FIRST -m maynan -WN CRRCLLATIN
=IN ADVERTIING
-IN RRADER INTEREST
-N COMMUNITY SRRVIC

## The Clarendon News

Goes Into More Donley County Homes Than Any Other Newspaper

24 Pages OF LIVE LOCAL NEWS,
RURAL NEWS, EDITOR-
IALS AND FEATURES IN IALS AND FE
THIS ISSUE.

## Clarendon Churches Lead Christmas Celebration



"BIG BUSINESS" IN A WORTHY ROLE
 business in a role which would do credit to anybody's Christian at-
titude and ethics.
Recenty in Donley County we have had just such an example, and

When an aged minister was soo prececupied with his ow,
thoughst hat he hrove his small automobile on the Fort Worth and
 he had a miraculous ecape widh his life, and with only minior abasa,
ions in the cras which demolished his car. This left him without means of transportation in serving his rural circuit-a calamity
him whose meagre pittance left no margin for a new car.
 called cold, calculating "big business". through its genial and gener-
ous inspector of claims-and there was no clain, for the minister
frankly admitted the crash was all his own fault-called victim and made a cash settlement in the approximate worth of the
wrecked car, and allowed him to sell the wreck for junk. With the \$210 thus realized, a happy, grateful and
able to provide another car for his needs.
The Christian spirit is growing, regardless of what some pessi-
mists say. and in spite of how some dictators are carying on. This column deaires io hand a hearty bouquet of apprecias
 with all the communities and peoples it serves.

AUDITORIUM NEED INCREASES IN CLARENDON
Clarendon citizens have for many years recognized the need for
a large auditorium in its secular and civic activities, and the city
schools stand in the same pressing need of a gymnasium. The News has mentioned this lack in our community set-up many. many temes,
and as we approach 1940 we repeat that the need continues and with and as we approach 1940
Many of our Southwestern cities under the metropolitan class have solved this community need by a gymnasium project which also
serves the city as an auditorium. Memphis and Childress are notable examples of this smart planning, and today both
vided for in this continuous and dual need.

## for their secular gat

## Here in Clarendon, where some plans are already being dis



Maid About to Quit-"Yes, You May Come In!"
lieves that the time has arrived for a longer view of our needs, combining all the demands of the school, and the community in one
inclusive project which would challenge the best effort of all our people in the year head
project would be worth much to our citizenship as a rallying move-
ment in 1940 which would overflow into every activity of commun-


\section*{| NDBDDY'S |
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| BUSINESS |
| BUM |}

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## Shalion Grociry

Phone $186 \quad$ We Deliver MY-T-FINE, Desert, - pkg. . . 4c Cake Flour, Swans Down pkg 28c Cranberry Sauce - can ..... 15c Grapefruit, med, size, - doz. $22 c$ Cheese, Kraft, American 1 lb 31 c Prunes, med. size, - 3 lbs . 25 c Peaches, No $21 / 2$ can - 3 for 50c Cooking Oil-gallon can .. 75c SPUDS - 10 lbs. ........... 19c WALNUTS - 1 lb ........... 20c
Tomato Juice, Swifts - 2 cans 15c Fruit Cocktail, No. 1 tall can 15c

Quick Arrow Soap Flakes pkg 22c Will pay church organizations 5c for top.


## COFFEE

Save on Xmas shopping, yet this year give hosiery of such luxurious quality to surprise valuable coupon in each can is really worth
50 c to you on the purchase of $\$ 1$ value 3 thread chiffon hose, full fashioned and ringless. Only in this way can you get genuine Princess Royal pure crepe twist silk chiffon colors. See coupon for details

Guaranteed first quality, \$1-value, this amazing offet
is made possible only by our large buying power and is made possible oniy by our large buying power and
keen desire for oup to ty delicious WHITE SWAN
Coffee with its mellowed strength. Vacuum soeked. Ask your grocer TODAY!


