



**Letters to Santa Claus**

Dear Santa,  
Please bring me an electric train, a BB gun, a dump truck, a pong set, nuts and oranges. That will be all. Thank you Santa.  
Love,  
Tommy Green

Dear Santa,  
I am a good little girl. I am in the second grade. I am seven years old. I want you to bring me some nuts and candy. Don't forget the other boys and girls. I want you to bring me a basketball.  
Love  
Ruth Ann Firsher.

Dear Santa Claus,  
I am in the second grade. I am a girl eight years old. I want a big doll and a Toni Home Permanent doll. I want a big doll house. I want a bicycle.  
Love,  
Jenny Lynn McCathern

Dear Santa,  
I am a little boy, 8 years old. I would like to have a big truck and a dump truck, a ball, and some guns if you have enough. Also, some fruit, nuts and candy. And an airplane. Be good to all other little children.  
Love,  
Alfred Turner

Dear Santa,  
Please bring me a football and a bat. Steam shovel, a pistol set, grader, nuts, candy and fruit. Please remember all the other boys and girls any my teacher, Mrs. Martin.  
As always,  
Huel Leon Tomberlin

Dear Santa,  
This year I am a big boy--too big for little toys. I would like a basketball and goal, a BB gun and boxing gloves. Bring these if you can.  
Thank you  
Put Parker

Dear Santa,  
I love you very much. Will you please bring me a bottle baby and nurse kit for Christmas. Also please bring my brother and sister and baby sister some things too.  
Love,  
Sandra Ruth Moore.

Dear Santa Claus,  
I love you very much. I am in the second grade. I want a Queen doll in all nations. I just want a doll, but you bring me some other toys. You always bring me such nice things. Don't forget my little sister. Bring her a little doll and some other toys, too. And bring her some little doll cloths, too. My teacher's name is Mrs. Martin.  
Your friend,  
Paity Rae Barrett.

Dear Santa Claus,  
Please bring me a cowboys suit and two guns. I want some toys, some candy, some nuts, a BB gun, an electric train, basketball and some BBs. Don't forget the other boys and girls.  
Jimmy Dale Vaughn

Dear Santa,  
I am a little girl, seven years old. I am in the second grade in Mrs. Martin's room at Central School. I want a doll, a doll suit, case and sewing machine for Christmas. I have been a good girl. I want you to remember my two sisters and my teacher.  
Love  
Kay Cole

Dear Santa,  
Please bring me an electric train, a BB gun, a dump-truck a ping pong set, candy and nuts and that will be all. Thank you, Santa.  
Love,  
Frank Day

Dear Santa,  
Please bring me and my brother an electric train and a foot ball.  
Keenie and Larry Rickman  
Box 683

Dear Santa,  
Please bring me a doll with hair and some play dishes and a doll blanket. I have a baby sister. She wants a doll, too.  
Thank you,  
LaMeda Billingsley

Dear Santa,  
I am writing you a letter to let you know what I want for Christmas. Please bring me a wagon for Christmas and a BB gun.  
Your friend,  
Clarence E. Carter.

Dear Santa,  
I want a popper truck. I will also want a popper. I would like to have a tyfwikle and a choo-choo train.  
Love,  
Mackey Allen Scott.

Dear Santa,  
I have tried to be a good girl. Please bring me a doll house and some doll furniture and some paper dolls. Please bring my little sister and two two brothers some things. Remember all other girls and boys. Merry Christmas, Santa.  
Love, Nancy Jean Fortenberry

Dear Santa,  
I have been a pretty good girl. I am in the second grade this year. Mrs. Martin is my teacher--remember her on Christmas. I would like to get a cowgirl doll, a nurse set, some dishes, candy, fruit and lots of nuts. Remember my brothers and sister.  
Merry Christmas, Santa  
With Love,  
Barbara Joan Rogers.

Dear Santa,  
I love you very much. I want

a boy doll also a baton. Don't forget the other boys and girls. Bring some nuts and candy. Don't forget my little brother.  
Love,

Dear Santa,  
I will be eight years old December 15 and I am in the second grade and I would like to get a steel building set, a pair of gloves, a football and some story books. And a baseball and bat, an airplane, some BB shots for my BB pistol. Please remember my cousins. I live with my grandmother.  
Thank you,  
Ronald Glen Anderson

Dear Santa,  
I am a little girl five months old. I'm not old enough to want anything. Just bring all the nice boys and girls some nice gifts. Also, some fruit, candy and nuts.  
Vickie Ruth Higgins

Dear Santa Claus,  
I'm a little boy, seven years old, and I live at Boy's Ranch Farm. I would like to have an electric train, a red wagon, a double holster and gun set, a farm set, a winch truck, a little motorcycle, a tool kit and don't forget the other boys here at the farm and "Chink". I'll try to be a good boy between now and Christmas.  
Thank you, Santa Claus  
Elmer Glen Mitchell

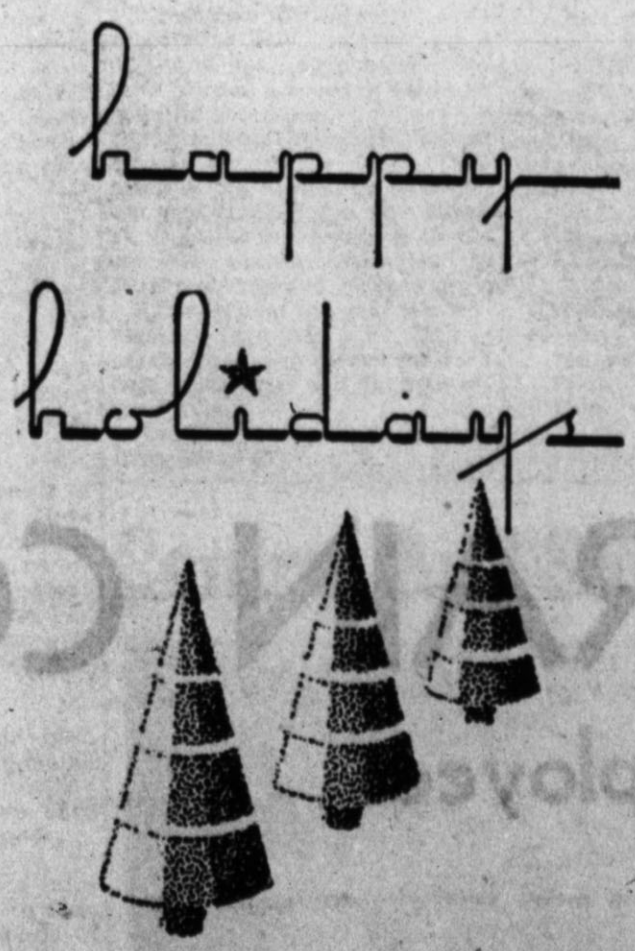
Dear Santa Claus,  
I have been good this year and will try to be better next year. I am five years old. I would like for you to bring me a little boy doll, a walker for my dolly, house shoes, story books and a work tractor. I will be looking for you.  
With love,  
Joe Don Noland



**GULF SERVICE STATION**  
ARTHUR THOMPSON



**E. B. POSEY**  
REALTOR



**LEONARD FOSTER**  
County Judge & Ex-Officio School Supt.  
and  
**MRS. DOYLE ROSE**  
Assistant County School Supt.



May the Peace of Christmas surround you,  
The Joyousness of Christmas inspire you;  
The Spirit of Christmas abide with you always.

**HUNTER'S**

**MR. AND MRS. RUSSELL HUNTER**

And Employees  
Gerald Banner K. H. Oliver Paul Lee Lillie Muller  
Charles Ray Buse Glenn B. Talley Wendell Morton



# CHEERFULNESS



The spirit of Christmas helps us to appreciate the true value of the friendly folks whose loyalty makes it possible for us to successfully go on Christmas after Christmas.

Business has friendships... many of which gain strength as they go down through the years. Old names on the ledgers, old familiar voices on the telephone, old customers entering our doors... all make us realize that behind every successful business there is a powerful force of friendship that gives warmth and feeling to the everyday things of life.

**PITMAN GRAIN CO.**  
And Employees





If you didn't get that Christmas or gift card sent that you intended to, you still have one last chance...

If a lady could stand on her head in a drug store, the woman who's little boy poured a malt down the front of his suit...

Russell Daniel is back in the hospital with pneumonia this week for the third time this year...

Leon Krupp, zone chairman of Lions district 2-T-1 which includes Hereford, spoke to the Lions Club at their noon luncheon...

If music gives you the Christmas spirit you couldn't miss in downtown Hereford this week...

Bill Howard and Jim Terry Terry took up \$90 for the Gilbert Aquo twins fund Thursday...

Bill Stanford and a bunch of his FFA boys and several Lions club members helped with the job of sacking Christmas candy...

The Star Theatre has been opening at 11 o'clock each morning during this week before Christmas...

Robert Kinsey wrote a nice little poem in his letter to Santa Claus and received words of praise from several friends...

Jeffrey Kirby was kinda put out at Santa Friday morning. When he had told Santa what he wanted for Christmas...

Jim Brown and his first crop of Hubam Clover that netted 15,700 pounds of cleaned seed...

Mrs. Medlin Wins Lighting Contest Mrs. Ralston and Camp Fire Hut Place

Dick Lucas, Chairman of Jaycees Christmas committee, announced winners of Hereford's annual Christmas decoration contest Friday...

Contest winner, Mrs. Medlin, 310 West Sixth, had as her decoration Santa Claus on top of her roof with one foot in the chimney...

Mrs. Ralston's decoration was a lighted Christmas tree on the lawn. A large screen of lights was on the house...

Josiah Cheatham Is Buried Friday

Funeral services for Josiah Hunter Cheatham, 68, were held Friday afternoon at 2:30 o'clock under the direction of Gilliland Funeral Home of Hereford...

Annual 4-H Show Set For Feb. 24-25

February 24 and 25 were announced as dates for the annual Hereford Junior Livestock and Poultry Show...

Directors Vote Raise On Golf Green Fees

Directors of Hereford Golf Association voted to raise green fees and non-stockholder dues for a year at a board of directors meeting this week...

THE WEATHER

Wednesday—High 58, low 19. Moisture—.02. Thursday—High 39, low 14. Friday—High 36, low 14. Total moisture for December—.37. Total moisture for 1949—.25.06.

SAFETY FIRST PAYS AT CENTRAL SCHOOL

This group of 27 Central school students comprise the Safety Patrol, the boys who are on the corners whether the thermometer is dipping below freezing or not...



DISPLAYING CUSTOMARY FORESIGHT—Ernest L. Kurth, Lufkin, Texas, industrialist named "Man of the South for 1949" and Texas' most outstanding industrialist, visits his favorite barber, C. W. Hensan...

Stewart And Robinson Recommended As SCS Subdistrict Supervisors

W. M. Stewart and T. W. Robinson were recommended as supervisors of subdistricts 2 and 4 of the newly formed Deaf Smith County—Soil Conservation district at a meeting in the County Agent's office Friday morning...

No Injuries Reported In Collision Friday

Two cars collided at the intersection of Union Street and E Street Friday afternoon about 1 o'clock. No injuries were reported to the Police Department...

Poll Tax Still Slow Soys Worth Covington

Worth Covington, Deputy Tax Collector, still says poll tax payments are coming in very slow. There were still 572 receipts for poll tax payments Thursday...

Parade Thrills Thousands As Santa Makes Final Visit Here

Every kid in town Friday was carrying a bag of candy and fruit, some had two, and their jaws were working overtime to chew up the stuff as the biggest parade in a long time in Hereford showed off...

Starting from the Bull Barn, the paraders came down Main Street, going north, then reversed, coming back up the street again...

Ginning Operations To Extend To 1950 As Late Cotton Continues To Come In

In spite of good weather over the last two or three weeks, the Hereford Cotton Gin will fall to wind up operations for 1949 by Christmas day as planned...

Former Hereford Postmaster Dies

Funeral services for Mrs. Delphia Smith of Granbury, the former Mrs. Delphia N. Cox of Hereford, was held at the First Christian Church in Granbury Wednesday...

Lookingbills Move In Summerfield School

The L. B. Lookingbills are now living in the school house at Summerfield after being burned out of their home when fire destroyed it and the store at Summerfield Tuesday night and Wednesday...

Central And Shirley School Safety Patrols Are On The Job - Rain Or Shine



SAFETY FIRST PAYS AT CENTRAL SCHOOL—This group of 27 Central school students comprise the Safety Patrol, the boys who are on the corners whether the thermometer is dipping below freezing or not...

By JOHN SCOTT If there are such a thing as heroes nowadays in Hereford the Schoolboy Patrol of Central and Shirley Schools should really fit the bill...

It is their job to see that all students of the schools pass across all intersections adjoining the school safely. They must use qualities of leadership and respect for the rights of others and, at the same time, forget themselves and their own discomforts experienced while doing their duty...

Patrol sponsor Rex Lee at Shirley School says his boys are very eager about their job. They turn in speditors nearly every morning and they stay at their posts of duty until properly relieved. Lee says that the boys, act, not only as directors of student traffic, but as monitors in the school during school hours...

When a violator is turned in to Rex Lee, like the one reported for swearing in the rest room recently, Lee talks to the erring boys and they, usually, reach a satisfactory decision. The boy that was turned in for swearing said he was only "saying what he heard someone else say."

Really Rugged Work The Patrol goes on duty at 8:30 every school morning. The weather is cold and rough as you know if you are up at this time of day. These boys must get up a little earlier than the rest so they can do their job as it should be done...

give the children a last look until next year. He will be back again this year but the little ones will be asleep when he leaves his gifts...

Candy For All Santa Claus, assisted by a host of volunteers, handed out candy to all the kids. Every child who wanted it got a part of the...

Band members got a treat, going to the free show after the parade. Glenn Cunningham, director of Friona's band, said he could make no accurate estimate on the number of Friona people in town but he said he saw them all up and down the street...

Probably the most impressive sight was the look on the smaller children's faces and shine in their eyes when Santa Claus came by. It was their day. There were few who didn't get one of the biggest thrills of their young lives when the whiskered wizard from the North Pole greeted them...

The Riding Club added more cheer to the parade. Their horses, spirited by brisk breezes, filled the streets with clatter. A convertible as the B&PM float was able to make the trip down Main Street with the top down. That was a measure of the weather. Hereford Jaycees also had a float...

Hereford's new fire engine added its splash of red to the decoration. The Cub Scouts marched with military dignity. It was a good day, filled with good cheer, in a good little city of West Texas.

They are opening a little store in the small building west of where the store was and the postoffice is in the school house where they are living. They plan to start on a new building after the first of the year...

Mrs. Lookingbill said Friday that they were very grateful to the Hereford and Friona Fire Departments for all they had done and also to everyone else that helped them salvage all that they did.

Survivors include two sons, Wallace Cox of Hereford and T. Aubrey Cox of Amarillo, three sisters, Mrs. G. R. Baugh and Mrs. Catherine Wilson and Mrs. Virginia Cain, all of Granbury; a brother, Bob Nunley of Granbury and two grandchildren.

NO BLACK MARKS ON SHIRLEY RECORD

These are the boys, all 16 of them, on the Shirley School Safety Patrol who have helped start the new grade school off with a spotless safety record. They don't direct traffic, they just tell the kids when they can cross the streets safely. They are from left to right sitting: Gerald Price, Jack Pinker, Jack Hagar, Bill Callaway and Carl Covington...



MRS. HELEN PIPKIN

### Left-Over Turkey Can Really Be Appetizing And Pleasing To All

Here are a couple of recipes the homemaker will find convenient to have on hand and pleasing to appetites after Christmas. Keyed to the economical cook who doesn't want to waste any of the expensive bird and yet doesn't want the family to be so fed up on turkey that they all feel ready to gobble, they combine left overs with other foods and will stay on the simple side.

Mrs. Helen Pipkin who roasts turkey the old-time way is careful in selecting the turkey and sometimes if there are few to eat it, she cooks only half, re-

serving the other half for New Year or later. Her favorite recipe for left-overs is:

#### Turkey A La King

1/4 cup butter  
1-3 cup flour  
1 1/2 cups milk  
1/2 teaspoon salt  
1 cup left-over diced turkey  
1 cup mushrooms (drained)  
1/2 cup sliced pimentos  
1 tablespoon crushed onion  
Melt butter in top of double boiler over direct heat and blend in flour until smooth. Add milk gradually, stirring constantly until mixture is thickened. Add all the rest of the ingredients, cover and cook for a few

minutes. Pour into patty shells or over toast and serve immediately. Mrs. Pipkin says this is delicious served with rice or in the center of a noodle ring.

Everybody has turkey hash at some time or other during the holidays and there are some who think they enjoy the hash dinner more than the turkey dinner itself. Here is a good recipe for turkey hash.

#### Turkey Hash

1 1/2 cups diced left-over turkey  
2 1/2 cups diced boiled potatoes  
2 tablespoons butter  
1 tablespoon chopped parsley  
1 1/2 cups turkey stock  
1 tablespoon crushed onion  
salt and pepper to taste  
Remove turkey meat from the bones and put the stripped bones in a kettle, cover with water and simmer about an hour. Combine diced meat with the diced potatoes and onion and



**CHOW DOWN**—Little Sharon Kay Nicholas knows that kittens have to eat even though she is only three. Rusty, the six-weeks-old kitten, knows it, too. So they teamed up. Sharon Kay has been feeding Rusty from her doll's nursing bottle since his mother abandoned him at birth. She is the daughter of Mr. and Mrs. James Nicholas of San Angelo, Tex. (AP Photo)

brown in the butter in large skillet. Add parsley, seasonings and stock obtained by simmering the bones. Cook slowly on a low flame for twenty or thirty minutes until moisture is thickened to desired consistency. Serve hot.

#### Turkey Cones

A good way to use the left-over dressing with the left over bits of turkey is by shaping the dressing in cone shapes, rubbing them in melted butter and covering them with bits of turkey. These may be made in advance and served with hot gravy made with the turkey broth to which has been added drained mushrooms and cut-up hard boiled eggs.

Mrs. Pipkin serves this salad

with turkey or with any other meat courses.

#### Tomato Aspic

2 1/2 cups tomato juice  
dash of salt, red pepper and sugar  
1 tablespoon vinegar  
bring all to slight heat but do not boil

Pour while hot over 1 1/2 envelopes of gelatine which has been dissolved in 1/4 cup tomato juice. Allow to cool and add one cup of diced celery. Mold and serve on lettuce leaves.

### Draft Board Reports 24 Registrants For Month Of November

Twenty-four men registered at Selective Service Local Board 18 in Deaf Smith county courthouse during the month of November according to Mrs. A. Petersen.

Three were from Hereford, Charles T. Busby, Thomas H. Botsford and Hershel E. Miller. Others from Deaf Smith County were Floyd E. Jackson, Herl Bridges and Earl Bridges. Lloyd C. Smith registered from Dimmitt and two others, Robert A. Anderson and John E. Axe, also registered from Castro County. Andrew G. Brown was a registrant from Friona.

A total of 13,177 men of draft age were classified and 4,848 18-year-olds were registered by the state's 137 draft boards during November, consolidation of their monthly reports revealed here today.

Reports are consolidated by state Selective Service headquarters here and forwarded to Washington. These reports indicated that the State has a pool of 1,357 who could be inducted on 10-days notice if a call should be received from the Department of Defense.

Colonel Paul L. Wakefield, state director of Selective Service, pointed out that local board reports showed that Texas has a pool of nearly 45,000 men classified as fit for military service.

"This group of men could be sent for armed forces physical and mental examinations as fast as the armed forces could handle them," Colonel Wakefield said.

The armed forces have examined no men and have made no calls for induction since January. Colonel Wakefield said his headquarters had received no official indication that examination or inductions would be resumed.

The state director reminded all males that the law requires them to register within five days after their 18th birthday. The draft act forbids the classification or induction of men until they are 19.

It's easy to own a

*Maytag*



There is one priced to fit your budget. Easy terms—liberal trade-in. Come in and see a demonstration of the extra-fast, extra-efficient washing action that has built the Maytag reputation.

THE MAYTAG MASTER. Finest Maytag ever! Huge aluminum tub holds more; keeps water hot longer. **\$189.95**

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HELPHY-SELFY LAUNDRY  
for Selecting

MAYTAGS  
To Get The Job Well Done

H & H FURNITURE  
COMPANY

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

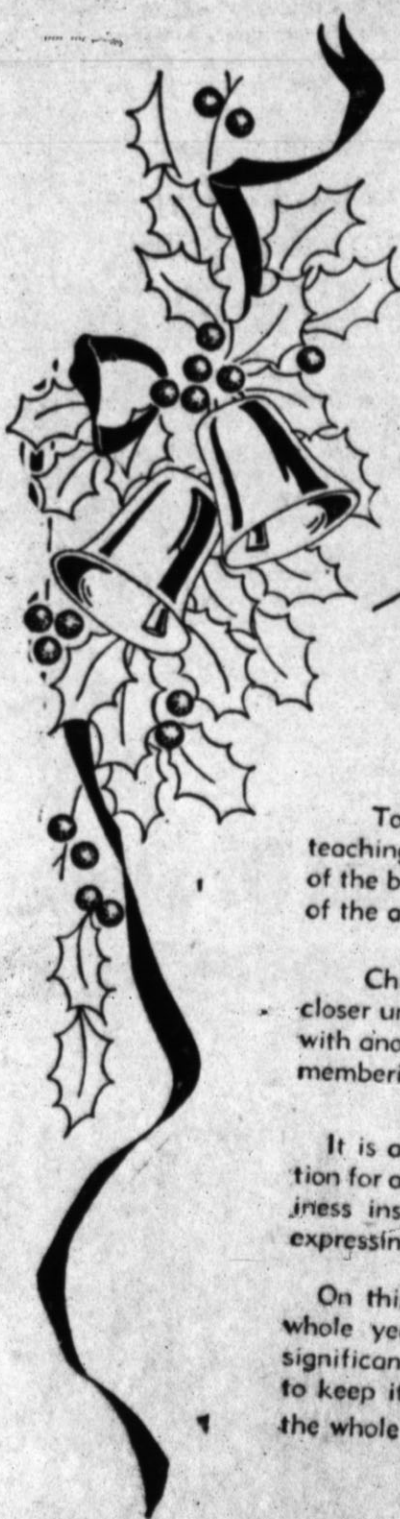
JOYOUS  
YULETIDE



Jones Service Station

J. P. JONES

GEORGE JONES



*What Is Christmas?*

To us, Christmas means "the renewal of the teachings of Him, who taught us the true significance of the brotherhood of man. It means the observance of the anniversary of His birth.

Christmas is a time of family reunions and the closer understanding of loved ones and friends, one with another. It is the time of giving, unselfishly remembering those whom we love and cherish.

It is a time of expressing appreciation for all past favors and we, as a business institution, take this means of expressing ours.

On this most joyous season of the whole year, let us meditate on the significance of Christmas, and resolve to keep its spirit in our lives through the whole year.

## HEREFORD

### H Store Co. D

S. L. HARMAN & SON      PHONE 382

WE GIVE "D.N." GREEN STAMPS

FREE BALLOONS FOR THE KIDDIES

**Open**  
**For Business**

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**The "ALL NEW"**  
**POWELL'S**  
**Helpy-Selfy Laundry**

**NEW MAYTAGS THROUGHOUT**  
Heavy-Duty Machines insuring  
a better, quicker wash

**CONVENIENT LOCATION**  
INTERSECTION OF HIGHWAYS  
51 and 60  
Just North of Red's Tasty Drive-In

**Your Patronage Invited**

We're Wishing You a Merry Holiday Season



# EDITORIALS...

## BUT THERE'S A CATCH

### Paving Offers Farm Profit

When surface work started this week on Harrison Highway the project held more than passing interest for wheat farmers of Eastern New Mexico. Completion of the project, originally scheduled for 150 days to 190 days, depends largely upon weather conditions and therein lies a queer quirk of fate.

The government loan rate on wheat in Curry County, New Mexico, has been set at \$1.91 a bushel, whereas the loan rate in Deaf Smith County has been established at \$1.92 a bushel—providing one cent a bushel more to farmers who might bring their wheat into Deaf Smith County for storage. The price variation is attributed to higher freight rates in the New Mexico zone.

If contractors are able to complete the road project on the 150-day schedule the farmers will be able to travel on the paved road, and market or store their wheat in Texas, since completion would coincide with harvest next June and July. This would afford 18 to 20 cents per acre gain for producers on the New Mexico line.

The irony of the situation, however, lies in the fact that favorable weather conditions would make an early completion of the road possible, but dry, warm weather would also result in poor crop yields. If the farmers get rain and snow in abundance, they can almost rest assured that the road will not be completed on schedule. All of which, summed up, is just another headache connected with farming.

### Fears About Farm Subsidies

A subsidy is a subsidy, whether it is paid to the operators of steamships, air lines or farms.

Consequently, it is passing strange that many Americans fear a Government payment to farmers will destroy their character and self-reliance but have no qualms about the character and self-reliance of those who run the steamships, air lines and other financial businesses which receive financial favors from the Government.

Farmers, in connection with the money they receive, as a result of Federal legislation, should not overlook the fact that this is a subsidy, regardless of the manner in which it is paid. Manufacturers who sell their goods on a protected market, due to the tariff, receive a similar subsidy.

So far as we have observed, no prominent business man has expressed any fear in public of the tariff subsidy destroy the character and self-reliance of manufacturers. Since the tariff subsidy has been operating for many decades without arousing the consternation of those who look out for character of other people, it seems logical to suggest that a subsidy to farmers might operate successfully without impairing the moral fiber of agriculturists.

It is even open to argument that a subsidy to farmers, paid out as an act of equity to offset the subsidy to manufacturers, might serve to improve the character and self-reliance of the farmers. There is nothing like a little more income to bolster the independence that is an evidence of a rising amount of self-reliance.

## COMMERCIALIZED OR NOT

### Christmas Is Still Worthwhile

Do you think the meaning of Christmas has been lost through commercialization?

The above question appeared Thursday as The Brand's "Question of the Week" and out of several answers four were "Yes" to three of "No." Actually, it is a most difficult question to answer in one word. There is no doubt that Christmas has become commercialized to such an extent that it has been in many cases abused by some merchants and mostly by people. On the other hand, the fundamental idea of presenting gifts upon the occasion of Christmas did originate with the Wise Men, and to condemn the procedure entirely is not consistent with the occasion.

Besides, when you ponder the situation, there is really very little fault to be found with the custom, even in its present day commercialized form. Most people rush madly about in the process of living and too seldom pause to remember friends or to recognize the merits of loved ones. Each of us, upon reflection, can recall some small gift which has at some time truly meant more to us than any of the large ones and, so long as this condition exists, it is not logical to say that the spirit of Christmas no longer exists.

Christmas cards have also become big business, but can you recall any other custom which more forcefully brings back memories of friends and friendships?

Another item worth considering is the fact that many of the finer things of life come to us as Christmas gifts. Some of these things we would never have without a commercialized Christmas, and many of them are definitely worthwhile.

The one big point that offsets criticism of commercialization of Christmas, however, is the fact that the people truly like Christmas as it is today. Customs, like laws, cannot be made to continue or to flourish — unless the people endorse and approve them.

Besides, it is fun to give and to receive.

### GOLDEN GLEAMS

The people are not qualified to legislate. With us, therefore, they only choose the legislators.

—Thomas Jefferson

## WISE AND OTHERWISE

### Better Off

The poor man of today isn't nearly so poor as was the case several decades ago. The money he hasn't got isn't worth much anyway.—Bristol Herald-Courier.

### That Something

Intelligence is that invaluable something which tells us in 1949 what should have been done about China in 1945. — Washington Evening Star

### May Be

Increased financial pressure placed on the breadwinner at this time of year may, in some instances, be traced to the fact that other members of the family want to get him a Christmas gift.—Christian Science Monitor.

### Quickest

A high-speed camera shows that it takes only one fortieth of a second to wink the eye. It's the quickest known way to get into trouble. — Cincinnati Enquirer.

### No Duck!

Driving up to the house to deliver the family's seventh baby, the doctor almost ran over a duck. "Is that your ditek out front?" he asked the father. "It's ours all right, but it ain't no duck. That's a stork with his legs worn off from making so many calls here."—Fernandina News Leader.

### Out of—

A sailor returned to his base after a week of wine, women and song. Over his bunk, above his sleeping form, his buddies put a sign: "Out of Ardor."—Quonset Scout.

### Possible

Don't censure a man for flirting with the waitress. He may be playing for big steaks.—Sea Hawk.

### Deserves Sympathy

Our thoughts at this time are with the new Chief of Naval Operations. All he has to do is live with the admirals while doing business with the generals. — Washington Evening Star.

### Is It?

Overheard in the ladies' rest room: "Well, I wouldn't say anything about her unless I could say something good, and Oh Boy! Is this good...!!!"—Salute.

## VIEWS AND REVIEWS

### What They Say Whether Right or Wrong

Alvin C. Eurich, educator. "Colleges have hardly touched the field of training for Government service."

Omar N. Bradley, chairman, U. S. Joint Chiefs of Staff: "We have proved in the past our readiness to defend liberty."

Charles E. Wilson, Industrialist: "No company and no industry in the American economy is yet big enough to bring enough goods to enough people."

Marriner S. Eccles, member, Board of Governors, Federal Reserve system: "The outlook at the present time is for an expanding economic activity with high employment."

Daniel Auster, Mayor of Jerusalem: "There is no force in the world that can impose foreign rule on our capital."

James F. Byrnes, former Secretary of State: "Loyalty to country must be placed above loyalty to a political party."

Earl Wilson, newspaper columnist: "I hope that no teachers are stuffing 'Twelfth Night' down the brains of their students."

W. Burton Martin, Presbyterian missionary: "Being Christians means we are partners with God."

## The Sunday Brand

Hereford, Texas  
Established 1948  
Published every Sunday



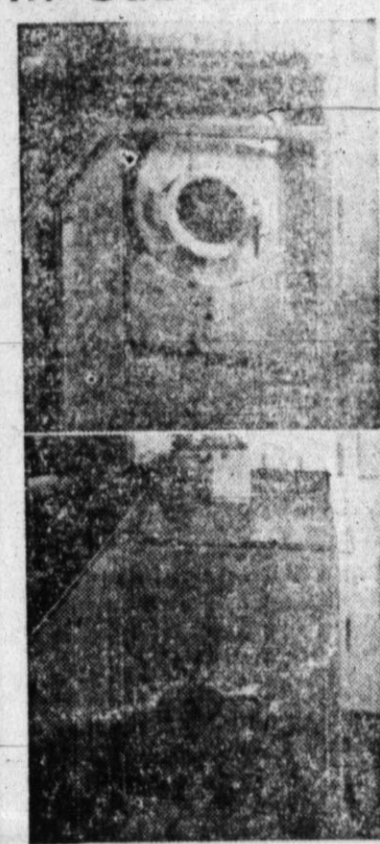
Hereford, Deaf Smith County, Texas

James M. Gillentine Editor and Publisher  
Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier delivery, 50c per month. Single copies, 10c each.

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

News Editor ..... Jerry Stolts  
Society Editor ..... Mrs. John McLean  
Ad. Manager ..... Bert Neelley  
Mechanical Supt. .... Vernon O. Boland

## Washer Kept In Cabinet



A washing machine often detracts from the appearance of the room in which it is kept, especially if that room is the kitchen. For that reason, American Builder magazine suggests concealing the washer in a cabinet.

The cabinet door illustrated above is hinged so that it can be opened and pushed out of the way when the washing machine is in use. The top is hinged at the back so that it can be lifted and pushed back against the wall. When the washer is not in use, the top becomes a handy working counter.

## Test Color Ideas On Photos First; Then Paint House

Thinking of remodeling a house or redecorating the exterior? Here's a suggestion which might make planning easier.

Have several big enlargements made from a clear sharp photograph of the house. Then test your color ideas by coloring the photographs with crayons or water colors, using a different combination of colors on each photograph. The color will be easier to apply if the prints are made on matt-surfaced paper, rather than glossy.

Remember that the present trend in home styling is to use color freely and imaginatively. Sidewalls must not always be white. For the roof, an exceptionally wide range of solid and blended asphalt shingle colors is available. Don't neglect the color possibilities of doors, window sash, shutters, trim, flower boxes and chimneys.

## Patching Old Roof Called Poor Idea

When an old roof begins to leak, it wears out uniformly and patching is seldom an effective means of repair, according to the National Bureau of Standards. In fact, new leaks might be started when workmen climb on the weak roofing.

In most cases, the most practical way to make permanent roof repairs is to replace the roofing material or re-cover it with asphalt shingles. This kind of roofing also adds fire-resistance, a quality considered essential by the National Fire Protection Association.

Roofs which will catch fire from chimney sparks or airborne fire brands are the fourth-ranking fire hazard according to property damage and the fifth hazard according to number of fires, the NFPA says. In hundreds of cities and towns, building codes now prohibit the use of flammable shingles.

## Handy Ideas Save Effort In Odd Jobs

Practical shortcuts and ingenious methods of doing odd jobs about the house often save time, effort and money for the home handyman. These suggestions are taken from "Practical Job Pointers," a book published by American Builder Magazine, 30 Church St., New York City.

If pitch or asphalt is spilled on a concrete floor, it can be difficult to remove without leaving a stain. A method which often works well is to freeze the pitch or asphalt by covering it with ice. When either substance is frozen hard, it can be lifted off easily.

An inexpensive, long-lasting glue applicator can be made from a metal tube about six inches long and a piece of sash cord about twice as long as the tube. Insert the sash cord in the tube so that it protrudes 3/4 inch from one end. Use this end of the cord to apply the glue. After the job is finished cut off and discard the glue-impregnated portion of the cord. Then push a new portion into place.

Here's a way to facilitate driving nails into hard wood. American Builder suggests boring a hole in the end of the hammer handle and filling the hole with paraffin. Then each nail can be lubricated quickly by pushing it into the paraffin.

A steel carpenter's square which has become rusty from use in wet weather can be cleaned by rubbing it with dry cement.

## Merry Christmas!



## Christmas Means Work To Some Even Though It Is A Holiday

### Christ of Christmas Is a Genuine Story of Triumph

OUR celebration of Christmas centers chiefly, if not entirely, around the infant Jesus, and the story of the birth in Bethlehem.

That, in a measure, is as it should be; for it brings Christmas into every home, and surrounds with sanctity every birth, ennobling and sanctifying motherhood as well.

But Christmas ought to have a deeper significance as well. It is not enough to glorify or worship the Babe, bringing adoration like the shepherds, and gifts like the Wise Men. The true celebration of Christmas must be related to the whole life, and death, and resurrection in the ministry of the Savior of Men.

The note of tragedy, crowned with glory and triumph, is in the story of Christmas. It began in sadness as well as joy, as Mary pondered in her heart the strange sayings, and the prophecy of the sword that should pierce through her own heart. That prophecy was fulfilled as she followed her Son to Calvary, and stood by the cross (John 19:25).

In that hour on Calvary one could see the climax of that problem of suffering, set forth so poignantly in the portrayal of the Suffering Servant in the 53rd chapter of Isaiah. That suffering could not be in vain, but could be a part of the divine plan of blessing and redemption, was the message of that chapter, confirmed and fulfilled in the suffering and triumph of the Christ.

Even in the dark hour as the cross awaited Him Jesus could say to the disciples, "Be of good cheer, I have overcome the world."

So, let our Christmas celebration be one of joy and beauty, of rejoicing in the glorious birth, of the sanctity of love, and home, and children, of the Christ who took them up in His arms and blessed them! But let it be also a celebration of victory and triumph—the Christmas of a Christ who died that we, and all men, might live!



It's hard to figure out which is brighter this time of year, the shining eyes of excited children or the stars in a clear, crisp night.

No matter how cajoled or mercenary some people may like to appear when a circus comes to town or Santa is scheduled for a visit they are apt to hunt up some child which gives them a reasonable excuse for showing an interest in the things they can never quite outgrow — and who of us really wants to?

Everything has turned out to make this an extra special sort of Christmas, too it seems. The Jaycees started it with more and prettier lights, then thanks, also to them, the ruddy faced old gentleman from the North Pole gave us a peek at his reindeer, the schools celebrated with Cantatas, carolin' in the halls, trees, gifts and decorations and Mothers' goin' into school rooms with big bulky sacks that meant parties and treats for the youngsters. (Two mothers we recognized behind those mountains of goodies were Mrs. Clell Best and Mrs. H. H. Caraway.)

And finally the Highway Patrol greeted the general drivin' public with the message that they'd better walk if they wanted to live up the holiday spirit with spirits.

The Yuletide always begins with us when a very thorny mesquite or locust limb and some small gum drops sprout into a Sugar Plum Tree for the table and the big tree is up and decorated.

From then on the enthusiasm continues to mount until the family gets together for their tree Christmas Eve night and every member hangs up a sock before goin' to bed.

Dinner next day also leaves us all wonderin' why people don't come equipped with some kind of thermostat control that shuts off before they have reached their elastic limit.

And here is our wish for every pleasant thing which the season can bring FOR YOU—especially this Christmas Day.

## the BOOTLEG philosopher



(Editor's note: The Bootleg Philosopher has the Christmas spirit, if we can understand his letter this week).

Dear editor:

With Christmas just about here and a feeling of generosity naturally well up in people, I thought I ought to devote my letter to you this week to tell you how much I have enjoyed writin' for the Brand during 1949, since it was about the only paper around here I could write for anyway, that is the only one that would publish it, that is, I mean to say I have appreciated the opportunity you have given me, although I guess a editor

has to fill up his paper with something, even if there are lots of people who would like to know why.

However, what I started out to say was that while I have occasionally said some abrupt things about you, you still have gone ahead and printed 'em, and I don't mind sayin' I like to see a man face the truth, I mean to say, whether they've been true or not, you went ahead and let me fill up my space without anything bein' changed.

I won't say I have mastered the art of writin' letters, I ain't set the world on fire, but I have enjoyed it as I ain't seen the time yet when I hadn't rather be writin' you than goin' up one row and down another. There is something about a plow standin' at the turn row, a axe leanin' against the wall, a hoe hangin' in the tool shed, a fire under the washpot, that naturally makes a thinkin' man get out his pencil and start writin'.

Likewise, there is something about this time of the year that makes everybody want to wish everybody else a Merry Christmas, with the exception of maybe the Russians, and I have an idea they'd like to themselves if they could get permission from Stalin and his fellow-com-misars, who don't believe in Christmas presents except for themselves, 365 days a year throughout their natural life.

Therefore, I will come right out and wish you a Merry Christmas, and a special Merry Christmas to all your subscribers who have kept right on takin' your paper even after I started writin' for it. You know how people are. Get in a rut and stay there. Merry Christmas.

Yours faithfully,  
J. A.

day off. That new night-watchman the city recently hired will go to work as usual Christmas Eve night and work on through both nights as usual.

Hereford Volunteer Firemen will be on call all during the holidays, naturally, and they probably hope there won't be too hot a time in the town Christmas Day.

The Funeral Home will be on call, too, to take care of the accidents that might occur.

Expect More Traffic

Highway Patrolmen Cecil McNeil and Kenneth Dale will be doing business as usual on the last holiday of 1949. They have had no word saying that the day would be any different from any other day, other than to expect more traffic over the week end.

The theatres will run regular schedules in Hereford Christmas Day with no change from any day in the year. The film trucks must operate on Christmas Day, also, to bring the film to the theatres every day. They won't have much of a holiday driving a truck on the road.

## SUNDAY'S CURRENT QUESTION

### New Year's Resolutions Are Good If The Maker Will Observe Them

QUESTION: Do you believe in making New Years Resolutions?

Mrs. Freddie Wadlow: Yes, I do. I think it makes a better person out of you. I believe that a person keeps some of the resolutions he makes. I have made some resolutions and broken them but I have also made some resolutions that I have kept.

Mrs. Ray Bosley: Well, yes if they are kept. I think that people can really accomplish something if they do right about them. I have made resolutions, sometimes, I have broken them but I think that I have kept more resolutions than I have broken.

Mrs. R. N. Larmer: Well, yes. That is, I usually make them but I don't keep them. Most people are usually thinking about something for the betterment of their family life and themselves when they make resolutions. At least the thoughts should make the resolutions worth while. I forget mine like most everyone else.

Mrs. Claude Higgins: I have never made them because I don't keep them. I think it is alright for a person to make them if they intend to stay with it. If they don't intend to keep them they are just wasting their time in my opinion.

Mrs. J. R. Allison: I guess I do. I make them but I don't keep all I make. I think you should make them, at least, to make an effort. I've kept some and I've broken some. I will make some this year and try to keep them, this time.

Mrs. Delbert Baiman: I do but I never do stick to them. I think people should make resolutions and stick to them. I don't suppose I will make any resolutions this year.

Mrs. Aubrey Bell: Well I believe in making some that you can keep. I think people should make worthy resolutions such as being better citizens or raising children to do what is right. I try to keep all the resolutions that I make.

