



We are wishing
you a most
Merry Christmas

Harris Pontiac

Joe And Zane Harris

Christmas Quotes

"Christmas is the time you decide to pay your doctor something on account. You know you will need him the day after."

—Walter Pulitzer.
"What do people mean by sending you a dozen Christmas cards during the festive season, and not deigning to send you three lines by way of a letter the rest of the year?"

—J. Ashby-Sterry.
"At every Christmas party, just as things are beginning to get good, someone shuts his eyes, puts his head back and moans softly: 'Ah, well, this isn't like the good old days. We don't seem to have any good old-fashioned Christmases any more.'"

Christmas: 'Good Time; A Kind, Forgiving Time'

Charles Dickens once referred to Christmas as "a good time; a kind, forgiving, charitable, pleasant time." This is an adequate description of the Christmas spirit. Why not make this an old-fashioned Christmas?

Elaborately planned parties, those great time-takers, should not be a part of the Christmas scene. A homey, hospitable get-together will create an atmosphere in which everyone can relax.

Since Christmas is really "the children's hour", why not give them a greater part in preparing for the day? Children will get more delight from helping prepare and decorate the tree than in seeing only the finished product.

Small Amount of Plant Food Will Keep Needles on Tree

If you have the type of a tree-holder that permits the tree trunk to rest in water, you will find that a small amount of plant food dissolved in the water will aid in retaining the needles on the tree, and keep the needles green. If you use a pebble or rock-filled pail to support the tree, cover the pebbles or rock with a plant food solution.

Use one teaspoonful of plant food, powdered form, to each gallon of water in the container, or use one plant food tablet to each gallon of water.

United States Top Buyer and Supplier In Tree Industry

The United States is the world's leading source of supply as well as the top buyer in the Christmas tree industry—a better than \$50,000,000 business.

The majority of our Christmas trees come from New England, New York and Pennsylvania, the north Middlewest, and the Northeast Pacific regions. In recent years, New Jersey has annually marketed around 100,000 trees for local use.

Most of the trees for Christmas sales are cut early in the fall and the trees are kept green with plenty of water until shipped to distribution centers.

Some mass producers, however, cut trees early in the new year, and treat them with preservatives and coloring solutions for storage in chilled warehouses.

'Snapdragon' Popular

A game called "snapdragon" was very popular at Christmas time in England more than 200 years ago. To a limited extent it is still played in some parts of England, as well as in America.

The original game called for a quantity of raisins to be deposited in a large bowl or dish. Brandy or some other spirit was then poured over the fruit and ignited. At a given signal, the participants attempt to snatch a raisin from the blazing bowl.



SECRETS . . . This little girl wants something for Christmas, but she's not telling anyone except Santa Claus, who looks like he understands the problem.

This is the time of year for fires, and while they are pretty, they can be enjoyed more in their place. Be careful to keep them there this season.

The West Germans will have to resist a temptation to play a neutral role in the next five or ten years if the Allied Army in Europe is to become effective.



PRAYER . . . "O come let us adore him", these children pray on Christmas eve. Their prayer is the true and greatest gift of all.

'Silent Night' Hymn Is Often Called Song From Heaven

"Silent Night" is often called the "Song from Heaven" because the story of its inspiration and composition is one of the most beautiful Christmas stories in existence.

On December 24, 1818, in the Austrian village of Hallein, as Father Joseph Mohr sat reading his Bible, there was a knock at his door. It was a peasant woman who wanted the priest to visit a poor charcoal-maker's wife to whom a child had been born. The parents had sent her to ask the priest to come and bless the infant.

Father Mohr was strangely moved by the visit to the mother. And that evening as he returned to his home saw that the dark slopes of the Alps around the village were



alight with torches of the mountaineers on their way to church. To him it was a Christmas miracle.

It is generally true that the world's most honored individuals are those who do not lose the common touch, or the simple pleasures in life.

We know a couple who celebrated a recent football weekend by smashing the front of their car into another and killing two people.



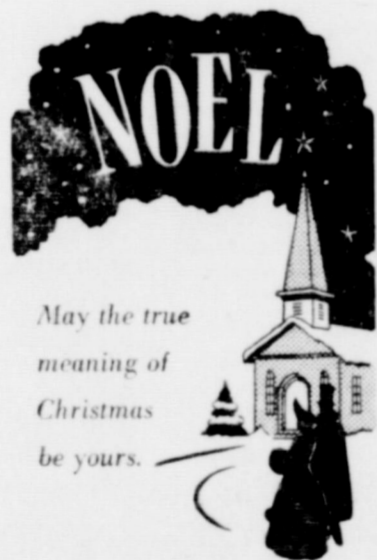
May the
bough of your tree
bend low
with good things

O'Donnell
Farmers Fuel
Association

Wholesale and Retail Gas and Oil

Phone 170

Ervin (Bud) Jones, Mgr.



