well decorated tree on Christmas morning to look for presents. Brightly colored flowers decorate the room instead of Christmas trees, and presents are not exchanged until January 6.

On that night, an old, old lady, La Befana, walks from house to house and leaves a present beside each little child she visits.

Exactly 1,940 years ago, according to the Italian legend, La Befana was very busy sweeping her kitchen when several men dressed like kings stopped in front of her cottage. They asked her where Bethlehem was, but she had never heard of it.

The men told her about a baby and mentioned a star which had been guiding them. The old lady wished she could accompany them when they left her in search of the

'Merry Christmas, Mary Christmas,' Says Santa Claus

What's in a name? Plenty, if it happens to be Mary Christmas, or Santa Claus, and that's actually happened.

Both Evansville, Ind., and Racine, Wis., have their Mary Christmas, and at Marshall, Mo., there's a jolly fellow whose last name is Claus, and whose parents christened him Santa.

Evansville's Mary Christmas comes from an old family which has had a Mary in each generation. Racine's Mary Christmas got that way by marrying a fellow named Samuel Christmas, and she's now a telephone operator, which explains that strangely personal and timely message long distance operators hear out of Racine around Christmas time: "This is long distance, operator—Mary Christmas!"

Racine's Mary Christmas, who is short, chubby and looks just like the artist's conception of Mrs. Santa Claus, gets hundreds of fan

mail letters every year. years ago she appeared on tide radio program and is so deluged with fan mail since that she's founded a "in" club which has members states, Canada, Hawaii, China and New Zealand.

Marshall's Santa Claus, lary Christmas-minded, Yuletide he tries to answer letters which come from corners of the globe, many strange foreign languages can't reply. He's much in for church parties and Christmas affairs. Santa plumber on weekdays, a vegetable gardener on the side and a er in the Church of God at Lick, Mo., every Sunday. years ago, when plumbing ness was bad, he was grate a \$250 check sent him by West, the actress.

In Rosindale, near Boston an Ambrose Claus who wife last year celebrated his en wedding anniversary. L other folks named Claus, seem to have a lion's share Christmas spirit.



Brownlow & Goodwin
Tractor Company
Bob's Oil Well Garage Building
MATADOR, TEXAS

SUN'S 'VIRGINIA' STILL HAS FAITH IN SANTA CLAUS

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exists, and you know that they abound and give to life its highest beauty and joy."

Forty-two years ago an editorial writer for the New York Sun penned these now-famous lines in answer to a scrawled letter from a little girl named Virginia, whose faith in Santa had been shaken.

Today, Virginia is grown up, married, and serves as assistant principal in an east side New York school. Her name is Dr. Laura Virginia Douglas and this Christmas she's playing Santa Claus not only to her pupils but to her own daughter. Meanwhile, in 42 years she's evolved some ideas of her own on what to tell children about Santa Claus.

Pink-cheeked, vivacious, yet shy and hesitant in speaking of personal matters, Dr. Douglas is not in favor of breaking the news boldly to a child that there is no Santa Claus. He will learn naturally, she says, as he turns from the free, imaginative stage of early childhood to an interest in the world around him.

When she first became old enough to realize the full meaning of the Sun's editorial, she felt badly because poor children were not able to have Christmas gifts as tangible evidence of Santa's existence. Later, she says, she grew to realize that material gifts were not so important as the faith which even the very poor child could have in something spiritual.

SANTA CLAUS WAS BORN IN UNITED STATES

Europe brought Christmas to America, but America gave Santa Claus to Europe.

When the early Dutch settlers came to America, they had never heard of Santa Claus. Old St. Nicholas, who brought them presents each December 6, changed rapidly in the New world.

His name became abbreviated and altered to Santa Claus, and his external appearance underwent great changes. From a lean ascetic he was transformed into a jolly, fat old fellow. His pale face became the color of rosy apples. He laid aside his canonical robes, miter and pastoral staff to become clothed in a cap and brilliant red suit, trimmed with ermine. The new Santa Claus traded his famous gray horse for a reindeer and sleigh. He also stopped giving presents on December 6, and started distributing gifts on the night of December 24.

The changes in his outward appearance were reflected in his change of character. When he came to America he left behind him his rod and bag of ashes with which he beat naughty children, and adopted an entirely lovable personality.

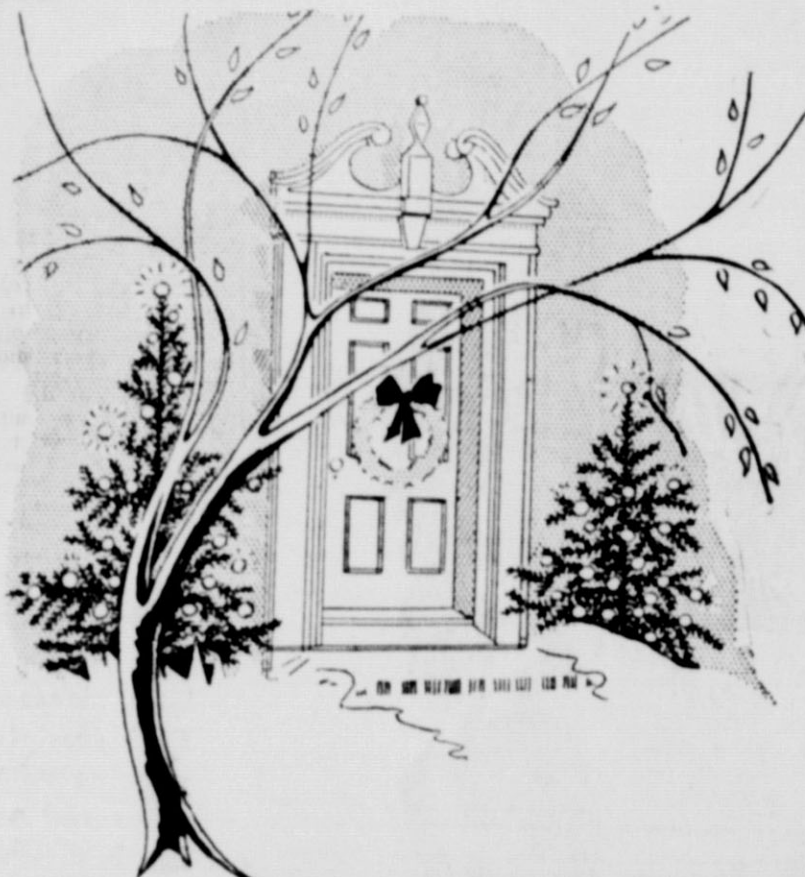
Completely transformed, he again crossed the ocean to be welcomed everywhere from Scotland to Australia.

Being a husband on Christmas reminds me of Thanksgiving.

"Why?"

"Because, about the only thing one gets is thanks."

LOOKING FORWARD AT CHRISTMASTIME



With the splendid remembrances of the harmonious associations we have had with our many good friends in this area during the past, we eagerly look forward to a continuance of them in the future.

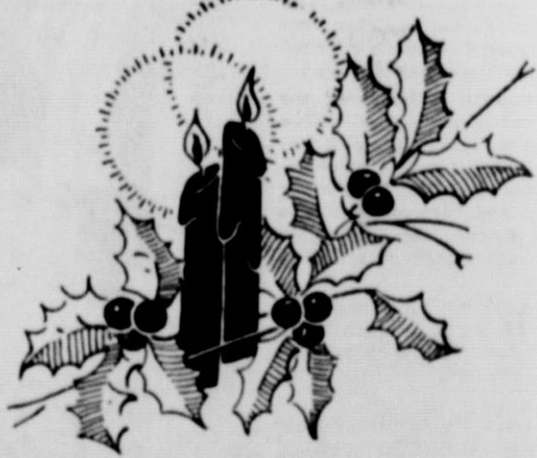
We sincerely hope that these friendships have been as pleasant to you as they have been to us.

May this be your happiest Christmas and may the New Year bring you some new joy each day.

HOLIDAY GREETINGS

Above all other things in our memory at this glad Yuletide is the thought of the splendid relations with friends of this organization who have made it possible for us to enjoy a very satisfactory year

The warm spirit of the Holiday occasion reminds us that in our friends, not in our ledgers, do we find our real assets. There are many things that make us thankful this is our home, and for that reason we desire to extend Season's Greetings



Quanah Acme & Pacific Ry. Co.

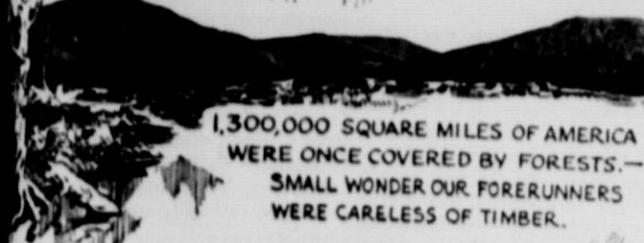
Greetings!
Merry Christmas!



HAPPY
New Year
Spur Laundry
Spur, Texas

OUR DEMOCRACY by Mat

THE GROWTH OF CONSERVATION



1,300,000 SQUARE MILES OF AMERICA WERE ONCE COVERED BY FORESTS.—SMALL WONDER OUR FORERUNNERS WERE CARELESS OF TIMBER.

WHILE THE WEST WAS BEING OPENED—WASTEFULNESS WAS GENERAL



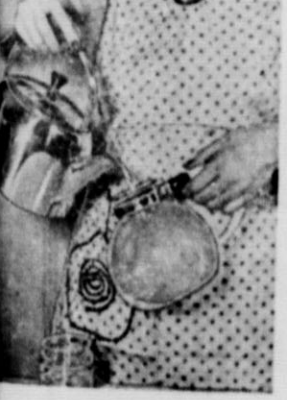
THEN WE WOKE UP PUBLICLY AND PRIVATELY

TODAY—WE ARE CONSERVING FOR OURSELVES AND POSTERITY,—BY PRESERVING FORESTS, HARNESSING STREAMS,—BY PRESERVING SOIL EROSION, AND HAVE MORE LIFE INSURANCE POLICIES AND SAVINGS BANK ACCOUNTS THAN WE HAVE INHABITANTS.

Good Coffee Comes From a Clean Pot



A clean coffee pot may not be as essential as you think, and a clean brush is essential for good coffee. Use a brush to thoroughly clean the inaccessible percolator parts.



plenty of hot water to wash coffee makers. After washing with soapy water, scald it thoroughly to remove all traces of suds and as soon as possible after use.



Automatic coffee makers should be cleaned with steel wool and soap at least once a week. Never use soda, and remember that the cleaner your pot—the better is your brew.

Gift of Preserves Makes Welcome Gift. That anyone will appreciate a gift of your own preserves. A half dozen or so of your best and most delicious ones, wrapped in bows of red ribbon around the jars, and put them in a wicker basket. Then tie another bow on the handle and insert a card.

New Year Serious. The New Year's, as witness the title of the book published there in the year 1939 by one Richard Standfast: 'The Year's Gift for Fainting Hearts', a little handful of cordial words scattered through several chapters to 16 questions and objections also doubting Christians to Christ.

Santa Comes to Pierre by Jules Bevan

OLD MARIE didn't quite understand about Santa Claus, but her little Pierre did. Pierre went to school with the other boys while Old Marie sewed dresses in the sweat shop. It had been that way ever since Jacques died, two years after they left sunny France and came to New York.

"Mama!" little Pierre would ask her at night, "Please, Mama, will Santa Claus bring me the violin from Rubens' pawn shop this Christmas?" Then he would stare expectantly while Marie tried to find an answer. She usually promised him Santa would, for little Pierre wanted the violin so badly. But as Christmas grew nearer the groceries and coal and shoes used up all her savings—there was nothing left for Pierre's violin.

Marie was usually stolid, but she felt sad when she left the sweat shop Christmas eve. Little Pierre would be home waiting for Santa Claus and the violin. Pierre had seen it in the window at Sam Rubens' pawn shop only yesterday, a big five-dollar price tag tied around its neck. How sad he would be if this Santa Claus fellow forgot him!

Marie was swept along in the Christmas Eve traffic, downhearted. But despair gave way to triumph, for a plan suddenly came to her amid this confusion: She would beg for alms like her gran'pere had done back in Paris! These Americans—they seemed happy enough to help her on Christmas eve!