ASK YOUR GROCER TODAY

## Sanford \& Bryan

 168 . . . PHONE . . . 168

State School Children Asked For Ten Cents Each As Contributions For Crippled Children's Center


## MERRY CHRISTMAS

And hanking you for your past patron-
age and hoping to serve you in the
SIMPSON MILL \&FEED STORE
We wish all our friends and customers a very Merry Christmas and a Prosperous New Year. We are grateful to you for your patronage and friendship.

nights. The class has used th
radio in classwork before buy
has had to borrow radios
members for such work.
A number of
cently bought
made shirts
 ter now owne and use som som
form of the F. F. A. emblem
as part of an official uniform. Dr. and Mrs. T. H. Ellis are
leaving Frider nessee. where for Memphis Ten
will mee
heir daughter, Maxine, who wil heir daughter, Maxine, who w
return with them for the hol
days. Miss Enlis attends Sout
dal rn College at Petersburg, Va. Mrs. Fred Chamberlain, Mrs. nd Mrs. Ruth Kennedy went to Amarillo Monday.
Miss Jeanne Bourland and Mr. veests of Miss Dorothy Headrick Amarillo.

Clarendon otrcuit
dam S. Forch,

## - Ashtola. 2nd Sund

2nd Sunday N Nigh | McKnight |
| :--- |
| 3rd |
| - |
| Goldston |

Goldston.
4th Sunda
Lelia Lake ning and Night $\xrightarrow{5 \text { th Su }}$



Educational Trends In Donley County Charted By Wilson


DR. WEEKS, FORMER METHODIST PASTOR HERE DIES TUESDAY-WAS LONG EDTTOR OF SOUTHWESTERN ADVOCATE


## WATSON and ANTROBUS

Hardware and Plumbing Phone 3

## MERRY . CHRISTMAS

To Everyone
For Your Christmas Dinner
Mince Meat,
Nice for pie - making, bulk Ib -- 18c Two Ibs. ----------- $\mathbf{3 5 c}$
Christmas Hams
Pinkney, Sun Ray - Ib
23c FRESH OYSTERS

Place orders now for Christmas Poultry

## Russell's Market

## A MERRY CHRISTMAS

## AND A HAPPY NEW YEAR

$\qquad$
$\qquad$
$\qquad$ esented by the
men named above.
Anyone having therr name on
trant aree eligitible to votion tor but
oniy one vote per person is al-
lowed regardiess of the number
of farms or ranches that person
of tay te interested in.
may
Stamp Pad Ink at The News.



The CĹarendon News
Goes Into More Donley County Homes Than Any Other Newspaper

## 1939 Successful Year For Chamber Of Commerce

Industry and Art Combined In New Clarendon Press Venture


FOOD SALES HERE RETURN \＄22．854 IN HIDDEN TAXES
chases of food，a National C
sumers Tax Commission sur
showed today．
＂Nearly eight per cent of


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WEST TEXAS WINS UTILTIIES HAS IN FREIGHT RATE THREE MEN OF REDUCTION FIGHT CHARMED LIFE
Insurance Commissioner Warns Of Added Fire Hazards During The Holiday Decoration Season

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| WEST TEXAS WINS | UTILITIES HAS |
| IN FREIGHT RATE | THREE MEN OF |
| REDUCTION FICHT | CHARMED LIFE |

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$\qquad$

HOLIDAY DRIVING HAZARシ̈ STRESSED BY RED CROSS

WEATHER CONDITIONS，
MORE DARKNESS ARE MORE DARKNESS ARE
GREATEST DANGERS
WASHINGTON－
conditions，lengthening $\begin{gathered}\text { Weather } \\ \text { hours of of }\end{gathered}$
condions，lengthening hours of
darkness and holiday joviality
makes December the most dan－
gerous month for motorists and
$\qquad$

$\qquad$



PacE four
Army Men Share Christmas
With Underprivileged Children



## K娄㐫

## A MERRY

 CHRISTMAS TO ALLAmong the most valued assets of our bank stand the friendship and good will of our patrons. We assure all that we appreciate the patronage and cooperation given our bank by the people of this community. Our earnest endeavor will be to serve you in evtry way throughout the coming year.

