

Christmas is for children . . . and the youngsters of Hereford, like the group pictured on this page, are preparing for Christmas in a big way. There's not a doubt in their minds that Santa Claus is really coming to town!

'T WAS THE NIGHT



Old Santa and these two little girls, left, are getting to be good friends for this is Janie's fifth Christmas and Martha Ann's seventh. They are taking no chances of Santa finding them unprepared, so they are getting the Christmas tree all ready for him. They are the daughters of Mr. and Mrs. Jim Bookout. (Photo by The Brand)



Eighteen months old, Dickie Ware, right, is ready for anything and he looks pretty happy about the idea of Christmas trees, Old Santa Claus and shiny new toys. He may decide to stay awake and see what happens. He is the son of Mr. and Mrs. Worth Ware. (Photo by Alex Thompson)



Rev. and Mrs. Roy Ford's three youngsters, above, are being good as can be. . . They are getting ready for Santa and Marilyn, age 3, can hardly sit still for fear she will miss some of the excitement. . . Douglas who is four, thinks it's fun just to think about the man with the whiskers and Wallace looks on in nine-year-old seniority. (Photo by Alex Thompson)

Susie Woodford, right, thinks Santa Claus is going to be pretty busy delivering toys to so many little boys and girls, so she is doing her share of the work in delivering packages. She'd like for him to hurry as fast as he can. Susie is the daughter of Mr. and Mrs. Louis Woodford and is just two and a half years old. (Photo by The Brand)



Just what is this all about? . . . Is Old Santa Claus really coming down that chimney? It seems to David Evans, right, that he is hearing a lot about something pretty exciting and as well as his two years will permit, he is trying to figure the whole thing out. David is the son of Mr. and Mrs. Wayne Evans. (Photo by Alex Thompson)



With happy faces and twinkling eyes these three youngsters (right) are all set for the big event. They are the children of Mr. and Mrs. Sam Allen and to Anita Frances it's an old story since she has already celebrated her seventh birthday. Samuel Wade, however, who is just four years old, would like to see that chimney ceremony, and the baby, Sabra Jeanne age-3, wonders if it's true. What they say about Santa Claus. —(Photo by Alex Thompson)



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"PEACE ON EARTH, GOOD WILL TO MEN"
Gospel of Luke Tells Beautiful Story of First Christmas and Birth of the Christ

The story of the birth of Jesus, and the first Christmas on Earth, is best told in the immortal words of the Gospel of St. Luke. The story of the nativity is briefly and beautifully told in the first twenty verses of the second chapter of Luke's Gospel: "And it came to pass in those days that there went out a decree from Caesar Augustus that



WE'RE GLAD IT'S CHRISTMAS

We're glad because it is the one day of the year when it is possible to cast aside the artificial dignities of every day living—the one day of the year when people can be themselves and express sentiments that are too often suppressed. May we resolve to strive for a continuation of this wholesome attitude throughout the coming year, with more tolerance toward all, with a genuine spirit of brotherhood prevailing in our every transaction. With this as the background of our activities, we feel sure that the people of this community will enjoy the most prosperous year of them all. It will lead toward the further advancement of every worthy enterprise. It will mean a year of happiness, contentment and prosperity for all!

J. B. Elliston
 REAL ESTATE

all the world should be taxed. "And this taxing was first made when Cyrenius was governor of Syria. "And all went to be taxed, every one unto his own city. "And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David); "To be taxed with Mary, his espoused wife, being great with child. "And so it was that, while they were there, the days were accomplished that she should be delivered. "And she brought forth her first-born son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn. "And there were in the same country shepherds abiding in the field, keeping watch over their flock by night. "And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them, and they were sore afraid. "And the angel said unto them, Fear not, for behold, I bring you good tidings of great joy, which shall be to all people. "For unto you is born this day in the city of David a Saviour, which is Christ the Lord. "And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger. "And suddenly there was with the heavenly host, praising God, and saying, "Glory to God in the highest, and on earth peace, good will toward men. "And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go even unto Bethlehem, and see this thing which has come to pass, which the Lord hath made known unto us. "And they came with haste, and found Mary, and Joseph and the babe lying in a manger. "And when they had seen it, they made known abroad the saying which was told them concerning this child. "And all they that heard it wondered at those things which were told them by the shepherds. "But Mary kept all those

Kissing Under Mistletoe Dates To Mythology

The delightful Christmas custom of kissing under the Mistletoe dates back to Scandinavian mythology. Frigga, Norse god of love and beauty... the Scandinavian counterpart of the Greek Venus... was so grieved when her son, Balder, was struck down by an arrow fashioned of Mistletoe that her tears became the white berries of the vine, or so the story goes. Balder was restored to life by the concerted efforts of the gods and Frigga, grateful for her son's restoration, according to the legend, bestows a kiss on those who pass under the Mistletoe.

Emulating Frigga, modern day swains carry on the custom by kissing those who stand under the Mistletoe, and it has become one of the most popular of holiday customs. Mistletoe was sacred to the Druids of ancient Britain, and in Virgil, it is the Golden Bough which enables Aeneas to descend to the underworld and return safely. Considering its heathen as-

CHURCH NEWS

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

First Baptist
 R. H. Cagle, pastor.
 Sunday: Sunday School—9:45 A. M. Sermon—10:55 A. M. Training Union—6:45 P. M. Sermon—8:00 P. M. Wednesday: 8:00 P. M. Prayer Service 8:00: Choir rehearsal 8:30.

First Presbyterian Church
 Russell A. Wingert, Pastor
 Sunday: Sunday School—9:45 A. M. Morning worship—11 A. M. Evening worship—7:30 P. M.

Avenue Baptist Church
 R. S. Sparkman, pastor
 Sunday: Sunday School—9:45 A. M. Morning Worship—11:00 A. M. Training Union—6:45 P. M. Preaching Service—8:00 P. M. P. M. Wednesday 8:00 P. M.

Immanuel Lutheran Church
 E. W. Lichtsinn, Pastor.
 Sunday School and Bible Class 10:15 A. M. Worship Service 11:00 A. M.

First Methodist Church
 Uel D. Crosby, pastor
 Sunday: Sunday School—9:45 A. M. Morning worship—11 A. M. Methodist Youth Fellowship at 6:15 P. M. Evening worship—7 P. M. Wednesday—7:30 P. M.

First Christian
 Roy W. Ford, pastor
 Sunday: Sunday School—9:45 A. M. Morning Worship and Lord's Supper—11 A. M. Intermediate Endeavor at 6:30 P. M. Christian Youth Fellowship at 6:30 P. M. Evening worship—7:30 P. M.

Assembly of God
 S. E. Eldridge, Pastor
 Sunday: Sunday School—9:45 A. M. Morning worship—11 A. M. Young People Service—at 7 P. M. Evangelistic service—7:15 P. M. Wednesday—8 P. M.

Church of the Nazarene
 Rev. Louis Patterson, Pastor
 Sunday School 10:00 Morning Worship 11:00 Evangelistic Service 7:30 Wed Evening Prayer Meeting, 7:30.

things and pondered them in her heart. "And the shepherds returned, glorifying and praising God for all the things that they had heard and seen, as it was told unto them."

Relief At Last For Your Cough

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back. **CREOMULSION** for Coughs, Chest Colds, Bronchitis

Ancient Irish Hunted Wrens On Christmas

Once upon a time in Ireland, the wren was hunted and killed on Christmas morning; a branch of holly and bright ribbons were attached to his body which was carried from house to house by

children, the Church has never sanctioned the use of Mistletoe as an appropriate decoration. However, no restrictions have ever been strong enough to banish the parasitic plant from the home, where it continues to be emblematic of peace, friendship, and true love... sealed with a kiss.

wren boys who sang songs and expected to receive a dole from each household.

The story goes that during the Danish-Irish war, the Danes were resting after an arduous march and the Irish were creeping up quietly. All of a sudden a wren, spying a few crumbs which the drowsy Danish drummer had dropped on the drumhead, swooped down and began to peck at the crumbs. The pecking awakened the boy, who aroused the camp; the Irish, driven off and defeated, blamed the wren.

Modern Irish ashamed of the once-honored tradition, say the guilty bird may have been a starling or a sparrow anyway, and now welcome the wren to their farms and homes.



MERRY CHRISTMAS
 AND MAY GOD BLESS YOU!
 That's our simple wish for all.
Dr. and Mrs. Norman Harris

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 When in need of Prompt, Dependable Service... use this Directory

<p>Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!</p>	<p>Concrete Stucco Plaster Re-Dashing 16 Years Experience H. E. WESTER Phone 96-W</p>	<p>Terrell Feed Store and HEREFORD POULTRY & EGG CO. "Stanton Feeds" Phone 448-112 Sampson</p>	<p>Hereford Locker & Cold Storage • Zero Lockers • Meat Processing • Frozen Foods Hours: 7:30-6:30; Saturday 8 p. m. 115 MAIN—PHONE 64</p>
<p>The Candy Kitchen —Coney Islands —Home-Made Candy —School Supplies 310 MAIN STREET.</p>	<p>Milburn Service Station Flats Fixed Get your Anti-Freeze early! Limited supply! Wash and Grease Jobs PHONE 16 THIRD & SAMPSON STS.</p>	<p>The Beauty Mart "... for a LOVELIER YOU" PHONE 3 210 North Main</p>	<p>Phillipp's Cafe Open 7 Days a Week Home of Fine Steaks 302 1-2 NORTH MAIN ST. Phone 67</p>
<p>Williams Studio —Portraits —Commercial —Kodak Finishing 118 MAIN PHONE 42</p>	<p>Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694</p>	<p>Huckert Radio Service Guaranteed RADIO REPAIRS at White's Auto Store 116 North Main</p>	<p>C. N. Cosby Realty CITY PROPERTY FARMS and RANCHES "If I Can't Help You, I Won't Hurt You." Come to see me sometime 118 MAIN ST.—PHONE 42</p>
<p>Jack's Shoe Shop SHOES REPAIRED to LOOK LIKE NEW! 101 East 5th</p>	<p>A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.</p>	<p>THIS SPACE FOR SALE</p>	<p>C. & R. Cleaners The Little Birdie says: "It's like New When We're Thru" Expert Cleaning 208 Main St. Phone 160</p>
<p>FISH. FRIED CHICKEN SIZZLING STEAKS ELITE CAFE "Home of Good Coffee" PHONE 11</p>	<p>McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23</p>	<p>HEREFORD IMPLEMENT CO. Genuine Dealers for... Farmall Tractors McCormick-Deering Implements. International Motor Trucks. International Power Units International Refrigeration Units. Complete Shop Service for your TRACTOR and TRUCK Across West from the Court House — Phone 51</p>	<p>QUALITY PRINTING of all kinds... The HEREFORD BRAND Your Hometown Newspaper since 1901</p>
<p>Witherspoon Electric Co. APPLIANCES ELECTRIC WIRING FIXTURES 113 East Third Phone 75</p>	<p>CITY SHOE SHOP 110 WEST 2nd STREET—HEREFORD, TEXAS Invisible soles our Specialty! We take "You-Wait" Jobs... See us for all kinds of Leather Goods, including Saddles, Boots, Bill Folds, Watch Bands, Belts, and Ladies' Leather Purse. We Fix Boots and Repair Saddles I. H. ROBINSON, Owner</p>	<p>Rubber Stamps Salesbooks of all kinds... Notary Seals</p>	

YULETIDE GREETINGS

and All Good Wishes for the New Year

CARL McCASLIN LUMBER CO.
 AND EMPLOYEES



Season's GREETINGS

Christmas is more than just a day! It is the hopes and prayers of people everywhere who have tasted fear and pain and want, as well as security and comfort and plenty. Christmas is the memory of all memories within the hearts of all, the recollection of little things and great things that make up the lives of each of us.

