

AROUND TOWN

SIGHTS, FACES
SEEN

Merry Christmas, Everybody! This issue of The Brand, although its date is Christmas Day, should reach most of our readers on Christmas Eve. You'll find greetings from practically every business establishment in Hereford; letters to Santa Claus from hundreds of youngsters whose faith, in this post-war world, is undiminished; and stories and features about the historic past and the joyous present of this greatest of all Christian festivals. We hope you'll like it.

County Commissioners have just presented a most welcome Christmas present to the local Sheriff's Department. It's a new Department car, a 1947 4-door Chevrolet sedan, fully equipped including short-wave police receiver. The new car, Sheriff J. C. Reese reports, will be turned over to Deputy Neal Young. Reese's own car, which is used by the department, is already radio-equipped.

The silence around town which followed that warning about fire-works in last week's Brand was almost deafening. Don't know whether City Marshall Bruce Wooddell had to carry out his threat or not, but we haven't heard a firecracker pop in the business section of town since last Thursday morning. Peace is wonderful.

Francis Hardwick is a little publicity shy, and isn't going to like this, but at a group of Central School youngsters who were among the several hundred young guests at the tree show at the Star theatre last Saturday morning insisted on having it published in The Brand. Their letter: "Dear Mr. Hardwick, We have never had a nicer treat than the show, 'Our Vines Have Ten' (Continued on page 12)

Lettuce May Be Commercial Crop Here Next Year

Indications that lettuce, grown experimentally here for the first time this year by John Paetzold, may become a major crop appeared following a meeting of a group of farmers last Thursday night with representatives of the Williams farm Company of Oxnard, California.

Freston Plumb, representing the California vegetable and fruit shipping concern, tentatively offered contracts to prospective growers providing that as much as 300 acres of lettuce be planted here next year.

Verbal agreements were secured for the planting of over 300 acres at the meeting Thursday afternoon, with the prospect that other growers may add to the total.

Attending the meeting, which was held in the office of County Agent Hugh Clearman, were John Paetzold, George Robinson, Howard Gault, Ed Adams and Clarence Saulcy, all of whom indicated interest in the new crop. The five growers tentatively agreed to make up the 300-acre planting, provided contracts and market conditions next year are favorable.

Also present were Joe Peters, John Kelley, Clearman, F. G. Collier, of the County Agents office, and E. Kanacher, general freight agent, and a Mr. Robinson, representing the Santa Fe Railway.

The California company, according to Plumb, will advance funds for cultivating the crop, handle the harvesting, and contract to buy the entire crop.

Lettuce will be planted on potato land after spud harvest in the early fall. The Williams company also agrees to station a field man here to assist in handling the crop, Plumb told the prospective growers.

Filling Station In East Hereford Is Robbed Sunday Night

Hereford Gas and Oil Company building on Highway 66 in East Hereford was entered and robbed Sunday night, Sheriff J. C. Reese reports.

Entry was effected through a window on the north side of the building, Reese said.

The robbers didn't get much for their trouble. The only items known definitely to be missing: 200 pennies, a spread sledge hammer, and a heavy tire tool. Several valuable items, including a table model radio, were passed up.

Reese said footprints found at the rear of the building indicated that the robbery was probably the work of juveniles.

Traffic Signal Lights Will Go In Operation Friday Morning



Santa Visits Hereford

Old Santa Claus himself turned up in Hereford last week and got a royal welcome from Hereford youngsters, as these pictures show. The Community Christmas party drew more than 2500 youngsters last Friday. Almost as many greeted Santa on the Saturday before, when these photos were made, as the jolly old gent spent the entire day wandering around downtown with gifts for the youngsters and a cheery hello for everyone. At left, Santa is surrounded by a crowd of admirers on a downtown corner. In the photo below, the little girl wasn't so certain that she liked the idea, but brightened up when a lollipop was offered. (Brand Staff Photos).

No U-Turns Permitted on Main Street

Hereford's new traffic lights will be placed in operation at 8 o'clock Friday morning, December 26, City Marshall Bruce Wooddell announced yesterday after a conference with Mayor W. E. Dameron.

Installation of the signal lights has been completed by city crews working under Wooddell's direction, and testing of the lights was completed Tuesday.

The decision to place the traffic signals in operation on the day after Christmas was reached Monday night. The new traffic regulations will be strictly enforced from the first minute of operation.

"There can be no 'breaking-in' period" on these regulations," Wooddell pointed out. "Once the lights are placed in operation, ignoring the signals can create a dangerous hazard."

Regulations will be the same as those in effect in other Plains cities where traffic signals are in use, and should be familiar to local drivers. The major change which will go into effect Friday morning will be elimination of U-turns at Main street intersections in the downtown business section.

There will be no U-turns permitted between first and 5th streets on Main. Particular attention was directed by Wooddell to the order eliminating U-turns at the intersection of Main street and Highway 66 (1st street).

Right or left turns are permitted on green signals. There will be no left turns on red; and a right turn may be made on a red signal only after a complete stop at the signal light, when right-of-way must be yielded.

The signal lights will be in operation between 8 a. m. and 10 p. m. seven days a week. These hours may be altered if the situation demands, Wooddell said, indicating that longer hours may be enforced on Saturday nights if it seems necessary.

Lights have been installed at the intersections of 1st (Highway 66), 2nd, 3rd, 4th and 5th streets on Main.

The light at Main and the Highway will continue in operation as a (Continued on page 12)



A MERRY CHRISTMAS TO ALL.

Prize-Winning Entries In Christmas Lighting Contest Are Announced

D. L. McDonald, Father of Irrigation in High Plains Region, Died Last Friday at Temple

D. L. McDonald, the man who pioneered and fathered the vast irrigation developments on the high plains is dead.

Mr. McDonald died early Friday morning at the Scott & White clinic in Temple. He was 75 years old.

He had been a patient at the clinic in Temple since November 3, and had suffered a stroke of paralysis shortly after arriving there from which he never recovered.

A fabulous figure on the Texas Plains for nearly half a century, Mr. McDonald pioneered the first successful irrigation well near Hereford in 1910, and became the foremost leader in the irrigation field, becoming responsible, more than any other man, for the tremendous development of irrigated farming on the plains.

A native of Pennsylvania, he was reared in Ohio, and was first a druggist, later an early day automobile salesman in that state. Hearing repeated stories of the great plains of Texas, where he was told "one crop will pay for the land," his pioneering spirit was aroused, and he came to the Panhandle in 1904 aboard one of the early immigrant trains, which were engineered in those days by the great land companies who were booming the region.

He landed in Amarillo in mid-winter, and came to the Hereford area. He returned to Ohio briefly, but in a few months was back in Hereford to stay.

He established a land and real estate business in Hereford, and with



D. L. McDONALD

of the first irrigation wells in operation. McDonald, who had never seen an irrigation well, had no trouble in envisioning its possibilities in a drought stricken land, and was off at once for Portales.

Always a far-sighted planner, he hired a U. S. Bureau of Reclamation Engineer to map the water contour planes of the Hereford region, bought a rig, and started punching holes.

The result was the first Hereford irrigation well, brought in in 1910. McDonald No. 1, located on what is now the S. B. Walker farm 1 mile north of Hereford, is still producing water! The well is drilled to 132 feet, with water at 28 feet and produced 1,000 gallons a minute.

It was the first of many. McDonald's fame as a well driller spread, and he went into the business. Hundreds of wells which are still producing water in the Hereford and Plainview irrigation districts were drilled by the pioneer of them all.

He brought in wells which supply water to the cities of Borger, Dumas, Lubbock, Amarillo, and many others.

Although his greatest fame rests on his laurels as the father of irrigation, McDonald was also one of the foremost breeders of pure-bred Hereford cattle in this region. For many years, his pedigree stock ranked with the finest in the area.

He went into the cattle business in 1921, with a ranch near Bushland, and developed it into a tre- (Continued on page 12)

Individual Responsibility Stressed By Monroe in Rotary Address

D. D. Monroe of Clayton, N. M., was guest speaker at Hereford Rotary Club Friday night at the City Hall.

He stressed the individual's responsibility as the first step in curing the world's ills.

His points were emphasized and graphically illustrated by humorous anecdotes, personal experience and homespun poetry that kept the audience in gales of laughter.

"The United States is a slave to two factors, Time and Money," he said.

Self discipline in this "over privileged" country was another point stressed in his talk. "We don't have to worry about the underprivileged boy across the track so much as that overprivileged one across the breakfast table," he said.

In referring to the Rotary spirit he said, "Every citizen of every town, hamlet, and village in the United States has a statue of Liberty on his own street corner. Such a privilege should awaken that Rotary spirit of 'Service' in every one of us."

(Continued on page 6)

Manjeot Home Awarded \$25 First Prize

Winners in the JayCee-sponsored \$50 prize contest for the best-decorated homes in Hereford this Christmas season were announced today by Dub Reeves, chairman of the JayCee community Christmas program.

Checks for the three prize winners are in the mail today, and should be received by the winning families on this Christmas Eve.

The winners, and their prizes are:

First Place: Mr. and Mrs. A. L. Manjeot, 225 Avenue E.
Second Place: Mr. and Mrs. J. A. Loerwald, 408 McKinley.
Third Place: Dr. and Mrs. Norman Harris, 408 East 3rd Street.

Prizes are \$25 in cash for first place, \$15 for second place, and \$10 for third place.

The first prize was awarded the Manjeot home on Avenue E, which featured a brightly lighted scene of the three wise men on the roof, attractive window decorations, and a lighted Christmas tree outside the home.

The second prize winning Loerwald home, at 408 McKinley, also featured the Three Wise Men.

Third prize went to the Norman Harris family for a Yule scene depicting reindeer in the snow and a lighted Christmas tree. Runners-up in fourth and fifth places, respectively, were two neigh- (Continued on page 12)

Crowd of 5,000 See Santa In Hereford Saturday Afternoon

Nearly a thousand youngsters thronged Hereford's Main Street last Friday afternoon to see Santa Claus in person and receive as a gift a Christmas sack filled with candy, nuts, and fruit at the first post-war revival of Hereford's Community Christmas Tree.

A crowd of parents and children estimated at nearly 5,000 poured into Hereford for the big climax of the pre-Christmas celebration.

With the Hereford High School band in the lead, Santa rolled down Main Street in style in an open car and was immediately surrounded, at the big tree at third and main, by a swarm of youngsters.

School children then trooped into

town from their respective schools, youngsters from Central school in the van, followed by the group from St. Anthony's, with the Junior High delegation bringing up the rear.

The pre-school youngsters were escorted to the front first to have a word with Santa and collect their gifts of Christmas candy from a dozen volunteer helpers.

All told, nearly 2700 sacks of candy were distributed, and every youngster present received his gift. A few remaining sacks were distributed by Santa Claus in person to patients in the Deaf Smith County hospital.

Helping Santa distribute gifts to (Continued on page 12)

Revival of Water Battle Seen In January Hearing

Renewal of the battle over control of High Plains irrigation water is foreseen at a one-day water conference called by Beaumont Jester to be held at Big Spring on January 20.

The governor announced the meeting Saturday.

Jester named Frank Kelley of Colorado City as coordinator for the conference. Kelley is to screen advance notices of problems which various counties and regions intend to present. Where there are duplications, he will coordinate efforts of all groups interested in the same problems, the governor said.

Problems will be heard at the morning session, and possible solutions will be suggested in the afternoon.

An announcement has been received as yet from officials of the High Plains Water Users Association, of which Deaf Smith, Castro and Pecos county irrigation farmers are members, as to what action will be taken by the Association in sending representatives to the hearing.

Elliston Spreads Deaf Smith Story On Tour of U. S.

Beryl Elliston, Hereford's one-man ambassador, now on a 38-state tour with color movies of Hereford and Deaf Smith County, made a big splash in Denver last week-end, according to Friday's edition of The Denver Post.

The Post bannered a page one article, with pictures, concerning the "town without a toothache."

Elliston is making a tour during which he plans to cover most of the United States, and part of Canada, lecturing and showing technical color movies spreading the Deaf Smith story.

The color films have been assembled over a period of several years by Elmer Patterson, Hereford photographer. The newest film, just completed this fall, shows the latest developments in the agricultural field in Deaf Smith County, featuring the bumper crops of 1947.

The Hereford Brand

Published Every Thursday
Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas — Phone 30

HOLMAN AND GILLENTHINE Publishers
BEN EZZELL News Editor

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Don't Let Post-Holiday Sales Be Fire Sales, Warns State Chief

AUSTIN, Dec. 16—Don't let your post-holiday sale be a fire sale, Marvin Hall, State Fire Insurance Commissioner, advised mercantile store owners in Texas.

Calling upon store managers to protect the lives of customers while they Christmas shopped, Hall pointed out that a small fire could easily lead to disaster in the crowded stores this month for exits are often inadequate to take care of so many people in a hurry, causing panic.

The Commissioner said the two greatest fire hazards in stores this month are flammable decorations and combustible waste material, as wrappings and cartons which collect rapidly in a holiday season.

"Flammable decorations should not be allowed in any public building," he stated. "Metal, glass and asbestos decorations are available nearly everywhere and are quite as attractive as those of the dangerous paper, cotton and pyroxylin."

Fabrics used for decorative purposes can be flameproofed by a mixture of half borax and half boric acid applied in water solution by dipping or spraying. Impregnation to at least 10 per cent of the weight of the fabric is the minimum recommended.

Hall suggested that real Christmas trees not be used in stores at all as they involve too many hazards. The device of many Texas stores in using fanciful and beautiful artificial trees is much more effective in looks and safety, he believes.

All cartons, wrapping paper and waste materials should be disposed of several times a day, he said. If they are left under a counter or allowed to overflow out of containers, a carelessly discarded match could start a serious fire. Also the back rooms and cellars should be cleared of such materials daily as they would prove excellent fuel for combustible oily rags or sparks from defective electrical equipment in starting a fire.

Smoking should not be allowed at all in the building.

"Other Christmas hazards found in stores are the numerous special displays, many of which involve a temporary electric lighting system and combustible display booths," he said. "These special booths should be made as fireproof as possible, and any additional lighting systems receive special care and attention."

Expert electricians should be hired for new wiring or extensions, and present wiring should be inspected for any defects.

"Aisles and exits must be kept unobstructed and exits be clearly marked," the Commissioner asserted. "Sprinklers, hand hose and fire extinguishers should be kept ready to operate. Clerks should be drilled in the use of this equipment and in getting people out of the store in case of a fire. Even buckets of water, widely distributed, may mean the difference between a trivial flareup and a holocaust."

Should a fire start, the fire department should be called immediately and people removed as quickly and orderly as possible from the store.

Champ and Friend



Ch. Kingcroft Symphony, best of his breed at a Philadelphia dog show, gets a sample of loving care from 2-year-old Peggy Entwhistle. The champ is an Irish

Attractive Gifts Can Be Made of Christmas Cards

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

These cards can be transformed into charming Christmas gifts with a little ingenuity and a minimum of time on your part.

Lampshades are always welcome—and here's a novel idea for designing a special gift for a special person. If your friend is partial to floral arrangements, New England farm scenes, cats—or whatever, select the cards accordingly. Take a plain parchment shade, brush entire outer surface with clear shellac and let dry partially. Meantime brush the back of the cards with clear shellac and let dry partially. Apply cards to appropriate spots and press down. Brush entire lampshade surface, including newly applied cards, with the shellac. Let dry. The shellacking process may be repeated any number of times as each application serves to increase the durability of the lamp shade. Pierce holes, about an inch apart, around top and bottom edges, lace with ribbons.

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

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

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

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

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

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Calliopian Club Is Entertained With Christmas Party and Program

A musical program was presented at the Yuletide party for the Calliopian Club Thursday morning in the beautifully decorated home of Mrs. Norman Harris. Hostesses were Mesdames; Pete Cowart, M. W. Nobles and Paul Coneway.

Outside the home Old Santa Claus stood guard and Christmas colors predominated in decorations inside the house. Gifts were exchanged from a bright and glistening tree.

Mrs. Harris was in charge of the program and she entertained with Christmas music on her violin, accompanied by Mrs. J. R. Allison. Mrs. B. F. Cain sang, accompanied at the piano by Mrs. McOracken and the three formed a trio for several selections. Mrs. Cain led in the group singing of Christmas carols.

Attending the meeting were Mesdames; Richard Barnard, L. B. Barnett, B. F. Cain, Clyde Cave, Pete Cowart, Paul Coneway, Wayne Evans, Alton Fraser, J. T. Gilbreath Jr., J. E. Kirby, M. W. Nobles, Carl Perrin, David Rodgers, Elizabeth Womble, Raylan Evans, Miss Nell Spradley and Mrs. Harris.

Miles Roberson returned home from Dallas where he spent a few days in the hospital. He is able to be out visiting friends.

HOME FROM T. S. C. W.

Three Hereford girls are home from T. S. C. W. Danton to spend the holidays with parents and relatives. They are Nettie Hood, daughter of Mr. and Mrs. Charles Hood, Betty Dunlap, daughter of Mr. and Mrs. Walter Dunlap, and Barbara Burney, niece of Mr. and Mrs. Ray Coneway.

TO CALIFORNIA FOR HOLIDAYS

Mr. and Mrs. Joe Reinauer left Friday for California where they will spend the Christmas holidays. In Los Angeles they will spend Christmas Day with his mother Mrs. M. O. Reinauer, and they will be in Santa Cruz with her mother, Mrs. E. H. Woodard, on New Year's. Enroute home they will visit in San Francisco. They were accompanied by their three sons, Joe Jr., Jimmie and Bob.

Dr. L. B. Barnett and family attended a Christmas party in Black Friday night.

Little Miss Irene Witherspoon has gone to Clovis to spend the Christmas holidays with her grandparents Mr. and Mrs. Ernest Witherspoon and an aunt and uncle, Mr. and Mrs. Dave St. Clair.



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JOHN HIGGINS: A REAL PIONEER

Courage of Pioneer Days Carries Elderly Couple on Despite Handicaps of Health

BY MRS. JOHN McLEAN

John Higgins, who has observed his 90th birthday, is a real pioneer of Deaf Smith County. He and his father and a cousin, Uncle Summy Higgins, filed on land in Deaf Smith County before the time of Hereford. People had to go to Old Tascosa to set their mail.

He likes to tell of their trip by covered wagon from Grayson County. He said his parents and several brothers and sisters had moved to a farm near Whitesboro from Polk County, Tennessee when he was just three years old. He had farmed there with his parents and had married, but when people began to drift to the Panhandle in search of government acres he was one of the first to make the trip.

"A man had to be rough and tough" to live in the Panhandle in those days Mr. Higgins contends, it took more than physical courage to withstand the hardships and privations of the range. "I guess I was a weakling after all for when I found I couldn't raise fine corn and the water hole all dried up, I loaded my covered wagon and went back to Grayson County."

His experience in the Panhandle, however, became a challenge to him and it wasn't long before the old covered wagon was loaded again and headed west. He filed on a section of land ten miles northwest of Hereford and farmed there 45 years. He and his family lived in dug-out until one night a skunk decided to make that dug-out his place to live and soon a five-room farm home was built. Old Tascosa was the nearest trading post for several years and Mr. Higgins likes to recall the time when Hereford, then La-Plata, was founded. "Many of those old-timers have gone on to 'ride herd' in another land now," he said, "but those were the good old days and it's a lot different now for people had time then for each other in spite of the amount of work to be done. And I never would have quit the farm and moved to town if I hadn't been so crippled with rheumatism that I couldn't take care of my farm."

His wife had died and he and his five children were carrying on the farm when the present Mrs. Higgins, who was then Mrs. John Brewster, and her two little daughters came from Missouri in June 1928 to keep house for an old bachelor, Ernest Signer, whose farm joined that of

Second Mozart?



Ferruccio Burco, Italian child prodigy, poised his baton to conduct a rehearsal for the "Concerts Colonne" in Paris. Only 8, the lad has already conducted "Cavalleria Rusticana" at Milan's Scala Opera. Italians talk of him in the same breath with Mozart.

the Higgins. She thought she had come to the end of the world that first night in Texas, for no woman had been on the Signer place, and

the horses and cattle all stampeded. One bull stood his ground and gave chase and by the time Mrs. Brewster and her two little girls were on the other side of a barbed wire fence their clothes were riddled.

The Ward Community Church had been established and Mr. Higgins and the "Widow Brewster" became acquainted, as she would pass his place on the way to church. They were married in 1929 and lived on the farm until three years ago when they moved to their present home on Kibbe Street.

In 1935 she became blind and new adjustments had to be made. For a time the emptiness of a darkened world stared her in the face, and then light came through gratefulness of her other possessions and through an inner vision of beauty. She has written more than one hundred verses and hopes some day to compile a book of stories for children. In the past three years she has pieced 30 quilts which are as carefully placed and as neatly done as though her sight were perfect. She is 65 years old.

It may be the years together which have caused them to have the same outlook upon life now. Optimists, both of them, they are sure of good days ahead. He is unable to walk without the aid of a pair of crutches, but has planted and cultivated a beautiful garden and orchard this summer. He stumbles and falls a good deal, but there is always someone who happens along to help him get going again. Mrs. Higgins keeps house and carries on the home and until recently the couple had lived alone. Now Mrs. Higgins' daughter, Mrs. Mildred Cole, and two children have arrived to make their home with them and assist them in maintaining their home.

Talking with them you get the impression that Mr. and Mrs. John Higgins' determination to do and courage and sense of humor will take care of the future. It has taken care of the past.

Home Demonstration Club Activities

WYCHE CLUB ENTERTAINS

Wyche Home Demonstration Club was entertained in the home of Mrs. Ira Ott Thursday at a Christmas dinner. In the afternoon a program of Christmas carols and a Christmas story and gifts were exchanged from a decorated tree.

Mrs. E. L. Campbell, of Wildorado, vice-president of the Texas Home Demonstration Association, and Mrs. Tom Draper, CHDA, were special guests. Attending were Mesdames: Ollie M. Fisher, Nollie Elliston, R. D. Conougher, E. G. Hewitt Sr., Mary Ott, A. E. Jury, W. T. Kelly, E. C. Hewitt Jr., E. O. Baker, J. M. Pickett, G. W. Newson, H. H. Caraway, Fred Henry, Troys Carmichael, Ira Scott, V. P. Walker, Liston Wilson, Jewell Elliston, R. L. Conougher, Ernest Kerr, Maggie Conougher, Mr. and Mrs. G. O. Heard and Mr. and Mrs. Ira Ott.

FORD CLUB HAS PARTY

Ford Home Demonstration Club entertained with its annual Christmas party in the home of Mrs. Luther Lesly Thursday afternoon. Mrs. F. D. Ferguson was assistant hostess.

A program of carols and a talk on the true meaning of friendship, given by Mrs. F. D. Ferguson, was presented and gifts were exchanged from a red and silver tree. Gifts were also presented to Sunshine Sisters. Bingo games were enjoyed with prizes going to Sammie Lesly, Mrs. Chris Wegner and Mrs. Cecil Cayton.

Using a theme of "Peace" Mrs. Ed Cox of Hereford installed new officers, including Mrs. H. M. Benson, president; and Mrs. Luther Lesly, vice-president. Names for Sunshine Sisters were drawn.

Refreshments were served to Mesdames: Ed Cox, L. J. Stratus, F. D. Ferguson, Chris Wegner, Cecil Cayton, Earl Dyer, H. D. Hill, D. O. Griffith, Maxey Dowd, H. M. Benson and the hostess.

McDONALD RITES ARE HELD MONDAY AT AMARILLO

Funeral rites for D. L. McDonald were conducted Monday morning at 10:30 o'clock at the First Presbyterian Church in Amarillo. Rev. Francis W. Pritchard, pastor, and Dr. R. Thomsen, pastor emeritus, were in charge of the services.

Interment was in Llano cemetery at Amarillo.

Pall bearers were Dea W. Caldwell, George Nance, Foster Marion, Mason King, W. M. Gouldy and Harry S. Roll.

Mr. and Mrs. Jack Brown and daughters, Jackie and Joan, left Friday for Annoma to spend the holidays with his parents, Mr. and Mrs. Arthur Brown.

Mrs. Effie Gooch returned home with Mrs. Seth B. Holman from Amarillo Monday to spend the holidays in Hereford. Mrs. Holman will also have as guests on Christmas Day, a niece and her family, Mr. and Mrs. Mark Galloway and daughter Ann, of Amarillo.

Hardy Benson Jr., student at Texas Tech, Lubbock, arrived home on Tuesday. He returned to Lubbock Wednesday to begin work as engineer at Radio Station KSEL where he will be employed during the holidays.

Miss Winnie Karrh has recently moved to Hereford from Plainview, and is now a part of the office personnel in the office of James W. Witherspoon. Miss Karrh has had twelve years of legal experience and is a welcome addition to the office force.

Walter Spradley will arrive home in time to spend Christmas with his family. Mr. Spradley has been in a Dallas hospital following a short stay in the local hospital where he was quite ill. He is so much improved that he expects to remain at home and the family plan a reunion for the holidays.

Miss Mona McMasters left Saturday for her home in Garden City, Texas where she will spend the holidays.

Dr. J. V. McCallister has recently bought a home in Lubbock and is leaving Hereford to live there.

Death's Christmas shopping spree for pedestrians is at its peak three hours after sundown, according to State statistics. The Texas Safety Association urges motorists to drive cautiously and watch for the pedestrian who isn't there!

The Texas Safety Association warns Christmas drivers that whenever you drive, some harebrained may suddenly erupt from a blind drive-way or dash at you on the wrong side of a curve, to wreck your car.



Dr. C. D. Kelton

5th and Jackson

Phone 91

for Appointment

28-tfe

Read the Want Ads! — Buy It In Hereford —

ANOTHER YEAR has passed. Again glad bells are pealing out the Christmas story. Happy children and parents are planning for the day in the glorious old-fashioned way. Everyone is thrilled by the magic spell of Christmas for they know the spirit of the Christ Child is in the land.

While glad bells peal out, while children make merry, while carols are being sung and the Christmas story is being told and retold, we join in the joyous occasion by expressing best wishes for a

*Merry Christmas
to each and every one*

Phillips & Lawrence Service Station

Lee Roy Robertson
Roy Wells

J. W. Hyde
John Allen



Once again the joyous spell of Christmas is cast over us, as we hurry about with gifts for those we love. That warm glow we get from giving at this holy season cannot be duplicated at any other time of the year. It is our sincere wish that a full measure of happiness may be yours, this Christmas of 1947.

RUTHERFORD & CO.

and Employees



**Greetings
at
CHRISTMAS**

And when the day
is gone
Our wishes for
our friends
Continue on and on
and on!

Loerwald Brothers

Lions Club Auction Draws Huge Crowd; Sales Total Nearly \$5,000

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

Death-dealing highways of Texas can become pleasure-dealing highways, says the Texas Safety Association, if a few simple precautions are taken. Before starting that trip home for Christmas, be sure your windshield wiper is in working order, your head lamps and tail lights are in good condition and that your brakes are working properly.

Christmas Greetings

Just the same old wish, 'tis true
but with all the sincerity in the world
and with a genuine appreciation of
your courtesies and favors.



**HEREFORD LAUNDRY
and Dry Cleaners**
and Employees.



Dr. and Mrs. Norman Harris
and Johnnie

May You Have
All the Joys of a

HAPPY CHRISTMAS



THE BEAUTY MART

Louis Harvey Buys New Car At \$2900

A public auction sale, which drew a record crowd to Hereford last Thursday afternoon, netted the Hereford Lions Club more than \$1,700, after expenses from the sale of nearly 50 items.

Top item in the sale was a new 1947 Chevrolet Fleetline model which was sold to Lewis Harvey for \$2900.

Sale of the new car brought on the most spirited bidding of the sale. The car was sold to the Lions Club for the auction by Kinsey Motor Company at list price, and netted the Lion's fund more than \$1100.

The sale brought in a total of more than \$5,000. Auctioneers, who donated their services to the Lions Club, were B. E. Brumley and B. B. Northcutt.

E. C. Eubanks and Worth Covington were clerks.

Many of the items placed on sale were donated to the Lions Club by local merchants. Others were sold to the Lions at cost, while a few of the more expensive and scarce items were sold to the club at list price.

Sheriff J. C. Reese and County Clerk Robert Thompson were in charge of arrangements for the sale, which was held on Main Street Thursday afternoon. The block between second and third street was roped off, and all items to be sold at auction were placed on display during the day. The sale itself lasted for over two hours.

A few of the larger items offered found few bidders and were withdrawn. Some smaller items, notably several lots of anti-freeze, brought spirited bidding and good prices.

All funds realized from the auction sale will be placed in the Lions Club's general fund, from which the organization draws funds to support many civic and charitable enterprises.

A list of the items sold, the buyers, and the price paid, follows:

Quart. of Zere, Bill Knox, \$2; Gallon of Zere, Chester Pinnick, \$8; Gallon Prestone, Scott Crum, \$10; Gallon Prestone E. K. Pinnick, \$10.25; Gallon Zere, Chester Pinnick, \$11.25; Gallon Anti-freeze, Lyle Blanton, \$9; Gallon anti-freeze Lyle Blanton, \$10; Gallon Shelzone, E. C. Eubanks, \$8.50; Gallon Shelzone, Troy Stambaugh, \$8.25. Electric toaster, A. O. Thompson, \$15; Presto Cooker, J. C. Morrison, \$17; National Pressure Cooker, Mrs. Lloyd Prutsman, \$35; Radio, O. E. Sherman, \$21; Electric Iron, Baker Womble, \$8.75; Suit Case, large, Lewis Harvey, \$14.50; Suit Case, small, Lewis Harvey, \$10; Electric Drill, N. D. Bartlett, \$27.50; 100 pounds sugar, E. K. Pinnick, \$15.

Pink Elephant, A. O. Thompson, \$10; Tricycle, B. E. Brumley, \$11; Electric Razor, Ernest May, \$18; 2 Theatre books, B. E. Brumley, \$5; Electric roaster, Alvin Janssen, \$35; Girl's Bicycle, C. R. Damron, \$45; Boys bicycle, Ervin Reeves, \$55; 15-lb. Ham, E. K. Pinnick, \$15; 15-lb. ham, Lyle Blanton, \$17; Eureka Sweeper, Leo Forrest, \$72.

Norge washing machine, P. E. Turbow, \$100; Fuller Brush, Mrs. C. D. Potter, \$2; Gruen watch, E. K. Pinnick, \$70; Saddle, Donald Hicks, \$125; 34-piece set of silverware, Lester Waggoner, \$53; Walky-Talky radio, Lewis Harvey, \$40; Roper Electric range, C. F. Davis, \$244; Radiophonograph combination, J. E. Sears \$160; Bendix washing machine, Homer Ewton, \$230; Deep Freeze unit, A. J. Ralston, \$167.50; Deep Freeze unit, W. R. Redwine, \$420; Chevrolet tudor, Lewis Harvey, \$2900; and 1 mule, J. G. Weir, \$11.

Refrigerators were, surprisingly, not much in demand. Three refrigerators, two frigidaires and a Philco, were withdrawn from the sale. Altogether 51 items were offered for sale, and only seven were unsold.

A list of donors, and others who assisted the Lions Club in the auction sale, include the following:

Kinsey Motor Company; Bensfield Motor Company; Combs' Welding Shop; Builder's Supply; Goodrich Store; Halle Drug; Kelton Electric; Commercial Oil Co.; B. B. Northcutt; A. H. Janssen; Farmer's Equipment Co.; Consumers Oil Co.; Kester Jewelry; White Auto Store; City Shoe Shop; Bretling Jewelry; Nipper Electric; J. C. Penney Co.; Ireland Motor Co.; Furr Food; Blanton Butane; Hereford Locker and Cold Storage; E. B. Black Co.; Cogdell Motor Co.; Miller-Oliver Co.; C & R Cleaners; Cockerham's Furniture Co.; Streu Hardware; Firestone Store; Alderson's Variety; Hereford Implement Co.; City Drug; Square Deal Auto Sales; Star Theatre; Witherspoon Electric; Bonnie Brumley; Worth Covington; Harry Taylor; Davis-McCracken; E. C. Eubanks; Jack Kirksey; Sylvester Slagle; Pete Cowart; Earl Stagner; Mrs. A. G. Bell; and Ed Cutsinger.



(USDA)—Cattle reached record high levels and most grain strengthened but cotton eggs and some vegetables lost ground during the past week, according to U. S. Department of Agriculture's Production and Marketing Administration.

Most Texas vegetables declined during the past week despite restricted movement on account of rains early in the period. Spinach lost midweek strength to close slightly weaker along with cabbage, beets and carrots while peppers held about steady in shipping point areas. Sweet potatoes lost ground at Louisiana shipping points, and Kansas City's abundant homegrown supply was low priced, but Denver showed a firm to stronger market. The pre-holiday business in Louisiana citrus got under way and most of the large crop of Satsumas has been moved. Colo-

rado potatoes met dull demand but onions were in good request.

Southwest egg markets were unsettled. Despite good holiday demand for only adequate receipts, prices slipped about a nickel per dozen. Straight run current receipts ranged anywhere from 50 to 60 cents. The rush to get Christmas turkeys before the weekend forced prices of young hens up to 48 cents per pound and young toms to 36 cents. Chicken hens met strong demand, too.

Nearly all classes of cattle brought the highest prices of the year at southwest markets this week. Fort Worth set a record when commercially fed 1043-pound steers cashed at \$32 per hundred pounds. San Antonio reported an all-time high on canner and cutter cows at \$12.50 to \$14.25. These same grades brought \$10.50 to \$13 at Houston, \$10 to \$14 at Fort Worth, \$10.50 to \$14 at Oklahoma City, and \$11.50 to \$14.50 at Wichita and Denver. Net gains on most offerings amounted to 50 cents to a dollar. Only weakness showed up at Denver.

Increased demand at southwest hog markets kept ahead of seasonally heavy receipts to push prices 50 to 75 cents per hundred pounds higher than a week ago. Good and choice butchers realized a top of \$26.50 at San Antonio; \$27 at Oklahoma City; \$17.50 at Fort Worth and Wichita; and \$27.50 at Denver.