Mrs. T. E. Bednorz: I believe people should make them if they keep them. I'm not too good at keeping them. I won't say, now, whether I will make any resolutions this year or not. If I do make one I will try to keep it.

## Ticklers

By George



"You just can't believe him. I hail him in a lie every day."



# WANT ADS

## FREE

### Theatre Tickets

to see



### STAR THEATRE

WEDNESDAY - THURSDAY

December 28, 29

With each PAID-IN-ADVANCE classified ad placed in The Brand We will give one free ticket. Be Sure and Ask for your free tickets!

### Notice to Classified Advertisers:

Effective July 1, and thereafter, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand:

- Tuesday:** No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date.
- Sunday:** No ads will be accepted after 12 o'clock Saturday immediately preceding publication date.
- Identical rates will be maintained in both publications.
- 1st. insertion ..... 4c per word
- Each Additional ..... 3c per word
- when paid in advance!
- No Blind ads will be accepted in either publication!

### FOR SALE

**Miscellaneous**  
We clean and block hats for \$1.00. Acme Cleaners. Phone 111 B-1-11-tfc

We Have It!  
**FRED MOLASSES**  
Any Quantity  
**WASER MILLING CO.**  
B-1-30-tfc

For Sale: Steel stock tanks. Steel for granaries, gas line pipe. Cash in all sizes. Messers place east on Highway 60. Hereford, Texas. B-1-13-tfc

**FOR SALE** at Pitman Elevator: 400 bushels seed rye, re-cleaned and sacked. \$1.75 bushel. G. W. Brumley. B-1-16-24-tfc

**FOR SALE:** A few loads good alfalfa. W. D. Nafzger. B-1-11-50-tfc

**TURKEYS** for **CHRISTMAS** See John Wood at **JOHN WOOD EQUIPMENT COMPANY** or phone 756 B-1-50-tfc

**2150 BUSHEL GRANARY** FOR SALE

Current price is \$549.00, but I paid \$498.00 last summer and it has never been set up. Will take original price of \$498.00

**LEONARD R. LYNCH** Phone 3-2397 3605 Ong Street, Amarillo, Texas B-1-3-51-2p

**FOR SALE:** Complete set 1948 edition Compton's Pictured Encyclopedia, good as new. Price \$65. H. H. Frye, 10 miles south on Star Route. B-1-23-51-2c

Former Residents and Friends will appreciate a copy of this Christmas Edition

Packed in a special Christmas Greetings Envelope... and Mailed anywhere in the U. S. 50c (Including postage!) B-1-9-56-1

**FOR SALE:** Bargains, closing out on all furniture at The Trading Post Station, west Hereford Highway 60. B-1-17-51-tfc

**FOR SALE:** 32-volt Wincharger, complete with 16 glass batteries. A-1 shape. Good as new. Replaced by REA. Cost \$750. Will sell for \$200. Roger Brumley, Phone 742-J or see at place, 22 mile west on Harrison. B-1-37-51-2p

**CHRISTMAS CARDS!**  
You simply cannot beat this Christmas Edition of The Sunday Brand  
Packed in a special **CHRISTMAS GREETINGS ENVELOPE** and mailed Saturday all for 50c (Including Postage)

Anywhere in the U. S. or of overseas armed forces. Get them at the Brand Office—Supply limited: Only 200, so come early. B-1-4-26-1x

**FOR SALE** New **HOUSES TO BE MOVED** 2 and 3 Bedroom Interior ready to be finished in your own color scheme. Priced from \$2150 up for 2 Bedroom \$3550 up for 3 Bedroom See these on 1200 East First, Texico Highway CLOVIS, NEW MEXICO Builders Supply & Manufacturing Company B-1-26-tfc

**2. FOR SALE** **Farm Equipment** **FARMERS** Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-tfc

**FOR SALE:** 1949 Wheatland type Minneapolis-Moline UTS tractor. Used very little. Cogdell Motor Company, 323 North Main. Phone 392. B-2-20-46-tfc

**FOR SALE:** 1947 M Farmall tool-bar, lister, planter. Excellent shape. Priced reasonable. Dayton Chisholm, 3 miles south. B-2-17-51-3c

**NEW WHITE IRRIGATION MOTORS READY TO GO.** JOHN WOOD EQUIPMENT COMPANY. B-2-11-38-tfc

**4. REAL ESTATE** For Sale or Trade **GOING TO CALIFORNIA!!!**

Have newly furnished, 2 bedroom home near L. A. will trade for property here.

**I. F. WHITE** Box 615 Hereford, Texas B-4-25-tfc

**FOR SALE:** South half of section 30, Township 4, range 3; one half grass one half cultivation. On road to be paved soon. Price \$42.50 per acre. C. R. Smith and Son. B-4-49-50-tfc

**ARE YOU PLANNING TO BUILD A HOME?** Select a Choice lot in **CHERRY ORCHARD ADDITION**

**E. B. POSEY, Realtor** Phone 710 B-4-23-tfc

**FOR SALE** by owner: 1,800 acres deeded, 640 acres leased in Estancia Valley. Good fence, well watered, 12 miles northeast of Estancia. Comparatively level. 1 1/4 miles from 2,000 gallon irrigation well. Price reserving mineral \$25.00 per acre for deeded land leases thrown in. Can give terms. Address Box 163, phone 17-J, Estancia, New Mexico. B-4-58-50-7p

160 acres in good irrigated district all in cultivation. Price \$75 per acre. \$4,000 down, \$8,000 balance payable in 10 years on or before at 4% interest or can pay any amount of principal at any interest paying date.

Other good buys in large and small tracts and city property.

**J. M. HAMBY** At The Trading Post Station West Hereford on Highway 60 B-4-48-tfc

**FOR SALE** Choice irrigated 40 acres fair improvements, well located, priced to sell. **J. M. HAMBY** At The Trading Post Station Highway 60 West Hereford B-4-3-50-tfc

**FOR SALE:** Two houses will sell or trade irrigated farm. Phone 304-M. B-4-10-51-3k

## SEASON'S GREETINGS

and All Good Wishes



From two old timers who now live in Dallas, but who often think of their many friends in Hereford.

"Victoria and Rock"

**Mr. and Mrs. C. C. Rockwell**  
5004 1/2 East Side Avenue  
Dallas 14, Texas

**QUICK SERVICE**  
**REAL ESTATE LOANS** —  
**AUTO LOANS**  
YOU DON'T HAVE TO WAIT  
**JOHN McLEAN**  
Phone 278 B-4-2-tfc

**E. B. Posey, Realtor**  
Bus. Ph. 710 Res. Ph. 366-W  
338 Main, Hereford, Tex. B-4-18-tfc

**5. FOR RENT**  
For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. **MEPPER ELECTRIC** B-5-14-2-tfc

**FOR RENT:** Bedroom for men. 809 Ross, phone 847-J. B-5-9-44-tfc

**FOR RENT:** Apartments. Men preferred. 109 Avenue A. Phone 277-W. B-5-10-25-tfc

**FOR RENT:** Furnished garage apartment. 107 Bradley, phone 95-W. B-5-9-51-2p

**FOR RENT:** Three room modern furnished house. 224 Ave. C. B-5-10-26-tfc

**FOR RENT:** Three room modern house. 131 North 25-Mile Avenue. B-5-11-24-1p

**FOR RENT:** Bedroom. Phone 456-W or 467-Lee. B-5-8-26-1k

**6. WANTED**  
**WANTED**

Wheat Pasture for Cattle  
**O. G. HILL**  
Phone 93-W or 357-J. B-6-15-tfc

**WANTED:** 2 or 3 bedroom house. Raymond Palmer, Rt. 4, Tele. 555-J1. B-6-12-26-4p

Wanted: Will do wet washes rough dry or ironing. Bring to 123 Ave. J. Mrs. E. W. Allen. B-6-45-tfc

**7. Dressmaking-Ironing**  
CUSTOM made buttons, belts, buckles and button-holes Mrs. Hazel Sparks, 340 Schley, Phone 651-J. B-7-45-tfc

**DRESSMAKING,** suits, button-holes, sewing of any kind, 123 Norton Street, Phone 537-W. Mrs. W. W. Rhodes. B-7-16-50-5p

**WANTED:** Ironing to do at home. 517 A Street, phone 236 W. B-7-12-26-1p

**8. WANTED**  
**WANTED—CASHIER**  
Pleasant Work  
Permanent Work  
See Mr. Hardwick at Star Theatre B-8-4-50-tfc

### Dawn Study Club Gets Xmas Spirit

By MRS. H. V. McCABE  
Brand Correspondent  
The Dawn Study Club met in the home of Mrs. A. T. Frye, Tuesday December 20, for the Christmas program and exchange of gifts.

Decorations included the traditional Christmas tree and mantle decorations of massed evergreens with white, candles and angels attractively arranged.

**9. Situations Wanted**  
**WANTED:** Job by experienced ranch and farm references furnished. 206 McKinley. B-9-11-28-3p

### 10. NOTICE

**NURSERY:** Plant now — fruit trees, hedge, evergreen, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main. B-10-20-21-tfc

**INCOME TAX SERVICE**  
Mrs. C. J. Oceanougher  
108 - 8th Street  
B-10-25-tfc

**11. BUSINESS SERVICES**  
Radio and Appliance Service  
Joe Huckert  
at  
White's Auto Store  
B-11-1-tfc

**12. LIVESTOCK**  
**Strayed and Found**

**NOTIFY** G. W. Brumley of stray cattle. Branded Bar-D left hip. Plus on left hip, Open A, Backward-S left shoulder; O left shoulder. B-12-20-49-tfc

**13. LOST AND FOUND**  
**LOST:** GMC spare truck wheel. New. Liberal reward. H. H. Smith, Box 862. B-12-13-51-2p

ed. The dining table and buffet were centered with a white sleigh and white reindeer among greenery.

Mrs. F. E. Walton conducted a short business session.

A well filled basket of food was given to a needy family.

Mrs. Lloyd Alhart had charge of the program which included the scripture reading from Luke by Mrs. H. V. McCabe, a prayer by Mrs. William Wimberly, a poem, Mary's song, read by Mrs. Clarence Betzen, and a Christmas story, The Set of the Sails, by Mrs. H. H. Miller. Singing of Christmas carols was followed by a visit from Santa.

A refreshment plate carrying out the Christmas colors with tree shaped sandwiches and cherry red pudding was served to Mrs. Alfred May, Mrs. Mary Byrd, Mrs. Zed Stewart, Mrs. Ernest May, Mrs. Clarence Bet-

zen, Mrs. Alfred Smith, Mrs. H. H. Miller, Mrs. Walter Galley, Mrs. H. V. McCabe, Mrs. F. E. Walton, Mrs. Lloyd Alhart, Mrs. William Wimberly, Mrs. David Rodgers, Mrs. Gayle Neal and Mrs. A. T. Frye.

### MESSANGER NEWS Community Center Is Named 'Garcia'

A nice crowd attended the Christmas party given at the Community center Wednesday night. Several Christmas Carols were sung by the group. A little Christmas poem was given by W. H. Evans, Jr.

A large Christmas tree, held a bag of nuts, fruit and candy for everyone present. The toy gifts were numbered and each person drew a gift number.

The Community name contest was held with the name "Garcia" winning. Elmer Northcutt and Eldred Brown suggested the name and therefore won the \$10 prize presented by Everett Jack. The prize winners decided to use their \$10 to paint a sign with the name on it to place at the front of the Community Center.

Refreshments of cake and coffee were served.

Mr. and Mrs. Luke Fields and Mr. and Mrs. Burke Inman and Mr. and Mrs. Woodrow Inman and their three children left yesterday to spend the holidays in Old Mexico.

Mr. and Mrs. C. C. Bowman and daughter Virginia and children who arrived in Hereford Thursday night are going to Frederick, Okla. Saturday to visit a few days with another daughter, Flossie Platt and family.



### Hereford Shoe Store

## CHRISTMAS GREETINGS



First, a sincere "Thank You" for your courtesy, good will and loyal cooperation, they have made our associations with you a real pleasure. Then, a cordial wish for the best for you and yours in the Holiday Season.

# WALKER

## REFRIGERATION SERVICE

ELECTRIC MOTORS—STARTERS—GENERATORS—MAGNETOES  
—Phone 402





# Scouting Around

Troop 50 started off a week of Christmas activity for local Scout organization with their Christmas party Monday night in conjunction with a presentation of their 15th charter. Troop 52 followed up with their Christmas party Tuesday night and the Horizon Club and Explorer Post combined for a party Wednesday night at the Camp Fire Hut. Cub Packs 50 and 52 finished up the week with a big Christmas party Friday night.

Troop 52 and 16 scouts and 10 parents present at the party. They sang carols and Rev. Don Davidson gave a brief talk on "Christmas on the Inside."

Gifts were exchanged by placing the scouts in a circle and rotating a gift while the piano was playing. When the music stopped the gift belonged to the Scout who had the gift in his hand at that time. After each boy received his gift he would drop out of the circle and another gift would start around. This continued until everyone had a gift. Scout Dick Wilson played the piano.

Hot chocolate and doughnuts were served to the entire group.

Cub Packs 50 and 52 met in a joint Christmas Party at the Scout Hut Friday night. They played games, sang carols and had treats, all in an informal manner. Parents of the boys were also present.

The meeting was not the regular monthly meeting.

About 75 were present for the Troop 50 Party Monday night. District Commissioner Urlin Streu presented the Troop charter to Lyle Blanton who represented the Lions Club, sponsoring institution. Streu represented the National Council. Blanton in turn presented the charter to Bob Wear, chair-

man of the troop committee. Streu also installed troop committeemen and troop leaders.

Twenty boys received Boy Scout registration cards and seven were given their Explorer registration cards.

Ray Conaway presided over the Court of Honor during which Lee Drake and Dabney Williams were awarded Second Class badges and Tommy Woodford a Swimming Merit badge.

They sang songs and carols and Virgil Cocanougher, Doug Bartlett, David Stanton and Duwayne Wallace gave a short skit "Present for Father." Refreshments were served.

Scoutmaster Bill Phillips said they were well pleased with the interest shown by parents and the large turnout.

Horizon Girls—Glenna Finley, Marilyn Matthews, Gerry Patterson, Lola Vern Pitts, Nelda Gw Lawrence, Mary Kathryn Boyd and Evelyn Tucker and a guest Bernice Perkins were present at the Wednesday night party with Explorers Douglas and Claude Hicks, Kenneth and Alton Brock, Orlin Teed, Kenneth Carroll and Tommy Culpepper.

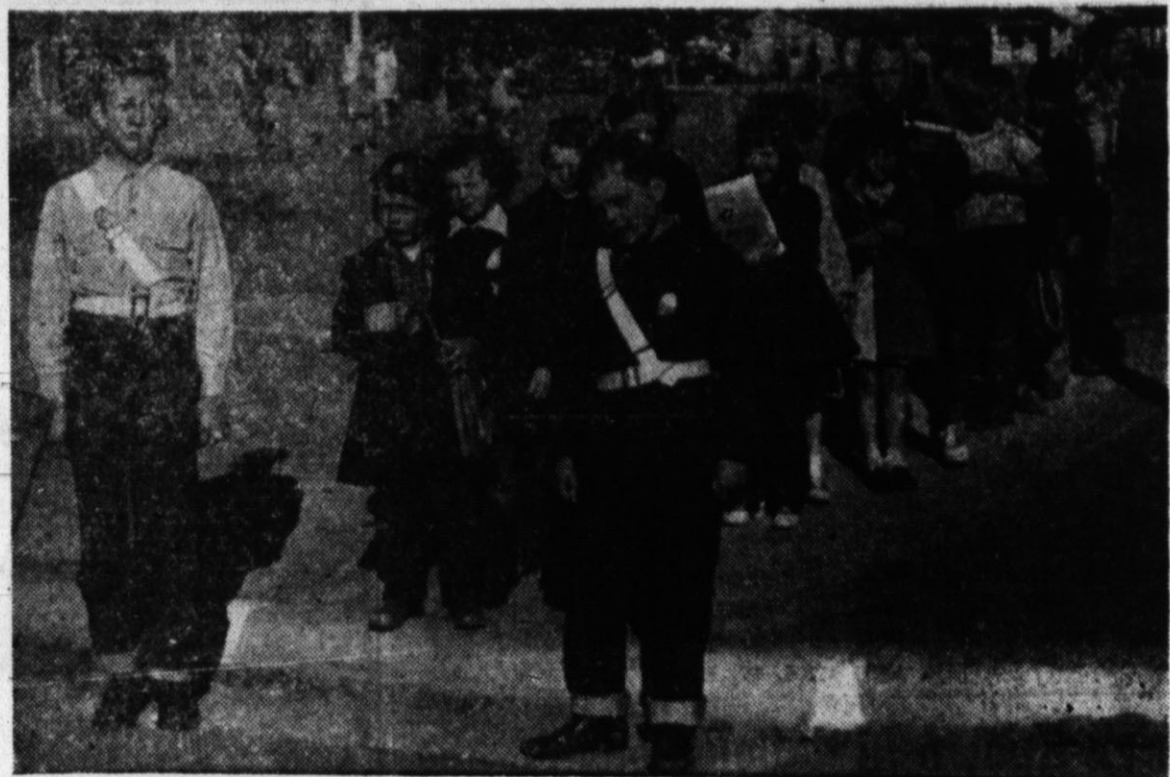
The Explorers will meet Monday night although Troop 50 will take a holiday.

## 250. Attend Christmas

### Tree Program Wednesday

Two hundred and fifty attended the big Christmas tree program at the Avenue Baptist Church Wednesday night. The program was under the direction of the Young People in the Church.

The same group will have charge of services Sunday, according to Rev. M. V. Fields.



**SAFETY PATROLMEN ON DUTY**—Wayne Elliston, 12-year-old sixth grader on the left and Ronald Zimmerman, 10-year-old fifth grader, hold back a string of Central School youngsters until the street is clear of traffic a block each way and crossing is safe. Chester Miller heads the waiting line followed by Martha Sue Watson, Victor Craig, No No Marie Strange, Barbara Jean Jacobs, Mildred Wester, Molly Jones, Monna Calhoun, Allen Craig, Harvey Hudson, Durward Jacobs and Gerald Zellner.

## Central...

(Continued from Page 1)

to get the best out of the youngsters because there have been no complaints on the job they are doing.

At Central, where principal D. C. Martin is sponsor, there is a larger group of boys working. Martin says that the patrol captain has the responsibility of turning in students who violate the direction of the patrol. There, probably more than Shirley, the traffic problem presents a dangerous situation. All four corners of the school are intersections that stay busy most of the time during the day.

There are eight patrolmen on duty at each intersection. Their job is strictly to see that the children do not attempt to cross the street while cars are coming. The cars have the right-of-way. The cars are supposed to pro-

ceed at a speed not over 15 miles an hour. The patrol is not supposed to stop or shout at drivers. They just take down the license number of the car and turn it over to the Sheriff. The Sheriff keeps a list of the speeders in his office.

The Patrol was organized March 1, 1949 under the sponsorship of Hereford Jaycees. They were issued belts and badges by the Jaycees which they guard closely. Carl Covington who is on the Shirley Patrol, lost his once this semester and his father said he liked to worried himself down before he found it.

### Cooperation Is Appreciated

This is indicative of how much spirit the boys have for their work. The Sheriff plans to throw a treat for them before they have finished their service around the end of the semester. Last year they took cruises in the Sheriff's car and other law enforcement vehicles. They were taken to a show and shown around the county jail. Sheriff Reese hasn't said what they would do this year.

Anything that is done for them will be well deserved, though. And any courtesies shown the Patrol by motorists will be appreciated because the boys are out doing an important job that needs the cooperation of every motorist in Hereford if it is to be done well.

Parents should have respect for the Patrol. Special respect should come from the parents who have students in the schools where the boys are working. There are 27 Patrolmen in Central and 16 in Shirley.

Each school has a captain and two lieutenants. At Central the leaders are Don Parsons, Tommie Weems and Norman Book-out. At Shirley, Captain Martin Reid Moore heads the group, ably assisted by Lt. Luther Roy Flowers and Lt. Raymond Wells.

Even though the glamour of the job will wear thin during these very cold winter mornings the members of both Shirley and Central School Boy Patrol units will be on the job just as always if the past is indicative of the future.

Hereford Army Reserve Unit will not meet Monday night. The next meeting will be Jan. 2.

A sextette, under the direction of Miss Theima McMinn, sang selections for the Rotarians Friday noon at the weekly Rotary Club luncheon.

Members of the group were Alma Faye Knox, Reba Dones, Patsy Willshire, Audrey Hood, Colline Brown and Myrtle Smith.

A past president's pin was presented to Faust Collier by Hugh Clearman.

### COMMUNITY CHRISTMAS

There will be a Community Christmas tree, on Saturday night at the Frio building. This custom of having the tree on Christmas Eve, hasn't been broken in many years. There will be short program.

Cecil Walker, Cleveland, N. M., spent Wednesday and Thursday in Hereford visiting his mother, Mrs. Minnie L. Walker. He was accompanied home by his daughter, Laurann, who attends school here.

## How To Relieve Bronchitis

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



**FAR FROM HOME**—The natural habitat of this large white owl is in the Arctic but somehow it wandered down to Seaford, N. Y., where a resident found the creature in his yard with an injured wing and unable to move, for the lack of food. Taken "under wing" at the Long Island Museum of Natural History at Seaford, the snowy owl is being patched up to go back home.



## SEASON'S GREETINGS

The approach of another season brings with it our heartfelt wishes for a season of good will and happiness.

# Parker Bros.

Planing Mill

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!

Mr. and Mrs. Gaston E. Baer  
Mr. and Mrs. Irving J. Alexander  
And Their Staff  
Mr. Glenn Williams  
Mrs. H. B. Whittington  
Mrs. Pat Luck  
Mrs. Ann Dougherty  
Mr. Louis LeGrande, Jr.

fashionably yours

Popular Store



Merry Christmas

Western Wheel Inn

Mr. & Mrs. Hopson

WE WILL BE CLOSED SUNDAY & MONDAY for Christmas

LOU ANN  
PAULINE  
CORA LEE  
FRANKIE  
JERRY

MRS. JONES  
MRS. MITCHELL  
ALBERT  
MRS. HENDERSON  
WICKIE



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Your most valuable asset is your good health. Protect your income with a complete personal protection plan through life, accident, health and hospitalization insurance.

Insure your future with **Southland Life**

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J. W. ROBINSON, JR.  
211 Park Avenue  
Phone: 269

Mr. and Mrs. Preston Hagans, Littlefield, will visit Mr. and Mrs. Delbert Bainum Christmas. Mrs. Hagans is Mrs. Bainum's sister.

Mr. and Mrs. Fred Beckman, Springer, N. M., are spending the holidays with Mr. and Mrs. T. E. Bednorz. This is Mrs. Bednorz's son, Freddie Joe, first Christmas so it will be spent in the Bednorz home in Hereford. Mr. and Mrs. Beckman are Mrs. Bednorz's parents.

Mr. and Mrs. Aubrey Bell expect their son, Glenn, home for Christmas with a discharge from the Army. Glenn has been in the Army three years spending 24 months in Korea and four months in Japan.



MR. AND MRS. W. B. LITTLE

**SEASON'S GREETINGS**



FURR FOOD STORES, INC.

**Well-Known Littlefield Couple Have Silver Wedding Anniversary**

Each couple attending the "open house" tea marking the Silver Wedding Anniversary of Mr. and Mrs. W. B. Little at their home Sunday in Littlefield received a wedding bell with their own wedding date marked on a tiny calendar painted on the ball.

Mrs. Little made the bells, about 125 of them, in hand painted ceramics.

Greeting the guests at the door were Mr. and Mrs. Little, their daughter, Billie Ruth, who attends Texas Tech, and Mrs. Emma Davis, Mrs. Little's mother of Lveelland. The host's brother, E. M. Little assisted. The tea was held from 4 until 7 o'clock.

Attending the anniversary guest book, were Mrs. Allen Hodges and Mrs. Gilbert Coo-nougher.

Ann Covington, a close friend of Miss Little, from Tech, directed the guests to receive their favors, which were presented by Mrs. Elton Hawk. Guests were served from a long table covered with a chartreuse cloth, which was pleated from the edge of the table to the floor. A festoon of net of the same color draped halfway to the floor, caught up at the corners.

Candies, the color of old ivory, centered the table, set in a cluster of translucent bells with chartreuse net at the base. The wedding ring cake, decorated in lilies of the valley in the color of the candies, was served by Mrs. Dennis Jones and Mrs. E. M. Little.

A silver service in the Grand Baroque pattern was a gift from the host to the hostess. Mrs. Mary Rutherford and Mrs. Acree Barton served tea from the service.

Reflected in the mirror above the mantel were cream-colored poinsettias in a silver bowl. On the console, the words, "25th Anniversary" written in silver and a miniature bride and groom were surrounded by an arrangement of silver bells.

Through the window of the den, a chartreuse Christmas tree trimmed with dark green revolved in a spotlight.

Gifts were on display and Mrs. O. P. Wilemon directed the guests into the room.

Special guests were the host's parents, Mr. and Mrs. J. B. Little and his sister, Mrs. Meadow Brown, all of Lveelland.

Others assisting Mrs. Little in the house party were Mrs. P. M. Caraway, Mrs. Arthur Thompson of Hereford, Misses Mecca Grant, Joyce Caraway, Lee Jeanne McCary, and Billie JJune

Chesher. Mr. and Mrs. Little were married in Abilene on Dec. 18, 1924. They have lived in Littlefield since 1945. Before moving here, the Littles had lived in Lveelland. Their career in department stores began in Stamford, and was continued in Post. They were connected with Bryant-Link department stores in both places. In Lveelland, Little was manager of Cobb's Department Store. Now, he owns Little's Department store here, and the Little Fashion Shop in Hereford.

Out-of-town guests attending the open-house included Mr. and Mrs. S. E. Richardson, Mr. and Mrs. Wallace Blankenship, Mr. and Mrs. J. B. McPherson, Mr. and Mrs. Bill McKenzie, Mr. and Mrs. John Cobb, all of Lubbock, Mr. and Mrs. Arthur Thompson, Mrs. Maude Monk and Mr. and Mrs. Ralph Smith were from Hereford.

From Lveelland were Mr. and Mrs. Russell Mitchell, Mr. and Mrs. Hubert Rutherford, Mr. and Mrs. Jim St. Clair, Mr. and Mrs. Harry Mann, and Mr. and Mrs. Elwin Hughes. Mr. and Mrs. J. W. Richardson came from Shallowater.

Mr. and Mrs. Ray Bosley plan to spend Christmas in Canyon with Mr. Bosley's parents.

Mr. and Mrs. R. N. Larmer expect Mr. Larmer's parents, Mr. and Mrs. E. R. Larmer from Ft. Worth for the Christmas holidays. All will then go to Amarillo to spend Christmas with Mr. and Mrs. F. E. Ingham and family. The Inghams are Mrs. R. N. Larmer's family. They expect 30 family members for a Christmas party on Christmas Eve in Amarillo.

Mr. and Mrs. Claude Higgins will have their daughter and son-in-law, Mr. and Mrs. Ralph Rusk, Torrance, California, as holiday visitors. They will arrive Friday night.

Ackley Larmon, Hurley, N. M., visited his aunt, Mrs. Freddie Wadlow, in Hereford Wednesday night.

Mr. and Mrs. John Scott and son, Mackey Allen, will spend Christmas in Temple, the home of both their families.

Robert B. Smith, recently discharged from the army at Fort Benning, Georgia, is home for the holidays, visiting his parents, Mr. and Mrs. F. S. Smith. He formerly was telegraph operator at the depot in Hereford.



FRED W. BAIRD



IT IS TIME TO BE MERRY

Of all the grand occasions and celebrations throughout the year, none has the full significance and genuine feeling of thoughtfulness as the occasion of Christmas. It is a time of merriment for all—an opportunity to express the true feeling we have for friends and loved ones. An experience to be treasured during the other 364 days of the year.

**IKE'S CAFE**

MERRY CHRISTMAS

Cliff Gleaton and Family from Sully Gleaton and Family  
WE WILL BE CLOSED SUNDAY AND MONDAY FOR XMAS  
Open Tuesday Morning as Usual



for a genuinely  
**MERRY CHRISTMAS**  
and a  
**HAPPY, PROFITABLE NEW YEAR**

**ED TIEFEL**

BUILDING CONTRACTOR



Bringing You  
**BEST WISHES**  
for the  
Holiday Season

C. L. CONKLIN

WE HOPE YOU DON'T OVERDO IT... BUT WE WISH YOU



STANDARD SERVICE STATION  
JIM BOOKOUT





### Letters to Santa Claus

Dear Santa Claus,  
I am writing you this letter because we did not get to see you at Pennys. I am also writing for

my two little sister. My baby sister wants a negro doll, and a tricycle. My other sister wants a magic skin doll, doll blanket, a big ball and a pair of shoes. I want the same things. There are lots of poor little boys and girls in this town and all over the world. Please don't forget them.  
Thank you,  
Gale Lyn and Lana Juze Crow

Dear Santa,  
Please bring me a doll and some candy, nuts, apples and anything else you want to bring me. Don't forget the other little boys and girls. Bring my mother and father something. I am seven years old and in the second grade. Please bring my uncle George some candy. And don't forget my brothers and sisters and my cousins. Please bring my teacher, Mrs. Martin, something she would like.

Your friend,  
Rosa Lee Strange

Dear Santa,  
I would like to have a real camera, a bicycle, and some nice story books. Please remember all the other boys and girls. Remember Martin Reid and Sharon and my grandmother is at our house.  
Yours truly,  
Troy Don Moore

Dear Santa,  
Please bring me a doll and doll buggy and a doll blanket.  
Linda Lee Renfro

Dear Santa,  
Please bring me a football and a transformer for my train that you brought me last year and a pair of boots.  
Donald Renfro

Woodward, Okla.  
December 1949

Dear Santa,  
We live in Oklahoma, but will be with our grandmother in Hereford for Christmas. We have tried to be nice this year and hope you will come to see us there. We would like some little "brother and sister" dolls, a baton for Conna and a "married doll" (a bride doll, Santa). Our little cousin, Gary Osburn, from Colorado will be there for his first Christmas so please bring him something nice, too. We are nearly two and four years old now, Santa.  
Lots of love,  
Conna and Randy Oldham

Dear Santa,  
Please bring me a train and cowboy suit. I have been good most of the time all year. Merry Christmas, Santa.  
Love,  
Kenneth ArHe McMillan



**KING INSPECTS BIBLES**—King George VI of England examines a few of the thousands of Bibles sent all over the world by the British and Foreign Bible Society. He was visiting the Society's headquarters in London with the queen.

Dear Santa,  
Please bring me a doll and a doll buggy and a doll blanket.  
Connie Mae Renfro

Dear Santa,  
Would you please bring me a accordion for Christmas. I would like a Mickey Mouse watch and a few good books.  
Merry Christmas Santa,  
Norma Jean McMillan

Reinauer, Zed Stewart, L. L. Airhart, Carl Wimberley, J. M. Anderson, and Pat Walton, Shirley Smith, Myrtle Smith, Wilma June Wilcox, Wanda Sue Wimberley was the accompanist.  
Benediction was given by L. L. Airhart

### Calliopian Club Has Xmas Party

The sacred beauty of the Christmas holidays was portrayed in verse and song at the Calliopian Club annual Christmas party held Thursday night in the home of Mr. and Mrs. Wayne Evans.

The magic of festive decorations provided an appropriate setting for the program directed by Mrs. Carl Perrin. Mrs. B. F. Cain sang a Christmas song accompanied at the organ by Wayne Evans and the impressive yuletide story "The Littlest Angel" was presented by Mrs. Perrin.

Wayne Evans accompanied at the organ for group singing of carols and a number of request selections on the organ.

Santa Claus distributed gifts from a decorated tree.

Members attending were Mesdames L. B. Barnett, J. T. Carroll, Clyde Cave, Paul Conway, Pete Cowart, W. L. Davis, Jr., J. E. Kirby, D. C. McWhorter, N. E. Milburn, Millard Nobles, Carl Perrin, Misses Virginia Eberle and Neil Spradley and Mr. and Mrs. Wayne Evans.

### Dawn Music Clubs Present Program

A community Christmas sing, sponsored by the Dawn Music Club and the Musettes, junior music club, was held in the school auditorium Friday evening, December 16.

The program was divided into two parts beginning with the secular and including popular piano selections by H. V. McCabe. Group singing of Christmas songs followed with Myrtle Smith as leader and Mrs. Carl Wimberley at the piano. A reading "Twas the Night Before Christmas" given by Mrs. J. B. Caraway, and a piano number "Winter Wonderland" by Wanda Sue Wimberley concluded the first half of the program.

The sacred portion of the program opened with children singing carols followed by the Scriptural reading of The Christmas Story. "The Holy City" was presented by a chorus from the senior and junior clubs. Those in the chorus were: Mesdames J. B. Caraway, R. T. Stewart, Melvin May, E. C.

### Ford HD Annual Christmas Party Is Held In Jentzen Home Wednesday

Members of the Ford Home Demonstration Club were entertained at the annual Christmas party given in the home of Mrs. Lawrence Jentzen at Vega Wednesday afternoon.

Bright holiday decorations made the home attractive and Santa and his reindeers provided an appropriate mantel scene flanked by tall red tapers. Christmas socks filled with candy hung from the mantel and served as gifts for later distribution to the members.

Mrs. H. M. Benson was in charge of the program which featured group singing of carols and the story of the first Christmas was read from Luke 11 by Mrs. Lawrence Jentzen. Miss Hilda Both gave a Christmas reading and Mrs. Benson con-

cluded the program with a prayer.

After the program installation of new officers was held. Those installed were Mrs. George Epting, president; Mrs. Lawrence Jentzen, vice-president; Mrs. Johnnie Spinhirne, secretary-treasurer; Miss Hilda Both, council delegate no. 1; Mrs. Earl Dyer, parliamentarian and Mrs. Hardy Benson, reporter.

Gifts were distributed from a gaily decorated tree and names were drawn for sunshine sisters. Refreshments were served to Mesdames George Epting, Ceell Cayton, John Spinhirne, Herman Both, Hardy Benson, and Miss Hilda Both. Geraldine Epting and Mary and Carolyn Cayton were visitors. The next meeting will be held with Mrs. John Spinhirne on January 4.

**HELLO**

*It's Christmas Again*

and time for us to express our greetings of the Season and to once more say "Thank You"

**T. J. CARTER**

**GREETINGS**

**NEIGHBORS**

Each Christmas season we realize more fully the value of friendships. Every year we look back over a period of happiness achieved only through the consideration and courtesies extended by our neighbors and friends.

Since you have been so good to us, we believe old Santa will be good to you. We hope he drives right up to your front door with a sack full of everything your heart desires to make your Christmas complete.

Here's our Best Wishes, not only for this Christmas, but for the twelve months between now and next Yuletide.

**HEREFORD HEATING COMPANY**

Mr. and Mrs. Chester Cox  
Dean Kriegshouser  
Ray Evans  
Roland Stone  
John Midlin  
Geo. M. Clingan

Our monthly payment financing plan is the safe, economical way to debt-free home ownership.

Low Cost - Long Term - No Delay - Mortgage Loans  
See Elizabeth Wombie at the

**FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION**

121 E. 4th Clovis, N. M.

**HEREFORD INSURANCE AGENCY**

# Christmas

# Cheer

... from your friends at

## 1949

## Landrum Hardware

*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.

**J. C. RICKETTS**

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.

**POARCH BROTHERS**



### Home-For-Christmas Spirit Is Felt In Hereford Homes Iver The Weekend

A home-for-Christmas theme prevails everywhere with the happy yuletide atmosphere creating desires for family get-togethers and reunions. Many such gatherings will be held in Hereford and many Hereford families will join relatives elsewhere for celebrations.

The W. H. Russell family gathering will include four of their children. They are Daniel, a senior student at San Diego

State College, San Diego, California; Mr. and Mrs. L. B. Russell and twin daughters Mary and Martha of Baird, Mr. and Mrs. Jack Geffkin and Jackie of Lubbock and Mr. and Mrs. Fred S. Barrett, Jr., and son of Hereford.

The Francis Hardwicks will have all four of their children at home including Mr. and Mrs. Bill Hardwick of Fort Collins, Colo., where he is a senior stu-

dent at Colorado A&M College, Patsy, a student at TSCW, Denton, Joan, who attends school in Topeka, Kansas and Ted of Hereford.

Mrs. E. W. Harrison and her sister, Miss Fannie Turrentine, of El Paso, who has arrived in Hereford for the holidays, will spend Christmas in Amarillo with Mrs. Harrison's daughter and family, Mrs. J. M. Simpson, Jr. They will be joined there by Mrs. Harrison's son, David, and his family of Quanah.

Betty Jo Carnahan is home from WTSC, Denton, to spend the holiday vacation with her mother, Mrs. Wilma Carnahan.

and Jackie Wright, daughter of Mr. and Mrs. Jack Wright, Madeline Beavers, daughter of Mr. and Mrs. Hall Beavers, Caren Conklin, daughter of Mr. and Mrs. Lee Conklin and Doris Jean Hastings, daughter of Mr. and Mrs. Henry Hastings, are all home from WTSC, Canyon. Jean Gilliland of Dallas has arrived to spend the Christmas holidays with her grandparents, Mr. and Mrs. Henry Hastings and Mr. and Mrs. J. M. Gilliland, and other relatives.

Mr. and Mrs. Joe Smith and children went to Silverton Thursday for a brief visit with his people but will spend Christmas Day at home. Thornton Shirley has arrived home after a three weeks pre-holiday stay with an aunt and uncle, Mr. and Mrs. Barney Casteel, in Atlanta, Ga. and Karl Shirley, who teaches in Kingsville, arrived Thursday to spend the holiday vacation here with his sister and mother, Mrs. Jeff Gilbreath.

Mr. and Mrs. Dennis Barnard and family and Mr. and Mrs. Hilton Higgins left Thursday for Pampa where they will spend Christmas with her mother, Mrs. Mattie Crutchfield. Mr. and Mrs. Roy Crutchfield and children are also in Pampa for the holidays.

Mr. and Mrs. Robert Wagoner and children are in Groom for Christmas Day. They will visit parents of both Mr. and Mrs. Wagoner.

Mr. and Mrs. Don Combs have one to Plainview where they are spending the holiday with his people, Mr. and Mrs. S. S. Dodson, accompanied by her parents, Mr. and Mrs. Tucker of Albuquerque, N. M., who are visiting here, are in Pampa to spend Christmas with relatives.

Mr. and Mrs. Henry Melton and Mrs. Waldron Melton and baby Adair planned Christmas in Pampa with relatives. They will be guests in the home of her sister, Mrs. T. C.ively, and will be joined there

by another sister, Miss Lavada Valdron of Mendoza, Argentina. The Bob Wilsons will go to Amarillo for Christmas Day with his mother, Mrs. J. H. Wilson and sisters, Mrs. Hazel Lewis and Miss Floyd Wilson, and a family get-together of her relatives will be held here in the Wilson home Monday. They will include a brother, Mr. and Mrs. Harry Faulkner of Amarillo, Mr. and Mrs. C. H. Smith of Monahans and Mrs. Ulric Lee and son Jimmy of Knox City.

Also Mrs. Wilson's mother, Mrs. F. M. Faulkner of Hereford.

Mr. and Mrs. Carl Spratt and children of Lubbock will visit his mother, Mrs. I. H. Spratt on Christmas.

Mrs. Frances Houston will have the family dinner at her home on Christmas Day with her parents, Mr. and Mrs. F. H. Oberthier attending and out-of-town guests including: Mr. and Mrs. Fred Oberthier of Clovis, N. M. and a grandson of Mr. and Mrs. F. H. Oberthier, Tim Cinsley of Albuquerque, N. M.

Mr. and Mrs. Gerald Gollehon entertained out-of-town guests Thursday night at a holiday dinner. Guests were Dr. and Mrs. Norman Harris and sons of Amarillo and his mother, Mrs. Grace Harris of Los Angeles, California, and Mr. and Mrs. Elmer Gollehon. Mr. and Mrs. Gerald Gollehon and children will visit her mother, Mrs. S. L. Greenway in Borger during the holidays.

Mr. and Mrs. Douglas Edwards and daughter, Janice Lynn of San Angelo are holiday guests of her mother, Mrs. Eddie Mathis.

Mr. and Mrs. D. H. Alexander left Friday for Seagraves to spend Christmas with their daughter, Mrs. Joe Hudson and family.

Mr. and Mrs. Glenn Boardman will go to Amarillo Christmas Day for Christmas dinner with her sister, Mrs. R. C. McCollum and family.

### Special Services Are Scheduled January 1

A special service, January 1, 1950 at First Christian Church will be called "The Ceremony of Renewal." This will be a service performed for all married couples giving them the opportunity of renewing the vows which they made to each other. There is a Christian meaning to marriage. However, many couples do not fully grasp this meaning at the time of their marriage. If they did, it might have become buried under the pressure of other things. This ceremony of renewals will be an attempt to bring this Christian interpretation once again to married couples as well as to bring the Christian ideals of marriage before the unmarried.