Christmas can be, and should be, the rebirth of great thoughts and firm resolves to make ideals and ambitions come true. It is a day to be honored by all good people everywhere, in every city, in every village, in every home.

Twinkling lights and gleaming Christmas trees will brighten the homes of Americans everywhere. The spirit of good will lives in the hearts of men. May each in his own way resolve to keep the spirit of Christmas alive throughout every day of the coming year.

Let us celebrate this great occasion thoughtfully, reverently and gratefully in keeping with the true significance of Christmas. From the quiet, comforting happiness of the Yuletide may we receive the stimulus to meet the New Year with new ambitions, new hopes and new friendships.

Please accept our Greetings of the Season. It has been a pleasure to serve you in the past and we look forward to a continuation of this privilege in the future. It is our wish that all good things will come your way this season and for many seasons to come.

MERRY CHRISTMAS
and A HAPPY NEW YEAR



OFFICERS, DIRECTORS and EMPLOYEES
OF

THE FIRST NATIONAL BANK
OF HERFORD

MEMBER: FEDERAL DEPOSIT INSURANCE CORPORATION and FEDERAL RESERVE SYSTEM

True Story of Santa Claus; Saint Nicholas Of Myra Was Real Flesh and Blood Santa

Saint Nicholas, or Santa Claus as he is known to American children, was a real, live, flesh and blood person . . . as real and alive in fact and history as he is today in fancy and legend.

The original Saint Nicholas was bishop of Myra, in Lycia, Asia Minor, and lived in the first part of the fourth century of the Christian era.

His bones are buried today in Bari, Italy, where a church was built in his honor; but Saint Nicholas lives in spirit, and lives in fact in the minds of children the world over.

The story of how Saint Nicholas became the patron Saint of Christmas the Christian world over is a fascinating legend which weaves its way through the maze of centuries.

The original Saint Nicholas, like his modern counterpart, was a generous giver of gifts. The most famous episode in his long career of benevolence is his rescue of three dowry maidens. An impoverished nobleman, so the legend goes, had three dowry daughters whom he was about to send forth into a life of shame. Nicholas heard of the tragic situation, and at night threw a purse of gold into the house. This furnished the dowry for the eldest daughter, and she was married.

After a little while, the good saint threw another purse of gold into the house, and the second daughter was endowed. Again he visited the nobleman's home, and the third daughter was endowed. The happy father, wishing to discover "his benefactor," ran after Nicholas and recognized him, but the good saint "required him not to tell or discover this as long as he lived."

Nicholas then became not only a generous giver, but the patron saint of maidenhood.

Through the years and centuries which followed his life, schoolboys began celebrating the

Feast of Saint Nicholas on December of every year, and because this date fell so close to Christmas, good Saint Nick inevitably became associated with Christmas and the spirit of Christmas.

How Saint Nicholas became the Santa Claus of modern America is a story that is woven of the fact and fable of centuries.

The Dutch who settled New Amsterdam, which is now New York, brought their patron saint of Christmas, whom they called "Sandy Claus," to the New World and the English colonists borrowed from the Dutch . . . and so, in America, we have Santa Claus, the good Saint who brings gifts to all children on Christmas Eve.

Saint Nicholas had come a long way from the Bishop of Myra, whose painting hangs in an Italian art gallery, to the roly-poly elf in the fur-trimmed red suit who drives a herd of reindeer through the skies in his magic sleigh.

Where did Santa Claus get the reindeer? And how did the grave, gnome-like saint become the jolly gnome-like elf?

But wherever he is found, and by whatever name, he is the patron saint of generous giving, the truest expression of the spirit of Christmas.

And to children everywhere, this legendary figure descended from the ancient Nicholas of Myra is as real and as true and as wonderful as ever a Saint can be.



Letters to Santa Claus

DEAR SANTA CLAUS,

This is my first letter to you, Santa, and I want to ask you for some things if you have plenty this year. I have been a good little girl most all the time, and I would like very much to put a doll, and a baby buggy to have in; also a little dish cabinet and a stove to cook for my doll. I

The reindeer, obviously, came from the Scandinavian countries, where Saint Nicholas was dressed to fit the climate. From the Norsemen to the Germans and Dutch was an easy transition, and since our own version of Saint Nick is derived from the Dutch, we have our modern Santa Claus, complete with beard and white moustache, jolly laugh and "fat little belly," in his bright red suit trimmed with fur.

The career of Santa Claus through the ages is as mysterious as his annual flight from the North Pole. In Germany he is Kris Kringle. In Holland, Saint Nicholas. In Russia, he is a saintly figure on an ikon. Throughout most of the English speaking world he is Santa Claus, although in England he is rivalled by "Father Christmas."

But wherever he is found, and by whatever name, he is the patron saint of generous giving, the truest expression of the spirit of Christmas.

And to children everywhere, this legendary figure descended from the ancient Nicholas of Myra is as real and as true and as wonderful as ever a Saint can be.

will have my stocking hanging on my little rocking chair by the Christmas tree. Please remember all the little boys and girls everywhere; so it will be a very Merry Christmas for everyone. Thank you very much. Love, NICKY NAN NOLAND

DEAR SANTA,

You found me at Granny's last Christmas. I won't be there this year. Just leave my toys with Granny. I will be there soon before the New Year to get them. I have travelled over the West out where I see "Old Faithful" in Yellowstone National Park, where I fed bears apples and cookies near the Grand Tetons in a wild country near "Sun Valley and the Saw Tooth Mountains." Daddy caught fish out of Snake River to eat for dinner, near Shoshone Falls. I see Indians in gay attires. Boy, Santa, I will tell you about it later. SKEETS COLLIER

DEAR SANTA,

Hello Santa. Santa, tell Twilla hello, also Melba Gay. Please bring me a Dr. set and an electric train. Bring me a flag, Santa. I want an airplane. I want a car. Goodbye, GARY TANNAHILL

DEAR SANTA CLAUS,

I have been a good girl. I am in the third grade. My teacher's name is Mrs. McLean. My name is Gloria Walsler. I would like a doll. I have a sister. Her name is Carol Walsler. She wants a doll for Christmas too. GLORIA WALSER

DEAR SANTA, I want a doll. I want a set of dishes. My doll is old. I want a new doll. My doll and I want a stove. I want a buggy for my doll. I am in the third grade. That is all I want. Please bring my brothers and sisters something. I will be looking for you Christmas night. Your friend, VIVIAN BEYERS

DEAR SANTA CLAUS,

I want a doll. I think Bobby wants a gun. Don't forget my little cousins. BETTE JEAN NOLAND

P. S. I would like to have a bathrobe.

DEAR SANTA,

I am writing this letter to tell you what I want for Christmas. I want a bicycle, a pair of roller skates, a bottle doll, and a doll house and a set of dishes. Remember all the little boys and girls all over the world. I love you, Santa. I am 8 years old. IRLINE GALEY

DEAR SANTA,

Please bring me a bicycle. I want a girls bicycle. If you have one please bring me a medium bicycle. If you don't have it, I want a pair of skates or a baby doll with clothes and a buggy. My little sister wants a tricycle and a wagon. Her name is Mavis Gale Scott. She is in the second grade and I am in the fourth grade. Gale is going to write a letter to you. I had better close for now. Sincerely yours, MARGARET ANN SCOTT



HERMAN FORD
SOUTHLAND LIFE



Merry Christmas
TO ALL OUR FRIENDS

Styles change, methods change, but Christmas—never! Beneath it all is the same old love of man for his folks and his neighbors, the same old dream of the day when peace and good will encompass all the earth.

So now in that changeless season of Christmas we greet our friends and neighbors, as so often before, with that timeworn message of cheer and good fellowship, MERRY CHRISTMAS!

JENNINGS BEAUTY SHOP

MRS. BESS JENNINGS
Zelda Denges Hope Zinzer



We Are Taking a Board off the Fence
(Where else could you find a board?)

TO WISH YOU

VERY

MERRY

CHRISTMAS

KEMP LUMBER COMPANY

GRANT A. FULLER, Manager

HEREFORD, TEXAS

PHONE 44



ALL OF OUR
FOLKS ARE HOPING
THAT ALL OF
YOUR FOLKS WILL
SPEND A MIGHTY
Merry Christmas

The Plains Insurance Agency

Mr. and Mrs. John Patton
Mr. and Mrs. Billy Patton

Simply delicious
RAISIN BUNS



Melty-rich, piping hot Raisin Buns—made with Fleischmann's Fast Rising Dry Yeast! IF YOU BAKE AT HOME—use it to help you turn out delicious breads at a moment's notice. Stays fresh for weeks on your pantry shelf—ready for quick action. Dissolve according to directions—then use as fresh yeast. At your grocer's.



Stays fresh on your pantry shelf

MERRY
WEBB
CHRISTMAS

Lengthening shadows of a year just closing bring to mind the many helpful things you have done for us this past twelve months. Mindful of your many courtesies, we take this means to send each of you our very best Greetings and to wish for you a multitude of good things and many happy days for all.

BLANTON BUTANE GAS CO.
and Employees

HEREFORD

FRIONA

Christmas Was Not Always Merry In Merrie Old-Or New-England Either

Christmas was not always merry in England and New England back in 143, when the Puritans brought their anti-Christmas prejudice to America and in 1659, Governor Bradford of Plymouth Colony rebuked "vertain young men who, having just arrived on the small ship Fortune, declined to work on ye day called Christmas."

The governor relented, however, to the extent of allowing that "if they made it a matter of conscience he would spare them until they were better informed."

Later Bradford found the same young men sporting and playing in the streets, and sent them to their lodgings, telling

them to be quiet. The Puritans brought their anti-Christmas prejudice to America and in 1659, Governor Bradford of Plymouth Colony rebuked "vertain young men who, having just arrived on the small ship Fortune, declined to work on ye day called Christmas."

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Roots of Culture Good Taste THEN and NOW

IN ALL CIVILIZED PERIODS OF HISTORY, SILVERWARE HAS BEEN THE MARK OF SOCIAL REFINEMENT.



ROMAN EMPERORS BESTOWED SILVER DISHES ENGRAVED WITH THEIR PORTRAITS UPON EMINENT OFFICIALS.



EARLIEST SILVERSMITHS WERE EGYPTIANS. THEY SPECIALIZED IN SPOONS, INCLUDING SPOONS FOR COSMETICS.



KING JAMES I. WAS RIDICULED FOR INTRODUCING INTO ENGLAND "THOSE ITALIAN NEATNESSES CALLED FORKS." BUT THE FAD STUCK.

TODAY'S SILVERWARE, RANGING FROM THE ORNATE TO MODERN SIMPLICITY, STILL INDICATES A FAMILY'S TASTE AND DISTINCTION.

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Solving the Great Problem "I'm no' sending any Christmas or New Year gifties tae ma relations this Christmas," said the artful Andrew.

"But why not?" asked his friend. "Surely they'll be expecting something."