Also strong demand advanced prices on sheep and lambs 50 cents or more at most places except Wichita where lambs were 75 cents lower, but ewes were steady. Good and choice ewes and wethers moved at San Antonio around \$9 to \$9.50 and common and medium lambs at \$17.75. Medium woolled lambs changed hands at Fort Worth at \$20 to \$21.50, while medium and good kinds cashed at \$21.50 to \$23.50 at Denver. Oklahoma City sold top lambs at \$23 and choice light ewes to \$9.

Sorghums, oats, barley and corn but left wheat behind with slight march toward higher price levels. No. 1 hard ordinary closed at \$3.12 to \$3.13 per bushel at Fort Worth Friday.

Spot cotton markets were less active and prices declined about \$2.50 per bale. Mill buying dropped off despite unabated demand for cotton textiles. Generally, farmers were offering their cotton less freely.

Read the Want Ads!

Ready to Serve YOU

Let us care for your . Refrigerator Needs
. Motor Repair

Owen Parsons

—is locating his motor repair shop in our new building at 300 Third Street, and will be open for business Jan. 1. We can now repair any fractial motors, and new equipment is being installed to repair irrigation and other large motors.

THANKS TO EVERYONE OF YOU FOR PATRONAGE AND FRIENDSHIP. WE WISH YOU A JOYFUL HOLIDAY AND SUCCESSFUL NEW YEAR.

Remember—for Refrigerator Sales and Repair, See

Walker Refrigerator Service

Day Phone 402

300 Third St.

Nite Phone 329-W



**CHRISTMAS
AND FRIENDS
GO HAND IN HAND..**

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

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

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

We sincerely appreciate the patronage and friendship of the people of this territory. It is our endeavor to serve you even better in the New Year to come.

HEREFORD GIN COMPANY

TAFT McGEE

CLAUDE McGEE

Holiday Party In Barnett Home

An attractively arranged Christmas time hospitality was given on Thursday afternoon in the home of Dr. and Mrs. L. B. Barnett with Mrs. Barnett, Mrs. T. E. Seigler, Jr. and Mrs. Wayne Evans as hostesses. In keeping with the season a happy holiday atmosphere prevailed and friends, both old and new, mingled together in gay yuletide celebration. A brilliantly decorated tree stood near the fireplace against the south wall of the long living room with red candles giving the festive touch. The table, with all silver appointments, held a center arrangement of holly in a deep silver bowl. Holly-red candles burned in silver holders at either side and white cake squares were ornamented with tiny red and green Christmas trees done in icing. Mrs. W. E. Dameron and Mrs. J. W. Witherspoon presided at the silver tea and coffee services during the first hour and Mrs. J. E. Kirby and Mrs. Charles Hays of Dimmitt presided at the second. Those calling during the afternoon were Mesdames: J. R. Allison, Henry Benson, W. E. Blood, B. P. Cain, O. P. Cowart, Roy Ford, Norman Harris, Chas. Hays of Dimmitt, Ben Childers, Bob Lewis, Ralph Hastings, Louis Woodford, J. T. Gilbreath Jr., Raylan Evans, Robert Veigel, Will Graham, Richard Barnard, Clyde Cave, Ben Ezzell, Sylvester Slagle, Troy Moore, Joe Smith, Emil Deitman, V. O. Hennen, Frances Maxfield, J. W. Witherspoon, W. E. Dameron, Colby Conkwright, Howard Gault, Paul Coneway, Worth Ware, Carl McCaslin, H. A. Close, A. M. Jones, John McLean, M. W. Nobles, Milton C. Adams, Woodrow Ireland, Chas. Hill, Lee Benefield, Tom Boyd, J. C. McCracken, W. L. Davis Sr., and J. E. Kirby.

REAL ESTATE AND LOANS

We offer land in any size tract. We have buyers for irrigated land.

Loans, small or large, at good interest rates are made with no charge for handling.

See us if your want to sell.

J. C. RICKETTS, Realtor



CLOWE & COWAN, Inc.

POMONA PUMPS
R. PAUL CONEWAY

From Harry S. (for Santa?) Truman



A slight error in hearing got 3-year-old Sharon Meenehan a present from President Truman—the Mother Goose book she holds at Georgetown hospital, where she is recovering from automobile accident injuries. Her mother told her "the President" was coming. Sharon heard it "the present" was coming. So when President Truman visited her room during dedication ceremonies at the hospital he learned she was expecting a present. He sent the book with the inscription "Here is the present you thought you were getting yesterday. Get well in a hurry—Harry S. Truman."

Christmas Program Is Given For Bay View Club In Allison Home

"Mary and the Spinners" by Elisabeth Hollister Frost, one of the most beautiful of Christmas stories of all time, was reviewed by Mrs. J. W. Kirby at the annual Christmas program given for the Bay View Club at the home of Mrs. J. R. Allison Thursday afternoon.

Christmas decorations were in evidence throughout the home, giving an appropriate setting for the story and the carols which followed.

Mrs. Roy Ford gave the introduction to the story which she said, "makes the greatest drama of history appear as of yesterday." She also gave the author's reason for creating the story.

Mrs. Kirby quoted from the book to describe the spinners "Then, Mary with the five other virgins—Rebecca, Saphara, Suzanne, Aigea and Cael; to whom the high priest gave this silk and the blue and the fine linen and the scarlet and the purple and the fine flax, cast lots among themselves what each virgin should do, and the purple for the veil of the Temple of the Lord, fell to the lot of Mary."

Mrs. Henry Benson told the history of Christmas carols in many lands and of their significance and Mrs. Phillip Barkley led as the group sang "O Little Town of Bethlehem" and "Silent Night." In conclusion Mrs. Benson read "Twas the Night Before Christmas" by Moore. Those present were Mesdames: Bob Wilson, R. B. Miller, J. W. Spradley, J. W. Kirby, Paul Mathers, John McLean, A. M. Jones, G. O. Heard, E. W. Harrison, Howard Gault, Roy Ford, Herman Ford, H. O. Conkwright, Colby Conkwright, Esie Cardwell, D. H. Alexander, Lee Benefield, Phillip Barkley, Henry Benson, and the hostess.

Sell Thru the Want Ads!

Relief At Last For Your Cough

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

CREOMULSION
for Coughs, Chest Colds, Bronchitis

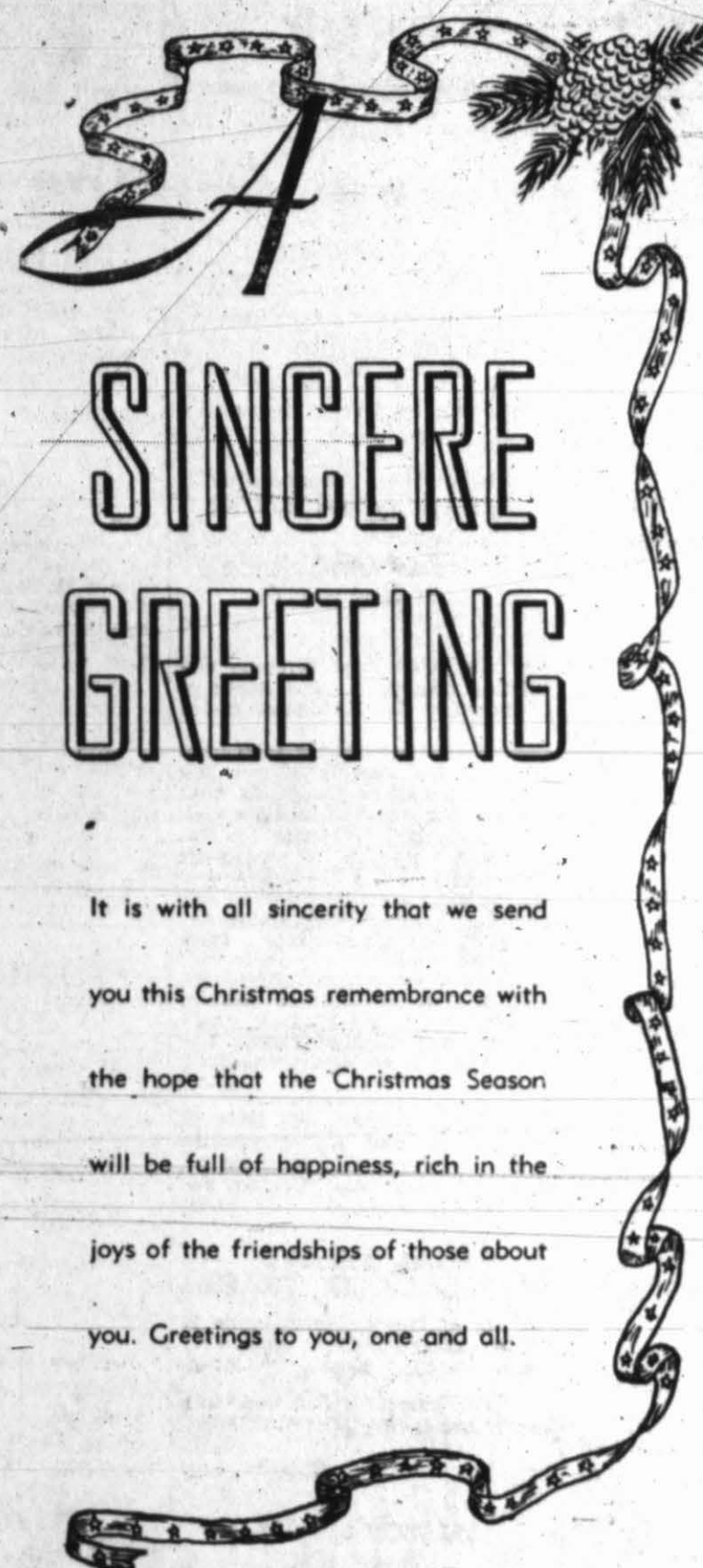
Mr. and Mrs. Herman Ford and sons will spend Christmas day with Mrs. Ford's mother, Mrs. J. H. Callaway in Childress and return by Plainview to visit his parents, Mr. and Mrs. C. L. Ford.

Mrs. Willie Daniel will leave Saturday to visit her daughter Nora Alice and husband L. B. Ray in Lubbock.

Mr. and Mrs. Don Webb will spend the holidays with his mother, Mrs. Sidney Webb in Mineral Wells, Tex.

MASONIC BULLETIN

Hereford Lodge 848
Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y.
G. T. HIGGINS, W. M.



HOWARD GAULT WAREHOUSE



ELITE CAFE

JAY AND FERN AND ALL EMPLOYEES

A Gift for You

Not much, to be sure, but presented with all the sincerity we know, this little gift of Christmas Greetings.

It's not wrapped up in a lot of fancy ribbon, nor expressed in a lot of flowery oratory... but you can be assured that when we send compliments of the Season to you, we mean every word of it.

It's great to be a part of this community, to know and serve its people. That's why we eagerly look forward to sending our annual message of Good Cheer to our friends here.



HEREFORD STORE CO.

S. L. Harman and Pick Harman

Inseparable at This Time of the Year

FRIENDS AND CHRISTMAS...

The Christmas season, with all its pleasant traditions, reminds us again of the cordiality and good fellowship that has been ours to enjoy with our legion of friends. Good friends and Christmas combine to make this time of the year the most glorious occasion of them all.

As we extend our best wishes to you, we include our heartfelt thanks for your fine cooperation with us during the past year.

LITTLE FASHION SHOP

Mrs. Arthur Thompson, Mrs. Elmer Mathis
Mrs. P. L. Dishman, Mrs. Ralph Smith
Mrs. D. R. Vandever, Mrs. Mayd Mauk

WANT ADS

FOR SALE

They're Here!

RIVERSIDE TIRES!

Come in today for your new Riverside! For a tire that wears longer, costs less, and gives you that extra margin of safety. Switch to Riverside Tires... for more miles of greater safety. They're here for immediate delivery!

FARMER'S DRIVE-IN

Buddy Sowell • Troy Moore
Hiway 60—Phone 161

For Sale: House trailer at 1112 25-Mile Ave. in the rear. J. A. Croft. Priced to sell. 51-2p

Mrs. J. F. Ward suggests Evergreen for ideal Christmas gift—good assortment of nursery to choose from. A man to plant them. Phone 250-W. 51-2p

VENETIAN BLINDS

• Any Kind
• Prompt Service
Your windows measured. Installation to your satisfaction.

Builders Supply & Service

Phone 94 112 Main St.
33-tfc

I have a few fresh cows and a few springer cows. One mile north, one mile west of Summerville. See D. C. or C. R. Walser. 51-2p

For sale: 26 inch Girls bicycle with basket attached. Earl Phillips. Phone 97 or see me at Phillips-Lawrence Station. 52-1c

For sale: Large Superflex oil heater. Phone 468W. 52-1p

For sale: Late model Norge Table top gas range. C. P. Davis. 116 P. St. 52-1p

For sale: 1 1/2 tube Zenith Automatic Record changer and Radio. Immediate delivery. \$199.95. Fullwood Battery & Electric. 52-1p

For sale: Thirteen good thrifty pigs. Three months old. \$18.00 each. Six miles east of Hereford at Joel switch. Ray Watson. 52-1p

For sale: Two government built granary buildings. Hereford Potato Growers Association. 52-tfc

For sale: Girls good used bicycle. \$10. cash. 800 Knight St. 52-1p

FOR SALE OR TRADE

1947 DeSoto 2-dr. DeLuxe black finish and all the extras. All it needs is a home.
1947 Fleetline Chevrolet
1947 Plymouth 4-dr. Sedan
1947 Mercury Club Coupe
1947 Ford Club Coupe
1946 Dodge 4-door
1946 Chevrolet 2-dr. Sedan
1936 Ford
1936 Plymouth
1937 1 1/2-ton Truck

SQUARE DEAL AUTOS

At 5th and Main 52-1c

For sale: B-flat Clarinet, perfect condition. 359W. 52-1p

FOR FINE CARS

Ready for the Road, We Have the Following to Choose from:

1942 Plymouth Road King
1947 Jeep, 4-wheel drive, with over-drive, with less than 2,000 actual miles.
1941 Oldsmobile "6" Sedan
1940 Lincoln Zephyr
1938 Lincoln Zephyr Club Coupe
1939 Pontiac Club Coupe
1938 Ford-Tudor
1940 Olds. 6 DeLuxe
1937 Plymouth Sedan
1937 Nash Lafayette
1937 DeSoto, completely reconditioned
1936 Ford Coupe
Some on lot between Ruth-erford's and Furr Food.

BROOKS AUTO SERVICE

and

USED CAR EXCHANGE

Cash or Finance.
West Highway 60, or
Cash Loan Office
103 West 3rd 52-1c

FOR SALE

Barbed wire and posts.
Hereford Housing Project.

Contact—
J. K. Baker
Phone 589-W 47-tfc

A GOOD SELECTION
of batteries, tires, tubes and other auto parts.

Alcohol for your radiator.
Gulf quality gas and oil.

Brooks Auto Service
West Highway 60 47-tfc

For sale: Two good kerosene circulating heaters. 6 miles South of Summerville. W. B. Boston. 48-tfc

Chevrolet school bus for sale. Ideal for following harvest, also a few 750cc truck tires practically new. These items priced to sell. See Geo. Graham or Bob Wilson at the Bus Terminal. 49-tfc

Do you have a sincere desire to stop drinking? Contact Alcoholics Anonymous, Box 922 Hereford. 49-6p

Extra good quality seed wheat for sale. Said wheat has been cleaned, treated, sacked and ready to plant. This wheat is stored at Pitman Elevator and can be seen there. T. J. Carter. 48-tfc

For sale: Fertilizers. We have in stock: 47 per cent Superphosphate; 20 per cent Superphosphate; 30 per cent Rock Phosphate. Hereford Potato Growers Ass'n. 48-tfc

For sale: House, 5 rooms and bath. Corner Ave H and 13th. W. O. Miles. 51-2p

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FOR SALE OR TRADE

Rooming house; one three-room house, both furnished. 8 lots on Lubbock Hiway, priced to sell or will trade for Hereford residential property.

LUKE FIELDS
106 Clements St. Hereford 52-1p

FOR SALE

333 acres on pavement; 140 acres alfalfa. Fair improvements, about 50 acres grass. REA. Immediate possession. \$110 per acre.

W. E. DUNLAP
Alderson Bldg. 51-tfc

Have two bedroom house in Amarillo. Will trade or exchange rental for Hereford property. Phone or write J. B. Pool, 204 Prospect, Amarillo. Phone 2-9954 or see at Western Auto, Amarillo. 50-3c

FOR SALE: 9-room house in Canyon. Suitable for residence or rooming house; near college and business section. Call owner. R. L. Thompson. Phone 328. 27-tfc

Honest Service rendered to buyer and seller. List your property with us. See what we have to offer before you buy. C. N. Cosby, 110 W. 2nd St., Phone 42. 42-tfc

PLENTY MONEY TO LOAN

Very liberal valuation and prepayment privileges — four per cent interest. We specialize in loans on irrigated farms and ranch lands.

ROSE & BARBER 38-tfc

LAND

Section South of Wayside. Some improvements with 480 acres wheat and all goes. Priced under market at \$75. Also 3-4 section near Wayside. Nicely improved and immediate possession at \$60. 1/2 section equipped for dairy farm and subject to irrigation at \$80. It lies southwest of Amarillo. All of the above land is subject to irrigation.

A. B. DUNCAN
Canyon, Texas 52-1c

For Sale: 20 ft. stucco building with or without lot in South Hereford. 2-room house and lot for sale cheap. Also 30 ft. barracks open end. See J. F. Messer. Call 128-J. 42-tfc

CHARLES AND IKE
REALTORS

Office Phone: 792

Irrigated and Dry Land Farms

Check Our Bargains for Farms and Homes.

We Appreciate Your Listings and Business.

CHAS. SOWELL

Residence Phone 193-W

IKE CROTHWAIT

Residence Phone 229-W 34-tfc

OFFERED FOR QUICK CASH SALE

474 acres on pavement. Irrigated. Extra well improved.

W. R. (Bill) METCALF
Salesman

ELLISTON & POSEY
115 East Third Phone 179 52-1c

LISTINGS WANTED

Have buyer for 100 to 160 acres irrigated improved farm; also buyer for unimproved 80 to 160 acres. Need listings on other size tracts.

A. B. DUNCAN
Canyon, Texas 52-1c

Now is the time to sell any surplus goods you have on hand. If you can't use 'em somebody else can. Tell 'em with a Want Ad!

Rabbits Wanted: Fryers 3 1/2 to 4 lbs. Also pedigree rabbits for sale. The King Rabbitry. Write Box 1221; 120 Fannin St., Amarillo, Texas. 51-4p

Cotton picking wanted. We have a new John Deere cotton picker. Have yours picked in a hurry. See Frank Wilde or Harvey Lindsey. 50-tfc

Wanted: One-way, drilling, and Hoeming. Phone 537W. W. W. Rhodes, 132 Norton. 50-3p

Dressmaking and alterations. Phone 537W. Mrs. Rhodes, 132 Norton. 50-3p

Wanted: Apartment or house; preferably furnished. Adults only. Permanent. Write B. F. Block, Gen. Del. Hereford. 49-tfc

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

for BUYING SELLING TRADING RENTING LOANS SERVICE

FOR SALE

Perfect 160 acres, 2 1/2 miles city limits. Brick veneer six room house, tenant house, two irrigation wells, two large barns. Other improvements.

J. M. HAMBY
1 mile South Hereford 52-2p

FOR SALE

Choice 655 acres improved, two irrigation wells. Price \$100 per acre. Would divide in half. Three irrigated 320 acres improved on pavement; five irrigated 320 acres off pavement, three improved. Two irrigated 80 acres, one improved. One irrigated 40 acres, improved. One irrigated 20 acres, improved. One irrigated improved 960 acres dry land in wheat, all goes \$52.50 acre. Five dry land 160 acres in shallow water, three improved. Also improved small acreage and homes and lots in Hereford.

J. M. HAMBY
1 mile South Hereford 52-2p

GLENN WEIR Realtor

Houses, Lots, Farms.

10- and 20-Acre Tracts.

Listings appreciated.

104 MAIN STREET 47-tfc

FOR RENT

Room For Rent: See Tommy Aaron at Bus Station. 51-tfc

For Rent: 2-3 room modern apartments, unfurnished. C. C. Lisenbe. 712 E. 12th St. Phone 425-W. 51-tfc

For Rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC. 50-tfc

For Rent: Stalk field, some grass. J. K. Baker. Phone 589W. 50-tfc

Wanted to Buy: Good used cars. Milburn Service Station. 49-tfc

WANTED: Butcher cattle. Deaf Smith County Meat Co. See me at stockyards. Bonnie Brumley. 29-tfc

Wanted To Rent: 4- or 5-room furnished house. Phone 484. Alton Fraser. 4-tfc

WANTED

Man with family wants job on farm; irrigation experience; dependable. Write L. B. Harrison, Wellington, Texas. Rte. 2. Or see Hollis Cassaway at Cogdell Motor. 52-3p

NOTICE TO LAND OWNERS

I want to buy 2,000 to 3,000 acres land. Some cultivation, some in grass. Will buy anything that is a bargain.

JOE EVANS 51-2c

Rabbits Wanted: Fryers 3 1/2 to 4 lbs. Also pedigree rabbits for sale. The King Rabbitry. Write Box 1221; 120 Fannin St., Amarillo, Texas. 51-4p

Cotton picking wanted. We have a new John Deere cotton picker. Have yours picked in a hurry. See Frank Wilde or Harvey Lindsey. 50-tfc

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

Business Services

INCOME TAX RETURNS

J. K. BAKER
Phone 589-W
320 Roosevelt 52-4tfc

MORGAN PRINTING COMPANY

Commercial Printers
Phone 794
215 Main St. 52-tfc

Let us finance your irrigation well or home pressure water system. West Texas Dev. Co. Hiway 60 East of Hereford. Phone 312. 52-1c

LOANS \$5.00 UP

On furniture and other security. Autos financed. Courteous consideration given each request.

CASH LOAN & FINANCE

(Over Rutherford's)
Phone 133 103 W. 3rd 50-tfc

For any kind of dry service call Hughes Millard at 656. 49-tfc

Refrigeration

Commercial or Household

We Repair Any Kind of Box.

Phone 402—Dick Walker

Walker Refrigeration Service

33 East Third 33-tfc

For Christmas cards that are distinctly yours, made from either your kodak negatives or portrait that we make. See Cole Photo Service, 103 W. 3rd. 43-3c

LOST AND FOUND

TEN DOLLARS REWARD—for return of Smoky, small 6-year old black male cocker. Lost in vicinity of Hereford last Thursday. Needed at his home both as watch dog and beloved nuisance. Jay Graham. Phone 554-W-4. 52-1c

Lost: Child's plastic rimmed glasses. Brown case. Call W. D. Jones

CARD OF THANKS

We wish to express our appreciation to our many friends for their sympathy and kindness shown us during our great loss of our loved ones.

T. L. Welch and family, 52-1p

Karl Shirley, son of Mrs. Jeff Glibreath, and Lyle Pluitt, son of Mr. and Mrs. W. S. Pluitt, came in Saturday night from Austin to spend the holidays with relatives. They are students in the University of Texas.

Special Announcement!

WE ARE PREPARING A SPECIAL
CHRISTMAS DINNER

We Will Be Open from 10 A. M. Christmas Day
Until 2 A. M. Friday Morning.

We Will Be Closed All Day Friday.

We are staying open Christmas Day in view of serving the many people here who must depend on cafes for all their meals. And we are preparing a special Christmas Dinner that will be a treat for all the family and guests too!

HARRY'S CAFE

EAST HIWAY 60

(Please disregard previous announcement
of Closing Christmas Day)



MILLER AUTO STORE

FRONT-MOUNTED CULTIVATOR
FOR ALLIS-CHALMERS MODEL "C" TRACTOR

★ Quick-hitch — can be attached or detached in ten minutes by one man.

★ Up Front — you can watch shovels or sweeps without turning or twisting.

★ Uniform Depth Control — parallel linkage holds gangs level, regardless of position — eliminates jumpy, uneven action.

★ Hydraulic or hand lift.

ROTARY HOE ATTACHMENT

Cultivate up to 7 m.p.h. Rotary hoe works right over young plants in the row — kills weeds and stirs the soil into a fine mulch. Ideal for first cultivation — saves time, reduces covering. Model "C" Tractor owners, place your order today for your "80" Series Cultivator and Rotary hoe attachment.

See the NATIONAL FARM AND HOME HOUR with Everett Mitchell every Saturday, NBC.

ALLIS-CHALMERS
SALES AND SERVICE

FARMERS EQUIPMENT CO.

West Hiway 60

Phone 426

YES VIRGINIA, THERE IS A SANTA CLAUS!

After Half A Century A Famous Christmas
Editorial Still Appears in Print Each Year

Just a half-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 Christmas 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 8 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."

Frank Church's answer to this touching query has long since become history. It is reprinted, here, with this 50th anniversary of its publication, the perennial answer to every child's eventual question, "Is There a Santa Claus?" Here is the famous reply: Just as The Sun published it:

"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 be the world 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. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You

A CHRISTMAS GIFT FROM THE LIONS



George Strange, (right) paralyzed from the waist down for the past five years, gets a Christmas gift from the Hereford Lions Club—a specially designed work-bench for George, who's learning the watch-makers trade. Presenting the gift are Pete Cowart (left) and D. C. Kinsey, Lions Club president. (Photo by Alex Thompson).

might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? No, 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 the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty

and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding. No Santa Claus! Thank God! he lives and he lives forever. A thousand years from now, Virginia, may, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

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 years since it was first written, that Frank Church's reply to a little girl's question, "Is there a Santa Claus?" has not been in print in some newspaper somewhere. And now, after half a century, its words are as bright and shining as they were in the beginning.

Gifts Are Exchanged

Gifts were exchanged at the annual Bethany Class Christmas party held at the First Baptist Church on Friday afternoon.

A Yuletide program was enjoyed; Mrs. Henry Melton gave readings and Mesdames C. J. Mountz, Cliff Estes, Jeff Glibreath and A. O. Thompson formed a quartet to sing carols.

Holiday time refreshments were served to Mesdames; C. O. Phillips, Hazel Sparks, Ed Cox, John Draper, Vivian Major, Hardy Benson, Edgar Moseley, J. R. Richardson, W. A. Dobbins, Walter Easter, Chas. Hood, O. G. Smith, Jack Roberson, G. P. Owen, Hamby, Si Orr, John Patton, Caddell, J. E. Young, C. J. Mountz, Henry Melton, Cliff Estes, Jeff Glibreath, A. O. Thompson, and Avon Vick. Mesdames; J. T. Richardson, L. Culpepper, Henry Melton, and Ed Cox served as hostesses for the party.

Public Service Co.
Employees Honored
At Steak Fry

A steak fry was featured at an informal party given in the home of Mr. and Mrs. C. M. Bargesley and daughter, Reba Joyce, Saturday for employees and their families of Southwestern Public Service Company.

Following the steak fry various games were enjoyed by Mr. and Mrs. John Schneider and son, Charles Raymond, Mr. and Mrs. Ted Bednorz, Mr. and Mrs. A. D. Allen, Mr. and Mrs. Earl Waits and sons, Buddy and Willie Earl, Mr. and Mrs. E. Ward Jr., Bill Davis, the host and hostesses.

Miss Muriel Okamoto of Hawaii is a guest in the home of Rev. and Mrs. R. H. Cagle, for the holiday season. She is a student at Wayland College, Plainview.

W. S. C. S. Holds
Annual Tea

The annual Christmas tea sponsored by the Woman's Society of Christian Service of the Methodist Church, was held in the home of Mrs. Homer Brumley Friday afternoon. Holiday decorations were featured throughout the house including a blue and silver tree.

The receiving line was made up of past presidents of the organization and included Mrs. Brumley and Mesdames; Cawthon Bryant, J. F. Ward, Forrest Minton, Ed Warren and Mrs. Leo Forrest, the present president.

Mrs. O. L. Click was in charge of arrangements and in the houseparty were Mesdames; Louis Ortega, Noah Ewton, A. B. Christian, W. J. Stanford, T. H. Coursey, Jim Black, J. M. French, Elmer Mathies, O. L. Click, Richard Winget, and O. B. Herring.

A program of music and readings was presented by Mary Helen McGilvary, Patsy Slagle, Mrs. A. C. Thompson, Mrs. W. J. Stanford and Mary Jo Mathies.

Refreshments were served from a lace laid table arranged with a snow scene of Santa and his reindeer. The love offering was presented as a Christmas gift to Rev. M. M. Beavers, supernumerary Methodist minister, and Mrs. Beavers.

Birthday Is Celebrated

Mr. and Mrs. George Robertson were hosts Sunday at a dinner complimenting Mrs. Roger Brumley on her birthday. Relatives making up the attending group were Mr. and Mrs. Homer Brumley and children, Mr. and Mrs. Alfred May, Mr. and Mrs. Melvin May and Marvin May, Mr. and Mrs. Ernest May, Mr. and Mrs. Roger Brumley and daughter and the hosts.

North Hereford H. D. Club
Holds Christmas Party

Mrs. Otto Olson and her daughter, Mrs. Harold Pettyjohn, were hostesses for the North Hereford Home Demonstration Club Christmas party in the Olson country home on Wednesday afternoon December 17.

Mrs. Louise Olson was in charge of the program of carols, a Christmas story told by Mrs. Paul Hoff, and readings given by Judy Hoff, Dorsetta Kay Albracht and Butch Hoff.

Gifts were exchanged and secret pals were revealed. The next meeting will be held with Mrs. Paul Hoff on January 8.

Refreshments were served to Mesdames; Pat Robinson, Helen Richardson, Mary Bodkin, R. A. Pullwood, Louise Olson, M. H. Koelzer, Fred Saltzman, Jerry Albracht, Noble Willier, George Parker, Oscar Vaughn, J. T. Richardson, Paul Hoff, R. E. Barrett, C. L. Whitehead, Adie Miller, W. H. Russell, Fred Barrett, D. F. Mathis and the hostesses.

Phebean Class Has
Holiday Party

Phebean Class of the First Baptist Church was entertained with a holiday party in the home of Mr. and Mrs. J. B. Snead Jr., Friday night. Miss Muriel Okamoto of Hawaii was guest of honor, accompanied by her roommate at Wayland College, Miss Velma Humphreys of Phillips.

An enjoyable program was presented by Mrs. Gerald Whiteside and Peggy Graham. Mrs. Carroll Whiteside and vocal selections by the two special guests who are voice students at Wayland College.

Refreshments were served to Mesdames and Mesdames; Lloyd Sharp, Jason Luck, Claude Weatherbee, J. B. Harlin, George Cameron, R. A. Daniel Jr., Francis Hill, Gerry Richardson, Wayne Williams, Fred Wollington, T. V. Brantley, Gerald Wilson, Jimmie Allred, Mrs. Carroll Whiteside, Peggy Graham, the two out-of-town guests and the hosts.

TO GALVESTON

Mrs. W. A. Stovall, accompanied by John and Zay Glibreath, left Tuesday for Galveston to spend Christmas with Mrs. Stovall's daughter and the boy's mother, Mrs. J. C. Glibreath of Dimmitt who is a patient in a Galveston hospital. They were accompanied by Mrs. Dyalitha Bradley and her son Bill Brady.

INCOME TAX SERVICE

Mrs. Clyde Coconougher
109 8th Street

YOUR
SAVINGS
ARE WELCOME

CURRENT DIVIDEND RATE 3%

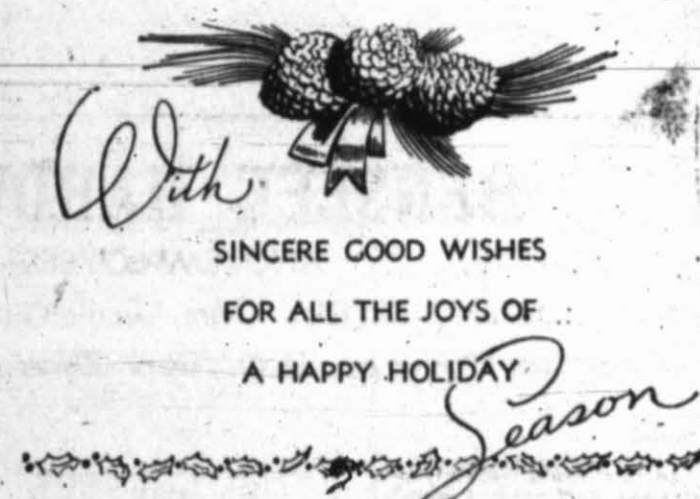
EACH DEPOSIT INSURED
UP TO \$5,000.00

See Elizabeth Womble

AGENT — HEREFORD, TEXAS



37-tfc



PITMAN SERVICE STATION

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



AND BEST WISHES TO OUR MANY
FRIENDS AND CUSTOMERS

Morgan Music and Amusement Co.

Mary Jane, Vera, and Bill



May
this Christmas bring
happiness as true,
as that
we have known
in our relations
with you!

SMOKE HOUSE

WALLACE COX



CAVE'S 5c - 10c - 25c STORES

INCOME TAX RETURNS

I am back in the business of making your Income Tax Returns.

Announcement will be made soon as to location of my office; at the present you can still see me at the City Drug Store.

W. L. Alexander

PERSONALS

Mrs. W. M. Stovall, Mrs. Dyalthea Brady and Bill Brady and Sam Gilbreath's two sons will spend the Christmas holidays with Mr. and Mrs. Sam Gilbreath in Galveston, Texas. Mrs. Gilbreath was moved to John Sealy Hospital there Saturday, from a Dallas hospital where she has been for several months for treatment following serious burns received in an explosion in her home near Dimmitt.

Mr. and Mrs. Mark Benefield and Mr. and Mrs. J. A. Pitman have returned home after a ten day visit in Mexico City where they were the guests of Mr. Benefield's sister who has lived there twenty years.

Ticklers

By George



"Last time I was here this was a swell tramp jungle. Now look—civilized!"

Ukraine Christmas Is 12 Days Late; Strange Customs Observe Festival

Ukrainian churches, both Greek Orthodox and Uniate, cling to the ancient Julian calendar, so their Christmas day comes 12 days later than ours—on January 6.