### PERSONALS

Alton Fraser flew to Ft. Worth Thursday. He returned Thursday night.

Mrs. Nell Morgan will visit in Adrian for the Christmas holidays. She will visit her son and family, Mr. and Mrs. D. W. Morgan and boys, Donnie and Kippy, Wagoner.

Leaving Sunday to visit Wichita Falls are Mr. and Mrs. J. J. Goodin and Betty and Mr. and Mrs. Calvin Goodin and Gary. They will visit Edgar Gurley in Wichita Falls. They will return Monday.

Mr. and Mrs. Jack Boydston and daughter, Lubbock, visited their parents, Mr. and Mrs. Jake Boydston Tuesday.

Mr. and Mrs. Bert Neelley and family will spend the Christmas holidays in Canyon and Tulla.

Jean Kathryn Repp, senior at University of Akron, Akron, Ohio is spending the Christmas holidays with Bill Roots in Hereford.



We hope you and your loved ones and friends enjoy this occasion to the fullest extent and that you may have an abundance of joy and happiness.

A very merry Christmas to you, our friends.



### HUDSON GAS MART

HARVEY HUDSON

E. Y. CROW



### Coombs & Paetzold

WELDING AND INDUSTRIAL SUPPLIES  
Oxygen - Acetylene - Carbide - Torches  
Electric Welders - Welding Rods

127 Jackson Street

HEREFORD

Phone 313



### 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.

### PHILLIPS & LAWRENCE

SERVICE STATION

EARL PHILLIPS GUY LAWRENCE RAY DENSON  
LEE ROY ROBERSON GUY WINGROVE ROY ROBERSON

"Every Time We Make a Friend,  
We Grow a Little"



You know what wonderful relief you get when you rub on Vicks VapoRub! Now when you have a nagging, raspy cough due to a cold, here's a special way to use Vicks VapoRub. It's VapoRub Steam and it brings grand relief in a hurry! Put a good spoonful of Vicks VapoRub in a bowl of boiling water or vaporizer. Then inhale the soothing VapoRub Steam. The medicated vapors penetrate direct to cold-congested upper bronchial tubes and bring relief with every single breath! Try it! VICKS VAPORUB



TODAY, as friend meets friend, there's an atmosphere surrounding everyone that is one of the most delightful experiences of the year. It is the time when we greet our friends with a warm smile, a hearty handclasp and say, "Merry Christmas."

Christmas gets us! It gets you! It is an occasion that we look forward to with glorious anticipation, although too often

forgotten in the hurry to get back to the furious routine of living.

This year, we pledge ourselves to strive to maintain the spirit of Christmas throughout every day of the New Year, setting as our goal the desire to be of more efficient service to our fellowman.

To each of you we extend our very best wishes for the Holiday Season.

### KEMP LUMBER COMPANY

J. W. WHELAN, Mgr.

JACK PICKENS, Asst. Mgr.



# SOCIETY

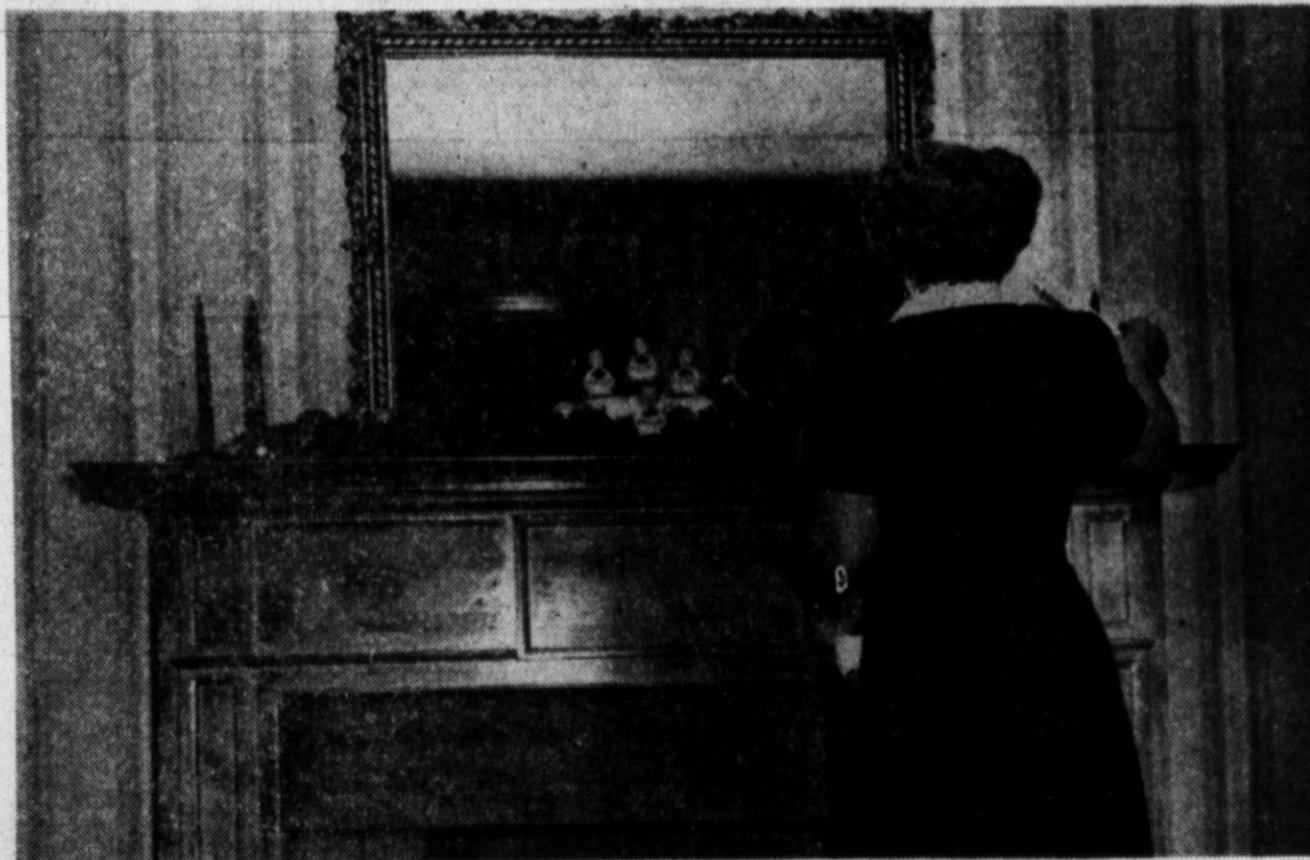


Gary Tannahill and his mother, Mrs. Maurice Tannahill, are watching for Santa Claus. They have decorated the window which Gary hopes will attract old St. Nick's attention to the beautifully decorated tree inside.

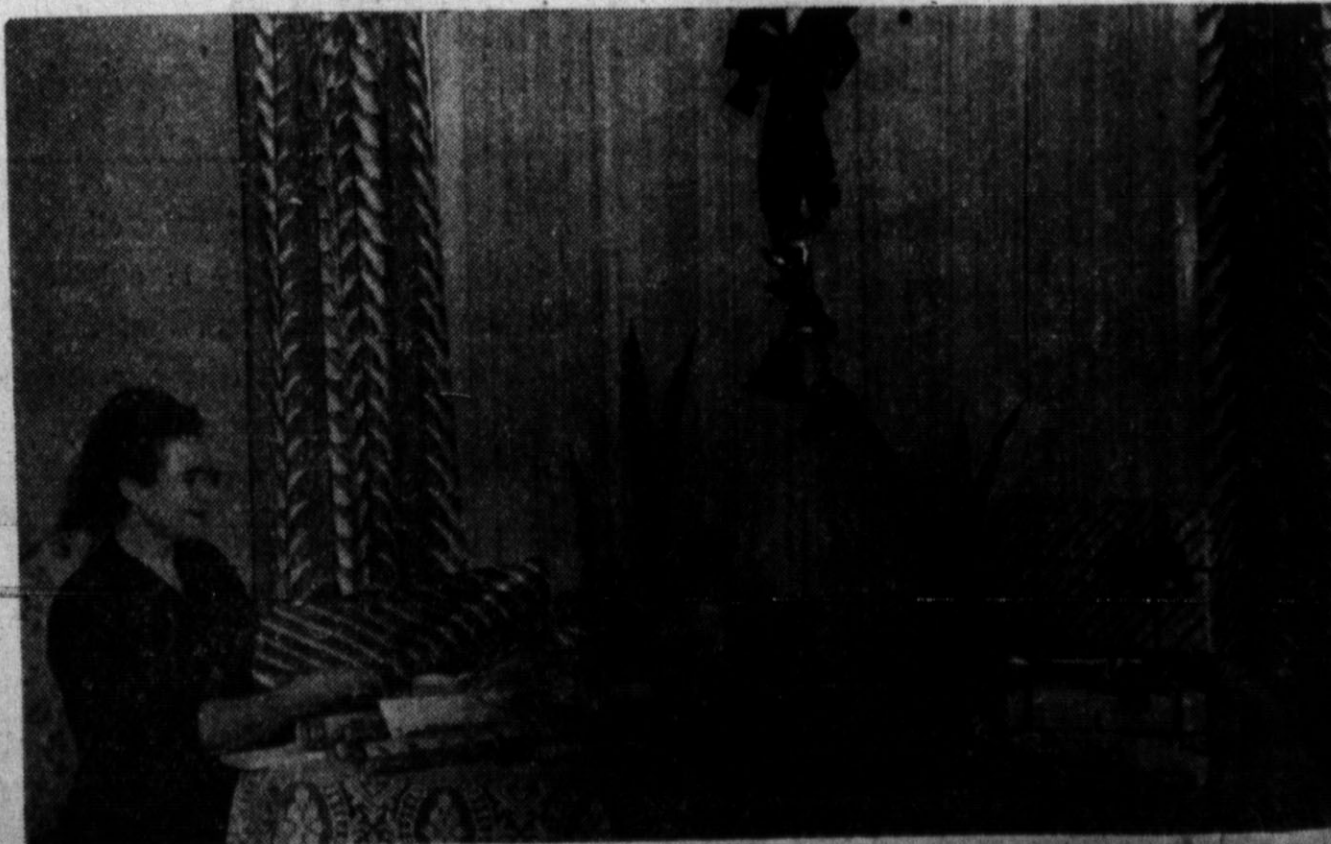
Beverley Gayle and James Richard Roberts remember the thrill of the Santa Claus Parade. Their tree is ready and both are eagerly awaiting his promised return. They are children of Mr. and Mrs. James N. Roberts.



Little Carolyn Brumley is about to put the finishing touches on a door decoration at the home of her parents, Mr. and Mrs. Homer Brumley. She watched her mother decorate the door but decided some extra bells might add to the picture.



At the home of Mr. and Mrs. W. L. Jones, Mrs. Jones lights the red candles to illuminate her mantel decoration. She has used flat green cedar and bright baubles for a mantel swag, complemented with an angel figurines.



Mrs. W. S. Fluitt is a real Santa Claus helper as she begins early getting her packages ready. She seems to be thinking about her three grand-children who will likely be on the receiving end when Santa Claus delivers these packages.



# Golden Wedding Bells Ring for Mr. and Mrs. Joe Stagner

Wedding bells and Christmas bells rang in harmony for Miss Jennie Lee Easter and Joe Stagner one Sunday half a century ago on December 17, 1899. And they were ringing again Saturday, Dec. 17, 1949 as the couple celebrated their fiftieth wedding anniversary, but the color of the bells had changed to golden and the couples children, grand children and great grand children were gathered around them instead of the relatives and neighbors who attended that long ago event.

Mr. Stagner, a native of Alabama, left that state in 1892 for the west. He located at Itasca and got his first job with a cotton gin. He says he never looked back and never regretted for a moment that he had come to Texas. He had always wanted to go west and meeting Miss Jennie Lee Easter at the little Sunday School in Hill County, near Itasca, may have helped him to decide definitely to make Texas his home. She had been born and reared in Hill County where

everybody was everybody else's cousin, and when they married the ceremony was read in the same room where her parents were married.

Settled in Castro County Mr. and Mrs. Stagner lived in Hill County until in September 1905, then decided to move westward. They, and their three children and her parents, Mr. and Mrs. W. F. Easter, arrived in Hereford, only to learn that their furniture which had been shipped by freight, hadn't arrived. They bought land twelve miles south of Hereford which they intended to farm, but they had to wait in Hereford for their household belongings. During the ten days of waiting they all became ill. "It was this water," Mrs. Stagner said, although you couldn't make any one in Hereford believe that now. Finally they got started to the farm in the pouring rain, the roads were boggy and the mud knee-deep, and Mrs. Stagner rode all the way sitting on top of an incubator. She hoped to raise many chickens that year.

They improved the place over a period of years and the Easter Community was named for her parents. In 1929 they moved to the Sunnyside Community and ten years later, purchased their farm one mile west of Hereford. They have been farmers all their lives with an innate love for the land, and as long as the boys were at home they could manage the farm. When the boys left to make homes of their own, things had to be arranged on a much smaller scale, so the truck farm and garden was the answer. They moved to Hereford last year and now make their home at 305 N. Lawton St.

Early Happy Days "First impressions of the Panhandle wouldn't do to print, but those were happy days," said Mrs. Stagner. "The plains country was really beautiful but empty, and it wasn't long before we loved all of it. Mr. Stagner went back to his old home in Alabama not long ago and says he thinks less of Alabama every time he goes back there—now we all feel that way." Speaking of Alabama, Mr. Stagner said: "What they call a field in Alabama is no bigger than our living room, you couldn't turn a tractor around in that space, let



MR. AND MRS. JOE STAGNER

alone try to plow. 'I'll take Texas."

Mr. and Mrs. Stagner are that friendly type of folk. They like that old-fashioned sort of neighborliness which prompts kindly deeds, and if they had a chance to relive these many years together they wouldn't change things much for they both agree they always tried to do their best. They are members of the Avenue Baptist Church and until recently were active in the work of the church. At 76 years, he is about to realize a life-long ambition—that of becoming a care-free fisherman, and he still enjoys working his garden and with his flowers. Until Mrs. Stagner became crippled with arthritis her main hobby was piecing quilts.

They are proud of their eight living children. Three of their sons served in World War II and Pat, a Captain in the Philippines, died in a Japanese Prison Camp after the death march. Price, a warrant officer, is still with the U. S. Army in Japan and Fred is in the Civil Service, serving on a transport in the Pacific. One trip took him around the world. Owen and Earl both live in Hereford. Their four daughters are: Mrs. G. P.

Open House Is Held Open House honoring the couple was held at their home Saturday afternoon, December 17, for approximately 75 old friends and relatives.

Over-size chrysanthemums in deep yellow and gold centered the refreshment table which was laid with a lovely lace and embroidery cloth sent for the occasion by the sons in Japan and the china used belonged in a set of fine Japanese ware heavily embossed in gold, an anniversary gift from the sons. A Christmas tree made entirely of golden balls formed an attractive ornament for the buffet with flanking golden candles. The hostess duties were taken over by their four daughters.

Among the many gifts received by the couple was a specially constructed chair for Mrs. Stagner, designed for her comfort. That was a gift from the six children who were able to attend the celebration.

Experiences of the many Christmases of the past were recalled by both Mr. and Mrs. Stagner during their golden wedding party and they agree that this may be the best Christmas time of all.

Out-of-town guests attending the anniversary affair were: Mr. and Mrs. Gordon Bradley of M'Frost, N. M., Mr. and Mrs. Percy Estes, and Mrs. Frank Easter and daughter KATHRYN of Dimmitt, Mrs. Maurine ABE of the Easter Community and Mrs. Zelma ABE of Wildorado.

Mr. and Mrs. Llyod Sharp will visit Mrs. Sharp's mother, Mrs. Cora Williams in Clovis over the Christmas holidays.

INITIATED INTO FRATERNITY Oliver Streu was one of 19 Texas Tech freshmen initiated into Alpha Phi Omega, national honorary service fraternity affiliated with the national Boy Scouts organization and open to former Boy Scouts.

HEREFORD STUDENTS SING LUBBOCK—Four Hereford students at Texas Tech are participating in the annual Christmas concert and caroling party sponsored by the music department.

John Newsome, Eugene Robertson, Wayne Newsome and Oliver Streu are members of the Tech concert band which this year is presenting a "Christmas Fantasy" arrangement by two Tech undergraduates.

Mr. W. H. Garrett is at home after being a patient in the local hospital for over a month after being involved in an automobile accident. He is improving

slowly. Two of his children, Noel Garrett and Mrs. Cal Fricks, have returned to their California homes and one daughter returned to her home at Denver, Colorado. His sister, Mrs. Bill Cox, has returned to her home at Durant, Okla.

MASONIC BULLETIN Stated meeting second Monday in each month. School of instruction each Thursday night. R. L. TOMPKINS, Sec'y. HENRY SEARS, W. M. Hereford Lodge 949

NOTICE OF MEETINGS ODD FELLOWS Each Monday Night WEREKAYS Each Tuesday Night

## "SAVE" YEAR-END CLEAN UP

13th Month!

27 ONLY

**GIRLS WINTER COATS**  
Were 14.75  
Sizes 7 to 14  
Reduced to **\$8.00**

11 ONLY

**LADIES WINTER COATS**  
Shorties and Full Lengths  
Broken Sizes  
Reduced to **\$12.00**

11 OF THESE

**LADIES WINTER COATS**  
Were 39.75  
Reduced to sell at **\$30.00**

ONE RACK GIRLS

**COTTON WASH FROCKS**  
Sizes 7 to 14  
Reduced to **\$1.50 and \$2.00**

MEN'S HEAVY WEIGHT

**WHITE SWEAT SHIRTS**  
SIZES 34 to 44 **\$1.19**

LADIES

**SPRING DRESSES**  
Brand New  
Tagged at **\$4.00**

**A MERRY CHRISTMAS**  
AND THE BEST OF EVERYTHING IN THE NEW YEAR

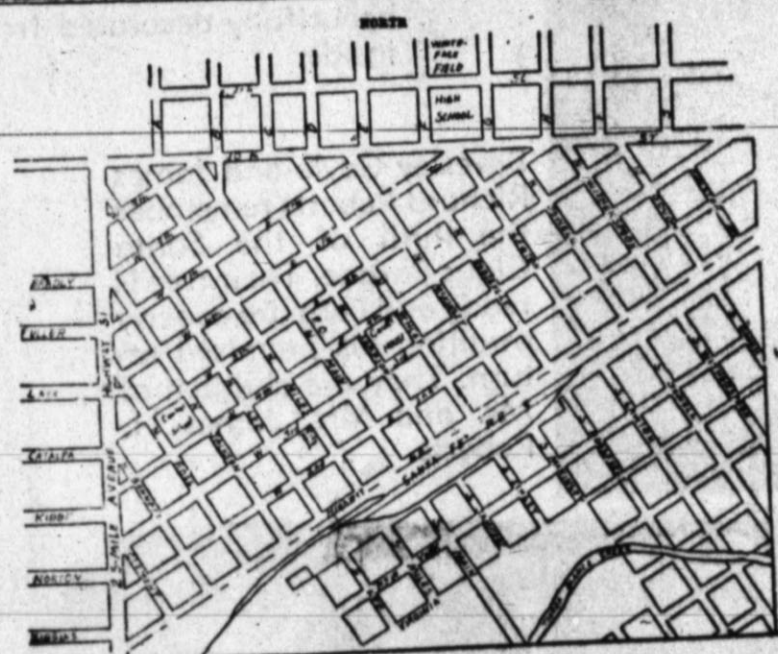
C. PENNEY CO.



Christmas Greetings

We join with all your other friends of this community to extend to you a very sincere wish that this Yuletide season may enrich your life with its spirit of friendliness and beauty.  
**MERRY CHRISTMAS**

**SAM NUNNALLY**  
LONE STAR INSURANCE AGENCY



STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL

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Your Automotive Jobber  
**Hereford Parts & Supply Co.**  
DALE TINNIN, Manager  
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Short Orders...  
Steaks a Specialty  
A Nicer Place for the Whole Family to Eat  
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Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

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Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES  
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HIGHWAY 60 USED PARTS  
See Us For Expert Repair Work of All Kinds!

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Wheat land, irrigated land and ranches for sale.  
Farm and ranch loans. Long terms 4 1/2% interest.

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We build houses to be moved. Will build to your specification. Check out prices before you build.  
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For Irrigation Pumps  
In Stock or Made in Our Modernly equipped machine shop for any make gear head.

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**FOAM LATEX CUSHIONS**  
For Office, Home, Car, and Tractor at the Brand Office

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Highway 60  
Complete Line of USED PARTS  
See us for Expert Repair Work of All Kinds!

PICK-UP AND DELIVERY SERVICE  
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**ACME CLEANERS**  
All Garments Insured  
308 N. Main Hereford  
MADE TO MEASURE CLOTHES



### Bud Wilkins Will Marry Bryan Girl New Years Day

Mrs. Leonard Miller of Bryan, Texas, has issued invitations to the marriage ceremony of her daughter, Marilyn to Collins Arnold (Bud) Wilkins, son of Mr. and Mrs. C. O. Wilkins of Hereford.

The nuptial vows will be read in the First Baptist Church of Bryan at four o'clock in the afternoon of New Year's Day.

The prospective bride is a graduate of Texas Technological College, Lubbock, and is employed as secretary to the forester at Texas A&M College at College Station.

Mr. Wilkins is a graduate of Hereford High School and also of Texas A&M College. He is head of the Vocational Agriculture department in the Holland public schools. The couple will make their home in Temple.

Mr. and Mrs. Wilkins and daughter, Cecelia, and Mr. and

Mrs. William F. Smith plan to attend the wedding. Mr. Smith will serve his brother-in-law as best man.

### City Food Stores Employees Feted

Employees of City Food Stores were entertained at a turkey dinner and party Monday night in the home of Mr. and Mrs. J. W. Thomas, owners, with Mr. and Mrs. L. C. Thomas assisting.

After the meal which featured turkey and all the trimmings, comical gifts were exchanged and distributed from a decorated tree.

Those attending the party were: Mr. and Mrs. Earl Hopson, Glenn Hopson, Hubert White and children, Betty, Mary and Milton, Mr. and Mrs. Wilbur Bell and sons Robert and Ronny, Mr. and Mrs. E. D. Hopson and Randy Dean, Mr. and Mrs. E. C. Hopson, Mr. C. N. Gallagher, Randolph Thomas and the hosts.

### Mrs. J. Fowlkes Is Party Hostess

Mrs. J. R. Fowlkes entertained with a lovely holiday party Monday afternoon as a Christmas courtesy to two of Hereford's newcomers, Mrs. Floyd Ross and Mrs. Weldon Dye.

The Fowlkes home was decorated throughout in gay Christmas time motif with the decor of each room matching the color tones of furnishings and drapery. The refreshment table was done in silver and red with red carnations and holly providing the center attraction and red Santa Claus boots as containers. Smaller Santa Claus boots held red tapers. Candy cane corsages were given as table favors. Mrs. Ed Warren presided.

Canasta games furnished the entertainment for the afternoon.

Those present were Mesdames George Heard, Maurice Tannahill, Earl Springer, Liston Wilson, Norris Larmer, L. B. Barnett, J. E. Kirby, W. L. Jones, Mark Benefield, J. R. Allison,

Delbert Kinsey, Carroll Whiteside, Louis Woodford, Gaylord Newell, Ed Warren, Joe Reinauer, Bob Brummel, Martin Gilliland, John Jacobsen, Jr., J. T. Gilbreath, Jr., the two honor guests and the hostess.

### Piano Students Play Selections At Party

Piano classes of Mrs. Bill Brady were entertained Saturday afternoon December 17 at a Christmas party in the Brady home. Piano members were played by each student in addition to the presentation of Christmas music. Students assisted in distributing gifts and serving refreshments.

Those attending were: Lynda Phillips, Phyllis Goettsch, Jimmie Patton, Ella Marie Williams, Sandra Poindexter, Jane Pool, Jan Chisholm, Marilyn Newell, Twila Springer, Dan Chisholm, Carol Ann Newell, Linda Russell, Kay Jowell, Sue Kirby, Dee Culpepper, Wynogene Sowell, Jane Newsom, Bud Jowell, Jay Roy Crutchfield, Martin Reed Moore, Sue Springer and Darlene Moore.

### Mrs. S. S. Dodson Is LaPlata Hostess

A border of lighted candles on the lawn and swags, wreaths and a brilliantly lighted tree marked the home of Mrs. S. S. Dodson Tuesday night for the annual holiday party for members of the LaPlata Club. Mrs. Bill Blood conducted a brief business session when Mrs. Charles Spurlock was named federation councilor and contributions were made to the local welfare fund. An exchange of gifts was featured.

Mrs. M. C. Adams gave the program which was a continuation of "Personalities in Architecture" study course for the year. She told of Paul Hartman and "Colonial Heritage in Architecture" quoting "The charm of these old houses is due to their simplicity and dignity. They are the straightforward, uncompromising solution of a practical problem."

Refreshments in the holiday motif were served to Mesdames Milton Adams, Bill Blood, Homer Brumley, Walk Boston, Harry Caylor, Pete Cowart, Willis Edelman, L. E. Gross, J. R. Johnson, Charles Newell, Palmer Norton, Elmer Patterson, A. J. Schroeter, Roy Smith, Urlin Streu, Liston Wilson, W. J. Wilson, Bill Wolfe, Miss Genevieve Eberle, a new member who is Mrs. L. W. Combs and the hostess.

### Rebekahs Entertain Families With Party

A Christmas party for families of members was held by members of the Rebekah Lodge Tuesday night at the IOOF Hall. Mesdames Earline Manning, Ruth Rogers, Lassie Roberson, Pauline Lady, Edna Bowe and Verna Sowell made up the arrangement committee with Mrs. Manning as chairman.

After a short business session group singing of Christmas songs was featured with Mrs. Leta Kaul as leader. Mrs. John Jacobsen, Jr. was recommanist.

Refreshments were served to approximately fifty guests.

"SHOULD AULD ACQUAINTANCE BE FORGOT?"



Definitely not! When friendships mean as much to others as they do to us, we assure you that we want to remember them always.

Come what may—war, unrest, uncertainty, disappointments,—there is one thing American people can fall back upon without reservation—friends.

Christmas gives us that opportunity to renew these friendships, to pledge anew our allegiance to them. May you have every wish come true, is our Christmas wish.

OSWALD'S

FIRESTONE STORE



Let Us Prepare a Warm Welcome for this kindly old Gentleman!

..... He's not likely to pass up the type of people we have in this community, the finest anywhere. He likes to visit where folks are friendly, considerate, thoughtful, and that is just what we have here .....

WE KNOW FROM EXPERIENCE!

May we express to those of you with whom we have been associated this past year our best wishes for a Merry, Merry Christmas. Our thoughts are with you this glorious day and we give thanks for lasting friendships such as yours.

Let us strive toward a continuation of the pleasant relationships that result in better and happier living.

ASSOCIATED

GROWERS

OF HEREFORD

JOHN J. PAETZOLD, Owner

N. E. MOORE, Manager

GEORGE CARMODY, Salesman

Mixers of Fertilizers — Potato Shippers — Handlers of Insecticides — Seed Potatoes

For Your Merriest Christmas...



It is because of your friendship and your fine loyalty that we send this word of Christmas cheer.

We thank you sincerely for your friendship and patronage, enabling our successful establishment of the Bradley Grain Company.

We are mindful of the many courtesies and considerations you have given us.

In thanking you for your loyalty and friendship, we seek the opportunity of giving even greater service in the future, meriting the confidence you have in us.

MERRY CHRISTMAS

Bradley Grain Company



### Camp Fire Groups Guardians Council Holds Luncheon-Elect New Officers

Guardians Council of Camp Fire and Bluebird groups were held at a luncheon at the Camp Fire Hut recently with Mrs. Frances Houston and Mrs. Earl Plank serving as hostesses. A covered dish luncheon was served from a buffet table arranged with Christmas bells, large yuletide candles and fruit. Tiny Christmas bells marked places for guests at foursome tables and candles in hurricane lamps rested on angel hair for centerpieces.

After the luncheon new officers were elected. They include: Mrs. Earl Plank, president; Mrs. J. C. McCracken, vice-president; Mrs. Cecil Wilkins, secretary and Mrs. Joe Smith, reporter. Mrs. Bob Wilson presented a gift from the organization to Mrs. Urlin Streu for five years of service as president of the group.

Plans were made for a "Discovery Unlimited" show which will be held at the Camp Fire Hut on January 28 and 29, and which will include creative work, antiques and foreign pieces from Hereford homes. Also included in the displays will be leathers and paintings of the west Mr. Liliardis in Friona, Cy Booser's wood carving (of Amarillo) and Robert McKenzie, also of Amarillo, will show textile paintings including frocks, scarves and other articles of clothing done in western design.

Mrs. Urlin Streu was named chairman of display and tickets and Mrs. Bob Wilson will head the staging committee. Others on committees are: Mesdames

Frances Houston, Earl Phillips, J. C. McCracken, W. H. Goettsch, and S. S. Williams.

Those attending the luncheon were Mesdames: Earl Plank, Earl Phillips, Bob Wilson, W. H. Goettsch, Frances Houston, Joe Smith, Urlin Streu, Hathaway, Elmer Patterson, Louis Woodford, S. S. Williams, A. L. Manjeot, Jim Bookout, J. C. McCracken and Cecil Wilkins.

Mrs. Allen Bell accompanied Mrs. Evelyn Bell to Dallas to spend part of the Christmas holidays with her sons, Robert and Daniel, and their families.

Mr. and Mrs. Charles Owen and son, Dennis, are spending the holidays at Whitney, Texas with his mother, Mrs. Nena Owen.

Mrs. D. W. Hawkins will spend Christmas holidays in Amarillo with a son and daughter and their families and friends.



**SITTING THIS ONE OUT**—Demonstrating something new in water skiing, Bud Leach, mounted on his favorite chair over a pair of water skis, goes skimming over the water at Cypress Gardens, Fla. Bud has promised to try a rocking chair lashed on two sharks for his next demonstration.

Mr. and Mrs. W. H. Russell will have several guests in her home during the Christmas holidays. A son, Daniel, will be here from San Diego where he is attending San Diego State College. A daughter, Mr. and Mrs. L. B. Russell and her children, Mary and Martha, of Baird, Texas will be here. Another daughter, Mrs. Jack Russell will be here along with her husband and son, Dr. Russell and Bill, from Lubbock. Also here will be Mr. and Mrs. Jack Jessken and son, Jack, from Lubbock.


Do You Suffer from Loss of **HEARING?** Mr. Reed Payne Consultant

Beltone Will Help You

Come in, or Phone for **FREE DEMONSTRATION**

**Beltone** MONO-PAC One-Unit Hearing Aid

Hotel Texas Hereford 117 West 6th St., Amarillo Wednesday, December 28th



**Christmas Greetings TO EACH OF YOU**

WONDERLAND

... MRS. BILL BLOOD

### Les Meres Club Features Carols

Featuring a carol serenade preceding the party, members of Les Meres Study Club enjoyed their annual Christmas party in the home of Mrs. Larry Summers Monday night. Mesdames R. N. Yarbro, S. L. Loerwald, and Howard Gore were assistant hostesses.

After the carol serenade the group returned to the Summers home where musical games were played and gifts were exchanged. Mrs. Jimmy Mercer, president, was presented with a gift from the club.

Refreshments carrying out the holiday theme, were served to Mesdames: Eugene Bagwell, Roy Boyer, Elton Brooks, Dick Gholson, Howard Gore, Glenn Gripp, Ray Howell, W. D. Jones, Robert Lemons, S. S. Loerwald, Jimmy Mercer, Jim Terry, R. N. Yarbro, Forrest Marnell, Monroe Parker and the hostess.

Mr. and Mrs. H. P. Banard, White Deer, will visit her moth-

### Presbyterian Guild Has Xmas Session

The Presbyterian Guild met in the home of Mrs. Don Zimmerman Tuesday afternoon for the Christmas session and program. Mrs. Herbert Boardman was assistant hostess.


Mrs. Bill Wolfe gave the devotional lesson on "The Christ Child", and a candlelighting service was held for the installation of new officers.

Those installed as new leaders for the group were: Mrs. Will Graham, president; Mrs. Leona Blood, vice president; Mrs. Les Combs, secretary, Mrs. Sam Nelson, treasurer.

A refreshment plate, carrying out the seasons' gay colors, was served to fifteen members.

er, Mrs. Nollie Ellison in Hereford over the Christmas holidays.

Doris Jean Smith is home for the holidays from WT, visiting in the home of her parents, Mr. and Mrs. F. S. Smith.



MERRY CHRISTMAS

From us to you, sincere good wishes for a Happy Yuletide!

With Genuine Appreciation of Your **FRIENDSHIP & TRADE**

Your Friends at

H & H FURNITURE

THE HILTONS THE HALLS



SEASON'S GREETINGS

|  |  |
|--|--|
| <p>Mrs. John McLean<br/>Atha McIver<br/>Lillyan Bonosio<br/>Martha Pirtle<br/>Vernon Roland<br/>Jerry Stoltz<br/>Bert Neelley<br/>John Scott<br/>James Wilde</p> | <p>James O. Miller<br/>Lawrence Krebbs<br/>Bill Allen<br/>Melvin Young<br/>Neil T. Wyrick<br/>L. P. Sigmon<br/>Bill Roots<br/>James Hill<br/>Jimmie Gillentine</p> |
|--|--|





*We Know What We'd Do...*

**IF WE WERE SANTA**

We know exactly what we would do if we had the opportunity of making old Santa's "run" this Christmas. First, we'd see to it that every one in this community received all the nice things so richly deserved as a reward for their loyal patronage and genuine friendships.

Then, we'd find a way to make it clear to all the people around here that the sentiment expressed in this Christmas message is from the bottom of our hearts.

We know there are no finer people anywhere than those whom it is our privilege to serve. Many times this has been proven to us and we are certain that when Santa's sack is emptied, a large share of its contents will have been left with the people here.

Since we can't take Santa Claus' place, please accept these good wishes in the spirit in which they are meant, with kindest thoughts of our friends: Merry Christmas and a Happy New Year.



**Wilkins Sheet Metal & Roofing**

H. D. (Jack) Wilkins — Wayland Smith — Jerry Albracht — Dan Choate  
Junior Murrell

**Hereford Couple Celebrate Golden Wedding Anniversary Christmas Day**

Mr. and Mrs. Ray Hershey who came to Deaf Smith County forty years ago, will celebrate their fiftieth wedding anniversary on Christmas day with an open house at their home on Blevins Street from 2 to 6 o'clock in the afternoon. Their six children will attend the anniversary party and invitations have been mailed to close friends and relatives.

Mrs. Hershey was Ella Pell of Darke County, Ohio when Mr. Hershey, who was also born in Darke County, met her at the little church they both attended. They were married at Piqua, Ohio, the wedding following the Sunday night church service held at the Congregational Christian Church. The wedding took place on December 24, 1899 and a part of their honeymoon was Christmas Dinner at the home of an aunt the next day.

Mr. and Mrs. Hershey lived at the nearby town of Shelby where he was employed in a grocery store, for ten years after their marriage, then decided to come to Texas. They located on a farm in the Askren community and they continued to the farm in the Askren and Dawn communities until they moved to Hereford in 1942. They experienced the hardships of those early days and later the droughts and dust storms before the time of irrigation wells and modern farm equipment.

Their six children include: Mrs. Arch Conklin of Charleston, Ark.; Mrs. Dudley Buzzard of Floyd, New Mexico; Howard of Dimmitt and Horace, Arnold and Mrs. Jim Ricketts, all of Hereford. The couple has 23 grandchildren. Daughters and daughters-in-law will serve as hostesses for the golden wedding festivities.

**Texas Star Dance Club Has Real Old-Fashioned Christmas Frolic**

An old fashioned Christmas frolic was enjoyed by the Texas Star Dance Club last week at the club house. The entrance hall was decorated in the holiday motif and a large Christmas cake topped with a Christmas star carried out the yuletide theme. Gifts were exchanged.

Callers were Mr. and Mrs. Jess Sparkman of Amarillo, Paul Coneway, Hugh Bookout and Mrs. Essie Cardwell. Other special guests were Mr. and Mrs. Bill Hardwick of Fort Collins, Colo., who are guests of his parents, Mr. and Mrs. Francis Hardwick, for the holidays.

In attendance were Dr. and Mrs. M. C. Adams, Dr. and Mrs. L. B. Barnett, Messrs. and Mesdames Lyle Blanton, Bud Bradley, Walk Boston, Hugh Bookout, Homer Brumley, Paul Coneway, Wayne Evans, Grant Fuller, Howard Gault, Francis Hardwick, Doc Kirby, C. R. McGee, J. C. McCracken, Curtis Tra-week, Troy Moore, Bill Wolfe, D. C. Barnard, H. A. Lamm, Mrs. Essie Cardwell and Arch Dobbin.

**CONCERT GUESTS**

Miss Pauline Brigham and Miss Matilda Gaume, both members of the music faculty at West Texas State College, Canyon, were guests of Mrs. J. C. McCracken recently at the Lewenthal concert, second pro-

**CELEBRATE ANNIVERSARY**

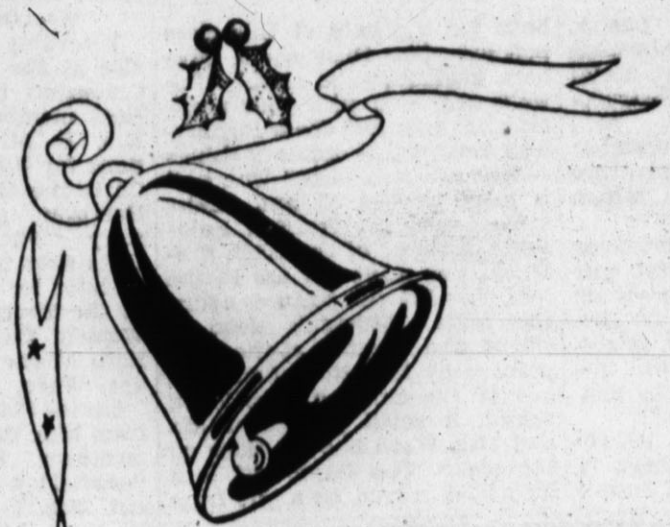
Several out of town guests attended a party given in honor of Mr. and Mrs. E. S. Ireland on their fortieth wedding anniversary Friday evening in the home of Mrs. Elizabeth Bonasio. Present were Mr. and Mrs. Edgar Ireland, Sweetwater, Mr. and Mrs. Woodrow Ireland, Mrs. Marie Wilks, Dallas, Mr. and Mrs. Donald Dee Hensley, Mr. and Mrs. Richard Ireland, Mr. and Mrs. Clay Ridgeway and Miss Lillyan Bonasio.

**Theatre Employees Have Annual Christmas Party**

Employees of the Texas and Star theatres held their annual Christmas party in the Star Theatre Wednesday night after the shows were out. About 30 employees, guests, husbands, and wives were present for the exchange of gifts, and refreshments. The employees gave Mrs. Francis Hardwick a gift from the group.

gram to be presented this year by the Hereford Concert Association. Miss Gaume had heard the artist previously in New York City.

Mr. and Mrs. Edgar Ireland and son, Paul, are visiting Mr. and Mrs. E. S. Ireland for the holidays. The Edgar Irelands are from Sweetwater.



**A JOYOUS YULETIDE**

As we express the Season's Greetings at this happy Christmastime, we pledge to strive to maintain this same spirit of thoughtful service throughout all the days of the coming year.

Our sincere thanks for your patronage and our assurance that it is our purpose to merit its continuance.

Red's

**TASTY DRIVE-IN AND ALL EMPLOYEES**

WE WILL BE CLOSED CHRISTMAS DAY

**SEASON'S GREETINGS**



Once again we welcome the opportunity of sending along our GREETINGS to the many friends throughout the area we serve. If we have been of service to you during the past year, we have

achieved, in a small measure, the goal planned a year ago.

Please accept our sincere best SEASON'S GREETINGS. May your Christmas be a happy one.

**KERR IMPLEMENT COMPANY**

JOHN DEERE SALES - SERVICE

W. S. KERR    SANK RAMEY    CLIFFORD KERR    ERNEST KERR    EUGENE BAGWELL    PEYTON RAMEY    BRYAN McDONALD    J. W. TERRY    BEN R. PLUMMER



### Ward Hall Dedication Ceremonies Are Held In New Methodist Church

Rev. Don Davidson, pastor, was in charge of the dedication ceremony of Ward Hall, social center of the recently constructed Methodist Church, held Thursday afternoon December 15, in the presence of members of the Win One Class, which Mrs. Ward teaches.

Recognizing the Christmas season when the greatest gift was received, Rev. Davidson said "Through this gift of Mrs. Ward and the late Mr. Ward, God's own gift of love will live on and on to be shared by generation after generation."