Andrew shook his head. "No, I've seen to that," he replied. "They'll no' be expecting anything. I wrote an' told them I was suffering from loss of memory—an' to make sure they'd believe it I forgot tae pit ony stamps on the letters."

TO WISH YOU **CHRISTMAS JOY AND HAPPINESS** Throughout the coming year

NOTICE! My dental office will be closed Christmas Day and remain closed until Monday morning, December 30.

Dr. and Mrs. B. M. Wilshire

A MERRY CHRISTMAS

With a genuine appreciation of the people whom we serve, we pause on this glorious occasion to wish each of you a Yuletide that will be the happiest you have ever spent. May the New Year hold an abundance of good things for you and those whom you hold so dear.



Wade Cleaners Mr. and Mrs. Ernest Wade

NOEL, CHRISTMAS, OR YULETIDE!

Thanks For All Past Favors

Call it what you may—it's still the most glorious occasion of them all. May its glory light your way throughout the New Year.

ELITE CAFE JAY, FERN and EMPLOYEES

Christmas Tree Can Be Potted; Used for Years

The record of using the same Christmas tree for the last five holiday seasons is held by Mrs. H. R. Yount of Brunswick county in North Carolina.

Mrs. Yount planted a small cedar by her farm house and the first Christmas it was about 15 inches high. She placed it in a pot and used it as a table tree with appropriate decorations.

After the first Christmas she replanted the small tree by the house, then dug it up again and placed it in a bucket on a table for its second holidays.

Again it was replanted and the third year it took its place on the floor with the children adding the necessary decorations. It was very carefully treated and again reset by the house. For the last two years it has been used as an outside Christmas tree to carry all the lights and decorations.

Mrs. Yount and the other members of the family have made special preparations for decorating the traditional Christmas tree again this year.

Christmas Table Setting Features Holiday Dinner

The pattern for a merry Christmas dinner is always the same—a beautifully set table, traditional evergreen decorations and, of course, all the family's favorite dishes with a richly booned turkey the conversation piece of the menu.

Your centerpiece will undoubtedly begin with evergreen—spruce or pine or hemlock. For accent, holly, crimson winter berries on poinsettias add a gay splash of red. But, if there are children in the family or grown-ups who still believe in Santa Claus, Christmas trees still make the best loved table decorations. These may be growing trees planted in flower pots or a tree that you build by arranging spruce or hemlock branches in a sturdy flower holder.

For trimmings, use strings of popcorn, cranberries, multi-color jelly beans or gumdrops and light the tree with slender red flower tapers thrust into the pot or holder at the base of the tree. For added glitter, the tips of the evergreens may be touched with glue and sprinkled with silver flitter, which is sold in most hardware stores.

If you want to speed up the cooking of the turkey, omit the stuffing and a 12 pound tender bird will be done in less than two hours. But without the stuffing, special attention must be given to seasoning. First rub the turkey inside and out with a mixture of thyme, marjoram, summer savory, sage and salt to which a small amount of minced onion is added. Then spread inside and outside liberally with fortified margarine. Turkey is inclined to be dry and needs this extra fat.

WANDERING SOULS ENTERTAINED

It is still customary in Ireland to burn candles in the windows and set cups and saucers on the tables for the entertainment of wandering souls from Purgatory, who are believed to enjoy coming home for Christmas.

If you don't need it... sell it with a Brand Want Ad!

them to keep their merriment to themselves if celebrate they must.

The Massachusetts general court enacted a law providing that "anybody who is found observing such a day as Christmas shall pay for every offense a fine of five shillings."

In 1681 the ordinance of '59 was repealed and Christmas celebrations were legally permitted, but for many years in New England, the Puritan prejudice against the Christmas festival continued.

YULE DECORATIONS

Smart Christmas decorations may be made from white birch twigs combined with white pine cones and sprays. One unusual piece consists of a basket made from white birch and filled with pine sprays, red berries and dried grasses.



LIGHTS will twinkle gaily this Christmas Eve in millions of windows throughout the land. Hearts will be overflowing with gladness as families everywhere toast the Yuletide season.

Here's a hearty wish for you, friends, as you enjoy this festive occasion. May the Season be a merry one full of contentment, joy and goodwill.

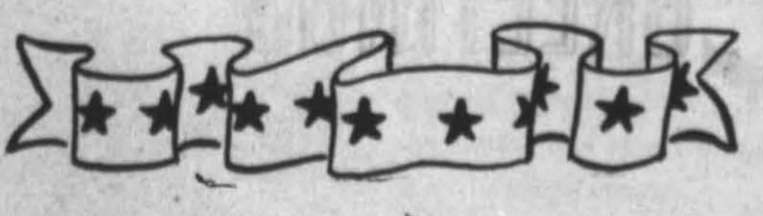
Merry Christmas

B. F. Cain and Cecil Lady

YOUR MAGNOLIA DEALERS and Employees

HERE'S TO YOUR HAPPINESS

We greet you this Christmas with a profound feeling of sincerity and wish you a Season of great happiness.



T. J. Carter Realty Co.

MR. AND MRS. T. J. CARTER

ONCE AGAIN

May the spirit of kindness that is within us all today, remain throughout every day of the New Year.

We thank you for your friendly patronage and loyalty and extend best wishes of the Season.

CORDIAL GREETINGS

TERRELL FEED STORE



Christmas, with all its joys and happiness, is here again, bringing the spirit of peace and contentment into the lives of those about us. At no other time of the year do we find the feeling of good will and good fellowship as much in evidence as during this glad occasion.

May we take advantage of the occasion to express our own sentiments and to wish you the compliments of the season. Our thoughts are with our friends and we are hoping for them a grand Christmas and we want this to be the merriest of Christmas greetings.

THE MERRIEST of CHRISTMAS GREETINGS to Our Friends and Customers!

FROM TROY MOORE and BUDDY SOWELL

FARMER'S DRIVE-IN HIGHWAY 60 — PHONE 161

Three Wise Men Patron Saints Of Travellers

The Three Kings of Cologne have become patron saints of travelers, and very appropriately, too, since the Wise Men traveled considerably even after their death.

Biblically we know very little about the Wise Men. Church tradition, based on the three specifically mentioned gifts, has established three Wise Men and identified them as Caspar, Melchior and Balthasar; the Kings of Tarsus, Arabia and Ethiopia, respectively.

Legend advances that on their way to Bethlehem, the Magi met at Ur and St. Matthew states that having adored the Christ Child, they departed into their own country by a different route.

Irish Linen Gives Yuletide Glamour



A HOLIDAY table, traditional in every detail—turkey, Christmas tree decoration and, of course, a beautiful Irish linen cloth in a damask pattern of over-size roses. The tree is placed on a frosted mirror lake and lighted with long tapers thrust through the branches into a holder at the base. The trimmings are strings of vari-colored jelly beans and popcorn.

Hodening Horse Is Tradition In British Isles

Strange miracle plays were always intrinsic parts of the holiday season in the British Isles and in many such traditional performances, one of the characters rode a grotesque hobby horse assumed the characteristics of a star performer and in time, stepping out of the play altogether, began going from house to house—expecting hospitality, after frightening families half out of their wits.

Of course, the Hodening Horse was no ordinary horse; two boys, covered with sheets and a horse blanket, usually supplied his vitality; his wooden head was hideously carved with gouged eyes, hobnail teeth, etc. The boys manipulated strings to make the teeth clank, etc., and sometimes placed a lighted candle in the hollow of the head to make the mouth seem to belch forth flames.

In Wales, it was customary for the Hodening Horse to recite long extemporaneous verses; if the Horse outwitted his host, he was invited in for cakes and cider.

time of his death in 342. The Dutch children observed the anniversary of his death on December 6 and received presents in their wooden shoes.

These Dutch youngsters thought of St. Nicholas as a stern old man with a long white beard garbed in bishop's robes and carrying a stick to chastise naughty children.

The little Hollanders coming with their parents to found New Amsterdam brought Santa Claus or "San Claas" as they said, with them. In no time the English colonial children whose fathers had taken over the Dutch settlement and renamed it New York caught on to this wonderful man. The English moved his yearly visit from December 6 to New Year's Eve.

Germans coming to America brought their Christmas customs; Christmas trees and Christmas candles burned in honor of the Christ Child, whom the German children called "Kris Kringle."

At about the time that these festivities were making Christmas Day important, families beginning to spread across the country chose this celebration as a day of reunion. Thus the Dutch figure of Santa Claus, the German traditions of Christmas and the English season of celebration became combined in one single holiday.

UKRAINE RITUALS

In the Ukraine an elaborate Christmas Eve supper breaks a 30-day fast during which no meat has been eaten. Twelve courses are served, one for each of the twelve Apostles: buck-

wheat and mushroom soup, pancakes in flax, prunes, fish, bread, and nuts are included in the menu.

An additional course of honey and porridge is also served: called Koutla, the dish repre-

sents the holy crib: the porridge represents the straw—as in the manger—and the Holy Infant is symbolized by honey and fruit; the honey is also considered symbolic of the spirit and blood of the Saviour.

Merry Christmas

May this old fashioned Greeting convey our

SINCERE APPRECIATION

Of your good will and patronage and our every wish for a most happy and prosperous New Year.

Mrs. Dorothy Ross



GREETINGS, Friends

May we take advantage of this occasion to express the Compliments of the Season to you, our valued friends and customers. We are grateful for all

past favors and desirous of the privilege of being of further service to you during the New Year.

A Merry Christmas to all!

Shelton's Tire Exchange and Employees

Famous American Cartoonist Drew Modern Conception of Santa Claus

Whether each returned to his own country or whether all three journeyed into one country are matters for conjecture. Legend continues that they were baptized, distributed their wealth among the poor, and went about preaching the doctrine of peace and repentance; all three seem to have suffered martyrdom in India at the same time.

In the fourth century Empress Helena, mother of Constantine, arranged for the transfer of their bodies to Constantinople.

When the Greek Emperor was overpowered by the first crusade in 1096, the holy remains were sent to Milan where they were enshrined until the latter part of the 12th century when Frederick Barbarossa ordered their removal to Cologne.

The Archbishop of Cologne adorned the relics with precious jewels and enshrined them within the Cologne Cathedral; in time, anything which touched the skulls of the Three Kings was considered as a charm against accidents, hence, the Wise Men became popular patron saints of travelers.

Thomas Nast, the famous cartoonist who created our conception of Uncle Sam, the Republican elephant and the Democratic donkey, is also credited with giving America its first modern pictorialization of Santa Claus.

Nast first sketched his notion of Santa Claus in 1873. This Santa was a rollicking, chubby old man smoking a pipe and dressed in what looked like a night shirt with fur collar and cuffs. Since that day he has grown taller and rounder, has developed a full white beard and mustache and above all has acquired the traditional red suit bordered in ermine.

The story of how our American version of Santa Claus evolved is interesting. According to legend, children of Lapland and Siberia, raised on tales of the good and generous St. Nicholas, thought of their benefactor as dressed in furs and traveling in a reindeer-drawn sleigh, just as they did themselves.