Christmas Eve is celebrated with much traditional festivity and ceremony.

The Holy Supper, or Swiata Wocera, is very elaborate, consisting of 12 courses, in memory of the 12 apostles. Fish, baked, broiled, and jellyed takes the place of meat. Borsch, or beet soup, is generally served, and stuffed cabbage, filled with millet or rice.

Vareniki, something like the Italian ravioli, also is a usual course. Dessert consists of a special pudding called kutva, which is made of non-fermented seeds and wheat.

During the Christmas Eve supper, some member of every Ukrainian family throws a handful of kupa, or rye, at the ceiling. If it sticks, the coming year will be a prosperous and happy one.

After supper, a plate of braided bread, called kolach, is left on the table between two lighted candles. Legend says that the spirits of the family's dead will return at midnight to eat this bread.

The Ukrainian Christmas festival lasts three days. In the villages singers known as Kolvadniki go from house to house singing the Kolvadky folk songs relating the birth of Christ and the events of life. They usually carry a banner with them, and in some cases, perform miracle plays.

The villagers reward them with gifts of food and money, much as Americans are accustomed to offer treats to Christmas carolers in this country.

It has been found that grain sorghums are particularly rich in niacin, the vitamin that helps prevent pellagra.

One-fourth of the rain that falls in the forest is caught by tree leaves and branches and released back into the air.

Read the Want Ads!



PLAY IT SAFE for '48

INVESTIGATE OUR

- INSURANCE
- HOME LOANS
- ABSTRACTS
- AUTO LOANS
- PERSONAL LOANS

BRING YOUR LOAN AND INSURANCE PROBLEMS TO US!

We Are Equipped to Handle Your Needs!

Elizabeth Womble

Across the Street South from the E. B. Black Co.

war," Partridge said. "They have generously added the war dead repatriation program to their already over-crowded calendars."

"Service officers have given their time to familiarize themselves thoroughly with the workings of the program and with often vexing and intricate problems of family relationships. They have been unstinting of both their time and effort to aid both the bereaved families and this distribution center. They have assisted the next of kin in filling out questionnaires, procured legal instruments, located missing persons and in countless ways have made themselves invaluable in this delicate program.

"One fact alone amply testifies to the wonderful work of service officers in this part of Texas: Nationally, incorrectly filled-out questionnaires has been a serious problem in the administration of the war dead repatriation program. In this part of Texas served by this depot, incorrectly executed questionnaires have been insignificant; and the credit for this desirable condition belongs in the main to veterans' service officers.

The office of the Quartermaster General, this distribution center, and more particularly the families of the dead, owe Texas veterans' service officers an unpayable debt."

Read the Want Ads!

TRY POST-WAR "FASTER ACTING" **666 COLD TABLETS**

Relieve the aches and "sleep robbing" miseries of colds fast with 666 (tablets or liquid). Contains: Use only as directed.

Between 1930 and 1946, inclusive, the highest average weight of cattle slaughtered under federal inspection was 961 pounds in 1941 and the lightest was 909 pounds in 1935.

Joe Evans left early Saturday morning for a business and pleasure trip to Arkansas. He has a brother he will visit over the weekend before returning.

Cheerful Christmas

GREETINGS

TO OUR FRIENDS AND PATRONS

SHORTY'S SHOE SHOP

THE SEASON OF GOOD CHEER IS HERE!

As you gather with friends and loved ones for a festive Christmastime, please be mindful that our thoughts are for you and yours. We wish you a season of happiness, mingled with the many blessings you so richly deserve.

Western Battery & Electric
AND EMPLOYEES

Christmas

.....**TODAY
TOMORROW
FOREVER**

May the spirit of this significant occasion remain with us every day in the years to come!
MERRY CHRISTMAS to all!

DEAF SMITH COUNTY MEAT CO.
and Employees



We appreciate the friendship and good patronage of our customers throughout the past year. May each of you enjoy everything good and prosperous in 1948.

IKE'S CAFE
AND EMPLOYEES

E. V. Gleaton
V. M. Scott
Bob Reese
Lillian Scott
Darcie Reese

Estaline Gleaton
Johnnie R. Brittain
June Bratton
Jackie Kearns
Edgar L. Thompson

First Christmas Carol Was Sung at Bethlehem on First Christmas Day

Christmas carols date far back to antiquity, and no one is exactly certain as to just what was the origin of the first carol, but for centuries the singing of carols has been an integral part of Christmas for all Christian peoples.

The very first carol, in the opinion of many authorities, may be traced to St. Francis of Assisi, who made a crib resembling the manger bed of Jesus around which he and his brethren, and perhaps others, knelt while they sang of the Saviour's birth.

Others go back even farther to the Bible and say that the first carol ever sung was on the night of Jesus' birth: "Fear not; for behold I bring you good tidings of great joy, which shall be unto all people. For unto you is born this day in the city of David, a Saviour, which is Christ the Lord. And this shall be a sign unto you; ye shall find the babe wrapped in swaddling clothes, lying in a manger. . . . Glory to God in the highest, and on earth peace, good will toward men."

One of the most widely sung of Christmas carols, "Good King Wenceslas," is a recital of a legend referring to St. Wenceslas of Bohemia, translated by the Rev. Dr. Neale and sung to an old melody.

"The Cradle Hymn" was written by Martin Luther for his children. The most inspiring carol of them all, "Joy to the World," was penned

IS ONCE A YEAR

MRS. JOHN McLEAN, Society Editor Phone 181

Hereford Girl and Washington Man Wed in Army Post Chapel Ceremony

The Post Chapel at Fort Lewis, Tacoma, Washington was the scene of nuptial rites performed Saturday afternoon to unite Miss Viola Phillips, daughter of Mr. and Mrs. Wirt Phillips of Hereford, and Carl Lynn Chisholm. Close friends of the bridegroom and relatives of the couple were assembled to witness the double-ring ceremony which was performed by the Chaplain of the Post.

Greenery was used to bank the nuptial space in which floral decorations were large arrangements of holly and white chrysanthemums. White cathedral tapers provided a soft illumination of the chapel.

Music for the wedding was provided by the chapel organist who played the traditional processional and recessional selections as well as "Alway," and Lieberstrom during the ceremony.

William R. Phillips of Hereford, gave his sister in marriage. She wore a suit of turquoise charmeuse saberdine. The suit was designed with fitted jacket and double-breasted effect, featuring quilted buttons. Her brown velvet off-the-face hat matched the suit.

by Dr. Isaac Watts. It is most commonly sung to the tune of "Antioch" from "The Messiah" by Handel.

Charles Wesley wrote "Hark! The Herald Angels Sing!" in 1739, and "Silent Night" was written by Joseph Mohr, of Austria, and the music was written by Franz Gruber, another Austrian.

"O Little Town of Bethlehem" was written by Rev. Phillips Brooks while he was rector of the Holy Trinity Church of Philadelphia. The hymn was set to music by Lewis H. Redner, a Philadelphia organist.

The words and music of "We Three Kings of the Orient Are" were created by Rev. John Henry Hopkins.

ched other accessories and the costume was completed with a single strand of pearls, borrowed for sentimental reasons. Her something old was a silver dollar, kept by her father since she was born, and which she carried in her pocket for luck. She carried a white leather Bible topped with a white camellia tied with white satin streamers knotted with white violets.

ATTENDANTS

Miss Helen Ann Snyder, also of Hereford and now in Seattle, Washington, attended the bride as maid of honor. She was attired in a gold-colored suit with brown accessories. Her flowers were an arrangement of holly and small white chrysanthemums fashioned into a nosegay. Joseph Morris of Irvington, N. J. served as best man.

The wedding was followed by a reception at the Detamore Lodge, the party room being decorated with gay Christmas suggestions.

Guests were greeted by a receiving line composed of the bride's mother, Mrs. Wirt Phillips who wore a gray crepe dress with nailhead trim and a camellia corsage; the attendants and the bride and bridegroom. The wedding cake was in the form of a wedding ring and friends of the bridegroom shared in the duties of serving.

The bride is a graduate of Hereford High School and of T. S. C. W. at Denton. For the past four years she has been employed by The American Airlines in Dallas. This past summer she made a three-months vacation tour of Europe with friends.

Mr. Chisholm is a graduate of a Los Angeles high school and attended U. C. L. A. before entering the service. He spent 2½ years with the infantry overseas and is now a civilian attached to the Army and located at the present at Fort Lewis. The couple will live in Tacoma, Washington.

Christmas Is a Family Affair, Says Texas Extension Service Specialist

Christmas is a family affair and a special season of the year for the family to do things together. Mrs. Eloise T. Johnson, extension specialist in family life education at Texas A & M College, says there are countless ways in which the family can prepare for Christmas Day so that the children can learn the joys of giving and sharing.

She suggests the family plan together for balanced Christmas giving. The Family Christmas Purse offers every member a share of the family money for Christmas spending-for-giving. Even the tiniest member of the family can make some of his gifts and buy the others with the pennies

he's saved and added to the "Christmas Bursar."

For the real spirit of the holiday season, she says to make or select gifts for people from whom no return is expected. Giving and forgetting is better than giving for getting.

Another way to keep Christmas together, is to prepare or give food and gift baskets for others in the community who have less. Gather Christmas greens to decorate the tree or family table, or decorate a tree outdoors for the birds and animals.

Christmas Eve is the time for the family singing of carols, and the reading or telling of the story of the

first Christmas. If the children hang up their stockings for Santa Claus, let them leave a gift for him, if just an apple or some other food.

Forty-one statewide groups are backing Governor Jester's appeal for an accident-free Christmas season.

son. The Texas Safety Association urges you to do your part as a motorist and driver, within your safe stopping speed at all times.

Sell Thru the Want Ads!



Your REALTOR Assures You...

that he is studying your individual needs and problems. If he needs additional information he has all the facilities of the local Real Estate Board and the National Real Estate Board to draw upon for whatever is needed—information, policies, instruction. Your REALTOR is your guarantee against unprincipled agents or unethical dealings.

Hereford Real Estate Board

MEMBERS:

J. B. ELLISTON	I. O. CROTHWAIT
SAM NUNNALLY	J. G. WEIR
E. B. POSEY	FRANK BARBER
CHARLES R. SOWELL	BRUCIE ROSE
J. C. RICKETTS	E. S. IRELAND

Any Complaint Against Any Member Should be Reported

Now

THAT THE DAY OF DAYS IS HERE WE WISH TO EXTEND...

Season's Greetings



A. O. Thompson
ABSTRACTS

Thank you, friends and neighbors, for your fine cooperation and helpful courtesy in the past year. We look forward to a bright future and hope you will receive a generous share of the good will and happiness so much in evidence today.

WARM and SINCERE GREETINGS

HUCKERT RADIO SERVICE
Phone 85 116 Main St.



This Merry Christmas is to you. There is no wish we can give more true than this jolly old fellow is now bringing to you.

KELTON
ELECTRIC APPLIANCE

211 Main Street

Phone 31



Christmas! No vaunting phrases can truly carry the meaning of that word, no marching adjectives picture its fulfillment. Its being and expression must ever lie in the simple words of the prophets, in the unpretentious but meaningful phrases of the Man of Galilee:

"ON EARTH PEACE, GOOD WILL TO MEN."

Dr. Milton C. Adams
OPTOMETRIST

This Office Closed from December 23, 1947 Through January 1, 1948



CHRISTMAS CAROLS on the air, and the good old Christmas spirit in evidence on every hand! We are happy to extend once more our sincere good wishes for a joyous Yuletide.

HEREFORD SUPER MARKET

Gaylord Newell
Bub Newell

Chas. Newell
Henry Cloyd

Opal Merrill
B. R. Flowers

Chas. Sanders
Mrs. T. M. Crouch

Milton Newell
Jo Bill Wills

Five children of Mr. and Mrs. W. A. Russell will spend the holidays in Hereford. They will include; L. B. Russell and family of Baird, Mary Ruth, who has just returned from an extended visit in Idaho, Washington, Oregon and California, Jess and his wife of Houston and a daughter, Jack Geffen, her husband and baby of Amarillo.

NOTICE...

MY OFFICE WILL BE
CLOSED ALL WEEK.

B. M. WILTSHIRE, D. D. S.

MRS. JOHN McLEAN, Society Editor Phone 181

Annual Ladies Night Christmas Party Given By Rotarians on Friday Night

Rotarians, Rotary Anns and guests were elaborately entertained Friday night when club members honored the ladies with the annual Ladies Night Christmas party at the City Hall.

Tables for the banquet were attractively arranged with diminutive holly trees interspersed the table's length with big red candles tied with greenery. Christmas favors were presented to the ladies.

Carols were sung by the group with Mrs. J. C. McCracken accompanying, and Mrs. Norman Harris played a violin arrangement of "Silent Night" and "O Holy Night."

Rev. Roy Ford, pastor of the First Christian Church was toastmaster for the evening and J. M. French introduced the guest speaker, D. D. Monroe of Clayton, N. M., director of Rotary International. Mr. Monroe

Employees Have Annual Party

Employees of the C. R. Anthony Company Store held their annual Christmas dinner and party Thursday night at the store. Paul Harvey, manager, was host.

Following the meal games were enjoyed and gifts were exchanged from a decorated tree, and bonus gifts were distributed.

Employees and their husbands or wives and guests included; Manager Harvey, Messrs. and Mesdames; Glenn Campbell and son, Jack Davis, Lyndal Murray, C. I. Rudd, Louis Shirley, Jim Shirley, George Pace, L. C. Jordan, Marion O'Neal, Herman Welty and Lucy, Edward Pirmiller, Mesdames; Nona Jewell, Addie Miller, Madeline Whitehead, Misses Helene McMullin, Dolores Elliott, and Luther Etier.

Daughter Is Born

Announcements have been received here of the birth of a daughter to Mr. and Mrs. Wilson Smith in Nitro, West Virginia. The baby was born on November 7, and has been named Charlotte Lee.

Mrs. Smith is the daughter of Mrs. Harry Fritz, formerly of Hereford and now of St. Louis, Mo.

spoke on "World Relations" but he led up to the serious portion of his talk with enough clever witticisms and good humored banter to keep the crowd in laughter until the raters rang.

Henry Sears was general manager for the program.

Dessert Bridge Entertains Friends

Among the various little parties being given to highlight the holiday season for many groups was the dessert bridge party given by Dr. and Mrs. C. D. Kelton Thursday evening. Bright Christmas lights and decorations gave the festive touch to the party and at the completion of bridge games Mr. and Mrs. W. S. Pruitt were high couple for the prize and Mr. and Mrs. Reed Williams received low award.

Those making up the four tables of players were Messrs. and Mesdames; W. S. Pruitt, Jeff Gillebreath, Bob Wilson, Urtin Streu, John Jacobsen Jr., Reed Williams, Jim Lipscomb and the hosts.

Annual Holiday Party For J. C. Penney Force

The annual holiday party for the J. C. Penney Company store force was held recently with the group enjoying a turkey dinner at a local cafe and a social hour later at the store. Manager and Mrs. S. B. McLallen were presented with a gift.

Attending were Mr. and Mrs. Bill Harmon, Mr. and Mrs. Glenn Edwards, Arch Dobbins, Mesdames; J. B. Harlin, Carter, Roy Jowell, Robert Collehon, Walter London, Tolmonson, Nelson Reiger, Bessie Lee West, R. C. Childers, Harris, Misses Ona Hammer, Anne Morgan, Martisha Ramey and Danny Sammy Lou and Nora Jo McLallen.

Members of the J. T. Gillebreath Sr. family and others of the John L. Wilson family plan a family get-together in Vega for the holidays. Several children, grandchildren and great grandchildren will be present.

Mr. and Mrs. Joe Reinauer and three children left Friday for California to spend Christmas with her family and his mother.

Mr. and Mrs. R. L. Dowell Jr. and daughter, Lindsay Rose plan to arrive home for the Christmas holidays Saturday where they will visit with her parents, Mr. and Mrs. Doyle Rose and his parents, Mr. and Mrs. R. L. Dowell Sr.



We appreciate the patronage and friendships we have enjoyed throughout 1947. May each of you be enriched with prosperous years to come.

Elliston & Posey
REALTORS

Streu's Diary



DEAR DIARY:

We, the undersigned extend to all our friends and customers our best wishes for the season's merriment, and for the New Year, all Happiness and Good Fortune.

Urtin Streu
Oliver Streu
Jean Streu
Walter London
Elizabeth Yarbo
Pete Davis
Leo Hellman
Dolores Phillipp
Harold Loerwald

We Will Be Closed for Inventory
Dec. 26 Through Jan. 1



Leonard Foster

County Judge and Ex-Officio County
School Superintendent

Mrs. Doyle Rose

Assistant County School Superintendent

A Cheery Little Message

to wish you

MERRY
CHRISTMAS



LADYFAIRE BEAUTY SHOP
Zelda, Alyce, and Dette

A Christmas WISH...

This year, as we send our compliments of the season, we wish to include our thanks for the splendid cooperation and patronage given us in the past.

THE LITTLE DINER
MR. AND MRS. CARL SEVIER

—Watch for Reopening Date—

TO EACH OF YOU WE EXTEND
OUR MOST SINCERE



GULF SERVICE STATION
A. C. THOMPSON, Manager

TO OUR MANY FRIENDS



... AND MAY THE
SPIRIT OF THIS
DAY LINGER ON,
BRINGING CHEER
AND COMFORT
LONG AFTER
CHRISTMAS DAY
ITSELF IS GONE.

TOM CARTER
REAL ESTATE

Christmas Card Etiquette Governs The Type of Signature to Use

Definite rules govern the signing of Christmas cards, even though they are expression of friendship and good wishes.

It is important that the cards reflect the degree of intimacy existing between the sender and the recipient. An air of formality in a card to a very good friend is as improper as an intimate greeting to a casual business acquaintance. Many

persons prefer to select cards separately to find a personal subject and message for each friend. This is an ideal thing to do, but it requires considerable time.

Handwritten signatures are written differently from names on formally engraved cards. When signing your name, it is best not to include titles—that is, do not put

"Mr." or "Mrs." before your name. When names are engraved, however, they achieve a more formal tone and therefore require titles. The only exception to this is the single man whose name is never preceded by a "Mr." even though it is engraved on a card.

Married couples writing informal cards to friends are faced with several special problems. There is no definite rule which tells whose name stands first, but if the names are written by hand it is better for the one who signs them to write his or her own name last. When the name is printed on the card it is imma-

Care of Christmas Tree Lights May Avoid Yuletide Tragedies at Home

A Yuletide tragedy may be avoided by observing a few simple precautions when you are setting up your Christmas tree.

Today's electric-lighted Christmas tree is not nearly the fire hazard that its predecessor—the candle lit tree was—but there is still potentially grave danger unless certain precautions are observed, according to an article in the December issue of Good Housekeeping magazine.

"Inspect your tree-lighting sets before trimming the tree," the article urges. "If the insulation is bare or damaged so that bare wires are exposed or may become exposed when the set is in service, or if the sockets are cracked or broken, discard the set. It is misplaced economy to gamble on repairs that may not be adequate."

"Check the condition of your extension cords, too, and see that they are long enough to reach easily from the convenience outlets to the lighting sets. Do not connect too many lighting sets to one outlet. Be guided by the instructions that may come with the sets. See that all the bulbs light."

"In buying tree lighting sets, it is good insurance to choose only those that meet recognized safety requirements. To be sure of this, look for a label on the set stating it is listed by Underwriters' Laboratories."

"As a last precaution take down your tree soon after Christmas is past—the sooner the safer. Don't dispose of it where small boys will be tempted to make a bonfire. Give it to the rubbish man or cut it up and burn it safely in your backyard incinerator."

The Texas Safety Association warns motorists that every time you follow the car ahead too closely, every time you pass on a blind curve, every time you mash the accelerator to the floor, you're gambling a few seconds against the blood and agony and death of 100 persons slated for death during the Christmas holidays.

Death lurks on December streets and highways for your children, warns the Texas Safety Association. If possible, go with your youngster to do his Christmas shopping. Above all, instruct him to walk watchfully, cross only at the crosswalk and with the lights.

terial whether the husband's or the wife's name comes first.

A very nice signature for a family would be, "From the George Karpes—all five." If there are only three in the family it would be equally suitable to write, "John, Mary and the Baby."

It is entirely proper to sign your name alone when sending cards to a business acquaintance whom your wife (or husband) does not know. In this case the card is addressed to the business acquaintance alone, even though he or she is married. Cards sent to a good friend, even though he is not known by your husband or wife, may be signed by both your names.

Whenever doubt arises concerning the manner in which a Christmas card should be addressed or signed, use your own sense of good taste. After all, the mere fact that you are sending a card in an expression of friendship, and as a result almost any errors you may make will be completely overlooked.

Health Minister



France's first woman Cabinet member is Mme. Germaine Poinso-Chapuis, Minister of Public Health. She was named by Robert Schuman, new Premier.

The Texas Safety Association warns Christmas shoppers that Death waits for you in the middle of a block. Cross only in the crosswalk and with the lights.

Custom of Hanging Stockings Traced To Ancient Legend

One of the most interesting of many legends which have grown up around Christmas and Christmas customs is the hanging of the Christmas stocking, a Christmas Eve ritual in millions of homes in many parts of the world.

The use of the stocking as a receptacle of gifts is traced back to an old legend.

The story goes that the jovial driver of the reindeer, Old Saint Nick himself, dropped some gold coins down a chimney one night. Normally they would have fallen on the hearth, but instead the money went into a stocking which had been hung by the fireside to dry.

Ever since that time, Old Santa has been expected to fill any and all stockings he finds when he makes his nocturnal calls on Christmas Eve night.

In some parts of Europe, stockings are hung on St. Andrews Day, November 30, or for St. Befana to fill on Epiphany.

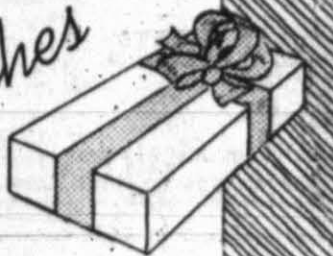
In some sections of France and Germany, and in the Low countries, wooden shoes are put out to be filled instead of the stocking.

Mrs. Willie Daniel accompanied Dr. and Mrs. Norman Harris last week end to Oklahoma City. Mrs. Daniel visited Mr. and Mrs. J. M. Daniel while there.

The Texas Safety Association warns that gasoline and alcohol are a deadly brew! If you drink, DON'T DRIVE!

SEASON'S GREETINGS

and All Good Wishes



FLORENCE'S CAFE



One man — one of many — created a character who in child-like faith and all-embracing love will live through the centuries as the symbol of Christmas.

The man was Charles Dickens; his character was Tiny Tim. And in the words of Tiny Tim, oft-repeated, we'd like to say:

"A MERRY CHRISTMAS, GOD BLESS US EVERY ONE"

Emmitt Milburn Service Station
and Employees



NORTHSIDE GROCERY



THE POPULAR STORE
MR. AND MRS. GASTON E. BAER
and All Employees

LEST WE FORGET



Merry Christmas
Happy New Year

Let us be thankful for Christmas and the things for which it stands, for fine associations, loyal friends. We especially appreciate your thoughtful friendships throughout the entire year. May all the joys of a good Christmas be yours!

THE Vogue

"For the Lady of Fashion"



WITH PEACE AND PROSPERITY, WE SHOULD ALL BE HAPPIER THAN EVER THIS YEAR. DURING THE CHRISTMAS SEASON, LET'S TRY TO FORGET OUR CARES. FOR OUR PART, WE WANT TO ADD OUR FELICITATIONS TO THE MANY OTHERS YOU ARE RECEIVING, BY WISHING YOU A VERY MERRY CHRISTMAS—THE

Happiest Christmas Ever!

McRIGHT & SMITH

Ed Cardinal Geo. Beams Earl Gilmer Hobby Williams
A. N. McRight Sanford Smith Herman Buse

We Will Be Closed Friday and Saturday, December 26 and 27

Letters to



Santa Claus

DEAR SANTA

I am 5 years old now. This year please bring me a wind-up train.

tractor, and airplane. Please bring my little sister some blocks so I can build things for her to knock over. Remember all the other little boys and girls. Thank you, your friend, HAROLD E. MEACHAM

DEAR SANTA

I want a rubber doll and if you can find a bicycle I would like that too. I would also like a nurse's set. I will be at my grandmother's at Groom. I will leave you some coffee and pie on my grandmother's kitchen table. Bring Joe Robert, my little brother, a hobby horse. Love, GAYLE F. WAGONER

DEAR SANTA

I am a little girl 10 months old. I have been very good, and I would like for you to bring me a house coat, some house shoes, a donald duck train, a dress, a ball, and a teddy bear. Please go to see all my little friends too. Your little friend, VIRGINIA LYNN SOWELL
P. S. Don't forget my big sister, Myra Jo, a bicycle, and a bill fold, also a stocking cap.

DEAR SBANTA

I'm in the second grade and have been good so please bring me some toys. I'd like a magic skin doll with clothes, a pair of skates, and a game of some kind. Don't forget my friends Santa, remember my teacher as she is so good to all of us in my room. Thank you Santa. Love, OMA LEE RAMSPOT

DEAR SANTA

I'm six years old and have been good. Please bring me a complete farm set, a steam shovel, and a big truck to haul it on. Bring my little brother lots of toys. Thank you, Santa, HENRY RAMSPOT

DEAR SANTA

This is Linda Sue Phillips. I want a magic skin doll and a bicycle. That's all this year. Please be here. We'll have good things to eat. I live at 207 West 4th street. Love, LYNDIA SUE PHILLIPS

Sell Thru the Want Ads!

Around Town

(Continued from page one)

der Grapes, and the popcorn. We thank you. Fifth Grade Students and Teacher.

Mrs. Jay Graham, who lives just north of Clover airport, has lost her black Cocker dog, Smoky, and is extremely anxious to get word of him. Smoky's been in the family a long time—more than six years, in fact—and dog owners will appreciate what his loss means. He's a coal black Cocker with slightly graying whiskers, and has been missing since last Thursday. If anyone knows of Smoky's whereabouts, he can make Christmas a lot merrier for the Grammas by letting them know. If you can't contact the Grammas, call 554-W-4 in Hereford and leave word about Smoky. A reward is offered.

Traffic Lights...

(Continued from page one)

warning blinker until the fifth control box has been delivered and can be installed.

The lights are all set on a 50 second cycle, the lights changing from red to green every 25 seconds at each approach.

The installation is complete except for the fire run, relay system, controls for which have not yet arrived.

Nate Jolliff, engineer for the Kroese-Hines Light Company of Dallas, will be in Hereford sometime next week to check the complete installation and make any necessary adjustments. Jolliff advised Wood-dell by telephone Monday, however, to go ahead and place the lights in operation, after the hookups had been outlined to him.

There are no warning bells on the local traffic lights. The City has followed recommendations of the National Safety Council in eliminating the bell-system to warn of an impending change in the light signals—a change which is already being made by most of the cities where the old system was in operation.

D. L. McDonald ..

(Continued from page 1)

mendously successful business. His major herd dispersion, one of the greatest sales in cattle auction history, was held in Amarillo in 1937. He was, in 1934, president of the Panhandle Hereford Breeders Association.

The McDonald family moved from Hereford to Amarillo in 1928, and had made their home there since. Surviving him were his widow, Mrs. Anna K. McDonald; three sons, Bill and John McDonald of Amarillo and Dave McDonald of Hereford; and one daughter, Mrs. John Bobbery of Kilgore.

Crowd of...

(Continued from page one)

the throngs of youngsters were a band of volunteers representing the Rotary Club, American Legion and Junior Chamber of Commerce. Among them were Francis Hardwick, Leo Forrest, Bruce Wooddell, Paul Conaway, Ernest Kendall, John Kelly, Debs Knox, Ervin Ward, Jason Luck, Jack Wilson, and Dube Reeves.

The Christmas sacks had been packed by members of the Hereford Lions club last week-end.

Christmas candles and fruit for the gift-sacks were purchased by the Hereford Junior Chamber of Commerce, through donations of Hereford merchants to the Christmas program fund.

Buy It In Hereford

Prize Winners...

(Continued from page 1)

boring homes on 28-mile Avenue, one featuring a window silhouette of the Nativity scene; and the other featuring silhouette figures of Joseph and Mary.

The two exhibits are at the O. H. Culpepper and John P. Slaton homes.

Honorable mention was awarded the Troy Stambaugh home at 127 Avenue G for the flashing "Greetings" display in lights; and to the D. W. Williams home at 615 11th street for a brightly lighted front.

Judges, all from Plainview, were Alton E. Hale, president of the Plainview Chamber of Commerce; Raymond Johns, secretary manager of the Plainview Chamber of Commerce; Dr. Webb, and his son, Edgar Webb, a student of Commercial Art.

Judging of the homes took place last Thursday and Friday nights.

Bill Stanford, son of Mr. and Mrs. W. J. Stanford is home for the holidays. He is a senior student at Texas A & M College, Bryan.

Read the Want Ads!

Buy It In Hereford

PUBLIC DANCE

EVERY SATURDAY NIGHT

Veterans Memorial Park Club House

Sponsored by

AMERICAN LEGION & V.F.W.

Admission \$1.00

Ladies Free



GREETINGS FRIENDS

I take this opportunity of thanking you one and all for your kind and cooperative spirit during the year. Merry Christmas and Happy New Year.

CANTRELL JEWELRY

Here's our greetings again, and we're including all the good things we can think of for you and yours. May it be a season of true happiness, a time in which you will see the full realization of your every dream and ambition.

The best of luck to you!



IRELAND MOTOR CO.

Woodrow Ireland
Gilbert Hooper
Willard Witherspoon
Henry Weemes

Bill Miller
Steve Stubbs
Homer Henslee
Walter Seed

Arthur Thompson
Donald Henslee
D. F. Mathis

HATS! CONFETTI! New Year Prevue "GLAMOUR GIRL"

LOTS OF NOISE MAKERS!

THE HILARIOUS BROADWAY LAUGH CYCLONE... NOW ON THE SCREEN!

Joan CAULFIELD
William HOLDEN

Dear Ruth

Mona Freeman
Edward Arnold

House Hunting
Mice

STAR SUNDAY, MONDAY AND TUESDAY

HERE COMES TROUBLE...!

DRAMATIC DYNAMITE WITH THE BIGGEST STAR CAST OF THE YEAR!

CHRISTMAS EVE

George RAFT • Brent SCOTT • Blondell

Virginia Field Dolores Moran Ann Harding

So You're Going To Be a Fisherman

STAR WEDNESDAY AND THURSDAY

LOTS OF ACTION!

It's EXPLOSIVE Excitement!

THE DURANGO KID GOES INTO ACTION!

Charles STARRETT
Stranger from Ponce City

SMILEY BURNETTE

EXPOSED

with ADELE MARA • ROBERT SCOTT ROBERT ARMSTRONG

Double Feature

STAR FRIDAY AND SATURDAY

THOSE HAPPY HILL-BILLIES ARE HERE!

Bringing you mountains of mirth and melody!

Tuxedo JUNCTION

with THE WEAVER BROS. & ELVIRY

MUSIC AND ACTION

WILD WESTERN DANGER DAYS

BOB STEELE

DESERT PATROL

TEXAS FRIDAY AND SATURDAY

So TRUE and HUMAN!

The Greatest RACE-ROMANCE Since "BROADWAY BILL"

THAT'S MY MAN

with Don AMECHE
Catherine McLEOD

Roscoe KARNs • John RIDGELY
Kitty IRISH
Joe FRISCO

Glimpses of New Scotland

TEXAS SUNDAY, MONDAY AND TUESDAY

A GREAT STORY... ABOUT THE PEOPLE AND THINGS YOU LOVE!

IN TECHNICOLOR!

COURAGE OF Lassie

This Is America No. 1

Frank MORGAN
Tom DRAKE
Elizabeth TAYLOR
and LASSIE

TEXAS WEDNESDAY AND THURSDAY

“And visions of sugar ---

DEAR SANTA

I am a little girl five years old and have been very good and wish you would please remember the little children in Europe and then if you have a little stove, a doll with two faces, and a washing machine, please leave them for me. Remember all my cousins. I will see you soon, I hope. I love you lots.
NANCY LEE MAUK

DEAR SANTA

I don't know if I have been good or bad. If I am please bring me a sled, a cub scout suit, and a 22 rifle. A happy Christmas to everybody and a Happy New Year. Love to you,
BERT CAGLE
P. S. My teacher says I haven't been too bad.

DEAR SANTA

This year I would like a doll, a doll bed, riding boots, a paint set and a chemistry set. I hope it isn't too cold up there so you can't come. We have a chimney but I think it's too small to come down. I hope you have a Merry Christmas with Mrs. Santa and all the Brownies. Yours truly,
JANIE WOMBLE

DEAR SANTA

I want a football and a BB gun. My sister wants a doll that opens and shuts its eyes. My brother wants a baseball, bat, and glove. Mother wants a coat and daddy wants a flashlight. Please remember all the other children. Merry Christmas,
TOMMIE WEEMS

DEAR SANTA

I am six years old in the first grade. Please bring me two holsters and a belt, a gun, a guitar and a pair of skates. Don't forget to bring my little sister a buggy. Thank you Santa, and I love you very much.
JERRY DON LANCE

DEAR SANTA

I would like an erector set for Christmas. I would like the size six and a half because it has an electric motor with it. I already have a present from my teacher and for the girl whose name I drew when we were drawing names at school. I hope they like my gifts. Your friend,
DONALD ZIMMERMAN
P. S. Please don't get stuck in the chimney.