May the true
meaning of
Christmas
be yours.

JILL'S BAKERY



To everyone,
everywhere
our sincere
Best Wishes

O'Donnell Farm And Ranch Store

DOSS LAUNDRY



1954

To all our friends
we say "Merry Christmas".

O'Donnell Hotel

Mrs. Bob Golightly



THIS MAY BE the post office's biggest Christmas. The postmaster general estimates that more Christmas mail—packages and cards—will be handled in 1954 than in any previous year. With this in mind, the post office department has hired extra employees and arranged for use of extra trucks for the holiday period.

The post office is Santa Claus good right arm. It delivers gifts and greetings throughout the world, and it will do its best to get them there by December 25—they are mailed on time.

Much Christmas mail going overseas is handled in cooperation with the postal systems of other nations. But in the United States and its possessions, in U. S. trusted islands in the Pacific and among U. S. servicemen in all parts of the world, delivery of holiday greetings is strictly a United States affair.

The army takes over, through its army post office, for troops serving outside the United States, be they in Germany, Korea, or some other faraway place.

Best known special Christmas business done by any post office is that of Santa Claus, Indiana.



HOLY GLASS . . . This stained window is in the church of Oberndorf, Germany, where the beloved Christmas carol, "Silent Night, Holy Night," was first sung.

World's most powerful pick-ups, panels and stakes!

Only Dodge trucks offer new Power-Dome V-8 with 145-hp. . . . most horsepower of any low-tonnage truck engine!
 ALSO, world's shortest turning, roomiest cabs, greatest visibility, lowest loading heights . . . yet still priced with the lowest!

Compare these facts!

MAX. HP. OF LEADING 1/2-, 3/4-, 1-TON TRUCKS	DODGE	TRUCKS			
		F	I	G	C
	145-hp.	130-HP.	126-HP.	125-HP.	112-HP.
HP. PER CU. IN. DISPLACEMENT	.601	.544	.524	.503	.476

DODGE TRUCKS

ASK US ABOUT A BETTER DEAL FOR THE MAN AT THE WHEEL

O'Donnell Motor Co.

Chrysler and Plymouth Sales and Service

O'Donnell, Texas

Lynn County Farm Bureau

Office in McElroy Bldg; 1649 Sweet St.

Tahoka Phone 528

We Attend to Your Insurance Need.
 Gas Exemption Forms Filled Out for any Farmer FREE!

BRACEROS FOR YOUR FARM LABOR
 FARM BUREAU INSURANCE SERVICES

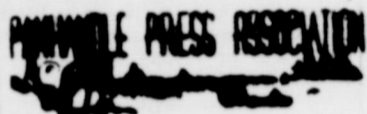
Auto - Fire - Life - Polio - Blue Cross, Blue Shield
 Farm Liability

Office Hours: 9 to 5 Six Days a Week

Effective Jan. 8th the Office Hours Will be changed to 9 to 12 on Saturdays.

O'Donnell Index - Press

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 SUBSCRIPTION RATES
 In Lynn, Dawson and Borden Counties \$1.50 per year
 Elsewhere \$2.00 year
 Card Of Thanks 50c Classified Advertising 2c per word with minimum charge 50c
 Read label at top of paper to see when your paper expires.



METHODIST NEWS

J. Marvin Menefee, Pastor
 Sunday school 9:45 a. m.
 Morning Worship 10:55 a. m.
 Evening Fellowship for all age groups 6:15 p. m.
 Evening worship 7 p. m.
 The Wesleyan Service Guild meets each first and third Thursday nites at 7:30 p. m.
 The W.S.C. Faith circles meets Monday mornings at 9:30
 Mary Martha circle meets on Tuesday mornings at 9:30
 Choir practice each Wednesday nite at 8 p. m.
 Methodist Men meet each Third Monday for supper meetings and

PROGRAM at 7 p. m.
Assembly of God
 Sunday School 10 a. m.
 Morning Worship 11:00 a. m.
 Evening worship 7:30 p. m.

Try Our Old Fashion PIT BARBECUE
 We are prepared to Barbecue your Chickens
LAMBERT'S Grocery
 Barbecue Lunches 75c
 Mellorine 1-2 gal. 59c

M. L. ISSACS, Mgr.
 Now that summer is ending and there will be more time indoors, be sure to renew your subscription to the O'Donnell Index Press.