Stories of St. Nicholas Wondrous stories of this great Fourth century saint, who gave handsome presents to good little children, were repeated at the firesides of all Europe from the

We Greet You OUR FRIENDS at Christmas

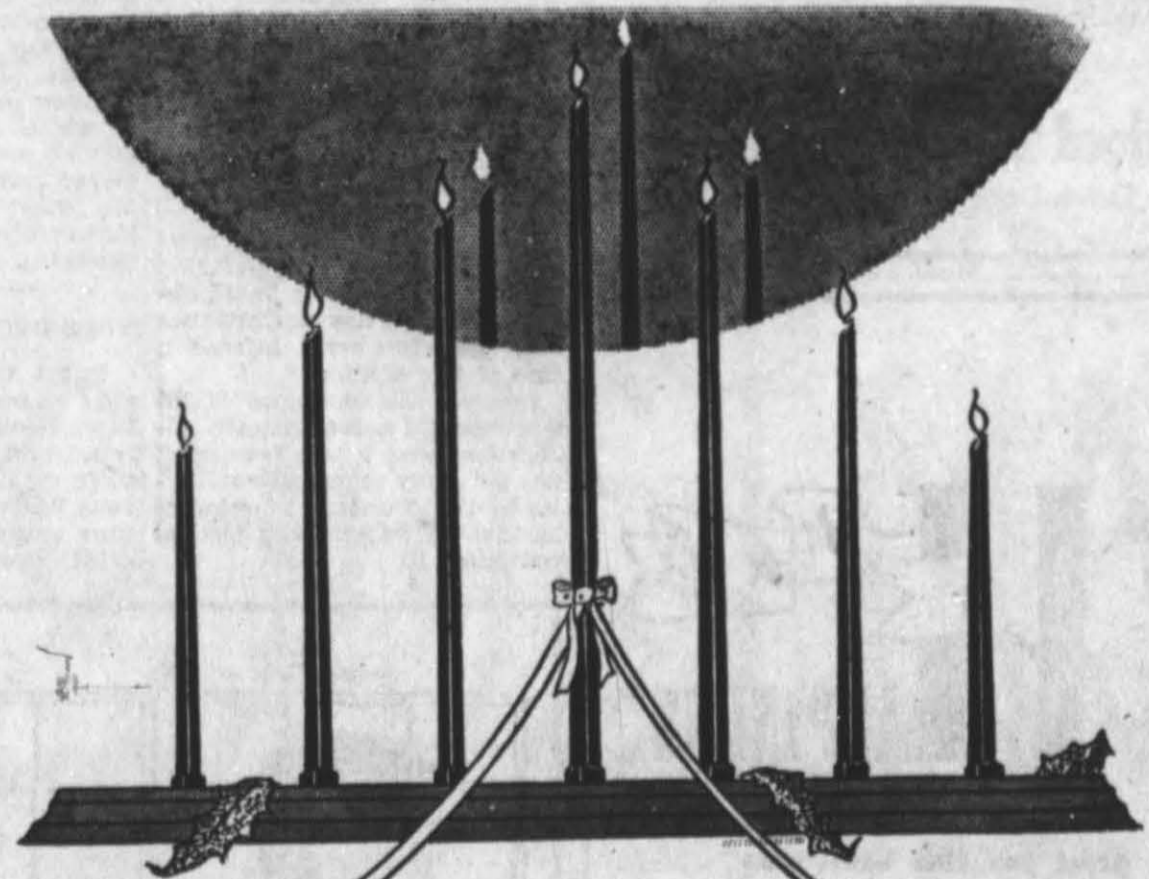
This is a picture eagerly anticipated each Christmas Season. We enjoy sending our best wishes to the fine people of this area and we trust we may have this privilege for many years to come.

Our dealings with you in the past have been pleasant for us and we hope you have found them equally satisfactory. Our goal has been to please our customers in every transaction and it is our purpose to maintain this policy.

The management and personnel join in wishing you a host of good things and a very Merry Christmas.

THE HEREFORD SUPER MARKET

Gaylord Newell Charles Newell Bub Newell Opal Merrill Henry Cloyd



CHRISTMAS GREETINGS

It is our fervent hope that each of you will enjoy the Christmas season at its best, and accept our wishes for a . . .

HAPPY, PROSPEROUS NEW YEAR

THE HEREFORD CLINIC

R. R. Wills, M.D. - Millard W. Nobles, M.D. - L. B. Barnett, M.D.

COMMUNITY BUILDERS: Mrs. Hattie Rutherford

Early Christmas In Deaf Smith County Is Led by Pioneer Hereford Mother

That Mrs. Hattie Rutherford will always remember is the time they thought their oldest son, James, who was ten years old, was lost. Just before Christmas they had sent the boy to town for supplies and making the 16 mile trip from the ranch in a one-horse buggy

was pretty slow procedure, but he couldn't resist looking at all the Christmas toys and it was dark before he knew it. On the way home he became so sleepy that he tied the lines around the buggy whip and turned things over to the horse. The horse made it all right until he came

to a gate which was a long way from the house and they had searched hours before finding the horse patiently waiting for some one to open the gate, and the boy curled up in the bottom of the buggy sound asleep.

Susan Harriette Rector as born in Smith County, Virginia in 1865 and moved with her family to Denton County, Texas when she was 18 years old. She never attended a public school but had an English governess. She clerked in a dry goods store in Denton and then operated her own dressmaking establishment. She recalls making a trip to Galveston to visit friends and above all things that she wanted to do was to take a dip in the gulf. She rented a bathing suit and altho it came below her knees she went in with her stockings on and because she didn't have any more with her, had to wear the water-soaked ones back to her friend's house.

Mr. Rutherford had visited the Plains when a boy, having worked on the old T-Anchor ranch with headquarters near Canyon, and when his furniture store burned in 1900 he decided to move to the Plains country. He bought the place where Mrs. Rutherford now lives, the house at that time had only three rooms. He purchased the ranch 16 miles northwest of Hereford, filling on a part of it, making in all ten sections. They shipped the lumber from Louisiana and shipped in a car load of brick to build the ranch house. He was the first in this part of the country to fence his land but he never stopped until the entire ranch was enclosed with net wire fencing.

She met James Thomas Rutherford, who owned a furniture and undertaking establishment in Denton, at a party and it was almost love at first sight. He was already engaged to another girl but Hattie didn't suffer any pang from her conscience when she decided to take him away from her. Because she sewed so well she could really turn out the clothes, and recalling the time she said, "I guess dolling myself up in one pretty dress after another must have turned the trick."

When it came time to arrange her trousseau she really "blew her top" for she squandered all the money she had made in the dressmaking business. She was married in a dove gray suit trimmed in military braid, with darker gray shoes, hat and gloves. She had another suit made of heavy brocade, green and brown changeable silk. It had a carpet-sweep train and formal pink satin blouse with high stiff collar. She had fancy dresses to wear to church, one of black silk with pale pink machine ruching making a high frill around the neck. She had a "morning-robe" made of light wool crepe dotted in rose and green. It had huge leg-O-mutton sleeves of green velvet and

After she moved to the ranch she didn't see a woman for six weeks but she was much too busy to care. There were no schools so a governess had to be secured for the three children James, Glenna and Ralph. One of the governesses was Miss Roxie Witherpoon, now Mrs. L. N. Firtsch of Austin. She was deathly afraid of snakes and kept a hoe at her



a Queen Elizabeth collar of the velvet edged with rows of tiny pink rosebuds. She had lace trimmed housedresses and all her lingerie was hand-made and elaborately embroidered.

Even when she had a hard time explaining to Mr. Rutherford why the children put high-life on a Mexican sheep herder's head (at his suggestion) and he started running never to be seen again, the days were good. She helped fight prairie fires and cared for the lambs and calves when the dreaded snow storms came and she and Mr. Rutherford helped care for the sick in the community and bury the dead.

Tragedy came to the home in 1906. The baby girl Frances who was three years old died after stumbling on the back steps and falling into a kettle of boiling water. In February 1907 Mr. Rutherford contracted pneu-

back door so that no snake lived long if he ventured near the house. But one of the most exciting things that occurred while she lived on the ranch was killing a copper-head not far from the house. She started to crawl under a barb-wire fence and almost landed on top of the snake which was coiled and ready to strike. She said she didn't know how she got to the house nor but when she got through with that snake there wasn't a piece of him left as big as a fifty-cent piece.

They put in the first telephone in that part of the country and later established the first school. Sam Bratton, who is now Judge Sam Bratton of the United States Circuit Court of Appeals of Albuquerque, N. M., was the first teacher and stayed at the Rutherford ranch. Mrs. Rutherford had a hearty laugh when she thought about how the girls from Hereford kept the line busy talking to the school teacher. He was already studying law then and had borrowed his first law book from Judge J. P. Stanton.

Then came the days of the boom and as prospectors would go out over the county looking for land, many would stop at the Rutherford ranch and Mrs. Rutherford fed dozens of men whom she never had seen and never would see again. But Deaf Smith County has changed many times since then and those days of western hospitality are gone forever. They were good days though and Mrs. Rutherford looks back on them as the happiest days of her life.

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monia while taking a train load of cattle and sheep to the Kansas City markets and lived only a few days after his return home. She carried on at the ranch for awhile and then decided to move back to the home in town so the children could go to school. More rooms were added to the little house according to plans already made and the family lived there until in 1931 when the house was completely remodeled and the modern structure in which Mrs. Rutherford now makes her home was erected.

Mrs. Rutherford has three living children James R. Rutherford of Jackson Mississippi, Mrs. Glenna Perciful of Hutchinson, Kansas and Mrs. Beulah Lee Carter of Amarillo. One son, Ralph, was killed in a motorcycle accident in 1927. She has six grandchildren and one great-grand child.

She has been a member of the Methodist Church all of her life and is still active in church circles. During the first World War she was in charge of knitting for the duration and sewed at the Red Cross rooms once each week during World War two. She was a charter member of the Mother's Club, which is now the Pioneer Club, and during the past several years since she has been unable to devote much time to club work, she has quietly carried on projects of her own to help others. At present she is making a quilt for Boy's Ranch. Even tho she is 81 years old and is just now recovering from a severe illness last summer, she plans to complete the quilt, which may be a little late for a Christmas gift, as she had planned.

MEXICO DID AWAY WITH SANTA CLAUS

In 1930 the authorities in Mexico decided to abolish Santa Claus during the Christmas festival as they considered him out of place in a country where snow is seldom seen.

The well-known bearded figure was ousted by Quetzalcoatl, the Indian god, half bird, half snake, who was worshipped by the Aztecs before the Spanish invasion.

Try a Want Ad!

GREETINGS

of the Season
from ...

With keen appreciation of your good will and patronage and all good wishes for a CHEERY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR



Powelson Shoe Shop
Mr. and Mrs. Allen Powelson

Merry Christmas!

AND GOOD HEALTH THROUGHOUT THE YEAR

Dr. and Mrs. C. D. Kelton



A Merry Christmas and a Happy New Year

For you and all those dear to you, may this Holiday Time be one of great joy and happiness.

And for next year, we say,

"Best of luck to all!"

BEST WISHES

CORINNE'S GIFT HOUSE

Corinne Jennings

The Yuletide MERRY CHRISTMAS

Season, with its delightful spirit of good fellowship, affords us the pleasant opportunity to tell you that your goodwill and friendship mean very much to each of the members of this firm.

We thank you sincerely and wish you a Merry Christmas and a very Happy New Year.