Mrs. Ward spoke briefly through tears of happiness, "I feel so humble—for if it hadn't

been for the help of this class nothing like this could have been realized," she said. "The walls are lined with your prayers and mine and these furnishings—they are not ordinary things—they are gifts." The hall is heavily carpeted and chairs are comfortable.

Mrs. F. T. Rolson, a member of the class, presented the pictures for use in the hall. Two large pictures adorn the walls, Sallman's Head of Christ, and Rebehak at the Well, painted by Mrs. Nora Robinson, one of the children Mrs. Ward raised. A small picture of Mr. and Mrs. Ward has its place on the piano. The latest gift is a memorial mirror, as a gift from

the Win One Class in memory of Mrs. Ward's brother, the late J. B. McMinn.

Prayers of dedication completed the service.

**Win One Class Party**

Preceding the dedication service at the church, the annual Christmas party was held by class members in the home of Mrs. H. M. Benefield. Decorations for the party featured the Christmas theme and Mrs. E. W. Harrison gave the Christmas story "The Christmas Lamb." Gifts were brought and packaged later for Mrs. Nannie Worley at the Young Home for Elderly Women, Dallas, and for Betty Roth at the Methodist Orphanage, Waco.

Santa Claus distributed gifts from Mrs. Benefield to the class members. Hostesses with Mrs. Benefield were Mrs. D. H. Bryant, Mrs. T. A. Winget, assisted by Mrs. Mark Benefield and Mrs. Ed Warren.

Those participating in the party and later in the dedication service were: Mesdames J. F. Ward, William McGehee, C. M. Hicks, E. W. Harrison, M. M. Beavers, J. E. Beyer, A. L. Thomas, E. J. Hudson, Ray Hershey, J. B. Jones, G. H. Whitaker, C. B. Williams, J. I. Funderburg, C. F. Davis, Florence Parr, Fred Millard, Luther Peevely, W. N. Hodges, T. A. Winget, F. M. Faulkner, Pearl Burgen, L. Ellis, A. C. Thompson, John Jacobsen, Jr., H. M. Benefield, J. E. Woolery, Miss Lula Botsford and two special guests, C. M. Hicks, contractor, who carried out plans for the hall, and Mrs. Bob Higgins, a special and long-time friend of Mrs. Ward.

### Girls Class Has Christmas Party

Mrs. E. Ramey and her Intermediate Class of girls were guests Thursday night at 7:30 at the home of Mrs. Lawrence McGee for the annual Christmas party of the Ladies of the Church of Christ. Mrs. Ramey acted as co-hostess.

Mrs. R. C. Childers assisted them in serving refreshments and all three served as Santa passed out gifts. Mrs. McGee's home was beautifully decorated in keeping with the holiday season.

Those taking part on the program were Glenda and Billy Hargett and Vonda and Wanda Pitts who sang "Come All Ye Faithful." Louise Wester gave a reading of "The Littlest Angel." Others reading were Margaret McDonald, Nancy Patterson, Barbara Turner, Yvonne Axe, Linda ReRese and Jaylene and Joyrene Morton. Those giving piano numbers were Patricia Childers, Karen McGee, Nancy Patterson, Wanda Pitts and Linda Reese.

Others attending were Norma Sue Wilson, Patsy Turner, Anne Wiggins, Gayle Bryan, Marviline Sloan, Norma Ruth Cummings, Martha Tague, Mary Jane White, Barbara June Allen and Margaret Ann Scott.

Gifts were sent to Marianna Garrett and Janice Creig who were unable to attend.

### Two Baptist Classes Have Party-Banquet

Phebean and Conkwright Classes of the First Baptist Church held a joint Christmas party and banquet at the church Thursday evening December 16. The candlelighted banquet tables were arranged with snow scenes, popcorn snow men and greenery. Mrs. Raylan Evans was master of ceremonies and Bob Lawrence gave the invocation.

Welcome to the guests and members of the classes was given by Mrs. Wayne Williams and Dub Hair responded. Mrs. John Winkler gave a Christmas reading and Mrs. Gerald Wilson entertained with a yuletide reading.

Highlight of the entertainment was Mrs. Carrol Whiteside's version of a Christmas story "The Star of Bethlehem."

Virginia Lyons, student at SMU in Dallas, arrived in Hereford Thursday afternoon to spend the Christmas holidays with her parents, Mr. and Mrs. F. P. Lyons.

### Sim's HD Annual Christmas Party Held In Mrs. O. A. Alexander Home

The Sims Home Demonstration Club met in the home of Mrs. O. A. Alexander for its annual Christmas party Friday night, December 16.

Sandwiches, coffee, hot chocolate, popcorn balls and homemade candy were available and plentiful for all who attended. In the midst of "42" games for the adults and the running and playing of the youngsters, Santa Claus made his dramatic pre-Christmas appearance. All the children gathered around him for fruits, nuts, candy and good things to eat, and each child received a present Santa Claus also distributed exchange gifts among the grown-ups.

After Santa Claus departed the gathering became involved in an open discussion in regards to building a community house. Everyone present seemed to be interested in the project. A committee was elected and delegated to study the project, draw up plans and secure estimates. Members of the committee included Mr. M. W. Blankenship, C. H. Hammock and P. L. Pinnell. The committee is to report back to a community gathering in the early part of January.

Those present were Mr. and Mrs. M. W. Blankenship, Mr. and Mrs. Cloud Bogle, Mrs. Homer Brooks and Charlie, Mr. and Mrs. Glen L. Burrus and girls, Mr. and Mrs. Jack Dean and family, Mr. and Mrs. Marion Ferguson and family, Mr. and Mrs. C. W. Edwards and Regenia, Mr. and Mrs. E. A. Edwards and Arlis, Mr. and Mrs. Orville Gronerman, Mr.

and Mrs. Donald Guseman and children, Mr. and Mrs. C. H. Hammock, Mr. and Mrs. Glen Hetzler, Mr. and Mrs. R. L. Pinnell and family, Mr. and Mrs. V. L. Reece and boy, Mr. and Mrs. Edd Thomas, Mrs. A. N. Gamble and family, Mr. and Mrs. Clarence Perring, Mr. and Mrs. Tom Draper and Mr. and Mrs. A. Gudgell.

### Club Has Traditional Christmas Time Party

Texas' Kappa Iota Chapter, Beta Sigma Phi Sorority, held a traditional yule party at the club house on December 17. Decorations were in keeping with the yuletide season and gifts were exchanged.

Carols and popular music provided musical entertainment and canasta and dancing were enjoyed.

Refreshments were served to the following members and guests: Messrs. and Mesdames Norman Moore, Donald Heiser, T. E. Prickett, George Jones, Raylan Evans, J. R. Johnson, Dr. and Mrs. John Channer, Mrs. Mary Anna Whitaker, Foy Holland, Mildred Morehead, Jack Kassahn, Betty Goodin, Jack Brumley, Celestine Pitner and Jimmy Sparkman.

Mr. and Mrs. Sid Casebold, Clovis, will arrive Saturday to spend several days with their daughter and family, Mr. and Mrs. J. J. Boydston.

### ELECTED TO HONOR GROUP

Donald Bookout in one of 50 new members elected from the Army, Navy and Air Force ROTC units at the University of Texas to Scabbard and Blade, honorary military organization.

See LUTHER PEVLEY about Real Estate 212 Main Street Office Phone 728 Res. Phone 524-W



Merry Christmas

May you have a

Merry Christmas

and a wealth of all

the things

that the finest season

can bring you.

F. A. TUCKER

**BEST WISHES**

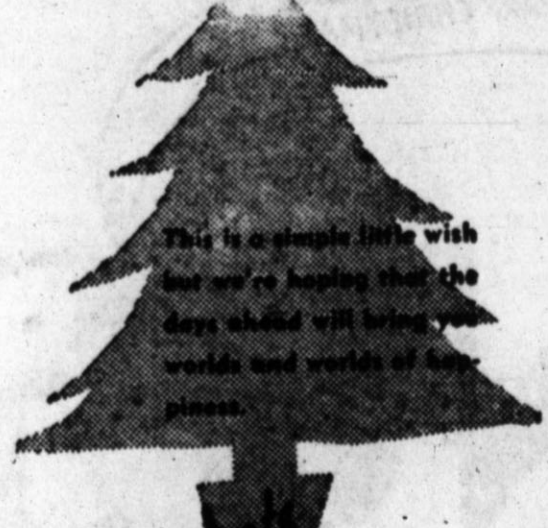
for Christmas Day and Every Day



In wishing each of you a very merry Christmas season, I deeply appreciate your friendship and trade of the past year. I will endeavor through the new year to merit your trade and confidence.

J. K. "Dutch" FORE

HERE'S TO YOU!



Compliments OF THE SEASON TO EACH OF YOU

## GREEN HEDGE

Mrs. Carl Forbus and J. Frances Néff

- Florene McAlister Pearl Darden Alice Lehman
- Maurita Ramey Edith Spann Kathrine Darden
- Betty Ramey Betty Guissinger Norma J. Lemmons
- Loree Walcott W. A. Smith



ASK FOR

INSPECTED DEAF SMITH COUNTY MEATS

At Your Grocery & Market "NONE FINER"

# CHRISTMAS GREETINGS

Many good wishes for gladness and cheer, a bright Merry Christmas and a New Year filled with all the good things you so richly deserve.

With these thoughts we desire to also add our appreciation for the thoughtfulness of our friends and customers, who, by their friendships and patronage, have made possible our success in the past year.



# Big T Pump Company

LeRoy Aven Hilrey Aven

Jesie T. Lowe Elbert Hendrick



# Wills And Whitehead Wed In Home Rites

White chrysanthemums and fern and white tapers formed an improvised altar setting in the bride's home for the marriage of Mrs. Imogene Higgins Whitehead and Dr. R. R. Wills, both of this city, Tuesday evening at six o'clock.

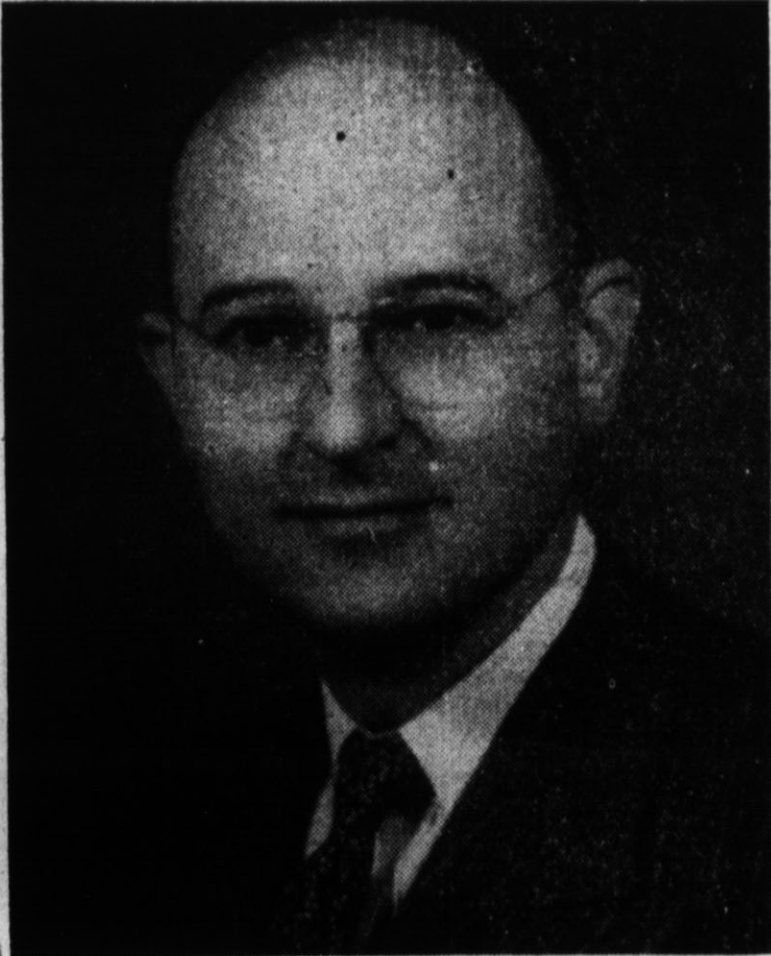
The ceremony was read by Rev. R. H. Cagle, pastor of the First Baptist Church of Hereford and was followed by a reception at the home of Dr. Wills, 309 Lawton.

Mrs. Glenn Snyder, pianist, played "Because" and "Thine Alone" and the wedding marches. Candles were lighted by Charles Whitehead, son of the bride, and Joe Bill Wills, son of the bridegroom.

Mrs. Onias Carroll was the bride's matron of honor and her only attendant. She wore a heliotrope dress made with matching lace bodice and flared skirt. Her accessories were in gray and her flowers were pink carnations. Dr. B. M. Wiltshire was best man.

The bride chose a velvet frock in ice blue for her wedding. It was made along simple lines with self covered button trim and draped skirt. Her off-the-face hat was of the same ice-blue velvet with illusion veiling and rhinestone trim. The bridal bouquet was of pink rosebuds centered with a single orchid.

**Reception Is Held**  
Following the wedding a reception was held at Dr. Wills' home where the holiday theme was used in decorations. Green-



DR. R. R. WILLS



MRS. R. R. WILLS

ery cut flowers and lighted tapers, and a beautifully decorated tree gave festive evidence of the season. Joe Bill Wills served

as host. The wedding confection and coffee were served from a lace-laid table centered with an arrangement of double snap

dragons in rose-pink and large white chrysanthemums combined with Scotch heather in soft shades of pink. The bride's three

sisters-in-law, Mrs. Jack Higgins, Mrs. Wayne Higgins and Mrs. Gayle Higgins, served as hostesses in the dining room with Mrs. Cy Orr presiding at the coffee service and Mrs. Jack Higgins serving the cake. Mrs. Gayle Higgins registered the guests.

When the couple left on a brief wedding trip the bride was wearing a fawn colored Charmaine gabardine suit with walking length coat with accessories in winter pink. After December 23 the couple will at home at 309 Lawton.

Mrs. Wills is the daughter of Mr. and Mrs. Ky Higgins of (Continued on Page 8)

## SEASONS

## GREETINGS

We extend to all our friends and customers

Best Wishes for the holiday season and for

the coming New Year.

## HEREFORD HARDWARE

DON ZIMMERMAN

M. J. NOEL



The long awaited occasion is here and with it the opportunity of renewing friendships... of saying to our acquaintances that all our good wishes go to each of them and our heartfelt thanks for the patronage that we have had during the time we have served the people of this community.

So, for Christmas we say,

- ★ PEACE FOR YOUR PATHWAY
- ★ WISDOM FOR YOUR WORK
- ★ PROSPERITY IN YOUR UNDERTAKINGS

## WEST TEXAS DEVELOPMENT COMPANY

LAYNE PUMPS & IRRIGATION EQUIP.

MR. And MRS. EARL PLANK & EMPLOYEES

To Our Multitude of Friends  
And Patrons We Send  
A Multitude Of

# GREETINGS

IT IS OUR WISH that new joys not known before may come to you and abide with you all through the coming year.

It is because of your fine loyalty that we send this word of Christmas cheer. We thank you sincerely for your friendships and patronage and we seek the opportunity of continuing in this association in the future.

May the Holiday Season, with its fine sentiment, remain with you throughout the days of the New Year.

# Benefield

MOTOR COMPANY

Your Chrysler - Plymouth - Reo Dealer



# 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.

See Us For Your Needs In Land



**WESSON REAL ESTATE**  
Phone 944 Hereford, Texas 716 W. 1st St.

## Jolly Workers Exchange Gifts

Jolly Workers Club met for a holiday supper party and exchange of gifts at the City Hall Friday night, December 16.

Tables were decorated in traditional greenery, red tapers and figurines suggesting the season of the year. Mrs. Charles Calloway was in charge of the program presenting David Goldston who entertained with vocal selections and Mrs. E. Ward, Jr. who entertained with piano music.

A lighted manger scene beneath the brightly decorated tree added to the significance of the party as gifts were exchanged and secret pals were revealed.

Those attending were Messrs. and Mesdames Roy Thompson, Charles Calloway, Bruce Aldridge, Neal Young, J. W. Terry and Ray, L. J. Matthews and son, Larry Summers and daughter, Arthur Tinsley, Franklin Miller and children, Roy Boyd, T. C. Covington and daughter, George Brown, John Schneider, John Hacker and son and E. Ward, Jr.

Others attending were Mrs. Gilbert Hooper and son, Mrs. W. I. Valentine and David Goldston, Janelle Hilton, Gay Malone and Mary Ruth Strange.

## Garden Club Conducts Pilgrimage To Homes

A pilgrimage to decorated homes of the city was conducted by members of the Hereford Garden Club Monday evening as the club's major event of the holiday season.

Beginning at the home of Mrs. Deward Roberson where Mrs. Phillip Barkley told the delightful story of "The Legend of the Holly and the Mistletoe," the group went on a guided tour ending up at the home of Mrs. Homer Brumley where Blue Bird Camp Fire Girls entertained with Christmas carols. Sponsors of the group are Mrs. Louis Woodford and Mrs. Joe Smith. Christmas-time refreshments were served to the special guests and members of the club.

Mr. and Mrs. Cawthon Bryant and son, John David, will spend Christmas in Falls, Texas with Mrs. Bryant's mother.

## L'Allegra Club Meets For Morning Coffee

Holiday event for L'Allegra Club was a morning coffee held in the home of Mrs. Richard Winget Monday. Mrs. Darrell Blanton and Mrs. Marlin Pierce were cohostesses.

After a short business session when members voted to contribute to the Jaycee Lighting fund gifts were exchanged.

Yuletide dainties and coffee were served to Mesdames: Hilton Higgins, Darrell Blanton, Jack Brown, James Edmonson, Gerald Gollehon, O. G. Hill, Jr., Francis Hill, V. C. Henson, Walter London, Jr., Harold Meacham, Marlin Pierce, Earl Stagner, Bill Waldrep and the hostess.

## Wills And Whitehead

(Continued from page 7) Wildorado, formerly of Hereford. She has owned and operated the Beauty Mart here for the past several years. Dr. Wills, local physician, is doing special study at Polytechnic Medical Institute in New York City and will return to New York early in January.

## COMPLETE HOME LOAN SERVICE COMPLETE INSURANCE SERVICE

Whether you plan to buy or build a home of your own or want to refinance your present loan, be sure to investigate our COMPLETE HOME LOAN SERVICE.

PROMPT - COURTEOUS SERVICE -- LOW RATES --  
CONVENIENT PAYMENTS ON:  
CONVENTIONAL, GI & FHA LOANS

## John McLean Insurance Agency

127 West 3rd Street — Phone 273

Boxoffice Opens 1:45  
Show Starts 2:00

## FOR CHRISTMAS DAY ENTERTAINMENT

Boxoffice Opens 1:45  
Show Starts 2:00

## Loretta YOUNG • Celeste HOLM COME TO THE STABLE



A Story That Makes the Screen Abound with Laughter and New-Found Happiness!

ELSA LANCHESTER  
THOMAS GOMEZ  
DOROTHY PATRICK  
HUGH MARLOWE

STAR

CHRISTMAS DAY  
MONDAY - TUESDAY

JOE McDOAKS  
"SO YOU'RE HAVING INLAW TROUBLE"

Also  
FOOTBALL FANS



with Anne REVERE  
Shari ROBINSON  
ALAN MOWBRAY  
STANLEY RIDGES  
HENRY O'NEILL

color by Technicolor

STAR

WEDNESDAY  
THURSDAY

## ROBERT MITCHUM JANE GREER WILLIAM BENDIX

FILMED ON THE SPOT IN OLD MEXICO



Tough-Terrific ACTION!

Patric KNOWLES • Ramon NOVAKOFF

TEXAS

CHRISTMAS DAY  
MONDAY - TUESDAY



## Congratulations.

Anniversaries from Sunday, December 25, through Wednesday, December 28

- Mr. & Mrs. Charles J. Troxell
- Mr. & Mrs. R. A. Freeman
- Mr. & Mrs. E. S. Fieck
- Mr. & Mrs. W. O. Shelton
- Mr. & Mrs. W. R. Galley
- Mr. & Mrs. Claude Higgins
- Mr. & Mrs. James N. Edmonson
- Mr. & Mrs. Homer Ewton
- Mr. & Mrs. George Robertson
- Mr. & Mrs. J. N. Edmonson
- Mr. & Mrs. W. A. Epperson
- Mr. & Mrs. B. Paul Conaway
- Mr. & Mrs. T. L. Sparkman
- Mr. & Mrs. Harry E. Cayler
- Mr. & Mrs. Roy Boyd
- Mr. & Mrs. Jerry Stoltz
- Mr. & Mrs. J. B. Noland
- Mr. & Mrs. F. M. Kester
- Mr. & Mrs. T. V. Brantley
- Mr. & Mrs. Marvin D. Parish
- Mr. & Mrs. K. R. Hunter

upon the occasion of your wedding anniversary. If you have married or moved to Hereford in the last year please call 363.



TEXAS

WEDNESDAY  
THURSDAY

# It's Our GOOD FORTUNE

## to Have Friends Like You

We consider ourselves fortunate indeed to have the fine friendships that have been ours to enjoy in this community. Because we value these associations we look forward to the Christmas season. It gives us a splendid opportunity to express our appreciation for all past favors and to wish you all the good things we can think of and which are deservedly yours.

... and We Are Truly Grateful!

# Farmers Drive-In

TROY MOORE

BUDDY SOWELL



CHRISTMAS  
1949

# The Sunday Brand

SECTION  
FOUR

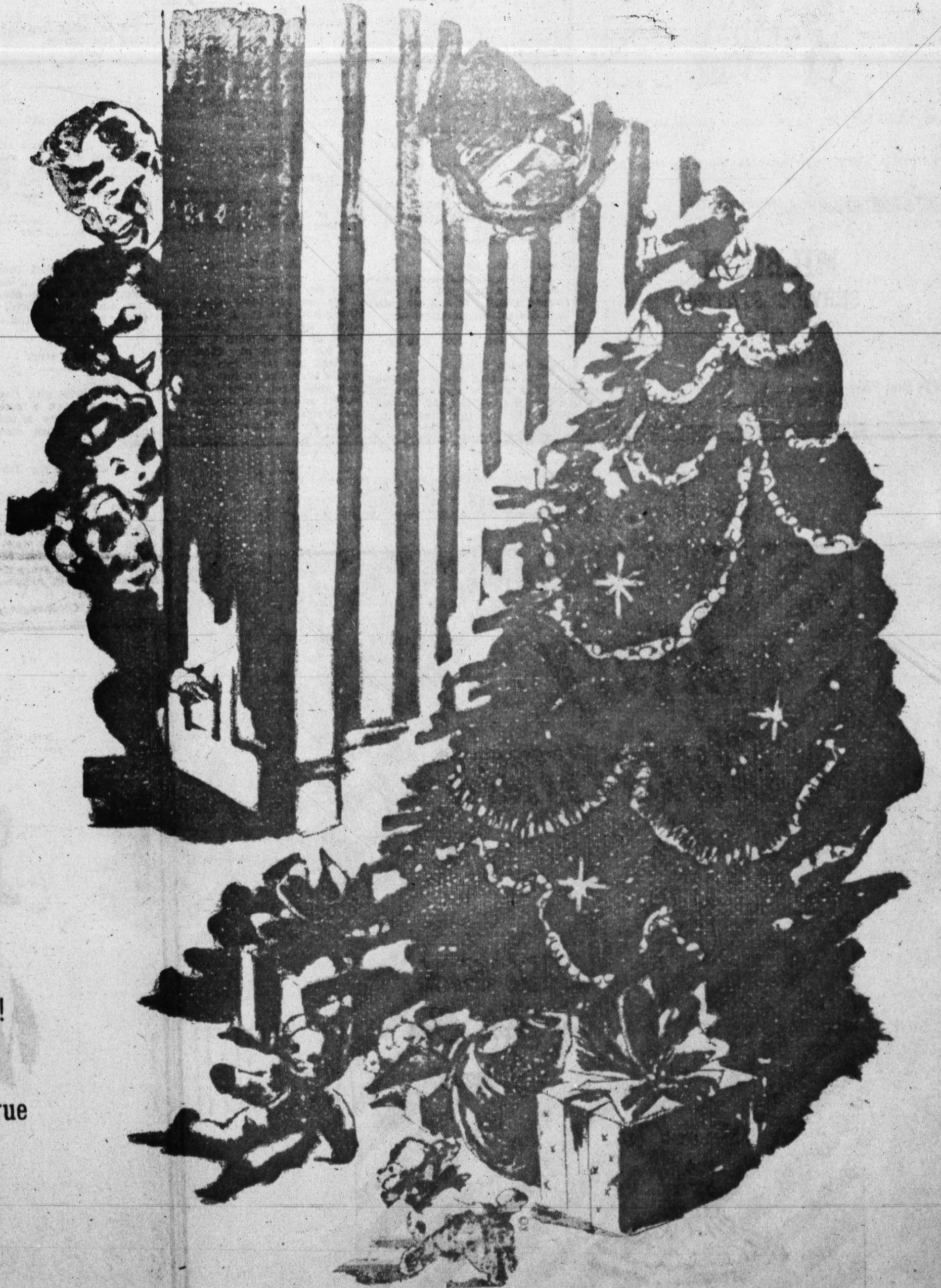
Hereford, Texas

Sunday, December 25, 1949

Section Four

*Christmas*

Here it is . . . caught for a moment . . .  
the wonderful excitement of Christmas morn!  
Eager eyes and quick-beating hearts  
anticipate the thrill of having wishes come true  
with every opened package!



*It's the American Way of Saying...*

**MERRY  
CHRISTMAS**



Dear Santa Claus,  
I am in the second grade I am seven years old. I want a Betsy-wetsy doll.  
Love,  
Rosa Elen Roach

Dear Santa Claus,  
I want a Ford tractor. I am a boy in the second grade. I want you to bring it to me Christmas.  
Love,  
Roy Lee Bell

Dear Santa Claus,  
I want a football. I want two cap guns with two holsters. I want a cowboy hat. I want some cowboy boots. I want a bunch of nuts. I am in the second grade.  
Love,  
Jerry Hodges

Dear Santa Claus,  
I want a doll and a doll house I want a doll house. I am in the second grade. I am seven years old.  
Love,  
Margret Inman

Dear Santa Claus,  
I am in the second grade. Will you bring my little brother a truck and my mother a dress? Will you bring me an electric train?  
Love,  
Don Scott

Dear Santa Claus,  
I want a pellet rifle, also a bicycle and a football and two cap guns and two holsters.  
Love,  
R. C. Welty

Dear Santa Claus,  
I am a little boy in the second grade. I want a pair of boots. I want a holster and gun. I want a truck and electric train. I want a football.  
Love,  
Neill Sumner

Dear Santa Claus,  
I would like a bus and truck. And a glove and a ball and a bat.  
Love,  
Vester Funk

Dear Santa Claus,  
I am in the second grade. Would like to have a bicycle.  
Love,  
Chester Funk

Dear Santa Claus,  
I want a football and a bicycle. Also a cap gun. My sister wants a doll. She is six years old. I want an electric train.  
Love,  
Emily Kay Shirley

Dear Santa Claus,  
I want a doll with a real frilly dress. I want a blackboard and a box of chalk. I want a bicycle with light on the front and a



Letters to Santa Claus

reflector on the back. This may be asking too much but I want a electric iron and a set of dishes.  
Love,  
Mildred Wester

Dear Santa Claus  
I want a doll house and a record player. I am a girl. I am seven years old. I am in the second grade. Hove you.  
Love,  
Lois Christman

Dear Santa,  
I want two guns and anelectric train, a BB gun, a real guitar and a big bicycle. Dear Santa, I have been a good boy Thank you Santa.  
Love,  
Bobby Lee Tyler

Dear Santa Claus,  
We are two little boys, aged three and five years, who have tried to be good, sometimes. First of all, we want to thank you for the very nice Christmas we had last year. This year we would each like to have a two-gun holster set, a tractor, a play watch, and a set of dominoes so we won't loose Daddy's and Mommy's If you can find one

we would like a pony best of all. Don't forget all the other little boys and girls, especially our Randy, eteiao ete etao et shz cousins-Peggy, Mike & Randy.  
Love,  
Le. Jr. and Ronald McMurray

Dear Santa,  
Please bring me a filling station.  
Love,  
Carroll Martin

Dear Santa,  
Please bring me a doll, suitcase and bicycle.  
Love,  
Carolyn Ann Lance

Dear Santa,  
Please bring me a cowboy suit.  
Love,  
Kenneth Walsar

Dear Santa,  
Please bring me a filling station.  
Love,  
Ronnie Bill Bowman

Dear Santa,  
Please bring me a electric train and bicycle.  
Love,  
Joe Dan Woolbright

Dear Santa,  
I am a little girl, six years old. Please bring me a doll, a doll bed, some dishes and ironing board and iron, also some fruit, nuts and candy. Don't forget all the other little girls and boys. And my teacher, Miss Hicks.  
Love,  
Anita Turner

Dear Santa,  
I am a little girl, four years old. Please bring m a doll, doll buggy and a ball, also fruit, nuts and candy. Don't forget Mother and Daddy and my two big sisters.  
Love,  
Betty Turner

Dear Santa,  
I am a little girl, five years old. I have been a good little girl I would like a doll, doll buggy, some dishes, also fruit, nuts and candy.  
Love,  
Juana Joyce Turner

Dear Santa Claus,  
I am nine years old. I am in the third grade. I go to Shirley School. And I have tried to be a good boy. I want a BB gun or an electric car. My Brother, Virgil, is 14 years old. And he wants a Scout ruckshack.  
From  
Don Cocanougher

Christmas Happiness



It's always a pleasure to wish you the Merriest Christmas that you have ever known.

ROBERT THOMPSON



May your holiday be perfect, with all that's good in store . . . and may the New Year be wonderful, 'til Christmas comes once more!

MILBURN SERVICE STATION and CAR LOT

"The Best Place in Town to Loaf . . . Not Enough Customers to Botrer You"

Merry Christmas

To Each of You, Our Friends

C & R CLEANERS



EVERY time we hear a Christmas carol, we're going to think of you. It's folks like you, our customers, who have been so considerate in the years past that make our Holiday complete. So when that day rolls around again, we'll think of you, and wish you a very Merry Christmas!

ERNEST MEDKIEF CONOCO WHOLESALE



Dear Santa Claus,  
Please bring me a real pretty pair of boots, cowboy chaps, and tennis shoes. Please bring me isgoes. Please bring me a hat. Please bring me a ball and bat.  
Love,  
Roger Hamilton

and nuts, too.  
Albert Schroeder  
205 Norton  
Dear Santa Nick,  
Please send me a doll. Please send me a big ball. Please send me a girl's cowboy suit. Please send my big sister a watch. Please send my little brother a cowboy suit. And please send my brother a gun.  
Betty Mae Walsler

Dear Santa,  
Please bring me a army .45 gun and a tool set. Some candy



**Letters to Santa Claus**

Dear Santa,  
I am a 7 year-old boy. Have been very good. Please bring me a hat, house shoes, a bull whip and a station for my train.  
Fill my stocking with candy, nuts and fruits. Remember all my friends, parents and school teachers.  
A little friend,  
Edwin Morrison, Jr.

Dear Santa,  
I am a little boy, seven years old. I have tried very hard to be good. I go to church, and Sunday School, also help my mother. Santa, I won't ask for much this time. I want you to bring me a BB rifle, oranges and candy and mints. Please remember all my little friends, my teacher at school and, also, all the little poor children. I'll be waiting all snug and warm in my bed with the cover pulled way up over my head.  
Your friend,  
Harvey Layne Hudson

Dear Santa,  
I am a little girl, 9 years old. I want a blackboard, a buggy and a doll. My baby brother wants a big ball. My big sister wants a watch. Don't forget the little boys and girls, far away.  
Mollie, Bobby, Rodger and Mildred Jones

Dear Santa Claus,  
I have tried to be a good boy like you ask little boys and girls to do. Will you please bring me a pair of boxing gloves, a pair of pistols and an air rifle, a ball glove and a ball? If you can't bring all of this bring me what you can and be sure to see that all little children have plenty to eat and clothes to keep them warm. Please take them something to play with, Santa.  
Thank you very much,  
Durward Earl Jacobs

Dear Santa,  
I want a nelectric football

game and a basket ball and a basket ball goal.  
Love,  
Stephen Bagwell

Dear Santa Nick,  
Please send me a doll. Please send me a big boy doll. Please send me a watch. Please send me a girl's cowboy suit. Please send mybig sister a teddy bear. My brothers want a pair of boots.  
Judy Louise Palmer

Dear Santa Claus,  
Please bring me a BB gun, a pair of skates, ball glove and a soft ball. Also would like to have a monopoly game and some new house shoes. I would like to have a new jacket. Please bring my little brother a new train and bicycle. Bring us some candy and nuts and fruit. Please remember all the other little boys and girls.  
Your friend,  
Gary Lee Richards

Dear Santa,  
I would like to have a doll, a sewing machine or a wrist watch.  
Love,  
Martha Sue

Dear Santa,  
I want an ironing board for Christmas and I want some story books too. I want some skates. I want a doctor set. And that is all I want for Christmas.  
Bonnie Rae Craig

Dear Santa,  
I am a little girl, seven years old. I am in the second grade. I want a chubby doll and a

scouter and Fannie, my little brother, wants a tractor and a gun. Don't forget the other little girls and boys.  
Your friend,  
Verna Dene Brown

Dear Santa,  
I am a little girl, seven years old and have been very nice. I would like a cry-baby and buggy. Please bring me lots of nuts, fruit and candy.  
Your little friend,  
Linda Carathers

Dear Santa,  
I am a little boy, three years old and I would like a doll, a buggy and a gun. I would really like to have some boots.  
Your little friend,  
Charles Carathers  
PS -- Be sure and bring John. Wear something nice.

Dear Santa,  
I am a girl eight years old. I have tried to be good. Please bring me a bride doll and a Teni doll. Merry Christmas, Santa.  
Love -- Sharon Cooper

Dear Santa Claus,  
I am a little boy. I would like an electric train and a BB gun. Also a wagon and a football.  
Love,  
Clifford Deen

Dear Santa Claus,  
Please bring me a Betsy-Wetsy doll. Please bring my sister one too.  
Love,  
Rosa Roach



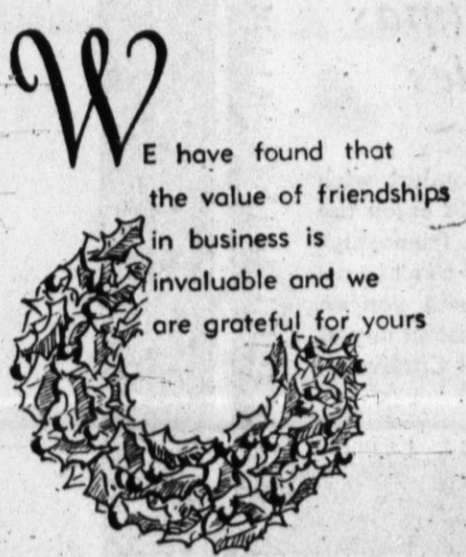
**W. R. (Bill) METCALF**

REAL ESTATE

437 MAIN

HEREFORD

PH OFFICE 854  
RES. 902-W



**A JOYOUS SEASON TO YOU**

HEREFORD

NEWS STAND

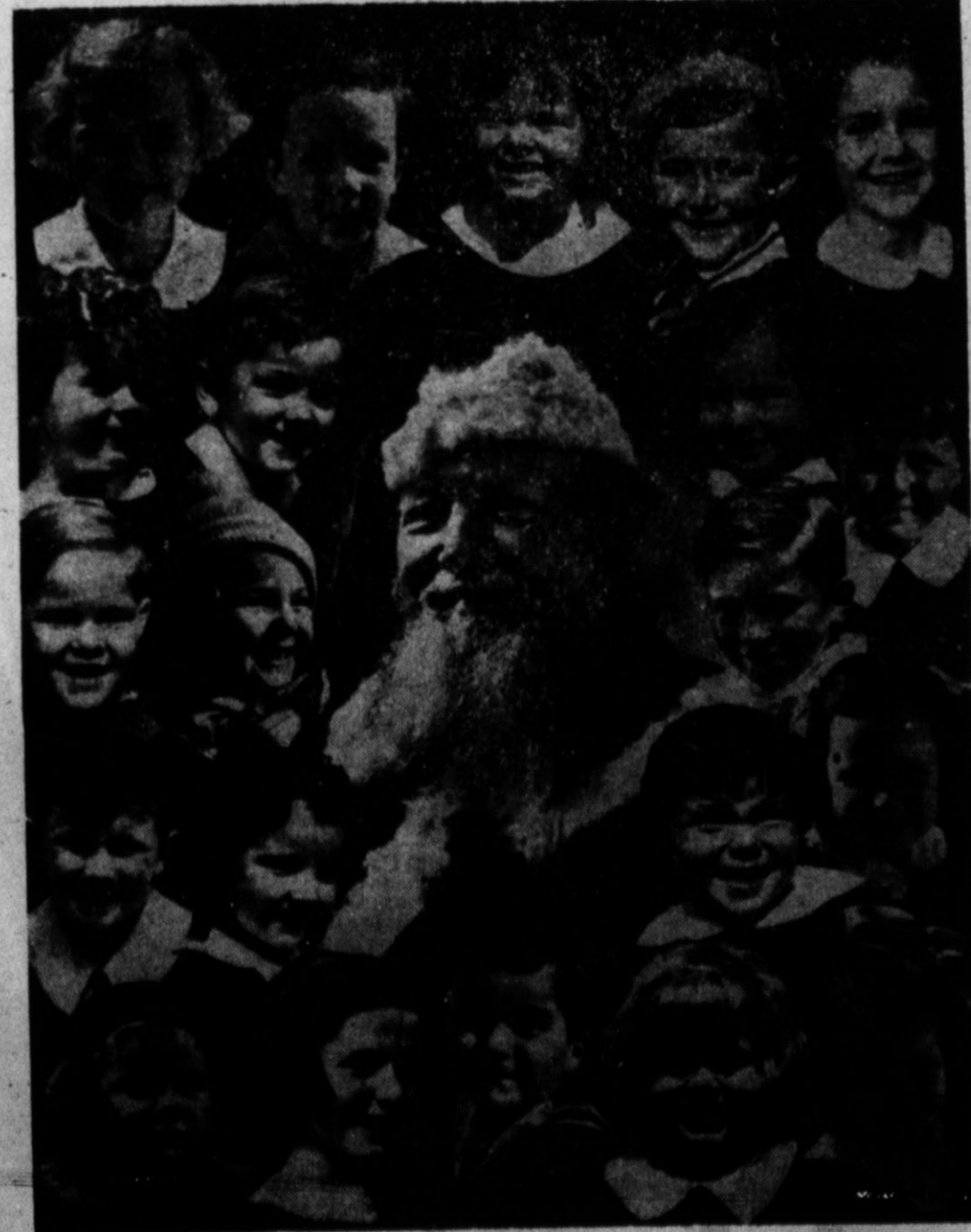
AND EMPLOYEES

Tommy & Inez Peggy Bell Melba Hawkins

Norma Edwards Nelda Tomberlin

Emmarie Turner

**Merry Christmas To You**



From the  
**EMPLOYEES of**  
*West Texas Gas Company*



CHRISTMAS

*Greetings*

TO YOU

**CARL McCASLIN LUMBER CO.**

- |                  |                |               |                   |
|------------------|----------------|---------------|-------------------|
| Carl G. McCaslin | Bill Nunn      | Merle Turner  | Fred Higgins      |
| Harry McCauley   | Glenn Anderson | Mildred Dixon | J. C. Blankenship |
| David Phillips   | Elmore Nunn    | L. E. White   | J. B. Blankenship |
| Henry Turner     |                |               | Ben Childers      |



Dear Santa,  
I love you very much. I have a sister, she is seven. Please bring her a doll and a buggy. Please bring me an electric train, pair of boxing gloves, a filling station, two guns and two holsters.

Love,  
Jesse Maxcy

Dear Santa,  
I am a boy seven years old. I have tried to begood this year. I want an electric train and a strong Bebe gun Mickey Mouse watch.

Love--David Choate

Dear Santa,  
I am a maboy eight years old. I love you very much. I want a B-B gun, and two holsters and two guns.

Thank you  
David Smithers

Dear Santa,  
I am a girl. I am seven years old. I have been a good girl this year. I want a doll house, some little jointed dolls, and some doll furniture.

Love,  
Peggy Lee Metcalf

Dear Santa Claus,  
I have been a good boy most of the time and will you please bring me a cowboy suit with guns and, also, a pair of skates. I will need some candy and nuts and fruit too, of course.

Gene David Dean

Somerfield  
Dear Santa,  
I am a little girl 7 years old and in the second grade. I have been a good little girl. For Christmas I want a life size doll, a doll house, pencil box and candy, nuts and fruit. Don't forget all of my little school



### Letters to Santa Claus

friends and the other little boys and girls.