Wesley Knorpp, President F. E. Chamberlain, Vice President and Cashier.
J. L. McMurtry, Vice President, M. R. Allensworth, Assistant Cashier Roy L. Clayton, Assistant Cashier, W Carroll Knorpp, Assistant Cashier. D. N. Grady, C.T.McMurtry, W. J. Lewis.


## DONLEY KIDDIES WRITE OLD SANTA CLAUS THEIR HEART'S DESIRE




## DONLEY KIDDIES WRITE OLD SANTA CLAUS THEIR HEART'S DESIRE



## 

## AND CHRISTMAS CHEER From <br> MELLINGER ROSENWASSER

Don't complete your Christmas list before you look over our large stock. You'll find smart, useful and practical Gifts for the entire family, and at exceptional values, too. Shop today.

Woolen Robes
JUST WHAT HE WANT,
for comfort. Full cut, with
exeellent tailoring and fin

$\$ 4.95$


FOR MEN Suits, overcoats, luggage, shoos, shirts, hats, socks, bely
suppenders, underwear, sweaters, trousers, gloves, muffler
ties, handkerhiefs, robes, pajamas, house-shoes, tiesets, bell
sets, jackets. SHOP OUR MEN'S DEPARTMENT FOR THE MOST COMPLE
HIM IN TOWN.
Each package wrapped in Holiday wrapping FREE



Luggage
Lightweight, roomy, water-resistant luggage. Smart solid colors or "Airplane" stripe,
night, pullman or wardrobe size.
$\$ 3.95$ up


FOR LADIES
Coats, dresses, luggage, shoes, hats, gloves, hose, undie handkerchiefs, luncheon sets, bridge sets, table cloths, shee
and pillow case sets, bed spreads, blankets, piece goods and pillow case sets, bed spreads, blankets, piece goods,
towels, towel sets, gowns, pajamas, house-coats, slips, vanitowels, towel sets, gowns, pajamas, house-coa
ties, costume jewelry, sweaters, house shoes. ties, costume jewelry, sweaters, house shoes.
SHOP OUR LADIES' DEPARTMENT FOR THE MOST COMPLETE SELECTION OF GIFTS FOR HER IN TOWN.



Pajamas and matching robe
grend for her leisure,
travel, college! rayon, nilles.
$\$ 1.98$ up

## MELLINGER <br> and ROSENWASSER



FIRST
-IN CIRCULATION - N ADVERTISING
-IN READER INTEREST
-N
-IN READER INTERRST

The Clarendon News
Goes Into More Donley County Homes Than Any Other Newspaper

8 PAGES
OF LIVE LOCAL NEWS,
RURAL NEWS RURAL NEWCS, EDITOR-
IALS AND FEATURE IN THIS ISSUE.

To Enjoy
The Holiday
Completely - --


There's more to Christmas than the mere exchanging of gifts. To really appreciate the full significance of this most joyous of holidays . . . to enjoy the holiday to the utmost . . . the spiritual side must be considered as well. You'll double your enjoyment of the day if you make it a point to devote part of the day to Christian worship. No matter what denomination, attend church Christmas!

To Make
The Most Of
The Occasion---

Dedicated to the Churches of Clarendon - Courtesy of The Clarendon News.

U. S. Bureau Ready To Take New Census - Texas Likely To Show Startling Shifts In Count


CHRISTMAS GREETINGS


We can't improve on the Old, Old Greet-ing-We wish you and yours a Merry, Merry Christmas and the Best in 1940.
D. 0. STALLINGS
"The Coal Man"