"Pieez, m'sieur, a penny!" she cried to the passers-by on Broadway. "A penny for my leetle Pierre's violin!" Marie had collected seventy-eight cents before the big Irish policeman saw her. "Here now, old gurrull!" he protested. "Don't yez know ye can't panhandle here? Come along now to th' station!" A few minutes later old Marie was pouring out her story to the gruff desk sergeant. She was confused. "Thees panhandling," she complained. "You say I cannot do it. But I only try to get money for the violin, so your Santa Claus weel come to my leetle Pierre. See?"—she held out her money—"I only need four dollars and twenty-two cents more!" "Well, now, that's different," the sergeant replied. "Come boys!"—he addressed the policemen gathered around his desk—"let's kick in the five dollars to buy a violin for Marie's little Pierre! Sure now, and where's your Christmas spirit?" A few minutes later a grateful old Marie was hurrying down the snow-covered side street to Sam Rubens' pawn shop. But alas! Sam was just handing the violin to a well-dressed old gentleman as Marie walked in. "Pieez, m'sieur!" she cried. "You mus' not buy it. The violin, he is for my petit Pierre. See? I have five dollars!" The white-crested purchaser was dumbfounded. "But madame," he answered. "I have just bought it for my grandson's Christmas."

"N'importe!" Marie protested, adamant now. "You mus' sell it to me. The policeman, they have given me the money, see? My leetle Pierre, he will be so disappointed!" The old man looked at Sam. "Have you another violin?" "For seven dollar I got a better one." Sam's eyes lighted up. It looked like another sale. "All right, madame," the gentleman spoke to Marie. "Here's your violin. Give me the five dollars." "Merci, m'sieur!" Old Marie cried. "My Pierre, he will be so happy!" With that she dashed out into the night, happy at last. Pierre was asleep when she arrived home, but he found the violin on the table next morning. It glistened like new inside the weather-beaten case. "Mamma!" he cried with glee. "Mamma! The violin! But how—where—who gave it to me?" Old Marie's eyes filled with tears. "Santa Claus brought it, Pierre. Of course—Santa Claus. Then there was the policeman and the kind gran'pere" Pierre didn't hear the last. He only knew Santa Claus hadn't forgotten! (Released by Western Newspaper Union.)



FRESH snow crunched under Dick Wright's shoes as he stomped into the waiting room. Old Peter was still there, still minding his telegraph key as he had when Dick was a boy. But now it was Christmas; now Dick was home from the city, a successful young architect. As he walked up to old Peter's grilled ticket window, Dick recalled the last time he stood in this station. Two and a half years ago, it was the day after Jean had left for New York in search of a career. "Just can't stand Marysville," she had told him. "You'll understand,

Dick, won't you?" He had forgotten as best he could. Nothing in Marysville for him then, either. There had been a quick decision, a closing of half-open doors, a tearful good-bye to his parents and then—off to the city. It was odd how a blow like that could give a fellow determination. Today, just 30 months later, he was coming back home with a career already carved out. Old Peter looked up from his sheaf of train orders. "Well, Richard!" he cried. "Glad to see you, boy, and a Merry Christmas! Your folks know you're comin'?" "Merry Christmas to you, Pete!" Dick answered. It was nice, at that, to see a familiar face. "Mind if I use your 'phone? I caught an early train and Dad wasn't expecting me until tonight." A few minutes later the old family car was carrying him home. His Dad looked older, and a mite worried. Something was on his mind. "Heard from Jean, son?" he finally asked. "No, Pop," he answered truthfully. The house loomed up ahead now. "Why do you ask?" "Oh, just wonderin', son, that's all. Forget it. There's Mother wavin' at us up yonder!"

But Dick couldn't forget it. Marysville and Jean were like ham and eggs. He thought about her when he stopped at the drugstore that night—they used to drink sodas there. Maybe Dick was looking for more of those memories next morning when he started out alone on skis for Murray's hill. They used to play there in the winter, he and Jean. "Forget it, you imbecile!" he snapped at himself. "That's a closed chapter in your life!" It was a couple of hours later that he saw her. Skidding down Murray's hill for the last time he rounded Horseshoe bend to find Jean directly in his path! There was a shriek, a thud, and then four feet sticking out of a snowdrift. "Jean!" he cried, unstrapping his skis and running to help her. "Are you hurt?" It was rather unromantic, perhaps, pulling her out feet first. But she laughed at him and fell down again, pulling him after her. "You're going to get your face washed for that, Mr. Wright," she cried. He came up sputtering to find her

suddenly serious. "Dick dear," she said, "I was wrong. Mother wrote that you'd be home for Christmas and—well, I had to come too. It's you and Marysville that I want, not New York. This morning when I saw you going past our house, I somehow knew that I should go with you. Not just today, Dick, but always!" It was like ham and eggs, Dick thought, only the next day was Christmas—and Christmas meant turkey! (Released by Western Newspaper Union.)

Beginning of the New Year. Various dates were used in different countries, for the beginning of a year, but America followed the English custom of using the date of some early Christian countries—about the beginning of the ecclesiastical year. The Gregorian calendar, establishing January 1 as the beginning of the year, was adopted by England and her colonies in 1752.

Good Present. Every Icelander is certain of one Christmas gift, a candle.

Chinese New Year's Greeting. Chinese New Year's greeting is "Ni hao" or "May joy be yours."

Cordial Christmas Greetings

To Our Loyal Old Friends and Cherished New Friends

Christmas comes and reawakens the appreciation of happy relationships . . . rekindles the warmth of friendships made during the time it has been our privilege to serve you.

To those whose friendly support has contributed so greatly to our welfare, we extend our most cordial appreciation.

Please accept the kind wishes and sincere thanks of all of us. Best wishes for a Joyous Christmas and a New Year of much happiness, Good Health and Success for you and yours.



MERRY CHRISTMAS



HAPPY NEW YEAR

Hall-Scruggs & Co.

PADUCAH, TEXAS

5,000 BRITISH CHILDREN GET WARM COATS AS 'BUNDLES' GIFT



"NIGHT is drawing nigh," and with other thousands in the British Isles these children are entering an underground air-raid shelter "somewhere in England," in care of their guardian as little ones do every time the sirens shriek and every night. Most of them must sleep on concrete or dirt floors, frequently with nothing more than a blanket under them. Bundles for Britain is making garments and seeking funds to purchase children's coats for use in these shelters through its 300-odd branches over the nation.

NEW YORK—Through an immediate response to a cable request, some 5,000 destitute children of the war-ravaged British Isles today are equipped with warm coats for winter. The garments were purchased in London at a cost of \$10,606.77, with funds cabled from New York by Bundles for Britain, Inc., to meet the emergency.

The request came from Mrs. Edward Murrow, who with the Dowager Marchioness of Reading, is supervising the needs of civilians in England as the representative of Bundles for Britain. Her cable described "an immediate and desperate need among these unfortunate children." A large number of these children are reported to be the sons and daughters of British soldiers, sailors and airmen. Upon receipt of the cable, Mrs. Wales Latham, president of Bundles for Britain, acted at once to transfer funds to purchase the coats. Mrs. Murrow stated that heavy wool coats were available at from nine to twelve shillings each, estimating that 5,000 would be sufficient for the present to "protect these innocents from the severe winter weather."

Large numbers of these children have been obliged to sleep at night on concrete or dirt floors in underground air-raid shelters in districts removed from the scene of their former homes. The accompanying photograph of children being led into one of these shelters by their guardian, shows them clothed as they were sometime in October when the picture was made. "Through the cooperation of Mrs. Winston Churchill, honorary sponsor of Bundles for Britain, we now have the assistance of both the Dowager Marchioness of Reading and Mrs. Murrow, who keep us closely advised of the most urgent needs of civilians, including children," said Mrs. Latham. "Cables are received from them at least twice a week. Thus we are able to employ our funds to meet specific and immediate requirements beyond the demand for clothing, knitted garments and surgical supplies."

Monday, Tuesday and Wednesday are the worst days for soot-fogs over the cities of England.

Plastic surgery was practiced in Asia more than 2000 years ago, research has indicated.

A Burglar for Christmas
by Rolana Flagel

IT WAS midnight on Christmas Eve. Seven-year-old Jack, having baffled the sandman since eight o'clock, tossed back the covers and crept downstairs.

Now, at long last, he would learn the truth about Santa Claus. Man or myth? Chimney sweeper or a lovable old red-nosed gentleman?

When the clock struck one Jack was still sitting patiently in the chair by the fireplace, watching the embers glow and wane. Tinsel on the nearby Christmas tree glistened. It was all very exciting, but where was Kris Kringle?

The noise Jack heard a moment later might have been Santa but it didn't come from the chimney. Quickly the boy jumped back in the dining room window raise slowly. A gush of cold air, heavy footsteps, and then Jack heard the window close.

Frightened, he crept forward until he could see where blue moonlight filtered into the dining room. There Jack saw—not Santa Claus but a masked burglar, systematically looting the silverware!

Seconds later his softly slipped feet carried the lad upstairs into his parents' bedroom. The boy shook his father.

"Dad!" he whispered loudly, eyes blazing. "Dad! Wake up!"

"Grummph," came the sleepy answer.

"A burglar, Dad! Wake up! Call the police!"

Not waiting, Jack reached for the bedside telephone himself. His mother still slumbered.

"Operator?" he asked. "Send the police over to our house right away! There's a burglar downstairs!"

By that time it was out of Jack's hands. His parents were wide awake now, clinging to their hero



Jack reached for the telephone himself.

son and listening. During the next two minutes they heard a stark drama—downstairs the dining room window opened and closed. In the distance, growing ever nearer, was the hum of a motor which they knew would be the police car.

They heard it stop outside. Then came a shout, "Stop thief!" A brief scuffle, and they knew the burglar was captured.

Next morning Jack was awakened by his father.

"Son," he began, eyes twinkling. "I forgot to ask last night how you happened to hear that burglar."

Jack blushed.

"I was downstairs, Dad, waiting for Santa Claus. Wanted to see if he really does come on Christmas eve."

His father laughed heartily.

"But Jack!" he protested. "Don't you know that Santa Claus never comes when little boys and girls are watching? I'll bet he's been here by this time, though. Let's go see!"

Downstairs Jack's surprise was divided between two equally fascinating subjects. Around the Christmas tree were more presents than he'd ever seen before, including a brand new bicycle!

But off to one side was a jolly looking, blue-uniformed policeman.

"Sonny," the copper began. "That burglar you captured last night was 'Lightning Pete,' a most notorious house breaker."

Jack's jaw dropped.

"Best of all," the policeman continued, "there's a \$500 reward for his capture, and it all belongs to you. Here's the check."

Jack could barely say "Thank you," so amazed was he.

"I guess," he finally mumbled, "that Santa Claus is wearing a blue uniform this year."

(Released by Western Newspaper Union.)

Shepherd Village Plays Bethlehem
Les Baux in France, a village of shepherds, puts on one of the most dramatic Christmas celebrations in the world, and has done it yearly for over a thousand years. The peasants act out the whole Bethlehem story with real oxen. Thousands of visitors come every Christmas eve to see the event.

Christmas in Sweden
Sweden celebrates her Christmas December 24 with fish and rice porridge.

Legends Tell Story Of Christmas Tree

Christmas trees are as old as Christmas itself, if the story which has come down to us from the first Yuletide is true.

The legend relates that after the Three Wise Men and the shepherds who had heard the angels sing "Peace on earth and good will to men" had worshiped Mary's babe, trees began coming to Bethlehem to worship the Holy Child; trees from all parts of the world.

First came the native palms from around Bethlehem, then came the maples, oaks, birches and hemlocks. At last there crept in a tiny fir tree from the frozen North. It was so small and modest that none paid any attention to it until suddenly a star dropped from the skies and twinkled on a bough of the little tree, then another and another, until the fir tree was spangled with celestial lights.

Decoration Idea is Old.
Many more stories are told about the Christmas tree. The idea of

decorating trees for festivals is very old, going back to the Egyptian pharaohs, whose people dressed their homes with palm leaves in mid-winter.

Another story is about Winifred, an English crusader who happened upon a group of Teutons worshipping a mighty oak in honor of Thor, their thunder god. Winifred stopped them from sacrificing a young boy to appease Thor's "anger," then with his great sword felled the oak with one stroke. In its place there suddenly appeared a young fir with a star twinkling on its top branch.