I love you,  
Elmira Patrick

Dear Santa,  
How are you? I hope you do not forget poor people this Christmas. I would like a wood-burning set this Christmas. I got a train last Christmas. Thank you.

From  
Carol Willoughby

Somerfield  
Dear Santa,  
I am a little girl 4 years old. I have been a good little girl. For Christmas I want a life size doll and a doll house. Also some crazy lkes, candy nuts and fruit. Jo Don wants a tractor. He is two years old and is my little friend. Don't forget the other little boys and girls.

I love you,  
Sandra Patrick

Dear Santa,  
I am a little boy seven years old. This is my first year in school, and I like it very much. Santa will you please bring me a road grader, filling station and a signal light. Please Santa don't forget my teacher, Mrs. Bruner, for she is very nice. Thank you.

Your little friend,  
Tommy D. Sparkman

Dear Santa,  
I am a little boy three and one-half years old and my name is Roy. My brother, Larry, is 22 months. We have been good little boys.

Santa, we would like guns, football helmets, a choo-choo train and a big fire truck.

Merry Christmas to you, Santa. Remember all little boys and girls.

Love,  
Roy and David Pettyjohn

Dear Santa,  
I am a boy eight years old. I have tried to be good this year. Please bring me a Bebe gun, a football, and a Roy Roger's cowboy boots

Love --Henary Ranspot

Dear Santa Claus,  
This year I want a cash register and a pretty big magic skin doll. I want some candy and nuts to eat for celebration. I'll see you the 23rd of December and Christmas Eve. Bye, now

Alice Marie Lueb

Dear Santa,  
I am eight years old and in the second grade at Central School. I have been pretty good this year except some times. I surely would like to have a BB gun and, maybe, a football. Santa, please remember my grandmothers and grandfathers

Edwin Lee

Dear Santa,  
I am two years old. My birthday is April 11. My sister is writing this letter. I want table and chair, dolly dressed in blue, little dress for my dolly and a gun. Please bring all the little girls and boys something for Christmas.

Goodbye,  
Sharon D. Tinnin

PS See on the 25th.  
Dear Santa,  
I am eleven years old. My birthday is January 18. I want a \$7.95 doll at Perry's. I also want a coat, boots, watch, pajamas, a monopoly set and magazine rack. I hope, Santa, you bring all the other children something Merry Christmas and a Happy New Year to everybody.

Daleine Tinnin



Compliments of the  
Christmas Season

C. R. SMITH & SON

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.

YOUR COMMISSIONERS COURT

TROY MOORE, Precinct No. 1  
J. T. GUINN, Precinct No. 3  
L. H. FOSTER, County Judge

G. T. HIGGINS, Precinct No. 2  
JOHN I. MORRIS, Precinct No. 4



The Warm Glow of Christmas Candles

It is our fondest wish that you will enjoy the same warm friendships and associations of those about you on this, the greatest day of them all -- Christmas.

PHILLIPS "66" PRODUCTS

L. L. Womble

IT'S an old and happy custom But it warms our heart to wish each of you a Merry Christmas

Hereford Lumber Co.





Letters to Santa Claus

Dear Santa Claus, I'm a little boy, four years old. I have tried pretty hard to be a god boy, too. When I talked to you over the radio I said all I wanted was a choo choo train and that's all. But, Santa, if you have any toys left over, after giving to all the little boys and girls in the world, please bring me a football and some roller skates

Your Little friend, Jerry Lowe

Dearest Santa, We have been pretty good kids this year. You know how kids are—but we have tried to be good. Body wants a Choo-Choo train, Janis wants a doll,

stove and dishes and Lu Anne wants a doll and her two front teeth. Don't forget our "Cuz" Connie who will be at our home for Christmas. Don't forget all the other little boys and girls and when you visit the sick people at the hospital don't forget to bring home Mama and our ne baby brother, Mike. Thank You, very much, Lu Anne, Janis and Robert Higgins.

Dear Santa, I am a little five year old boy and have moved since you came to see me last year. So be sure and find my new home. I have been a good little boy and would like for you to bring me a jeep

a football helmet and shoulder pads, a dart set and anything else you think I might enjoy. One of your ardent admirers, Charles Kelly

Dear Santa Claus, For Christmas I want a watch and an accordion and shoulder pads. I am ten years old. We are going to Carlsbad. We are going to stay about a week. We get out of school the 21 of December. My name is Dale Taylor. Before we go to Carlsbad I am coming to see you at Hereford, Texas. Love, Dale.

Dear Santa Claus, I am a little boy, nine years old. I am red-headed but now always mean as you have heard red-headed boys are. I would like a chemistry set, a tool set, and a super man suit. I would like for you to bring my little sister a doll and buggy for Christmas. She is two years old. Bring my big brother Don, a model T Ford I would like a wagon. Jackie Joe Hooper

Dear Santa Claus, I would like for you to come and look at our Christmas tree. For Christmas I want a football. If I don't get it, I want a tool set. Please bring me a bicycle. Your friend, Clois Dale

Dear Santa, I want a combine, a plow, a Case tractor, a trailer and a base ball. Please don't forget other good children and my teacher. Love, Edwin Axe

Dear Santa Claus, I am a little girl eight years old. I want a cow girl suit, with boots. I have been a good girl. Your friend, Glenda Joyce Bearden

Dear Santa Claus, I am in the third grade. I live in Summerfield, Texas. I want a bicycle and if I don't get that I want a doll. My big brother wants a football suit. Please don't forget other chil-

dren. Fill my stocking with fruits and candy. I have tried to be a good girl. Your friend, Bette Jean Noland

Dear Santa, I am ten years old. I guess I shouldn't ask for toys but I still like to play with them. I would like most of all to have a bicycle but I am sure that is asking too much so will ask for cowboy boots, wagon, and some sparklers. Also fruit, candy and unta. Please remember all the other boys and girls. Love, Donald Crone

Dear Santa, I have been a pretty good boy, at times. I would like for you to come and see me and bring me two guns, steam shovel, bull dozer, truck, tractor, and a tractor that pulls a wagon and has a little plow with it, little bronze horse, pair of house shoes, candy, nuts and fruit. Don't forget my sister and Billy Joe as they have been good. Also all the little girls and boys everywhere. David Monroe Sellers

Dear Santa, I'm a little girl, nine years old, and have been good this year. I help my mother and grandmother. I would like for you to bring me a bib doll, some doll cloths, doll suitcase, basketball house shoes, blackboard, some games, candy, nuts and fruit. Don't forget my brother and little Billy Joe Wall as they have been good. We will be at Grandmothers this year so leave our things there. Also, don't forget all the other boys and girls bring them lots of nicethings. Patricia Erlene Hyde

Dear Santa, Please bring me an electric steam engine and please bring me a baseball glove and a pair of boxing gloves and a pair of foot ball pants. There is just one more thing that I want and that is a gravel loader. Your friend, Eddie May

Dear Santa, I've been a pretty good girl and am looking for you on Christmas. Please bring me a baby doll, a doll house and furniture, some candy, fruit and nuts and I like bubble gum too. Santa, remember my little brother, Jodie. Bring him a passenger car with suit cases on top as he likes to haul things. Thanks a lot Santa, for my presents last year, I liked them all. I love You. I love you. Donna Rogers

Dear Santa Claus, I have been a pretty good girl. Would like for you to bring me a big baby doll, a blackboard and a doll suitcase. Don't forget my little brother. He would like a car and we both would like some candy fruits, and nuts and please, Santa, don't forget all the other little boys and girls. Thank you very much. Love Beverly Lynn

Dear Santa, I am a boy, I am seven years old I have been a good boy this year. Please bring me a marble game. Love--Louis Parsons

Dear Santa, I am a boy seven years old. I have been a good boy this year. I want two guns, holsters, and a filling station. Your friend-- DDayne Cassels

Dear Santa, I am a boy, I am seven years old. I have tried to be good this year. Please bring me a Thunderbolt model airplane. Your friend--Cary Holt

Dear Santa, I am a boy seven years old. I have tried to be good this year. I want a BB gun, paint set, pair of skates, electric train, and basketball. Your friend, Lynn McDonald

Dear Santa, I am a boy seven years old. I have been a good boy. Please bring me a strong B-B gun, wood burning set, dart gun, Donald Duck watch and a paint set. Love--Roy Dean

Dear Santa, I am a boy seven years old. I have been a good boy this year. I want a B-B gun. I want a bicycle, boxing gloves. Your friend, Ronnie Sterling

Dear Santa, I am a girl seven years old. I have been a good girl this year. I want a doll for Christmas. Your friend, DDeana Grace Natzer

Dear Santa, I am a girl seven years old. I have tried to be good this year. Please bring me a Mickey Mouse watch and a pair of skates. Please bring my little brother a little Merry Christmas. Love --Sheila Owens



"A VERY MERRY CHRISTMAS and a PROSPEROUS NEW YEAR"

SOUTHWESTERN PUBLIC SERVICE COMPANY 25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

TO OUR FRIENDS AND CUSTOMERS

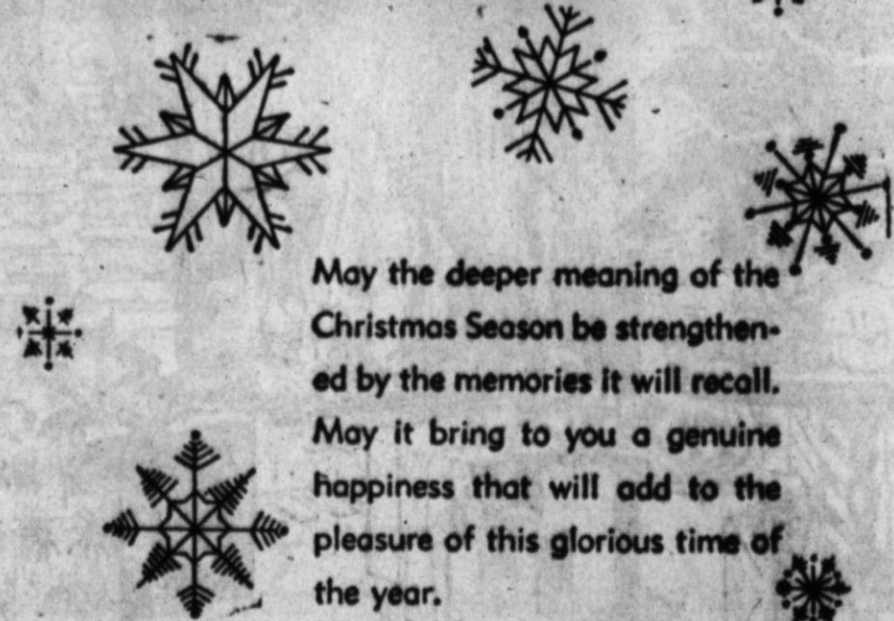


May your every wish for the Holiday Season be realized — that's our wish for you.

CANTRELL JEWELRY

125 MAIN ST.

MERRY CHRISTMAS



May the deeper meaning of the Christmas Season be strengthened by the memories it will recall. May it bring to you a genuine happiness that will add to the pleasure of this glorious time of the year.

While you are enjoying the pleasant moments the occasion affords, we trust you will pause a moment to accept our kindest wishes and sincere greeting of the Season.

TRIPLE 'E' CAFE

AND EMPLOYEES

We will serve our big Christmas Dinner on Saturday, the 24th We Will Close, at 10 A. M., Christmas Day

Christmas Greetings



Christmas is a good time, a pleasant time—the one day in the long calendar of the year when people everywhere lay aside the cares of the every day world.

With gay tidings all around us and with the blessings of the Christmas season so greatly in evidence, let us all acclaim the Yuletide and welcome it with a sincere and heartfelt happiness.

May all of us in our own way observe the customs essential to a joyous and successful Christmas Season.

Alex O. Thompson



Dear Santa,  
I am a boy, eight years old. I have tried to be good this year. I want a dart gun for Christmas.  
Love,  
David Massey

Dear Santa,  
My little sister wants a doll.  
I am a girl, seven years old. I have been a good girl this year. I want a doll with hair, set of dishes and a real watch.  
Love,  
Patsy Fowler

Dear Santa,  
I love you very much. I want a dart gun.  
Love,  
Ronald



truck and, also, candy, nuts and fruit. Thanks for everything.  
With All My Love,  
Monadell Hunter

Dear Santa Claus,  
How dare you? I would like to have a train that whistles and smokes, a large tool set, a large cap gun set, a Dick Tracy Squad Car, also lots of candy, nuts, and fruits. Please remember all the other boys and girls.  
Love,  
Richard Hunter

Dear Santa,  
My name is Jan and I am a girl. I think I have been a good girl. I want a baby Buggy, diaper bag, suitcase and candy and nuts.  
Love,  
Jan Susan Reese

bing game and a nurse. Don't forget others. Merry Christmas and a Happy New Year.  
Virginia Witherspoon

Dear Santa Claus,  
I want a basketball and wagon. Don't forget all the other boys and girls.  
Pat Dudgeon Robbins

Dear Santa Claus,  
I want you to bring me a train, trunk, bathrobe, and some house shoes. My brother wants a tool chest and punching bag. Mother says we have been pretty good boys. Don't forget the other boys and girls.  
Love,  
J. W. Bowman

Dear Santa,  
I have been a good remote-control car. I want a few things to add to my electric train. Remember my little sister, with dolls, dishes and whatever girls like.  
Richard Tackitt

Dear Santa Claus,  
I am a little boy, five years old. Will you please bring me a truck and cash register, some candy, nuts and anything else you want me to have. Don't forget the other little boys and girls.  
Your little friend,  
James Virgil Strange

Dear Santa Claus,  
Please bring me a car and a truck and some nuts and candy, too. Please don't forget my brothers and sisters. I have tried to be good little boy. I am three years old. Be sure and bring all the other little boys and girls something.  
Your little friend,  
Robert Earl Strange

Dear Santa,  
I love you. Please bring me a fire wagon.  
Jimmy Barnhart

Dear Santa,  
I love you. Please bring me an electric train.  
Clyde Thomas

Dear Santa,  
I love you. Please bring me a baby doll.  
Carolyn Hutchison

Dear Santa,  
Christmas is a happy time. I want to get a toy gun for my brother and I want a strong BB gun for Christmas.  
Love,  
Laur Vogler

Dear Santa Claus,  
Please bring me a baby doll with hair and a cash register. I'll try to be good.  
Love, your friend,  
Mery Kay Pruitt

Dear Santa,  
I would like you to bring me a sleepy doll and a telephone for Christmas. I'll go to bed real early if you will promise to come on Christmas Eve night. I am six years old and in the first grade at Central School. I hope you will visit all my friends, too this year.  
Love, Santa  
Paula Ann Lee

Dear Santa,  
This is Judy telling you my wish for Christmas. First of all, a pretty red tricycle and, next, a pretty doll. And just most anything else you want to bring will be fine. I like candy, too.  
Love,  
Judy

Dear Santa,  
I would like to have a doll and a bassinet and a sewing machine, an umbrella, a little coke

Dear Santa,  
I saw you at school December 2 and wanted to squeeze you. I am a little boy, eight years old. Will you please leave me a baseball, bat and glove. Santa, think of my two little sisters, Nancy and Sandra, and please don't leave Uncle Kelly and Aunt Myrtle out.  
Your little friend,  
Reed Green

Dear Santa Claus,  
I want a rubber doll and doll house for Christmas.  
Betty Jean Irvin

Dear Santa,  
I would like a doll and a doll house and a paint set. I would like a stocking full of candy and nuts. And, too, I would like a pair of skates. And I would like you to take toys to other boys and girls.  
Your friend,  
Monna Day Calhoun

Dear Santa Claus,  
I want an air rifle and a boy an arrow. And a baseball glove. And some candy and an apple and some nuts and, I guess, that is all.  
William Ponder

Dear Santa,  
Mother said that I have been a good girl this year. I am 9 years old and I want to have a



HUCKERT RADIO SERVICE

# SEASON'S GREETINGS



Not from the standpoint of custom only do we send you this message of Christmas cheer, but with genuine appreciation of our pleasant associations in the past. We extend to you our best wishes, and may happiness and prosperity be yours through all the year.

ED SKYPALA

Your Borden Routeman

# 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.



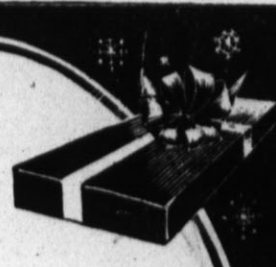
# GREETINGS

As you decorate your Christmas tree and light the Yule logs  
May you accept our best wishes for a glorious Christmas Season

The Little Fashion Shop  
Smart Clothes for Smart Women

HEREEORD TRUCK LINES  
AND EMPLOYEES





ONE of the real joys of Christmas is the opportunity to put aside the routine of every day business and with genuine sincerity, wish our customers

**ROSE & BARBER**

*A Merry Christmas*



### Letters to Santa Claus

Edsell Roe

Dear Santa, Please bring me a rope and bicycle.

Love, Garland Sanford

Dear Santa, Please bring me a tricycle.

Love, Danny Bumpass

Dear Santa, Please bring me a doll wagon, suit case

Love, Yolanda Hernandez

Dear Santa, Please bring me a doll buggy and tricycle.

Enedina Zamora

Dear Santa, Please bring me a cowboy suit, rope set and filling station.

Love, David Drager

Dear Santa, Please bring me a doll, and a Doctor set.

Love, Kay Caraway

Dear Santa, Will you bring a doll with a buggy and bring my sister a coat for Christmas and bring my mother a suit.

Love, Alice Encinas

Dear Santa, I love you. Please bring me a bicycle.

L. N. Treadway

Dear Santa, I love you. Please bring me a tony doll.

Tommie Kay Robinson

Dear Santa, I love you. Please bring a car and trailer.

Don Winget

Dear Santa, I love you. Please bring me a set of dishes.

Sandra Houston

Dear Santa, I love you. Please bring me a pair of guns.

Craig Griffith

Dear Santa, I love you. Please bring me a bicycle.

Dear Santa Claus, I am a little boy six years old and in the first grade. I've been pretty good so would you please bring me some cowboy boots and a two-gun holster set? Don't forget my little sister Pamela. She is just one year old and I guess she wants a doll. Fill our stockings with candies, nuts, and fruits.

Thank you, Craig Griffith

Dear Santa, Merry Christmas to you Santa Claus. I am asking for more toys. I would like to have a dirt hauler please. I would like a steel wagon.

Love, Buddy Bob Campbell

Dear Santa Claus, I want a magic doll and doll houses for Christmas.

Katherine Ann Irvin

Dear Santa Claus, I want a bat and a ball glove. I want a basketball. I want a wind-up tractor with detachable trailer. I would like a mickey mouse watch. Thank you for the things you gave me last year.

Jerry Don Lance.

Dear Santa Claus, My name is Joellen Hamilton and I'm a little girl almost two years old. My Mommy and Daddy say I have been a very good girl.

I would like you to bring me a baby doll with clothes on and a rocky horse. Please remember my Uncle Don and Uncle Roger and all the other little boys and girls.

Thank you, Joellen Hamilton

Dear Santa, We have been good boys and girls. Charles Neal wants a little football and a pair of boots, airplane and two guns. Bring my sister a doll and little dishes. My sister's name is Alice June. Bill wants a pair of boxing gloves and boots. Mother wants a new Chrysler for Christmas. Grandma wants a hairbrush.

Love, Bill, Chrles and Alice and June Callaway



Streu Hardware

## "Ford's Out Front On Night Before Christmas

"T'was the night before Christmas--the children were dreaming.  
Of a Ford in their Future ---smart, swanky, and gleaming  
And Mother and I gaily grinned, for we knew  
That this wonderful dream was about to come true.  
Then out in the driveway wheels crunched on the snow  
And the Ford dealer gave us a cherry "hello".  
He wasn't the Santa Claus type, -- he appeared  
Without any reindeer, a pack or a beard.  
But when he drove up in that elegant bus  
You bet he was Santa, in person to us.  
"Merry Christmas," he said, with a smile that was pleasant,  
"The Ford in your future is now in your presence."  
Well, Mother was eager and I was agog  
So we took the new Ford for a nice little jog.  
A jog? It was more like a journey on wings,  
What zest in that motor! What ease in those springs!  
With Queen size in comfort, and King size in brakes,  
We laughed, "Ford's out front with whatever it takes."  
So, proud as a Princess and rich as a Lord,  
We glowed with our glory in having a Ford,  
And thought, "When the kids start their Christmas Day Hunt,  
For Presents, they'll find that a 'FORD'S OUT FRONT!'"

--Barton Braley

MERRY CHRISTMAS AND A HAPPY NEW YEAR

from

DUDLEY GREEN, ARCHIE SCOTT, AND THE EMPLOYEES AT

HEREFORD MOTOR COMPANY



Our fondest wish is that we could see each of you at this time of the year to personally wish you a Merry Christmas. We'd also like to tell you how greatly we appreciate all the fine things you have done for us, the nice patronage that has been ours, the friendly associations and the goodwill of the people of this community.

During the Christmas season no doubt we'll get to see many of you, to express these sentiments to you personally. But to those of you with whom we do not have this opportunity, we send the best greetings for Christmas. We hope you will accept this as a personal message and that you will know we are thinking of you at Christmastime.

**D & S VARIETY STORE**

AND EMPLOYEES



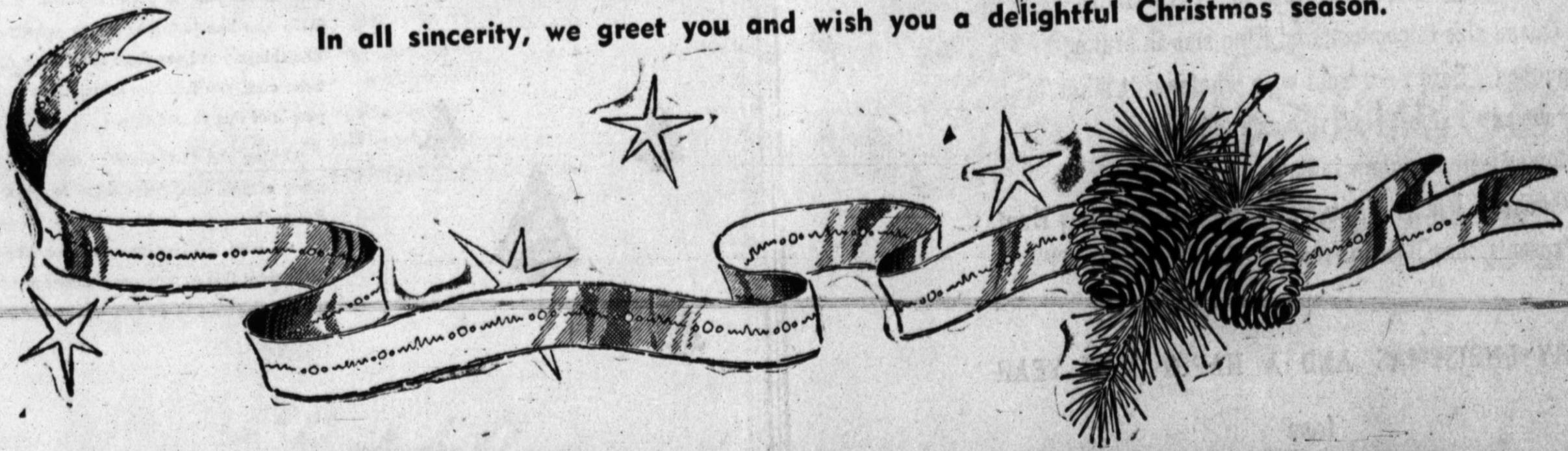


# CHRISTMAS GREETINGS

Throughout the coming year, the best way to enjoy the same happiness which we experience at Christmastime, is to keep the spirit of the Yuletide uppermost in our thoughts each of our days.

Let us resolve to acknowledge our friendships more often . . . not with fine gifts particularly, but with some kind word of encouragement which will enable our friends to meet the difficult situations with which all of us are confronted from time to time. Such thoughtfulness will enable our friends to preserve the traditions of an American Christmas on through the future.

In all sincerity, we greet you and wish you a delightful Christmas season.



## FRASER MILLING COMPANY



CHRISTMAS  
1949

# The Sunday Brand

SECTION  
FIVE

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Sunday, December 25, 1949

## SILENT NIGHT --- HOLY NIGHT



### Come to the Church of Your Faith Christmas Day

Christmas is a day of giving and remembering! Remember His teachings on this day . . . Each of the Churches in Hereford have planned special music and special Christmas services . . . join a world in prayer and peace and good will to man!

Hereford churches will observe Christmas each in their own way over the week end, just as they have been doing for the past week. Music, usual backbone of the holiday season, started with the "Messiah" a few weeks ago and continues up to Christmas Day in the churches.

All Hereford churches have extended an invitation to friends and visitors to worship with them Sunday, Christmas Day.

Christmas Week started Monday evening in the First Christian Church when Miss Theima McMini directed the Christmas Cantata, entitled "Memories of the Holy Night." A Glee Club of some 200 voices from High School and Junior High School took part in the program.

Wednesday evening the Children's division of the First Methodist Church gave a Christmas program. Every child in the division took part in the program and each child was instructed to bring a toy, new or used, to be packed to send to needy children.

Regular services will be held in the First Methodist Church on Christmas Day. The services will be broadcast. There is no better way to spend Christmas than in Church, so let's not let the holiday interfere with the church service.

The First Presbyterian Church will have a special program with special music to extend the Christmas spirit Christmas morning. A capacity crowd attended the program last Sunday evening when holiday music was presented. The Church Choir gave a special program.

R. E. Rieger, District Pastor of the Seventh-Day Adventist Church, closed his series of meetings at the Church at Third and Lawton Sunday night. There were films shown before the study on Temperance. D. E. Latham, manager of the Texico Book and Bible House, Amarillo, met with the group and displayed a large number of Bibles and books which make ideal gifts for Christmas.

"The Life and Spirit of Christ is the only standard of excellence of perfection; and the only safe course is to follow his example. If we do this he will guide us by his counsel and, afterwards, receive us to glory," said Rieger.

The Sunday School offering Sunday in the First Christian Church was used as Christmas offering for Juliette Fowler Homes. The White Gift Service was held Sunday night at the evening service.

Wednesday night, there was an All-Church party in the Christian Church. After a covered dish supper there was a Christmas program given by the children of the Sunday School. This included a three-act play, entitled, "The Littlest Shepherd," presented by the Chi Rho Fellowship and directed by Mrs. A. R. Ford and Pat Sullivan. Santa Claus arrived and presented treats to all the children.

First Christian worship service Christmas Sunday will be at 10:50 a. m. after the 9:45 Sunday School. The CYF group from the First Christian Church of Amarillo presented the program at the evening service held last Sunday night, assisted by Ray London who welcomed them and Ruby Barclay who gave the prayer. The story was of the Other Wise Man, told by Linda Lane of KGNC.

A Christmas program was held in the home of Mrs. W. E. Dameron Tuesday to which all the women of the Woman's Council of the First Christian Church were invited. Boxes of food were packed to send to shut-ins for Christmas. Mrs. Harold Shearhart lead the program and Mrs. Ellis Coombes had the devotional. Mrs. Earl Phillips presented the music. Mrs. Roy Smith gave the Christmas story.

On Christmas morning in the First Christian Church members of Beginners, Primary and Junior Departments will view a film depicting the Christmas story in place of the regular Sunday School studies.

Sunday night in the First Baptist Church the college students of the church will present their annual Christmas program.

The traditional mid-night Mass of Christmas will

be held as usual at St. Anthony's Church. Father Dominic Kenney, pastor, will be celebrant of the Mass and the Choir will be under the direction of Gene Albracht. Mrs. Robert Kershen is organist. Due to the lack of space, only a limited number of Parishers can be admitted to this Mass.

On Christmas morning at the Parish at 8 o'clock there will be another Mass at which the school children will sing Christmas carols. The last Mass will be at 10:30 Christmas Morning.

Tuesday evening, December 27, Father Dominic will be host to all the men and grown boys of the Parish at a holiday social in the school hall. The school children's annual party was held December 18. Gifts were provided by St. Anthony's Guild.

Christmas services will be held Christmas Eve at the St. Thomas Episcopal Church, Ninth and 25-Mile Avenue in Hereford at 7 o'clock in the evening. That will be a communion service.

Thursday evening at the Episcopal Church there was a service in which Right Reverend Bishop Quarlesman confirmed new members. Wednesday evening they had a Christmas program for the children. It was a Children's service after which they were taken to Mrs. Bob Brummel's home for a Christmas party.

A Christmas program by the children and Choir of Immanuel Lutheran Church was held Wednesday night at the church. There was a Christmas tree and gifts were for children. They will have Christmas services Christmas morning.

Regular services will be held Christmas morning at Hereford Church of Nazarene with pastor, Rev. Roy Bickford in charge. The Nazarenes had their regular Christmas program and Tree Wednesday night at the church. Gifts were exchanged and the public was invited.

Assembly of God Church held a Christmas party Friday night in the church. Gifts were exchanged. A Christmas sermon will be delivered Christmas morning, by Rev. S. E. Eldridge.



## Evolution Of Santa Claus From Old St. Nicholas Is An American Story

Christmas has rolled around once again and Santa Claus with round red cheeks, jolly smile and chunky figure looks the same as he did nearly 90 years ago.

His creator was Thomas Nast, one of America's greatest cartoonists. During the early 1860's he was asked to illustrate Clement Clark Moore's poem, "A Visit to St. Nicholas," better known to us as "Twas the Night Before Christmas." The result was Santa Claus as we know him.

Santa's creator was born in Bavaria in 1840, son of a musician in a Bavarian army band. When he was a fat little boy of six, Thomas' father left Germany to enlist in the United States navy and Thomas' mother brought the boy to New York to live.

Along about the time stocky Tommy was 15 he landed his first job as an illustrator for Leslie's Weekly at \$4 a week. By the time he was 20 he was sent to England by the New York Illustrated News to sketch the



**POET WINS MEDAL**—Robert Frost, left, famed American poet, receives the "Gold Medal Award" from author Mark Van Doren on behalf of the Limited Editions Club. The award was given for Mr. Frost's book, "Complete Poems."

a spy-glass so that during the year he might pick out the good children from the bad, and also a big book in which to write their names and keep their records.

This conception of Santa Claus first appeared in 1863. Since that time, the pictured Santa has been the same, although the spy-glass and pipe seem to have been dropped by the way.

### Star Of Bethlehem Continues To Puzzle Modern Scholars

Once again Christendom sees the Star of Bethlehem and, like the Wise Men of old, rejoices with exceeding great joy.

Astronomers have discounted possibilities that the Star may have been a natural phenomenon since such phenomena occur too far from the earth to serve as any sort of local guide. Modern opinion is, however, inclined to hold that there was a Star—although the story probably has been touched by Oriental imagery.

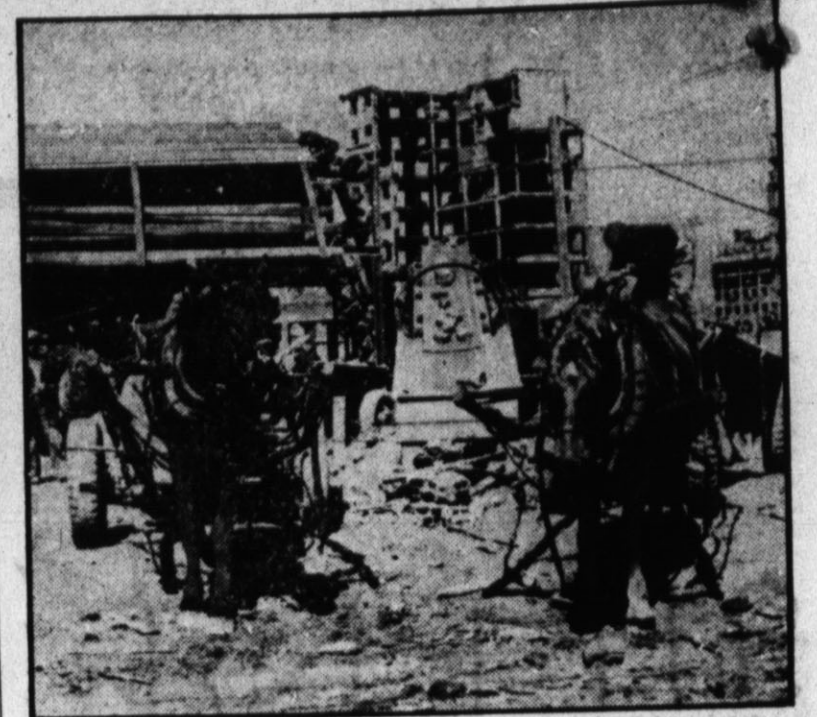
St. Matthew suggests that even

the Wise Men may have lost sight of the star while they were in Jerusalem; hence, they rejoiced when it reappeared to their vision as they approached the Manger of Bethlehem.

Come to think of it, astronomers have sought an astronomically authentic star—and found it not; historians have sought an historically human Jesus of Nazareth—and are still arguing whether or not they have found Him; even zealous theologians, striving to harmonize messianic and eschatological theories with the illusive historical and human Jesus, have sometimes lost sight of the Babe in the Manger Who from His lowly stable draws unto Himself all who are weary and heavy-laden.

Pressing close to that sacred Manger, Christendom glimpses the Star of Bethlehem once more and rejoices in the light of righteousness and peace which has conquered every tyranny that evil men could think of, the light that shineth in the darkness and shall not fail.

A "glabrous" man is a bald one.



**REBUILDING WARSAW**—Rubble in war-torn Warsaw provides the bricks badly needed for the reconstruction of the city. Special mills, located near the devastated areas, are grinding and sorting the rubble for the concrete-mixing machines. The carts behind the horses are being loaded with rubble bound for the mill.



SEASONS GREETINGS

J. K. BAKER

KATHLEEN BAKER

Heenan-Sayers fight, an outstanding sports event of the day.

In 1862 he joined the staff of Harper's Weekly and began the series of emblematic drawings which continued throughout the Civil War. From these he created certain trademarks that have been the inspiration of cartoonists down to the present—notably the Republican elephant and the Democrat donkey.

Famous as the political symbols are today, Nast's Santa Claus probably holds first place in the hearts of Americans. Before Nast's day, a few artists had drawn Santa on one occasion or another, but could not seem to agree on how the old gentleman should look.

Nast changed all that. He located Santa's home at the North Pole and gave him a sleigh drawn by reindeer. He drew the familiar, fat, merry old fellow with red cheeks and white beard, dressed in red, wearing a cap and boots, carrying a pack of toys and smoking a short pipe. The artist then gave Santa

Greeting's



The tide of good will again is full across the earth. Our wish is that it flood your heart with happiness and make this your Merriest Christmas.

CLOSE REXALL DRUG  
and all Employees

to wish you  
**HAPPINESS**  
at Christmas

There's a wealth of happiness in store for you this Christmas if all our wishes come true. On this, the most glorious season of the year, we are thinking about our legions of loyal friends who have made possible a successful year for our organization. You have been considerate and liberal with your patronage and we are truly appreciative of all you have done to make the past year an enjoyable one.

That's why, at Christmastime, we welcome the opportunity it affords to express our sincere thanks and to wish you a pleasant holiday.

**Sears Grain Company**



## History Of The New Year Goes Back As Far As Ancient Egypt

Everywhere throughout the world for thousands of years man has celebrated the passing of time. He has done so in various seasons and to the accompaniment of different customs — but always the holiday has been one of gladness and joy, of hope and brightness, of light and laughter.

The history of the celebration of New Year's Day goes far back into antiquity. It is only in relatively recent times that New Year's day has been observed on January 1. The holiday has been a movable one and various races have marked it in different seasons. For instance, the ancient Persians and Egyptians celebrated New Year's on September 22, the autumnal equinox, while the

Greeks did so at the winter solstice, December 21. The vernal equinox, March 22, marked the beginning of the year for the Jews.

At the New Year season through the ages, man has taken new stock of himself, and has pledged himself to higher, finer things and has resolved that ere the year ends, he will have done those things which would move him nearer Utopia.

New Year's Day has always been actively celebrated in the United States and from Colonial times to the present it has been a day of great significance. Presidents have received the public at great receptions on that day, and the custom of visiting friends

**Pic-Tours of Europe**  
ROYAL OPERA HOUSE, COVENT GARDEN, LONDON.

**IN BRITAIN**  
THIS WINTER THE THEATRE OPERA, BALLET AND CONCERT SEASONS WILL FEATURE CELEBRATED ARTISTS IN EXCITING PROGRAMS. LONDON, NOTED FOR ITS BURLINGAME SOCIAL LIFE, HAS MORE THAN 45 LEGITIMATE THEATRES.

ARRANGEMENTS ARE NOW BEING MADE IN EUROPE TO HELP TRAVELERS WHO ARE INTERESTED IN VARIOUS PHASES OF EUROPEAN LIFE AND CULTURE TO MEET EUROPEANS WITH SIMILAR INTERESTS.

**SWEDEN IS WORLD-FAMOUS FOR ITS MODERN GLASSWARE, TEXTILES, FURNITURE AND OTHER APPLIED ARTS. EVERY YEAR MANY AMERICANS GO THERE TO SEE FOR THEMSELVES HOW SUCH ARTICLES ARE MADE.**

look back over the past and also, in a prophetic way, could look into the future.

He was represented with a key in his hand symbolizing his power to open doors and gateways, and this holiday was one of great gaiety lasting several days.

The festival was not observed in midwinter, but in the spring, when the Roman year began, and had only 10 months. Later, when two months were added to the calendar, January and February were placed at the beginning of the year and New Year was celebrated on the first of January.

The "first foot"—the first person to enter the house on New Year's Day—plays a significant role in the family's future fortunes, according to several old superstitions concerning the beginning of a new year.

To bring good luck, the first arrival must be a dark man, but if he also brings a gift and "carries in" more than he "takes out" then the house is assured peace and plenty for a whole year. The most auspicious gift, as luck bringer is a lump of coal or a red herring.

The first Christmas card was designed in 1843.

Poinsettias which have come to be a "must" for Christmas decorations owe their name and popularity to an early American diplomat, botanist and scholar—Joel Roberts Poinsett.

Mr. and Mrs. Lloyd Sharp and family will spend the holidays in Clovis with relatives.

Mrs. Roberta Dyar will leave Thursday for New Orleans where she will join friends enroute. They will spend the holidays sightseeing there.



Wishing You A

**Joyous Christmas**

**BILL WOLFE**



DR. C. D. KELTON

and relatives is one which has survived until the present.

New Year's eve seems, to be growing in popularity as a time of jollity and good fellowship and the average American feels lost unless he can "go somewhere" and "do something" on the turn of the year.

Of the many legends and traditions which have grown around the significance of the New Year, the one most persistent is that what you do on the first day of the year, will be an indication of what will happen in the months to follow.

As an example, to open a bank account at New Year's was considered lucky in old England. So deep-seated was the general belief in the "first thing" de-

termining "future things" that even after the festival was declared a general holiday, many clung to their old-time beliefs, and to insure work for the coming year would set the pace by spending at least an hour or two in some useful pursuit.

The first day of the year has been more generally observed than any other holiday and over a longer period.

Omens of good luck have always been associated with the new year, all founded more or less upon the belief that a supreme power was vested in some unseen deity who could bring good luck if properly appeased, or mete out punishments.

The Romans named their new year in honor of Janus, the two-faced god, who had the power to

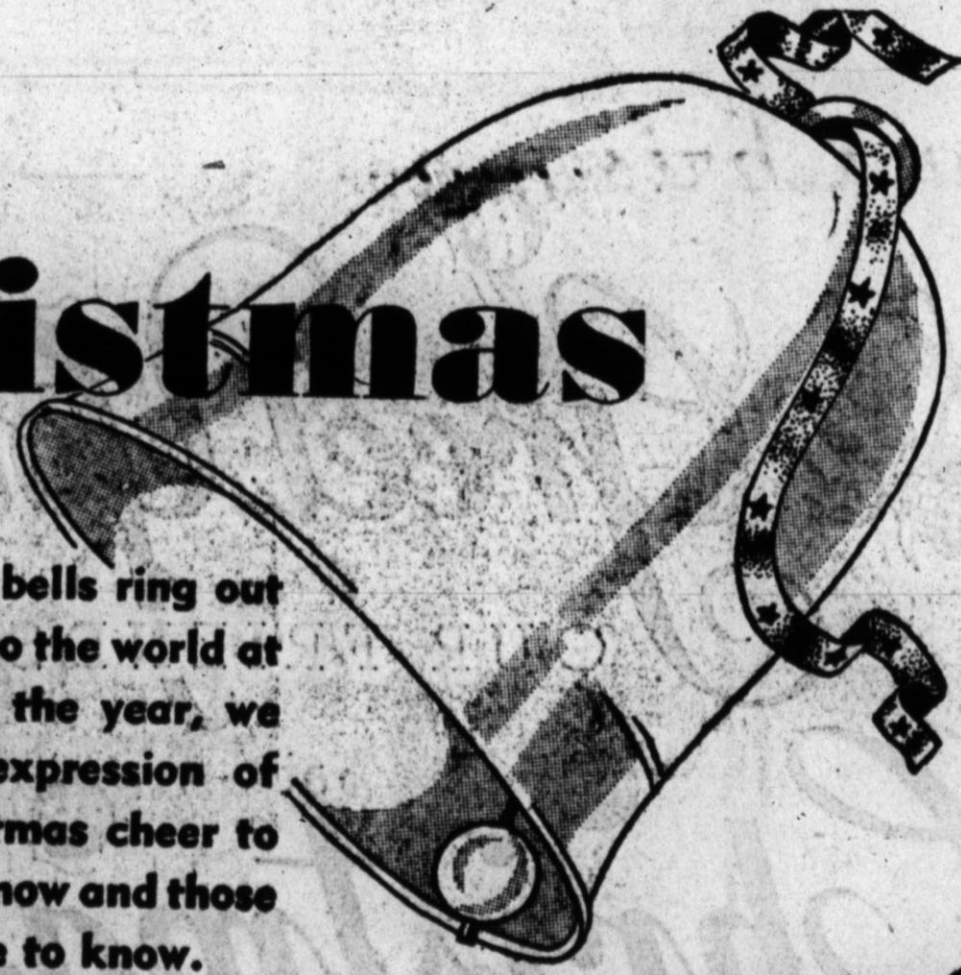
# Christmas

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

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

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

**HEREFORD WRECKING COMPANY**  
AND EMPLOYEES



*Greetings*

## Tidings of Joy



The glory of the Lord that shone on the shepherds in the hills near Jerusalem, undimmed across the centuries, is radiant as ever this Christmastime. Let us all share its warmth and happiness together.