 $\substack{\text { in } \\ \text { gion } \\ \text { oit } \\ \hline}$
 $\left\lvert\, \begin{gathered}\text { Au } \\ \text { 53, } \\ \text { Paso } \\ 938 \\ 93\end{gathered}\right.$
 SURVEY POINTS OUT A business impetus that bid
fair to continue unabated int
1940 is seen in a brief economi
survey just made by the lif
insurance fraternity, according t insurance fraternity, according to
W. M. Patman representative o
the Southwestern Life Insurance
Company here. A few of the national barome
ters embodied in the survey to
which Mr. W. M. Patman referr ed include:
An increase of 86 per cent in
the building industry, the high-
est addance since $\left\lvert\, \begin{aligned} & \text { est advance since June, } 1937 \\ & \text { with private awards } 182 \text { pe } \\ & \text { cent larger for this period o } \\ & \text { the year than the same perio }\end{aligned}\right.$ of 1938.
Motor car sales setting an all
time high, with the greates volume of unfilled orders in th
history of this country.
A rapidly expanding volume A rapiay expanding volume
orders for airplane productio
with more than $\$ 200,000,000$
requests pending requests pending.
steel malls oo the nation o
erating at 100 per cent capac
ty, and production ty, and production averages ex-
ceeding all previous, records (wa
orders not included). $\underset{\text { A gaint sale }}{\text { pat }}$ paint sales.
Railloasd and truck lines en
joying best business in years. creased employment nationally
with actual shortage of skille
vorkers claimed in some spots
THE POSTMASTER GIVES CHRISTMAS MALLNG RULES
beropean parcels should BE MAILED AT ONCE: BE
SURE OF RIGHT ADDRESS Asking cooperation of patrons der to give more efficient pos-
do
tol tal service, postmaster
Taylor outlined today
points to points to aid in Christmas mail
ing. Packages to any foreign coun-
try should be mailed at once as try should be mailed at once as
under the present conditions it
may take longer to effect deliy may take longer to effect deliv-
ery than last year. At present, $\left\lvert\, \begin{aligned} & \text { ery than last year. At present, } \\ & \text { parcel post service with Danzig, } \\ & \text { Czech-Slovakia and Germany }\end{aligned}\right.$


Olerry Christmas to All


Sincere Best Wishes
o All of Our Many Friend
Kelly Chamberlain


In Grateful Appreciation
wo tute mitis oppormantst to tell sou
Hilliard's Service Station

## BARGAIN DAYS <br> FORT WORTH Star-Telegram

(Now Until December 31st) AuTHE ONE YEAR
 TO INCLUDE SUNDAY ISSUE ADD ${ }^{\text {s/eqe }}$.
NEXT YEAR ELECTIONSNational, State and County

The Daily-Changing Markets and the World War No. $2^{\prime}$
You need Mapp, Pictures and Facts. Next year, of ALL yearn you should subscribe for the Stato Daily which will reach you first, with all the News and
Pictures from Pictures from everywhere.

A Newspaper for the Entire Family We believe the kind of a newspaper we will publish for you during the coming eventful year, will satisfy. AMON CARTER, President



Whitmans Sampler .. 1.504 .50 Whitmans Bon Bons ..... 1.50 Fairhill Chocolates ..1.00 5.00 Fruits and Nuts1.50

All Milk Chocolates ...... 1.00
Whitmans Assorted Nuts . 1.50
Douglas and Goldston


Douglas \& Goldston Drug Co. THE Joxall DRUG STORE IN Aowest phices in town


## (x)

Follow The Star
WITH TEXACO GASOLINE
Wishing You A MERRY CHRISTMAS And a
Happy New Year

## IN 1939.



LETTERS TO SANTA



## SERVICE STATION

To All Our Patrons and Friends
To Make It "The Best" Buy
-The New Dodge-Plymouth Automobile Pennsylvania and Firestone Tires -Delco and Vesta Batteries Sinclair Oils and Gasoline
The "Best Christmas Gifts!"