"Here," said the Christian knight, "is the living tree. This shall be the sign of your new worship. Carry this fir tree into your home and worship it there."

Origin of Tree.
Some historians say the Christmas tree originated in Alsace in 1605 when the people brought fir trees to their homes and decorated them with paper roses, apples and wafers.

America's first Christmas tree was set up in Wooster, Ohio, in 1843, by August Imgard, a German immigrant. The first lighted tree in a church was at a Cleveland Lutheran church in 1848.

Christmas Care!

By Henry W. Longfellow

I hear along our street
Pass the minstrel throngs;
Hark! They play so sweet,
On their Hautboys, Christmas songs!
Let us by the fire
Ever higher
Sing them till the night expire!

In December ring
Every day the chimes;
Loud the gleemen sing
In the streets their merry rhymes.
Let us by the fire
Ever higher
Sing them till the night expire!

Shepherds at the grange,
Where the Babe was born,
Sang with many a change
Christmas carols until morn.
Let us by the fire
Ever higher
Sing them till the night expire!

These good people sang
Songs devout and sweet;
While the rafters rang,
There they stood with freezing feet.
Let us by the fire
Ever higher
Sing them till the night expire!

Suns in frigid cells
At this holy tide,
For want of something else,
Christmas songs at times have
Let us by the fire
Ever higher
Sing them till the night expire!

Who by the fireside stands,
Stamps his feet and sings;
But he who blows his hands
Not so gay a carol brings.
Let us by the fire
Ever higher
Sing them till the night expire!

MERELY A STARTER

With young folks the mistletoe
Plays havoc. Can you doubt
For kissing, started by its aid,
Soon gets along without it.

Honeycombs six feet in length
are not uncommon on the
Peninsula.

Greetings
May All Happiness
Be Yours



It's good to come again to that Season of the year when old acquaintances are renewed, when new friendships are born, when the serenity of Christmas joins the whole world with one predominating thought—the Fellowship of Man.

So we send to you, our friends and neighbors, a hearty Christmas wish that this may be the happiest Yuletide of them all, and that the New Year may bring with it, Peace, Joy and Prosperity.

May Santa Remember
You Well at This
Christmastime

Sincere
Good Wishes



for Every Day
in the Year

Quanah Cotton Oil Co.

WAREHOUSE NO. 3.

ROARING SPRINGS

CHRISTMAS GREETINGS

BEST WISHES

for your Happiness
in the New Year

Your patronage through the years past is evidence of the confidence you have in our organization, and we trust it may continue in the same amicable way for many years to come.

Matador Cleaners

Annual Pilgrimages Made To Madrid, N. M., To View Famed Christmas Lighting

High in the Ortiz mountains of northern New Mexico, the little coal mining camp of Madrid dons a best holiday dress again this year to thrill thousands of visitors with its famous Christmas lights. This strictly non-commercial display represents a mass community effort on the part of the 400 miners and their families. Neither the miners nor the mine operators have anything to sell the visitors. Included in this brilliant pageant, which is lighted by 40,000 electric globes of every size and color, are twelve Biblical scenes telling the story of the Christ Child. Other popular features are Toyland, which tells a panoramic story of the most popular Mother Goose tales, and the brilliant complement of 350 outdoor Christmas trees, blanketed under multi-colored lights. The Christmas Lights at Madrid have attracted as many as 15,000 visitors in a single night. The deeply religious character of the pageant, with Christmas Carols playing in the City of Bethlehem, is tremendously impressive. Madrid's Yuletide pageant will open early in December this year, and run until after New Year's.

Started 12 Years Ago
Starting 12 years ago, the community enterprise has grown rapidly and though it attracts thousands of visitors each year, it has never been commercialized. Madrid is a mining town and the project is financed and all work is done by members of the voluntary Employees club of the company which operates the four mines there.

Scenes Are In Motion
The nativity scenes begin in the canyon where the town is situated with scenes of the town of Bethlehem and rise up the mountain slope to a great star and a 36-foot Christ which carries out the theme "I am the Light of the

World." Each important event in the Nativity is shown including the shepherds, Wise Men and flight to Egypt. All of the scenes are equipped with motion.

Sound Effects Used
Sound effects are used also in the displays which are designed and executed entirely by the miners, who exert much effort and ingenuity in the construction. Power is supplied by the company-owned power plant and at no expense to the miners.

Community Tree Is Staged
Children in the community participate by decorating their homes and school. Santa Claus and his reindeer march across the roof of the school, outlined in lights. A community Christmas tree is held on Christmas day for the children and each receives a gift. Equipment for the project requires fifty miles of electrical lines, 40,000 light globes of various sizes and color; three sound systems and 350 out-door Christmas trees.

The mining camp 27 miles from Santa Fe has become a mecca for New Mexican people and others as a part of the celebration of Christmas.

A STRAW FOR REMEMBRANCE
Reminding gay celebrants of the poverty of the Christ Child, Christmas feasts in Poland always have a piece of straw sticking out from under the dining table cloth.

SILVER STAR MARKS SPOT OF CHRIST'S BIRTH

Twenty centuries have wrought few changes in the "little town of Bethlehem." Hooded shepherds still graze their flocks on the Palestinian hillsides by night, playing the same haunting ageless melodies that they did on the night of the first Christmas.

Even the Church of the Nativity still stands, writes Robert Ripley of Believe it or Not fame, in the January issue of Cosmopolitan Magazine. Built and rebuilt thru the centuries, the great rambling stone structure has only one entrance—a doorway four feet high and two feet wide, purposely made to prohibit Mohammedans from riding into the sacred edifice on horseback. Within the church, service goes on constantly, Ripley reports, every hour of the night and day, everyday of the year.

Allowed the privilege rarely granted a visitor, Ripley was led behind the Nativity Grotto down a flight of steps into a cave twelve feet below the ground. Dull flickering lights from ancient silver oil lamps gave the only illumination. "But on the floor glowed another stranger light," says Ripley of his experience. "It came from a large silver star embedded solidly in the stone. This star is three feet across and has fourteen points and shines with unusual brilliance. I gazed down fascinated as I beheld the exact spot where Christ was born."

On the average, the English Channel is calm 20 days of every month.

Wollcott Recalls Youthful Christmas In Old Homestead

"If nowadays I try to fill each Christmas Eve with the hub-bub of many manufactured preoccupations, it is probably in the dread of being trapped alone in the twilight by the ghost of Christmas past." Thus meekly writes the celebrated raconteur, Alexander Woolcott.

And in the same vein, he continues, "Then sharp but unmistakable and inexpressibly dear to me, there would be borne across the years a music that is far more full of Christmas than sleighbells ever were. It is the ghost of a sound that must haunt many an old dirt road—the thud of hoofbeats on a wooden bridge. By them when I was young, we could tell on the darkest nights that we were nearing home."

Home to Woolcott was a large ramshackle building covered with myriads of vines which tactfully concealed that it had not been painted since before the Civil War. But here, a far-flung family all returned at Christmastime. Often Woolcott recalls, the railroad fare was hard to come by, but somehow it was always managed.

When at last his journey was completed, after dark on Christmas eve, the familiar hack, wreaking of mothsballs and manure, was lying in wait to speed him home. Breathlessly he counted the bidges, told by the hoofbeats of the horses, till thru the leafless trees he saw the welcome lights of his home in the distance.

"Small Wonder," Mr. Woolcott comments in closing, "that I like to be busy at Christmas. Small wonder I feel a twist at my heart whenever at any time anywhere in the world I hear the sound of a hoofbeat on a wooden bridge."

No 'Merry Christmas' In English Monastery

There is one place where the joyous cry of "Merry Christmas" will not ring out. This is the Trappist Monastery at Whitwick in England. Officially it is known as the Mount Saint Bernard's Monastery, and there are about 40 monks who reside there.

In addition to abstaining from meat and fish, these men have imposed upon themselves the vow of perpetual silence. On Christmas eve at 12 o'clock they will attend Mass, then retire to their cubicles for sleep or meditation till 4 p. m., when they will rise and join in the chanting of lauds and matins. Presumably the vow of silence holds good only for conversation.

Christmas breakfast will consist of tea or coffee and one slice of bread and jam. Dinner will be weighed carefully to ensure that there is no over-indulgence, and at night they will sup off vegetables and tea or hot milk. They usually retire at nine, so as to be ready for prayer at two in the morning on Boxing day. The Guest Master says: "This way of spending the Holy Season is the best of all."

Christmas Week Offers Chance To Predict Weather

Weather prognosticators have found means of forecasting most of the coming year's weather by cocking an eye at the sky during Christmas week. You may not believe them, but here are a few of the varied—and conflicting—beliefs about Christmas weather:

If the sun shines thru the apple tree on Christmas, there will be a good crop the following year.

If ice will bear a man before Christmas, it will not bear a mouse afterward.

Thunder and lightning Christmas week means much snow in the winter.

Wet causes more damages than frost before than after Christmas.

If it snows Christmas night, the hop crop will be good next year.

At Christmas meadows green, at Easter covered with frost.

If windy Christmas day, trees will bring much fruit.

Christmas wet gives empty granary and barrel.

A green Christmas makes a fat graveyard.

A warm Christmas, a cold Easter.

A green Christmas, a white Easter.

Conjurer Is Always Popular Guest At Christmas Festivities

The amateur conjurer is always a very popular person at the Christmas party, especially if he can perform a few clever tricks without the use of specially prepared apparatus. No doubt there is among your acquaintances such a "conjurer." He will certainly help put "zip" in your Christmas party.

He doesn't have to be a Thurston to make a hit. A few slips always add to the fun.

Safety Is Watchword For Merry Christmas

Here are a few "don'ts" for Christmas, recommended by safety authorities:

1. Don't give small children toys involving alcohol, kerosene or gasoline engines. They may tip over and set the house on fire.
2. Don't permit small children to run electrical toys without the supervision of an adult.
3. Don't permit small children to use toy movie projectors without using safety film which burns slowly. Ordinary film burns explosively and gives off smoke and fumes which may cause death if inhaled.
4. Don't use candles or light extra fires without being extremely careful, especially in regard to candles on trees.
5. Don't wear inflammable costumes, especially Santa Claus beards, without fireproofing them.
6. Don't use inflammable ornaments and evergreen decorations.

Yule Flower Named After U. S. Diplomat

Thank an early American diplomat for the poinsettia plant you receive (or don't receive) Christmas morning. The flaming flower whose vermilion-red leaves are mistaken at a distance for the petals of its flower, was brought to the United States about 1820 by Joel Roberts Poinsett, minister to Mexico, who discovered it growing there. Poinsett, who had studied both law and medicine abroad and served many years in the diplomatic service, ended his career in the American house of representatives from 1821 to 1825. But were it not for the plant he brought back from Mexico, his name would now be unknown.

Spiced Gravy Is 'Ancestor' Of Christmas Puddings

The lovely, rich Christmas puddings of today can be traced to an ancestry not quite so lovely. They were a kind of gravy in the early days, made from the juice of meat, to which spices were added. With the addition of raisins and other ingredients the gravy thickened to the consistency of a pudding.

The reason for adding spices was to remind folks of the offerings made by the Wise Men of the East.

Epiphany Saw Arrival Of Three Wise Men

Twelfth-Night is the evening before Epiphany, or Twelfth-Day, which is the festival celebrated on January 6, the twelfth day after Christmas. It honors the arrival of the three wise men at Bethlehem. It is held by some that Twelfth-Night commemorates the appearance of the star of Bethlehem to the three wise men. In any event, the festival symbolizes the manifestation of Christ to the Gentiles.