THE *Vogue*

For "the Lady of Fashion"



### Ancient Legend Of The Yule Log Is Retold By Christmas Fires Annually

In Virginia, the old Dominion, storied land of early American history, there is an old tradition of the origin of the Yule log that is retold every Christmas.

As the family sits around the Yule log and sips their Christmas eggnog on Christmas eve, the ancient legend is recounted again.

One very cold Christmas eve, when the frosty wind howled across a world of snow, an old man was sitting in his little cabin wishing that he had a fire to warm him.

Suddenly he heard the cry of a little child—away out in the cold. The old man hobbled to the door and gazed out across the snow. The wind and the snow came rustling in and the old man shivered until his "onliest two tee" chattered with cold.

The plaintive cry of the child came again above the whistle of the wind. It went straight to the old man's heart and he

great log rolled across the threshold and into the fireplace. The little child looked at the log with eyes like stars—stars which sent gleams of light that kindled the log with the most brilliant fire the old man ever had seen.

The dingy little room immediately was filled with radiance and warmth, and as the light enveloped the child he laughed with a melody like a song from the heart. The old man turned his eyes to where the fire burned and watched the flames leap in beautiful rainbow tints over the log, and as his old eyes watched, the colors seemed to form the shape of the Cross in the fire.

The flames of the Cross leaped higher and higher, blue, red, yellow and white, and as the old man watched this display, suddenly and magically there appeared a table in the center of the room, covered with a Christmas feast such as never before had been spread before his eyes. And never again was the old man hungry or cold, and never after that was there a Christmas in old Virginia without the Yule log and the Christmas Child to give light and warmth.

And that is the story of the Yule log as it is told in Virginia every Christmas eve.

### Pilgrims Deplored Observance Of Day "Called Christmas"

Puritan disapproval of Christmas celebrations disembarked from the Mayflower with the Pilgrims in 1621 and, accordingly, Governor Bradford issued a statement publicly rebuking certain young men who declined to work on December 25, "ye day called Christmas."

This first New England Christmas—or non-observance thereof—should not be credited as the first Christmas an American soil, since Leif Eriksen spent a winter or two on the North American continent around the turn of the 11th century.

Leif was a Christian, and it is likely that members of his crew were Christians, too; although it is quite possible that some had accepted the faith without remodeling their pagan natures, since King Olaf's methods were ruthless and his command "Be baptized or else!" left them little choice.

Undoubtedly, flagons of crude

### WEEKLY CROSSWORD PUZZLE

Here's the Answer

|                               |                             |
|-------------------------------|-----------------------------|
| 1,8 Pictured inventor         | 1 Run away                  |
| 10 Flexible (abbr.)           | 2 Turkish coins             |
| 11 Idolls (abbr.)             | 3 Indian army (abbr.)       |
| 13 Postal                     | 4 Indigo                    |
| 14 Metal                      | 5 Stream                    |
| 15 Obsolete                   | 6 Body part (abbr.)         |
| 17 Revoke                     | 7 Alleged force             |
| 19 Showy in dress             | 8 Had on                    |
| 21 Salt (suffix)              | 9 Expunge                   |
| 22 Hearing organ              | 10 Writers of verse         |
| 23 Postscript (abbr.)         | 12 Treatise                 |
| 24 Rough lava                 | 13 Fall in drops            |
| 25 Depart                     | 14 Itinerant                |
| 27 Biblical pronoun           | 15 Boy with magical lamp in |
| 28 Doctor of Divinity (abbr.) | 16 Disorder                 |
| 29 Public notice              | 17 Conscience               |
| 30 Mother                     | 18 Recover                  |
| 32 Editor (abbr.)             | 19 American humorist        |
| 33 Id est (abbr.)             | 20 Poem                     |
| 34 Exist                      | 21 Scottish bog             |
| 36 Harem room                 | 22 Expert                   |
| 38 Land measure               | 23 Provided with niton      |
| 39 He invented the machine    | 24 Royal Navy (abbr.)       |
| 42 Hymns                      |                             |
| 44 Mast                       |                             |
| 45 Moon-goddess               |                             |
| 47 Prevarications             |                             |
| 48 Threefold                  |                             |
| 50 Message                    |                             |
| 53 Royal Italian family name  |                             |
| 55 Unyielding                 |                             |

raw wine fermented from the grapes of Leif's Vinland were passed around and the celebration may have been rather boisterous, but in all fairness to Leif—who, according to excellent testimony, was a sincere convert—it is reasonable to assume that there was a trace of religious observance.

Perhaps Leif remembered the few words of Latin prayer he learned at the time of his conversion and recited them in honor of the birthday of the Redeemer he had accepted. Thus, the first Christmas in America was observed.

While the litter from Christmas packages is still about, be particularly careful of smoking. Hot ashes dropped on tissue paper or a carelessly-tossed match could result in tragedy.

December 25 was decreed as the date of Christ's nativity by the Roman emperor Julian who began his reign as a Christian, but reverted to paganism before his death.

Mrs. Earl Osburn and son, Tommy, Chandler, Oklahoma, will visit during the holidays with Mr. and Mrs. Lindal Murray. Mrs. Osburn is Mrs. Murray's mother.



### REALTORS YOUR HEREFORD

J. C. RICKETTS, President

|                               |                   |
|-------------------------------|-------------------|
| Mrs. Bruce Rose, Sec'y Treas. | J. G. Weir        |
| Frank Barber                  | Charles Sowell    |
| J. B. Elliston                | E. B. Posey       |
| E. S. Ireland                 | Sam Nunnally      |
| W. R. Metcalf                 | I. O. Crosthwaite |


## MERRY CHRISTMAS

and

## HAPPY NEW YEAR

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### WADE CLEANERS



WE WISH TO send you a message of good cheer for the Holiday Season, and to wish you a Season of joy and contentment.

And we are not without appreciation when thinking of the splendid patronage that has been ours. Thank you for whatever part you may have had in the progress of this firm.

## Happy Christmas

OUR WISH FOR YOU AND YOURS

### RUTHERFORD & CO.

# 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.

## CONSUMERS





PLAINS INSURANCE AGENCY  
Jno. H. Patton Mrs. N. E. Moore Wm. H. Patton

### Christmas Of 1804 In Fort Dearborn Won't Be Repeated

Surely there will never be another Christmas celebration like the one in Chicago in 1804. Captain John Whistler (grandfather of the painter who painted the famous "Whistler's Mother") was in command of the garrison at Fort Dearborn and he decided that there should be a great feast—complete with music, dancing and a splendid Christmas tree. Soldiers from the garrison went a-hunting in the woods just north of the river and came back with a fat buck deer, some rabbits, a raccoon or two, a few wild turkeys. Added to the roasting pig (contributed by some festive-minded citizen) and the magnificent Christmas pudding, these morsels provided abundance for all. Everybody—the civilians and the military—drank a toast to Thomas Jefferson, the President of the United States.

The punch was "dizzy" and there were fiddles and drums and a couple of fiddles to play for the dancing.

It was getting late when a watcher in one of the blockhouses gave a warning shout that Indians were approaching; but they turned out to be friendly Indians who came bearing gifts to the feast. They watched the white folks dance, and when the whites were exhausted, the redskins took the floor and began a wild, whooping dance of their own which climaxed Chicago's unique Christmas celebration in 1804.

Elaine Thompson, sophomore at Phillips University in Enid, Oklahoma arrived home Saturday to spend the holidays with her parents, Mr. and Mrs. Robert L. Thompson, in Hereford.

Mr. and Mrs. Joe Smith will leave for Silverton Friday to spend part of the Christmas week end. They will visit in the home of Mr. Smith. They will come back to Hereford Saturday.

Mr. and Mrs. R. L. Dowell, Sr., expect R. L. Dowell, Jr., and family of Amarillo and J. D. Dowell and family of Tucumcari, N. M., as Christmas guests.

Mildred Morehead will spend Christmas in Canadian with her mother.

### FOOD... through the ages..



Copyright 1950 J. V. Clark

### TAKE YOUR CHOICE OF SIX

### Isn't One New Year's Day Enough?

Six New Year's Days in one year? Suppose the mythical traveler reached Arabia on September 4. He would find a great salaaming, gift-giving and a general air of festivity. The reason: New Year's Day, Mohammedan version. And that isn't all. In Abyssinia, New Year's Day falls upon September 10. In conclusion, were you in Jerusalem on October 3, you would have arrived in time to help celebrate New Year's Day there—or Rosh Hoshana, as it is called, the Hebrew "head of the year."

... Yes, a very Merry Christmas to you, our friends of this area... and our most sincere thanks for all you have done for us... for being friendly, cooperative, dependable... for making it possible for us to have a most successful year.

**PALO DURO SALES**  
INC.  
AND EMPLOYEES

WESTERN  
FLOWER SHOP  
wishes you  
MERRY CHRISTMAS  
and  
HAPPY NEW YEAR

Bettye Owen Tommy Mathies  
Beatrice Hutson Lela Dishman  
Roy Peet

**ROBERSON SERVICE STATION**  
DEWARD ROBERSON

Christmas and another year has passed. To us here it has been a year of accomplishment and satisfaction. But without your friendship and goodwill, and the friendliness of other splendid folks like you, such achievement could not have been possible.

So we say thank you. Thank you very sincerely for the contribution you have made toward our success this year. We hope that your Christmas will be a Merry one.

SEASON'S GREETINGS

**HOWARD GAULT**





TO WISH YOU THE BEST OF

# CHRISTMAS CHEER

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

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



## SHELTON TIRE EXCHANGE

### MERRY CHRISTMAS

**OUT WITH THE OLD!...**

**IN WITH THE NEW!...**

**AND A HAPPY '50 FOR YOU...**

LP GAS THE MODERN FUEL

# BLANTON BUTANE, Inc.



**LONG WAY TO GO**—Making a bicycle trip from Quebec, Canada, to California, Joseph Camerlengo, 18, of Somerville, Mass., and Charles A. Mead, 18, of Norwell, Mass., make a stop at the White House in Washington. On hand to greet them is White House doorkeeper William Simmons.

### Russian People Are Also Able To Say "Merry Christmas"

"S Rojdestvom Kristovym." That's what a Russian would say to you if you were in Russia on Christmas day and he wished to extend the season's greetings. The phrase is the Russian's way of saying: "Merry Christmas."

In the past, the Russian's Christmas was closely associated with his church; but now the day is observed now that the religious life has been subjugated in the Soviet, one would have to be behind the "iron curtain" to know.

But it was not always like that. In other days, the Russian Christmas was much like the Ukrainian. There was a Santa Claus known as "Dedushka Moroz" and there were traditional gifts of red boots for children and golden slippers for young girls.

In certain parts of the country the "baboushka" (grandmother) was the legendary dispenser of gifts. According to one story, she repented of unkindness and ever since has tried to make amends by distributing gifts to children at Christmas.

### Naturalized Citizen That's Our Santa

Santa Claus as Americans know him is a naturalized American citizen, and as such is America's contribution to the Christmas legend. That's the opinion of Dr. Gustav O. Arlt of the department of Germanic

languages on the Los Angeles campus of the University of California.

"The Norwegians who settled early in America brought the first version of the modern Santa Claus, who in Europe had been known as St. Nicholas, but never adequately personally described," said Dr. Arlt.

"When the American Clement Moore described the jolly, rotund gentleman in minute detail in his poem, 'Twas The Night Before Christmas,' he assumed the proportion of living legend and thus became an integral part of Christmas legend and folklore," the professor stated.

Jane Welch, student at Hardin-Simmons University, is home to spend the holidays in Hereford.

Maple sugar and rubber are both sap from trees.

## MAY OLD SANTA REMEMBER YOU WELL

We hope the old gent just brings loads and loads of nice things to make this the happiest Christmas of them all.



## SQUARE DEAL AUTO CO.

### Merry Christmas

TO YOU,... YOU... and YOU!

We sincerely believe we have a host of friends in this community, none of whom do we wish to overlook in saying "Merry Christmas". We would like to see each of you personally to express our Christmas sentiment, but this we cannot do.

As you read this, please keep in mind that it is written with sincere appreciation of the good fellowship we have enjoyed. Whatever has happened within the past year—come what may in the future— at Christmastime we like to forget the tribulations caused by conditions and pause for a few minutes of peaceful meditation with our friends.

We wish you a season of joy and a new year which will see peace and good will for all.

# MORRIS EASLEY PHILLIPS "66" SERVICE

Intersection Hiways 51 & 60



### Santa Affected By Restrictions

It's difficult to understand, but the genial spirit of Christmas, Santa Claus himself, hasn't always had it easy. There have been occasions when laws or traditions or regulations have put certain curbs on the old gentleman. Here are some examples:

In Newark, N. J., Santa is required to pass a stiff physical examination before he can serve in a department store. And even then he is barred from kissing any of the children who perch upon his knee.

In Charleston, S. C., charity Santas have been forbidden to make a pitch on public streets on the grounds that children flocking in to see them may create a traffic hazard. And in Washington a few years ago, when the postmaster general was asked to print a Santa Claus stamp at Christmas time he rejected the proposal with a scornful, "I should say not!"

Outside the U.S.A. Santa has had trouble, too. In Montreal,

Canada, an influential organization fought against holding of the city's annual Santa Claus parade on the ground that it was "merely a display of grotesque and vulgar buffoonery." A prominent journalist in Rio de Janeiro fostered a movement to do away with Santa Claus (Papa Noel) in Brazil and substitute a toy-bearing grandfather Indian. In Mexico City the minister of education recommended that the Aztec god Quetzalcoatl, instead of St. Nick, should bring gifts to children.

In the field of opinion, Santas have entered some detractors. A Prof. Ivan E. McDougle, sociologist at Goucher college, Baltimore, declared: "The Santa Claus myth has lived too long. Parents should substitute philosophy"—whatever that is.

A Toronto psychiatrist got in his blast: "It should be made clear to children," he said, "that Santa Claus is not necessarily a real man any more than any other character out of a story book."

Mr. and Mrs. Nanette McMurray will be hosts Thursday night to personnel of the Bus Station.



**HUNT QUEEN**—Sharon Saunders, above, was named queen of the hunt season at Sullivan County, N. Y. Dressed for the part, she seems to have lots of arrows, but no bow. Bow, that is, not beaux.

the most treasured play place in the little girl's life," he said.

He contends boys from ages 2 to 7 mostly enjoy "transportation" play—trucks, cars and boats.

Mr. and Mrs. R. J. Naylor returned last week from Odessa where they visited with Mr. Naylor's daughter and family, Mrs. E. E. Speers. The Naylor's have gone to Odessa with Mrs. Speers earlier after she had visited them here.

Will Moran will spend Christmas with her son and daughter Mr. and Mrs. D. W. Moran in Adrian.

Mr. and Mrs. S. O. Nelson and family plan to spend the holidays in Oklahoma City with friends and relatives.

### New Years Resolution

In the opinion of some of the nation's leading psychiatrists, the practice of making New Year's resolutions is "silly."

They believe that any person going around making resolutions and informing all and sundry of his decision is something of an exhibitionist and, in addition, is being childish.

The experts add that these persons "probably never carry out the resolutions anyway."

Some agree that New Year resolutions have little value. They feel that resolutions aren't the best way of curbing difficulties and correcting one's self. They point out that, instead, the best method is giving thought to what causes trouble and trying rationally to correct these faults.

Children especially, the experts argue, should not be encouraged in "making resolutions." They contend a "child should be taught to do the best he can at all times and not save his difficulties for any particular time, and attempt to tear them all up by one superhuman effort that is almost sure to fail."



**NO TIME FOR BAGPIPES**—As Scottish-Americans began celebrating the annual Feast of the Haggis in Chicago, J. Moran, acting as chef, serves up generous portions of haggis—that's made of sheep's or calf's pluck—to killed members of the Illinois St. Andrew society. They are, from left, Will Wood, James Manwell and George Wood.

## GREETINGS OF THE SEASON

Wishing you the best of everything this joyous 1949 Yuletide Season.

THE STAFF OF  
**KPAN**

860 ON YOUR DIAL

### Toys, Good Grades

How did you choose the toys for your youngsters this Christmas?

A New York toy manufacturer declares that only a few parents will select the proper playthings for their children each Christmas.

Most, he said, buy toys that please themselves, rather than the children.

The man, who owns a company that makes creative playthings, warns that "gadgety" toys may be harmful and frustrating. And, he adds, children quickly tire of them.

"The best toy a parent can buy," he said, "is a set of plain unpainted, wooden unit blocks. Children will use and enjoy them from age 18 months to nine years."

He said that girls between age 2 to 7 mostly enjoy "transportation." He said the corner should be supplied first with a large wooden stove, bed and cupboard. "The doll corner will become

# Merry Christmas



## 1949

Down through the ages comes the glorious Christmas story. In this timeless, ageless season we greet our friends and neighbors.

## A HOLIDAY THOUGHT

The Yuletide Season brings with it the pleasant thoughts of friendly associations in the past. It reminds us of the splendid patronage that has been ours to enjoy and the confidence shown in our organization manifest most forcibly by the continuance of your goodwill.

We sincerely trust that we may continue to enjoy the same amicable associations throughout the years to come.

We wish you a Merry Christmas!



With the coming of every Christmas Season, We realize more fully the value and pleasure of friendships. Every year we can look back over a period of happiness achieved only through your confidence, your loyalty, and your courtesies. Throughout the coming year, we'll attempt to be worthy of that confidence.

There are many precious moments during the Christmas festivities . . . the moment the children first eye their preents . . . the moment you read the greetings of forgotten friends . . . and as you follow the many time-honored traditions of genuinely happy Christmas, we send our wishes for a future filled with good health, good will, and a pack of happiness to last a lifetime!

CITY FOOD STORES

# Deaf Smith County Meat COMPANY

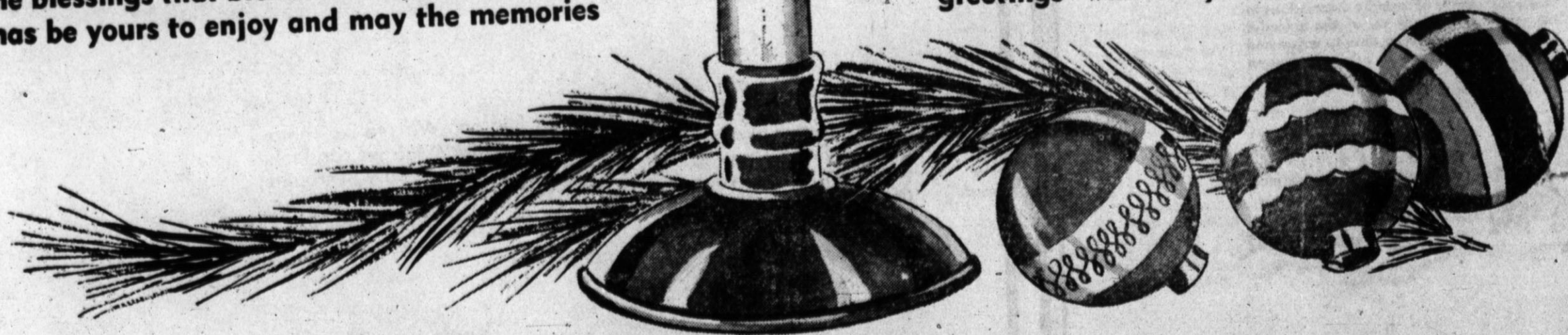




## AND THE BEST OF GOOD WISHES

A new Christmas season is upon us and once again we find ourselves eagerly awaiting the opportunity to extend compliments of the season to those about us. It is our sincere wish, and we believe it will be fulfilled, that Christmas this year will bring great joy and contentment to you, your loved ones and friends. May all the blessings that blend into a perfect Christmas be yours to enjoy and may the memories

of a happy season remain with you throughout the days of the coming year. We also wish to add our appreciation for the loyal friendships of this organization. Your consideration and thoughtfulness will inspire us to greater things and we trust we may continue to be worthy of these friendships. To know you and to serve you is a privilege and we hope these words of greetings will truly convey our gratitude.



# THE HEREFORD CLINIC

R. R. WILLS

L. B. BARNETT

M. W. NOBLES

C. E. RUSH

Grant Fuller  
Dorothy Phillips

and Staff  
Virginia Hartman  
Alma Hendrick

Bettye Jordan  
Tom Martin (Janitor)  
Beverly Barkley



# The Sunday Brand

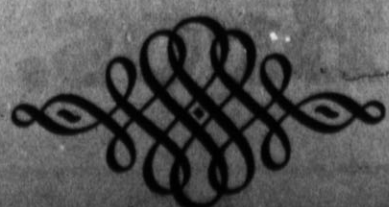
Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Sunday, December 25, 1949

## 'Twas The NIGHT BEFORE CHRISTMAS

'Twas the night before Christmas, when all through the house  
Not a creature was stirring, not even a mouse;  
The stockings were hung by the chimney with care,  
In hopes that St. Nicholas soon would be there;  
The children were nestled all snug in their beds,  
While visions of sugar-plums danced through their heads;  
And mamma in kerchief, and I in my cap,  
Had just settled our brains for a long winter's nap, —  
When out on the lawn there arose such a clatter,  
I sprang from my bed to see what was the matter,  
Away to the window I flew like a flash,  
Tore open the shutters and threw up the sash.  
The moon, on the breast of the new-fallen snow,  
Gave a luster of midday to objects below;  
When what to my wondering eyes should appear,  
But a miniature sleigh and eight tiny reindeer,  
With a little old driver, so lively and quick,  
I knew in a moment it must be St. Nick.  
More rapid than eagles his coursers they came,  
And he whistled and shouted and called them by name:  
"Now, Dasher! Now, Dancer! Now, Prancer and Vixen,  
On, Comet! On, Cupid! On, Donner and Blitzen.  
To the top of the porch, to the top of the wall!  
Now, dash away, dash away, dash away all!"  
As dry leaves that before the wild hurricane fly,  
So, up to the house-top the coursers they flew,  
With a sleigh full of toys,—and St. Nicholas too.  
And then in a twinkling I heard on the roof  
The prancing and pawing of each little hoof.  
As I drew in my head and was turning around,  
Down the chimney St. Nicholas came with a bound.  
He was dressed all in fur from his head to his foot,  
And his clothes were all tarnished with ashes and soot;  
A bundle of toys he had hung on his back,  
And he looked like a peddler just opening his pack.  
His eyes, how they twinkled! his dimples, how merry!  
His cheeks were like roses, his nose like a cherry;  
His droll little mouth was drawn up like a bow,  
And the beard on his chin was as white as the snow.  
The stump of a pipe he held tight in his teeth,  
And the smoke it encircled his head like a wreath.  
He had a broad face, and a little round belly  
That shook, when he laughed, like a bowl full of jelly.  
He was chubby and plump,—a right jolly old elf,—  
And I laughed when I saw him, in spite of myself.  
A wink of his eye and a twist of his head  
Soon gave me to know I had nothing to dread.  
He spoke not a word, but went straight to his work,  
And filled all the stockings; then turned with a jerk,  
And laying a finger aside of his nose,  
And giving a nod, up the chimney he rose.  
He sprang to his sleigh, to his team gave a whistle,  
But I heard him exclaim, ere he drove out of sight:  
"Happy Christmas to all, and to all a good-night!"





Christmas  
GREETINGS

There are many thoughts that go through the minds of each of us at Christmas . . . impressions that remain with us for days to reflect the happiness that prevails everywhere at the Yuletide Season.

From Christmases past there are remembrances of associations with loved ones and friends . . . of tokens of esteem from those about us . . . there have been Christmas festivities . . . family reunions . . . religious worship . . . the joy of giving . . . and the happiness that comes from being remembered. These and many others are the impressions that make Christmas meaningful and joyful.

It is our sincere wish that you may enjoy every one of these blessings this Holiday Season . . . that the Christmastide this year may be the most impressive of them all.

Merry Christmas, all!

The Folks at the  
**HEREFORD LOCKER**  
and  
**COLD STORAGE**



**FOR VISITORS TO ROME**—This Italian girl models one of the religious souvenir scarfa which will be available in Rome, Italy, during the Holy Year of 1950. Hundreds of thousands of Catholics from all over the world are expected to make a pilgrimage to Rome.

**Officers And Warrant Officers Released By Program May Enlist**

Officers and warrant Officers who are being released from active duty under the new program as set up by Defense Secretary Johnson may enlist in grade one with the exception of those whose commissioned service commenced subsequent to 22 March, 1948.

Those officers who were commissioned after 22 March 1948 may be enlisted in a grade commensurate with their training and experience, as outlined in WD Pamphlet 12-16.

Former Regular Army enlisted men who served on duty as Reserve Officers or who were discharged to accept temporary commissions as officers or appointment as Warrant Officers may make application for reenlistment within six months after termination of such officer or warrant officer service and may be enlisted in the following grades without regard to whether or not a vacancy exists in the appropriate enlisted grade.

Any Regular Army enlisted man who served on duty as a Reserve Officer or who was discharged to accept a temporary commission of warrant in the Regular Army is entitled to reenlist in the permanent enlisted grade held prior to such discharge.

Any Regular Army enlisted man who was discharged to accept a temporary appointment

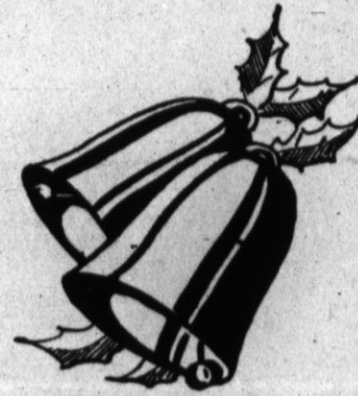
as a warrant officer in the Regular Army and such temporary appointment was terminated to accept a temporary commission is entitled to reenlist in the Regular Army in the permanent enlisted grade held prior to such warrant officer service and

Any former Regular Army enlisted man who held a permanent specialist rating before his commissioned or warrant officer service will be enlisted in a grade outlined in Special Regulation 615-105-1.

Additional information and assistance is available at the County Court House, Third floor, Phone 145, Hereford, Texas.

Mrs. Vivian Rickay, San Berdino, California, will spend Christmas with her sister, Mrs. Sadie Redwine, in Hereford.

**G**RATEFULLY acknowledging your thoughtfulness and patronage during the past twelve months, we extend Best Wishes of the Season to each of you. May it be our privilege to continue to be of service to you in the months to come. It is our purpose to serve you to the best of our ability. Our heartiest good wishes are with you.



for a  
**Merry Christmas**

**HEMBREE JEWELRY**  
Mr. and Mrs. Bill Hembree

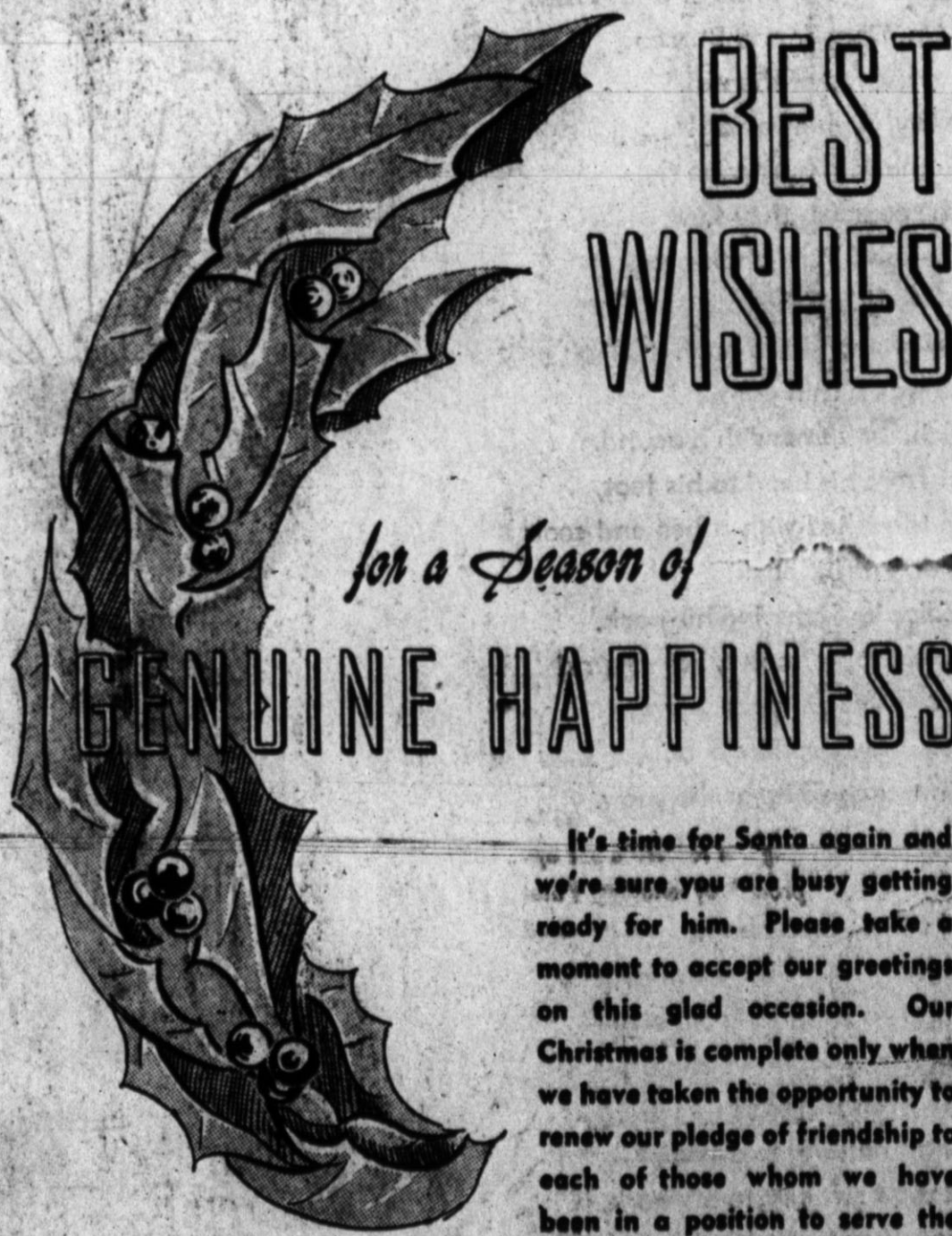
★  
**CORDIAL★GREETINGS**

★ AND A NOTE TO SANTA—

We know you are busy—so's everybody else. We just want to remind you that here in this community are the finest folks in the world, and we are hoping that you will remember them well in your Christmas Eve travels. Our friends here are deserving of all good things. Please don't forget them!



**Anthony's**  
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.

**Beavers Bros.**  
Motor Co.



YES, VIRGINIA, THERE IS A SANTA CLAUS!

### After Half A Century A Famous Christmas Editorial Still Appears In Print Each Year

Just a couple years more than half a century ago this Christmas, on December 21, 1897, there appeared in the editorial columns of the New York Sun what has become one of the best known and most-popular of American classics. The editorial, published under the now famous title, "Yes, Virginia, There is a Santa Claus," was written by Frank Church of the Sun's editorial staff. It was in the form of a letter to a little girl, Virginia O'Hanlon, who had written the sun to settle a burning question. Her letter follows:

"Dear Editor: I am eight years old. Some of my little friends say there is no Santa Claus. Papa says: 'If you see it in the Sun, it's so.' Please tell me the truth—is there a Santa Claus? Virginia O'Hanlon." The editor mulled this over there in a busy office in which human problems paraded every hour of the day. After scribbling on a piece of copy paper a few moments, Church wrote: "Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's are little. In this great universe of ours, man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge. "Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas, how dreary would the world be if there were no Santa Claus. It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. The eternal light with which childhood fills the world would be extinguished. Not believe in Santa Claus! You might as well get your papa to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if he did not see Santa Claus coming down, what would that prove? "Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those which neither children nor men can see. Did you ever see the fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders that are unseeable in the world. "You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not even the strongest man, nor even the united strength of all the strongest men that ever lived could tear apart. "Only faith, poetry, love, romance can push aside the cur-

tain and view the picture and eternal beauty and glory beyond. Is this all real? Ah, Virginia, in all the world there is nothing else real and abiding. "No Santa Claus! Thank God, he lives, and he lives forever. A thousand years from now, Virginia, may ten times ten thousand years from now, he will continue to make glad the hearts of children." Since that editorial first appeared in the Sun, it has been republished in newspapers throughout the world many thousands of times. Never a Christmas has passed, in the fifty-two years since it was written that Frank Church's reply

### Jesus Son Of Mary, Born Of Lineage Of King David

**GOSPEL OF ST. MATTHEW**  
And all the generations from Abraham to David are fourteen generations; and from David until the carrying away into

Babylon are fourteen generations; and from the carrying away into Babylon unto Christ are fourteen generations.

to a little girl's question has not been in print in some newspaper somewhere. And now, after more than half a century, its words are as bright and shining as they were in the beginning.

was minded to put her away privily. But while he thought of these things, behold, the angel of the Lord appeared unto him in a dream, saying, Joseph, thou son of David, fear not to take unto thee Mary thy wife.

And she shall bring forth a son, and thou shalt call his name JESUS; for he shall save his people from their sins.

Now all this was done, that it might be fulfilled which was spoken of the Lord by the prophet, saying:

Behold, a virgin shall be with child, and shall bring forth a son, and they shall call his name

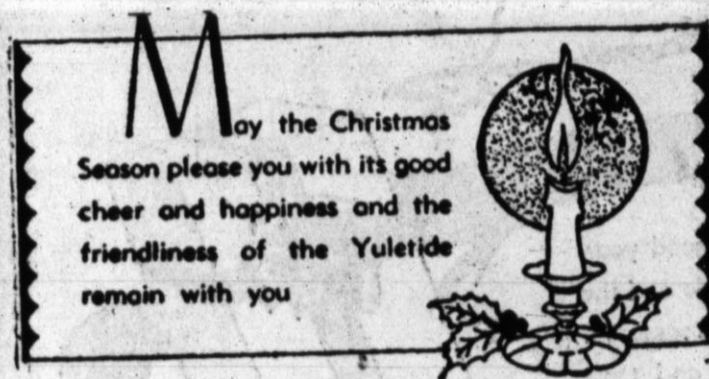
Emmanuel, which being interpreted is, God with us.

Then Joseph being raised from sleep did as the angel of the Lord had bidden him.

(From the first chapter of the Gospel according to St. Matthews, with the omission of verses recounting the genealogy of the House of David)

Mr. and Mrs. Ernest Wade and Betty will spend Christmas in Tulla with Mrs. Wade's parents, Mr. and Mrs. J. V. Avent.

January 1 became generally accepted as the first day in the year in 1752.



May the Christmas Season please you with its good cheer and happiness and the friendliness of the Yuletide remain with you

LUTHER PEVELY



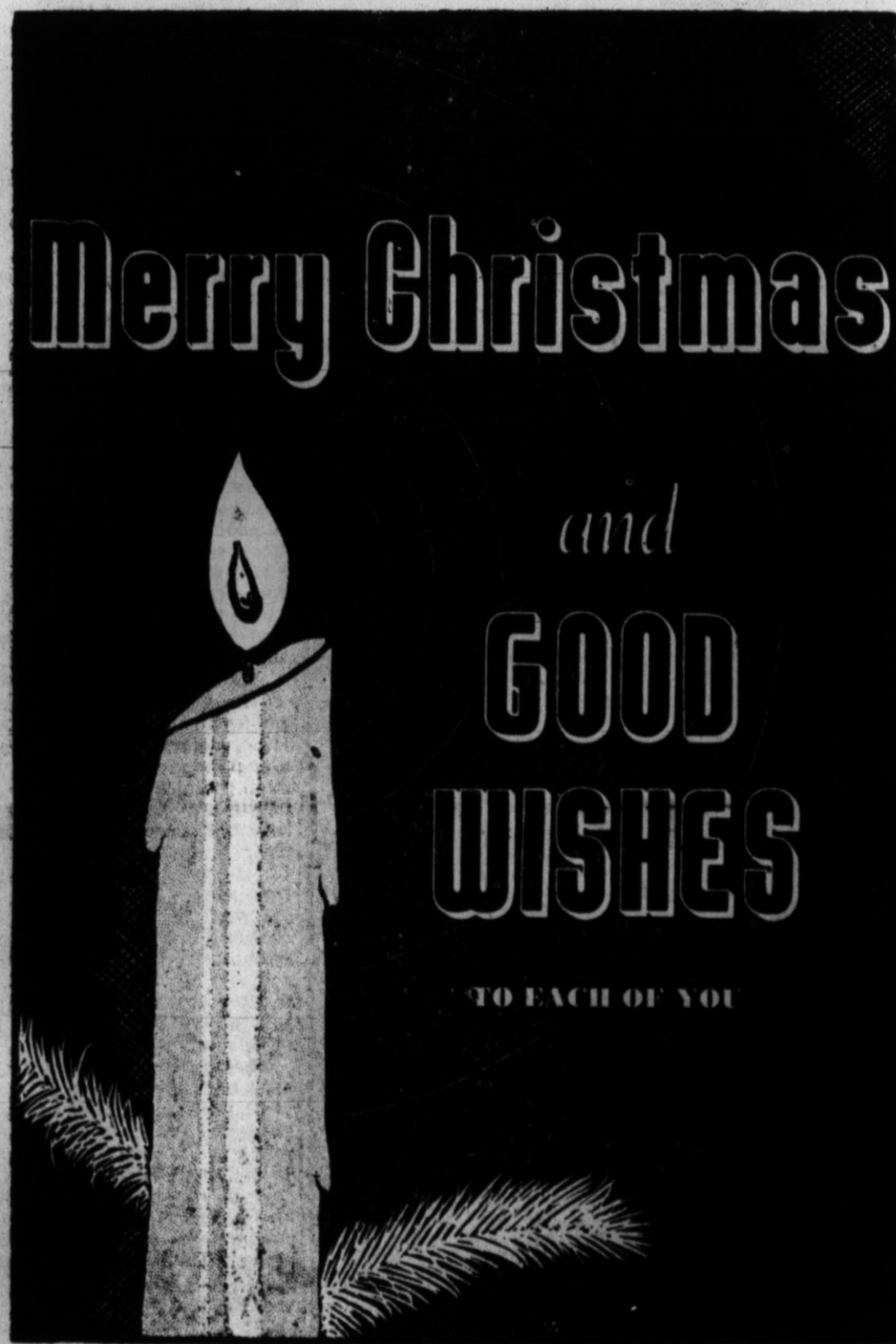
OUR SINCERE

Good Wishes

As the Christmas bells ring out to herald the approach of another Yuletide, we are reminded of the many pleasant associations enjoyed during the past year. In appreciation of your friendships may we extend our very best Christmas Wishes.

LEE LITTLE

GOODRICH STORE



## PACKARD MILLING COMPANY

- |                  |               |                     |
|------------------|---------------|---------------------|
| FRANK A. GYLES   | AND EMPLOYEES | WILSON GYLES        |
| JNO. ALBRACHT    | A. S. BELL    | BILL CRAIG          |
| GENE CURRY       | JNO. ROGERS   | GIANT MINOR         |
| LEON McCUTCHEON  | W. G. DAVIS   | E. P. GOODNIGHT     |
| H. G. SCARBROUGH | BERRY ORR     | JOE MAPES           |
| G. M. IMMELL     | BYRDIE FELLER | FRANK G. GYLES, JR. |





and best wishes for good fortune through the coming year.