O. K. Rubber Welders
BARNEY F. BOCOCK



A Merry, Merry Christmas



If it were at all possible, we would see each of you personally, clasp your hand in a friendly sort of way, and say, "Merry Christmas!" At the same time, we would express our sincere thanks for all past favors, and invite your continued patronage on the basis of our genuine interest in your welfare and our desire to be of every service possible to you during the coming year.



We are sorry we cannot see each of you individually—and we want to convey, through this message, our heartfelt appreciation of your friendships and to wish you all the joys of the Christmas Season.

HEREFORD TRUCK LINE

JACK SQUYRES AND EMPLOYEES



May your Christmas be a good Christmas. May the New Year bring you more of the best of everything... health, happiness, prosperity. And we do mean this—

FURR FOOD STORES
and Employees

Letters to Santa Claus



Dear Santa Claus, I would like for you to bring me a book satchel, color book fur mittens, and Chenille robe. Love, JOYCE ROBERSON

Dear Santa, I would like to have a gun and cowboy hat. If you have a strip of leather about 2 inches wide

and about a yard long I would like to have holes punched in it. About three fourths of an inch across from each other. About 3 inches long from each other. For my saddle stirrup. Bill, one of my brothers, wants a Buck Rogers gun for Christmas. A Walkie Talkie. Your friend, TOMMY PARKER

Dear Santa Claus, I am 9 years old. I would like a doll with a whole bunch of doll clothes. And a story book. And bingo set and a bicycle. Your friend, GWENDOLYN MCKINNEY

Dear Santa, I want a pair of skates and a bride doll. If you can please leave them by our tree. Yours truly, EXIE PAULINE STAFFORD

Dear Santa Claus, I am ten years old now. And this Christmas I want a camera that you can take pictures with. And a rubber doll with sleepy eyes and will take her bottle. I want a pink house robe, also. Your friend, BETTY MAE GRIMES

Dear Santa Claus, How are you this Christmas? I am fine and hope you are also. Santa I would like for Christmas a mannequin set, or a wrist watch.

I think we are going to Oklahoma for Christmas. Santa I would like to see you very much. Santa I want some nuts, and apples and a big coconut. Lots of love, BILLY KAY SEDBERRY

Dear Santa, I am writing this letter to tell you what I want for Christmas. I want a doll, a set of dishes, a pair of skates, a bicycle, a doll house, and a scooter for Christmas. My love, RUBY WILCOX

Dear Santa Claus, I will be glad when Christmas comes. I am five years old and help mother and I take care of baby Helen while Mother does her work. I would like you to bring me a tin tea set, doll clothes, and a little tub and washboard. I also would like candy, nuts, apples and oranges. With love, BETTY ANN WILHELM

Dear Santa, Christmas is coming soon, so I will hurry and write a letter to you. I am a little boy seven years old and have tried to be good, so please bring me a steam shovel, a rubber farm set, a truck, and some candy, nuts and oranges and please Santa don't forget my brothers and sisters. Thank you Santa. Your little friend, VERNON (BUTCH) WILHELM

Dear Santa Claus, For Christmas I want a foot-then it went off and a piece of sisters want a doll. My two brothers want a big truck and a shovel. Next year I want a bicycle. Yours truly, LONNIE DEMENT



Five of the eight healthiest among the nation's 1,700,000 4-H Club members: Robert J. Hartkopf, 14, left, Appleton, Wis.; Mary Lou Jacobs, 18, Zachary, La.; Gordon Thompson, 17, Denham Springs, La.; Nancy Jean Davis, 17, Pittsburg, Okla.; Robert E. Berry, 15, Gage, Okla. They won their blue ribbon health titles at the 25th 4-H Congress in Chicago, during International Livestock Exposition.

Dear Santa: For Christmas I want a doll with lots of clothes and a bottle, a pair of skates and a bicycle. I hope it won't be too much. I have a sister that wants lots of things too. Please don't forget the other children who want things very much too. Your friend, PATSY TOWNSEND

Dear Santa, I have a little brother who wants a gun and holster. My little sister wants a doll. I want a bicycle and football. I want to get my father some slippers. He wants some work socks also. My mother wants some kettles to cook in. I am in the sixth grade at Westway school. I have a good teacher. Your friend, ROBERT SCHROEDER

Dear Santa Claus, I want you to get me a rubber doll for Christmas and I want you to get my little brother a little tractor. With a little man driving it. Your friend, WYENMA RHODES

Dear Santa, I am in the 11th grade at Westway school. I have a very good teacher that I like. Our school goes to the 8th grade. I have four brothers that would like to have many things. I have a bike that I would like to have some parts for. I would like to have a football also. My little brother would like to have a little caterpillar for Christmas. Your friend, BILLY BYERS

Dear Santa, I hope you can read my letter. I like for you to get me a bicycle. I would like to have a football, a pair of tennis shoes. I am ten years old and in the fourth grade. Two boys are sick. One

of the boys had a eye put out to think. It happened like this. He put a firecracker in a fruit jar. He thought it wasn't going off. Then he walked up to it. Bill, one of my brothers, wants a glass got in his eye. The other boy had his tonsils out. Please remember these boys. I would like a boy's bicycle. Your friend, GEORGE PARKER

Dear Santa, I am in the fifth grade at Westway school. I like my teacher very much. I want a caterpillar and a football. My sister wants a doll, a set of dishes, and a ball and jacks. My brother wants a gun and holster set for Christmas. He also wants a bicycle and fountain pen for Christmas. I am ten years old and I am sure do want my presents. I wish you good luck at your Christmas shopping. Your friend, JOHN R. BYERS

Dear Santa: I go to Westway school. I have a teacher I like very much. I am ten years old. I want a bicycle, a rubber doll that drinks from a bottle and wets her pants. I want a toy telephone, piano, and roller skates. A good friend, ANITA PONDER

Dear Santa, I am in the fifth grade. I have no brother or sister. I am ten years old. I would like a new chain for my bicycle. Also I would like a air rifle and a pair of cowboy boots. Your friend, NORMAN BARTLETT

Dear Santa, I am in the fifth grade. I want a football for Christmas. I want a bicycle too. I have some brothers that want a bicycle for Christmas. I have a little brother

that wants two guns and a stick horse. I have a wagon that I want some wheels for. Your friend, DWAIN BYERS AND LITTLE BROTHERS.

Dear Santa Claus, I am a little boy six years old. I am in Grade 1-A at school. I like my teacher very much. I have tried to be a good boy this year. I will only ask for a few things. I want a scooter, apples, oranges, nuts, and candy. Please remember all the little boys and girls. I will be in bed fast asleep waiting for you. Thanking you, ELDON WAYNE HUDSON

Dear Santa Claus: I am a little boy 4 years old. I go to Sunday school, play with my dog, work for my mother, and I have tried to be good this year. I am not asking for much this time. Please bring me a big wagon, apples, oranges, candy and nuts. Also remember all the little children. Both my eyes will be closed tight Christmas eve night. Thanks, HARVEY LAYNE HUDSON

Dear Santa Claus, I am 8 years old. I want a bicycle and a box of clay. Please don't forget all the other boys and girls. And please don't forget Luther and Evelyn. SAMMIE BROWN LESLY

Dear Santa Claus, I want you to bring me a wagon and an electric train. SCOOTER LEROY

Dear Santa Claus, I wish you would bring me a bicycle. I want you to bring me a wagon. I want a scooter. I am a good little boy. I come to Central School. I want to cap guns. Your friend, EDDIE MAC WILT

Dear Santa, I am writing from Westway school. It is a good school. I like to go to school there very much. For Christmas I want a football, basketball, bat, and a fender box for the front of my bicycle. I am going to my sisters house for Christmas. Send my presents down there. Your friend, J. M. PHILLIPS

Dear Santa, I am in the fourth grade and I am nine years old. I wish for a bicycle and a baby doll with clothes. I have a very nice teacher and I like her very much. I am going to give her three pot holders and my cook there. Mother would like a pair of sheets and daddy would like some socks. I have four brothers and three sisters that I think would like something. I have six nephews and four nieces. Yours truly, NORMA SUE

OUR SINCERE GRATITUDE AT
Christmas
PROMPTS US TO WISH FOR YOU
A FULL MEASURE OF
JOY AND PROSPERITY
IN THE NEW YEAR
Dr. and Mrs. J. H. Channer

GOOD CHEER AT CHRISTMASTIME
Please accept these sincere Greetings of Good Cheer to you, our friends, and a heartfelt appreciation for your cooperation and support in the year just coming to a close.

PHILLIPS and LAWRENCE Service Station

EARL PHILLIPS
GUY LAWRENCE
LESTER WIGGINS
JIMMIE SMITH
DONALD ROBERSON
HARROLD DOW

MAKE GOOD CHEER FOR
Christmas

One need not be told it is Christmastime. The glowing faces of friend and stranger alike bespeak it. It gives us the same thrill as of old to wish all our friends, and those who are still to become our friends, a very Merry Christmas.

CORBETT CLEANERS
ROGER CORBETT and Employees

BEST WISHES
for a Season of
GENUINE HAPPINESS

It's time for Santa again and we're sure you are busy getting ready for him. Please take a moment to accept our greetings on this glad occasion. Our Christmas is complete only when we have taken the opportunity to renew our pledge of friendship to each of those whom we have been in a position to serve the past twelve months. We wish you the best of everything.

SEARS - TETER GRAIN COMPANY AND EMPLOYEES

CHRISTMAS GREETINGS and thanks

CHRISTMAS IS A TIME WHEN OLD LOYALTIES ARE NOT ONLY STRENGTHENED BUT REMEMBERED. WE WANT YOU TO KNOW HOW MUCH WE APPRECIATE YOUR CONFIDENCE IN US, AND HOW EARNESTLY WE WISH FOR YOU A VERY JOYOUS CHRISTMAS HOLIDAY.

Rose & Barber, Real Estate
Mrs. Brucie Rose Frank Barber

WISHING YOU

A JOYOUS CHRISTMAS

It has been our pleasure to enjoy many happy experiences in this community each year. The one we enjoy most of all, perhaps, is the opportunity of sending Christmas Greetings to all those fine friends of ours. Your thoughtfulness is greatly appreciated and we are mindful of your friendships when we extend to you our sincerest wishes for a bright and cheerful Christmas.

DEAF SMITH COUNTY MEAT CO.

Community Christmas Parties in One Room Schools Part of A Past Era

By Corinne Jennings
 Civilization and progress moved westward on the western plains. Texas have brought the disappearance of the one room school house. It is not so important in itself as what it has done to the community life, of which it was the hub.

Less than a hundred years ago these little school houses were few and very far apart. They were open to the few of school age, for a short term of three months. As time passed they grew slowly in numbers, and closer together with more pupils and for longer terms of eight or nine months.

Sons and daughters of the first pupils grew up and often taught in these growing rural schools. They loved the open prairie country, these little schools, and the people of the community surrounding them.

The last twenty-five years have brought the consolidation of two, or more, of these schools into one educational institution; with more teachers, more pupils and individual attention for the

pupils. Better roads were developed, the distances shortened and busses transported the children to schools. True, learning conditions are better.

In its day, the small prairie school house was the club house, church, city hall, and in emergencies, served as a hotel. Everyone within miles went to all the affairs there. Friday was an occasion for programs, literary societies, or spelling bees. Special occasions negro minstrels or plays were given; pie suppers or box suppers in the form of an auction that netted cash, and a good time for those present. Thanksgiving and Christmas were highlights of the year, when families spent the day there, having special holiday programs, dinners, dances for the grown-ups, and at Christmas, a tree for the youngsters.