MERRY CHRISTMAS
To orr mevonios of ruiens

CLARENDON FOOD STORE


STATE MERCHANTS SEE BEST BUYING IN TEN YEARS

HOLDAY TRADE EXPECTED TO REACH 1920's MARK For present season Texas' retall merchants this year will have their busiest Yule-

tide season since Ulde season since 1929, with
Christmas sales mounting to an estimated $\$ 93,987,000$, the National Consumers Tax
sion predicted today. Not since the booming 1920s
have the prospects have the prospects of a tree
spending
holiday spending holiday shopping
splurge been so optimistic. Mrs.
Melville Mucklestone. Melville Mucklestone, Yeader of
the commission's drive agains "consumer - penalizing"
stated in the
taxes, stated in the business survey re
port. Throughout the country re
ports from business -from large
industries to the small industries to the small store
keeper - point to the heaviest holiday trade in 10 the heariest
Mucklestone added. "Mrs.
"The buying spree, following "the buy- trend
of recent months, probably will carry the yearts retail salyes to-
tal to $\$ 37,916,900,000$ for the nation, an increase of more than
seven per cent over The increased Texas trade.
the NCTC report said, will mean
added added seasonal employment, hea-
vier employee bonus checks and


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To Our Friends And Customers May the season Bring You Cheer. We have enjoyed serving you this year, and hope to continue throughout 1940.

Give your family and yourself a Splendid Christmas Present by having your car running perfectly during the holidays. It's highly annoying to have a hard starting car or a jumpy motor during the winter.

## Homer Bones

UNITED MOTORS SERVICE



##  <br>  <br> And May Your New Year

Clarendon Bowling Alley
Mike Stricklin, Prop.


Mayfield Kothmann (center), 18 -yoear-old Texan from Mason County,
Texas, whose Hereford steer, Lurky Boy II, won the blue ribbon awarded for the grand champion beef enimal at the International Livestock Exposition
in Chicago, is shown with President S. .. McAlister of the International
Harveter Company (left), and Mise Gierrude L . Warren (right), field agent in Chicago, is shown with President S. . . McAllister of the IIternational
Harvester Company (leff), and Mises Gertrude e. Warren (right), field agent
in 4 -H Club work, United States Dopartment of Agriculture, Washington, D.C. in 4 -H Club work, United States Dopartment of Agriculture, Washington, D.C.
Young Kotman, the frat Tras
 Warren for his skill in feeding and
in the United States during 1930 .
Congressman Points Out Value Of Federal Farm Program To Nation
calves, to be progressing satis-
factorily with factorily with each member put-
ting more improved practices into
use than ever before. Each mem ber was aber before. Each mem- check his work
bith that of his fellow
bitudent with that of his fellow students.
J. R. Gillham, F. F. A. Advisor S. R. Glllham, F. F. A. Advisor,
said the projects were in the best
shape since he started said the projects were in the best
shape since he started his work
in Clarendon and that the prosin Clarendon and that the pros-
jects for the spring show were
the jects for the spring show wer
the best in the history of the
event.


Equipment Refinished
Umbers chiture classes retopped all of of
their classroom tables with plytheir classsoom tables with ply-
wood the past week. In addition
to being retopped, the then to beng rateoppeek, the the tables,
tool room, play tables, and bul
to tool
leti
 Monday and Tuesday of this week were derotod uestay of par thisis.
tary drill by all members of the



## 

 Pren The farm program las meant
nuth tuch to tharmers and to the na-
impliftied in in every improved and
ind









How To Prepare A Grapefruit


| justed in such a way as to be fair to all concerned. <br> 5. Continue and make perma- <br> ent low interest rates. <br> 6. Rroaden the tenant home purchase act to encourage home ownership of tamily sized tarms. <br> 7. Expand the research pro | gram in the interest of new mar- <br> kets and new outlets. <br> 8 . Continue and mlarge the proxision for rural electrification. <br> 9. Correct freight rate discriminations. <br> 10. The farm program has been | of great value. No thinking Amcrican wants to abandon it <br> Mrs. Katy Rathjen left Sunday for an extended visit in Vernon. $\qquad$ <br> Bond Papers at The News. |
| :---: | :---: | :---: |



Best Christmas Wishes and many Thanks for your pat ronage this year. May the New Year hold for you many realizations of your dreams.