Letters to Santa Claus

DEAR SANTA

For Christmas I want a Mickey Mouse watch, a pair of boots, a pair of house shoes, a house coat, and a small radio. I also want some fruit, candy and nuts. Thanks a lot, Santa.
PATRICIA YOUNG

DEAR SANTA

I am six years old and in the first grade at Summerfield. Please bring me a Roy Rogers cowboy suit, a pair of spurs, ABC blocks, and a Mickey Mouse picture film. Don't forget my big brother and sisters and be good to every little boy and girl. Love,
DALE CARTER

DEAR SANTA

This year I would like a watch, bicycle, and chemistry set. I hope you will fill my stocking full. We do not have a chimney, so you will have to come through our door. Love,
BETTYE JEAN ROBERSON

DEAR SANTA

I am a little girl almost four years old. I have been a nice little girl this year and would like for you to bring me a doll, a doll buggy and a pair of boots. Thanks a lot,
BEVERLY ANN BOYER

DEAR SANTA

I am a little boy five years old. I think I have been a pretty good

boy. Please bring me a BB gun and an electric train with lots of nuts and candy. Please do not forget all the other little boys and girls. I like you very much.
JERRY CLARK
Summerfield, Texas

DEAR SANTA

I am a little girl seven. My sister is writing this letter. I think I have been a good girl. I want a sparky Plenty doll and a doll buggy. I would like to have an ironing board and some clothes for my doll. I hope all the children across the sea get what they want. Give me some candy and nuts. Love,
DENICE



---plums danced thru their heads”

We Greet You
OUR FRIENDS
at
Christmas

Christmas 1947! Another year has passed. To us here at Alderson's it has been a year of accomplishment and satisfaction. But without your friendship and good-will, and the friendliness of other splendid folks like you, such achievement could not have been possible.

So we say thank you. Thank you sincerely for the way in which you have contributed to our enjoyment of Christmas.

We hope too that Your Christmas will be Merry one and that the New Year of 1948 will see good things in abundance bestowed upon you and those dear to you.

Sincerely,

Mr. and Mrs. T. W. Alderson
and Marjorie
and Employees

To Our Many
Friends and
Customers



CHRISTMAS
GREETINGS
1947

A holiday season
brightened
with the rare joys
of the good old days
of long ago—
that's our
Christmas wish
for you.

FARMERS' EQUIPMENT CO.

T. E. Seigler

Bob Lewis

Allis-Chalmers Sales and Service



Letters to Santa Claus

DEAR SANTA CLAUS:
I wish you would bring me a doll for Christmas. The last doll I had my dog took the hair and pulled it out. I wish you would bring me some skates too. Your friend,
DARLINE SCROGGINS

DEAR SANTA CLAUS:
I wish you would bring me a car, a truck, a donkey, a bicycle, a wa-

gon, a Santa Claus suit and a wish ring. Your friend,
DOUGLAS HARRIS

DEAR SANTA CLAUS:
I wish you would bring me a gun, a ball, a bat, a basketball, a big car, a bicycle, a train, a BB gun, a cowboy suit, and a watch. I love you,
DUANE GRISWOLD

DEAR SANTA CLAUS:

I would like to have some crayolas for Christmas. Mackie wants some white chalk. My brother James wants a bicycle. Mackie wants a racer and an eraser for the blackboard.
DONNA FAYE, MACKIE AND JAMES WYLY

DEAR SANTA CLAUS:

I wish for a gun, a bicycle, a ball, a truck, a car, a bat, a cowboy suit, a basketball, a football, and a pair of boots. Your friend,
ALBERT EDWARDS

DEAR SANTA CLAUS:

I wish you would bring me a bride doll, a bicycle, a pair of skates, a magic skin doll, a doll buggy and a basketball. Love,
IDA JEAN BUSBY

DEAR SANTA CLAUS:

I wish you would bring me a Mickey Mouse watch, a compass, and a football. Your friend,
CARL WORTH COVINGTON

DEAR SANTA CLAUS:

I wish I had a cowboy suit, some levis, a cowboy hat, a doctor set, a book about cowboys, crossword puzzle, a magic set, a doll buggy, a doll suitcase with doll clothes in it, a doll, and I want a little dog too. Your friend,
JACQUELINE BROWN

DEAR SANTA

Please bring me a football suit and a BB gun and an electric train.
BILLY DON COMBS

DEAR SANTA

Please bring me a doll with a suitcase and a blanket. Love,
SONJA HUDSON

DEAR SANTA CLAUS:

I want a bicycle, a doll, a doll bottle, a doll buggy, a bracelet, a necklace, and a book satchel. Love,
BARBARA GAY DAMERON

DEAR SANTA CLAUS:

I wish I had a rubber doll, a real Mickey Mouse watch, a book of poems, a bat, and a ball, a stuffed dog, an electric train, and a purse. Oh Santa, I am glad you are here to give us these things. My love,
GAIL POTTER

DEAR SANTA CLAUS:

I wish you would bring me a bride doll, a rubber doll, and a doll that laughs and cries. Santa, I would also like some glass dishes. Love,
JACKIE CORVIN

DEAR SANTA CLAUS:

Santa, I have been a good girl. I wish you would bring me a doll that cries and shuts her eyes, a buggy to push my doll in, a set of doll dishes, a bicycle, and a pair of skates. Your friend,
VIVIAN BYERS

DEAR SANTA

I am a little boy in the third grade. Please bring me a football, and a BB gun, and an electric train and some firecrackers. My name is
BOBBY JOE SMITH

DEAR SANTA

Please bring me a bicycle light and a .22 rifle. I also want an electric train too, and a horse.
BILL ED DRAKE

DEAR SANTA

Bring me a bicycle and a football, a BB gun, and a Mickey Mouse watch.
DON HAMILTON

DEAR SANTA CLAUS:

I wish you would bring me a desk, a wagon, a good bicycle with a horn and light, a doctor set, a bat and ball, a train, and a BB gun. Love,
BURKE IRMAN

DEAR SANTA CLAUS:

Would you bring me a toy cash register, a watch, and a cowgirl suit. Love,
FRANCES ANN FUNK

DEAR SANTA CLAUS:

I am a little boy six years old and I am in the first grade at Central School. I have been a pretty good little boy this year and I am going to try to be even better next year. I would like a football, and an archery set for Christmas. I have a baby sister, Judy, who is nine months old and I think she wants a rubber doll. Just in case she isn't able to write you. Good luck, Santa, on your Christmas trip. I really hope you don't spill all your Christmas toys. Bye now.
EDWIN LEE

DEAR SANTA CLAUS:

I'll not ask for very much because I know there are lots of little girls like me. But Santa, I would so love a dollie if you would bring me one. I would like a doll cause I could bathe her, and a table and chair, if you please. I have lots of little friends. So Santa, will you please not forget them. I know they have been good too. I am four years old. Good-bye, dear Santa.
PAULA ANN LEE

P. S. Dear Santa, I do hope you will remember my Grandpas and Grandmas because they have been good too. **PAULA ANN**

DEAR SANTA CLAUS:

I have been reading about you in the Amarillo paper. For Christmas I would like to have a doll buggy, hunting set, bill fold, candy and nuts. Merry Christmas.
GEORGIA WALKER

Summerfield, Texas
P. S. Thanks for all the gifts that you have given me. I love you,
GEORGIA

DEAR SANTA CLAUS:

This is what I want: a basketball and a wood burning set. Your friend,
DONNIE FELLERS

DEAR SANTA CLAUS:

Please bring me a magic skin doll, a bicycle, a little rocking chair, and a nurse set. I guess that is all now. With love,
INEZ BROWN

DEAR SANTA CLAUS:

I want a bicycle, a sled, a train, a BB gun, some spurs, a pistol, a chemistry set, Mickey Mouse watch, a Dick Tracy Tommy gun, and football pants. Your friend,
CHARLES ROBERT SEED

DEAR SANTA CLAUS:

I wish you would bring me a bicycle, a wagon, a drum, a baseball and bat, and a mitt. Your friend,
GENE RAY JURY

DEAR SANTA

I would like a erector set and a BB gun with a package of BB shots and I want a pair of footies. My mother would like a deelycke Washing Mischeche. Love,
FRED WENDELL WELCH

dolly buggy and a pair of red overshoes. Bring me some candy and don't forget the other little boys and girls. Bye Santa,
LINDA STEPHAN

DEAR SANTA CLAUS:

I want a bicycle, a ball, a bat, and a doctor set. Your friend,
C. L. LAYMAN



for a

HAPPY NOEL

May you and your loved ones enjoy to the fullest all of the good that is in store for you during the Christmas Season and the days to come.

Hereford News Stand



In Colonial times Christmas was the gayest and happiest season of the year... and so it is today. It is our sincere wish that during this Christmas of 1947 the warm, sweet joys of this blessed season may fill your hearts to overflowing.

J. C. RICKETTS
—REALTOR—

Have a Gay, Happy

Merry
CHRISTMAS

&
Happy 1948

Edgar Skypala
Your BORDEN Routeman

Continually
Rendering
the Most
Complete
PUBLIC SERVICE

1947



SEASON'S GREETINGS

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

PULL TOGETHER
The Stronger
We Get—
The More We
Can Do

Hereford Chamber of Commerce

LETTERS to SANTA CLAUS

DEAR SANTA
I hope you have got what I want for Christmas. I would like some nuts and candy. I would also like a little rubber doll that drinks from a bottle. Love,
FRANKIE DEE CULPEPPER

DEAR SANTA
Christmas is coming soon. I want a football suit, a bicycle, a real gun, a horse, a pair of skates. I would like a swing. That is all. Your friend,
GERALD WAYNE TREE

DEAR SANTA
I would like a doll that drinks from a bottle. I hope you fill my stocking good this year. Last year I forgot to hang it up. But this year I won't. You are very kind to give people presents every year. Well I guess I would like a pair of skates too. And a doll bed with her name at the top. Last year you did not bring me a doll because I guess you knew that grandmother gave me one Christmas night. I hope I ask not asking for too much so I will close now. Love,
BARBARA ELOISE STEVENS.

DEAR SANTA
Please bring me a 24-inch boy's bicycle and a chemistry set. Please don't forget people in other lands. Your friend,
NORMAN KERR.

DEAR SANTA
Please bring me a BB gun, a dog, and a Chemistry set, a watch, and please don't forget the people in Europe. Your friend,
JON GEORGE FRASER.

DEAR SANTA
I want a 26-inch boys bicycle and please paint it red. Please bring me a telegraph set and if it isn't too much trouble, would you please send me some red, green, blue and violet ink for drawing. Your very good friend,
BILLIE ROBERT REESE.

DEAR SANTA
I have tried to be a good girl. I want a girl's bicycle, an electric iron. Do not forget the girls and boys across the sea and the poor girls and boys. My mother wants a wrist watch and I want a Mickey Mouse watch. My sister wants a record player and my brother wants a boys bicycle. I guess I had better close before I write and want too much. Your friend,
ROSE MARY CANNADY.

DEAR SANTA
I love you very much, Santa. You are very good to me. I do not know how you get around on Christmas Eve. Dear Santa, I want a electric train very much. And I want a globe. My little sister wants a magic skin doll. Well, Santa, I guess I had better close now. Love,
RONNIE MALONE.

DEAR SANTA
I want you to bring me a piano and a boy's bike. My mother and father want a new car. My sister and my brother want a horse. So I think I am not asking for too much. I am getting my arithmetic. I love Santa very much. There's a lot of things I want but I will not ask too much and I had better close. PHYLIS ANN GASSAWAY.

DEAR SANTA
Would you bring me a wagon and a lot of things. My mother would like a washer and a lot of things. My oldest sister wants a beautiful bubble bath set. My next to oldest wants a bicycle. My other two sisters want a doll. My brother wants a pipe because he is 22 years old. I better close now. Your friend,
GAYLON DEE HUDSON.

DEAR SANTA
I would like to have a doll that drinks out of a bottle and some clothes. I want some dishes and a little trunk and a table and two chairs. I want a little sink that really runs water and a doll bed and a doll buggy and chair. I had not better ask for anything more. Love, your friend,
FRANCES BREWTON.

DEAR SANTA
I would like a Chemistry set and a wrist watch and I would like a ring and I want a rope and pair of spurs. Love,
BOB BRADLEY.

DEAR SANTA
I wish that you would bring me a real electric train, a football suit, a bicycle, and a lot of candy. And I wish that everything will come true that I want. I wish everybody will have a Merry Christmas. Your good friend,
BOBBY W. VEIGEL.

DEAR SANTA
How are you? I hope you are fine. I want a watch, a pocket knife, a Donald Duck Duck camera, a bike, and a catchers glove. Your friend,
RONALD.

DEAR SANTA
I want a blinfold and a White Bible. Bring my little brother and sister something too. Don't forget the others. Your friend,
CARLYNN WILLIAMS.

DEAR SANTA
I am a little girl four years old and my mama thinks I have been a good little girl this year. Would you please bring me a telephone, some skates, a toy piano, and a lockat and necklace to match. And be sure to leave me a lot of candy and nuts. Be sure, Santa, and don't forget my little brother as he has been a good boy too. Bye-bye Santa.
JUDY ANN DODSON.

DEAR SANTA
I want a doll and a blouse and some clothes. I want a blouse, a sweater, evening dress. I am a girl. I am 8 years old. Love,
PATSY JO JONES.

DEAR SANTA
Please bring be a big bicycle, a construction set, something to play cowboy with, and a Mickey Mouse car. I would like some candy and nuts. I hope you can visit every little boy and girl and make them happy too. With love,
RICHARD HUNTER.

DEAR SANTA
Marilyn Joy wants a doll and some clothes for it and some clothes, a skirt, a blouse, a sweater, a evening dress. I am a girl. I am 5 years old. Love,
MARILYN JOY JONES.

DEAR SANTA
Will you please bring me a football for Christmas. My little sister wants a pair of roller skates so will you please bring her a pair. For Mother a set of glasses and for Father a new 22 rifle. Love,
O'DELL SPEARS.

DEAR SANTA
I would like a BB gun and a box of BB's and some nuts and candy. Well, I had better close before I ask for too much. Your friend,
JOHN STANFIELD.

DEAR SANTA
I am a little boy two years old and my mama thinks I have been a good little boy so please Santa bring me a big top to spin that makes music, a telephone, a toy gun and holster, a train, and some little cars and trucks. Also some candy and nuts. Please don't forget my little sister as she has been a good girl too. Bye-bye Santa.
JACKIE DELL DODSON.

DEAR SANTA
Please bring me a bat and ball, two cap guns and holsters and belt, also a toy cash register, a toy car and pick-up and truck. I have been pretty good.
PAT NEWMAN.

DEAR SANTA
Please bring me a doll buggy, a doll swing and sewing machine and dishes. I have have been being good.
SHARON NEWMAN.

DEAR SANTA
My name is Sandra Teas. I would like a magic skin doll and some clothes, a toy cabinet, a toy stove, and some cooking utensils. I have two little sisters. Please bring my sister Carolyn, who is five, a magic skin doll, some clothes, a toy sink, a toy frigidaire, and some dishes. Bring my baby sister some pretty rubber toys and my little brother Jerry, who is four, a tricycle and some small cars and trucks. Please remember all the other little boys and girls. I love you, Santa. Your little friend,
SANDRA TEAS, Vega, Texas.

DEAR SANTA
I would like a doll, some doll blankets, and some clothes that look like baby's. I would like to have a chemistry set. And some candy, fruit and nuts. Your friend,
DOROTHY FAYE DANIEL.

May we drop in
a moment to say
**MERRY
CHRISTMAS**

And to wish you all the good things
of life during the Holiday Season.

Elizabeth Womble

**Merry
Christmas**

BEST WISHES
for a
**HAPPY HOLIDAY
SEASON**

Shelton's Tire Exchange
and Employees

**A
Christmas
Wish**

May your every dream and wish come true
and may this be the most
Glorious Christmas of them all
MERRY CHRISTMAS

COCKERHAM'S

**Hark, the
Angel Voices.**



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

FROM

SUIT'S AUTO SUPPLY CO.

Wholesale Automotive & Tractor Parts & Supply
205 Main Street Hereford, Texas Phone 67



*O, Come All Ye
Faithful, Joyful
and Triumphant*

As we raise our voices in this old familiar Christmas song, let
us be reminded of the birth of Him whom we worship on this Christmas
morn. May the spirit of His teachings guide us toward a world of better
understanding with happiness and good fellowship for all.

MERRY CHRISTMAS!

HEREFORD STATE BANK

OFFICERS, DIRECTORS and EMPLOYEES

DEAR SANTA

I would like to have a train and some trucks, cars, and a football too. We are not going to have a very big Christmas this year because we are building a house and we do not have much to spend. Bye for now.
DALE WRIGHT.

DEAR SANTA

For Christmas I want a hunting knife and a boy's bicycle if you have one and a pair of skates, a fishing tackle and football. I hope I am not asking for too much. With love,
WALTER LYNN KAUL.



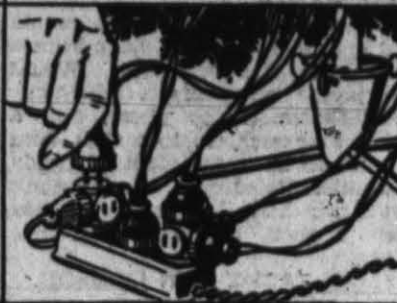
While angels hovered overhead, the Star of Bethlehem guided the Three Wise Men to the Manger at Bethlehem. We cannot offer you their gifts of gold, frankincense and myrror. Our gift must be restricted to the old, but heartfelt wish for all the joys and blessings of the Yuletide season.

...
C. & R. Cleaners
...



DON'T attach too many light strings to one outlet, and be sure insulation is not worn or sockets loose. A blown fuse is the signal of a dangerous overload. Be sure fuses are right size. Never use a penny in fuse socket.

DO keep tree in water from time you bring it home. Make fresh saw cut across trunk base before setting up. Place tree in water-containing holder, and fill it daily. Remove dry tree from premises immediately after holidays.



DON'T use lighted candles on the Christmas tree or with other decorations. Place the tree well away from fireplace or other location where it is exposed to sparks or strong heat. Also keep tissue wrappings away from heat.



DO stand on ladder or sturdy step stool when hanging decorations, not on a box or flimsy chair. Wear low-heeled shoes (this for the women) while trimming the Yule tree.



NATIONAL SAFETY COUNCIL



LETTERS
to
SANTA
CLAUS

DEAR SANTA

My sister wants a new bicycle. I want a new bicycle, and if its not too much, a wagon and a pair of roller skates. You are a jolly old fellow and I wish to you and your helpers a merry Christmas and a Happy New Year. Love,
JACKIE THOMPSON.

DEAR SANTA

Would you please bring me a bicycle, or a chemistry set, and a big sack of candy and nuts. I want a electric train in my sock. I want lots of apples and oranges and brother Richard wants a wrist watch and my other brother Dannie wants a Lionel train. Love,
JACK PINCKERT.

DEAR SANTA

I would like a chemistry set and a football and a baseball and a bat. I also would like a record player. Don't forget anyone else. Your friend,
CHARLES GREEN.

DEAR SANTA

Please bring me a doll bed and a chair swing, a Lil Abner quartet and a little Donald Duck car. Also some candy and nuts. Lots of love,
MONADELL HUNTER.

DEAR SANTA

Please bring me a pair of skates and a doll with a bottle. I would like a nurse kit and candy, nuts and fruit. You friend,
JOYRENE MORTON.

DEAR SANTA

I want a train for Christmas. Have you got the reindeers fed yet? I was sick two days last week and I had to catch up in my school work. Is it very cold up at the North Pole? Here in Texas in summer it is plenty hot and I go without a shirt most of the time, but in winter it is cold. It has snowed once this winter. One Christmas I saw you and when morning came I had a switch in my sock, but I just laughed and my mother and daddy laughed too. I guess I had better get to work on my arithmetic. Your friend,
ROBERT ZANE SMITH.

DEAR SANTA

I want a baseball, bat, glove, catcher's mask, umpire's suit, BB gun, and box of BB's. And a watch. Goodbye,
DAVID.

DEAR SANTA

I hope you can give me what I want. Will you give things to others. I want a football and a pair of skates and many other things I want but I can't have them. Yours truly,
ROSS JOE LANDERS.

DEAR SANTA

I would like a pair of skates and a doll. I'm not asking for much this Christmas so other little boys and girls can have a good Christmas too. I have to go now. Love,
SONJA BOUCE.

DEAR SANTA

I want a pair of skates and a doll. I want a bicycle. Last Christmas I saw the door open and knew you was there. Last Christmas I got a doll and a suit. I got a story book too. I got a dress too. Do no forget the children across the sea. Love,
BOBBIE NELL WILEY.

DEAR SANTA

I think I have been good and I would like to have a doll buggy and a doll to go in it. My little sister wants a doll buggy too. And my big sister wants some Indian jewelry. I want lots of candy and nuts. Don't forget the other children across the sea. Love,
KAY.

DEAR SANTA

Please bring me a doll and a pair of skates and please bring me a bicycle and a set of books. With all my love,
FRANCES JEAN THOMAS.

DEAR SANTA

I am a girl 9 years old. For Christmas I want a nurse kit, a stocking full of fruit, nuts and some candy. I have tried to be a good girl by helping my mother. And Santa, don't forget all the other children all over the world. Your friend,
JEAN DAVIS.

DEAR SANTA

I would like for you to bring me a bicycle, a checker game, a hard baseball, and a bowling set, a jigsaw puzzle, and that is all of this Christmas I guess. I will have to say goodbye now. Your friend,
JERRY CALHOUN.

Christmas
GREETINGS
and
THANK YOU
WHITE AUTO STORE



In This Joyous Season
of Christmas

we want to renew all our old friendships, want each of you to feel your importance to us, and to realize that without you the story would have been quite different.

A very Merry Christmas to all of you, friendly people of this community!

Anthony's
HEREFORD
AND EMPLOYEES

Stranger or Friend

OUR WISH
FOR YOU

A Joyous



Thanks to Every One of You for your Loyal Patronage
May Yours Be A Prosperous New Year!

TRIPLE "E" CAFE
Harry Engman — Marguerite Engman

We will be closed Christmas Day so that we and our employees can observe the day in time-honored fashion with our families.

Holiday
Cheer
from us to
you
1947

We share with you our
CHRISTMAS HAPPINESS

CASHWAY STORES

Tom, Robert, Buck, Gerald, George, Hones, Roy, L. C., Jack,
Aubrey, Arthur, Ettie and Elmer



LETTERS to SANTA CLAUS

DEAR SANTA:

I am writing for little brother. I want you to bring him some cars and one that he can ride in. Bye Santa.

LAYNE

DEAR SANTA:

I am a little boy in the third grade. Please bring me a BB gun and a Mickey Mouse watch and a train.

NOEL DWAIN WORLEY

DEAR SANTA:

Would you please bring me a football suit? I want a red and white helmet that will fit me. I want a good softball glove. Please bring me \$1 to spend on my Christmas holidays. Please bring me some nuts, apples, oranges, and please bring me some BB's and a BB gun. I want a pair of football shoes. I want a paint set and a toss ring game. I want a cat and rat book. Please bring me a box of candy. Sincerely, BILLY PAUL KNOX.

DEAR SANTA:

May I have an evening dress, a bicycle, and some doll clothes. And may I have a sleigh. I would like a dog scarf for Snips. I would also like a set of pot holders for grand-mother, a bedspread for mother, a shaving set for Friday. Love, BEVERLEY BILLINGSLEY.

DEAR SANTA:

I want all the dolls in Hereford and I want the clothes and buggy. Also I want a bicycle and a dices doll like Beverly got for her birthday. I want fifty dollars besides the money I got for cotton picking. I want some more dresses and Santa, I want a new paint kit. And I want some of that plastic string like Loretta has got. Also a horse and saddle and reins. I want a lot of ribbons. Your friend, THEOM.

DEAR SANTA:

I want a electric train and a wind-up tank and I want a six-shooter cap gun and twenty boxes of disk caps. And I want a football and a BB gun. Your friend, DANNY ELLESTON.

DEAR SANTA:

I want a Betsy-Wetsy magic skin doll. I also want a bicycle and a doll and doll buggy. I also want a pair of skates.

BETTY LOU FORD.

DEAR SANTA:

Please bring me a bicycle tire. I want an electric train, also I want a cowboy suit. I am in the third grade.

JIM CULPEPPER.

DEAR SANTA:

I am a boy 8 years old. I would like a football, a football helmet, and a bike. Remember all the other children. Your friend, JACKIE TURNER.

DEAR SANTA:

I wish you would bring me a doll that will drink milk or water and a pair of skates, a bill fold, or a pocket book with a strap that will go over my shoulder. I want a pair of house shoes too. I think I have been a good girl. Please don't forget us. Love, LORETTA FRANCES STRAFUSS.

DEAR SANTA:

I want a watch. I am 8 years old. I can not think of anything else. Love, EVELYN REESE.

DEAR SANTA CLAUS:

I wish you would bring me a football suit, a scout axe, and a Mickey Mouse watch. The rest you may choose for me. Your friend, JOHN DAVID BRYANT.

DEAR SANTA CLAUS:

I wish you would bring me a bicycle, a basketball, a truck, a car, a football, a bat, a ball, a horse, a wagon, and some boots. Your friend, LEON SELF.

DEAR SANTA CLAUS:

I wish I had a nurse kit, a magic skin doll, Mickey Mouse watch, a bicycle, and a picture of mother. With love, ANN AMES.

DEAR SANTA CLAUS:

I wish I had a cowboy suit, a hat, a cowboy shirt, and a BB gun. Your friend, EUGENE SNOW.

DEAR SANTA CLAUS:

I wish you would bring me a toy stove, a bride doll, a pair of rubber galoshes, a pair of cotton gloves, a cash register, and six skittles. Love, FRANKIE SLOAN.

DEAR SANTA CLAUS:

I wish you would bring me a bicycle and a watch. Please bring my sister a sweetheart bracelet and a locket. Bring my mother and father a very nice gift. With love, CAROLYN SHIRLEY.

DEAR SANTA CLAUS:

I wish you would bring me a chemical set with the telescope and I wish you would bring me a bicycle too. Love, LESLIE SHARP.

DEAR SANTA CLAUS:

Please bring me some new bed-slipper, some jig-saw puzzles, a racing car, a jeep, some water colors, more cars for my train, some records, some skates, and put some candy in my stocking. Please bring Marian a swing and some rubber blocks and a pad for her playpen. Thank you. Love, BUTCH EZZEL.

DEAR SANTA CLAUS:

We are three sisters and have tried to be good. So please bring us each a doll, a tricycle, a purse, house shoes, gloves, and lots of candy and nuts. Don't forget our big sister Marjorie, 10 years old. She wants a wrist watch ring, a purse, gloves and a basketball. Thank you very much, all our love, BETTY, CAROL AND LAVERNE BENZER.

DEAR SANTA CLAUS:

Please bring me an electric train and a basketball. I would like a tractor and some farm buildings if you have something you would like to bring I would be glad to have it. Remember other little boys and girls. Your friend, EDDIE MAY.

DEAR SANTA:

I wish you would bring me an orchid bride doll, a real electric stove and some real skittles and pans. Love, PATSY JEAN WATTS.

DEAR SANTA CLAUS:

I am a little girl. I am a year old. I have been a nice little girl helping my mother and sister. Santa, will you bring me a rubber dolly that takes its bottle and some rattlers. I would also like to have some candy and nuts. Your little friend, CONNIE MAE RENFRO.

DEAR SANTA CLAUS:

I am a little girl of the age of four. I have been a very good girl this year, because I help mother a lot. Santa, I would be very happy if you would bring me a doll with pig tails and I want a little suit case to go with it. I would like for you to bring me some candy and nuts. Your little friend, LINDA LEE RENFRO.

DEAR SANTA CLAUS:

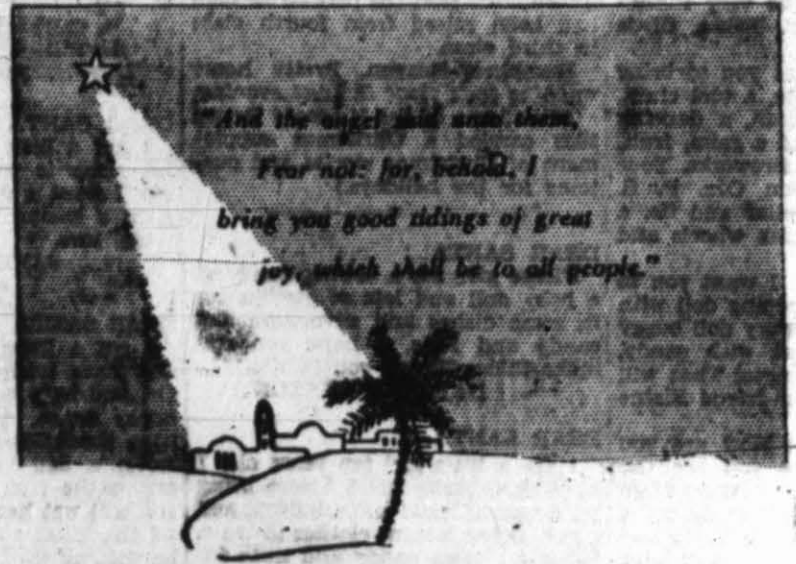
Please bring me a tool set and a wind up train. Bring my two little sisters some toys. We have been very good. Love, LARRY ALLEN. P. S. I am saved.

DEAR SANTA CLAUS:

I am a little girl in the second grade. Please bring me a great big doll. Please bring me a little ice box and a blackboard and a set of dishes. Love, FROGGY SUE TAYLOR. Friona, Texas.

DEAR SANTA CLAUS:

I wish you would bring me a ball, a bat, a mitt, a sled, a Mickey Mouse watch, two cap guns and two holsters. Love, SAMMIE BROWN LEBLY.



Christmas Greetings

E. B. BLACK CO.
and EMPLOYEES

A Christmas Blessing

May the spirit
of Christmas,
Love, Cheer and Good Will
Be with you always
and bring you
Happiness and joy forever.

Fox Man's Shop
and Employees



MAY IT LAST FOREVER

All of us look forward to the quiet and cheerfulness of Christmas. Sparkling Christmas candles, gaily decorated gifts, the fresh fragrance of evergreen, the eager anticipation of youngsters waiting for old Saint Nicholas, the wholesome atmosphere of goodwill, the associations of good friends and loved ones, all blend to make Christmas a season of extreme happiness and contentment.
May it last forever—our Christmas wish for you.

HEREFORD BAKERY



E'VE searched everywhere
to find some new way of expressing
our greetings to you. Each selection
we made was discarded and each time
we came back to the old reliable,
"Merry Christmas". It just fits the
occasion perfectly and we see no reason
to change it or to use any other
expression.

So when we say, "MERRY
CHRISTMAS" please remember
that it is expressed with all the sincerity
and appreciation we can think
of for your loyalty and consideration
in the past.

A Merry Christmas

and
Best Wishes Throughout 1948

H. E. MILLER OLIVER CO.

H. E. Miller Jud Miller Boyd Stewart Ray Scoggins Marvin McDaniel

Long Time Ago

25 YEARS AGO

LETTERS TO DEAR OLD SANTA
Dear Santa Claus: Please bring me a bicycle and fill my stockings up with candy, nuts, apples and oranges and some fire works. Your real friend, Gaylord Newell.

Dear Santa: I am looking for you in a few weeks and I thought I would tell you what I wanted. I want a motorcycle, you can get it at Galesburg Kana. for \$125.00. I also wish for fire-works, candy, nuts and oranges. I will be very thankful for these things. Yours, Clyde Russell.

Dear Santa: I want you to bring me an Upton air rifle, a cool chest, airplane, a freight train, a dancing coon, a fire truck and a gaim, fruit, candy and nuts and fireworks. Your friend, Waljer Milton Orr. P. S. Santa bring me a collar and tie, a yellow wagon with disk wheels and a steame engin.

Dear Santa Claus: I want you to please bring me a sleeping doll with bobbed hair and an ivory doll buggy and fill my stockings with candy, apples, nuts and oranges. That will do for this time. Your friend Elaine Newell.

Dear Santa Claus: How are you I am well and hope you are the same. I guess its pretty cold up there by this time. I wish you would bring me a cork gun and some candy and nuts. I am five years old and have try to be a good boy. Your loving friend, Francis Hellman. 45 YEARS AGO

Ad—Special for the children—we will have a real live Santa Claus in our window all day December 24, be sure to be on hand that day, as we will present each child under 12 years old, a fine pocket handkerchief. Galbreath & Fox Co.

News Items—T. M. Farmer was in town yesterday on business. C. H. Carl was a caller yesterday. Post master W. J. Walters Saturday received a telegram from Postal Department in Washington conveying information that the post office here had been raised from fourth class to third class.

Humphrey-Reagan. Pretty home wedding took place Sunday evening. (This issue of the Hereford Brand 1902 carried a Christmas supplement of Christmas stories and customs for the holidays.)

DEAR SANTA
Please give me a sewing machine, a baby doll and lots of clothes for it, some dishes and silverware and candy and nuts. I hope you can make these. Thank you Santa.
DARLENE SEXTON

DEAR SANTA
I am a little girl ten years old. I have been pretty good. Please bring me a pair of boots and a billfold and a doll. Bring it some clothes to wear. Bring me some candy and nuts for Christmas. With love, your little friend,
BILLIE JEAN HARGRETT

Letters to



Santa Claus

DEAR SANTA
I am a little girl 20 months old. My sister is writing this letter for me. I want a doll and a doll bed. I want a tractor with a little wagon. With love,
JANET E. HARGRETT

DEAR SANTA
I am a little girl four years old and have tried to be a good little girl and help my mama all I can. I hope, Santa, you think I should have the following for Christmas: a stove, a doll buggy, a doll that I can bathe and wash her hair and she will wet her diapers. Be good to all the other girls and boys and I'll be waiting for you. Love,
SHARON RAY SMITH

DEAR SANTA CLAUSS
Hello! Please bring me a record player, a doll cradle and a wagon. Please remember all the little boys and girls, especially Butch. Bring him whatever he wants. Santa, I'll leave you a piece of cake on the table. Love,
ZELL CRUMP

DEAR SANTA
I do not know if I have been good. But I would like to have a bassinet and a doll to go in it. I would like to have something to go in our playhouse. If you don't mind, I would like to have a doll buggy too. My little sister wants a doll buggy too. My big sister wants some Indian jewelry. Bring all the children across the sea something. I want some candy and nuts. Your friend,
KAY

DEAR SANTA
I want a magic skin doll and some clothes for it very much. Would you please bring them to me? I would also like to have a billfold and a bunch of nuts, candy and fruit. I am in the first grade and try to be a good girl at school and at home. I have a beautiful tree for you to put my gifts on.
JANE BOOKOUT

DEAR SANTA
I have tried to be good but sometimes it is hard to do. Maybe I've been good enough for you to bring me a buggy and a doll with hair. Anything else will be nice. Please bring Sharon something, and also everyone else. I love you lots,
SANDRA HEATON



A Complete Line of Records & Albums

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Special Number for Children; Religious Records, Classical Music and Jive Bands—We've Got 'em All!