Church and church school were usually held Sunday afternoon. The summer months brought singing conventions, picnics and parties. Courtships flourished there and were often followed by weddings.

Election balloting; school, local, county also state and national occurred there. Often the teacher helped with these, and the children were made happy by having a holiday.

Winter or stormy weather made the school house into a stopping place for travelers of long distances. The teacher arriving at her school would find that she had guests the night before. Most always, true to the old code of the west, everything was left in perfect order. Sometimes a word of thanks was left on the blackboard or on her desk.

People who once would have gone to the little school now drive to nearby towns and cities for their pleasures to visit with friends and relatives and to do business. Children leave the consolidated schools early preferring town schools or colleges. Teachers no longer live in the communities in which they teach but prefer living in nearby towns driving back and forth to their work.

Rural communities are no longer tied together around the small school. Its passing marks the end of one phase of school history community neighborliness and easy western hospitality. It now belongs to a past era.

Christmas Cookies To Brighten Yule Holiday Snacks

It almost goes without saying that you'll be making cookies for the holidays! There are so many occasions when delicious cookies are "just right" to serve—for afternoon tea for a simple dessert or to pass around when friends drop by in the evening.

Why not try some new varieties along with the traditional Christmas cookies you bake every year? The two kinds suggested below are tempting and easy to make. One is a variation of the popular chocolate chip cookies with bananas to give a subtly different flavor. The other is one of those convenient refrigerator cookies, this time featuring spices.

Banana Chocolate Chip Cookies

- 2 1-4 cups sifted flours
 - 2 teaspoons baking powder
 - 1-4 teaspoon soda
 - 3-4 teaspoon salt
 - 2-3 cup lard
 - 1 cup sugar
 - 2 eggs
 - 1 teaspoon vanilla extract
 - 1 cup mashed ripe bananas
 - 1 7-oz. package chocolate chips
- Sift flour with baking powder, soda and salt. Cream lard, add sugar and cream until light and fluffy. Add eggs, one at a time, beating after each addition. Add vanilla. Add bananas and sifted dry ingredients alternately. Fold in chocolate chips. Drop by teaspoonfuls on ungreased cookie sheet. Bake in hot oven (400 degrees F.) for about 12 minutes. Yield: 6 dozen small cookies.

Spice Refrigerator Cookies

- 1-3 cup lard
- 1-2 cup sugar
- 1 egg, beaten

228 Blue Ribbon Pounds



One-armed William Worthington of Pontiac, Ill., shows his junior grand champion hog, a Hampshire weighing 228 pounds, after winning the blue ribbon at the International Livestock Exposition, Chicago. Bill lost his right arm last April in a tractor accident, but he keeps right on doing his share of the farm work.

Avoid Holiday Tragedy; Safe Driving Urged

Coming holiday celebrations may be marred by many motor vehicle killings and maimings unless we take a lesson from previous years' experience safety specialists of the National Conservation Bureau, accident prevention division of the Association of Casualty and Surety Executives warn.

In 1945, one out of six drivers involved in fatal accidents had been drinking, the Bureau experts point out, and one out of four adult pedestrians killed had also been drinking. The proportion of drivers who had been drinking was between 17 and 18 per cent, about the same as in 1944, but even higher proportions of drivers and pedestrians were found to be under the influence of alcohol in accident surveys, employing chemical tests of body fluids.

With this Christmas and New Year's holidays likely to be the gayest since 1940, National Conservation Bureau safety authorities say every effort must be made to keep the death toll from accidents down. Traffic accidents accounted for 307 deaths during Christmas holiday period in 1940 and 316 in 1941. "It seems a certainty that unless many of our holiday celebrants radically mend their ways during the approaching festivities, hundreds of America's drinking drivers and pedestrians will be killed," Bureau safety specialists say.

New Year's Eve Peril

"This peril is so great that it should be forcefully impressed upon the minds of all persons who are prone to drink and especially those who overdo their farewell to the old year and their salute to the new. The year-round statistics dealing with drink and traffic accidents are ghastly enough—but those averages are multiplied many times during the few hours on New Year's Eve."

As New Year's Eve rolls on and reasonable restraint begins to disappear, death elbows into his place as ringmaster of many parties. In one of every three fatal motor vehicle accidents occurring at night the drinking driver or pedestrian turns up as a member of the cast. But it's during the wee small hours of the morning that the old gentleman with the sootie really begins to get in his best licks. Averages show that in the single hour between two and three o'clock in the morning there are about 12 times as many fatal motor vehicle accidents per mile of travel as there are during sober, busy-see hour from eight to nine A. M.

The notion that two or three "quick ones" don't impair driving ability just doesn't hold water, the National Conservation Bureau warns. Those people who blandly believe that a little alcohol sharpens their vision and speeds up their ability to make split-second decisions are just inviting the undertaker when they put that theory into practice.

- 3-4 teaspoon vanilla
 - 1 1-2 cups sifted enriched flour
 - 1-2 teaspoon baking powder
 - 1-8 teaspoon salt
 - 1-2 teaspoon nutmeg
 - 3-4 teaspoon cloves
- Cream lard and sugar together. Add beaten egg and vanilla. Sift flour, baking powder, salt, nutmeg and cloves together. Add to creamed mixture. Mix well. Form into roll 1 1-2 inches in diameter. Wrap in waxed paper. Chill thoroughly. Cut in 1-4 in. slices. Place on greased baking sheet and bake in moderate oven (350 degrees F.) for 10 to 12 minutes or until lightly browned. Yield: 4 dozen cookies. Use on the highways. The safe

Notice is hereby given that the owners of Block No. 29 of Evans Addition to the Town of Hereford, Deaf Smith County, Texas have heretofore filed in the Commissioners Court of Deaf Smith County, Texas, an application to close the streets and alleys shown on the recorded plat of Block No. 29 of Evans Addition to the Town of Hereford, Deaf Smith County, Texas and to cancel said subdivision. Said petition alleges that said streets and alleys, as shown on the said recorded plat, of said subdivision on record in the Deed Records of Deaf Smith County, Texas have never been used or opened as such and that said Block 29 is sufficiently served for roadway purposes by the streets on the four sides thereof and that said lands are treated and used as acreage property and the proper description is by metes and bounds with reference to said Block No. 29 of Evans Addition without respect to said Miller & Shore Subdivision thereof and that such streets, alleys and roads, as shown in said subdivision if opened would be detrimental to the owners as well as to the county and the same should be permanently cancelled of record.

That said application to cancel said subdivision and to close said streets, alleys and roads in said block will be heard by said court at a regular term thereof on the 13 day of January, 1947 at the courthouse in Deaf Smith County, Texas and all persons interested therein are hereby commanded to appear at such time and appear before such Commissioners Court to contest said application if they desire so to do.

This notice is hereby given under the direction of said court by publishing the same in the "Hereford Brand" for three weeks prior to the acting of said court on said application. IN TESTIMONY WHEREOF

witness my hand and seal of said office on this the 9th day of December 1946. ISSUED this the 9th day of December 1946.

R. L. THOMPSON, Clerk of the County Court of Deaf Smith County, Texas. (SEAL) 61-370



FOR A CHEERFUL CHRISTMAS

We are happy to offer our best wishes to each of you for the most cheerful Christmas you have ever experienced. It is with reverent appreciation of all the blessings that have been made possible by friendships of long standing, that we extend our best wishes for your happiness on this Christmas day and every day of the coming year.

Mr. and Mrs. Pat Lawhon
 Your GULF Distributors



Christmas is the one great event that transcends the bounds of any one country and embraces the whole world. In much the same way there is no limit or bounds to our good wishes for you for a Merry Christmas.

Rockwell Brothers & Company
 Jack Kirksey—Ben Conklin—A. B. Christian



CHRISTMAS IS HERE!
 ■ It's in the music of the cherished carols hovering like a benediction over the bustling crowds.
 ■ Time for us to send you our best wishes for the happiest Christmas you have ever known.

BENEFIELD MOTOR COMPANY
 AND EMPLOYEES

FOR PROMPT, DEPENDABLE
SHAMROCK SERVICE
 COME TO
FARMER'S DRIVE-IN
 HIGHWAY 60.—PHONE 161
 BUDDY SOWELL TROY MOORE

The Santa Claus Trail

The Oldest Trail of Them All...

DOWN THRU THE YEARS, the trail of old St. Nick has led straight to the hearts of men, bringing happiness and the promise of a better future. This Christmas, more than ever, the ringing of the sleighbells will be heard by those who listen . . . by those whose hearts repeat the age-old prayer, "Peace and goodwill toward men!" And so, as Santa winds his way round the world, may his stop at your household bring joy to all.

SHAMROCK The Shamrock Oil and Gas Corporation

Let Christmas Renew Hopes for Future

Open your hearts and minds to the spirit and sincerity of Christmas Greetings, both between intimates and our outside friends. Forget present difficulties and live again the Christmas of innocent and better days. Let it renew hope for the future, with a resolve that the best impulses of our nature shall assist the character building of the real lesson of the Christmas season.

'God Rest You Merrie'
Exception is taken to the accustomed punctuation of a familiar Christmas carol by a correspondent. He says: "Why do not people give the original meaning to the Christmas carol, 'God Rest You Merrie, Gentlemen'? In the time when this carol was composed, to be 'merrie' meant a wholesome state of mind, which was

'wished' by the carolers on all people, 'gentlemen.'"

CREAMED HAM

- 2 to 3 cups diced cooked ham
- 6 tablespoons butter of margarine
- 8 tablespoons flour
- 3 cups milk
- 1 can Chinese vegetables
- 1-3 cup diced green pepper
- 1 1-2 tablespoons Worcester-shire sauce.

Dice meat in one-half inch cubes. Melt butter or margarine, blend in flour, and add milk gradually. Cook until thickened, stirring constantly. Drain Chinese vegetables and all, with ham, to cream sauce. Heat thoroughly.

Read Our Want Ad Page!

Star of Bethlehem Puzzles Scientists; But Has Firm Place in Christmas Pageantry



The Star of Bethlehem, which, according to the Gospel of St. Mathew, appeared in the heavens and guided wise men from the East to Bethlehem where the child Jesus lay in a manger, has long been a subject of extensive research and discussion. Modern astronomers have considered several natural phenomenon theories without attaching too much weight to any of them. Skeptics regard the whole thing as mere invention, colored with Oriental imagery, designed to honor Christ. Faith accepts the star as the supernatural phenomenon which proclaimed the birth of Jesus. In Matthew's gospel, the disciple and historian records the story of the wise men and the star, writing: "Now when Jesus was born in Bethlehem of Judea in the days of Herod, the king, behold there came wise men from the east to Jerusalem.

"Saying, Where is he that is born King of the Jews? for we have seen his star in the east, and are come to worship him." Anr again, a few verses later, he writes "When they had heard the king, they departed; and lo, the star which they saw in the east went before them, till it came and stood over where the young child was." Luke's gospel story of the Nativity mentions neither the Star nor the Wise Men but tells of Shepherds, watching their flocks by night, who were told by herald angels of Jesus' birth. Whatsoever the explanation of the Star may be, the Star of Bethlehem, the Shepherds and the Wisemen, are an integral part of the traditional Christmas scene. Although nowhere in the Bible are their number mentioned, it has become a part of the tradition that there were three shepherds, and three wise men, who followed the Star to Bethlehem.