You can make their joy complete by giving the entire family a

NEW 1940 BUICK …-. 1940 PONTIAC
or by providing your Christmas Breads, Pies and Cakes from Caraway's Bakery, and last, TAKE THEM OUT TO DINNER AT

## Caraway's Cafe

It Is Our Pleasure to Serve Clarendon and Donley County In These and Other Ways As

Opportunity Presents
ODOS CARAWAY


MERRY
CHRISTMAS
To
EVERYONE
There Is No New Way Of Saying MERRY CHRISTMAS
But the simple message never grows old to us. We hope you really know how much we mean it.
We also wish to thank you for your patronage during the last year and hope to be of continued service to you, and to the community.
Special Wichita Falls Ethyl Gas
19c

## BRUMLEY \& RUNDELL

Panhandle Oil Company

Allis Chalmers - Sales and Service



## Excursion Fares

Have the best Xmas ever Back Home! the folks want to see you enjoy A RESTFUL CAREFREE SAFE TRIP

RAILROAD AIR-CONDITIONED CARS

## Lowest Round Trip Coach Fares In Years

 Saie Dates: December 19th to 24th, incl., 1939 Limit : January 8, 1940.| Between | Houston | Dallas | Fort Worth | Wichita |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Dallas | \$ 6.00 | \$ | \$ ,90 | \$3.95 | \$9,85 |
| Fort Worth | 6.00 | . 90 |  | 3.10 | 9.00 |
| Decatur | 7.10 | 1.95 | 1.10 | 2.00 | 7.90 |
| Alvord | 7.40 | 2,25 | 1.40 | 1,70 | 7.60 |
| Bowie | 7.85 | 2.70 | 1.85 | 1.25 | 7.15 |
| Bellevue | 8.15 | 3.00 | 2.15 | . 95 | 6.85 |
| Henrietta | 8.60 | 3.45 | 2.60 | . 50 | 6.40 |
| Wichita Falls | 9.10 | 3.95 | 3.10 | ... | 5.95 |
| Iowa Park | 9.35 | 4.20 | 3.35 | . 44 | 5.65 |
| Electra | 9.80 | 4.65 | 3.80 | . 75 | 5.25 |
| Vernon | 10.40 | 5.25 | 4.40 | 1.35 | 4.60 |
| Chillicothe | 10.80 | 5.65 | 4.80 | 1.75 | 4.20 |
| Quanah | 11.15 | 6.00 | 5.15 | 2.10 | 3.85 |
| Childress | 11.90 | 6.75 | 5.90 | 2.85 | 3.10 |
| Memphis | 12.75 | 7.60 | 6.75 | 3.70 | 2.30 |
| Clarendon | 13.45 | 8.30 | 7.45 | 4.40 | 1,55 |
| Claude | 14.25 | 9.10 | 8.25 | 5.20 | . 75 |
| Amarillo | 15.00 | 9.85 | 9.00 | 5.95 |  |
| Channing | 16.40 | 11.25 | 10.40 | 7.35 | 1.40 |
| Dalhart | 17.15 | 12.00 | 11.15 | 8.10 | 2.20 |
| Texline | 18.10 | 12.95 | 12,10 | 9.05 | 3.15 |
| Turkey | 13.20 | 8.10 | 7.20 | 4.15 | 3.55 3.80 |
| Quitaque | 13.50 | 8.35 | 7.50 8.20 | 4.40 5.15 | 3.80 4.55 |
| Sterley | 14.20 | 9.10 | 8.20 | 5.15 |  |
| Lockney | 14.40 | 9.25 | 8.40 | 5.35 5.60 | 4,70 |
| Plainview | 14.70 | 9.55 | 8.70 8.70 | 5.60 6.60 | 5.00 5.95 |
| Lubbock | 14.50 | 9.55 | 8.70 | 6.60 | 5.95 |
|  | 10.00 | 4.85 | 4.00 | 1.40 | 7.30 |
| Stamford | 11.00 | 5.90 | 5.00 | 3.00 | 8.30 |
| Abilene | 11.00 | 5.90 | 5.00 | 4.05 | 8.30 |

Safe - Fast - Comfortable - Economica
Burlinģton

- Lines

Fort Worth \& Denver Ry. The Wichita Valley Ry.