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THE ENGMANS



OUR WORK STANDS UP WE MAKE IT

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Beavers Bros. Motor Co.

301 E. 3rd Phone 383

DEAR SANTA

We are sisters, Ginger 7 and Linda 4 years old. We have a dear baby sister who is one year old, named Gail. We try to be good and mind our mother and daddy. If you could bring us a table and chair set, we could all use it together. Linda wants a Kewpie doll and I want a purse or

anything for a 7 year old girl. Gail needs some blocks and a little doll and a little comb and brush because she likes to comb her hair. Please remember all the other little boys and girls, especially the orphans. So long for now,
GINGER AND LINDA WITHERSPOON

DEAR SANTA

I am a little girl five years old. I have tried very hard to be a good little girl, although you know there is no one perfect. I want you to bring me a little saddle for my horse "Shorty." I would like a magic skin doll and a stocking full of Christmas candy, nuts and fruit. That is

all I'm going to ask for because I realize you have many many children to bring toys to. Please don't forget all those good little boys and girls in foreign countries. I'll leave the door unlocked and a midnight snack will be waiting for you on the table. I love you, Santa.
SANDRA BRUMLEY

STREET MAP OF HEREFORD, TEXAS



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Complete Line of USED PARTS

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White's Auto Store
116 North Main

AUCTIONEER

B. B. NORTHCUTT

Hereford, Texas

A. O. Thompson Abstract Co.

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McRight & Smith Garage

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"His name shall be called the Prince of Peace." Isa. 9:6

May God richly bless you at this glad

CHRISTMASTIDE

and Bring you true happiness

Robert L. Thompson
Your District and County Clerk



Letters to Santa Claus

DEAR SANTA

I want a lot of things. I want a bicycle, a baton, and a diary. I want some Christmas candy too. My little brother wants a wagon. Yours truly,
ONITA BRADLEY

DEAR SANTA

Please bring me a football, baseball bat, and ball, and handcuffs and fire truck. I will be looking.
Love,
MAX WINKLER

BETTY SUE by G.D. BILL & FURM STEAKLEY



G. D. STEAKLEY & SONS SUPER SERVICE extends to its many customers the MERRIEST of CHRISTMAS GREETINGS! We wish to thank you at this time for your patronage during the past year... we are proud of our mutual friendship... proud to have you for a customer and friend. "MERRY CHRISTMAS!"

G.D. STEAKLEY & SONS SUPER SERVICE
G.D., BILL & FURM STEAKLEY
Highway 66 E. of Town Phone 9

Reason's
GREETINGS



John McLean Agency

DEAR SANTA

For Christmas I want a flashlight, football, and an electric train. I want a bicycle, a toy deep sea diver, and a pocket watch. Please send me some candy and an automatic dish washer, and daddy two hundred sacks of cement. That's all for now,
LYNN JONES

DEAR SANTA

I am a little girl 2 years old. I am a good girl. I want a rubber doll for Christmas. Also lots of candy, nuts and fruit and clothes. Don't forget my mother and daddy. Lots of love,
SANDRA SUE PATRICK

DEAR SANTA

Will you please bring me these things: I want a bicycle. I want a football. I want a truck. I want a baseball. I want a baseball bat. I want a baseball glove. I want a train. I want some darts. I am Jack Terry Higgins. I am seven years old.
JACK TERRY HIGGINS

DEAR SANTA

Please I want a magic skin doll with thread hair, a little washer to wash my doll's clothes in, some kind of game. Some stuffed toys for my little brother. You know he wasn't here last year. Leave me some candy, nuts and fruit if you have any to spare. I love you Santa,
SANDRA ANN ROBERSON

DEAR SANTA CLAUS:

I am 7 years old. I want a Betsy-Wetsy doll, a toy cooking set, and lots of candy and nuts and fruit. Please remember all the little boys and girls everywhere. Thank you, Santa Claus.
PAULA WRIGHT

DEAR SANTA CLAUS:

I'm a girl of eleven years. I'm in the fifth grade. My name is Charline Gates. I have a room of my own. I want a nice dresser set and a pair of nice blankets from Penneys. A Presto cooker for mother. And a easy chair for dad. Then we would all be happy. Please remember all the little children across the waters. And also remember Earl Fox, a little boy in Boys' Ranch. With love and best wishes from
CHARLINE GATES

DEAR SANTA

I am a little boy three years old and I am good sometimes. My little brother Ronnie is only one year old. Ronnie would like to have a rocking horse, a big ball, a teddy bear, and some candy and fruit. Please, Santa, I want a triecyle, a cowboy suit, and a shotgun, also some candy, fruit and nuts. Don't forget the little girls and boys all over the world. Santa, Merry Christmas, Love,
LEW McMURRAY, Jr.

DEAR SANTA

For Christmas I would like an air gun, a bicycle, and a climbing tank. Also a watch and a set of Lincoln Logs. That is all I want so be sure to visit my chimney on Christmas Eve night. Goodbye Santa,
WALLACE WOOLSEY

DEAR SANTA

I am a little girl 5 years old and would like to have a rubber doll, a nurses kit and a 3-wheel bike and a toy doll house. I'll try to be a good girl. Thanks Santa,
PATSY LYNN SMITH

DEAR SANTA

I am a little girl 6 years old. I want a doll, dishes, stove, electric iron, candy, nuts and fruit. I have tried to be good.
LILA GAY BELL

DEAR SANTA

Please bring me a Betsy-Wetsy doll. And a blanket and pillow for my doll buggy. Please bring me some dishes. And please don't forget the children in Europe. And a very Merry Christmas to all.
LAWANNA JANE LOOKINGBILL

DEAR SANTA

We have moved to town. I live at 304 A. I have been a good little girl. I want a rubber doll, skates, cash register, pair of house shoes, jumping rope, and anything else you would like to bring me. I thank you.
GLENDA JOYCE BEARDEN

DEAR SANTA

I am a little boy six years old and have tried to be a good boy and help mother. I want an electric train, a football, and for my little sister I want you to bring her a rattle, a push toy, and some candy and nuts for both of us. Please bring me a boomerang too. Thank you, dear Santa Claus.
DONALD LEE and SALLY ANN JONES

DEAR SANTA

Will you please bring me some cow boy guns, an auto transport, an electric train, a movie viewer, a jumping jeep, some little cars, and a miniature basketball court. Some candy and nuts. I have been a pretty good boy. Thanks, Santa. Your friend,
DERRILL CARROLL

DEAR SANTA

Please send me two buggies, twin baby dolls, two pianos, one baby bed, cause I have one.
CAROL KENT

P. S. I will soon be 5 and one of the buggies and dolls and pianos are for my baby sister, Connie, who is only 2 years old. Connie and I have been pretty good this year. Thank you.

DEAR SANTA

I am in the second grade but I still love dolls. I would like to have a magic skin doll with some clothes for it. I want a billfold and nuts, candy and fruit. I have tried to be a good girl so will you please bring them to me. Jane and I will leave you some milk and cake.
MARTHA ANN BOOKOUT

DEAR SANTA

I want a ditty doll and a bathinette to bath her in then if you have one I'd like to have a small bike. Bring Joe Bob a truck and other toys. I'll leave you some coffee and pie. Love,
ANN WAGONER

DEAR SANTA

Will you please bring me a doll, doll clothes, dishes, house shoes, house coat and a little food mixer. Remember all my friends. Thanks
JANET LINDLEY

DEAR SANTA

I am 12 years old. I have been a pretty good girl. I want a pair of boots, a wallet, and a locket. I want some candy and nuts. That is all I want but my mother and daddy, sisters, want to give me. Don't forget all the other boys and girls. With love,
GLENDA DALE HARGETT

DEAR SANTA

I am a little boy seven years old. I would like for you to bring me skates, cap gun, and builder's set. Also candy, nuts and fruit. Don't forget other little children. I have tried my best to be a good boy. Your little friend,
JAMES TEAS

CHRISTMAS JOY 1947



Down through the ages comes the glorious Christmas story. In this timeless, ageless season we greet our friends and neighbors.

SEARS & TETER GRAIN CO.



To you and yours this Yuletide season, we extend our sincere good wishes for a Merry Christmas.

A Christmas of joy and contentment; of peace, good cheer and happiness—that is our wish for you this joyous holiday season.

Simmons Tire and Supply

Mr. and Mrs. A. Lee Simmons
Lloyd Neill

MERRY
CHRISTMAS



AND
BEST WISHES
FOR A
HAPPY PROSPEROUS NEW YEAR

The Hereford Brand



LETTERS to SANTA CLAUS

DEAR SANTA:
Oh good Santa Claus, please bring me a big doll, and a doll house or a book and a black telephone that rings, a buggy bed. Give Alice a stocking of candy and nuts, also a doll. I almost forgot Dora Ruth. Give her a book and a doll. Rubber shoes for me and for Ruth, also Alice. Margie wants a doll and a

buddy bed and also you can give Dora Ruth and all of us a stocking of candy and nuts. Dwight wants a teddy bear and also a ball and jeep; also something for yourself and I want another broom and dress, also a rake. I am doing fine in spelling and reading, my big sister and little sister are doing fine. All at the house. I should not be

about them. Oh dear Santa, I hate to say goodbye but you know I have to say that an then that you know you had better be making toys and dolls, jeeps and buggy beds. Another thing to say is I want a watch of gold for me and my sisters. Your friend,
FREDA JEAN INMAN.

DEAR SANTA:
It seems as though I want everything in the world. I want a camera, but I am sure my grandmother will get me that. I want some roller skates, but I think the two Santa's I know will get me that. I want some pearls and many other things that I cannot tell you all. I would like anything you would give me. Lovingly,
SUSAN SPRINGER.

DEAR SANTA:
Please bring my little sister a doll and a set of dishes. Get my brother a new football and get me a baseball bat, a hard ball and a hard ball glove. P. S. Get each of us a billfold. Yours sincerely,
CHARLES K. WERMS.

DEAR SANTA:
I would like to have a locket and also a pair of skates or a bike and some ear rings. I think I have been a good girl. With all my love,
JANE NEWSOM.

DEAR SANTA:
Please send me an electric train, a watch, a little garage with lots of cars, a football and football suit, and ball glove, bat, and ball, and a couple of cap pistols and two rifles and lots of candy and nuts. And I will be thankful if I get even a fourth of what I want and don't forget the other children in the world. Sincerely,
EDWIN M. SCHROETER.

DEAR SANTA:
I am a little boy 9 years old and in the third grade. I have tried to be good little boy. I want a cap gun, a holster, a bicycle, a ball and a bat, some candy and nuts. There will be some cake and milk under the tree for you. Don't forget the other children. Goodbye now. Your friend,
DONALD BRIDGES.

DEAR SANTA:
I want a football suit, size 10, and a cowboy suit size 10, and a pair of boots, size 3 and a half. My mother said I have been a good boy. Love,
LEROY MORRISON.

DEAR SANTA:
Please bring me a motor for my bike. Also a BB gun, a new football, a new transformer and a build-do set.
WHEELER SEARS.

DEAR SANTA:
I am a little boy in the third grade. Please bring me a train. Please bring me a football too. Please bring me a BB gun too, and some sparklers.
ROBERT WILKINSON.

DEAR SANTA:
Please bring me a pair of pajamas and house shoes. And a farm set and bicycle and a BB gun and coat.
CARROLL WILLOUGHBY.

DEAR SANTA:
I am in the third grade. Please give a BB gun and a bicycle. I want a cowboy suit and a gun.
BUDDY CANNON.

DEAR SANTA:
I am in the third grade. I want a cowgirl suit please.
SHIRLEY GASSOWAY.

DEAR SANTA:
I am in the third grade. Will you please bring me a bicycle, and a BB gun, a football, and games. That's all I know of.
KENNETH SHOOKLEY.

DEAR SANTA:
Please bring me a cap gun and a cowboy suit. I also want an electric train and a boy and arrow. I am in the third grade.
ALAN NEWMAN.

DEAR SANTA:
Please bring me a cowboy suit and a gun and sparklers.
KENNETH LADD.

DEAR SANTA:
I am a girl. I am in the third grade. I want a set of dishes. Please bring me a doll.
EDNA JOAN FROST.

DEAR SANTA:
I want you to bring me some firecrackers and sparklers and a race car set. If I don't get it, I want an electric train or a bicycle if you can.
EDGAR DEE LAYMAN.

DEAR SANTA:
Christmas is coming soon. This is what I want for Christmas. A Betty doll, a bunch of clothes to go with her, a pair of skates, a orange, a apple, a lot of candy, a set of dishes, a doll table, a watch, a camera, and two rolls of film. I think I have been a good girl. With all my love,
LAVADA SUE CURTSINGER.

DEAR SANTA:
Please bring me a boy's bicycle and a dump-truck. Also a bat and a good hard ball. Bring me a puzzle on Donald Duck. Santa Claus, please bring a cap gun and some caps. Bring me a pair of chaps. Bring me a motor boat and another puzzle of anything. Bring me a color book. Please bring me a glove to catch hard balls. Bring me a steam shovel and a sand box, also a pair of skates. Your friend,
GALE STERLING.

DEAR SANTA:
Please bring me a electric train and track. And a wrist watch. I live on 106 Ross Street. P. S. I want a BB gun. Goodbye. Love,
DAVID NEIL BELL.

DEAR SANTA:
I want a bushel of BB's, a water pistol, a BB pistol, an electric train, a .22 rifle, and some shells. My Bude will want some .12 gauge shotgun shells four and six shot. I want some new chaps. I want a baseball and glove. Don't forget Mother and Dad. Your friend,
PAT ELISTON.

DEAR SANTA:
I would like for you to bring me a electric train, football suit, football, pony, cowboy suit, cap gun, paint set, holster, baseball bat, some candy, apple, oranges, BB gun, rope, baseball suit, Donald Duck set, and Donald Duck story book. Your friend,
TOMMY VAUGHN.

DEAR SANTA:
I want a pair of boots. I want a doll buggy.
KESE P. STAFFORD.

WITH THE LIGHTING OF THE

Christmas Candles

At this season of good cheer, may they signify joy and gladness to fill your heart for many days to come.

All of us in this firm extend to all of you in your home, Holiday Greetings.



TASTY GRILL

"RED" SCHNEIDER, Owner and Proprietor
Across the Street from Furr Food Store

CHRISTMAS



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

GOODWILL

FROM ALL THE GANG

Charley, Frank, Hollis, Roy, Robert, Clint, Lewis, Frank

COGDELL MOTOR COMPANY

BUICK, PONTIAC, G. M. TRUCKS, FRIGIDAIRE



Accept this sincere expression of our appreciation for your friendliness and patronage in the past. Our most cordial greetings and best wishes for your happiness.

Builders, Supply & Service

H. D. (Jack) Wilkins, Manager

Grant A. Fuller, Store Manager

Henry H. Murrell, Sr., Shop Foreman

Wayland E. Smith

Henry H. Murrell, Jr.

Lonnie G. Pierce

Earl De Hart



CHRISTMAS GREETINGS

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!

HEREFORD TRUCK LINE
and Employees

May the Glorious
Christmas Season
bring you
Peace and happiness

Hereford Credit Association
Dorothy Ross

CHRISTMAS



and best wishes to
all of you in this
fine community.
May you enjoy the
Christmas Season
to its fullest.

Velma Hodges
County Treasurer

**Letters to
Santa Claus**

DEAR SANTA
I would like to have a toy race car. Please give me a football. If you have a baseball, I would like to have that. Please give me a submarine that will go under water. If you have a picture of yourself, I would like that too. If your elf can make a sled, give it to me. Yours truly,
GEORGE WALTER DAVIS.

DEAR SANTA
I want a bicycle, a Donald Duck camera, and some films. A book satchel, one that will hang on your shoulder and some kind of a game and some fruit and candy and nuts. Your friend,
BILLY WOODFORD.

DEAR SANTA
I want a doll, a crib, a pair of skates, I also want a set of dishes, a rocking chair, a table and chair, and a stove. Love to you,
JUNITA E. ROBBS.

DEAR SANTA
I want a pair of chaps. If you don't have a pair of chaps, I want a pair of skates. That is about all I can think of. Your friend,
LUTHER FLOWERS.

DEAR SANTA
I have been a good girl. I want a bicycle and a Betsy-Wetsy doll, a ring, house slippers, and an umbrella. Your friend,
SALLIE SUE KIRBY.

DEAR SANTA
I am 8 years old. I have been a pretty good girl. I would like a Betsy-Wetsy doll with clothes, a bill fold, and 2 pairs of house shoes. I love you, Santa Claus. With love,
CLYDENE ALLRED.
P. S. Don't forget other boys and girls in the world.

DEAR SANTA
I am 9 years old and want a Dictionary and a Globe of the world. My sister wants a pair of roller skates and a baking set. I would like to have a basketball and a wrist watch also. My brothers, Billy and Burke, want a truck and a toy farm. My baby sister, Wicky, wants a magic skin doll. We want plenty of candy and nuts.
CAROLYN INMAN.

DEAR SANTA
I am 9 years old. I've been a pretty good girl. I would like a Betsy-Wetsy doll with clothes. I would like some oranges, apples, candy and some nuts. We all love you. Don't forget other boys and girls. I would like a billfold, a pair of house shoes, and anything else you want to bring. With love,
MARLENE ALLRED.
P. S. Please don't forget my mother and father.

DEAR SANTA
I am 4 years old. I have been a pretty good boy. I want a top and some candy and oranges, apples and nuts. I would like to have a football, a fuzzy monkey, a billfold to keep money in, a pair of house shoes, and a little jeep. I love you, Santa Claus. I would like some bubble gum. With love,
LYNTON ALLRED.

DEAR SANTA
I want a baseball bat and a mitt. And I also want a paint set with about six brushes in it. I want a painting canvas and a painting stand. I want a buldo set. Your friend,
HAROLD MANNING.

DEAR SANTA
I'd like to have a rubber doll, a cleaning set, and a Geography kit. A baby basinette. A story book and paper doll set. My little sister wants a rubber doll too. Please bring my little sister a sweetheart bracelet from me. My little sister wants a toy town. I want my doll to have some clothes and a bottle too. Good-bye,
EUGENIA KNOX.

DEAR SANTA
Please send me a doctor set, a cowboy suit with boots and spurs and a pair of skates. I also want a tinker set. I hope I am not asking for too much. My love,
MARLIN PIERCE.

DEAR SANTA
I would like a doll and a cowgirl suit. I would like a camera and a pair of boots. Don't forget the children in Europe for they would like something too. I have been a good girl this year. And I want lots of candy and nuts. Love, yours,
MARLENE LEOG.

DEAR SANTA
Would you bring me a pair of skates for Christmas. And bring some nuts and candy. Yes, and bring my baby sister a toy dog. My brother wants a baseball. They said it was all they wanted. I don't know what my mother and father want. Last Christmas I didn't get anything for my big sister, so I'm going to get her something this Christmas. And you bring her something too. Love,
LOTTA FAYE NOYES.

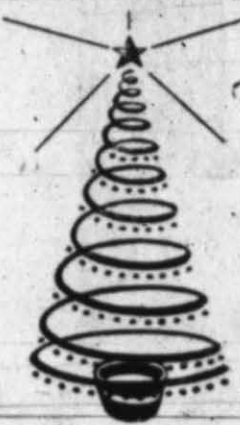
DEAR SANTA
I am a little 5 year old boy and have been a very good boy. Will you please bring me a double gun and holster set and tinker toys and a tool set. And fill my stocking with your good nuts, fruit and candy. Remember all my little friends. Thanks,
EDWIN MORRISON JR.

DEAR SANTA
I would like for you to bring me a electric train, and a chemistry set. I would also like a little record player for my room and some records. I'd like to have a few other things too. I'd like a big stocking filled with lots of candy. Your friend,
DICK WILSON.

DEAR SANTA
I want a few things this year. I would like some games. I want four. The names are Uncle Wiggley, Pollyanna, and some cards. I want a billfold with five dollars in it. I want some plastic letters. I want some candy and fruit. And a dress. I have been a good girl. I will leave you a piece of cake. I am going to bed early that night. I have got to go and do my arithmetic. I am half through. Your friend,
NANCY STORY.

Season's
GREETINGS

Good cheer
Good luck
and may
happy days
be yours



GREEN HEDGE CAFE
and Employees

Merry Christmas

Herman Ford
Representing
Southland Life Insurance



O-K Rubber Welders
117 MAIN STREET



In the spirit of friendliness and good cheer we express our compliments of the season to all. Thank you for your many favors. Our sincerest good wishes for an old-fashioned Yuletide and a full season of happiness.

CARL McCASLIN LUMBER CO.



May the Bright Star of
Christmas flood your home with
its sacred light.

Carroll Whiteside
Earl Prather
Frances Young
Frank Tackitt, Jr.
Jeff Roberson
D. C. Kinsey

Floyd Lynch
Pete Bicknell
Ray Hardy
Joe Rogers
R. E. Stewart
W. F. (Bill) Harlow

KINSEY MOTOR CO.
and EMPLOYEES



Letters to Santa Claus

DEAR SANTA
Please bring me a BB gun and a
22 rifle. I want to shoot birds too.
NATHAN WILSON.

DEAR SANTA
I want a horn and Monel electric
train.
BRENDAN GALLAGHER.

DEAR SANTA
It has been a long time since I
have written you. I want a wagon
for Christmas, and a volley ball and
a bicycle. I will have some cough
syrup waiting for you under the
Christmas tree if you have a cold. I
will close now. Love,
DALE.

DEAR SANTA
I am a little girl seven years old.
I am a pretty good girl. I want a
doll buggy, skates, ball and doll
buggy, skates, ball and doll clothes
and dishes. Love,
MARY LYNN MORRISON.

DEAR SANTA
I am a little girl six years old and
am in the first grade at school.
Please bring me a doll and a set of
dishes. Be good to all the little
girls and boys everywhere and please
don't forget my brothers and sisters
and all of my cousins. Your friend,
NONA MARIE STRANGE.

DEAR SANTA
Please bring me a doll and bring
James Virgil a bicycle and some
toys. And bring Robert Earl some-
thing to play with. Please bring
Rayburn and Mary Ruth some
things too. And don't forget Nona
Marie and all of my little cousins
and friends. Thank you very much
Santa.
ROSA LEE STRANGE.

DEAR SANTA
I go to school at Summerfield. I
am in the second grade. My teacher
is Mrs. Johnson. Please bring me
a doll. Don't forget the other boys
and girls and do not forget my sis-
ters. I am 7 years old. Your friend,
BARBARA SNOW.

DEAR SANTA
I go to school at Summerfield. I
am in the second grade. Please
bring my sister a doll. Please bring
me a doll. Please bring mother and
father a present.
EVA MAY POWELSON.

DEAR SANTA
I want a football suit and a foot-
ball. I want two guns and two
scabbards. My big sisters wants a
little rubber doll. I am 9 years old
and in the third grade. Happy new
years.
FREDDY FRITZ LOOKINGBILL.

DEAR SANTA
I am in the first grade at Sum-
merfield. I like my teacher. Would
you please bring me a doll and bug-
gy? Remember my little brother
Jackie and bring him what he
wants. Love you very much.
CAROLYN LEE.

DEAR SANTA
I am six years old and in the first
grade. Would you please bring me
a doll, colors, color book and a ball?
Remember my sisters and brother.
Love,
ESMERALDA OLGUIN.

DEAR SANTA CLAUS:
I wish you would bring me a BB
gun and a Mickey Mouse watch. With
love,
JIMMY PATTON

DEAR SANTA CLAUS:
I am a little boy. I am seven years
old. I have been a good little boy
helping mother and daddy. Santa,
will you bring me a football, a gas
station and some boots. Remember
all the other little boys and girls.
Bring me some candy and nuts.
Your little friend,
DONALD RENFRO

DEAR SANTA
I want an electric train please.
I want a football too. I want a BB
gun.
DAVID ADAMS.

DEAR SANTA CLAUS:
I have tried to be a good little boy
this year so please bring me an el-
ectric train and a shotgun. Some
candy and nuts and fruit in my sock
and anything else you'd like to
leave me. Remember all the other
little boys and girls. Your friend,
CRAIG GRIFFITH

DEAR SANTA CLAUS:
I am a little boy 5 years old. I
won't say I've been good, but I don't
think I have been bad either, so will
you please bring me a pair of cow-
boy boots and a fire truck and don't
forget Joe Edd, Tommy, Bobbie and
Billy and all the other boys and girls.
With love and many thanks,
LARRY DOBBS

DEAR SANTA
I am a little girl three years old
and I want you to bring me a wagon
and a set of dishes. My little sister
Lauren want a Teddy Bear. I am
trying to be a good girl. I love you.
JACKIE FAYE BROWN.

DEAR SANTA
I go to school at Summerfield. I
want a ball, a book, a Dr. set. My
teacher is Mrs. Johnson. I think
she wants some perfume. I am 8
years old and am in the second
grade. Don't forget to bring my
brother a gun and ball. My sister
wants a doll. Your friend,
MARCELINA.

DEAR SANTA
I go to school at Summerfield. I
am in the first grade. My teacher
is Mrs. Johnson. Would you please
bring me a magic skin doll and a
doctor set. Do not forget to bring
my little sister a doll with braids.
I love you very much.
LINDA KAY NOLAND.

DEAR SANTA
I go to school at Summerfield and
I am in the third grade. My teacher's
name is Mrs. Johnson. I like
her very much. I should like a
Mickey Mouse camera, books to read
and some candy and fruit. How is
Mrs. Santa? With love,
CAROL RAE WALSER.

DEAR SANTA
I go to school at Summerfield. I
am in the third grade. I am 9
years old. My teacher's name is
Mrs. Johnson. For Christmas I
want a doll, some dishes and candy,
nuts and fruit. I like my teacher.
Don't forget to bring her something
nice. My little sister wants a stove
and a toy duck. Remember all the
other little boys and girls. Much
love,
LILLY OLGUIN.

DEAR SANTA
I go to school at Summerfield. I
am 8 years old. I am in the second
grade. My teacher is Mrs. Johnson.
Would you please bring me an elec-
tric train. I love you very much.
DONALD LEE WALSER.

DEAR SANTA
I am a little girl in the third
grade. I want a magic skin doll and
a doll buggy, and some dishes. I
hope I don't want too much.
MARGIE BUCKNER.

DEAR SANTA
I want a .22 rifle and a horse.
DUTCH ROBBS.

DEAR SANTA
My name is Elvie Williams and I
am in the third grade. I want a
football for Christmas. I will be 9
years old January 22. My sister
want a baby buggy and my brother
wants a football for Christmas.
ELVIE WILLIAMS.

DEAR SANTA
I want a bicycle and a football,
baseball and bat. I don't want any
clothing. But I want a baseball
glove. I saw the snake pipe was
back so I knew Santa had been in
the attic and filled it with candy.
JACK PALMER.

DEAR SANTA
I want a pair of boxen gloves and
a football suit. And I want a chem-
istry set too and also a carpenter
set too. I want a saddle too. Your
friend,
G. C. MERRITT.

DEAR SANTA
I would like a to have a light for
my bicycle. Would you send it to
me for Christmas? I would also like
to have a back light too for my bi-
cycle. Love,
RAYMOND WAYNE ELLISTON.

DEAR SANTA
I like to write to you because it is
fun to write. I want a doll that
drinks from a bottle and don't for-
get the others in the faraway lands
because I know they need it just the
same as we do and even more. My
love to you.
MARY SUE SUGGS.

DEAR SANTA
Would you bring me a doll and a
washer and some fruit. Please
bring my sister a typewriter. With
love,
NORMA SUE HAMBY.

DEAR SANTA
I want a pair of skates for Christ-
mas. I want a nurse set and a doll
that has a bottle. Your friend,
GAYLENE MORTON.

DEAR SANTA
I would like a BB pistol and some
riding boots and a riding pants.
That's about all. If I got any more
I wouldn't know what to ask for next
Christmas. Your friend,
MARTIN REID MOORE II.

DEAR SANTA
Will you bring me a magic skin
doll that has clothes and a bottle
and a hot water bottle and a suit-
case? Will you bring me a purse and
a doctor set? Will you bring my
sister, Dixie, a magic skin doll too.
And that is all I want this Christ-
mas, Santa Claus, and goodbye.
Love,
MARY ANNE YOUNG.

DEAR SANTA
Dear Santa bring me a doll you
can change and dress and bring me
a bike, because my mother put mine
on the floor down at the shop. Well,
I guess that is all. Your friend,
CLAUDIA GREEN.

DEAR SANTA
Please bring me a wagon and a
watch and would you bring me a
camera and two rolls of film. Your
friend,
BILLY EDD CALLOWAY.

A Good Christmas Is a Happy Christmas

It is our Yuletide wish that you will spend a most exciting Christmas, one that contains an immeasurable amount of good cheer—May it be for you a good Christmas and a happy one.



SEASON'S GREETINGS

Hereford Locker & Cold Storage



A MERRY CHRISTMAS

WE KNOW OF NO BETTER TIME THAN CHRISTMAS TO GIVE RECOGNITION TO OUR MANY FRIENDS WHO HAVE CONTRIBUTED SO GREATLY TO OUR SUCCESS DURING THE PAST YEAR. FROM ALL OF US ONCE MORE TO YOU, WHETHER YOU ARE OUR CUSTOMER OR NOT... A MERRY CHRISTMAS

CITY FOOD STORE

J. W. THOMAS
HUBERT WHITE
NEAL GALLAGHER

L. C. THOMAS
BILL WELLS
GLEN WALL

MERRY CHRISTMAS

It won't be long now! Old Saint Nick has his reindeer hitched up and his sleigh loaded and his sack packed!! He's peepin' over our shoulders right now!!! He's on the way!!!!

So, this is a good time to send our Christmas greetings to each of you. Best wishes to all!

Consumers' Fuel Association, Inc.
and Employees

Greetings

It is a pleasure and an honor at the eve of the Christmas season to express our sincere regard for your friendship and your loyalty and to wish you the Merriest Christmas of them all.

CITY DRUG STORE

G. W. EDWARDS, Owner
and Employees

Letters to



Santa Claus

DEAR SANTA CLAUS:
I wish I had a bicycle, a football, a football helmet, and a suit. Also a song book. Love,

JIMMY CARNAHAN

DEAR SANTA
We are two little boys 4 and 6 years old and have been pretty good. Please bring us an airplane, caterpillar tractor, truck and car. Also candy, fruit and nuts. Lots of love, J. W. and RONNIE BOWMAN.

DEAR SANTA
Please bring me a football, a pair of boots, a farm and machinery set, some candy and nuts. Please remember the other kiddies in all of America and other lands. Your little friend,

DON MOBLEY.

DEAR SANTA
Will you bring me a new bicycle, a football, a football helmet, and a suit. Also a song book. Love,

FRED and ROBERT WEGNER.
PS: We have been good boys I hope.

DEAR SANTA
I have been a good boy and my brothers are good too. I want a tool box, a measure, flashlight, leather gloves, cowboy suit and cowboy boots size 2. I want some candy and nuts and gum. Your friend,

VINCENT GALLAGHER.

DEAR SANTA
I am a little boy four years old. I would like for you to bring me a wagon and a little wagon for my brother Tim. Tim would like to have a little chain drive bicycle. I would like to have a steel jeep for long legs. I want a 15-piece rubber farm set for fun on floor, table set. Your friend,

EDDIE GALLAGHER.

DEAR SANTA CLAUS:
I wish you would bring me a bicycle and a doll. I have been a good girl. I help my mother when she is sick in bed. I clean the house up for mother. Your friend,

EARESTEEN GARRISON

DEAR SANTA CLAUS:
I wish I had a football, a watch, a BB gun, a pair of shoes, a sled, a mule, an auto, a book, a ball, a few handkerchiefs. Love,

JERRY MALONE

DEAR SANTA
I have been a good boy and would like a pair of cowboy boots and a cowboy suit, some boxing gloves and truck for my brother Ed. Candy, nuts and fruit for all of us.

BRENDAN GALLAGHER.

DEAR SANTA CLAUS:
I've tried so hard to be a good girl. I feel sure you will bring me a few of the things I want most. They are a toy stove, iron, books, molding clay, blue jeans, and anything else you think I would like. I will be expecting you on Christmas eve. Love,

JOYCE VERA ROBERSON

DEAR SANTA CLAUS:
I just know I've been a good little girl. So please bring me a toy iron, watch, necklace, ring, jigsaw puzzles and a bride doll. Please be real good to all the other little children.

IRENE ROBERSON

DEAR SANTA CLAUS:
I have been a fairly nice boy this year and I wish you would bring me a tricycle, fruit and candy. My brother Virgil would like a BB gun and a basketball. Please remember all the little boys and girls. Your friend,

DON NEIL COCANOUGH

DEAR SANTA CLAUS:
I wish you would bring me a bicycle with a light and an army 45 that will shoot a roll of caps. Don't forget my sister and brother. My baby brother is three years old. He wants a play car that will wind. Love

JOHN POPCHOKE

DEAR SANTA CLAUS:
I want a new bicycle, magic skin doll, doll house, with doll furniture, nurse set, sled, doll cradle, and a doll bed. Love,

SANDRA JO CARAWAY

DEAR SANTA CLAUS:
I wish you would bring me a bicycle and a nurse set. I have been a good girl. I help my mother when she is in bed. My stocking will be hanging on the chimney. Love,

EVA JEAN WOOLBRIGHT

DEAR SANTA CLAUS:
I wish you would bring me a pair of skates, a Mickey Mouse watch, a billfold, a pair of house shoes, and a doll. That is about all I want and don't forget all the rest of the boys and girls. Your friend,

MARY JANE WHITE

"New Look" Hits Yule Cards



THE LONG-SKIRTED "NEW LOOK" in women's fashions has revived the popularity of old-fashioned Christmas cards, publishers report. The Gay Nineties are springing to life again with frolicking scenes of sledding, party-going, and general festivities "when grandmother was a girl"—and a very good little girl, to believe one card. And do you remember those luscious odors from the farmhouse kitchen before the traditional Yuletide feast? Yummmmm! Yes, it all adds up to the wish for "A hearty, old-fashioned merry Christmas!"