Dr. R. E. Lingenfeller



SENDS BELLS TO FRANCE—Clair M. Roddewig, left, president of the Chicago and Eastern Illinois Railroad, presents bells to the Right Reverend William Cousins, auxiliary bishop of Chicago, to replace bells of Littry-les-Mines in France. The Littry bells were damaged beyond repair in tolling the joyous news of the American invasion. The C&EI bells were used on steam locomotives.

BOOKS ON PARADE

'The Rio Grande, River of Destiny' Is Another Of River Book Series

By CORINNE JENNINGS Photographers as well as history lovers will delight in Laura Gilpin's "The Rio Grande, River of Destiny," in which over 200 beautiful and fine photographs are used in illustrating a story of that river.

Although Miss Gilpin is well known as a photographer she is said by an authority to have done a good job of reporting in the book as well. She put in three years of hard work, traveling by foot, horseback, aeroplane and automobile to study and collect material for this photographic portrait of the Rio Grande.

Beginning at the river's source in the high country of Colorado, pictures of mountains, snow, trees, clouds and the valleys along the stream supplement the story wherein cowboys, their horses and other equipment feature the ranch country. Sheep, their tenders, and other phases of sheep ranching have their place, too.

Fishermen, sunlight and storm shadows along the mountain stream furnish many artistic subjects for the camera, as do prospectors, forest rangers, loggers and industries of the land at this point.

The San Luis Valley of Colorado beds the river in its downward flow, furnishing many agricultural scenes. Holiday events in form of rodeos and other western pleasures play a big part in the community's affairs and business. Old forts, some in good repair and others in ruins, along with other pictured relics give a clue of the past.

Arriving at midstream, the gorge between the high country and the lower terrain presents a wonderful opportunity for some wild, rough and rugged scenes.

Reaching the still lower country of New Mexico, the stream flows along past old pueblos, ancient Taos ruins, missions, both old and new, abandoned mills and at one place three large ship anchors lie in a cemetery. How they got there is a matter of con-

jecture and many tales have been told about them, none of them proven.

It is here too, that the Indians, their pueblos clustered together in small villages, affording material for both camera and the writer in studies of their religion, customs, dress and culture.

The same country holds the Spanish speaking people with their Spanish heritage left them by the early Spaniards, explorers, soldiers and padres. Many missions built in the early days under the direction of the padres had definite influence on their religion, culture and mode of living.

As the river flows on into still lower country of New Mexico it widens and slows its speed as it gives more of itself to the people living along its banks for the many industries that feed from it. Pictures of crops, industries and the people who live along the stream vary as the history of the river continues to change.

Reaching El Paso and then the Juarez Valley, the stream glides through the Big Bend country, sometimes called the "Hell Country," until it reaches the delta of the Gulf of Mexico. A river which began in the Rockies in the pines ends its pilgrimage among the palms of a tropical land.

This is a book which will have to be seen to be really appreciated. Along with another of the river series, The Ohio, it has been placed in the library recently. The American River series is still in the writing but the following are on the library shelves: The Missouri, Upper Mississippi, The Sagamon, The Mackenzie, The Wabash, The Arkansas, The Shenandoah, The Colorado, Powder River and Swanee River.

Mrs. J. J. Boydston, librarian, says there is a Lake Series also in the writing for those interested in the lakes of America.

The past year has been a good year. Many new friends have been made and the relationships of old friends are reassured. These associations we treasure and trust it will be our privilege to enjoy them for many more years to come.

Christmas Greetings!

SHARP & EDWARDS MOTOR COMPANY

May Your

CHRISTMAS

be a Happy One

This is the sincere wish of every member of this organization.

We are deeply appreciative of the opportunity we have had in serving you . . . and we truly hope that for each of you, this may be a day of great joy.

HEREFORD SUPER MARKET

- L. W. Carlyle
- Henry Cloyd
- Opal Merrill
- Chas. Sanders
- Walter Richards
- Leonard Spurlock
- Joe Woolery
- Pete Wilson
- Jimmy Burkett
- Gaylord Newell



SEASON'S GREETINGS WITH REGARDS AND BEST WISHES TO ALL

Elmo and Ethel Fridley

GREETINGS and Good Wishes

It is our sincere wish that we may have a part in making your Christmas full of good cheer and fellowship. We want to add something to the happiness of every person in this community.

Perhaps this little message will help you forget the unpleasant incidents and experiences of ordinary days. May brighter days be the compensation for your sacrifices toward making this a better world in which to live. May you find the beauties of life around you and the opportunities for the service it affords.

HAILE DRUG AND EMPLOYEES



### Bringers Of Gifts Range From Santa To Knight Ruppert Around The World

In America on Christmas Eve there is a merry tinkle of sleigh bells as Santa Claus drives up in a sleigh drawn by eight reindeer. He drives from roof to roof, pausing just long enough to climb down each chimney. From a huge pack on his back he fills the children's stockings with toys and goodies. Gifts that are too large to be stuffed in the stockings are put on the Christmas tree or stacked underneath it.

This is Christmas in America—but it is not always Santa who brings the gifts to children in other lands.

The Dutch children anxiously await the arrival on Christmas of St. Nicholas. He was the bishop of Myra, so he is dressed in the traditional bishop's robes of black, wears a mitre, and carries a crozier.

He rides a white horse and is accompanied by Black Peter, his page boy. Instead of hanging up their stockings to hold the gifts, the Dutch children place their wooden shoes in the chimney corner before going to bed. On the window sills they leave a bunch of hay for "Sneiper," the bishop's white horse. It is customary for St. Nicholas to overturn chairs and leave the room

in general confusion for Christmas morning. English children wait for a Santa Claus who closely resembles our own. They also find gifts tied to a green Christmas tree, but this custom has been in effect only since Queen Victoria was a young bride. She married Albert, a German prince, and it was he who introduced this Christmas custom to England from Germany.

It is an angel who leaves the gifts in Czechoslovakia. She descends on a golden chord to accompany Santa.

In Scandinavia gifts are distributed during the supper hour. They are brought by dwarfs and the children leave bowls of porridge on the doorstep for them. Santa comes riding on a goat instead of a reindeer.

The birds receive the largest number of gifts in Sweden. Each family places a sheaf of grain on a pole or on the fence posts for the birds' Christmas dinner.

Spanish children place their straw-filled sleeves on the window sills so the Magi may feed their horses while they leave gifts. The older people fill an Urn of Fate from which the gifts are drawn on Christmas Day.

Knight Rupert, who is the German Kris Kringle, is represented by a young girl wearing a golden crown and gown in a flowing white robe. She carries a small tree laden with gifts which she distributes.

The children of Switzerland have their gifts brought to them by a radiant angel who rides in a sleigh drawn by six reindeer. She brings them goodies to eat as well as toys.

And in Poland, at least before the Communists came in, the people called at the parish house on Christmas morning where the priest presented them with "peace wafers", which symbolized peace on earth, good will to men. The people exchanged Christmas wishes as the wafers were broken and eaten before returning home.

As Americans observe this Christmas in the comfort and luxury of modern civilization, who among them will pause for a thought of how their forebears kept the holy season?

An example of Christmas of the past in America is provided in a study of the history of the old village of Kaskaskia, first capital of Illinois, where the pioneers braved the rigor of a new and unsettled world.

Despite the hardships and discomfort which prevailed in the days of the early settlers of this land, there was hardly a cabin so humble but what its occupants found some way to keep Christmas.

Candles are used profusely in the churches; the alters are banked and the windows are filled with them, so that in the pre-dawn darkness (Christmas morning services begin at 6 a. m.) the churches beckon approaching worshippers like brilliant lanterns.

After the early church services, the gayly decorated sleds race for home, bright robes flying and sleigh bells a-jingling. Breakfast is festive, and then everyone takes a long nap. Christmas Day is not devoted to play or gift-giving; it is religiously observed, with intervals of carol singing and Bible readings.

The day after Christmas is St. Stephen's day, and from then until New Year's parties and general festivity are in order. Although gift-giving is not an integral part of the observances, in some parts of Finland trinkets and useful gifts of wearing apparel are presented to children by Wainamoinen, the Kalevala hero of Finnish legend.

When buying toys for children, remember that those of the constructive types are best — they develop the youngster's ingenuity.

## Long Time Ago

### 45 Years Ago

The Brand was putting out the last issue for 1904.

A large Christmas tree in the home of Mrs. M. B. Daniel was enjoyed by several people. Santa Claus (Judge W. H. Russell) appeared and gave a satisfactory show. Attending the party were Mr. and Mrs. Wyatt and family, W. H. Russell, Clyde Brown, Dr. A. D. Miller, Robert Miller, James Miller, Mrs. Lou Higgins, Ona Higgins, Mr. and Mrs. Allen Bell, Mrs. J. G. Callens, Miss Blackwell and little May Carson, each of whom, received one or more nice presents.

Henry Farmer, Mangum, Oklahoma, bought three sections from J. E. Rhodes, 12 miles north of Hereford for \$6,250. The deal was closed by C. L. Davis.

A party composed of Albert Johnson and Bulah Head, Tom Witherapoon and Anna Blackwell and Dow Mercer and Sydna Rogers was held at the ranch of Mrs. Robert Ball.

The Ladies Aid of Baptist Church entertained at the residence of Mr. and Mrs. W. B. Beach. Lizzie LeGrand and Linnie Herron received first prizes and Bessy Orr and O. F. Smith got booby prizes in contests. Attending were Ethel Graves, Maude Higgins, Stella Renfro, Lizzie LeGrand, Orpha Myers, Carrie Myers, Linnie Herron, Georgia Herron, Vieta Orr, Deilah Cassels, Sina Hodges, Bruce Gass, Matt Gilliland, Frank LeGrand, Nester Gass, C. F. Smith,

Roy Myers, John Miller, Bill Burnham, Kye Higgins, B. L. Orr, Grand Womble, John Perry, Mr. and Mrs. Hough, Mr. and Mrs. Brendal, Mr. and Mrs. Hodges, Mr. and Mrs. J. L. Beach, Mrs. Richards, Mr. and Mrs. Edgar Ireland.

F. A. Millard announced that he had disposed of the pool hall fixtures and that he would never again set up in a community where the opposition was so strong. Millard said he wanted it distinctly understood that he was not responsible for the games which had been indulged in by some boys of the town.

Mr. and Mrs. C. H. Carl entertained with a turkey dinner. Many invited guests couldn't come because of the very cold weather. Those making it were Mr. and Mrs. R. C. Bridges, Mr. and Mrs. L. E. Cobb, Mr. and Mrs. O. M. Daniel and J. F. Perry.

Mr. and Mrs. A. H. Elliston gave a melon feast at their home in College Addition on Christmas Day, 1904. Present were Mr. and Mrs. T. J. Graves and children, Mr. and Mrs. T. B. Kellow and children, and Mr. and Mrs. Byrie Elliston.

Miss Beatie's music class gave a recital at the Methodist Church.

Tax Collector, J. T. Immon, gave notice that Deaf Smith and Parmer County taxes for 1904 were due.

Nora Walters and Bruce Gass gave a party at Miss Walters'

home. Poetry was the theme and guests included Lillian, Leona and Martin Harvey, Miss Head, Miss Howard, Miss Rogers, Miss Costen, Miss Eagle, Miss Herron, Miss Wright, Miss Orr, Miss Vanderburgh, Miss Trebbly, Miss Clark, Miss Parmer and Mrs. J. Ray and Messrs. Johnson, Howard, Stringfellow, Garvin, LeGrand, Herce, Cardwell, Ferguson, Russell, Garrison, Raley, Orr, Carter, Head, Barnett, Goocher, Gass, Walters and Ray.

A large number of families showed genuine old-time hospitality by giving turkey dinners for friends and neighbors. Hardly any one in Hereford missed the privilege of participating in a feast of turkey, according to The Brand. Giving dinners was Mr. and Mrs. A. H. Elliston, Mr. and Mrs. J. H. Stinson, Mr. and Mrs. F. Herron, Mr. and Mrs. S. J. Dodson, Mr. and Mrs. E. M. Vanderburgh and Mr. and Mrs. J. C. Mauk.

Mrs. Jno. B. Vannoy was chosen by the Hereford School Board to replace the resigned Miss Kathrine Nunley.

Mr. and Mrs. John Droke, Dimmitt, ate Christmas dinner with relatives in Hereford.

Carl Gilliland spent the Christmas holidays on the ranch in Castro county.

The wild boar has been revered from ancient times, and was especially honored at Christmas, for having taught mankind the art of plowing by rooting into the ground with his tusks.

Dutch youngsters put their wooden shoes before the fireplace on Christmas Eve.



A ROUND-UP OF CHRISTMAS CHEER!

Yes sree, and we hope you corral plenty of health and prosperity in the New Year!

**JACK WRIGHT**

WEST TEXAS FEED & SEED

With Cordial Good Wishes for a Merry Christmas



**PERRY BROS.**

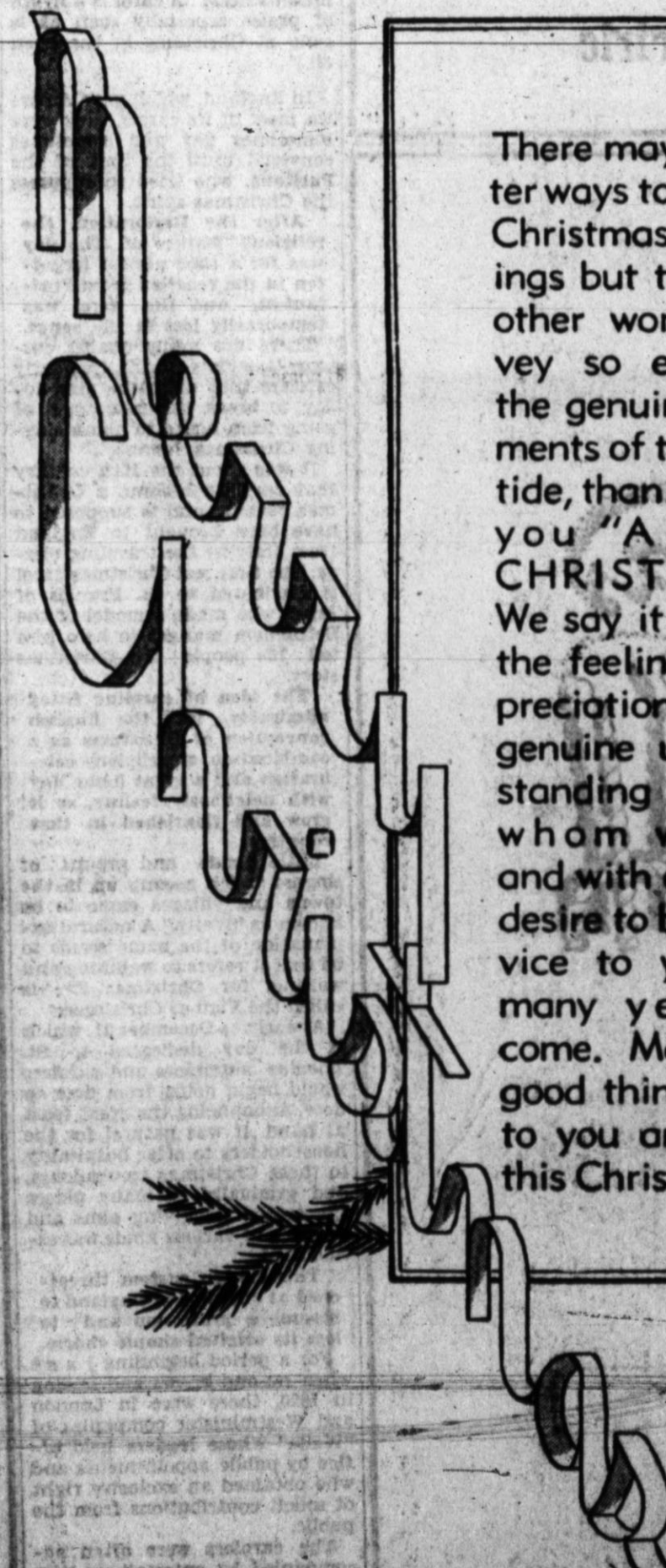


Christmas

**GREETINGS**

to all of you whom we have been of service in the past.

**Loerwald Bros.**



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

**John Wood Equipment Co.**

M. J. KOELZER  
COY J. PATTON  
RAY CONEWAY

JOE BISHOP  
WAYNE QUALLS  
BILLY BROWNLOW

JOHN WOOD



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.



Western Battery & Electric

## Pic-Tours of Europe

**ESTABLISHED ON THE PORTUGAL SUNNY COAST** PROVIDES SANDY BEACHES, SAILING, GOLF AND OTHER SPORTS; A FAMOUS CASINO; HOTELS THAT ARE BOTH FASHIONABLE AND INEXPENSIVE; AND SPRING WEATHER FOR WINTER VISITORS.

**FAST SHIPS AND PLANES MAKE IT POSSIBLE TO TOUR EUROPE ON A TWO OR THREE WEEK WINTER VACATION.**

**BADGASTEIN IN AUSTRIA IS A COMBINATION WINTER SPORT RESORT AND MEDICAL CENTER. BUILT AROUND THE GASTEINER ACHE WATER-FALL, THIS FAMOUS SPA HAS A FINE ALPINE CLIMATE, WARM SUN, A WIND-PROTECTED LOCATION, AND HEALTH-FUL RADIOACTIVE WATERS.**

### Christmas Carols Express Spirit Of True Christmas To Everyone

Christmas carols express better than anything else, probably, the true spirit of Christmas.

The word "carol" itself signifies joy and was originally used to accompany a dance. William Wallace Fyfe concludes that the term carol "signifies a song of joy or exultation." Another definition states: "A carol is a hymn of praise especially such as is sung at Christmas in the open air."

In England, which gave America most of its carols, they were sometimes gay and sometimes convivial until the time of the Puritans, who tried to suppress the Christmas spirit.

After the Restoration, the religious nature of the day was for a time almost forgotten in the reaction from Puritanism, and the carol was temporarily lost in the songs.

There are many quaint customs associated with the early carolers that might be used today to break the monotony of going from house to house singing Christmas hymns.

It was about the 16th century that carolling became a Christmas custom, and is supposed to have been brought to England from Italy by the traveling clergy. The first real Christmas carol is attributed to St. Francis of Assisi who made a model of the Bethlehem manger to help him tell his people the Christmas story.

The idea of carolling fitted admirably into the English conception of Christmas as a combination of religious celebration and a great home day with neighborly feeling, so it grew and flourished in that country.

Little bands and groups of singers which sprang up in the towns and villages came to be known as "Waits." A natural explanation of the name seems to be that it refers to watching and waiting, for Christmas Eve is called the Vigil of Christmas.

As early as December 21, which is the day dedicated to St. Thomas, mummers and carolers would begin going from door to door, announcing the great feast at hand. It was natural for the householders to offer hospitality to these Christmas troubadours, and gradually in many places the custom of giving aims and presents of various kinds was established.

This benign custom threatened at one time in England to become a profession and to lose its original simple charm.

For a period beginning just when no one knows and ending in 1820, there were in London and Westminster companies of "Waits" whose leaders held office by public appointments and who obtained an exclusive right of solicit contributions from the public.

The carolers were often accompanied by entertainers who gave a spirit of revelry to the occasions. The mummers often interrupted the singing to give their interpretation of "St. George and the Dragon." Tumblers, dressed in bright red, would perform their arts of skill to entertain the onlookers.

The ideal Christmas tree is the fir, because of its tendency to hold its needles longer.

A final step in trimming the Christmas tree is frosting it with fluffy snow. A simple and popular form of snow is ordinary soap flakes.

Legend relates that the crown of thorns which was placed on the head of Jesus was made of holly and that before the crucifixion the berries were white, but turned crimson like drops of blood.

Before building their first airplane the Wright brothers were in the bicycle business.

In an average package there are approximately 93 yards of spaghetti.

The Secretary of State is the only cabinet member who does not have to make an annual report to the President.

SEASON'S GREETINGS



TO OUR MANY GOOD FRIENDS AND NEIGHBORS OF THIS FINE COMMUNITY

T. E. "Gene" Prickett  
GENE'S RADIO REPAIR



The Christmas Season brings to mind the Many happy friendships that we have had the pleasure of enjoying during the past twelve months. We trust that we may continue to merit Your trust and confidence and that the season will be one of many blessings.

ELIZABETH WOMBLE

Insurance - Loans - Abstracts

148 North Main

Hereford

Phone 497

Merry Christmas Greetings

Sincere Good Wishes



THE FOLKS AT THE

H. E. MILLER OLIVER COMPANY



# 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.

## FOX MAN'S SHOP

HOMER FOX - DUB REEVES



**LEAD DARTMOUTH TEAM**—Tor Arneberg, left, of Oslo, Norway, and Dartmouth coach Walter Prager will guide the Dartmouth ski team in the Eastern Intercollegiate competition. Arneberg, captain of the Hanover, N. H., team, won skimeister titles at both the Dartmouth and McGill Winter Carnival meets in 1948.

### Reserve Officers To Get ID Cards

AUSTIN, Texas — Letters to 11,000 active Organized Reserve Corps officers of Texas are now being mailed from the Texas Military District to inform them that their identification cards are now available. Colonel Oscar B. Abbott, Chief, announced here today.

Only the active Reserve officers are now being circulated as the forms used as an inclosure to the letter are limited. As soon as additional forms become available, 5,000 inactive and honorary Organized Reserve Corps officers will be notified.

The letter itself is a certificate authorizing the Reserve officer to obtain the identification card. To each letter is attached two forms. After the forms are filled out, Reserve officers will be able to present the letter and the forms, either in person, or by mail, to a designated Regular Army post to obtain the laminated identification card.

In general, all Reserve officers of West Texas and the Panhandle will be able to obtain their cards from Fort Bliss, El Paso; Northeast Texas from Red River Arsenal near Texarkana; Dallas-Fort Worth area and as far south as Lampasas from Camp Hood; all others in Central, South and Southeast Texas from Fort Sam Houston at San Antonio.

### Swiss Brotherhood Sang At Christmas

One of the most impressive customs in the world is observed in Switzerland where the "singing at the fountains" is done by the Sebastiani brotherhood in the picturesque spa town of Rheinfelden.

According to the Swiss writer Gottlieb Wyss, the custom is more than 480 years old, dating from 1540 when a plague, sweeping through many lands, visited Rheinfelden. Twelve men formed a brotherhood in honor of St. Sebastian, promising to pray to him to safeguard their town from further distress. They also undertook to nurse those afflicted by the plague and to bury its victims.

If one of their own members died, the brethren acted as pallbearers, and up to the present day, by their own selection, the membership of the brotherhood has remained at 12.

Pestilence in the medieval perispirits in the water, and when the Sebastiani brethren made their rounds of seven fountains

on Christmas eve, they start at the fountain in the "Froschweide" where the plague started in the 16th century. After singing in the seventh time near the town church, they join its congregation for midnight mass, first placing their quaint mounted lantern, with its lighted candle, before the altar of St. Sebastian.

For their Christmas eve singing at twelve, brethren are dressed in dark clothes and black silk top-hats. Around their lantern-bearer they stand in a circle and three times, as the name of Christ is mentioned in their song they uncover their heads.

On New Year's eve, between 9 and 10 o'clock, the Brethren make another round of the fountains, this time singing an old song which concludes with the wish that St. Sebastian may intercede for all in the New Year so that they may be safeguarded from war, pestilence and other perils.

### Druids First To Use "Magic" Of Mistletoe To Banish Plague

The greens which are used for Christmas decorations found their way into early festivities because of certain virtues attributed to them by the ancients, and many of them which adorned pagan seasonal rites were later taken over to grace the ceremonies and celebrations of Christmas Day.

In both England and America, the holly and mistletoe are associated with Christmas as invariably as are the plum pudding and Christmas tree.

It was the Druids who first used the mistletoe. "Heal-all" was their name for it. The plant was supposed to have curative values, and gradually they assigned to it all manner of magic powers.

Their priests, each year around the time when we now celebrate Christmas, would have high platforms built around the sacred oak trees which, in a manner of speaking, were "hosts" to the mistletoe. Robed in ceremonial vestments of white, they ascended these platforms, and with golden sickles especially made for the solemn occasion they cut away the mistletoe.

The Saxons also prized it and it was they who gave to it the name of mistletoe.

Eventually the green came to be regarded as a symbol of peace. Opposing warriors who met near it would call a truce, and it was customary to hang it over the entrance doors so that they who entered might be assured of friendship.

# A CHRISTMAS Message



## THE SEASON'S GREETINGS AND ALL GOOD WISHES FOR THE NEW YEAR

May you have, on every day of the New Year, the same happiness which we are sure will be yours on Christmas day.

## Jiggs Service Station



The quietness and peace of Christmas blends with the spirit of thanksgiving to remind us of the joys of associating with folks like you.

**COMMUNITY ICE COMPANY**

239 West Third

Phone 438



May the joys of the Season be an everyday possession for the whole year, is our wish

Mrs. Dorothy Ross

ONE OF THE PLEASURES OF CHRISTMAS IS THE JOY OF WISHING HAPPINESS TO FRIENDS LIKE YOU

Dr. and Mrs. Will F. Graham





How far a Christmas candle

casts its beam

to make the whole world bright...

So shines the greeting that comes from the heart

the gift that is given with love...

And all men<sup>a</sup> everywhere,

are blessed

by the Christmas Spirit of wondrous Light.

# CASH WAY

GERALD  
TOM  
WAYNE  
FAY  
FAY

ED  
MACK  
ROBERT  
ROY  
ARTHUR

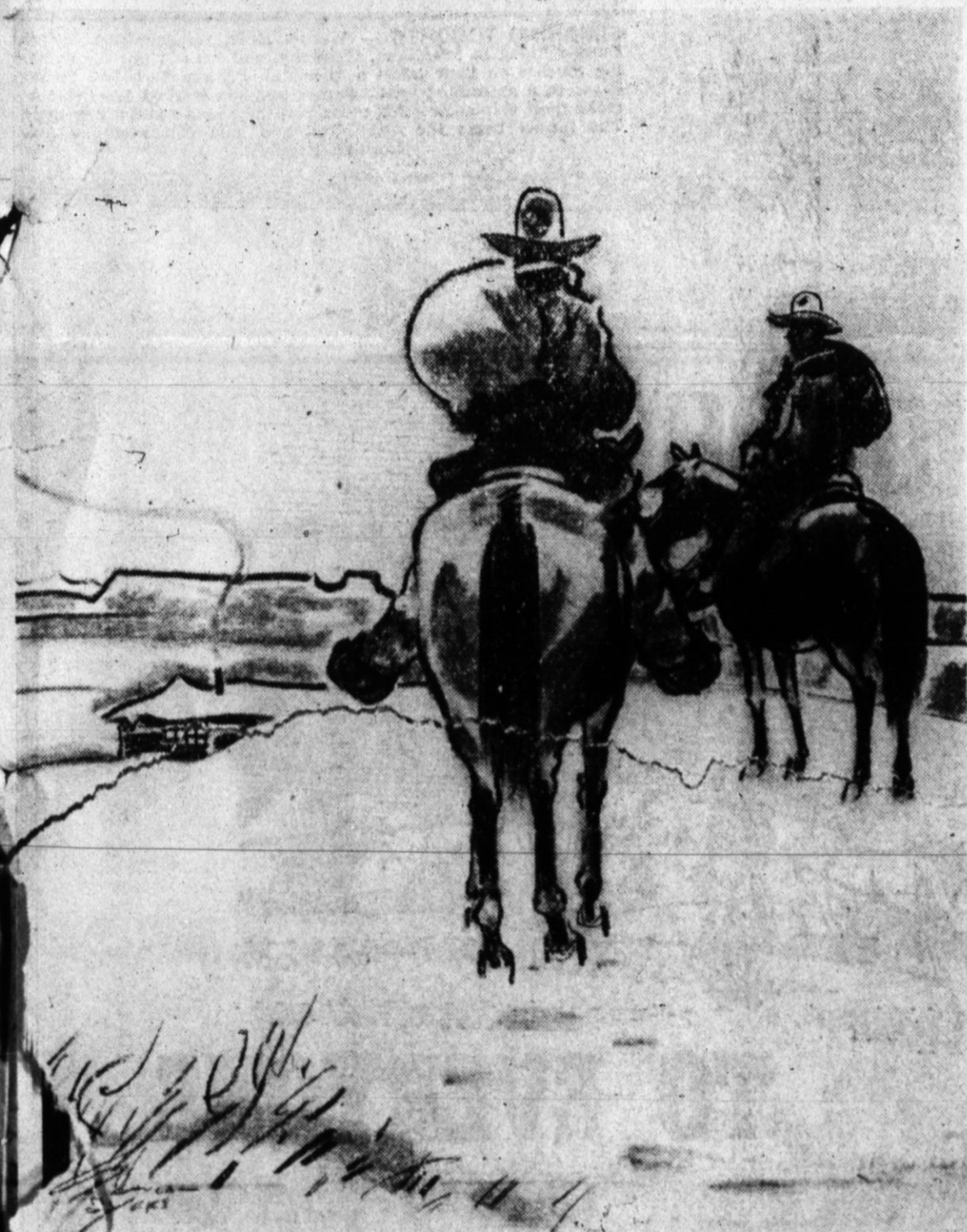
STEVE  
WANDA  
DOYLE  
ELMER  
JAY



Hereford, Deaf Smith County, Texas, Sunday, December 25, 1949

## A Wayward Western Tale Of Christmastide

Written By George Austry, Amarillo  
Illustrated By Sahula Dycke, Dalhart



Oldtimers will remember back yonder when the nesters first started settling up this country. Settlers remember broken fences and torn hearts. Cowmen remember their dwindling herds and fading freedom. I remember too, but I'm not taking sides. I've just got a yarn to tell.

It was one of those dry years. Water was getting scarce. Cattle were drifting.

Old Pierpont and me were over in the West pasture cutting for signs of drifters. It was about mid-evening when we ran on to what Old Pierpont called powerful good signs of trespassing. We found wagon tracks marking the boss straight to the only water for miles. Spokes like Pierpont and me weren't too fast, but it was part of our job to keep travelers off our grass and water. We'd had several run-ins before. On more than one occasion we'd caught nesters with our meat on their frying pans.

We left the wagon tracks and cut west, straight for the Little Blue Wash.

Old Pierpont was pretty hostile. "If them boys spell what I think they spells," he growled through his whiskers. "I back you out, wet your ropes and whipping them boogers clear of the country." Old Pierpont was asking for trouble; I didn't say anything.

We nudged our horses into a town gait and were within a quarter-mile of the water hole when we spied them. We set our horses like they'd been yoked and dropped off a windmill. I never will forget Old Pierpont's eyes. They stuck out to where you could have roped them with a grapevine.

"That ain't no mirage!" Old Pierpont roared. "You see what I see?" he asked.

"I see a nester's shanty," I answered, but figured I was seeing further than he was. I was thinking about what the Old Man was going to say when we reported to Headquar-

ters. Old Pierpont's proposition of wet-roping the newcomers out of the country would probably be mild compared to what the Old Man would recommend.

"What the Sam Hill we settin' here for?" Old Pierpont demanded. And he didn't whisper when he said it.

"Guess we'd better amble over and see if they're comfortable," I speculated. "Maybe they're lonesome."

It didn't take long to get within calling distance of that new dirt pile built around a hole in the ground. A woman was standing in the crude doorway. Old Pierpont let me do the talking.

"Hello," I said, real nice like.

"How do you do?" she replied, soft and scaredish. "Won't you come in?"

I thanked her and asked the whereabouts of her man.

"My husband's gone for a sled of water," she answered, "but he'll be here in a few minutes." She brought out the few minutes like she was half threatening and half saying a prayer.

I couldn't help feeling sorry for her. She must have been mighty pretty, once, for the wind and sand hadn't quite wiped out all the traces. A couple of tow-headed young ones were peering around her long, loose skirt.

It was a picture, alright. She was being brave even if she was scared.

"If you don't mind, Mam," I said, "We'll just wait around until your man shows up."

By that time the kids had edged out to

where we could see them good. They were a handsome pair of tykes. I calculated the older one to be five and the young one a three-year old.

"Mighty fine looking boys you have, Mam," I told her. I was just making conversation. But at the mention of the boys, Old Pierpont had to have his say.

"This country ain't so bad on men and coyotes, but it's mighty bad on woman and horses," he ventured. Just then one of the youngsters spied his Pa. "Here comes papa now," he yelled and both tore out to meet him. I got a right quick picture of the situation as soon as I saw the fellow with his slide-rig. He was in his middle forties and fresh burnt-by the wind and sun. He looked like a store-keeper or a northern farmer who was tired; maybe sad. His horse was too bony for cow work and too light for plowing. The slide was crudely built and his water barrel was leaky.

As he pulled in behind the dugout we could hear the boys talking excitedly. "They're wearing six-shooters and got big guns on their saddles and they won't come in the house." Both were talking at once. "One looks real mean, but he said this is a fine country for men and coyotes—and boys." They weren't so shy anymore. I wanted to laugh but this was no laughing matter.

"Howdy, Mister," I greeted him, real stern but polite-like.

"Good afternoon, gentlemen," he replied. He appeared friendly, but too unconcerned I thought, as he asked, "what's your business?"

"We hate to have to tell you, Mister," I commenced, "but you're trespassing. We're here to tell you that you'll have to move on." I didn't wait for an answer. "We're sorry. We'd like to have neighbors over this way but there just ain't any room here. Water is scarce, grass is short, it ain't a farming country, and besides, you can see that women folks and little fellows haven't got any business here. What's more, our boss just won't stand for folks camping on his grass anyhow."

I was trying to be sympathetic, but that fellow didn't even look up. He was unhooking from the slide; you would have figured he wasn't even listening. I was thinking what to say next when he straightened up and turned around and looked me straight in the eye. He smiled a little at the corners of his mouth and began:

"Gentlemen, my name is Bill Harwood. This is my place. This is Mrs. Harwood, and these two sealawags," he lightened up as he told us, "are Joe and Bill—they're our boys."

We tipped our hats to his lady. He kept right on talking.

"This is my homestead. I paid my money and I've got my papers. The government says it will give me a deed to this section after I have located water, built a home, stretched some fence and lived here three years. If your boss thinks there isn't room for trespassers or neighbors as you call it, maybe he would be interested in leaving this country to the settlers. You will oblige me by informing your boss that I have come to stay."

I could tell that he meant what he said. Old Pierpont was getting fidgety. I felt called on to say something but Bill Harwood continued.

"Now if you gentlemen will excuse me, I'll get along with my chores. If you are ever over this way again, drop in and see us," he invited as he turned and walked away.

I peered an eye at Old Pierpont: "Well, Mister Pierpont," I said real dignified, "don't you think we had better be getting back over our way?" Old Pierpont nodded and we took out.

Just as I expected, the Old Man came unbound a-plenty when we told him what we'd found. He stomped and raved and threatened to fire us. Then he took it on himself to "run them squatters clean out of the state."

Bright and early the next morning the boss went to call on our new neighbors. I never did learn just what happened, except that when the Old Man got back that evening he was wilder than a bear. He gave orders to cut the nester's wire between every post and to push enough cattle on his section to bog the water hole and tramp his fields to dust.

Somewhat I felt glad when Old Pierpont and me were moved to the East Camp. We didn't have to help with the dirty work. But from the rumors we gathered I guess the boys delt the Harwoods plenty of misery all that fall.

It was late December when some of the West Line boys came by our camp. Among other things we talked about the Harwoods.

The West Camp boys figured that the nesters would be pulling out by Christmas.

Finally came Christmas Eve. Old Pierpont and me planned to celebrate in town. While we were saddling, Old Pierpont got a strange look in his eye. I knew he was up to something.

"You old scoundrel," he says, "I want to ask you a question, and if you as much as get a twinkle in those peepers of you're I'll fill you so full of lead you won't be able to pack it."

"What's the question, you old buzzard?" I asked him back.

"How in Sam Hill is them nester kids gonna have Santa Claus is what I want to know?"

Coming from him, this caught me off guard and I couldn't grin. I had been wondering about it, too. So we weren't long figuring that one out.

It was just a mite after dark when Old Pierpont and me rode up to the Harwood dugout. It was cold, and the wind was stacking the snow. We could barely see the nester's roof

above the drift. The light in the window made a picture like a store-bought Christmas card.

On our way over we'd come by Big John's store. We'd bought some pretty colored calico, canned victuals, smoking tobacco, a big poke of hard candy and a couple of pairs of OK spurs.

Old Pierpont and me must have made a couple of fine looking Santa Clauses sitting there on our horses, sacks on our saddles and six-shooters in our belts.

Old Pierpont shifted his sack of groceries to sort of free his girthside and bellowed, "Hello." The dugout door swung open and the light spilled out all over the snow. Bill Harwood peered out and called mighty cordial-like, "Light and come in, it's Christmas."

That was the stuff Bill Harwood was made of.

They were going to have Christmas, all right. That old nester had whittled out toy guns for the boys, and jackrabbits were stewing in a pot. There was no sign of the Harwoods getting ready to leave the country. Mrs. Bill had decorated the little one-room dugout like a Christmas tree. The fire was going good and there was plenty of scrub-wood in the chip box. We ate stewed rabbit; drank coffee; ate hard candy and told stories.

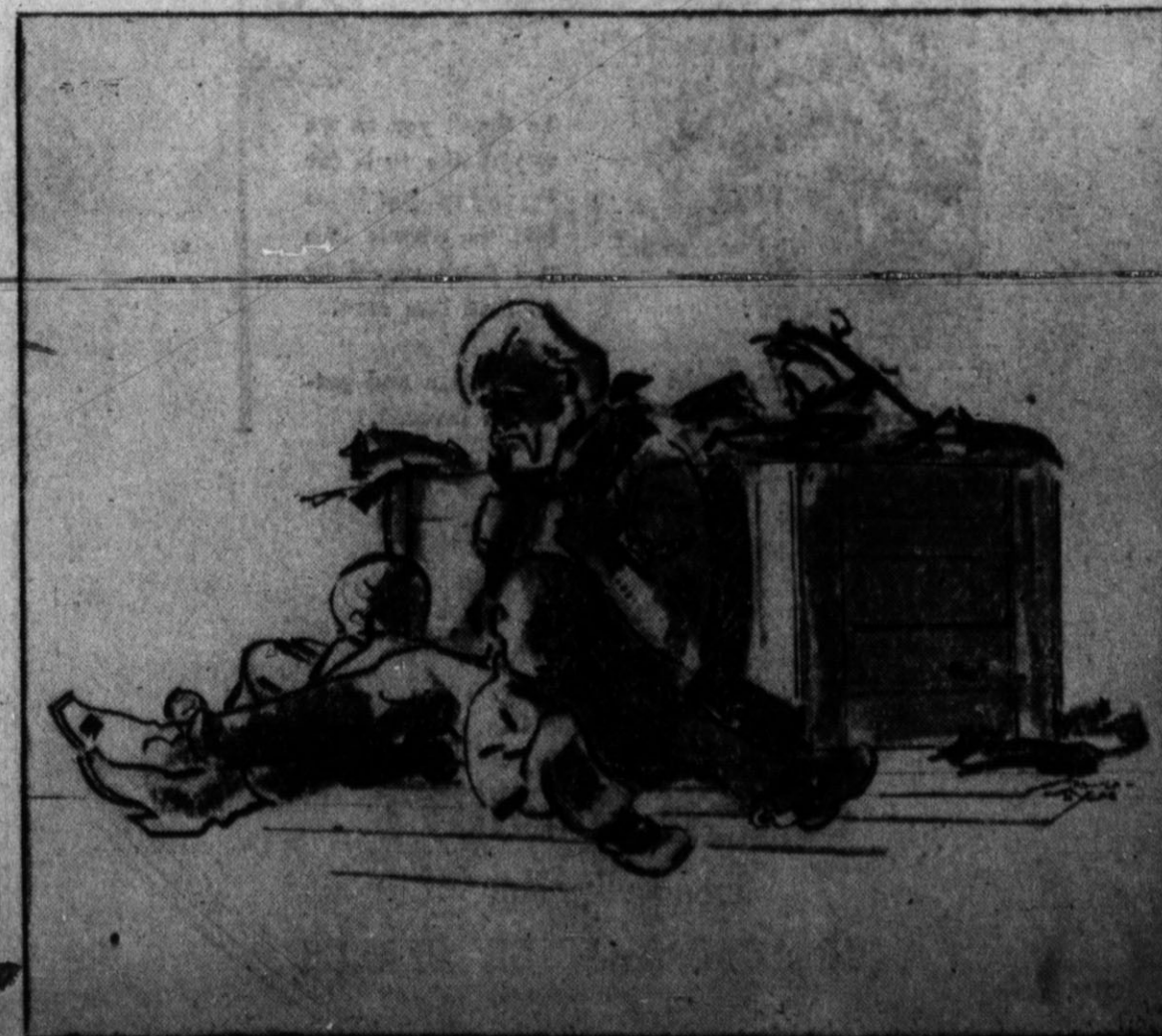
After a while Bill pulled an old fiddle from under the bed. Said he hadn't been playing it much lately. He tuned it up and we got to singing. There sat Old Pierpont on the floor with his back against the chip box, and a youngster asleep on each of his old long legs. Shiny OK spurs were strapped to the sleepers' tiny boots.