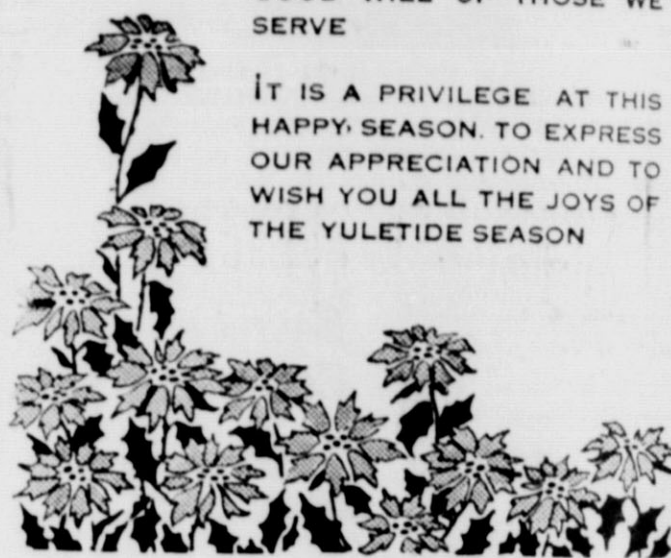
Tyrolian Village Folk Have Odd Yule Rites

VIENNA—Simple-minded, devout folk of the Tyrol have grotesque Christmas customs. Innsbruck, for instance, they celebrate the Lord's birthday by wearing masks of animals. In another section the Christmas tree is carved out of wood and elaborately decorated. A third extraordinary custom is the wearing of towering headpieces which are brought out only on the December holiday.

CHRISTMAS GREETINGS

AMONG THE GOOD THINGS BESTOWED BY THE PASSING YEAR, OUR MOST VALUED ONE IS THE FRIENDSHIP AND GOOD WILL OF THOSE WE SERVE

IT IS A PRIVILEGE AT THIS HAPPY SEASON, TO EXPRESS OUR APPRECIATION AND TO WISH YOU ALL THE JOYS OF THE YULETIDE SEASON



Harry Willett & Company

MATADOR, TEXAS

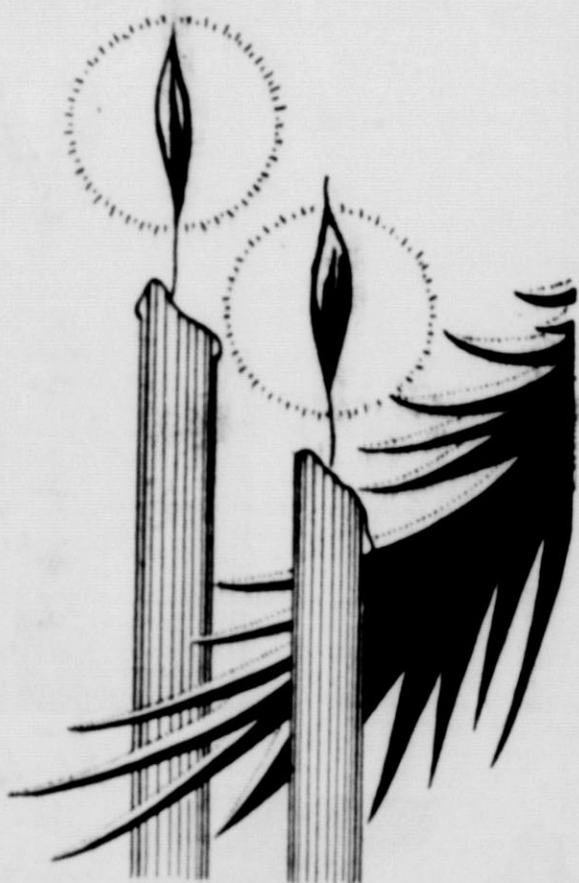
Tribune Ads Pay

THIS IS OUR WISH FOR YOU

APPRECIATING to the fullest extent the cordial relations existing between us in the past, we take this opportunity to cordially wish you an old fashioned

Merry Christmas

May the Happiness and Good Cheer which we hope is yours this Christmas never cease in the days to come, and may the New Year bring each of you the Prosperity, Health and Real Happiness you so much deserve.



BEST WISHES for the Best Day of the Year



Higginbotham-Bartlett Co.

MATADOR, TEXAS

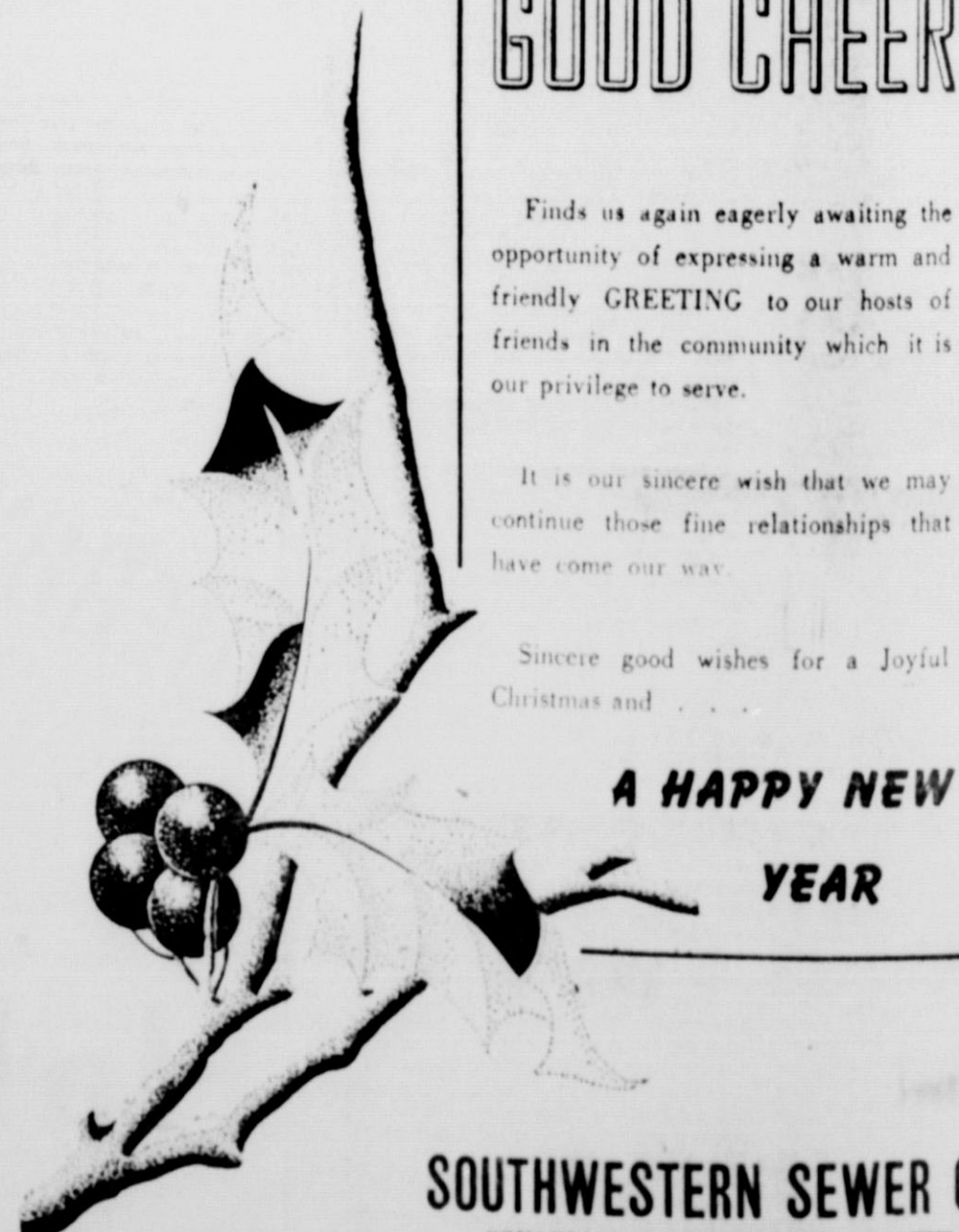
THE SEASON OF GOOD CHEER

Finds us again eagerly awaiting the opportunity of expressing a warm and friendly GREETING to our hosts of friends in the community which it is our privilege to serve.

It is our sincere wish that we may continue those fine relationships that have come our way.

Sincere good wishes for a Joyful Christmas and . . .

A HAPPY NEW YEAR



SOUTHWESTERN SEWER CO.

"GUARDIAN OF COMMUNITY HEALTH"

Reply To Childish Plea Becomes Literary Classic

Santa Claus Legend Verified By New York Editor

Newspaper and literary writer in 1897 in reply to child plea, "Is there a Santa Claus?" is reprinted throughout the Christmas time.

Virginia O'Hanlon wrote following letter to the editor New York Sun:

"I am eight years old. Some of my friends say there is no Santa Claus. Papa says, 'If you see it in The Sun it's so.' Tell me the truth—is there a Santa Claus?"

Editor's reply:

Virginia, yes, indeed! Santa Claus, your little friends are wrong. They have been affected by the skepticism of a skeptical person. Do not believe except they see—think that the proof can be which is not compossible by their little minds. With their minds, Virginia, whether of men's or children's, are

in this great universe of ours, a mere insect, an ant, in intellect, as compared with God and his word about him, and by the infelligence capability of grasping the whole of truth and knowledge.

Virginia, there is a Santa Claus.

He exists as certainly as love and devotion exist, and you know that they abound and give to your life its highest joy and joy. Alas! how dreary would be the world if these were

no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies!"

"You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus—the most real things in the world are those neither children nor men can see.

"Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there—no body can conceive or imagine all the wonders that are unseen and unseeable in the world.

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, or even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside the curtain and view and picture the supernal beauty and glory beyond.

"Is it all real?—ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God!—he lives, and he lives forever—a thousand years from now, Virginia, nay, ten thousand years from now, he will continue to make glad the heart of childhood."

Wide Assortment Of Christmas Observances

SAN ANTONIO—Christmas will be ushered in this year throughout Texas with a wider assortment of community observances than ever before, according to Houston Crump, director of the WPA state-wide recreation program.

Community Christmas trees, pageants, choral groups, treelighting ceremonies in public parks and varied outdoor city-wide festivals are included on the holiday program.

Besides San Antonio, WPA community celebrations will be held in Houston, Fort Worth, El Paso, Amarillo, Dalhart, Pampa, Big Spring, Abilene, San Angelo, Coleman, Ballinger, Plainview, Snyder, Dallas, Paris, Denton, Sherman, Denison, Pleasant Grove, Grand Prairie and Austin, it was reported.

If the type of equipment available in 1900 were used today to handle the electric light used by Americans, it is estimated that it would cost as much as fifteen billion dollars more to produce that light.

Fruit Cake Home Again After Tour Of Europe

CUMBERLAND, Md., Dec. 21—A wandering fruit cake is home again after a tour of Europe.

Mailed Dec. 1, 1939, by Frank Bennett as a Christmas present to his son, Ernest, engaged in war relief work abroad, it arrived at Valencia, Spain, after Ernest had left for France.

The cake arrived in several French towns just behind Ernest, and reached Paris a few days after Ernest moved out before the German occupation.

Unbitten, the cake came back after 383 days to father Frank. "A wee bit dry, but improved with age," Bennett said after sampling it.

Last Minute Gift Suggestions

AUSTIN, Texas—For last minute shoppers Miss L. Lucile Emerson of the University of Texas Nursery school recommends these children's gifts:

Infants—Unbreakable, washable dolls, fast color beads, stuffed animals, nested blocks.

Two to three-year-olds—Simple doorway gym, rough surface ball, self-propelling swing (for physical development); simply dressed doll, wooden train, tea set, sand box (for dramatic development); clay, paint, rings, puzzles (for creative development).

Three and four-year-olds—Five-foot wooden slide, hand swing, wheelbarrow, tricycle (physical); unbreakable dishes, doll furniture proportioned for child's own use (dramatic); easel, peg boards, puzzles (creative).

Four to six-year-olds—Skooter, wagon, garden tools, gym set (physical); farm yard, circus animals, store-keeping sets, toy chest (dramatic); weaving set, sewing material, carpentry set, bean bag (creative).

Singin' Sam To Give Holiday Programs On Air

Singin' Sam will greet his many friends and listeners Christmas day with a selection of songs including the lovely classic, "The Bells of St. Mary's." Sam's complete programs for the coming week follow:

Monday—"Fancy Nancy Clancy," "You've Got Me This Way," "I'm On My Way to Mandalay," "To The End of the World With You."

Tuesday—"I'm Looking Over a Four Leaf Clover," "That's When Your Heartaches Begin," "My Landlady," "That Wonderful Mother of Mine."