DEAR SANTA CLAUS:
I wish for a big doll, a basketball, a baton, and a Mickey Mouse watch. Love,

VELLA KEE SKYPALA

DEAR SANTA CLAUS:
I wish you would bring me a rubber doll that will drink a bottle and she has a diaper and a buggy like a baby buggy. Love,

ELAINE WAGNER

DEAR SANTA CLAUS:
I want a 22 gun and an electric train, a 20 gauge shotgun, a fishing rod, a Mickey Mouse watch, some roller skates and a compass. Love,

MARVIN WELTY

DEAR SANTA CLAUS:
I want a little washing machine and sewing machine. My little brother Larry wants a rubber doll. He also wants a plastic tea set and a rubber farm set. Santa, I would like a little cash register if you could afford it. Bring me some candy and nuts. Don't overlook our stockings. We love you,

LINDA AND LARRY HAIR



JUST A FRIENDLY WAY
OF EXPRESSING
TO YOU OUR MOST
SINCERE GOOD WISHES
FOR A HAPPY CHRISTMAS
AND THAT IT
MAY BE
AN ESPECIALLY JOYOUS
ONE FOR YOU.

Hereford Gas & Oil Co.

Main Street Furniture

C. O. Wilkins

W. H. Cromer



With all the cordiality that is in our hearts, and with all the appreciation of the kindnesses you have bestowed upon us, we extend this Christmas message to you.

May the Holiday be one of abundant happiness.

EMPLOYEES OF
COMMERCIAL OIL CO.

HUGH BOOKOUT, Manager



This little gesture comes to you in true appreciation of the thoughtful treatment you have afforded us in the past year.

We are truly grateful and in the most friendly way we know, we extend the compliments of the season.

HEREFORD MOTOR COMPANY

Dudley Green

and Employees

Archie Scott



LETTERS to SANTA CLAUS

DEAR SANTA
This Christmas I would like a doll and a pair of skates. I also would like a purse. For my little sister, she would like a rubber doll and a red purse. She would also like a blackboard and color book. We also would like a big sack of candy. Love,
IRVINE AND HELEN EDWARDS

DEAR SANTA
I have been a bad boy sometimes but I have been helping mother. I am nine years old and in the fourth grade. For Christmas I want a basketball, a basketball suit, an air pistol, and an erector set. I will try to be a good boy so I can get all of these nice things. That is, about all I have to say. You can come down the chimney but we won't have a fire burning. Your friend,
TONY HENSON

DEAR SANTA
I hope there will be plenty of snow for your reindeer and sleigh on Christmas eve. When you come to my house, please leave me a heart-shaped bracelet, a basketball, and basketball pen and pencil set, dictionary, a small cedar chest and that is all dear
JACKIE CAMPBELL

DEAR SANTA
I am a little boy six years old. I would like to have a little truck and some toy soldiers. My little brother would like to have a little truck and a little steam shovel. Do not forget the other boys and girls in the world. Love,
JULIAN RAY GANDY

Santa. Leave my brother and mother and father something nice too. Your friend,
PAT CALHOUN

DEAR SANTA
I am glad it is about time for you to be coming around again. When you come to my house, please bring me a Betsy Wetsy doll, doll clothes, doll buggy, set of dishes, and anything else you want to bring. And bring my brother and sister and all my playmates something nice. Your friend,
MONNA KAY CALHOUN

DEAR SANTA
I am nine years old. I want a bathinette and a doll I can sew for. I would like a story book too. If you don't have what I asked for anything would do. My brother wants a BB gun or a watch. Love,
MARILYN RUSSELL

DEAR SANTA
I would like to have a pair of skates. I would like to have a baseball glove. Merry Christmas and a happy new year.
JACKIE CAMPBELL

DEAR SANTA
Now I think I would like a magic skin doll. You know the kind I am talking about, don't you Santa? A doll that will open and shut her eyes. Also I want a real nice zipper note book. I don't want one real expensive. Santa, please don't forget my little sister, Nancy Beth. She wants some skates and lots more things. Now good bye. Love,
BEVERLY ANN ELDREDGE

DEAR SANTA
For Christmas I want a baton and a magic skin doll. Remember my little brother, sister, mother and dad. Also remember my teacher and schoolmates. Love,
SAMMIE McALLEN

DEAR SANTA
I hardly know what to write. My daddy needs a pocket knife. Mother would like to have a watch. I don't know what my sister wants. Bring my grandmother some soft candy. I would like some new tubes for my bike. Also a ball because mine is nearly worn out. Love,
RAYMOND WELLS

DEAR SANTA
I am a girl ten years old. For Christmas I want a lot of things, but I am only going to ask for one. I want a bicycle very much. Of course I'll fill my stocking full. I don't have a chimney so you will have to come through the door. Love,
LINDA LEA KESSE

DEAR SANTA
Please bring me an aluminum toy cook stove and set, an electric iron, a cleaning set, a dolly and buggy. And Norbert wants a football, a train and a service wrecker truck and we want some oranges, apples, nuts and candy. Love,
FRANCES AND NORBERT REDNORE

DEAR SANTA
I am a little boy nine years old and would like for you to bring me a suitcase, toy silver ware, and a Bo-Peep cooking set. Please bring me some nuts, fruit, and candy. Don't forget my brother, mother and daddy. Your friend,
EDDIE L. MORRISON

DEAR SANTA
Now I think I would like a magic skin doll. You know the kind I am talking about, don't you Santa? A doll that will open and shut her eyes. Also I want a real nice zipper note book. I don't want one real expensive. Santa, please don't forget my little sister, Nancy Beth. She wants some skates and lots more things. Now good bye. Love,
BEVERLY ANN ELDREDGE

DEAR SANTA
For Christmas I want a magic skin doll with the clothes. I want a doll house with furniture. I want a stroller for the doll. I would like a watch if you can find one. I want a ring and a raincoat, with a hood. Yours truly,
DALEINE TUNNIN

P. S. My sister wants a rubber doll. Please fill our stockings.

DEAR SANTA
Please bring me one of these things: A new bicycle, a radio for my room, or a phonograph. I do not want much now that I am getting bigger.
MARLINE GILLILAND

DEAR SANTA
I am a little girl nine years old. For Christmas I would like to have a magic skin doll. My little sister would like a magic skin doll too. Don't forget all the other little boys and girls. Love,
EARLE DEAN GANDY

DEAR SANTA
We have been good little children this year. We try to help our mother and daddy all the time. I want a little soda fountain, doll, skates, records, dishes and guitar. My brother wants a little filling station, skates, big fire truck that he can ride in, Dick Tracy gum, and tool chest. Also nuts, candy and fruit. Don't forget all the other little boys and girls.
PATSY and DAVID MONROE SELLERS

DEAR SANTA
I am a little girl nine years old. For Christmas I want anything you have in your bag. My other two sisters want anything in your bag also. P. S. Don't forget other children around the world.
JO EDDY SCOTT

DEAR SANTA
I want a theatre gift book. My baby brother wants an electric train. My brother wants a suit. My daddy wants some shirts. My mother wants a wool rug. Yours truly,
GARRY LEE SLAUGHTER

DEAR SANTA
I would like you to bring me a pair of chaps, a pair of boots, and a good pair of skates. I hope you will bring all the other children in the country some nice things too. Yours very truly,
LELAND W. ROEBS JR.

DEAR SANTA
I am a little girl six years old and I would like for you to bring me a Betsy Wetsy doll, a nurse kit, some roller skates, a toy soda fountain, and some candy, nuts and fruit. Your little friend,
LOVILLA FINLEY



- It will safeguard your family.
- Leave your estate intact.
- Meet your tax obligations at death.
- Pass your business on as you desire.
- Give you an income when you are ready to quit work.

Southwestern Life Insurance is the best investment you can make, and the cost is amazingly low. Let me help you start your program today.

G. C. (Jiggs) HARTMAN
104 E. 3rd St. — Phone 45
Hereford, Texas

Southwestern Life
Insurance Company



Time To Be Happy!

Christmastide is the one time in the year when we should all be as happy as a boy with a bright new sled. So let's light up our faces and our hearts when we light up our trees, and here's wishing for you and your family the happiest Christmas you've ever had.

WADE CLEANERS

Phone 27

PERCE STRINGS by KERR Implement Co.



KERR Implement Co.
John Deere SALES & SERVICE
HEREFORD, TEXAS

"SPEEDY" by Hereford MOTOR CO.



HEREFORD MOTOR CO.
Dudley Green HEREFORD, TEXAS Archie Scott

ALL THAT IS CHRISTMAS



PEACE on earth... home... worship
freedom... friendships... loved ones... happy
children... the thoughtfulness of those about us
... let's preserve all that is Christmas and what
Christmas really means for all the days to come. And
may all these blessings be yours to enjoy.

FARMER'S DRIVE-IN

and Employees

OUR CHRISTMAS WISH FOR YOU

1947

May your Christmas be
as exquisitely beautiful
as the snow crystals
that have, from time immemorial, added charm and
enchantment to the glorious Yule tradition.

YOUR COMMISSIONERS COURT

TROY MOORE, Precinct No. 1
JEFF ROBERSON, Precinct No. 2
J. T. GUINN, Precinct No. 3
JOHN I. MORRIS, Precinct No. 4
L. H. FOSTER, County Judge

A Sweet Christmas Dream

ONCE UPON A TIME there were children three
Jerry and Mabel and Little Marie
And you'll agree that the sad thing was
That they didn't believe in Santa Claus.

(Nor did their dog; but that's not so shocking!
After all, a dog hasn't even a stocking.

But Marie and Jerry and
Sister Mabel
Believing that Santa was
Only a fable,
Followed the example of
Their pup,
And didn't hang their
Stockings up!



A Fairy named Cup Cake
With Wand in hand,
Came and whisked them
Away to TOY land.

Santa himself was there with his Elves
In a room that was lined on all sides with shelves
Simply loaded to bursting with all sorts of toys
Which Saint Nick had prepared for the good girls and boys.

At a signal from Santa the toys tumbled down
And began to prepare little tables for tea.
The Master of Ceremonies, of course was the clown,
And he introduced Mabel and Jerry and Marie.

Then Santa, all smiles, showed the children their seats,
And Mother Claus entered, arms loaded with treats.
There were platters of cookies, and candy-filled socks
And who should pour tea but the JACK-IN-THE-BOX!

There was a place for everyone . . . even for Rover
And then in a trice, the party was over.
And when they awakened, snug in their bed,
"It was only a dream," each one of them said.

But when they jumped up, there was a surprise!
A beautiful sight met their wondering eyes.
There on the mantel their stockings were up
Overflowing with candy . . . and even the pup

Found a present his doggybones truly could savor
In a beautiful bone . . . with chocolate flavor!

So No Matter How Unlikely
Old Santa May Seem
He Still Can Bring You

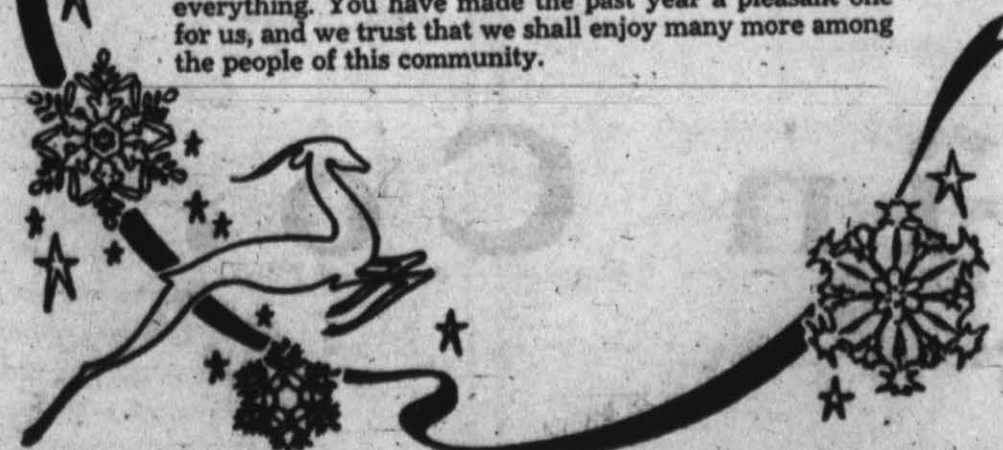
A Sweet Christmas Dream



CHRISTMAS MEMORIES

Each year as we observe the Christmas Season, we are reminded of the many things for which we should be thankful. We remember innumerable instances of your good faith and goodwill and we recall the countless courtesies and favors with which we have been blessed and of the friendships, tried and proven, that have been ours to enjoy.

Mindful of these fine expressions of friendships, and of the thoughtfulness back of them, we desire to again send our Christmas wishes to each of you, and to thank you for everything. You have made the past year a pleasant one for us, and we trust that we shall enjoy many more among the people of this community.



BIG T PUMP CO.
DISTRIBUTORS — SALES — SERVICE
WINTROATH PUMPS

East Highway 60

Hereford, Texas

NOEL



★ CHRISTMAS IS HERE!
WE WISH FOR YOU AND
YOUR LOVED ONES THE
BEST THAT THIS HAPPY
SEASON CAN BRING . . .

1947

DAVIS-McCRACKEN

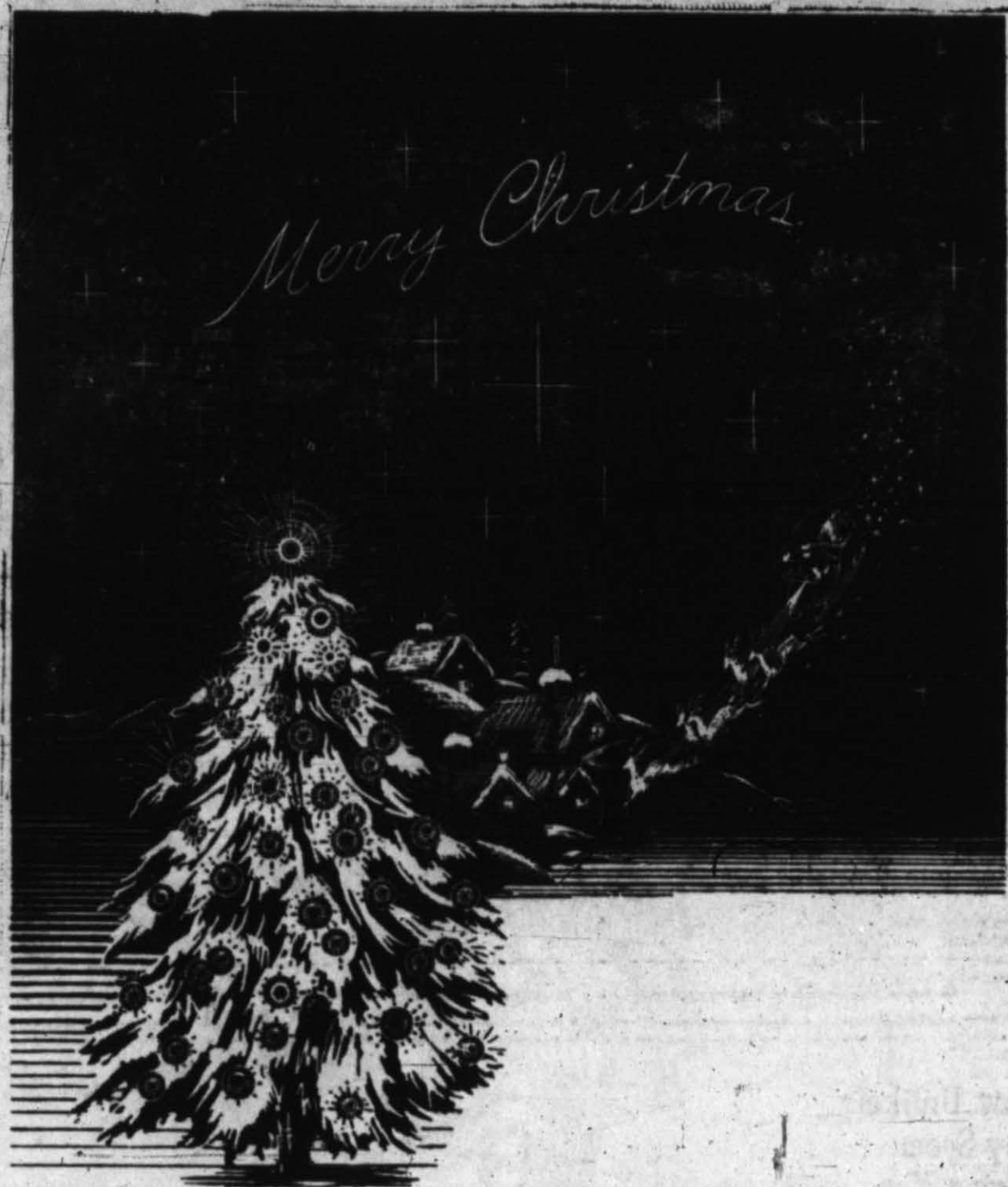
John Hall

John Hicks

Billy Davis

W. L. Davis

J. C. McCracken



... 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.

... We are looking forward to serving you through 1948. May
you all enjoy a prosperous New Year.

THESE ARE OUR SINCERE WISHES

Pitman Grain Co.
and Employees

The Hereford Brand, Hereford, Texas, Thursday, December 25, 1947

DEAR SANTA
I have been a pretty good boy this year. I am five years old and for Christmas will you please bring me a new shovel, a truck, tractor, and a pocket knife just like daddy's. Santa please don't forget all the other boys and girls, and please don't forget my Grandads and Grandmother. Love,
JIMMY DWAIN SPARKMAN

DEAR SANTA
I want a little ring and a view under for Christmas. Please remember my teacher, Mrs. Kaul, and all other children in the world. Love,
ANN CARAWAY

DEAR SANTA
How are you? I am just fine. I hope you have a nice Christmas. I wish you would bring me a fountain pen for Christmas. I have been in the hospital and couldn't write any

sooner. I think you will like our Christmas tree because we have some lights. Come to see me soon. Don't forget grandmother and all the other boys and girls. Remember Doctor Wills and the nurses and Grandma and Daddy Lambert. They were so nice to me while I was in the hospital. Bye,
O. C.

DEAR SANTA
Please bring me a teddy bear, cash register, some candy, fruit, and nuts. I have been a good little girl some times. That's all, Santa, and bring my sisters and brothers something too. All my love, Santa,
MARY BETH SPURGEON

DEAR SANTA
I am a little boy five years old. I like you very much. I have tried to be very good this year. Please bring me two guns with holsters and belt.

Letters to



Santa Claus

Bring me some candy, apples, oranges and nuts. Remember all the poor little children. Goodbye, your little friend,
HARVEY LAYNE HUDSON

DEAR SANTA
I love you very much. I have been a good boy. Please try to come before I go to sleep. I would like to have a basketball. Don't forget the nuts and candy and fruit that you bring me every year. Goodbye and Merry Christmas.
ELDON WAYNE HUDSON

DEAR SANTA
I have a little sister named Janis and a brother named Robert. Janis calls him "Body." She wants a doll, plastic doll house, and a dolly buggy. Robert needs a wooden truck—nothing he can hit us on the head with. I want a doll, a dolly buggy, clothes for my doll, a toy washing machine, and a Jack-in-the-box. Santa, please remember all the other little children and bring them something nice. We want nuts, fruit and candy too. Love,
LU ANNE HIGGINS

DEAR SANTA
I am a little girl two years old. Santa, I wish you would bring me a doll, buggy, and a set of blocks for Christmas. Please remember my big sister, Sandra Jo, and my two little cousins, Johnny and Dorothy Ann. Love,
CAROLYN SUE CARAWAY

DEAR SANTA
I wish you would bring me a magic skin doll, a set of dishes, a doll buggy, a blackboard, a doll bed, nurse set, and doll house. Love,
SANDRA JO CARAWAY

DEAR SANTA
I am a little girl 7 years old. I have tried to be nice all year. Please bring me a 20 bike, a betay wetsy dolly, doll buggy, a piano, and cash register. Also some nuts and candy. Thank you, Santa,
BETTYE JANE KROFFT

DEAR SANTA
I am a little boy 5 years old and I help my daddy. Would you please bring me a BB gun, a big red wagon, steam engine, and a model airplane for me to build. Don't forget my little sister Betty. Oh yes, Santa, don't forget some nuts and candy. Your little friend,
STANLEY CARL KROFFT

DEAR SANTA
I am a little girl 6 years old and I would like for you to bring me a doll house and a little doll. I would like to have a small girl's bicycle and a Betay Wetsy doll and some fruit and candy and nuts. I love you,
KAROLYN KIRBY

DEAR SANTA
I am a little girl only one month old, but I am eagerly awaiting your visit. I am too small to play with toys now, but I will need some during the coming year. I would like a doll and a Donald Duck. Thank you, Santa, your little friend,
DOROTHY ANN MERCER

DEAR SANTA
I am a little blond-headed girl three years old, and have been a nice girl. Will you please bring me a Betay Wetsy doll, piano, table and

chairs, stove, and a set of dishes. Hurry, Santa, and come. I'll see you at the Christmas tree at Frio. Please don't forget little Joyce. Your little friend,
BONNIE MAE SPARKMAN

DEAR SANTA
Please, Please bring me a doll that wets its pants you can wash its ears and powder it and it will lay down and keep its eyes open and blow bubbles, and a bathinette. The doll I want is 16 inches tall, and a bicycle. I wish you a very happy Christmas and how old are you Santa?
ELLA MARIE WILLIAMS

DEAR SANTA
I am a little boy six years old and have tried hard to be very good. Would you please bring me a big red wagon, a pair of cowboy boots, a trailer, cattle truck, and a nice cap pistol. Also bring me candy nuts and fruit. If it isn't extra trouble for you to bring them to my grandmothers. Don't forget all the other little boys and girls around the world. Love,
JOEY POINDEXTER

DEAR SANTA
I have tried to be a good little girl this year. I have learned to talk and walk since you came to see me last year, but mommie still has to help me write my letter to you as I am not yet two. I would like to have a new doll baby, a buggy to push her in, and a gold locket to wear with my pretty dress. Please be nice to all my little friends. Merry Christmas to you, and lots of love,
CONNIE ANN OLDFHAM

DEAR SANTA
Would you please bring me a doll buggy and a pair of house shoes. Do not forget all the other little kiddies all over the world. Thank you,
CAROLYN ANN LANCE

LEGAL NOTICE

THE STATE OF TEXAS
To: N. R. France and the unknown heirs and legal representatives of N. R. France, Deceased, Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 19th day of January A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 1st day of December A. D. 1947, in this cause, numbered 3023 on the docket of said court and styled Jack Flowers vs. N. R. France and the unknown heirs and legal representatives of N. R. France, defendants.

A brief statement of the nature of this suit is as follows, to-wit: For the title to and the possession of the South 1/4 of the East 1/4 of Block No. 42, Evans Addition to the town of Hereford, Deaf Smith County, Texas; in addition to the statutory allegations of Trespass to Try Title the plaintiff also alleges that he is the purchaser of said land for a valuable consideration at a foreclosure sale, duly and regularly held in Cause No. 2671, entitled the Hereford Independent School District vs. W. A. Miller Et Al, in the District Court of Deaf Smith County, Texas, wherein judgment was duly rendered on September 2, 1944, and said land was duly and properly sold to plaintiff on the first Tuesday in Feb. 1945; and plaintiff further alleges that he is the owner of said land by reason of having held the continuous, peaceable and open possession of said land for a period of over ten years under and by virtue of the Ten Year Statute of Adverse Possession and Limitation of the State of Texas; and is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs. Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this 1st day of December A. D. 1947.

Attest:
R. L. THOMPSON, Clerk,
District Court, Deaf Smith
County, Texas.
(SEAL) 48-4c

Christmas Story

Once again as the Christmas Story is being retold around the world, we extend our heartiest wishes for your happiness.



BENEFIELD MOTOR COMPANY



season's greetings and best wishes

... may christmas 1947 stir your memory to thoughts of the fragile beauty of the happiest christmas you can remember ... when these memories flood over you, we know that the spirit of this glorious and happy season will engulf you, and that this year itself will become your ... merriest christmas ever!

Hereford Implement
Company



TO OUR GOOD FRIENDS AND CUSTOMERS

HARRY'S CAFE

Mr. and Mrs. Warren Kopp
CLOSED CHRISTMAS DAY

• WE ARE THE WORLD'S MOST INVENTIVE RACE—AND YET WE HAVEN'T FOUND A NEW WAY OF SAYING "MERRY CHRISTMAS." MAYBE IT'S JUST AS WELL!

• IN ANY EVENT, WE CAN PHRASE NO BETTER MESSAGE FOR THIS JOYOUS SEASON THAN THAT ANCIENT WISH.

Amarillo Rendering Co.

West Texas Feed & Seed Co.

Local Agents



• Now, when Santa Claus is so busy making children happy and dispensing cheer all over the world, we want to extend a warm and friendly greeting to our friends. Accept our very best wishes for a Christmas season of unalloyed joy and happiness.

LET'S SEE

Oh, yes, we just wanted to say to everybody . . .

Merry
Christmas



Beavers Brothers Motor Co.

Mr. and Pat Lawhon

Your GULF Distributors

Another Letter to the Editor from ...

The Bootleg Philosopher

Editor's note: As best we can interpret it, the Bootleg Philosopher is trying to wish us a Merry Christmas, but he certainly struggles with it. At any rate the spirit of the season prompts us to accept it and wish the same for him, along with a lot of other things which we won't go into here.

I been thinkin over these letters I been writin you the past year and

while I ain't got no apologies for em, it probably has been a little hard on you sometimes when I had to speak out with the truth, as you me and even a politician is bound to tell the truth once in a while if we keep talkin long enough, out of unavoidable accident, but in recognition of the season of the year I want you to know I have enjoyed your rag and at this time want to wish you a happy holiday whether your readers got one or not, as after

all the paper has to come out, whether there's any point to it or not. Excuse me, but what I want to say is that here's hopin you have a pleasant Christmas and that your new year is filled with brilliant journalism, although this may of course leave your readers out in the cold but they can subscribe to good newspapers themselves the same as you if they want to.

Now I'm really tryin to say something nice, and if these triflin remarks slip in its not because I really don't mean that The Brand compared to any other business in town, hasn't got its head well above the low water mark and has succeeded in being what too many papers aren't and that's interesting, although of course there's no accountin for people's tastes.

It seems to me I can't write a paragraph without mixin a little salt in with the sugar, or maybe wrapping paper with newspapers, if you'll pardon the personal reference, but next year I promise to do better.

And in the meantime I hope you have a Merry Christmas and that Santa Claus brings you a barrel of subscriptions, and if you don't mind you'd better keep the barrel too as I may need it if inflation continues. Merry Christmas.

Yours faithfully,
J. A.

Leaving Christmas Tree Till New Year May Be Bad Luck

The belief of having bad luck from leaving your Christmas tree up until New Year's Day is no superstition, declared Marvin Hall, State Fire Insurance Commissioner.

Warning Texans to take down their trees as soon as needles start turning brown or falling, Hall said a week old tree was the greatest fire hazard a person could have in his room.

"The day a tree is cut, it starts slowly drying out," he said. "A fresh cut tree will not take fire any more easily than would the ever-green shrubs growing outside, but becomes a more serious fire hazard every hour. At the end of the week it will be highly flammable."

Commissioner Hall cautioned that just taking the tree out to the backyard or down to the cellar is not safe either. The discarded tree should either be carefully burned in a regular metal or wire mesh trash container, or hauled away if the city provides such a method for disposal of trash.

Other special decorations should also be put away as soon after Christmas as possible, he said. Particularly leaves and berries and other temporary trimmings, should be taken down immediately after Christmas.

LEGAL NOTICE

TO ALL PERSONS INTERESTED in Durant Subdivision of Block No. 26 Mabry Addition to the Town of Hereford, Deaf Smith County, Texas, and Block No. 1, of Block No. 26 Mabry Addition to Hereford, Deaf Smith County, Texas:

Notice is hereby given that the owners of Block 1 of Block 26 Mabry Addition and the owners of Durant

Subdivision of Block No. 26 Mabry Addition to the Town of Hereford, Deaf Smith County, Texas, have heretofore filed in the Commissioners Court of Deaf Smith County, Texas, an application to close the streets and alleys shown on the recorded plat of Durant Subdivision of Block No. 26 Mabry Addition to the Town of Hereford and Wilson Avenue running East and West between the South line of Durant Subdivision and Block No. 1 of Block No. 26. Said petition alleges that said streets and alleys as shown by said recorded plat of said subdivision on record in the Deed Records of Deaf Smith County, Texas, have never been used or opened as such and that said Block 26 of Mabry Addition is sufficiently served for roadway purposes by the streets on the three sides thereof and that said lands are treated and used as acre-

age property and the proper description is by metes and bounds with reference to said subdivision and that such streets, alleys and roads as shown in said subdivision if opened would be detrimental to the owners as well as to the county and the same should be permanently cancelled of record.

That said application to cancel said subdivision and close said Wilson Avenue and close said streets, alleys and roads in said subdivision will be heard by said court at a regular term thereof on the 22nd day of December, 1947, at the courthouse in Deaf Smith County, Texas, and all persons interested therein are hereby commanded to appear at such time and appear before such Commissioners Court to contest said application if they desire to do so. This notice is hereby given under the direction of said court by pub-

lishing the same in the "Hereford Brand" for three weeks prior to the acting of said court on said application.

IN TESTIMONY WHEREOF witness my hand and seal of said office on this the 8th day of December, 1947.

ISSUED this the 8th day of December, 1947.

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

LEGAL NOTICE

THE STATE OF TEXAS

TO: Lester Cooper Defendant,

Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford,

Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of issuance of this citation, same being the 19th day of January A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court on the 4th day of December A. D. 1947, in this cause, numbered 3023 on the docket of said court and styled Lucy Ann Cooper Plaintiff, vs. Lester Cooper Defendant.

A brief statement of the nature of this suit is as follows, to wit:

Suit for divorce and full custody and control of two minor children, namely:

Carolyn Ann Cooper, a girl, age five years and

Cletis Lee Cooper, a boy, age fifteen months.

Alleging abandonment, non support and mental cruelty; as is more

fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this the 4th day of December A. D. 1947.

Attest:

R. L. Thompson, Clerk, District Court, Deaf Smith County, Texas Deputy.

(SEAL)

90-4-c

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John H. Patton

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Your

GOOD HEALTH
AND HAPPINESS

HEREFORD LUMBER CO.

Star and Texas THEATRES

in Hereford

Extend Greetings



With the Heartiest Wishes for a
Happy Yuletide

I wish to thank each and every one of you for your patronage during the past year, and our entire staff joins me in the sincere wish that all of you will enjoy A PROSPEROUS NEW YEAR.

WM. F. HARDWICK, Manager.

EMPLOYEES OF YOUR

STAR AND TEXAS THEATRES

Busy Post Offices With Christmas Names Conceal Interesting Stories

United States post offices in towns and cities bearing names associated with Christmas are busier than most of Uncle Sam's busy-bee mailing centers around Christmas time.

Each year thousands of letters are sent to these post offices to be mailed out with the special postmark. Most popular are Bethlehem (in Pennsylvania, Maryland, Connecticut, and New Hampshire) and, perennially, Santa Claus, the little town in Indiana, which bears the name of the patron saint of Christmas.

The manner in which two of these towns received their names makes an interesting story.

The story associated with Beth-

lehem, Pa., is especially moving. On Christmas Eve in 1741, it is said, Moravian pioneers who had come to the New World in search of religious freedom gathered in a log cabin in the snow-swept Pennsylvania countryside. Thankful for their new refuge, they sang carols joyfully.

Then Nicholas Louis, Count Zinzendorf, took up a taper and led the gathering into the stables where a few horses and cows stirred.

"Let us call our village also Bethlehem," he said, and all agreed.

From a humble beginning over 200 years ago, Bethlehem, Pa., is now a thriving industrial city of 62,000. Santa Claus, Indiana, also has an

interesting and awesome christening story.

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

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

Awed by the spectacle, the villagers considered the event a special omen, and gave their community the name of Santa Claus to commemorate the Christmas of its christening.

An ideal beverage for Christmas open house or tree-trimming party is mulled cider. Drop a cheesecloth bag of spices - 1 teaspoon whole cloves, 4 small sticks of cinnamon, 6 whole allspice - into two quarts of cider and bring to a boil for 3 minutes. Remove spice bag and serve hot.

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104 E. 3rd St. — Phone 45
Hereford, Texas

Southwestern Life
Insurance Company
Representative

Plumbers Warned To Renew License Before Jan. 1

AUSTIN, Dec. 18.—Texas plumbers who do not secure state license before January 5, 1948, will be violating the new Texas License Law. They will not only be subject to the penalties of the Act, but will also be required to take an examination, C. E. Belk, Administrator of the Texas Plumbing Board warned here today.

The law, as passed by the last legislature, provides for no extension beyond this date nor does it provide for any exceptions. He said applications postmarked on or before January 5, will make it unnecessary for qualified plumbers to take an examination, but after that date all new licenses would require an examination. State License now being issued are valid until February 1, 1948, and may be renewed without examination, Belk said.

A majority of Texas cities have already amended their plumbing ordinances to conform to the State Law, he continued, and it is expected that all corporate cities affected will complete conformance procedures by not later than January 5.

"It is not our desire to require any plumber to take the examination if he is already qualified," Belk said, "but the deadline is set by the law. However, the Board has been conducting examinations since November 25, and any person wishing to take the examination should make application immediately. Examination machinery is established and individuals will be scheduled promptly upon application and fee. Application blanks have been furnished to mayors in all Texas cities and additional copies can be secured by writing to the Texas State Board of Plumbing Examiners, 306 West 15th, Austin, Texas."