Don't Throw Away Collection Of Greeting Cards

Here's a suggestion that will make your friends wish they had thought of it first. Don't throw away the lovely greeting cards that you have received and saved during the year. Keep them as ornaments for packages, or to decorate an otherwise plain wall. Next time you wrap a gift for someone, glance through your collection of cards and pick out one with a colorful or appropriate picture on it. Cut the picture out neatly, glue or paste it on your gift wrapping, and you'll have an attractive and original gift package.

and the flower prints that appear on so many greeting cards are well worth the price of a small frame. These pint-sized pictures are just the thing to brighten some dark corner or entrance hall.

Some rainy afternoon when the children are looking for something to do, give them greeting cards you have saved during the year. Especially will they like to make gay blotters from the cutout designs. Have them make small-sized blotters for checkbooks, a big one for Dad's desk, and a pretty feminine one for Mother's correspondence. Items like these can make attractive and inexpensive gifts for friends as well. Don't throw away your greeting cards... save them and use them throughout the year.

IT IS OUR PRIVILEGE TO SAY TO YOU

MERRY CHRISTMAS

Every year we look forward to this occasion because it gives us a splendid opportunity to not only wish you all the good things for the coming year, but to thank you for your courtesies in the past.

West Texas Feed, Seed and Hatchery Co.

MR. AND MRS. JACK WRIGHT and Employees

TO OUR MANY FRIENDS

Happy Holiday 1946

Glad thoughts
And special wishes
Are happily combined
To make this
Christmas Greeting
The warmest kind.

ELIZABETH WOMBLE
INSURANCE
and Employees

1946

MERRY MERRY
Christmas

MAY TRUE
HAPPINESS
IN ALL ITS
FULLNESS
BE YOURS THIS
CHRISTMASTIME

Roberson Service Station
B. B. ROBERSON AND EMPLOYEES

Greetings

CHRISTMAS AND FRIENDS GO HAND IN HAND..

All too often we take our friends for granted. We are aware of the fact that every day sees some evidence of the friendships of the people whom we strive to serve and too frequently we neglect acknowledging these kindnesses.

But at Christmas, when we pause in the busy whirl of everyday routine things, we become conscious of our shortcomings, and wish to convey in this message our heartfelt thanks for the good things that have come our way.

To you, our friends, we wish you a Happy Christmas and a New Year of Health and Prosperity.

H. E. MILLER OLIVER COMPANY
H. E. MILLER AND EMPLOYEES

Lost!
use the
CLASSIFIED

A CHRISTMAS THOUGHT

THESE ARE DAYS WHEN WE ARE ALL IN A BIG HURRY TO GET HOME, FOR THERE'S NO PLACE LIKE HOME WHEN THE CHRISTMAS WREATH IS GLOWING IN THE WINDOW. WE ARE DUE RIGHT NOW TO SAY OUR LITTLE PIECE—AN OLD REFRAIN, IT IS TRUE, BUT AS WARM AND HEARTFELT AS THE FIRST TIME WE EVER SAID IT—

MERRY CHRISTMAS

Oscar Easley
Your CONOCO Dealer

A Very Merry Christmas To Each and Every One

WEST TEXAS GAS COMPANY

Christmas Traditions Are Pagan in But Christian in Spirit

...ally means and is celebrat... the nativity of Je... Nevertheless, many Christ... mas customs have originated in the folklore and traditions of pre-Christian peoples. The season of the winter sol-

or the sun-wheel, when the sun, having reached the lowest point in the heavens, swung its course toward the earth once more. Great fires were built in defiance of the Frost King; fires to consume the enemies of the old year, whose ashes gave fertility to the soil; and fire brands, kept from year to year, were considered charms against the spirits of evil.

The Romans celebrated the festival of Saturnalia, honoring their deity of Saturna, patron of agriculture. Saturnalia was a season, from December 17 through December 25, and merged with the Calends of January. It was celebrated with revelry, gift-giving, decorations within the home, and entertainments... much like Christmas of today.

The followers of Mithras celebrated the Feast of Sol Invictus; the Druids solemnized the cutting of Mistletoe; Orthodox Jews commemorate the Festival of Lights; and the Egyptians dedicated their midwinter festival to Isis and her symbol of the palm tree.

As ancient peoples were converted to Christianity, ancient customs assumed a place among the traditions honoring the Babe of Bethlehem, who grew into the Christ and gave to mankind one of the foremost philosophies of human conduct.

And so it is that Christmas, a Christian holiday in celebration of the birth of Jesus, is characterized by many traditions which are pagan in origin... kissing under the mistletoe, decorating homes with holly and greenery, and even the giving of gifts at Christmas time.

Christmas Celebrations Have Changed With The Years; Early Christians Argued Date

• Puerto Rican Coed at TCU •



First girl from Puerto Rico to study medical technology in an American university is Senorita Dora Villafane, now enrolled in Texas Christian University, Fort Worth. She admits to a bit of homesickness for her parents and two brothers and three sisters back in Mayaguez, Puerto Rico, but says: "Texas is so wonderful and people are so nice to me, I'd really like to stay here!"

Christmas was not always celebrated on December 25th. The early Christians were far from agreement about the actual date of the birth of Jesus, and before the fifth century, A. D., there was no general consensus as to when it should come on the calendar.

January, March 25, and December 25 were the dates most generally observed in those early days of Christianity.

According to Encyclopaedia Britannica, the earliest identification of December 25 with the birthday of Christ is in a passage from Theophilus of Antioch (which the Britannica classifies as probably spurious) preserved by the Magdeburg centuriators, to the effect that the Gauls claimed that they celebrated the birth of the Lord on the 25th Day of December, whatever day of the week it might be... and this passage was dated between 171 and 183 A. D.

The first certain mention of December 25 as the birthdate of the Christ was by a Latin historian in the year 354 A. D. In English, it runs "Year I after Christ was born on the 25th of December, a Friday and the 15th day of the new moon."

According to the calendar as we know it, however, in A. D. I December 25 was a Sunday, not a Friday.

It was about the middle of the fifth century after the birth of Christ that the Christmas feast began to be celebrated, through most of the Christian world on the 25th Day of December.

In Britain, the 25th of December was celebrated as a feast day long before the conversion to Christianity. According to an early English historian, "the ancient peoples of the Angli (Britannic) began the year on the 25th of December when we now celebrate the birthday of the Lord."

In 1644 the English Puritans forbade any meriment or religious services on Christmas Day, on the grounds that it was a heathen festival and should be kept as a fast.

Charles II revived the festival in England, but the Scots adhered to the Puritan view and

continued to celebrate Christmas as a day of fasting. The creche, now a familiar part of the Christmas pageant, Christmas presents are unknown. In the Latin nations, their place is taken by the strenae, given on January 1. The creche, now a familiar part of the Christmas pageant, Christmas presents are unknown. In the Latin nations, their place is taken by the

CORDIAL
Greetings

We have a host of friends in this area whom we would like to see personally in order to extend a personal Christmas Greeting.

We may not get around to everybody so we ask that you consider this as being a genuine expression of good wishes to each of you and a hearty thank you for past courtesies.

Waterspoon Electric Co.

TO WISH YOU

A Jolly Good Christmas

AND

Happy Days

THROUGHOUT THE NEW YEAR

Best of good wishes to each of you in recognition of your consideration of this firm as evidenced by the splendid patronage that was ours during the last twelve months.



Cave's 5c, 10c & 25c Store

Holiday Dangers Are Pointed Out By Health Officer

AUSTIN, Texas, Dec. 19. "Despite the fact that America has her share of post war troubles, this Nation as a whole should not forget the true Christmas spirit of Happiness and Good Will, but we can do that much better if we are well and strong," asserts Doctor Geo. W. Cox, State Health Officer.

"Many people are prone to throw caution to the wind and violate every principle of healthful living during the Christmas season. As a result, their health is jeopardized and sometimes serious damage is done," he said.

Doctor Cox pointed out the danger of using lighted candles on Christmas trees or in windows, as a possible source of disastrous fires. Excess eating, crowded home conditions, lack of exercise, and over-heated rooms often endanger health during the holiday season, according to Doctor Cox, and he warned parents against too late hours for small children.

"Intemperance during Christmas week, whether in food or holiday activities is not excusable from the standpoint of good health practice," he asserted.

HOW TO MAKE YOUR OWN CHRISTMAS WREATHS

If you like to make your own decorations you will be interested in the way a Massachusetts man makes his.

"I have some wire hoops that I've saved for several years which form the frame for the wreath. I get a supply of laurel leaves or princess pine, or some other kind of evergreen; take a ball of heavy string and start to work. The string, of course, is to tie the sprigs of leaves or pine to the hoop. I just keep wrapping round and round the hoop, adding leaves all the time, until the entire hoop is filled with greenery. Near the end of the job I work in a few extra doodads, to add a little variety. For instance, pine cones, partridge berries, sprays of juniper all add color and novelty to a wreath and make it just a little nicer looking than it would be if you left it plain. If I want to be real fancy, I take a little silver or gilt paint and paint up some small cones for the wreaths.

"and the maximum of pleasure will be gained by those individuals who practice precaution along these lines."

Emphasizing the fact that it is the duty of every individual to conserve his health as well as that of his neighbor, Doctor Cox said that from a standpoint of good citizenship alone every Texan should cooperate in promoting good health at Christmas time as he would at any other season of the year.

Perryton Voters Turn Down City Manager Plan

PERRYTON, Dec. 7.—Perryton voters turned thumbs down on the city manager plan this week by a 2 to 1 majority. With nearly 700 votes cast in the special election, 471 were counted against the proposal and 216 in favor.

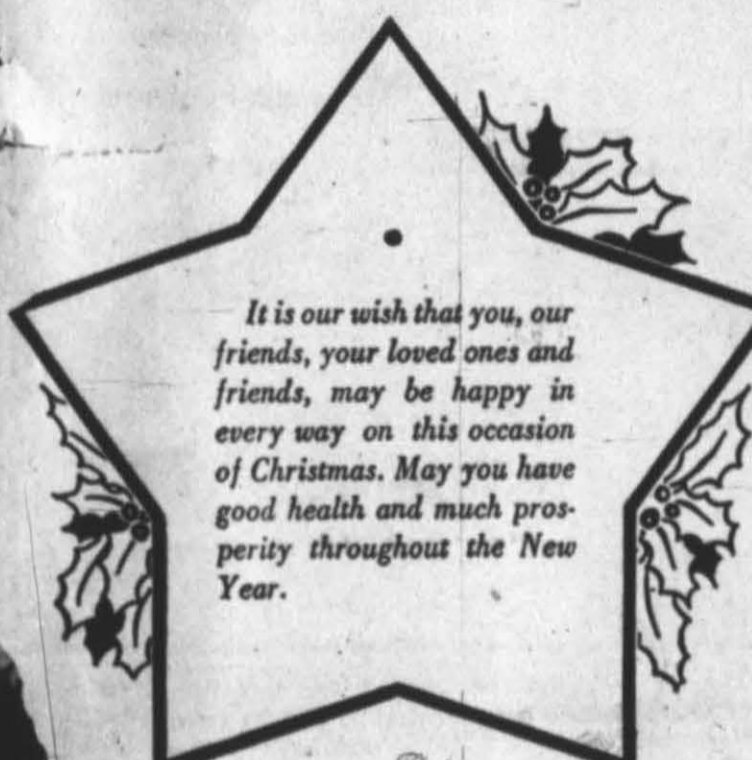
This was the heaviest vote ever cast in a city election in Perryton history.