Make them all happy

WITH ELECTRIC GIFTS!

You'll please everyone . . . and give them gifts they'll enjoy for years . . . when you select wonderful electric appliances for your Christmas giving. Electric bed covering, electric mixers, roasters, ranges, lamps, waffle irons, coffeemakers, clocks and toasters all make exciting . . . extremely practical . . . Christmas presents, and will remind your family and friends that this is, indeed, a holiday to remember. Make every person on your list happy this Christmas by selecting gifts they'll be proud to receive . . . because they're ELECTRIC.



FOR A BRIGHTER CHRISTMAS, Light up your home, inside and out. Shop now for everything you need for beautiful Christmas lighting!

TEXAS ELECTRIC SERVICE COMPANY

J. H. LEMONS, Manager

12 3A

Real Estate

FARMS - RANCHES - CITY PROPERTY
 Leases and Royalties
B. M. Haymes

FIRST BAPTIST CHURCH

"The Friendly Church With A Message"
 9:45 a. m. Sunday School
 10:55 Morning Worship
 5:00 p. m. Youth Choir
 7:00 p. m. Training Union
 8:00 p. m. Evening worship
 9:00 p. m. Youth Fellowship
MONDAY
 4: p. m. Womens Missionary Society
 4:00 p. m. Sunbeams
FIRST AND THIRD TUESDAYS
 8:00 p. m. Brotherhood
 8:00 p. m. Royal Ambassadors
WEDNESDAY
 7:30 p. m. Life Service Band and Teachers Meeting
 8:00 p. m. Prayer meeting
 9:00 p. m. Choir practice

Gibson's

CLEANERS
 CLEANING
 PRESSING
 Alterations

VAN'S

SOFT WATER
 Help-Your - Self
Laundry

THINGS TO TALK ABOUT

BY FRANKLIN J. MEINE
 Editor, American Peoples Encyclopedia

HOW MUCH IS A BILLION DOLLARS? Think of it this way. If a man started with a billion dollars in the year I. A. D. and spent a thousand dollars a day up until the present, he would still have more than 700 years to go to spend the balance!

punjab bedding CO.
 genuine IRON spikes for your discomfort

HEY, SHEET STUFF!

IRON WAS KNOWN IN INDIA AS EARLY AS 1000 B.C.

THE ITALIAN GREYHOUND IS A PERFECT MINIATURE OF THE ENGLISH AND AMERICAN RACING GREYHOUND. SOME WEIGH 8 POUNDS AND UNDER.



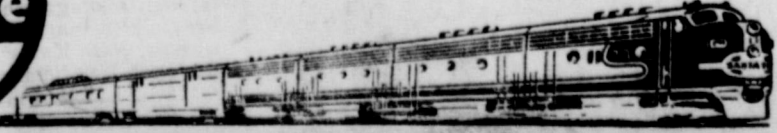
Holiday travelers

Call your Santa Fe Ticket Agent today

and avoid those last minute travel worries!

By planning your holiday trip today—instead of later—you get the reservations you want, you plan your trip to give you the most time possible at your destination, and you avoid last minute worries over weather and connections. Your Santa Fe trip gets you there and back on time—just like you planned.

Your Local Santa Fe Agent



Merry Christmas



Good Will
Toward
All Men.

Mahurin Grocery And Market



Merry
Christmas

May this Yule be
happy like ones of old.

JACKSON'S DRIVE-IN CAFE

L. D. and Elsie Mae Jackson



Peace and
contentment
be yours this
Christmas.

Massey Cafe

Mr and Mrs. Floyd Massey



Best wishes to
you and yours.

Vernie's Beauty Shop

Mrs. Vernie Gary



The practice of holding "open house" has been a Christmas tradition through the years.

The Saxon lords threw open the doors of their great halls to peasant and noble alike during the festive season and all enjoyed a great feasting, songs and the exchange of gifts. A tremendous Yule log was dragged upon an open fire pit and festivities lasted until the embers alone remained.

The same custom was followed in the pre-Civil War South. The slaves often soaked a log in the cypress swamps long before Christmas so that it would burn slowly, and extend their Christmas freedom.

"Open House" during the Yuletide season is a true mark of democracy.

Cowboy's Party Is Real American Fete

One of the most typical of our American holiday celebrations is the Cowboy's Christmas Ball, which has been held almost every year since 1884 in the small town of Anson, Texas.

The celebration started as a wedding party in the old Star Hotel when ranchers poured in from the widely scattered ranges to honor one Cross P. Charley and his bride. It was such a success that it was repeated year after year.