Finally Mrs. Bill put the youngsters in their bunk and we helped fill two socks hanging on a cane bottom chair. Old Pierpont wasn't much of a talker. He couldn't sing a note and he never was much to laugh out loud, yet I got a feeling that he was the happiest soul there that night.

That leather-hided, grizzly-whiskered old scoundrel looked almost holy. In the coal-oil lamplight that night, he reminded me of a Sunday School picture of Christ himself. Honestly, when I saw the mist in his eyes leak out and plop down his wrinkled old face I darned near fell in the chip-box.

Next day was Christmas. Old Pierpont and me drew the rest of our summer's pay and rode into town.

That night we got drunker than usual.





Dear Santa, I love you, so much. I want a diesel electric train, a tractor and a grader and I've been good.

Will you please leave me some candy canes, and fill my stockings up with lots of toys, balls and everything. We'll have a big



### Letters to Santa Claus

gloves, steam shovel and a pair of house shoes with fur inside of them, size 12. If you can, bring me a pair of gloves, size small.

Your friend,  
John Waldon Scott

Dear Old Santa, I am a little boy, seven years old and in the first grade. Will you please bring me a BB gun and if you find a cowboy suit I would like to have one to wear to ride my horse. Don't forget all the other boys and girls and my teacher, Mrs. Bonesio.

Merry Christmas,  
Dickey Bob Mason

Dear Santa Claus, I would like a pair of boxing gloves, and I would like a pair of house shoes, size three, and a pair of gloves, size medium.

Your friend,  
Archie Wayne Scott

Dear Santa Claus, I am a little girl, two years old. I would like a new little doll and anything that you think that she would like.

Your friend,  
Linda Scott

Dear Santa Claus, I am three months old. I would like to have anything that you would bring me.

Your friend,  
Lewis Ray Scott

Dear Santa, I am a little girl, seven years old. I have been pretty good. Santa, I am writing for Marilyn Joy. Patsy Jo is my name. I would like to have a baby-doll with a blue dress on. I want a cowgirl suit and cowgirl hat and bridle, baby set with cream, oil, powder in it, like mine. I want a nurse and doctor set. Be sure and bring some candies and nuts to the other little boys and

girls. I'm in the first grade.  
Yours truly,  
Marilyn Joy Jones

Dear Santa, I am a girl, 10 years old. I have been a pretty good girl, I think. Mother says I am good sometimes and part of the time I am bad. I would like to have a baby-doll with a white dress on. I want a Bible and nurse and doctor set. I make up the beds for Mother and wash dishes and dry them. Oh, yes, I want a sweetheart bracelet and baby set with cream, oil, powder, etc. Be sure and not forget the other boys and girls. Be sure and bring them some candies and nuts. I am in the fifth grade.

Yours truly,  
Patsy Jo Jones  
(Patsy Jo and Marilyn Joy enclosed two sticks of gum in their letter for you, Santa, so please stop by The Brand and pick them up.—Ed.)



FINISHING TOUCHES — Wenzel Beck, refugee from eastern Europe living in Frankfurt, Germany, and his son put the finishing touches on their latest ship model—"Arkona"—before testing it out in a swimming pool. Father and son worked 300 hours to make their ship seaworthy, using just their hands and a few tools. The funnel bears the black, red and gold colors of the new German Republic.

# Season's Greetings

Again, we take pleasure in extending greetings to our many friends and patrons. May your holiday season be filled with happiness, and the New Year bring you success

DR. C. M. STAPP

big Christmas tree. I'm going to be good, and I want you to give all the other boys and girls lots of toys. I'm five years old. I'll soon be six after Christmas. Please leave my Mommy that new Ford down in front of the picture show. I'll see you Christmas Eve.

Love,  
Mickey Bonesio

Dear Santa Claus, I am a little girl, almost six years old and I have a little brother, Bill Jack, who is two and a half. Please bring Bill Jack a wooden choo-choo train, a truck and some nuts and candy. Please bring me a little girl doll and some doll clothes, in a doll trunk. I'd also like a pistol with a holster. Thank you, Santa Claus.

Lovingly,  
Mary Beth Gilliland

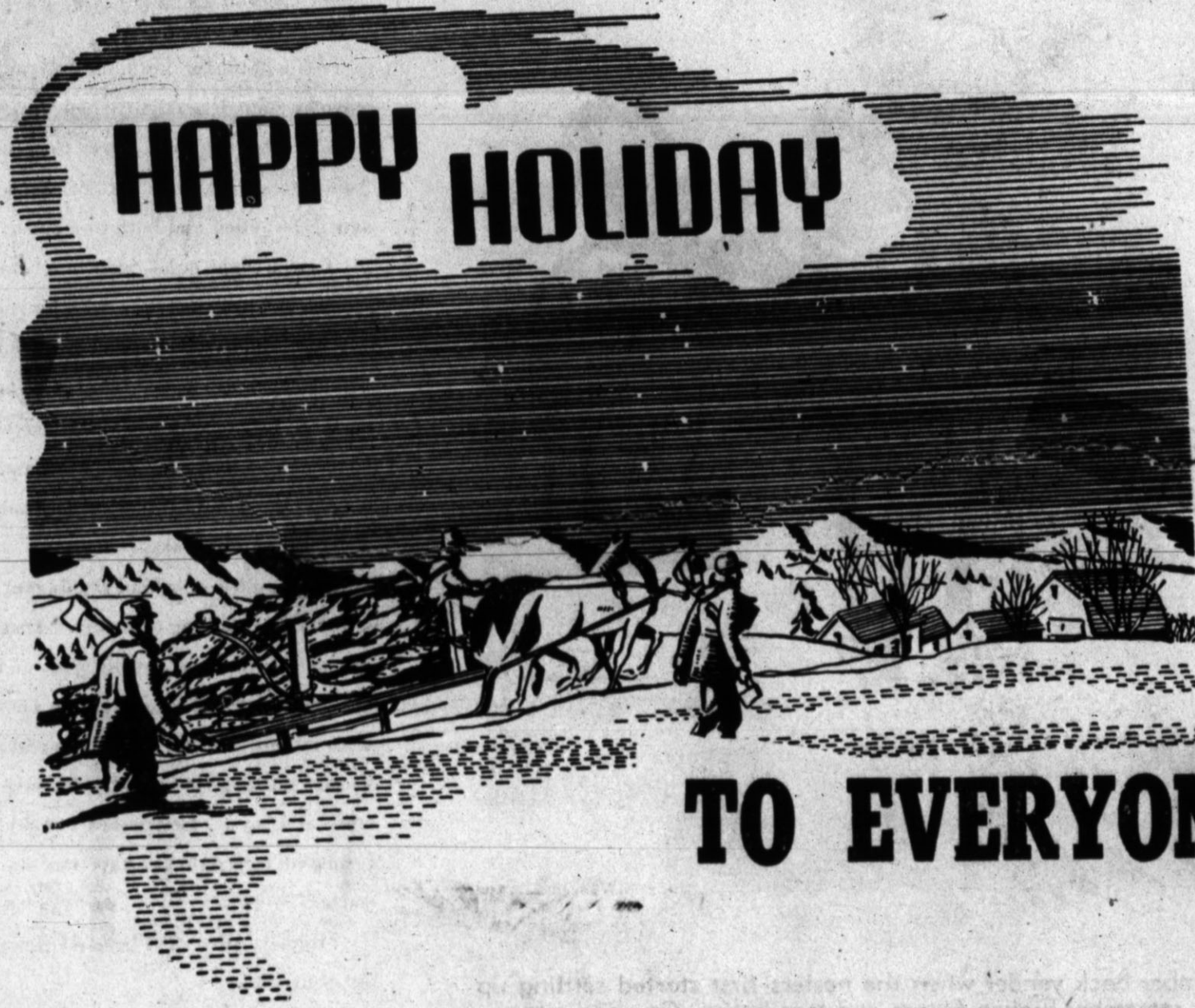
Dear Santa, I am nine years old. I have a mother and father, sister and brother in my family. I will be glad when Christmas comes so I can open my presents. For Christmas I want a doll that you can give a Toni. I want a bed for my doll and a bicycle.

Thank you,  
Phyllis Ann Wimberley

Dear Santa Claus, I am six years old. I do not go to school. I want a tie and a blackboard. Santa, if you are rich enough, I want you to bring me a car that has pedals and a train. I want them very much.

Thank you,  
Ted Wimberley

Dear Santa Claus, I would like a pair of boxing



## HAPPY HOLIDAY

## TO EVERYONE

### WE WANT TO WISH EACH OF YOU THE VERY MERRIEST OF CHRISTMAS SEASONS AND A PROFITABLE HAPPY NEW YEAR

... and at the same time we want to thank our customers and tell you in large type how much we appreciate your business.

We are not only grateful for the abundance of business you are giving us now, but we appreciate your steady patronage during the past seasons.

If our plant could operate any faster, or our men do any more work, we would be glad to clear the yard so you wouldn't have to wait. We realize how anxious you are to get your cotton ginned and out of the field as soon as possible. **WE KNOW YOUR PROBLEMS BECAUSE THE FARMERS' PROBLEMS HAVE ALWAYS BEEN OUR PROBLEMS**

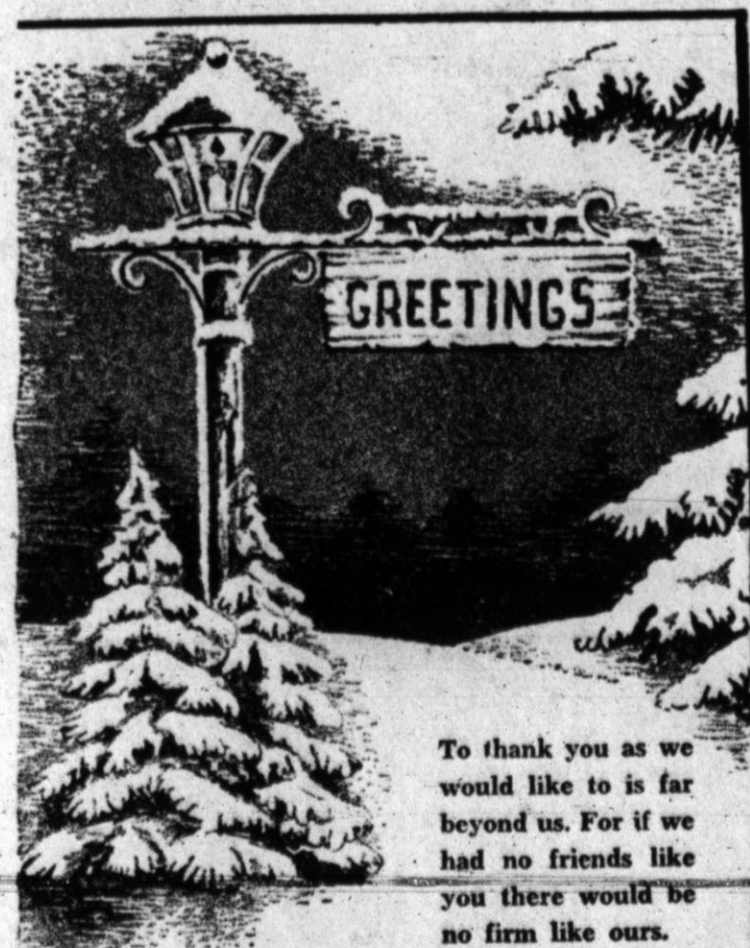
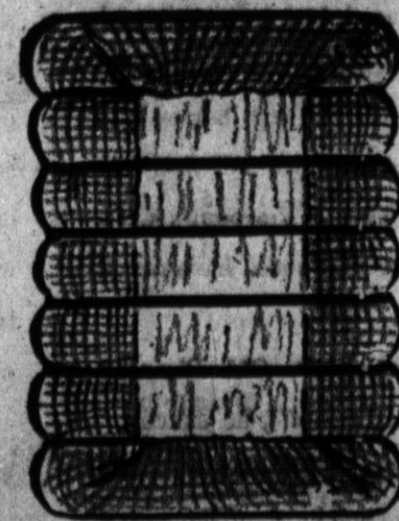
# Best Wishes

from

## Hereford Gin Co.

"Reliable Ginners With Good Equipment"

TAFT MCGEE, JOHN McCLESKY,  
AND THE REST OF THE BOYS



To thank you as we would like to is far beyond us. For if we had no friends like you there would be no firm like ours.

Our sincere thanks for the association and patronage with which we have been favored.

Employees of  
**GREEN & SCOTT**  
John Kelly, Mgr.  
YOUR FORD TRACTOR DEALER



### Tell The Truth To Questions Of Old Santa Claus

Among the myriad problems which beset parents at Christmas time are the many questions from the small fry about Santa Claus. And the business of telling Junior or his little sister the truth about the jolly old gentleman in the red suit is really a major task. However, the situation is bound to arise, and when it does,

it does something to your heart strings—so you draw the little ones close and cast about for the best explanation.

Oddly enough, the true story is best—and the easiest to tell. So why not just tell the little ones this? St. Nicholas (or Nicola) is Santa Claus' real name. He lived in Asia Minor and was the beloved Bishop of the Greek church of Myra in Lycia. He is the patron saint of the young, and in some European countries a person dressed as a bishop still assembles the children and distributes gifts of nuts, sweetmeats and other nice things to the

good boys and girls. Children loved St. Nicholas and trudged along beside him in the dusty roads of the Lycia countryside, bringing fruit and candy to the sick and needy.

One of many stories told of his goodness concerns a poor and honest man and his three good and beautiful daughters. The father was unhappy for poverty prevented his giving the customary dowries to his daughters, and for this reason they could never have suitable husbands. One night a bag of coins was tossed in the man's window. The

### VISIONS OF SUGAR PLUMS!



A stockingful of goodies from Santa's pack! No wonder there is such a big smile on the face of this little miss while visions of sugar plums dance through her head. She is all dressed up on Christmas morning in one of her favorite gifts, a colorful striped, ruffled nightie made of cotton bag material. Her best-loved gift, a cuddly doll made from cotton feed sack fabric, has been put aside for the moment so she can give her full attention to the camera.

next night the act was repeated. But on the third night the father watched, and the anonymous giver was detected. The jolly bishop stood with the third bag of coins in his hands. The father was very proud and would not accept the money. The good bishop begged the poor man to accept the gifts and use them for his daughters' dowries, requesting that his name never be revealed.

At last, the father accepted the money for his daughters, but he could not keep the name of the generous bishop secret — so the

legend of the goodness of St. Nicholas was further spread and strengthened.

### Finns See Evergreen As Mourning Symbol

Evergreens are never used as decorations in the homes and churches of Finland because the Finns regard them as symbols of mourning.

At Christmas most homes where there are children suspend a "heaven" from the living room or dining room ceiling. Such "heavens" consist of a cord framework covered with straw and different colors of paper ribbon, etc., and decorated with paper stars and silhouettes cut in various designs. The effect, when reflecting the firelight and the candles' glow, is mysterious and fascinating.

Mr. and Mrs. Dale Tinnen and daughters, Daleine and Sharon, will spend Christmas in Ralls, Texas with Mr. Tinnen's parents.



AT this

Holiday Season, we extend to you, not only as a customer but as a friend, the best of wishes for the Christmas occasion.

**JACK HAGER**

JACK'S SHOE SHOP  
128 East 5th



MAY THE JOY OF MANY GOOD FRIENDS GLADDEN YOUR CHRISTMAS THIS SEASON.

EP Ad No. 39

The Gang At  
**ACME CLEANERS**



We wish for you every happiness that you may enjoy fully  
The Season of good cheer.

**WITHERSPOON ELECTRIC**

**YULETIDE GREETINGS**

and All Good Wishes for the New Year



**CLOWE & COWAN**  
R. PAUL CONEWAY



Dear Santa,  
I want a Toni Doll. Please be good to me. I love you.  
Love,  
Tommy Kay

Dear Santa,  
I'm a real boy, nearly four years old. I want a road grader and a ditch digger for Christmas. Anything else you want to bring will be fine. I love you.  
Your friend,  
Mike Robinson

Dear Santa,  
I am a little girl, three years old. I would like for you to bring me a doll that sleeps and cries.

a set of dishes and a blackboard.  
Your little friend,  
Gloria Damron

Dear Santa,  
I am a little girl, five years old. I would like for you to bring me a doll that cries and sleeps, a nurse set and a table and chair set.  
Your little friend,  
Sheri Damron

Dear Santa Claus,  
I want a cowboy suit and a bird game set. I want a doctor set and a football helmet and fill my stocking with lots of candy and please bring me a teddy



### Letters to Santa Claus

Your friend,  
Corky Paetzold

Dear Santa Claus,  
I am in the third grade. Will you please bring me a doctor set, a real skin doll about 20 inches high. I want a doll to have some clothes. I'll be looking for you at Christmas.

Your friend,  
Betty Paetzold

Dear Santa,  
I am in the fourth grade. I am nine years old. I want a zipper notebook, a doll with a suitcase and the clothes. I also want a cowgirl suit. I'll be looking for you at Christmas.

Love,  
Dolly Paetzold

Dear Santa Claus,  
I am a little girl, two years old. I have been a good little girl and I would like for you to bring me a tricycle, a baby coo doll, a negro doll and a set of dishes. Please fill my stocking with candy, nuts, and fruit, too. And don't forget all the other little boys and girls.

Your little friend,

Virginia Lynn Sowell  
P. S. Please remember my big bulldog, Bubbles, she would like to have a bone and brother and big sisters, baby Butch would like to have a bone, too.

Dear Santa Claus,  
I have been a good girl. All I want is a Baby Coo dressed like a boy.

Love,  
Donna Jean Wooddell

Dear Santa Claus,  
I have been a good girl. All I want is a little girl Baby Coo and a boy Baby Coo and a bicycle.

Love,  
Patsy Lee Wooddell

Dear Santa Claus,  
I'm late getting my letter off but I do hope you get it in time. I have been a good little boy this year and would like for you to bring me a truck and tractor, also some candy, gum and fruit. Please don't forget my Mommy and Daddy and all the other good little boys and girls. Thank you for my gifts last year.  
Bye now, Santa.  
Gary Thomas Gore

Dear Santa,  
I want you to bring me two guns and two holsters and one belt. I want a belt and that is not all. I want a real horse.  
Yours truly,  
Carl Duncan

Dear Santa,  
I want you to bring me a little kitty and a little bottle of perfume. That is all I want.  
Yours truly,  
Helen Duncan

Adrian  
Dear Santa,  
Please bring me a blackboard, a big wagon and a cap gun with 12 boxes of caps, some candy and an orange.  
Thank you very much,  
Ted Ivan Reece

Dear Santa,  
I would like a tricycle, wagon, and guns and belt and scabard. I will leave my stocking by the tree, will you fill it?  
From  
John Wane Willoughby

Dear Santa Claus,  
I am a little girl, eight years old. Will you please bring me a

doll and some candy, nuts and anything else you would like for me to have. Don't forget the other little boys and girls and don't forget my teacher, Miss Brady. Please bring my brother's and sisters something.

Your little friend,  
Nona Marie Strange

P. S. Don't forget grandpa and grandma.

Dear Santa,  
For Christmas I would like to have one of those large, 27-inch Baby Coo Dolls. If you will bring it, I won't ask for another thing. If you can not bring my sister, Martha, and me one, each, then bring us one together. And I want fruit and candy too. This much will make me very happy.  
I love you very much,  
Jane Bookout

Mr. and Mrs. Lonnie Jenkins and son, Shelton of St. Joseph, Missouri, arrived the first part of this week to spend the Christmas holidays with her mother, Mrs. Ora Potter, and other Hereford relatives.



NEW ZOO TENANTS—R. Marlin Perkins, director of the Lincoln Park Zoo in Chicago, arrives in the Windy City with two new babies for his zoo to exhibit. At left is a one-year-old orang-utang "Ling-Wong" and at right is a chimpanzee named "Heinie II." The two animals are great pals.

## IT'S OUR PLEASURE TO GREET YOU

In the excitement of a busy holiday season, we trust that you will stop long enough to accept our GREETINGS OF THE SEASON. Our own Christmas would be incomplete if we did not take advantage of the opportunity to wish you all the good things we can think of. You have been considerate of us in the past, and we trust that we may continue to merit your patronage in the future.



EDWARDS

### CITY DRUG

# WHAT-

## Christmas So Soon?

It seems only yesterday that we sent you our last Christmas Greetings. Another year has rolled by, and a pleasant one. Many new friends have been added and many happy experiences have been ours to enjoy.

We're glad it's Christmas again. We greet the occasion with thankfulness in our hearts for our friends. May your Christmas be a joyous one.



GLENN WEIR



As the anniversary of the Great Event draws nigh we extend to our and all our best wishes for a happy Christmas season.

# HEREFORD STATE BANK

DIRECTORS, OFFICERS, EMPLOYEES



### 98 Years Ago A Lutheran Pastor Set Up The First Tree In Church

December 24 this year, the tradition of the Christmas tree in American church services will be 98 years old—for it was back in 1851 that a Lutheran minister

land's York street and his action brought on a storm of controversy which lasted several years. This was caused by the fact that the Christmas tree had so long been associated with pagan observance of the season that many conservatives believed it had no place in Christian ceremonies. However, some of Rev.



**GOING TO DENMARK**—The nation's first woman ambassador, Mrs. Eugene Anderson, pauses in Chicago en route to Denmark to take up her duties. She is traveling with her family from their home town, Red Wing, Minn. The Anderson family is, left to right, Hans, 11; Mr. and Mrs. John Anderson, and Johanna, 15.

Schwan's congregation, especially the children, thought the beautifully decorated tree, glowing with candles, was just the spirit of the Christmas season.

But the objectors had their way and they were determined that Rev. Schwan's tree was to be the last of the Christmas trees erected in America.

Through the years that followed, the minister did all in his power to learn of the origins of the Christmas tree tradition in order that he might show that the tradition was for from the "heathen" ceremony it had been called.

He wrote countless letters to friends and acquaintances all over the world; he questioned strangers and made long notes of their conversations. And, when he learned that a particular part of the world already had Christmas trees, he would mark that place on a large map which hung in his study—a dark-green tree where the tradition was established, a light green one where Christmas trees at least, were known.

Pastor Schwan made his search for knowledge of the Christmas tree almost a crusade.

But as Christmas time approached in 1852, Rev. Schwan had not found enough church support for the tradition to light another tree at his Christmas service that year. So, with great regret, he resigned himself to the end of his hope of establishing the custom.

But on December 24, he received from the pastor of one of Cleveland's older churches the present of a new tree. Rev. Schwan realized immediately that the present meant the acceptance of the custom by a churchman far more influential than himself, and his sadness vanished.

There was a Christmas tree in the York Street Zion Lutheran Church that year—and once accepted in Cleveland, the custom spread all over the United States.

York Street where Pastor Schwan's church once stood is changed now and long ago was renamed Hamilton avenue. The first tree, decorated with candles and a gold star at its top, has given way to trees with brighter, more colorful decorations.



THANKS FOR THE MERRIEST XMAS EVER and a HAPPY NEW YEAR TO ALL

LAMM JEWELRY

Shop With the Want Ads!



DR. MILTON C. ADAMS

## That Man's Here Again!

Personally, we're glad to see old Santa again. Of course, we've been through the usual busy season, the hustle and bustle that comes always with the Christmas Season. We've been trying to find some last minute gifts, too, and we've probably forgot to send a card to Aunt Somebody. There'll be last minute wrapping of packages at our house Christmas eve and no doubt we'll run out of Christmas seals as usual.

We'll feign typical surprise when we find our first three or four packages containing socks two sizes too small, and we'll beam modestly when the family opens their gifts that we have selected so carefully. There'll be paper and ribbons and cards scattered everywhere and the tree lights will flicker out just at the wrong time.



Undoubtedly, we'll shove back from the Yuletide dinner and say people ought not to eat so much. The kids will make a lot of noise and everybody will talk at once. Sure, we'll be glad it's over, all right. But, boy, we love it! It's Christmas! May yours be a glorious one!



# Christmas Joy

CHRISTMAS IS HERE! WE WISH FOR YOU AND YOUR LOVED ONES THE BEST THAT THIS HAPPY SEASON CAN BRING...

Jacobson Bros. CORBETT CLEANERS

HEREFORD FURNITURE

M. C. LITTLEJOHN

JIMMIE ROBERTS



### Time Not Constant In The Celebrations Of Christ's Nativity

While December is now the month in which Christ's birthday is celebrated by Christians all over the world, research and study show that Christ's nativity

has been celebrated in January, March, April, May, September and October by various peoples.

And although few people know it, it was for the purpose of substituting a Christian festival for pagan ones of Romans and Druids that celebrations of Christmas in December were popularized.

No historian pretends to fix

the actual date of Christ's birth or the date at which Christmas became a general festival.

About all that is known is that during the fourth century the feast of the Nativity was observed in all western world churches at different dates.

The confusion resulting from celebrations in seven months of the year caused the western



WHERE ELEVEN DIED—Rescue workers search the debris of a cotton pickers' shack on a farm near Rotan, Tex., where eleven members of a family of transient farm workers burned to death. Eleven skeletons were found in the ashes of the flimsy, frame structure, which was isolated in the middle of a wheat field. The family, believed to be from Mercedes, Tex., had begun working on the farm only the day before. (AP Photo)

church authorities to meet in 340 to set a definite date for the celebration. The eastern churches did not co-operate until the sixth century when December 25 was set as the day to be observed.

The question has arisen innumerable times as to why December was selected as the month for rejoicing. The answer is that this month was chosen in order that a Christian festival could compete with those of the pagans, because December was noted for its feasts and holidays in nearly every civilized land.

Greeks, Romans, Saxons, and Scandinavians all took part in the celebration of these festivals which had originated before the birth of Christ.

From the Saxons came the ceremony of burning the Yule log. The Saxons burned great bonfires in honor of their god Thor. From the Romans came the giving of presents, for this custom has been traced to the Roman Saturnalia.

It may seem strange to claim that the pagan riotousness might be the forebear of the Christian holiday of goodness and love, but intermingled with that which was objectionable, were things that have gone straight to the hearts of people throughout the Christian world.

### Archaeologists Find Bible Stories True

Archaeologists' findings of times serve to further establish the authenticity of the story of Jesus. Only recently a group discovered the name of Jesus, carved before 70 A. D. and perhaps by an eyewitness to the crucifixion, among inscriptions of 11 early Christian burial urns found in a cave on the Jerusalem-Bethlehem road.

The urns may provide the "oldest archaeological record of Christianity" and an historical confirmation of the trial and crucifixion of Christ, the archaeologists said.

A sect of Hebrews, who followed Jesus, denounced Pontius Pilate and mourned the crucifixion of their leader, was believed to have left the writings on the urns in the cave.

The Hebrew and Aramic inscriptions contained common names like Miriam, Simeon, and Matti. The Greek inscriptions and symbols beside them contained references to Christianity and, it seems probable to the crucifixion.

### Christmas Day Dangers are Many

CHICAGO — "Don't let Death Take Your Holiday."

That is the slogan of a nationwide campaign by the National Safety Council to hold down the Christmas-New Year holiday accident toll this year.

Council figures show the year-end holiday season is the most dangerous period of the year, and that accidents annually mar the holiday celebration in thousands of homes throughout the nation.

In a united effort to focus public attention on the extra holiday hazards and the extra caution needed to meet them, city and state officials, civic groups, local safety councils and 160 national organizations are joining with the Council in the Christmas safety campaign.

The Council pointed out that traffic accident deaths on both Christmas Eve and Christmas Day run about twice as many as the annual daily average. Heavier travel and the festive spirit of the holiday season add to the normal winter hazards of bad weather, slippery roads and added hours of darkness.

"Every family in America should put one extra gift under its Christmas tree this year," said Ned H. Dearborn, president of the Council. "That gift is life. It could be the life of some member of the household, or of a

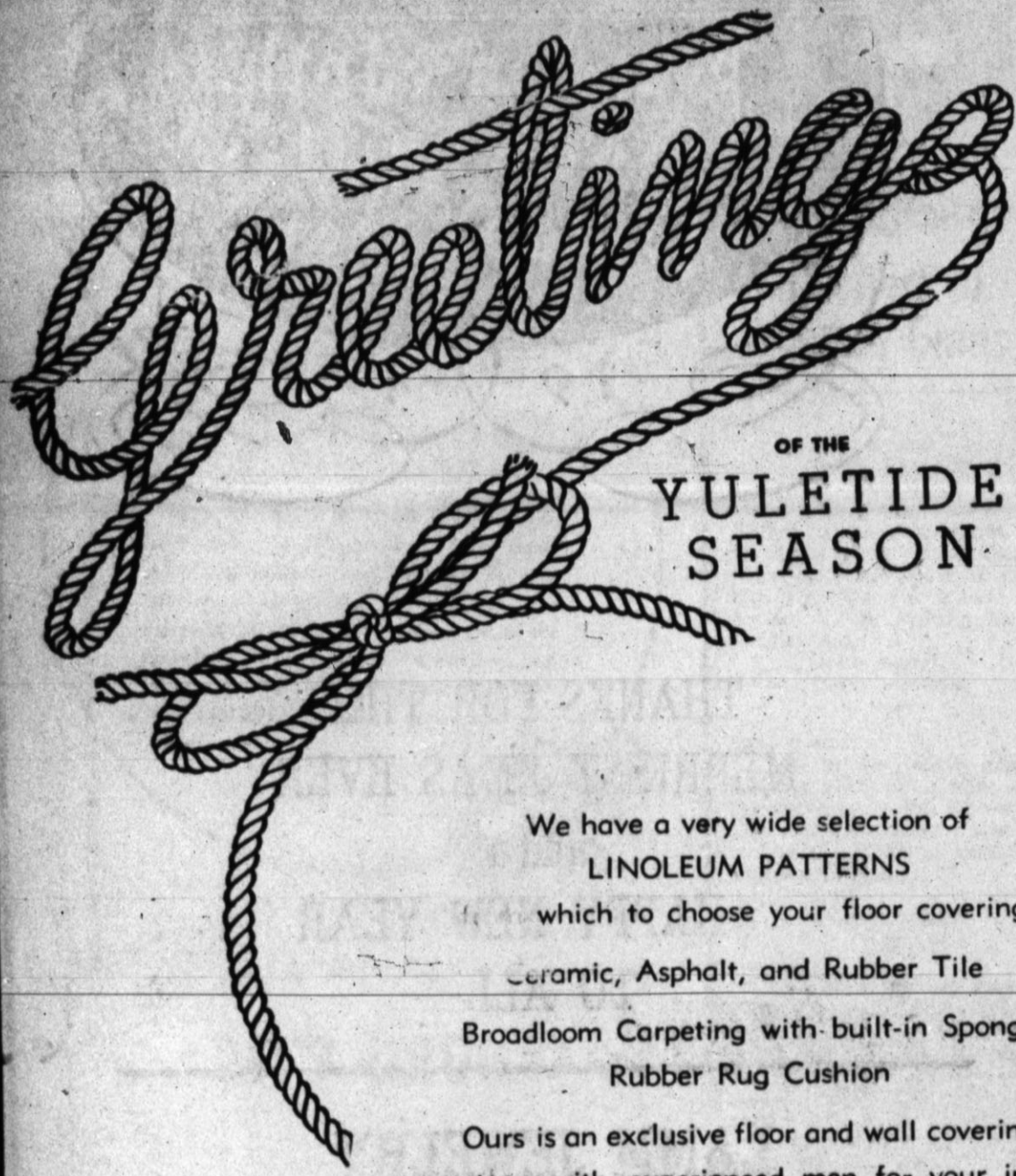
stranger. But it will be saved because someone has used just a little extra caution, common sense and courtesy to meet holiday hazards.

"Unless everyone is willing to go to a little trouble by taking extra care during the Christmas holiday season, America is likely to celebrate the holiday by repeating the record-breaking carnage of the recent Labor Day holiday disaster, when more

than 550 persons were killed by needless accidents.

"Remember—a safe Christmas celebration, free from accidents that mar family happiness at this joyous time of the year, is the very best present anybody can give or receive. Don't let death take your holiday!"

The installation of a pressure water system is the first step that needs to be taken toward



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the

# Ladyfaire

MARGIE

GWEN

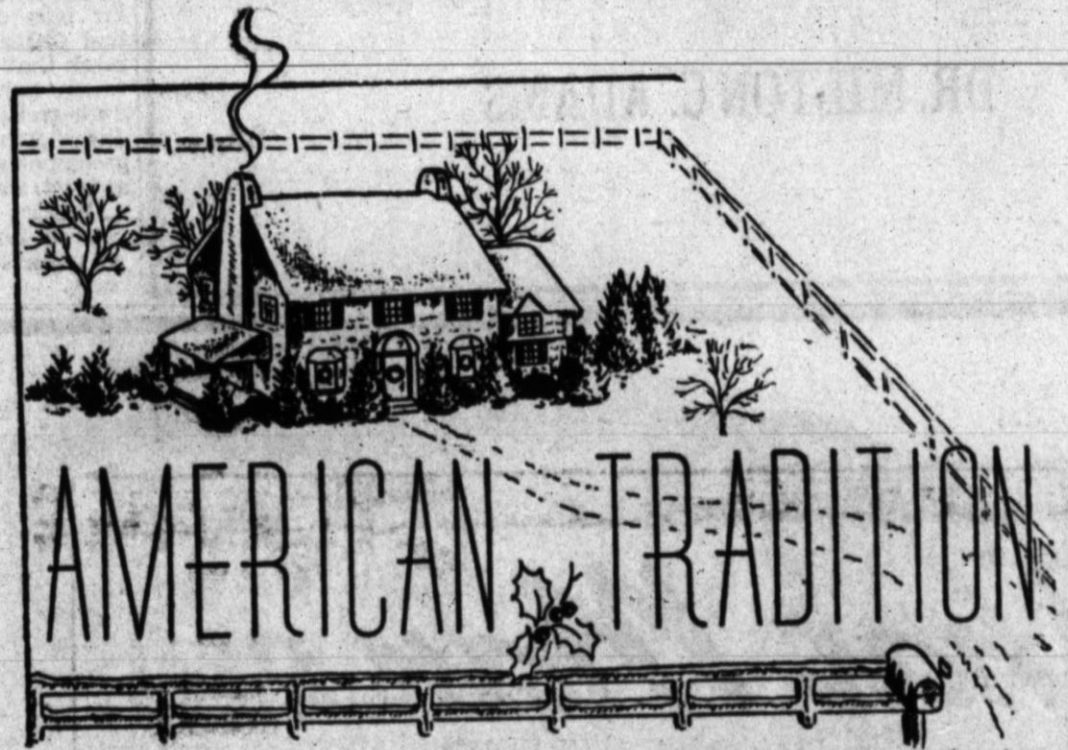
LOIS

ZELDA



T. C. COVINGTON

SAND — READY MIX CONCRETE — GRAVEL



at Christmastime!

To old customers and new whose friendliness we cherish; to all whose good will we strive to deserve, we give you our special greetings of good wishes. May your Christmas be merry, and your New Year rich with all that is good.

Sincerely yours,

# Jacobson Bros.



Dear Santa Claus,  
Please bring me a puff-o-billy  
train and some cowboy boots.  
I'd like to have my stocking  
filled with nuts, candy and  
fruits, too. If you think I've  
been good enough, I've sure  
been trying to be a good boy,  
lately. Thanks, Santa.  
Love,  
Frank Cain,  
Box 212  
PS—You don't need to bring  
my little brother, Phillip, any  
candy 'cause he doesn't have  
any teeth.

old. I've tried to be good but  
I'm like all little boys—like to  
get into things. Mamma and  
Daddy say I've been good so  
would you please bring me a  
little rubber dolly, red wagon,  
house shoes, bath robe and a  
little play horse. Also, I want  
some candy, apples and oranges.  
Please don't forget the other  
boys and girls. Don't forget my  
cousins. Be looking for you soon.  
Billy Joe Wall

PS — Don't forget Mamma and  
Daddy and my grandmothers  
and granddaddys and aunts  
and uncles.



### Letters to Santa Claus

every little poor boy and girl  
wants.  
Your friend,  
Earle Dean Gandy

Dear Santa Claus,  
I have been a good little girl.  
Please bring me a doll, tractor  
and a doll buggy. Also bring me  
some candy and nuts and bring  
some to my little friends, too.  
Janis Sue Medley

Dear Santa,  
I am a little girl and I would  
like a doll house and a purse  
and clothes pins. Please bring  
candy and nuts, too. I am eight

years old.  
Thank you,  
Betty Ann Wilhelm

Dear Santa Claus,  
I am six years old and in the  
first grade. I would like a cater-  
pillar tractor and a trailer. I  
also would like candy, nuts, and  
apples. Thank you.  
Your friend,  
Dickie Wilhelm

Dear Santa,  
I am a good little girl, three  
years old. For Christmas, I  
would like a doll, doll house and  
some candy, nuts and oranges.

Thank you, very much.  
Your friend,  
Helen Wilhelm

Dear Santa,  
I am a little girl, six years old  
and in the first grade. I have  
been good this year and would  
love to have a rubber doll, high  
chair and bathnet. My brother,  
Gerald, has been good, also.  
He is almost four years old. He  
wants a gun set, fire truck and  
tractor and plows. Bring Baby  
Douglas some cuddley toys. Also  
bring us some candy, nuts and  
fruit.  
Our love,  
Linda, Gerald, Douglas

Smith  
Dear Santa Claus,  
I am a little girl, three years  
old. I have tried to be good, at  
least sometimes. Please bring me  
a negro doll, high chair and bed.  
Don't forget the other boys and  
girls.  
Thank you,  
Wynette Wilde

Dear Santa,  
Please, will you bring my little  
brother and me holsters and  
guns. We would also like a toy  
television set with film.  
Thank you,  
Gregory Combs

Dayton McWhorter had as an  
overnight visitor, Pete Woodson,  
a former roommate of Mr. Mc-  
Whorter's at Texas Tech. Mr.  
Woodson and Mr. McWhorter  
are old friends having gone to  
school together and having gone  
into the army together. Wood-  
son was enroute to Clovis, Tues-  
day night when he stopped off  
in Hereford to spend the night.

Mr. and Mrs. J. B. Elliston will  
have their daughters and fam-  
ilies, Mr. and Mrs. W. L. Bran-  
son and son, Bob, of Amarillo,  
and Mrs. and Mrs. R. W. Curry  
and sons, Don and John, of  
Pampa, for Christmas guests.

**SEASON'S  
GREETINGS**

with regards  
and  
Best Wishes

---

**C. E. BEAUFORD**

Dear Santa Claus,  
I want you to bring me a  
horn and a basket for my bicy-  
cle and a box of paints to paint  
with and some candy and nuts.  
Love from  
Sara Gillentine

Dear Santa,  
Bring me a hurdy-gurdy. Also  
a funny paper. I LOVE YOU.  
I won't knock the Christmas  
tree over again.  
Buz Gillentine

Dear Santa Claus,  
I am a little boy, two years  
old, and I have been a pretty  
good boy. Please bring me a  
tractor I can ride. A pair of  
skates and a drum, some candy  
and nuts in my stocking. Don't  
forget my little brother, Mike.  
Lots of love,  
Rodney Wilson

Dear Santa Claus,  
You're such a good fellow to  
see everyone at Christmas. I  
would like to have an oda grader  
BB gun and some candy and  
nuts.  
Your boy,  
Julian Ray Gandy

Dear Santa Claus,  
Please don't forget all the poor  
people at Christmas. I am sorry  
that we don't have a chimney but  
our front door is unlocked. I  
would like to have a stove, a cab-  
inet and a desk. I always like  
anything you can bring me.  
Your friend,  
Glenna Faye Gandy

Dear Santa,  
I would like to have a watch for  
Christmas. I would be happy to  
know that you left just what

# Christmas Greetings

## 1949

May countless  
blessings bring true  
joy to you and yours  
at Christmastime.

**A**S ANOTHER  
Yuletide season arrives,  
with all its friendliness  
and goodwill, we pause to  
add our Greetings to each  
of you with whom we have  
come in contact since last  
Christmas. And to those  
of you whom we hope to  
serve next year, the same  
genuine Merry Christmas.

It has been a genuine  
pleasure to serve you and  
we trust we may continue  
in the same capacity in the  
months to come.

Good luck and Merry  
Christmas!

# HEREFORD IMPLEMENT COMPANY

JIMMIE ALLRED  
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|                    |                |                 |
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| C. U. BURGESS, JR. | R. E. MOORE    | KENT SNARE      |
| WAYNE DYER         | MARIAN PLUMMER | EARL STAGNER    |
| GUY HERD           | W. C. ROSE     | FRANK WATSON    |

WAYNE EVANS

RAYLAN EVANS





# 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

HAPPY NEW YEAR



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