Previous high voting was in 1939 when a commissioner-manager proposal was defeated 309 to 125.

Voting in the city manager election was stimulated by a sound truck which circulated through the streets, manned by members of the Jaycees, urging voters to go to the polls. The Jaycees also promoted interest in the election through letters to voters, advertisements, and by sponsorship of a public forum.


Read Our Want Ad Page!

"Some folks like to fix their Christmas wreaths with candles in the center, but when I want to have a light in the center of a wreath I hitch up a little electric light. Then I know there's no danger of anything catching on fire."



It is our wish that you, our friends, your loved ones and friends, may be happy in every way on this occasion of Christmas. May you have good health and much prosperity throughout the New Year.

Cockerham Furniture & Appliance




It is good to know that Christmas is here again... good to celebrate it, as in the past, with so many fine people with whom we are happy to be associated in this community, and to whom we now send

Our Most Hearty CHRISTMAS GREETINGS

THE VOGUE AND EMPLOYEES

Salute to our Friends at Christmas



Ho! Ho! for Christmas!

Merrily, merrily, jolly good friends, and a grand and glorious holiday to you all!

W. B. (Woody) WILSON

103 W. 3rd St.—Phone 45

Southwestern Life

HOME OFFICE • DALLAS



A JOYOUS CHRISTMAS

WE CAN think of no finer Yuletide sentiment than the old familiar "MERRY CHRISTMAS." We never grow tired of saying it to our friends nor do we grow tired of hearing it from others. It is the one universal greeting that carries with it the thought of others and the appreciation of fine friendships and associations.

It is this sentiment that forms the background of our thinking of you at this glad time of the year. We want you to know that when we say, "MERRY CHRISTMAS," we include our thankfulness for all past favors. The best of everything to each of you.

Standard Service Station

Complete One Stop Service
JIM BOOKOUT
and Employees



Letters to Santa Claus

Dear Santa Claus,
I am six years old and started to school this year. I would like for you to bring me a tricycle, a football, a knife and some caps for a gun.

Yours truly,
MARVIN CHARLES HERSHEY

Dear Santa Claus,
I am nearly three years old. I would like for you to bring me a tricycle, a rubber doll and some more toys.

Yours truly,
PATRICIA ELAINE HERSHEY

Dear Santa Claus,
I am a boy seven years old. I

am in the second grade. I would like an air-plane, bath robe, house shoes and a pair of boots.

Your friend,
DUANE GRISWOLD

Dear Santa,
I have been hearing a lot about you—but we haven't met, for you see I am quite new, only nine months old. I want to be sure that you know about me and will stop at our house. I'd like to have something to play with that Mommie won't holler "No-no" when I touch it. (Santa, that is what happens everytime I find something to investigate!) I would also like some little

fuzzy house shoes and a doll that I can chew on.
I don't have enough teeth to eat nuts and candy, so please give mine to some other good little boy or girl, and please remember my grandparents and all of my little friends. Thanks, Santa, I bet you are even nicer than I have been told.
Love from your new little friend,
CONNAN ANN OLDEHAM

Dear Santa Claus,
I am a little girl six years old. I am ill and not able to go to school. I would love very much to have a doll, tea set, black board, and a red wagon. I have three other sisters so please be good to them, too. I love you very much.
NANCY LOU SLOAN

Dear Santa Claus,
How are you? I am fine and I have been a very good boy I think so will you bring me lots of pretty toys. I want a bicycle and a gun and all other pretty toys you want to bring me.
Your little friend,
TOMMIE VAUGHN

Dear Santa Claus,
I am 8 years old. I want a bicycle and a box of clay. Please don't forget the other boys and girls.
Merry Christmas to you from
SAMMIE BROWN LESLY
and Please don't forget Evelyn and Luther.

Dear Santa Claus,
I am a little girl years old. I have tried to be a good girl this year. I want you to bring me a doll with a bottle and sewing set. My sister wants the same. My little brother wants a wagon and cap gun. Please don't forget all the other little boys and girls. And remember Mother and Daddy. Love,
SONJA HUDSON

Dear Santa Claus:
I am a little boy 5 years old and for Christmas I want a cap gun and caps more than anything. I would like to have a truck with butane bottles in it.
I am your friend,
PAT NEWMAN

Dear Santa Claus,
I am a little girl 3 years old. Please bring me a doll with hair and sleepy eyes and a doll bed. Please don't forget my little cousins Billy Dean and Gene.
Your little friend,
SHARON ANN NEWMAN

Dear Santa Claus,
I am a little boy 7 years old. I would like a cap gun and lots of caps, also a bow and arrow and a big silver truck. Please remember all the other boys and girls in other countries.
I am your friend,
ALAN LEE NEWMAN

Dear Santa,
I am a little girl three years old. I have tried to be a good little girl so I want you to bring me a baby doll a set of dishes and a tricycle. Don't forget the rest of the little boys and girls.
Good-bye Santa,
LINDA STEPHAN

Dear Santa,
I think I have been a pretty good girl. Would you bring me a Betsy Wetsy doll and a cradle to rock it to sleep in. Bring me a tin tea set and I would like a lot of other things but guess that will be plenty. Don't forget my little sister, Judy. She don't know what she wants but you can bring her a rocking horse and a rubber doll.
Love,
VERNA DENE BROWN

Dear Santa,
Please bring me a doll, cash register and a set of dishes. My little sister, Jerre, would like a doll and dishes too. Do not forget all the other boys and girls. I will leave a coke for you.
Bye and thank you,
LINDA KAY NOLAND

Dear Santa,
I want a doll, pair of skates, some gloves and a nurse and doctor set. Marilyn Joy is too little to write. She wants a doll and buggy. I am seven, Marilyn is four. Don't forget my cousins.
Love,
PATSY JO JONES

Dear Santa,
I sure do thank you for all you gave me last Christmas. This Christmas I want a rubber doll and some clothes. Bring me some candy, nuts and apples and all that goes with it. Don't forget the other girls and boys.
Your friend,
GLENDA ROBBINS

Dear Santa Claus,
I am a little boy 5 years old. I would like for you to bring me a truck and a scooter and most anything boys my size would like. Thanks for all the things you have given me before.
Your friend,
PAT ROBBINS

Dear Santa Claus,
I'm nine years old and I used to live in Hereford, Texas. Now I live in Corpus Christi. Please bring me a hunting knife and a hatchet. I would also like to have a football and a bow and arrow. Bring me some candy and nuts too. And don't forget all the other boys and girls.
Love,
GEORGE ERNEST ROLES

Dear Santa,
I am a little boy 6 years old. I have been a pretty nice boy, my mother says. Please bring me a tractor, plow and trailer. If you have a truck left bring me one please.
Your little friend,
BILLY FLOWERS

Dear Santa,
I would like a wagon, a tricycle for David and a horse for Dean.
Thank you,
WILLIAM PAUL ISOM

DEAR SANTA,
I would like a toy tractor and a train. Be sure to bring candy and nuts.
Yours truly,
ROBERT LEE WEGNER

DEAR SANTA CLAUSE,
I wish you would bring me a bride doll, a bike and a game. I wish you would fill my stocking full of candy, nuts and fruit. Don't forget me and the other children.
Love,
VIRGINIA LEE McDONALD

DEAR SANTA,
I am a little boy 8 years old. And I want a big size truck, a cap gun, several packages of caps, a air plain, ball and batt, and a football, lots of candies, nuts and a big red apple and orange. If you can't get in the house just whistle and I'll open the door for you.
Your Friend,
C. L. LAYMAN, Jr.
P. S. Don't forget I have a little sister and brother too.

DEAR SANTA CLAUSE,
I want you to bring me a wagon and bicycle.
Thank you,
DON HAMILTON
DEAR SANTA CLAUSE,
I want a bicycle and a train on a track, that will wind up, and a drum, and a bee-bee gun.
Your friend,
LEROY WILLSON

To Santa Claus,
I wish a little bicycle and big football.
EDGAR DEE

DEAR SANTA,
I am 8 years old and in the second grade. I would like a bicycle and a pen and pencil set.
Yours truly,
FRED B. WAGNER

DEAR SANTA,
I am a little boy 7 years old. I would like a bicycle, a pair of skates, a doctor's case, a puzzle and some candy and nuts and fruit.
Thanks, Santa.
JOHNNY SHAW.

DEAR SANTA,
I want a big baby doll and a tricycle for Xmas and I'll try to be good.
SANDRA ANN ROBERSON

DEAR SANTA CLAUSE,
I am a little girl four years old. I have been a half good girl, so would you please bring me a Teddy bear, pair of bedroom slippers, ABC set and anything else you want to. And please be good to my three other sisters,

also Mother and Dad. I love you very much.
SUB ANN SLOAN
WHEN THE INFANT SELECTED HIS FATHER According to the Holy Family Christmas Eve, 1880, England — sick babies were buried to the threshold at midnight. If the child recovered, it had been healed by the passing Christ; if the baby died, the Holy Child had chosen the infant to be His playmate in heaven.

READ THE Advertisements THEY'RE NEWS

WE APPRECIATE THE FRIENDSHIPS AND CONTACTS OF THE PAST TWELVE MONTHS WITH MORE PLEASURE THAN WE CAN EXPRESS MAY WE WISH YOU ALL THE JOYS THAT CHRISTMAS AND THE NEW YEAR CAN BRING

JOYOUS YULETIDE



Charlie's Auto Repairs

A MERRY CHRISTMAS TO ALL...

In all sincerity and humility, we pause to thank every friend, old and new, for the many favors shown us last year.
We wish you the joy that should be yours this glad Christmastime.

This Station will be closed on Christmas Day from 11 o'clock in the morning until 6 o'clock in the evening.

Pitman Service Station

MR. AND MRS. W. C. PITMAN and Employees

A

AS WE ENTER INTO another Holiday Season we wish to extend our profound thanks for the gracious friendships we have enjoyed.

May you enjoy the best of everything, not only this year and next, but during those to follow. May your hopes and dreams be fulfilled and may you enjoy Health, Happiness and Genuine Contentment.

A Merry Christmas

JIMMIE ALLRED

THE STAFF OF THE

STAR and TEXAS THEATRES

IN HEREFORD

TAKE THIS OPPORTUNITY TO EXTEND THE

Season's Greetings

MERRY CHRISTMAS

to You and Yours

Our best wishes to each of you—for continued happiness and increased prosperity. We are happy in the thought that we have had the privilege of serving you during the year just closing. And because of these associations, we look forward eagerly to the coming year and a continuation of your consideration.

The Season's best to each of you!

BEST WISHES TO ALL OUR FRIENDS

FRANCIS HARDWICK

FRED PIERCE

Dorothy Ward
Ervin Ward

Bobby Pittman
Joe Walker

Leland Flesher
Jim Murrell
Alice Bradly
Bess Hagar
Easley Marie Paetzold

Billy Martin
Aubrey Canaday
Jeff Honea
Bobby Hamilton
Sammy Stanford

OCO Dealer