Wednesday—"If You Knew Susie," "Isola Bella," "It's Tulip Time in Hollywood," "Bells of St. Mary's."

Thursday—"Practice Makes Perfect," "Strange," "It Looks Like a Big Night Tonight," "I Passed By Your Window."

Friday—"When That Midnight Choo Choo Leaves For Alabama," "It Seems Like Yesterday," "I May Be Crazy But I Ain't No Fool," "The Old Oaken Bucket."

The Coca-Cola Bottling company, sponsor of "Refreshment Time with Singin' Sam," invites you to tune in for the program each morning Monday through Friday, 11:30 o'clock.

Orphans Christmas Week Proclaimed

AUSTIN, Dec. 21—Gov. W. Lee O'Daniel today proclaimed Dec. 22-28 as 'orphans Christmas week' and urged citizens to "open their homes and hearts" to inmates of state and other orphans' homes.

The governor last Sunday suggested the procedure of taking orphans into homes for Christmas and his plan was well received.

Sweet Charity Goes Spectacular

AMARILLO, Texas, Dec. 20.—An Amarillo woman gave her son a note to his teacher.

"Please send the fire department to our house," the note read. The teacher did. In a few minutes, a roaring red monster screamed down the street and screeched to a stop at the house, with much of the town in tow.

The woman met the firemen at her door. "Here are some toys you can fix for the poor youngsters," she said, holding out a sack.

Christmas Spirit Flits Through Prison Bars

RALEIGH, N. C., Dec. 21.—Last September Gus L. Scott of the State Bureau of Investigation solved a \$1,000 robbery and his evidence sent a man to prison for four to six years.

Saturday Scott received a Christmas gift—a hand-tooled, hand-sewn leather shoulder holster with the gold-embossed inscription, Gus Scott—from the prisoner, who dubbed the officer a fair and square guy.

Dolls From Dixie



There's no danger of these Castro Valley, California, girls breaking their dollies, for they're all cotton. Wearing dainty old-fashioned cotton dresses, the dolls are made from cotton stockings and their hair and faces are made from cotton thread and yarn. True daughters of the South, the Dixie Dolls are proving popular throughout the Pacific Coast area where they were introduced. All hand-made, each a different design, the Hollywood products are said by the National Cotton Council to be gaining favorable attention from novelty and gift stores.



BEST WISHES

At this cordial season of the year, we like to feel that each of you is one of our loyal friends and that our success, whatever it may be, is just a reflection of yours. You, the people of this community have been very liberal with your patronage, and we are grateful. We trust that these associations have been as pleasant to you as they have been to us.

So we wish you all the joys of the season and sincerely hope that the coming months will bring you a large share of prosperity and happiness.

APPRECIATION . . .

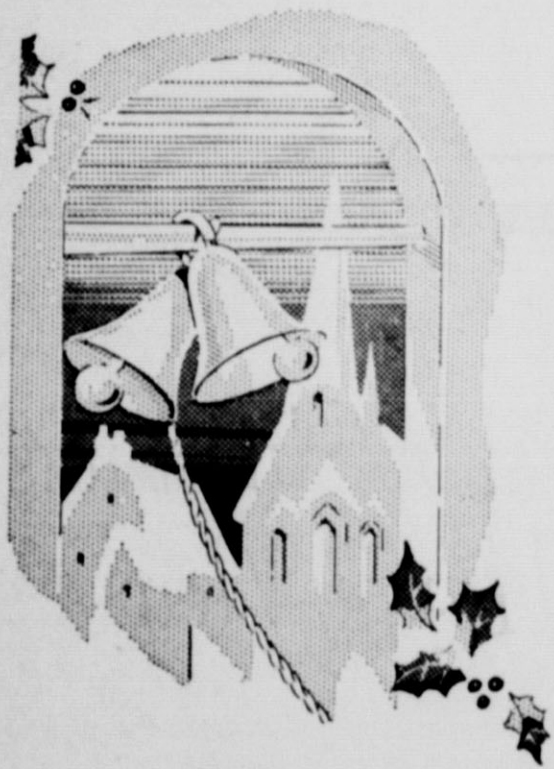
We wish to express our sincere appreciation for the efforts of those who so willingly aided in fighting the recent fire in our plant, and to especially thank the Matador Fire Department.

To our our customers we regret that we will be unable to serve you further this season, but we will have our plant re-built and equipment re-placed with which to accommodate you when another cotton crop is ready to gin. We sincerely appreciate your patronage.

Farmers' Coop Gin

WADE BENNETT, Manager

Christmas Bells
are Lingering
Merrily . . .



... And it is pleasant to remember old friends, and to wish them, in a genuine sort of way, all the joys of a Happy Christmas.

May Health, Happiness and Prosperity be yours, not only on this day, but every day throughout the years to come.

Burton-Lingo Co.

FRANK WRIGHT, Manager

"LUMBER AND BUILDING MATERIAL"

PROTECT



YOUR HOME!

Our policy selection affords you protection against all losses thru destruction.

WE SELL ALL KINDS OF INSURANCE!

Motley County Insurance Co.

J. R. Whitworth*Elmer Stearns

CLUBS
CHURCHES
SOCIALS
SOCIETY

PHONE 123

THE WOMAN'S PAGE

MRS. DOUGLAS MEADOR, Editor

Yule Parties Continue As Holiday Season Progresses

1925 Club Meets With Birnies For Christmas Social

The round of holiday socials was continued during the past week as several clubs met for Christmas parties, with Mr. and Mrs. D. I. W. Birnie entertaining the 1925 Bridge Club Wednesday evening. Bridge progressions following dinner resulted in Mrs. E. E. Donovan's receiving high for the ladies and E. F. Tunnell, high for the men.

Mr. and Mrs. D. E. Pitts, Mr. and Mrs. Elmer Stearns, Mr. and Mrs. Harry Campbell, Mr. and Mrs. Donovan, Mr. and Mrs. Tunnell and the hosts.

The holiday spirit prevailed as gifts were distributed from a tree.

MORNING CLUB MEETS IN PITTS HOME TUES.

Mrs. D. E. Pitts was hostess last week to the Tuesday morning club, with a luncheon and gift exchange in keeping with the holiday spirit.

Silver bells were used as the principal decorative note in the house, in carrying out the Christ-

THURSDAY CLUB IS ENTERTAINED

The members of the Thursday Club entertained their husbands with a Christmas party last week, with dinner at the Magnolia Cafe, followed by games of bridge in the home of Dr. and Mrs. J. S. Stanley.

Those present were: Mr. and Mrs. L. B. Millap, Mr. and Mrs. Hugh Gray, Mr. and Mrs. Bryan Cammack, Mr. and Mrs. W. N. Pipkin, Mr. and Mrs. Melvin Messon, Mr. and Mrs. Gus Bird, and the Stanleys.

High scores were held by Mrs. Messon and Mr. Pipkin, with Mrs. Gray and Mr. Bird receiving second high.

Gifts from a Christmas tree were included in the evening's entertainment.

Marriage Is Announced

Announcement is made of the marriage of Miss Ruth Kingery and William Armstrong in a ceremony performed August 22, 1935, at Ball, Texas. They were accompanied by Mr. and Mrs. Earl Bonitate.

Mrs. Armstrong is the daughter of Mr. and Mrs. J. M. Kingery of Kress, former residents of the Teepee Flat community. She is employed as county Welfare Worker.

Mr. Armstrong is connected with the state highway department. He is the son of Mrs. Lillie Armstrong of Matador.

The young couple will continue to make Matador their home.

Friday Club Entertained

Poinsettias and Santa Claus sleighs on mirror tables, together with other Yuletide decorations, formed the table centerpiece when members and guests of the Friday Club were entertained Friday night by Mrs. Charlotte Hunsucker with a dinner at the Motley Hotel.

Later in the evening six tables of bridge were in session at the home of the hostess, following exchange of Christmas gifts. High scores were held by Mesdames D. I. W. Birnie and J. S. Stanley, for the ladies; and Jeff Duffern and Dr. J. S. Stanley for the men. J. Farris Fish held guest high.

Members and their guests were Mr. and Mrs. Jeff Duffern, Dr. and Mrs. Stanley, Mr. and Mrs. H. E. Campbell, Mr. and Mrs. D. I. W. Birnie, Miss Rachel Patton, Mrs. Robert Collier, Mr. and Mrs. W. W. Clements, Mrs. A. L. Fryer, Mr. and Mrs. Douglas Pitts, Mrs. L. J. Barkley, Mr. and Mrs. J. Farris Fish, Dr. and Mrs. E. B. Jones, Mr. and Mrs. Alvin Stearns, Mrs. J. E. Moore, and Mrs. Hunsucker.

As usual, we let the fourth of July and all subsequent holidays pass without printing our contribution to our readers to perform this duty before the last deadline.

As we sign thirty, may we piously wish you all a very Merry Christmas and a fulfillment of all your wishes during the coming New Year.

Masons Are Party Hosts

Mr. and Mrs. Melvin Messon were hosts Tuesday evening of last week to the Rabbit's Foot couple club, at a Christmas party featuring an exchange of gifts from an attractively decorated tree.

Following an enjoyable dinner, progressions of bridge occupied the guests at three tables, with Mrs. Tom Newman receiving high score for the women and Bill Pipkin high for the men. John Hamilton was low score holder.

Mr. and Mrs. Harry Campbell were guests at the party. Members present were Mr. and Mrs. Harold Jones, Mr. and Mrs. Pipkin, Mr. and Mrs. Newman, Mr. and Mrs. Hamilton and the hosts.

Danny Solomon Has Birthday Party

Danny Solomon was guest of honor at a party, Sunday afternoon, December 15, on the occasion of his fourth birthday, when his mother, Mrs. H. M. Solomon, entertained several of his little friends.

After playing a number of games, the children were served hot chocolate with the birthday cake which was decorated with pink and white cake ornaments, and pink candles. Favors were candy canes.

The guests were: Frances Trawick, Ruth Marie Stanley, Betty Ruth Smalley, Virginia Rhea Gilbert, Neal Pipkin, Thomas and Richard Hamilton, David and Charles Robert Keith, and Danny.

Virginia Gilbert Is Party Honoree

Virginia Rhea Gilbert, daughter of Mr. and Mrs. Gilbert, was honored with a December 7, on the occasion of her 4th birthday.

Party favors of toy cars, Christmas trees, camels and Clausen were distributed to the little guests, who spent afternoon enjoying them.

Refreshments of hot chocolate and birthday cake were served following children: Cora Craven, Barbara Ray Young, Ruth Smalley, Frances Trawick, Marcia Gilbert, Geraldine Morton, Donna Cecelia Pipkin, Lucretia Edwards, Wayne Shelton, Thomas and David Hamilton, Charles Robert Keith, Danny Solomon, Dean Stotts.

Mrs. Cecil Pipkin and daughter, Paula Frances, also present.

MOTHERS CLUB HAS LUNCHEON

The Mothers Club met Wednesday in the home of Mrs. E. Seigler, for an enjoyable luncheon, and Christmas gift exchange.

The following members present: Mesdames A. A. Ethel Payne, D. P. Keith, Bishop, E. E. Jameson, R. Schweitzer, John Russell, Y. Doss and Frank Hallford.

LONDON—King George VI made a broadcast to the Nation and the empire at 3 (8 a. m., CST) on Christmas



A Joyous Noel

We sincerely hope your Christmas will be filled to overflowing with happiness and good cheer and may the New Year be one of Health, and Prosperity.

MODERN BEAUTY SHOP

JULIA DAVIS, Owner

mas motif. Saint Nicholas with his reindeer and sleigh were featured on a reflector in a show and ice setting, which formed a centerpiece for the dining table. Yuletide plate favors further accentuated the theme.

Mrs. Elmer Stearns received high score for members, and Mrs. J. R. Emmons received guest high in the bridge progressions. Others present were Mesdames R. E. Donovan, L. C. Harp, D. I. W. Birnie, Harry Campbell, U. L. Wille, and Mrs. Pitts.

MRS. WILLE IS HOSTESS TO FOUR O'CLOCK CLUB

The members of the Four O'clock Club and several guests, were entertained Monday of last week in the home of Mrs. U. L. Wille, with three tables of bridge.

High score was held by Mrs. W. W. Clements, with Mrs. Robert Collier receiving guest high, at the conclusion of the games.