Christmas Eve brought the spirit of the old West to Anson. Cowboys donned their colorful dress, their gay shirts and decorated boots. Cowgirls outfitted themselves in gingham dresses "like mother wore". A cowboy band swung out and the dancers perform the heel and toe polka, the Varsouvienne, and other old folk dances.

Origin of Symbolic Tree Shrouded in Old Legends

The origin of the Christmas tree symbol is shrouded in legends that reach back to the period of Druid tree worship long before the advent of Christianity. Credit for tree decoration and gift-giving, however, is generally given to Germany, where the customs were started in the 16th or 17th centuries. Over a period of years the practice spread into northern Europe and from there to America.

Outside tree decorating is essentially an American trademark and a special feature of community spirit. The best known outside displays in America are on the White House lawn and at the Rockefeller Plaza in New York City.



CHRISTMAS BACKDROP

Christmas Seal Idea Conceived In Denmark

A DANISH postal clerk thought of the idea of attaching stamps to Christmas packages and letters in 1903, and a few years later the scheme was tried in America.

This year millions of Americans will receive a letter from their local chapter of the National Tuberculosis association containing Christmas seals, the seasonal reminder of the never-ending fight to stamp out the disease.

Einar Holboell, at work in a Danish postoffice conceived the idea of attaching decorative stamps to Christmas packages, the sale of which could be conducted by some worthwhile organization.

He mentioned it to his fellow workers and they decided it would be a great help in defraying the cost of fighting tuberculosis. The idea reached King Christian, who approved, and the image of Queen Louise was placed on the first seals in 1904.

Jacob Riis, Danish-born American, heard about the idea and sold it to the American public in 1907 through a magazine article written for Outlook magazine. A Red Cross worker, Miss Emily Bissell, started the first American sales that year.

Anyone needing a turkey for Christmas see Harvey McKee

Send us your NEWS

"Greetings by Mail"

Originated in 1846,
Now a Modern Custom

Look at the paintings on the Christmas cards you send and receive — you'll find famous names and some of the best contemporary art. Here is how it all began.

On a December day in 1846, a middleclass Englishman, Henry Cole, sat at the library desk of his London home addressing to his friends what were probably the first Christmas cards ever printed. The cards depicted a Victorian family assembled at the festive board and the traditional Christmas customs of giving to the poor. They also bore the now-classic greeting: "A Merry Christmas and a Happy New Year to you."

Cole, in a historic move, two months before had commissioned John Calcott Horsley, a Royal



Academy artist, to paint the illustration for the card and had struck off a thousand lithographed copies. He dispatched them that December. This was such a markedly successful stroke of good will that plain Henry Cole subsequently became Sir Henry Cole.

Horsley's art was a far cry from today's Christmas card paintings, but he started a cycle which a hundred years later was to bring fine art into high favor on Christmas cards.

An American shopping for cards may select, for instance, a painting called "Snow Under the Arch" by another Royal Academy member—Winston Churchill, Britain's wartime prime minister and famed amateur artist. Or he might choose Peter Hurd's "One Night in Winter" or "Grandma" Moses' "The White Church" or "The Nativity" by Alexander Ross.

We know a couple who celebrated a recent football weekend by smashing the front of their car into another and killing two people.

It is generally true that the world's most honored individuals are those who do not lose the common touch, or the simply pleasures in life.



To all our
community
we offer
best wishes.

BOWLIN GIN

Greetings



May your Christmas be
'merry and bright' ...

W. J. SHOOK

Butane And Propane Products

Agent For Magnolia Pet. Co.

CHRISTMAS AROUND THE WORLD

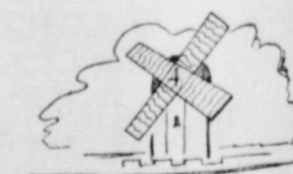
UNITED STATES (Merry Christmas)—Christmas tree, mistletoe and Santa Claus.



BRAZIL (Boas Festas)—A family dinner is first on the list. Festive celebrations in Brazil include Christmas trees, gift exchange and other typical U.S. holiday customs are being adopted in Santa America.



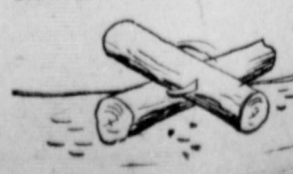
HOLLAND (Hartelijke Kerstgrooten)—Land of old St. Nicholas, forerunner of our Santa Claus. In former years, the Dutch celebrated for a month. St. Nick scattered his gifts about the floors of Dutch homes as early as December 6.