Belk appealed to Plumbing Inspectors throughout the state to see that every plumber operating within their jurisdiction is advised of the deadline. "The responsibility for advising your plumbers of the deadline and other provisions of the law will prevent needless confusion and misunderstanding," he said, "and may save embarrassment when a plumber in your city comes in after January 5, without a license."

Grind equal amounts of dried apricots, peaches and prunes, combine with chopped nuts and moisten with a little fruit juice. Shape into small balls and roll in confectioners' sugar. The result is delicious dried fruit candy.

Texas Valley Provides Oranges Aplenty for Happy Holidays

COLLEGE STATION, Dec. 20.—Sweet juicy oranges and tangerines, as well as golden grapefruit, mean Christmas in any language, and the Rio Grande Valley is playing Santa Claus again this year.

Back in 1900, the Rio Grande Valley was a vast brush-covered country with a dense growth of mesquite, ebony, huisache and prickly pear, sparsely populated with ranchmen. Today, more than eight million citrus trees are on the same area and produce thousands of carloads of fruit.

In 1904, the first railroad went into the valley and paved the way for later development of the country and the citrus industry. It was 1915, however, before the first substantial commercial planting of 300 acres of grapefruit and orange trees was brought from Florida by John H. Sharpy and set out near the town of Mission. The success of this planting encouraged others until in less than five years there were almost a million trees scattered from one end of the Valley to the other. The first carload of citrus fruit was shipped north in 1921.

The clearing of brush was a tremendous undertaking and is still being carried on as the citrus orchards move northward. The skillful engineering that spreads the waters of the Rio Grande River through 3,000 miles of irrigation ditches to cover 350,000 acres of land is one reason why such a volume of fruit can be produced.

J. F. Rosborough, extension horticulturist for Texas A. & M. College, says that in the 1946 season, 29,372 cars of citrus fruit were produced and 37 plants for the canning of grapefruit and orange juice and the dehydration of grapefruit peel were in operation. The peel is converted into livestock feed.

A large part of the fruit produced in the Valley is now on the market, and the chances are that the oranges and tangerines in the Texas Christmas stockings are from the magic Valley of the Rio Grande, once a brush-covered haven of wild cattle.

Dip grapes of the purple variety in slightly beaten egg white, then roll in powdered sugar until they are well-covered and have a frosted appearance. They are good to eat as well as attractive in a fruit arrangement.

Frozen baked apples are among the newest cooked food desserts to appear in frozen food stores.



May the joys of the Christmas occasion remain with our customers and friends throughout the New Year.

Our thanks, too, for your patronage and kind courtesies in the past.

F-78

GEO. D. PEPPER

YOUR EXCHANGE OF TEXAS



Hereford Wrecking & Parts Co.

A
VERY
MERRY
Christmas
TO EACH OF
OUR MANY
FRIENDS IN THIS
AREA. AND A MOST
SINCERE THANKS FOR
ALL CONSIDERATIONS AND
FAVORS. MAY THE SEASON
HOLD UNTOLD HAPPINESS
FOR
ALL
CHRISTMAS GREETINGS

JOHNSTON PUMP & SUPPLY CO.

LYLE WINGET

RICHARD WINGET



MERRY CHRISTMAS TO YOU
HEREFORD CREAMERY

MR. AND MRS. CECIL MALONE and Employees



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.



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Encyclopedia Britannica[®] Celebrates

Around the World: Customs Differ But Spirit Is the Same

Many Customs Are Found In Many Lands

Christmas is celebrated in many ways in many lands of the Christian World. Many of the customs observed in European countries during the Christmas holiday have been interrupted by the war, but like Christmas itself, they have endured through centuries and will still be observed when this latest war is forgotten.

In France, Le Jour de Noel, or Christmas Day, is exclusively for boys and girls. Centuries ago the custom began of telling children how

le petit Jesus, was born in a stable, and the children came to believe that on Christmas Eve the heavens would open and Le Petit Noel would come down to bring them presents if they were good children.

In more recent times, Le Petit Noel has been replaced by Le Pere Noel, Father Christmas, a heavenly personage who has charge of distributing toys and good things to well-behaved children.

In many parts of France, the children also believe that Le Pere Noel has a companion, Le Pere Fouettard—Father Spanker—who carries a load of switches, a few of which he leaves for those children who have not been good.

New Year's Day is the traditional time for the French to exchange gifts, as we in America do on Xmas Day; and it is on New Year's Day in France that the old custom of hanging mistletoe is observed, so that people may exchange kisses as

they walk under it. And in France, as in England, Twelfth Night, the festival of Kings, is celebrated on Epiphany, January 6, commemorating the adoration of the Magi. In France, it is a family affair. The custom is to meet for dinner and to eat, as dessert, the galette des Rois, a sort of flat cake with a flaky crust in which a bean or small image of the Christ Child has been hidden. The person who gets the bean or image is proclaimed king or queen and must choose a royal partner for the remainder of the evening.

CHRISTMAS IN GERMANY
Many Christmas customs originated among the Germans—chief among them, the Christmas tree. One legend of the Christmas tree has it that Martin Luther cut down a fir tree and covered it with small candles, so that the children might know what the heavens are like whence Jesus came. Another tells that there was in the forest a miraculous tree in full bloom or blossom, covered with candles, and the Christ Child sitting on it. Whatever its origin, the Christmas Tree, brightly lighted and decorated, became a symbol in many lands.

An old German custom is to have

an old man, with a little drum, lead a procession around the house after Christmas dinner, the drum major marching into each room to frighten away the witches and to prevent them from returning the following year. Finally the group goes into the children's room, where stands a large Christmas tree, with gifts for all.

CHRISTMAS IN ITALY
The good fairy of the Italian children is St. Befana, who at Epiphany rewards children with toys and other presents. Legend has it that she was a woman who was too busy with her household to offer hospitality to the Three Magi Kings, and asked them to return when she was not occupied. The Three Kings went away and did not come back, so she watches for them every Epiphany.

NOCHE-BUENA IN SPAIN
Christmas is Noche Buena (good night) in Spain. Before the Spanish Civil War, Buena Noche was a gala night in Spain. Streets were cheerfully lighted, and everyone went to the market place for fruits, toys, sweets, and other festive items. One of the principal entertainments was the Charity Fair, where cards were thrown into a swiftly moving glass jar and lucky numbers were drawn.

In every home there is a Nativity scene or crib of the infant Jesus. A Spanish legend has it that every year the Wise Men go to Bethlehem to pay homage to the infant Christ, and as they pass through Spain, they leave goodies for all well-behaved children. On eve of Epiphany, the children fill their shoes with straw for the horses of the Wise Men, and place them on the window sill. In the morning the straw is gone and the shoes are filled with presents.

SANTA IN SCANDINAVIA
In the Scandinavian countries, Christmas is celebrated on Christmas Eve. At five o'clock, it is customary to go to church, and all over the cities the church bells ring. Christmas Dinner on Christmas Eve is a huge feast, and the Christmas Tree for the children is unveiled on Christmas Eve.

In Switzerland, old St. Nicholas has been succeeded in many parts of the country by the Christkindli (Christ Child), an angelic figure who travels over the land every Christmas Eve in a beautiful sleigh drawn by six reindeer. The sleigh is laden with Christmas trees, fruit, cookies and toys for the children. In every home there is a Christmas tree about which the family gathers and sings Christmas carols.

CHRISTMAS IN BRAZIL
In Brazil Christmas is celebrated much as it is in the United States, except that Santa Claus is known to young Brazilians as Papa Noel. He is dressed like Santa, however, though Christmas in Brazil comes in the summer season.

PINATA IN MEXICO
In Mexico, the centerpiece of the Christmas celebration is the Pinata—a clay bowl elaborately decorated with tissue paper of bright colors. The bowl is filled with fresh fruit, peanuts, and candy, and is hung in the middle of the patio.

On Christmas Eve the children try to break the clay bowl in a sort of Blind-Man's Buff game, using sticks, then scramble for the fruit and candy as it tumbles on the floor. Mexicans have their Christmas dinner on Christmas Eve, usually late in the evening.

IN MERRIE OLDE ENGLAND
Christmas in England, from whence came many of our own Christmas customs, is much the same as in America. Christmas carols are sung on Christmas Eve, and the Yule Log is much a part of the Christmas Eve festival.

The day after Christmas is known as Boxing Day, and is observed on a scale almost equal to that of Christmas Day. Boxing Day was originally the day for the Parish priest to open the poor box in the Parish house and distribute the money. Nowadays mail carriers, newsboys and other public servants ask for Christmas gifts on Boxing Day as they make their rounds from house to house. The visitor extends seasonal greetings, and eagerly waits the customary gift of money in return.

Plum Pudding Has Ancient History In Old-Time England

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

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

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Economy carton (six 1½ size bottles) \$3 a carton, all prices plus tax

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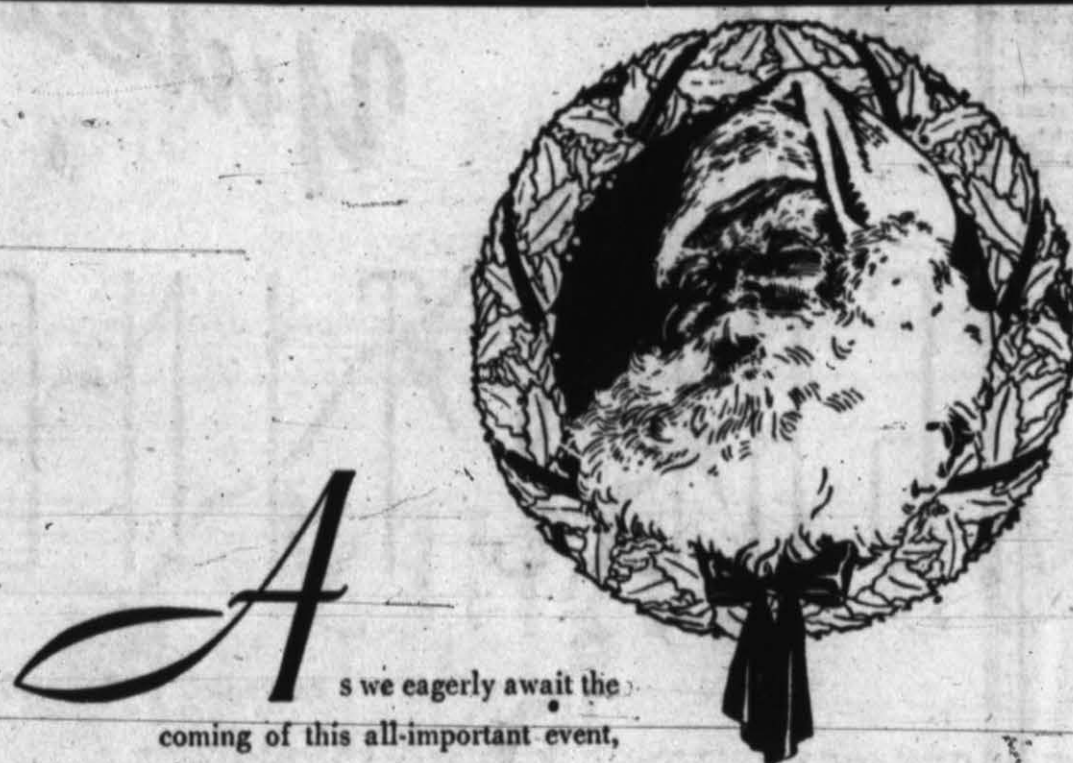
As the anniversary of the Great Event
draws nigh we extend to one and all our
best wishes for a happy Christmas season.

HUNTER CASH GROCERY

Mr. and Mrs. Russell S. Hunter

Gerald Banner
Glenn Watts
Tonie Edens
Dallas Phillips

Lillie Muller
Billie Joe Calloway
Glenn Talley
Johnnie Jesko



As we eagerly await the coming of this all-important event, Christmas, we want to take inventory of ourselves to see if there are some ways in which we can improve the scope of our service to our friends.

It is our aim to improve our usefulness in every way possible for the benefit of our customers. In setting this policy as our goal for the coming year, we are remembering your kindnesses during the past year.

May we extend our heartfelt thanks to each of you and wish you all the joys of a happy Yuletide.

A JOYOUS NOEL

PENNEY'S



CLOSE
Drug Store
PRESCRIPTION DRUGGISTS

Phone 13

DEAR SANTA
I will be five February the 8th. I want a cabinet, a set of dishes, a set of knives and forks, mirror, and a doll. Love,
DOROTHY FERN HARRIS

DEAR SANTA
I am 1 year old and will soon be two. I want a ball, doll and a broom. Love,
BARBARA ELEAN HARRIS

DEAR SANTA
Will you bring me a doll, toy cooking utensils, toy telephone, toy stove, candy, nuts and oranges and apples. Bring my little sister and niece the same. I am a little girl 6 years old. My sister is 4 and my niece is one year old. Don't forget other boys and girls. Your friend,
LELA OWENS
Hart, Texas



LETTERS to SANTA CLAUS

DEAR SANTA
I am a little girl five years old and I would like for you to bring me a wind-up train and a big truck and candy and nuts. I have been a good little boy and have helped my mother. Please don't forget all the little boys and girls. Love,
DICKY BOB MASON

DEAR SANTA
I am a little girl 8 years old. I have tried to be good. I would like to have a watch and a didy doll for Christmas. I like your letters. I have read in the newspapers. I hope you have a good trip on Christmas Eve. Would you please take my gifts to grandmother and granddady Woods in Oklahoma. I will be visiting them. Love,
SUE CHANNER

DEAR SANTA
I'm a little boy 5 years old. I need a tricycle for Christmas. I would like a red one but any color would be fine. I have a baby sister. She is one year old, and doesn't care much what she gets, but please bring her something. A little rubber doll would be nice so she can't break it, or a little chair. Santa please go to Turkey and Olton and leave my little cousins some toys and fruit and nuts. Don't forget Mommy and Daddy. They would like anything. And Santa Claus, don't miss any of the little boys and girls. Your friend,
LAYTON COVINGTON

DEAR SANTA CLAUS
I am a little girl 10 years old. I want a travel doll, a basketball set, roller skates, but most of all I want a piano teacher. We moved to Hereford in the first of September but haven't been able to find a teacher. If you know of one, would you please send one to me.
FLORA BOUCK

DEAR SANTA
I am 10 years old. I want only three things and they are a pair of skates, a doctor set, and a bicycle. I have helped my mother all year. Love,
ELIZABETH IMOGENE HARRIS

DEAR SANTA
How are you? I'm just fine and have been a pretty good boy most of the time. Will you please bring me a sack of colored blocks that I can build with, a doctor set, and a whistle that sounds like a bird, also candy, nuts and oranges. I am four years old and please don't forget my baby sister. She is only five months old and you haven't seen her before. She might like some rattlers. Lots of love,
HAROLD ANDERSON

DEAR SANTA
I am a little girl 5 years old. I have been a good girl. For Christmas I want a Betsy-Wetsy doll and a suitcase and doll clothes. Also nuts and candy and fruit. Don't forget my little sister and all the other little boys and girls. Lots of love,
ELNORA PATRIK

DEAR SANTA
I wish you would bring to guns and chaps to
ALAN NEFF

DEAR SANTA CLAUS
Last night I dreamed that you came and read a book to me. Will you please bring me an electric train and some boxing gloves this year. Your cake will be under the tree. Love,
BUDDY BOB CAMPBELL

DEAR SANTA
I will let you know what I want for Christmas. I want a set of toy cooking utensils and a toy stove, a doll and a toy telephone. I am a girl ten years old. Don't forget me and other boys and girls. Please don't forget the little sick and helpless children that are in the hospital. Don't forget my little sisters and also my little niece. Bring me also some candy, nuts and oranges and apples. Your friend,
VIVIAN OWENS
Hart, Texas

DEAR SANTA
I am a little girl 9 years old. I want a doll, a pair of roller skates. I am not asking for much this year so other little girls and boys can have a good Christmas too.
SONJA BOUCK

DEAR SANTA
I want a tricycle, a register, and a doll. I want a fire truck and chief's car, a toy moving van truck and a toy deep sea diver. Please send me an all-metal steam shovel, a ring, some candy, and some mechanical pecking birds. Love,
SANDRA ANN WESTER

DEAR SANTA
I am a little girl four years old and I sure would like for you to bring me a teddy bear, Betsy-Wetsy doll, doll swing, fire truck, doll dishes, and little rolling pin. Remember my brother and other boys and girls. I will be looking for you. Love,
LINDA WINKLER

DEAR SANTA
I am a little boy in the third grade. Please bring me a BB gun, a bicycle, fire crackers, a little racer with a track, and a block set. Love,
DONALD CRONE

DEAR SANTA
I am a little boy three years old. Will you please bring me a tractor, a little car, an airplane, and a comic book. Please bring the other little boys and girls some toys too. Love,
RONNIE GENE CRONE

DEAR SANTA
I am a little girl five years old. I live at Anton. My little cousins, Betty Carol and Geney, live here. I wanted to write you with them. Will you please bring me a doll, a bed, a sewing machine, and lots of candy and fruit. Please don't forget my little brothers, Jimmie and Buddy. My cousins and we three will be at Grannier house in Anton. Love,
JANET SNEAD

DEAR SANTA
Here it is time for you to come see me again, and I am so happy. I want a sewing machine, a doll, a little wagon to pull my doll in, and a cooking set. I hope I don't want too much. Santa please don't forget my little sister Carol. She is fine. She wants a doll, a little wagon, a washing machine, and she wants a stack of diapers she said. Santa remember all the little children. Love,
BETTYE SNEAD

P. S. Santa, I am in the first grade. Mrs. Durham is my teacher and I love her so bring her something nice.

DEAR SANTA
I am ten years old and for Christmas I would like a doll buggy, billfold, hunting set, and a big box of stationery. My sister is 9 years old and she would like the same as I do. We have a beautiful Christmas tree at our school. Thanks for all the gifts you have given me. I love you. Love to all,
GLORIA WALSER

P. S. I read your letters in the Amarillo Daily News and I realize how busy you are.

The Texas Safety Association warns motorists that Death rides your fenders when you window-shop while driving. DON'T DO IT!

The Texas Safety Association warns motorists that skidding on the highway is a sign of "speed too fast for conditions." Slow down for bad weather and heavy Christmas traffic - Your Greatest Gift May Be A Life!



Never a Christmas morning,
Never an old year ends,
But that someone thinks of
someone—
Old days, old times, old
friends!

SHERIFF'S OFFICE

J. N. Young Bess Hagar
C. W. Covington J. C. Reese Jean Hopson



Christmas '47

and may the spirit of this Day
linger on, and on, and on.

KEMP LUMBER COMPANY
AND EMPLOYEES

MERRY CHRISTMAS GREETINGS

Here's our Christmas sentiments
with an added word of
appreciation for
all past
favors

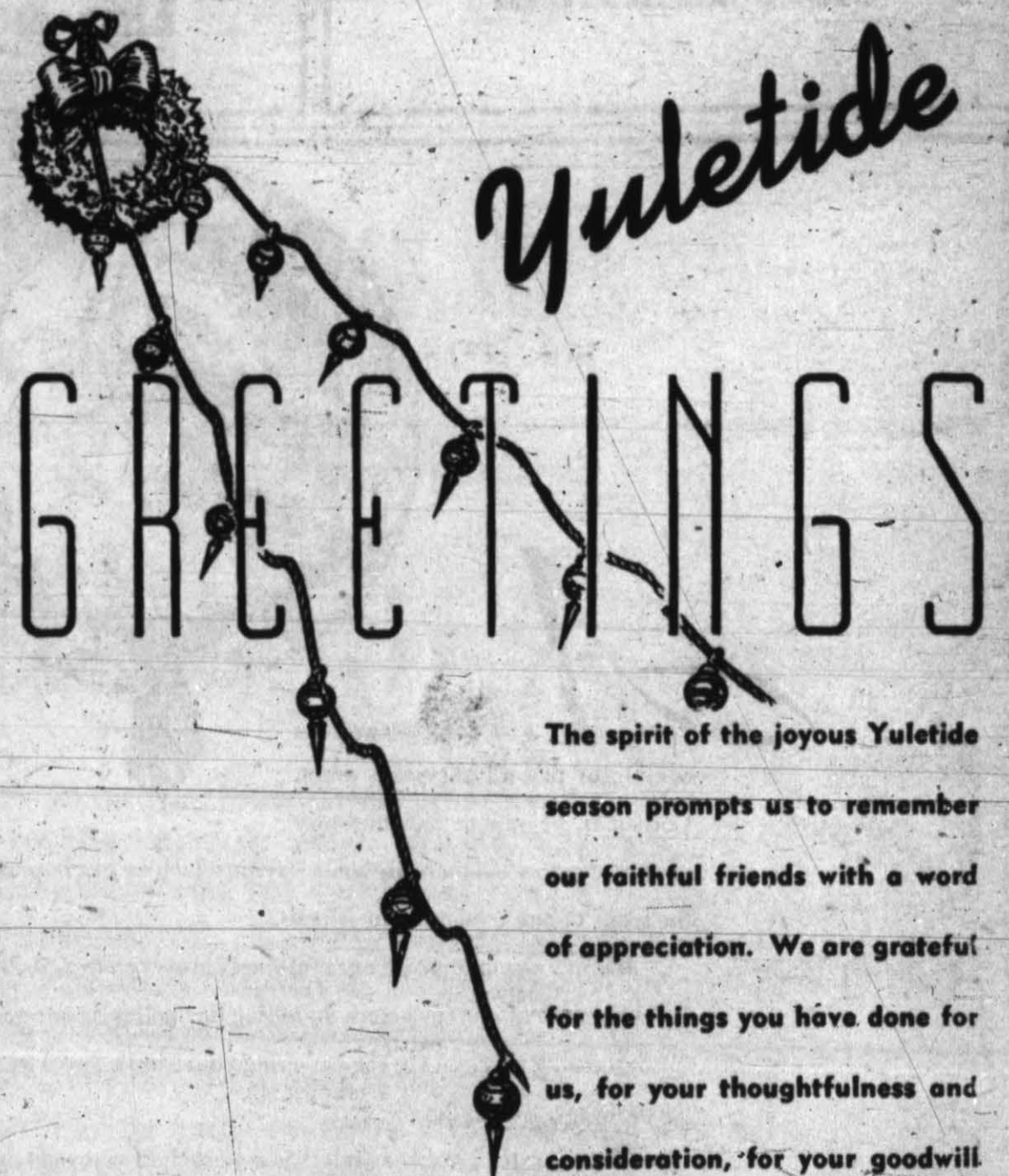
**Deaf Smith County Electric
Cooperative, Inc.**
and Employees



TALLYHO!

Due to a shortage of reindeer this season we send you our Christmas Greetings in this conventional way! In this season of gift-giving may we say that your friendship is our choicest gift, and we appreciate it beyond words to express. May your Christmas be a merry one, indeed!

Jim Bookout
STANDARD SERVICE



The spirit of the joyous Yuletide season prompts us to remember our faithful friends with a word of appreciation. We are grateful for the things you have done for us, for your thoughtfulness and consideration, for your goodwill and patronage. May we continue to deserve your consideration.
Merry Christmas, all!

Serving Deaf Smith County Since 1898

ROCKWELL BROS. & CO.

LUMBERMEN

E. J. KIRKSEY, Manager

104 South Main St.

Phone 4

We Will Be Closed Thursday, Friday, Saturday - Dec. 25, 26, 27

Wade Cleaners

C & R Cleaners

Corbett Cleaners

Hereford Laundry & Dry Cleaners
(Dry Cleaning Only)

Encyclopedia Britannica Traces Christmas Celebrations in Many Lands of the World

"Christmas in the United States is composed of threads from many countries and reflects their customs in church and home," according to the Encyclopedia Britannica.

The traditional English Christmas calls for family reunions, gifts, carols, parties and a pantomime for

the children in a season of general good will. Britannica points out that although many of the old and picturesque English customs have faded, they still contribute to the modern holiday through Christmas pageants, the designs of Christmas

cards and the narratives in ballads and carols describing the festivities of the old days.

In Scandinavian countries, the Britannica relates, preparations and cooking are begun weeks in advance in order to stock the home for three

weeks of hospitality and leisure during the holiday season. The celebration itself begins on Christmas Eve by an elaborate supper, followed by singing with family-worship and ended. Early the presents are opened everyone on burch is attended by cause the shepimas morning, be-worship the baby is, the first to and then returned to, came early Traditionally German work.

Children in the Netherlands leave their wooden shoes, filled with hay for St. Nicholas' white horse on which he jumps from roof to roof, leaving toys and sweets. Britannica points out that in the Netherlands and Belgium December 6 is the children's holiday. December 26 is reserved for the religious holiday.

"The religious features are prominent in France, especially the creche in churches and homes, and the midnight mass followed by Christmas supper, with family dinners and reunions on Christmas Day," says the Britannica. "In Normandy where old customs are kept, the children go out on Epiphany Eve to meet the Three Kings on the highway."

The manger is also prepared in Mexican homes, ready for the "Posadas." "This means 'resting place' and commemorates the journey Mary and Joseph took from Nazareth to Bethlehem," The Britannica explains.

"The 'Posadas' begin on December 16, and groups of nine families hold one every night before Christmas Eve, meeting in the different homes. Carrying candles and following an image of the Virgin and Joseph, they re-enact the search for shelter, stopping at the door of each room and pleading in a latin chant for entry. In the last room they are admitted, and there sing their thanks."

Christmas in Brazil, south of the Equator, is a summer festival with fireworks, picnics, fiestas and boating excursions. Britannica remarks, however, that in spite of the summer weather Papa Noel comes dressed as Santa Claus with his reindeer and sleigh.

ALMS GIVING CUSTOMS

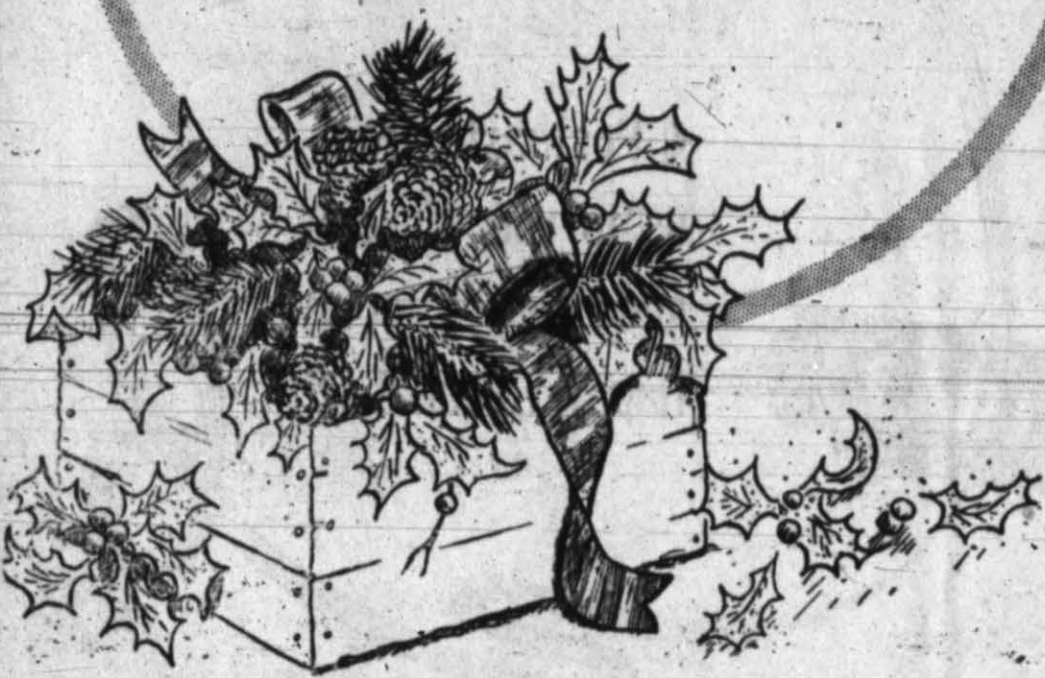
Giving alms at Christmastime originated in the belief that the Christ came sometimes to the door disguised as a beggar during the holiday season, and it was feared that he might be turned away unrecognized. There is an old legend that tells of the Christ Child going from door to door on Christmas Eve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

A nationwide farm rat program will be sponsored jointly by the U. S. Department of Agriculture and the Fish and Wildlife Service of the U. S. Department of the Interior, with farm, industry and citizen groups cooperating.

With more gratitude than we know how to express, we say to you, our friends

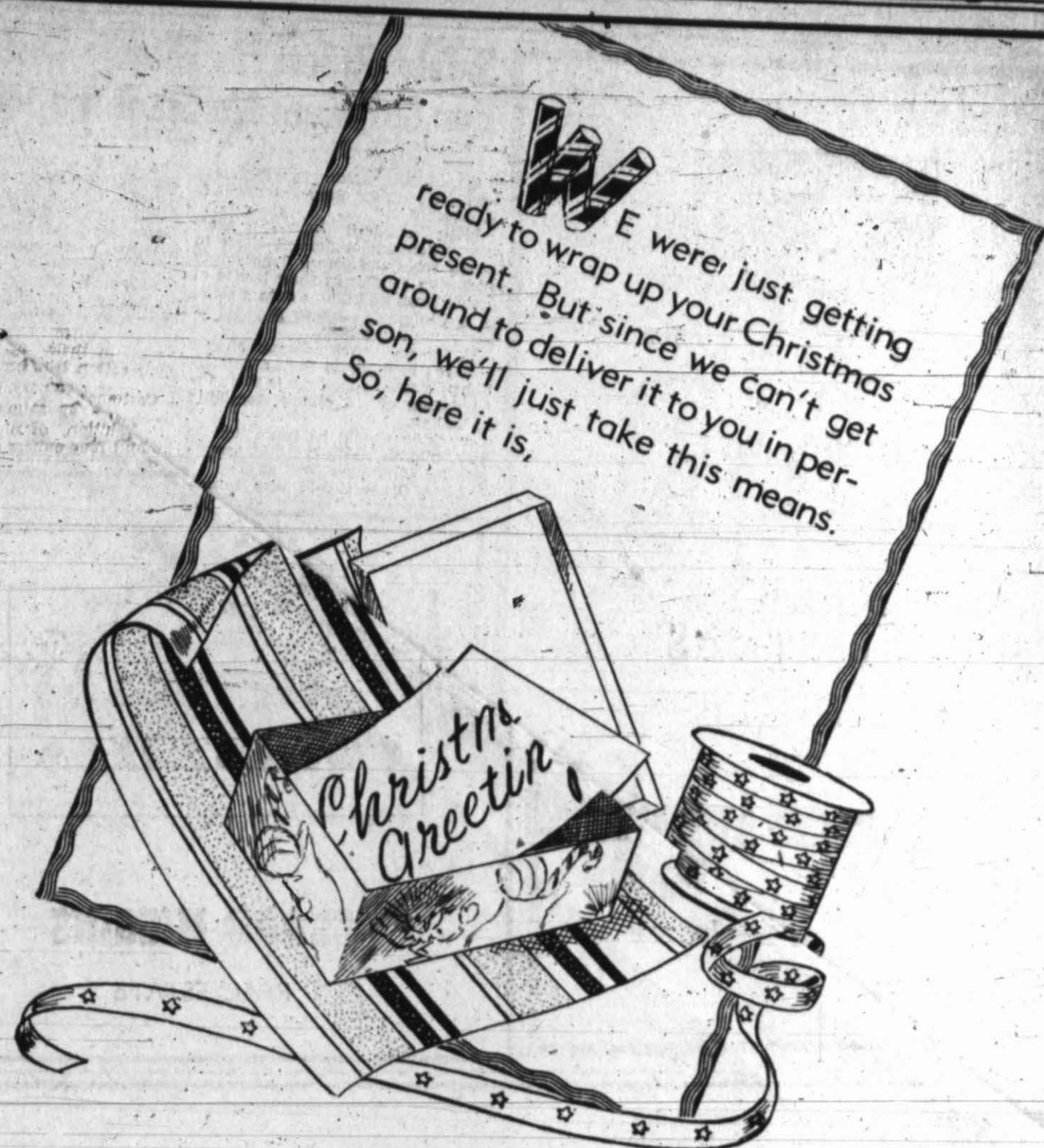
MERRY CHRISTMAS

We appreciate your friendly associations and wish you all of the true happiness that the Christmas season can bring



LONE STAR MARKET

MR. AND MRS. T. E. LINDLEY
BUD ESSARY



CORBETT CLEANERS

Ernestine Sanders
Dorothy Sanders
Ida Mae Conklin

Mrs. Zenda Corbett
Junior Corbett
Roger Corbett

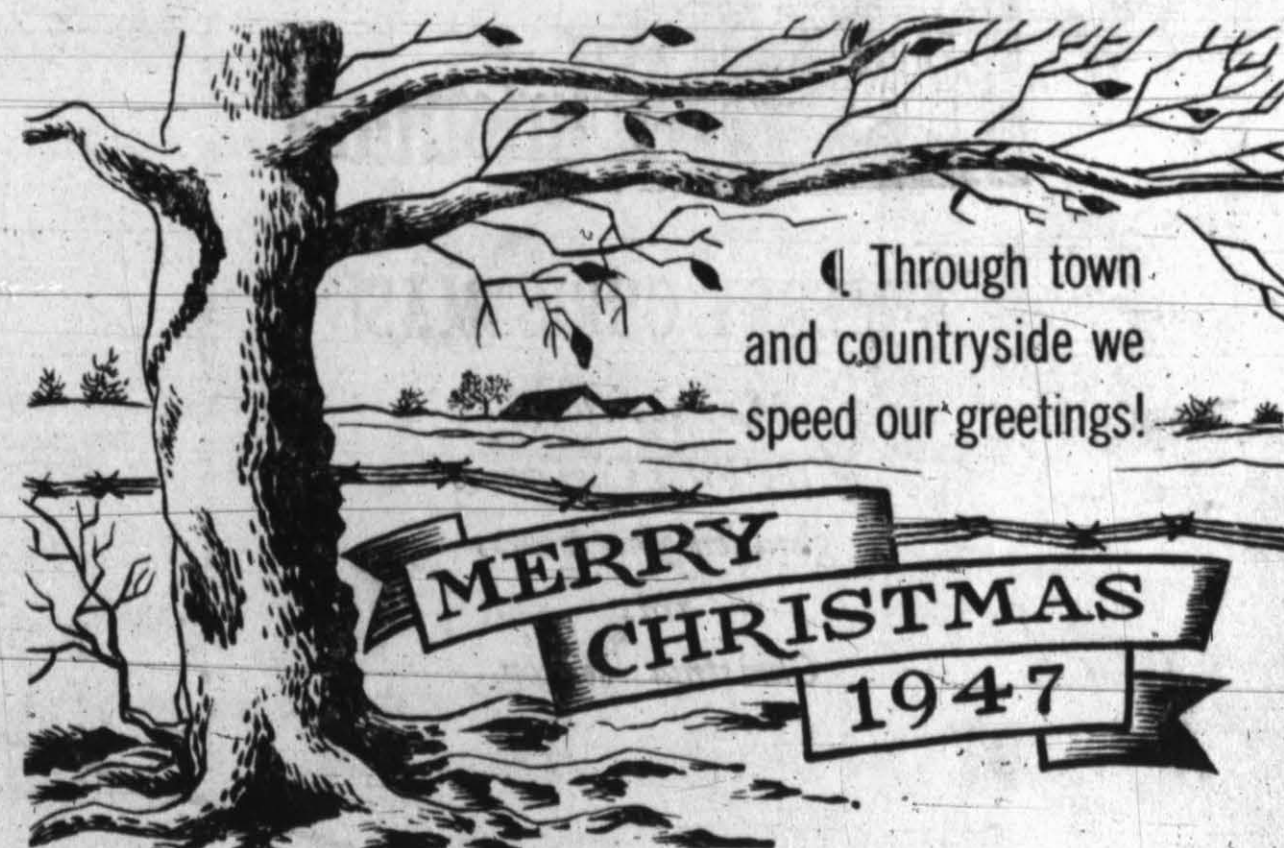


- Again gay carols ring out with their cheery message of holiday joy.
- In the old, old spirit of Christmas, voices of the carolers echo the message of "... tidings of great joy." Thus, too, do we join the carolers in wishing for you the blessed gifts of Peace on Earth, Joy, Good Will to Men.