Attractive house decorations in the holiday motif, and a tree from which an exchange of gifts were distributed, suggested the holiday spirit. Tallies, gift wrappings, and the lovely salad plate which was served for refreshments, also carried out the motif.

The following ladies were present: Mesdames T. J. Duffern, L. J. Barkley, W. W. Clements, Annie Tudor, L. R. Bishop, J. S. Stanley, Jack Edwards, D. E. Pitts, Robert Collier, Earl Laughlin, Mrs. W. P. Cooper of Roaring Springs, and the hostess.

Pied 'Pinions BY MRS. J. M.

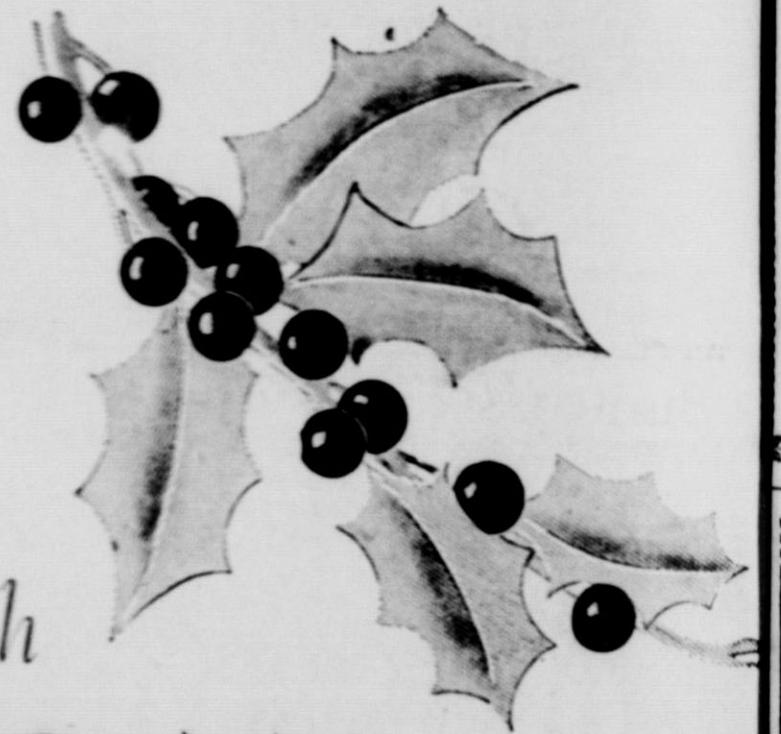
One of the most expensive gifts I'll receive this Christmas is a recent manure set containing nail polish and remover, with an orange stick and small roll of cotton, all done up in a tiny, simulated leather case. Johnny handed it to me, with all the admiration of a twelve-year old, shining from his laughing brown eyes.

Johnny has been pulling bolts in the office field this fall while others his age have been grumbling over their school books and the lessons assigned.

Originality, with a personalized touch is becoming more and more popular in the selection of Christmas greetings, and one of the most symbolic of the senders' interest in life, in our stock this year comes from a young friend who married an aviator last summer.

The greeting is a regulation Airways Flight Plan Data form, very similar to those used by Western Union, which she filled out. Beneath a sketch of a house with a plane overhead and an opened parachute descending, are these words: "Bailing out to wish you a Merry Christmas," signing their names as Flight Dispatchers.

Well, we did a little better this year with our Christmas greetings. We got them in the mail two days in advance of Christmas, instead of the day before.



to wish

YOU

a Joyous Christmas and a Happy New Year

From a firm that has enjoyed serving you in the past, and which is desirous of continuing the pleasant associations of our friends in the future

MILLER and MILLER

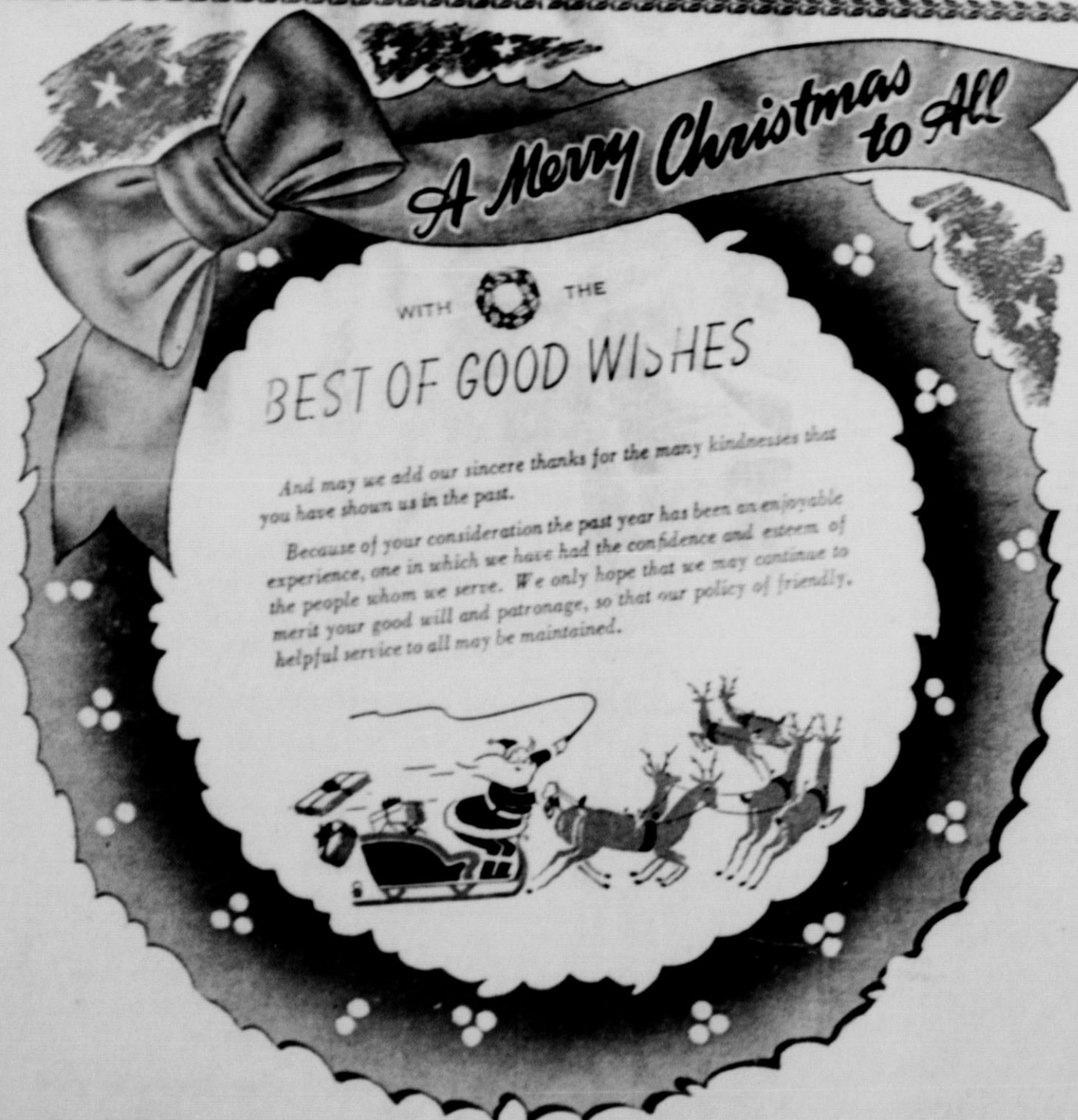
MOTOR FREIGHT

Now...

GIVING A DIRECT OVER-NITE SERVICE FROM DALLAS, FT. WORTH, WICHITA FALLS, AMARILLO, AND LUBBOCK. DIRECT 2nd MORNING FROM HOUSTON VIA THE CENTRAL TRAILER.

F. W. WEBB, Local Agent

PHONE 177



ROARING SPRINGS GIN

W. W. Keahey, Manager

26, 1940. tributes children

Draft Exams Will Decide Health Status

The results of the examination connection with the World War disclosed that a general average of thirty-two per cent of young men of this country at the time were either temporarily or permanently unfit for active service.

While those being called before medical boards under the present selective service law include a water proportion of acceptances was the case twenty-three years ago, the percentage of rejection so far reported, despite the small sample from which figures date have been obtainable, indicates that an approved physical condition is lacking in too great a portion of the young men called states Dr. Geo. W. Cox, State Health Officer.

"If this age group, in the age bracket where the physical condition normally should be at its best, indicates a certain amount of physical inefficiency, the question naturally arises: what is the physical status of the men and women in America? the present preparedness program, this query is important," Dr. Cox points out.

Room For Improvement

While there is no desire to imply that the general health of either adult America or adult Texas is unsatisfactory, there is reason to believe that, good as it may be on the average, there is room for improvement. Of course, it is not expected that physical qualifications for military service could be met by the majority of those of middle-age and beyond; nevertheless, it is not too much to ask that the best physical condition corresponding to age be attained by every one.

Barring fundamental defects and chronic conditions, the vast majority of middle-age men and women can achieve top-notch vigor, if lacking it. However, it would be wise to maintain robust health not only for the zek that will be experienced, but for any eventuality that the future may bring.

In all probability minor adjustments only will be necessary to change fairly good health into the most satisfying type. Intelligent to the quantity and quality of the food intake, the daily walk, or other exercise in the outdoors, moderation in the use of any or all kinds of stimulants, and obtaining the amount of sleep required nightly should go a long way toward realizing the maximum health goal. It is disregard of one or more of those basic requirements that often represents the difference between superior

well-being and slow-gear vitality.

Consequently, if upon reflection of one's daily habits, a barrier to good health is spotted, it not only will be patriotic, but will be to the greatest personal advantage to remove it.

City Of New Orleans Likes Its Fireworks In Christmas Season

Christmas without firecrackers just isn't Christmas down in New Orleans.

"If anybody not got no firework he mighty po'," says the Creoles gally. The more the fireworks, the better the Christmas on the lower side of Canal street.

While other people are shooting off fireworks on July 4, New Orleans is sweltering under intense heat. Outside activities are out of the question.

With noisy July 4 festivities out of the question, it was easy to begin celebrating Christmas, instead, with the firing of skyrockets, Roman candles and firecrackers. Once started, there was no stopping it.

Shooting starts several weeks before Christmas, and every night the tumult increases. Parents consistently caution their children to save the firecrackers until the twenty-fifth, because they won't

get any more. The boys and girls refuse to believe this prophecy, but feel that Providence will not allow them to go crackerless. Even the almost penniless have firecrackers, but the more wealthy win the envy of others with their rockets.

Enthusiasm is not limited to the young boys, but it is shared by the entire family. Boys and girls parade up and down the streets at night, making a racket with tin trumpets and "instruments" they picked up on the way. They ring doorbells, then run away with joyful laughter. The sky is lighted up with rockets and firecrackers beat a constant staccato.

The fun begins again the next morning, with greater enthusiasm than ever. Although a boy may have bankrupted himself the day before, firecrackers have taken a great drop in price. He must have a new supply because they are cheap.

Now the juveniles grow reckless. Whole packages of firecrackers go off at one fell blow; those who were firecracker boys yesterday are skyrocket boys today. As night comes on, the street seem ablaze with explosives and colored rockets.

The second morning after Christmas the streets are strewn thick with burned pieces of fireworks; but the air is clear. The acrid odor of fireworks is again replaced by the perfume of Christmas roses.

Symbols Of Christmas Are Varied

Each nation has its individual symbols of Christmas: In England there is the Yule log, in France the candles and in Holland the wooden shoe. But throughout the entire world there is one universal symbol, the bells of Christmas.

This is strange because bells were not associated with the church until at least 400 A. D. when Paulinus, an Italian bishop, installed them in his church. Some bell authorities claim that Pope Sabinianus gave us the first church bells in 604.

The custom has grown until there is perhaps no use of church bells so widely known in Christian countries as the ringing of chimes to herald the advent of the birth of Christ. From huge cathedrals to tiny country churches, from the frozen arctic to the sunny tropics, the bells peal forth each Christmas season an old, old story of

"Peace on Earth, Good Will to Men."

America's very national existence is wrapped up in the priceless Liberty bell at Philadelphia, and certainly no one can say that bell music isn't the most democratic music in the world.