John Wood Equipment Company

Junior Hampton
Mineard Koelzer

Bud Heaton
Coy Patton



Through town and countryside we speed our greetings!

MERRY CHRISTMAS 1947

HAILE DRUG

and Employees



19 Our wish 47
for you at
Christmastide

MERRY
CHRISTMAS

ACME CLEANERS

G. P. Owen

Gerald Wilson

Warren Owen

Mathis

Lawrence

Safety Rules: No Flimsy Costumes For Children; No Smoking for Santa

If you are making a Christmas costume for your child, be sure it is flameproof.

Little children have lost their lives when adults dressed them in flimsy robes and placed dangerously flickering candles in their hands to crowd down an aisle or onto a stage in a Christmas play or pageant at the church or school.

Under no circumstances should children be made to form a candle-light procession for here is the added danger of the child's stumbling or falling.

Smoking should be prohibited in any building where a crowd assembles for Christmas programs.

Santa Claus should also refrain

from smoking because his whiskers have led to many Christmas tragedies. Long, flowing whiskers should be flameproofed.

Adults should also take care in selecting party costumes, be warned. In a fashionable country club in Alabama, society women gathered for a gay party. Six of them, including the hostess, were burned to death and several were injured when someone ignited their cotton trimmings and cloth

Costumes, they can be made decorations, saturating them with fire retardant of nine ounces of fire retardant per four ounces of fabric.

SOMETHING
FOR YOU, TOO!

MERRY
CHRISTMAS

CLAUD HIGGINS

REAL ESTATE

CHURCH NEW

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

FIRST BAPTIST
R. H. Cagle, Pastor
Sunday School 9:45 A. M.
Sermon 10:55 A. M.
Training Union 6:45 P. M.
Sermon 8:00 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST PRESBYTERIAN
Russell A. Wingert, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Evening Worship 7:30 P. M.

AVENUE BAPTIST
R. S. Sparkman, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Training Union 6:45 P. M.
Preaching Service 8:00 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST METHODIST
O. B. Herring, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Youth Fellowship 6:45 P. M.
Evening Worship 7:15 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST CHRISTIAN
Roy W. Ford, Pastor
Sunday Services:
Sunday School 9:45 A. M.
Morning Worship 10:50 A. M.
Junior Endeavor 8:00 P. M.
O. Y. F. 6:50 P. M.
Evening Worship 7:30 P. M.
Mid-week Service every Wednesday 7:15 P. M.

ASSEMBLY OF GOD
S. E. Eldridge, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Young People's Service 6:15 P. M.
Evangelistic Service 7:45 P. M.
Mid-week Services:
Wednesday 8:00 P. M.

CHURCH OF THE NAZARENE
Rev. Lewis Patterson, Pastor
Sunday School 10:00
Morning Worship 11:00
Evangelistic Service 7:30
Wed. Eve. Prayer Meeting 7:30

IMMANUEL EV. LUTHERAN
"The Church of the Lutheran Hour"
E. W. Lichtsinn, Pastor
R. A. Frye, Sunday School, Supt.
Sunday School and Bible Class, 10:00 A. M.
Worship service, 11:00 A. M.
Communion service on the first Sunday of every month.
Listen to the Lutheran Hour over these stations every Sunday: KPDA, Amarillo, 8:30 A. M.; KPDA, Pampa and KHUZ, Borger at 10:30 A. M.

ST. THOMAS EPISCOPAL CHURCH
Services every fourth Sunday morning, 8 a. m. at County Courtroom. Rev. Valter R. Scott of Plainview in charge.

DAWN BAPTIST CHURCH
J. E. Byers, Pastor
Sunday School 10 a. m.
Morning Worship 11 a. m.
Training Union 7 p. m.
Evening Worship 8 p. m.
Midweek Service Wednesday, 7:30 p. m.

Crystallized orange, lemon and grapefruit peels are easy to make, healthful and delicious Christmas candles that may be made in advance and will keep for long periods.

To one gallon of water. The fabric should be well soaked with the solution, drained and hung up to dry. Application by steeping in a warm solution is preferable, but dipping, brushing and spraying can also be used.

If anyone's clothing should catch fire, do not let him lose his head and try to run, as this fans the flames until the person is a living torch. He should throw himself on the floor and be rolled in a rug.

LEGAL NOTICE

THE STATE OF TEXAS
To: Ruth Johnson Cannon, O. P. Cannon, James D. Johnson, Jr., Wayne Johnson, Douglas Johnson, Margaret Johnson Harrison and Robert William Harrison, and the unknown heirs and legal representatives of each of such persons as may be deceased and to the unknown heirs and legal representatives of Allie P. Johnson, Deceased, Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court house thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after expiration of forty-two days from the date of the issuance of this citation, same being the 2nd day of February A. D. 1948, then and there to answer Plaintiff's Petition filed in said Court, on the 17th day of December A. D. 1947, in this cause, numbered 3028 on the docket of said court and styled Walter F. David, Mabel B. David and Jennings R. David Plaintiffs, vs. Ruth Johnson Cannon, O. P. Cannon, James D. Johnson, Jr., Wayne Johnson, Douglas Johnson, Margaret Johnson-Harrison and Robert William Harrison, and the unknown heirs and legal representatives of each of such persons as may be deceased and to the unknown heirs and legal representatives of Allie P. Johnson, Deceased, Defendants.

A brief statement of the nature of this suit is as follows, to-wit: For the title to and possession of Section No. 24, Block K-8, Deaf Smith County, Texas; Plaintiff's petition alleging the statutory allegations of trespass to try title and also the facts showing continuous,

peaceable, adverse, open possession of all of said land under deeds of conveyance for over a period of ten years, and the payment of taxes each and every year before the title to said land based upon the Five and Ten Year Statutes of Ad-

verse Possession and Limitation of the State of Texas, as is more fully shown by Plaintiff's Petition on file in this suit.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this the 17th day of December A. D. 1947. Attest: R. L. Thompson Clerk, District Court, Deaf Smith County, Texas by Lucille Posey Deputy. (SEAL) 81-4-c

message!

AT CHRISTMAS TIME

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

1947

BLANTON BUTANE GAS CO.
AND EMPLOYEES



TIDINGS OF
GREAT JOY

Christmas

A MERRY CHRISTMAS!

May the spirit
of the First Christmas
gladden your hearts
this
Christmas season.

PACKARD MILLING COMPANY

FRANK A. GYLES

WILSON GYLES

W. R. Black
Frank A. Gyles, Jr.
John Albracht
Jerry Albracht
E. P. Goodnight
Fred Goodnow

A. M. Duncan
Ike McCutcheon
Rosecoe McCutcheon
Rabon Metcalf
W. C. Flaek
Eugene Curry

Herbert Goetsch
Oliver Radd
Bill Craig
Otis King
Aubrey Bell
Jno. Rogers

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!

ROBERSON SERVICE STATION

Christmas Trees, Symbol of Yuletide, May Turn Merry Christmas Into Holiday Tragedy

AUSTIN, Dec. 15.—One of the most exciting and beautiful symbols of Christmas is the greatest cause of holiday fires, says Marvin Hall, State Fire Insurance Commissioner.

The Christmas tree and its ornaments yearly are responsible for an unbelievable number of tragedies. It is impossible to make a tree fire re-

stant, he says. Highly inflammable after it begins drying out, a Christmas tree will only stay completely green a day or two after it is cut.

"It is best to bring in a fresh tree as short a time before Christmas as possible, and to remove it as soon afterwards as you can," Hall re-

commends. "The tree can be kept fresh if you set it in a pan of water. Cut off the base of the tree at right angles, above the original cut and keep it standing in water during the entire period that the tree is in the house, adding water to the jar or tub in which the tree stands at intervals to keep the water level always above the cut."

This method when used with fresh trees reduces the flammability as effectively as any fireproofing chemicals. Chemicals may cause the tree to turn brown or yellow or to lose its needles.

"The place you select for your tree should be in the coolest part of the house and well away from stoves, radiators, and other sources of heat," the Commissioner warned. "When you smoke, keep away from the tree and keep matches out of the reach of small children."

Your tree can be well secured against falling by inconspicuous little fine wires holding it to the wall. The tree should be placed so that standing or fallen, it cannot block a doorway which might be needed to escape from the room.

Christmas candles are still taking their yearly toll of lives and property. Although they are rarely found on Christmas trees now, they are used unwisely in many other places during the holiday season.

"Open flame lighting is entirely out of place unless candles and lamps are set well away from Christmas trees, window curtains and burnable decorations," Hall states. "Even then a fire extinguisher should be handy and then a constant watch kept over them. Such precautions are not needed for the equally attractive electric light made especially for decoration."

However, Hall says, it is important that your strings of Christmas tree lights be in good condition. A short circuit in worn wiring might be sufficient to start the tree burning. Sets bearing the label of the Underwriters Laboratories have been tested for fire hazards and pronounced safe by experts.

Should a fuse connected to your tree's light string blow, it means you have overloaded the circuit. You can eliminate some of the lights and replace the blown fuse with another of the same size and rating. An overloaded circuit is extremely dangerous for fires may start in the walls.

Regular checks should be made to see if any needles near the lights have started to turn brown—if so, change the position of the lights.

Although they give a warm and friendly glow from the street, the Christmas tree lights should be turned off before the family leaves the home, or even the room, for any length of time at night.

Non-inflammable decorations should be purchased for the tree and absolutely nothing but safety cotton

should be used at its base for snow. Don't use paper trimmings.

"The extreme flammability of a Christmas tree can be illustrated by this typical holiday fire," Hall told. "A Christmas Eve party was turned from joy to tragedy when a friend of the family struck a match for his cigarette. The match head exploded, landed in the Christmas tree decorations and set them afire, cutting off escape for the mother and three children, all of whom were burned to death upstairs."

Clubs, churches, hotels, apartment buildings, hospitals and business offices who want to keep their trees for a week or more before Christmas until New Year's day need to observe special safeguards to keep them reasonably safe, cautioned Hall.

In such places the location of the Christmas tree is of vital importance he said. They should never block exits or be near entrance doors, or located near any stairway or elevator which would provide an upper draft. All doors leading to other parts of the building, particularly upper stairs, if located close to a tree, should be kept closed. A definite inspection should be made each morning by someone in authority to determine whether the tree should be left up for a longer time, and whether it should be lighted again.

Pressure Sauce Pans Make Good Christmas Gift

COLLEGE STATION, Dec. 20.—There are more than 20 different kinds of pressure saucepans on the market, and Mrs. Bernice Claytor, extension specialist in home management for Texas A & M College says there are several points to consider in selecting one.

Safety is the first consideration. All cookers have some safety device to release dangerously high pressure, says the specialist. For assurance of mechanical safety, look for the seal of approval of the Underwriters Laboratories, Incorporated.

Some cookers have controls which automatically hold the pressure at a set point, regardless of how high the heat is under the pan. Others have indicating gauges which show where the pressure is, but the heat must be adjusted under this type to hold the desired pressure and temperature.

Cookers with flexible lids that snap in under the rim of the pan cannot be opened until the pressure is down. Other cookers have devices which keep the lid closed until there is no pressure inside.

Knobs and handles should be of a material and shape to handle comfortably when the pan is hot. Wood is heat resistant but has the disadvantage of charring and cracking when overheated. Heat-resistant plastic is used for handles of some cookers.

Convenience is the second item for consideration. The simpler and

easier the cooker is to use and handle, the more convenient it is; the fewer the parts, the less to get out of order. Lift the pan to be sure it will be comfortable to handle when filled with food. If the cooker has a gauge it should be easy to read as it stands on the stove.

Cleanliness is the third point to consider. A good smooth surface, removable rubber gasket, handles and outside attachments smoothly fitted onto the pan all mean easier cleaning.

Durability and size are the last points to consider. The specialist suggests that the size be selected which will hold the quantity of food needed by the family. The familiar four-quart size is made for a family of four or five; there is a smaller size for couples, and a new six-quart size for holding half hams, whole birds or large pot roasts for a family of six to eight, or for a company meal.

Father Marthaler Is New Pastor of St. Mary's Church

UMBARGER, Dec. 20.—Father Marthaler has been transferred from Dalhart to become pastor of St. Mary's Catholic Church at Umbarger to succeed the late Father Krukkert.

A native of Minnesota, Father Marthaler has worked in Texas for the past ten years. He was stationed in Amarillo before being transferred to Dalhart, where he has been pastor of the Catholic Church for the past four years.

A young man, the new pastor is greatly interested in work among the children of the community.

Umbarger Church Best Decorated

St. Mary's Catholic Church at Umbarger is said to be one of the finest decorated churches in this section of the country.

While Italian prisoners of war were stationed at the Hereford POW camp, it was discovered that many of the prisoners were artists and had done work in the cathedrals in Italy.

The prisoners were given the opportunity to use their artistry at St.

Mary's Church at Umbarger. The result is that churchmen believe St. Mary's has more valuable paintings and murals than any church of this area.

Mix together 1 pound box of graham crackers rolled fine, 1 cup chopped maraschino cherries, 1 cup chopped marshmallows, 1 or 2 cups nuts, and one-half pint of heavy whipping cream. Chill in a long refrigerator dish. You'll have ice-box fruit cake.

Keep a roll of refrigerator dough in the ice-box and bake fresh for each meal during the Christmas season.

The Very Best Kind of a

Christmas WISH

May Christmas Day and every day bring you untold joy and happiness.

ROSE & BARBER
REALTORS



With all the joys of the season to you!
GOOD HEALTH,
GOOD CHEER,
and a MERRY CHRISTMAS

JIMMIE ALLRED

My Office Will Remain Closed All Week
Dec. 23rd to 27th, inclusive

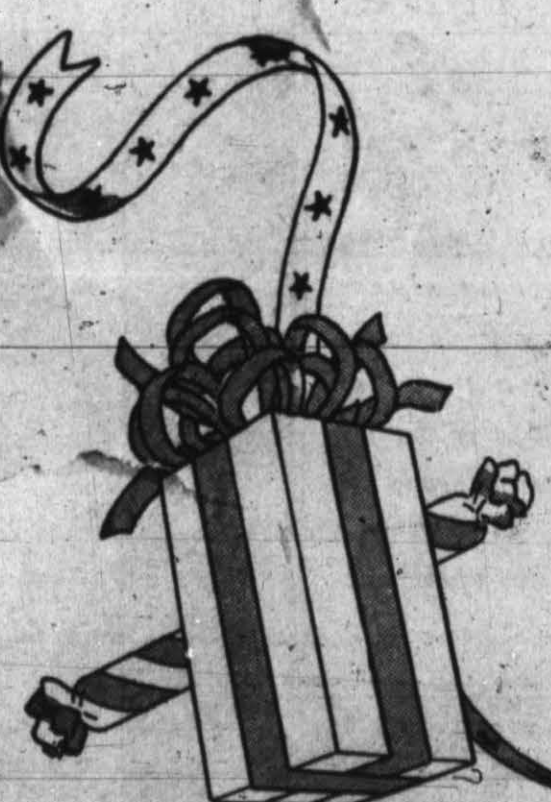
THE QUIET JOYS OF HOME AND FIRESIDE

... the family gathered around the heavily-laden table... turkey and dressing, mince and pumpkin pies... the Christmas tree with its tinsel... the toys beneath... May you enjoy these deep sweet pleasures this Christmas of 1947.

Dr. B. M. Wiltshire, DDS

My Office Will Remain Closed All Week
Dec. 23rd to 27th, inclusive

A Treasured CUSTOM OF LONG STANDING



It's been our happy privilege for a long, long time, to send our Christmas greetings each year to those of you whom we have had the pleasure of serving. We look forward each year to this occasion, principally because we learned long ago the value of loyal friendships. Each year

we strive to add more friends to our list. If we have not had an opportunity to serve you in the past, we invite your consideration. We will do our best to please.

And to those of you whom we have been associated for many years, here's our usual, yet genuine, "Merry Christmas".



MERRY CHRISTMAS

Fraser Milling Company, Hereford, Texas, Makers of...

"Flour and Feeds

DEAR SANTA

I am a little girl three years old and would you please bring me a Betty Wray doll, a store, a jeep and a buggy to put my doll in. Don't forget the other boys and girls. I have been a good little girl. I help my mother. Lots of love,
DORIS JEAN ANDREWS

DEAR SANTA

I've tried to be good and I would like for you to bring me a Betty Wray doll and a suitcase for her clothes. I also want candy, fruit and nuts. Don't forget all the other boys and girls. Thank you, Your friend,
GLENDA ROBBINS

Letters to



Santa Claus

DEAR SANTA

I want to write you a letter for me and my two brothers. We are Gale, Dale, and Ronnie. Sterling, Dale and I want a bicycle and Ronnie want a tricycle. We will have nuts and candy around the tree. Oh yes, Santa, we would like a bat and ball and a choo choo train. We have tried to be good. Bye Santa,
GALE, DALE and RONNIE
STERLING

DEAR SANTA

Please bring me a pair of chaps, a pair of spurs, a wagon, a knife, a french harp, and some nuts and candy. Yours truly,
MARVIN CHARLES HERSHEY

DEAR SANTA

Please bring me a doll, a table, a refrigerator, a french harp and a wagon and some dishes and nuts and candy.
PATRICIA ELAINE HERSHEY

DEAR SANTA

I am a little boy six years old and I wish you would bring me a football and a cap gun and lots of caps and just anything else boys my size would like. I go to school at Frio. Be sure to bring something nice to all the other boys and girls too. Thank you. Your pal,
PAT ROBBINS

December's death trap is likely to be a straight stretch with three lanes of traffic - and 100 persons will be torn, shattered and killed on it, according to State predictions for the Christmas holidays. The Texas Safety Association warns drivers to remember the Uniform Traffic Code and give the right signal at the right time and drive cautiously at all times.

COURTHOUSE RECORDS

DEEDS OF TRUST

Charlie G. Hromas and wife, Gladys Hromas, to First Federal Savings and Loan of Clovis, N.M., N. 1/4 Block 22, Ricketts Addition.

L. O. Young and wife, Dula Young, to First Federal Savings and Loan Association of Clovis, part Block 21, Evans Addition.

J. H. Thornton and wife, Norma Lee Thornton, to J. M. Gilliland, N. 71.77 ft. of S. 83.54 ft. E. 1/4 Block 29, Evans Addition.

Sam W. Brown and wife, Helen E. Brown, to Security Life and Accident Co. of Denver, W. 60 ft. of E. 125.71 ft. of Lot 9, Block 4, Womble Addition.

Jess M. Carter and wife, Ellen Carter, to Carl G. McCaslin, E. 148.5 ft. S. 293 1-3 ft. Block 16, Evans Addition.

Alvin J. D. Hacker and wife, Bobbie Jean Hacker, to W. J. Hacker, E. 75 ft. Lots 39 and 40, Hough's Sub. Block 33, Evans Addition.

John P. Gallagher and wife, Hattie Gallagher, to Kansas City Life Insurance Co. Corp., 160 acres of SW 1/4, Sec. 8, T2 NR 5E.

G. D. Caison Sr. and wife, Hattie L. Caison and G. D. Caison Jr., Lots 1 to 5, Block 4, Meacham's Sub., Block 16, Mabry Addition.

E. C. Breitting and wife, Marie Breitting, to First Federal Savings and Loan Association of Clovis, part Lot 3, Block 3, Womble Addition.

Carl Sevier and wife, Myrtle Sevier, to First Federal Savings and Loan Association of Clovis, all Lots 7 and 8, Block A of R. G. Sisk Sub., Block 1, Mabry Addition.

WARRANTY DEEDS

H. Wilson Oyles to L. Y. Young, part Block 21, Evans Addition.

A. E. Jury and wife, Bessie K. Jury, to Elmo Funk, E. 1/4 SE 1/4 S. 87, Block M-7, 80 acres.

Mae Valentine and husband, W. I. Valentine, to Eugene V. Medlin, Lots 11 and 12, Block 31 1/2 Renfro and Price Sub., Block 31, Evans Addition.

C. S. Gunter to Joe T. Peters, E. 1/4 S. 56, Block K-3.

G. H. Logan and wife, Ethel Lou Logan, to Alton O. Hood, Lot 35, Lytle Sub. of Block 13, Evans Addition.

Roy Johnson and Katie C. Johnson, to J. H. Thornton, N. 71.77 ft. S. 83.54 ft. E. 1/4 Block 29, Evans Addition.

A. N. Hopson and wife, Lydia E. Hopson, to Claude J. Millsap, part Block 11, Evans Addition.

William F. Smith and wife, Elsie Wilkins Smith to R. M. Gunn and wife, Mary E. Gunn, all S. 58 ft. of

Lot 5; S. 58 ft. W. 30 ft. Lot 6 and E. 22.4 ft. Lot 4 in Lambert's Sub. of Womble Addition.

H. H. Wray et al to A. O. Thompson, all Lot 10, Block 3, Womble Addition.

E. Garrison and wife, Essie Garrison, all S. 320 and 321, Block M-6, S. 58.97 acres of Noah W. Ewton tract.

James W. Witherspoon to C. W. Cogdell and F. M. Cogdell, all Lot 14, Block 11 of original town of Hereford.

Nettie P. Slaton et al to J. K. Baker, all S. 10 T2 NR 5E.

QUIT CLAIM DEEDS

Ona Hammer to Dudley Green and Archie Scott, Lots 21, 22, 23, and 24, Block 24, original town of Hereford.

N. A. Jones and J. E. Jones to Helen Jones Pipkin, Lots 5 and 6 of Dodson Sub., Block 15, Evans Addition.

W. R. Onstead to C. W. Cogdell, Lot 19, Block 11, original town of Hereford.

RELEASES

Mary Ott to J. M. Frost et al, Lot 35 Lytle's Sub. Block 13, Evans Addition.

Republic National Life Insurance Co. to B. F. Kennon and wife, Nell Kennon, part S. 62 Block K-3, also part Block 11, Evans Addition.

First Federal Savings and Loan Association of Clovis to Gilbert Hooper and wife, Alma Irene Hooper, W. 104 ft. Lot 6, Block 3, Womble Addition.

First Federal Savings and Loan Association to William F. Smith and wife, Elsie Wilkins Smith, all S. 58 ft. Lot 5 and S. 58 ft. W. 30 ft. Lot 6 and E. 22.4 ft. of Lot 4, Lambert's Sub. Block 6, Womble Addition.

William W. Wimberley and C. A. Wimberley to Frank J. Hafner, a vendor's lien note.

The First National Bank of Amarillo to William T. Kelley et al, S. 320, 321, 360 and E. 1/4 S. 319, Block M-6.

Houston Bank for Cooperatives to Hereford Potato Growers Association, a deed of trust.

J. V. McCallister and wife, Margaret Marie McCallister, to Ethel Braley Arnold, N. 1/4 S. 7, Block K-3.

Defective brakes cause 12 per cent of all accidents, according to the Texas Safety Association. The Association urges you to check brakes on YOUR car before starting on that Christmas holiday trip.

Many head-on collisions during the deadly month of December can be prevented by the simple courtesy of dimming your lights, according to the Texas Safety Association. Remember that Your Greatest Gift May Be A Life!

Barbara Burney Is Music Student At TSCW In Denton

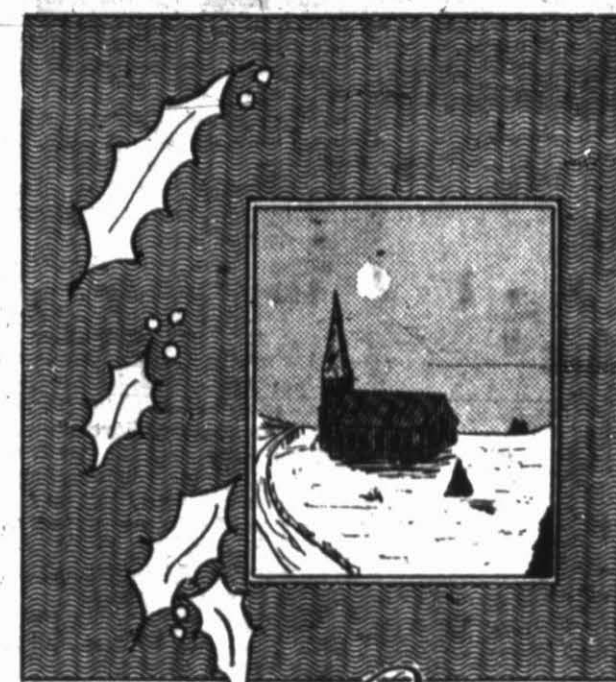
DENTON, Dec. 20—Vocal, instrumental, and music education stu-

dents at Texas State College for Women are planning to participate in home town musical events during the Christmas holidays, according to Dr. John Lewis, director of the TSCW music department.

Among the students will be Miss Barbara Ann Burney, niece of R. P. Conaway, Route 3, A vocalist, Miss

Burney is the student of Murray Kendrick, professor of voice. A freshman clothing and design major Miss Burney is a graduate of Hereford High School.

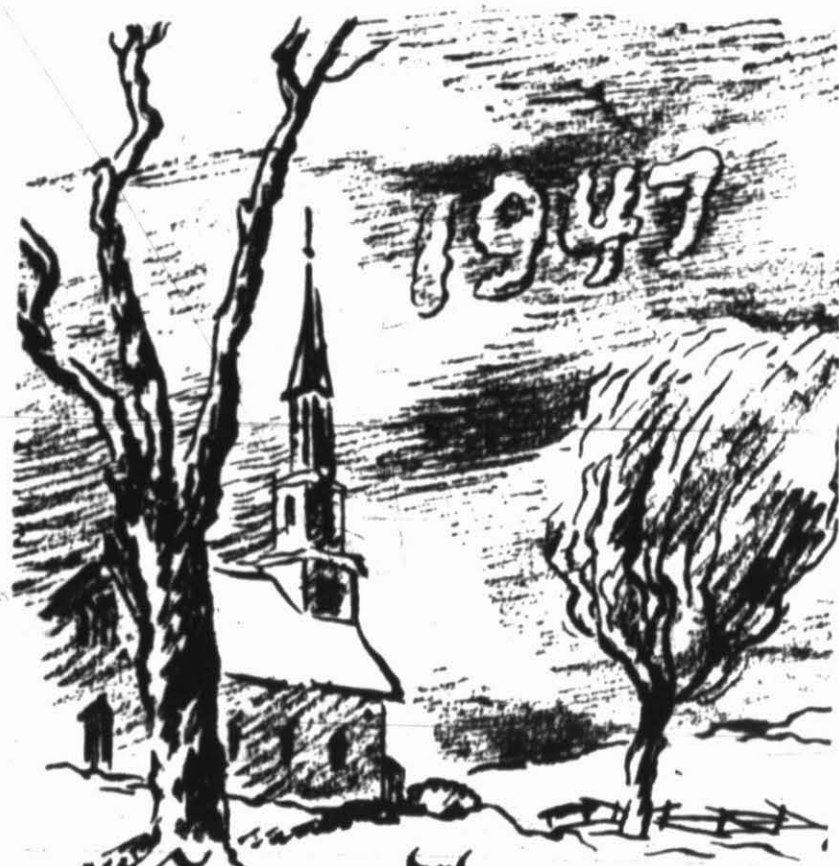
Sell Thru the Want Ads!



YULETIDE GREETINGS

As we extend our compliments of this glad season, we also wish to express our appreciation for the splendid patronage and cooperation you have given us in the past.

NIPPER ELECTRIC



Sincere Wishes for a Merry Christmas

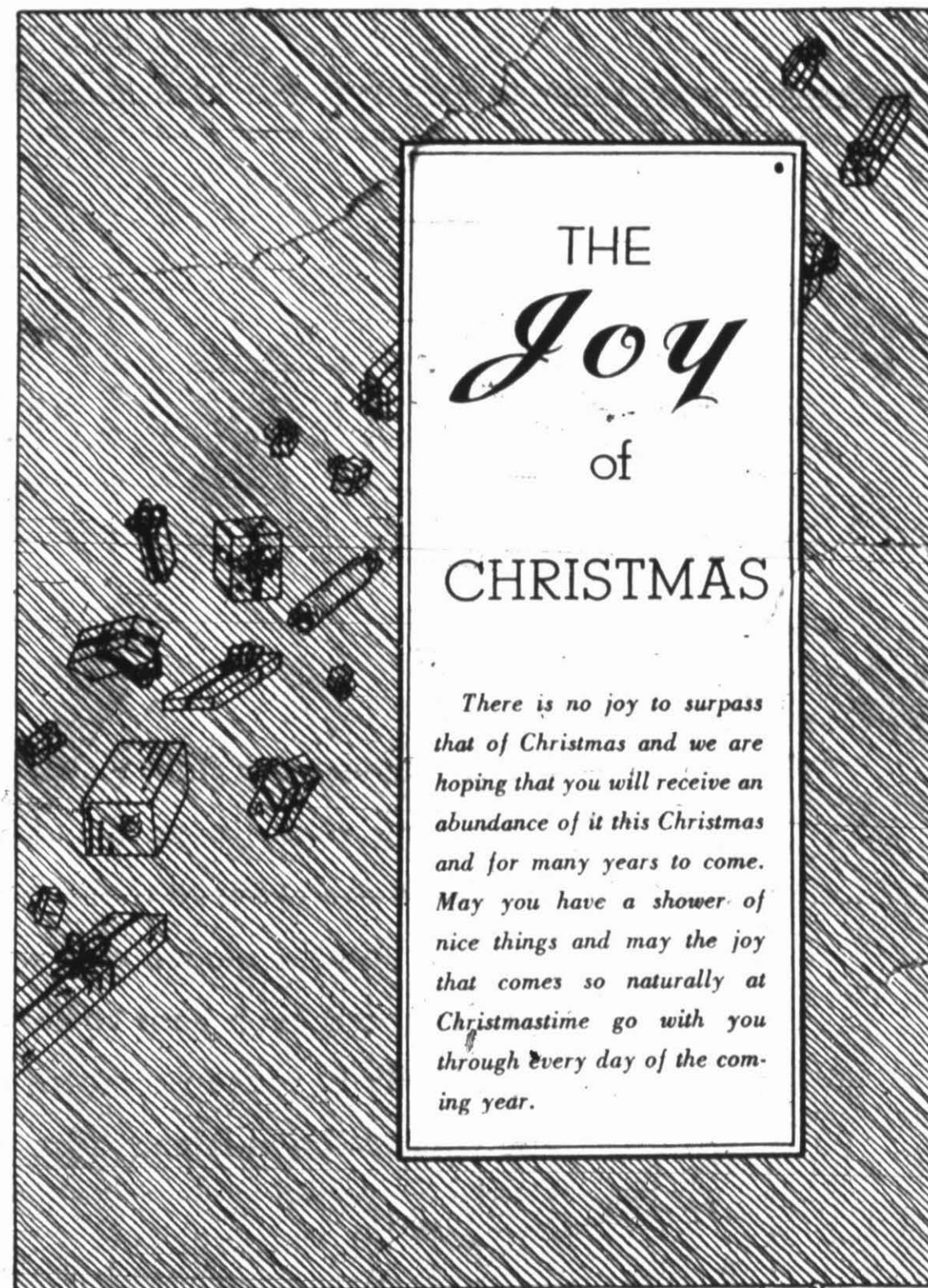
A winter countryside with a church spire dominating the scene reflects a peacefulness that symbolizes the kind of Christmas Day we hope you enjoy this year.

KESTER JEWELRY

MR. AND MRS. A. W. HEMBREE

ALLEN STEWART

EDDIE ROBERSON



THE Joy of CHRISTMAS

There is no joy to surpass that of Christmas and we are hoping that you will receive an abundance of it this Christmas and for many years to come. May you have a shower of nice things and may the joy that comes so naturally at Christmastime go with you through every day of the coming year.

West Texas Development

Layne-Bowler Irrigation
Le Roy

ROBERSON SERVICE STATION