In recent years the ancient bell has "grown up" into the carillon, a highly sensitive instrument on which Christmas carols seem to find their most perfect expression. There are now more than 200 of these instruments, 30 of them in the United States. Similar to the carillon, but differing in the number of bells, tuning and arrangement of keyboard, are chimes. Some of the finest chimes hang in English cathedrals and spread the Christmas message each December.

A chapter in the history of bells may be found in the story of almost any creed or culture. First known in the East, they were used by aboriginal people as ornaments. They came down through Grecian days and called Roman citizens to the forums, later summoning early Christians to worship. In the Middle ages they

called people to arise, guided the far-away traveler.

Napoleon loved bells so dearly he would not destroy them, while Henry VIII took fiendish delight in destroying them.

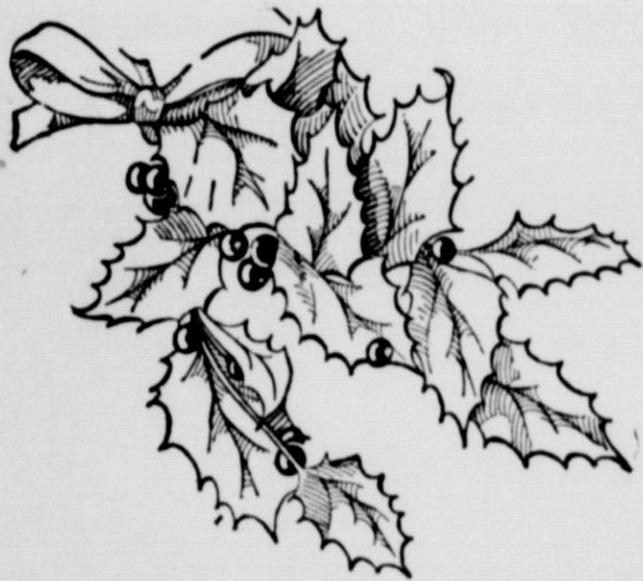
Bells have made people laugh and cry, have stirred them to action and lulled them to sleep. Bells are the simplest, yet the most compelling musical instrument in the world and it is fitting that they should toll the universal message of Christmas, of "Peace on Earth, Good Will to Men."

SUGAR AND WATER

STOPS FALL OF CHRISTMAS TREE NEEDLES

It's easy to stop the fall of Christmas tree needles. Saw off a portion of the tree's base—enough so the fresh wood will be exposed. Set a shallow pan of water beneath the base of the tree, in which the base should be immersed. A teaspoonful of sugar should be added to the water. The water provides needed moisture and the sugar nourishes the needles, giving them strength to hold on longer.

CANDLES OF THE YULETIDE



Every business, regardless of size or type; every individual, is dependent upon someone else for support and existence. Our business is dependent upon our many loyal friends who have favored us in scores of ways during the past year.

It may have been through your patronage . . . it may have been a kind word of cheer . . . or it may have been an expression in our behalf to some friend of yours . . . but, in whatever way you may have favored us, we are thankful.

It is our hope that each of you may receive the blessings of a joyous Yuletide Season.

SEASON'S GREETINGS

THACKER SUPPLY Company

Roaring Springs, Texas



To You
ONE AND ALL
COMPLIMENTS
Of The Season

MAY EVERY JOY AND HAPPINESS BE WITH YOU THIS CHRISTMAS AND EACH DAY OF THE COMING YEAR. MAY IT BE GENEROUS IN ITS BENEFITS TO YOU, IS OUR SINCERE WISH.

SERVING YOU IN THE PAST YEAR HAS BEEN A PLEASURE WE HOPE TO CONTINUE FOR MANY YEARS TO COME. IT HAS ALWAYS BEEN A PRIVILEGE TO SERVE IN WAYS THAT WILL CONTRIBUTE TO YOUR CONVENIENCE AND REQUIREMENTS. WE TRUST WE MAY HAVE MANY MORE OPPORTUNITIES TO SHOW OUR CONTINUED INTEREST IN YOUR WELFARE.



Southwestern Associated Telephone Company

German Invasions Head 10 Best Stories of 1940

By Morgan M. Beatty

The battle of the headlines also was news in 1940!

World shattering events jostled each other for front page positions in the nation's newspapers. And the newspapers, before they could print these stories, had to get them.

Hard working reporters and skillful editors enabled the papers to get this news and to play it properly. And enabled us to give you again an impartial, well-informed estimate on the year's big stories.

More than a score of news edi-

tors and other newspapermen—men who helped gather and put together your daily budget of news around the world—helped pick the Big Ten Stories of 1940:

Here They Are

1. German invasion of Norway, the Low Countries and France.
2. Renomination and election of Roosevelt for a third term.
3. National defense program, climaxed by the peacetime draft.
4. Battle of Britain.
5. Evacuation of Dunkerque.
6. Trade of U. S. Destroyers for British naval bases.
7. Mediterranean war.

8. Russo-Finnish war.
 9. Axis-Japanese pact for relictivation of the world's wealth.
 10. The Act of Havana, providing for common hemisphere defense.
- The judging job was worse than filling out an income tax return. For first place the board of judges was almost evenly divided between (1) the precedent shattering renomination and election of the President, and (2) the German Spring invasions.

Fuse For Many Bombs

I cast the deciding vote, giving the German invasion the edge because I felt that continuous event set off the whole string of news explosions that shook the world in 1940. That put the Roosevelt election in second place.

An extremely close third was the American national defense program, headed by the unprecedented drafting of American manpower in peacetime.

The Battle of Britain easily commanded fourth place. But the selection for fifth position presented a strange problem in news judgment. Upon first thought, the escape at Dunkerque seemed to be a part of the Battle of France. But the editorial board insisted on giving that parcel of British heroism a ranking position.

Destroyer Deal Surprise

The deal between the United States and Great Britain, trading 50 old destroyers for future leases on British territory in the Western Hemisphere, developed overwhelming pressure for sixth position. It had the elements of surprise contained by only one other story of the year—the German invasion.

The Axis-Japanese pact which took No. 9 position was historically significant because three powers publicly planned a redistribution of world wealth before they had that wealth to divide. Odd, audacious, perhaps ludicrous, depending on the future course of events.

The Also-Rans

Last in the Big Ten, but far from least in the long list of important stories for 1940, comes the Act of Havana.

The quality of the leftovers is surprisingly high. Take "Galloping Gertie," the Tacoma bridge that shimmied into oblivion. Or Leopold's surrender, or Carol's abdication, or the Windsor's going to the Bahamas and, eventually, the United States.

The kidnaping of Marc de Tristan Jr. and a second extortion attempt aimed at the De Tristan family this week, the Trotsky assassination, the threat of famine in Europe in the midst of world plenty, the smashing British victories in the Mediterranean, the Knox and Spimson appointments to the Roosevelt Cabinet, and John Lewis' bet on the wrong presidential horse—all warranted Big Ten position in any year save crowded 1940.

Those satellite wars—the double-headed Mediterranean affair now commanding headline attention, and the Russo-Finnish set—edged into seventh and eighth places.

More important in the judgment

Christmas Story Never Grows Old



Pilgrimages were made to Denton from points all over Texas Sunday, Dec. 15, when Texas State College for Women's traditional Christmas Pageant will be presented twice for the general public. The original dramatization of the Biblical story of the Nativity was written by Dr. L. H.

Men Used Holly-Bush To Beat Unruly Wives

If wives knew history, there wouldn't be any holly in the Christmas decorations. A stick cut from a holly-bush was a husband's most effective means of restoring discipline when his wife "answered back." He always left the prickles on the stick, too.

Fortunately—for the wives—this custom belongs to the dark past and has long been forgotten.

NATION'S CHRISTMAS BILL SET AT \$62 PER FAMILY; TOYS COST \$183,000,000

You're paying a part of this bill! Santa's middle men predict a \$183,000,000 national toy bill this year, which would be about the same as was spent last year to spread cheer among the youngsters.

The array around American Christmas trees this season, including toys, will cost each family an average of \$62.50, according to reliable surveys.

There's another side to it. Between 250,000 and 300,000 persons are being added to the nation's payrolls during the holiday rush, and the turnover should raise total 1940 sales for the year to at least last year's volume of nearly \$40,000,000,000.

POST OFFICE DOES BEST TO FIND SANTA CLAUS

What happens to the letter your youngster addresses and mails to Santa Claus? The post office department has made special provisions for St. Nick. Many such letters go to the dead letter office, but, stamped or unstamped, they may be obtained by "responsible charitable institutions or reputable individuals" for philanthropic purposes.

Camel Distributes Gifts To Children In Syria

Christmas gifts are presented a camel in Syria. The young camel which accompanied the Wise Men is called the Camel Jesus. It performs the task each year of distributing presents.

CHARM OF CHRISTMAS

The chief charm of Christmas is its simplicity. It is a festive that appeals to everyone because everyone can understand it. A genuine fellowship pervades common life—a fellowship whose source is our common share in the world's greatest life which is given to the whole world.—King Ball.

OUTDOOR CHRISTMAS TREES

Outdoor Christmas trees are new. When in Alsace the folk there will tell you of St. Florian, who centuries ago went into the woods at Christmas time and placed lights, probably candles, on the trees.

DARK CHRISTMAS

The sun does not rise above the horizon for a week in Iceland during Christmas season.

JOB PICTURE CHANGED

One person out of every four employed in the United States today depends for his job upon one or another of fourteen industries unknown in 1870.

For every ten men employed in making steel, about five are kept at work supplying the raw materials.

One manufacturing company in this country alone has spent more than \$3,000,000 finding new uses for soybeans, which now represent an 80,000,000 bushel annual crop for the American farmer.

GREETINGS TO YOU ALL

A Joyous Noel

We sincerely hope your Christmas will be filled to overflowing with happiness and good cheer and may the New Year be one of Health, and Prosperity

Casey Jones Drug Store

ROARING SPRINGS

MERRY CHRISTMAS to All

To our many friends and customers—the Season's best wishes for joy and happiness. By your thoughtfulness you have helped to make our Christmas a merry one and we wish the same for you.

Happy NEW YEAR

Spot Cash Grocery

MATADOR ROARING SPRINGS

LETTERS To Santa Claus

December 20, 1940

Dear Santa:

I'm a little girl five years old. Please bring me a doll, football, set of dishes and some fruit and candy. And please Santa don't forget the little orphans.

Your little friend,
Kathleen Thompkins

December 20, 1940

Dear Santa:

I have been very nice this year, and would like very much to have a pair of skates, mixing set, some doll dishes and a colorbook. Also some fruit, candy and nuts. Remember the poor girls and boys this year.

Your friend,
Mary Jo Russell

December 20, 1940

Dear Santa Claus:

I have been very good this year and I would like to have a doll and a buggy and some candy and nuts. Please bring me a few dresses, a colorbook and some paperdolls. I love you very much Santa. Please don't forget the poor girls and boys this year. I am nine years of age.

Your friend,
Leatrice Russell

Ex-Detroit Paper Boys Aid 65,000 During Christmas

DETROIT—Twenty-five years ago the late James Brady conceived the idea of raising funds to insure needy children a merry Christmas by organizing a group of men who as boys had sold newspapers in the city. The idea was for them to return to their old corners at a stated period and sell papers to all who passed. Last year this organization of oldtimers raised about \$150,000.

YULE LOG CAKE

This year you may want to make a "Yule Log Cake." It's quite simple. Spread over a jelly roll a jellied fruit nut mixture. Roll quickly and wrap in waxed paper. Then chill until set. Cover with chocolate French pastry icing. The "bark" can be made by making grooves with a fork or pastry tube. You'll want some "knot holes" in your Yule Log Cake. Small white and green candles will do the trick. The 'log' should be kept chilled until time to serve.

Over 100,000 new products have appeared upon the American market since 1900.

CHRISTMAS GREETING

The spirit of the season prompts us to express to you appreciation of our pleasant business relations during the past year and to most heartily wish you a very Merry Christmas and Happiness and Prosperity for the New Year

SPEARS GIN

MATADOR, TEXAS

Wishing You A WONDERFUL CHRISTMAS

and All Happiness in the New Year

May Every Day Be a Holiday

Eddie's Bakery

MATADOR

TRAIL DUST Trees...

By DOUGLAS MEADOR



(Continued From Page 1)

away and he picked up the lines, striking his team across the hips. Burs rattled in the suction pipe and darkness arrived. He walked outside the driveway and looked at the sky, then the lights of town—many red and green lights that shone from windows. He remembered the other purchases quickly; some stick candy, half a dozen oranges and a doll for the baby.

Time, threaded through the deft needle of years, sews up many of the rents which the claw of reality leaves on the heart.

My personal odium for olive oil started the dry, cold night I spent in a box car on a siding in Flagstaff. I had found the bottle of oil, with seal intact and purchased a loaf of second-day bread. My theory was to use the oil as gravy. Many of my ideas have left a loathing on the feathery confusion of memory.

Once a friend, whose eyes had never witnessed the flames of sunset in summer clouds, nor wild geese against an autumn sky, asked me to select a bright shawl for his mother's Christmas gift. There was no bitterness on his face as we walked past the gay windows, to be jostled by the hurrying crowd. He held my arm like an excited child and laughed; "You don't need to see the symbols of Christmas—the heart feels enough."

After the abstergent power of great pain washes the heart, many of life's tribulations are reduced to trivial incidents, easily ignored.

Procrastination is a relative of laziness who married ambition because of honorable intentions.

Specialized technique is necessary to flatter a wealthy and suc-

(Continued From Page 1)

of W. E. Webb, State Director of the Prairie States Forestry Project. Due to unusually favorable weather, planting of Red Cedar is already underway.

Better survival is expected from these Red Cedar than in previous years, stated Mr. Webb, as these trees have gone through a hardening off process which has put them in excellent condition for handling and setting in the ground. In past years, these trees had to be hauled long distances, and often it took three to six weeks from the time they left the nursery until they were placed in the ground.

VISITORS HERE

Visitors in the home of W. W. Carpenter are Mrs. George Schoening of Eckert, Colorado, who arrived last Wednesday and Clyde Carpenter and Bill Cook of McLean who arrived Sunday. Mrs. C. B. Whitten and Miss Lillian Wood of Carlsbad, New Mexico, spent Saturday night, and they were accompanied to McLean by Miss Frances Carpenter. They returned Tuesday to Matador for Christmas.

VISITORS HERE SUNDAY

Mr. and Mrs. Walter Bishop of Paducah were week-end guests in the home of Mr. and Mrs. L. R. Bishop, and Mr. and Mrs. Arthur Bishop, also of Paducah visited in the home of their daughter, Mrs. Wade Bennett and family, Sunday.

Mrs. Bennett entertained the entire group at her home Sunday morning with a waffle breakfast.

Mr. and Mrs. Mose Dameron of Quitaque are spending the Christmas holidays in Matador.

Successful man without his suspecting designs on a possible favor. However, if there is an only child in his family, the feast is simplified.

Exercizing my will power to the breaking point, I once quit smoking for two days after burning my automobile from careless pipe embers. Later I reasoned that the sacrifice was useless since my car was gone, thus removing the element of future danger.

Cowboy's Christmas Ball

By LARRY CHITTENDEN

("The Cowboys' Christmas Ball," first appeared in The Texas Western, according to Miss Leonora Barrett, who spent five afternoons in the library at the University of Texas searching the files of the Galveston and Dallas News for a copy of this poem. She found it in both papers in the Sunday issue of December 27, 1891. The Texas Western being credited with having published it.)

TO THE RANCHMEN OF TEXAS

'Way out in Western Texas, where the Clear Fork's waters flow,
Where the cattle are "a-browzin'," an' the Spanish ponies grow;
Where the Northers "come a-whistlin'" from beyond the Neutral strip;
And the prairie dogs are sneezin', as if they had "The Grip";
Where the coyotes come a-howlin' 'round the ranches after dark,
And the mocking-birds are singin' to the lovely "medder lark";
Where the 'possum and the badger, and rattlesnakes abound,
And the monstrous stars are winkin' o'er a wilderness profound;
Where lonesome, tawny prairies melt into airy sireams,
While the Double Mountains slumber, in heavenly kinds of dreams;
Where the antelope is grazin' and the lonely plovers call—
It was there that I attended "The Cowboys' Christmas Ball."

The town was Anson City, old Jones' county seat,
Where they raise Polled Angus cattle, and waving whiskered wheat;
Where the air is soft and "bammmy," an' dry an' full of health,
And the prairies is explodin' with agricultural wealth;
Where they print the Texas Western, that Hec. McCann supplies,
With news and yarns and stories, uv most amazin' size;
Where Frank Smith "pulls the badger," on knowin' tenderfeet,
And Democracy's triumphant, and mighty hard to beat;
Where lives that good old hunter, John Milsap from Lamar,
Who "used to be the Sheriff, back East, in Paris, Sah!"
'Twas there, I say, at Anson, with lively "wider Wall,"
That I went to that reception, "The Cowboys' Christmas Ball."

The boys left the ranches and come to town in piles;
The ladies—"kinder scatterin'" had gathered in for miles,
And yet the place was crowded, as I remember well,
'Twas got for the occasion, at "The Morning Star Hotel."
The music was a fiddle an' a lively tamborine,
And a "viol come imported," by the stage from Abilene.
The room was togged out gorgeous—with mistletoe and shawls,
And candles flickered frescoes, around the airy walls,
The "wimmin folks" looked lovely—the boys looked kinder treed,
'Till their leader commenced yellin': "Whoa! fellers, let's stampede,"
And the music started sighin' an' awailin' through the hall,
As a kind of introduction to "The Cowboys' Christmas Ball."

The leader was a feller that came from Swenson's Ranch,
They called him "Windy Billy," from "little Deadman's Branch."
His rig was "kinder keerless," big spurs and high-heeled boots;
He had the reputation that comes when "fellers shoots,"
His voice was like a bugle upon the mountain's height;
His feet were animated, an' A MIGHTY, MOVIN' SIGHT.
When he commenced to holler, "Neow fellers, stake yer pen!
'Lock horns ter all them heifers, an' russel 'em like men.
'Saloot yer lovely critter; neow swing an' let 'em go,
'Climb the grape vine 'round 'em—all hands do-ee-do!
'You Mavericks, jine the round-up—Jest skip her waterfall,"
Huh! hit was gettin' happy, "The Cowboys' Christmas Ball!"

The boys were tolerable skittish, the ladies powerful neat,
That old bass viol's music JUST GOT THERE WITH BOTH FEET!
That wailin', frisky fiddle, I never shall forget;
And Windy kept a singin'—I think I hear him yet—
'O Yes, chase your squirrels, an' cut 'em to one side,
'Spur Treadwell to the center, with Cross P Charley's bride,
'Doc. Hollis down the middle, an' twice the ladies' chain,
'Varn Andrews pen the fillies in big T Diamond's train.
'All pull yer freight tergether, neow, swallow fork an' charge.
'Big Boston' lead the trail herd, through little Pitchfork's range.
'Purr 'round yer gentle pussies, neow rope 'em! Balance all!
Huh! hit wuz gettin' active—"The Cowboys' Christmas Ball!"

The dust riz fast and furious, we all just galloped 'round,
Til the scenery got so giddy, that Z Bar Dick was downed.
We buckled on our partners, an' tole 'em to hold on,
Then shook our hoofs like lightning, until the early dawn.
Don't tell me 'bout coillions, or germans, No sir'ee!
That Whirl at Anson City just takes the cake with me.
I'm sick of lazy shufflin's, of them I've had my fill,
Give me a frontier break-down, backed up by Windy Bill.
McAllister ain't nowhar when Windy leads the show,
I've seen 'em both in harness, and so I sorter know—
Oh, Bill, I shan't forget yer, and I'll oftentimes recall,
That lively gaited sworray—"The Cowboys' Christmas Ball."

Students Home For Holiday

Local students from various colleges began the homeward trek last week to spend the Christmas holidays in their respective homes. Boyd Willett, student at the University of Texas, Austin, arrived Friday.

Home from Hardin-Simmons University, Abilene are Lela Carpenter, Truett Rattan, and W. O. Cox. Buddy Davis, who is taking an airplane mechanics course in Inglewood, California, arrived Sunday.

Glenn Woodruff, student at John Tarleton College, Stephenville, arrived Friday, and Maurice Reilly, who is attending the University of Colorado, Boulder, Colo., will visit here during the holidays. Fred G. Simpson arrived Saturday from West Texas State Teachers' College, Canyon.

Texas Tech at Lubbock claims the greatest number of students from Matador and vicinity. The

holidays began Friday and continue until Thursday, January 2. Tech students include Rhea McCary, Jean Harp, Jo Jean Houston Schweitzer, Elmer Jameson, Jewell McCoy, Myra Barksley, Bennie Keltz, Kay Patton, Camella and Willena Wilkinson, Tom Nell Darsey, J. Allen, and Kara and Marie Husker.

In normal times, London's population grows at the rate of 50,000 a year.

More than 32,000,000 acres of valuable forest and grass land continually under patrol by California state rangers.

Fifteen billion tons of soil were carried away by a spring deluge storm in the Ukraine district of Russia during 1938.

During 1939, the United States manufactured 419,088,225 pairs of shoes, an increase of 7 per cent over 1938 production.

New Management

We have purchased the former Wilcher Motor Company and affiliated interests.

We have a complete stock of gasoline, oils and automobile parts and accessories. Our policy of fair dealings, courteous service and full value will prevail.

Complete and expert automobile repair is offered on all makes of cars.

We Respectfully Solicit Your Patronage

KIFER SERVICE STATION

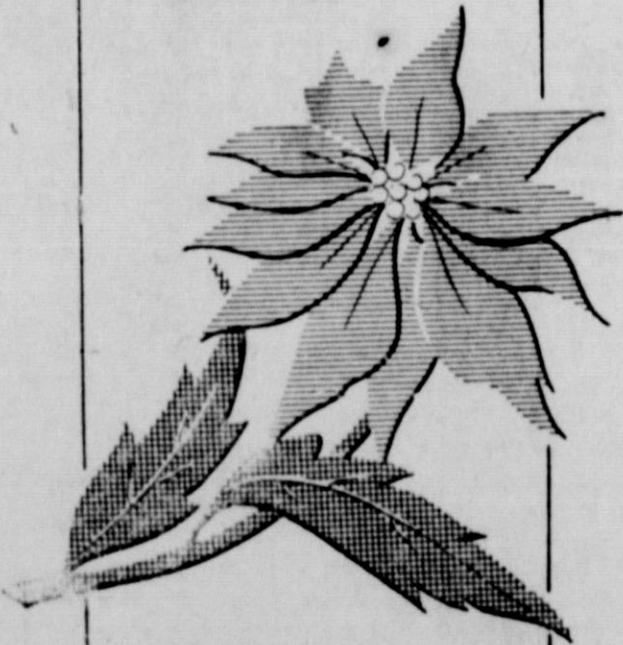
C. L. KIFER, Manager

THE YULETIDE SEASON

BRINGS

JOYOUS GREETING

TO ALL OUR CUSTOMERS



In this most cordial of holidays, when joy prevails everywhere, may we bring a message of Good Cheer to each of you, and express a sincere wish that the coming year holds the realization of your fondest hopes and ambitions.

**MATADOR HARDWARE
And Furniture Co.**

Hearty
Christmas
Greetings

"For unto us a Child is born,
Unto us a Son is given."

Isaiah 9:6



As you eagerly await the occasion of an enjoyable Season with your friends and family . . . we trust you will pause just long enough to accept these few words of Christmas cheer from the personnel of this firm.

To have served you in the past has been a decided privilege, prompting us to express a Christmas Greeting that carries with it our best wishes for the coming year. The friendships formed these past twelve months, combined with those other friendships of long standing, lead us to again renew our pledge of service.

Campbell Chevrolet Company

MATADOR, TEXAS



With
Every Wish for
a

**HAPPY HOLIDAY
SEASON**

and a Year
of Happy Days

We cherish the thoughts of the fine friendships that have been ours in the past and we desire to take this means of expressing our genuine thanks for your courtesies.

We wish you the best of good things for Christmas and the New Year.

Traweek Hospital

A. C. Traweek, M. D.

Albert Traweek, Jr., M. D.