ITALY (Bono Natale)—Shepherds gather in villages on Christmas Eve to play musical instruments as townsfolk sing sweet Nativity songs. Thousands flock to St. Peter's in Rome on Christmas Day.



GREECE (Kala Xristouyeha)—Decorated trees, greeting cards and gift exchanges are seasonal highlights. New Year's Eve is really the top holiday, with big dances, parties and other celebrations for young and old.





1954
To all our friends,
both old and new.

Baldwin's

LAMESA'S LEADING STORE



A Most Merry Christmas Season Be Yours

HURT'S

LAMESA

In the Tradition of All
Christmas Goodness,
we greet you . . .



Dr. O. H. Nance

OPTOMETRIST

528 N. 1st LAMESA Ph. 554

Abbreviation, Xmas Of Greek Origin

There has been much unfavorable comment on the abbreviated form for Christmas that is commonly used. Many think it inappropriate and undignified to use the shortened form, Xmas.

The explanation of its origin is that the initial letter of the Greek name for Christ is X and the coincidence of its cruciform shape led to an early adoption of this letter as the figure and symbol of Christ. X is frequently found on walls of the catacombs. When the early Christians wished to make a representation of the Trinity, they would place either a cross or an X beside the names of the Father and the Holy Ghost. From this came the shortened form Xmas, instead of Christmas.



The poinsettia has no Christmas legend and its adoption as a symbol or decoration for Christmas is of recent origin. In Spain it is known as the flor de noche-buena, and is connected with the sentiment of Christmas.

Its beautiful flaming star is one of the favorite flowers of the Christmas season, and its use as an indoor decoration is universal.

Legends of Holly

Many beliefs are connected with the Christmas holly:

Legends relate that the crown of thorns was plaited from the holly, the white berries turning red like drops of blood after the crucifixion.

It is said that whoever brings the holly into the house first, either husband or wife, is the one who will rule in the ensuing year.

For many years the superstition persisted that holly was hateful to witches. It was placed on doors and windows to keep out evil spirits.

Heating bills now popping up every where remind us that summer was not too hot after all.

The resort advertisements from Florida and California will soon begin to disturb us, again.

Christmas Peace

be yours during
this wonderful
season.

1954



Collin's

DRY GOODS

LAMESA



The Vogue

LADIES READY - TO - WEAR

LAMESA



Your Lynn Co. Officials

Walter Mathis, County Judge

Wm. B. Griffin, County Agent

Norvell "Booger" Redwine, Sheriff

Mrs. Beulah Pridmore, County Clerk

Tom Reid, County Treasurer

J. E. "Red" Brown, Tax Collector - Assessor

Skip Taylor, Lynn County Abstract Co.

Mitchell Williams, County Attorney

Mrs. Ruth Jolly, Co. Superintendent - elect

Mrs. Woodrow McLaurin, Co. Commissioner,
Pct. 3

With Maggie Gone

By CAROLYN GRANT

IT WAS late when old Dan left the laundry where he worked, and snow fell in great flakes from the dark sky. He stopped for a moment along the street, unmindful of the eager passersby and their thoughtless jostling against him in their haste on this last night before Christmas. He lifted his face so that the soft flakes fell against his cheeks and melted in cold little drops of water that sought the deep lines sixty odd years had put there.

Snow was a part of Christmas, and after days of hesitancy it had come—just as he and Maggie had always wanted it. "Snow makes the lights seem brighter in the store windows, along the decorated streets of our little town and in our home on our tinsel-draped cedar tree. We haven't missed many Christmases, Dan, having our snow." It seemed long ago since Maggie had said that. Years, it seemed. Yet it had been only last year that they'd stood at their front window looking out at the dark sky, and Maggie'd said those words almost like a prayer.

Dan sighed and let his chin drop into the upturned collar of his overcoat and started on. He wished the snow hadn't come. With Maggie gone, he could hardly bear its soft falling of down about him. He wanted to close his eyes against its brightness with the street lights shining upon it. He wanted to close his ears against the soft music that came from radios along the streets playing Christmas carols, and "White Christmas"—the song Maggie loved best.

Christmas had come again. But for him there'd be no Christmas—



He stopped in front of Carter's store, but minutes passed before he realized that he'd stopped there.

not any more. There'd be only memories of other Christmases eddying about him as the swirling snow, and the plans he and Maggie'd made for this Christmas even before they'd carried out the last would pass without realization, now that Maggie wasn't here to help him carry them through.

He stopped in front of Carter's store, but minutes passed before he realized that he'd stopped there and was staring without actually seeing the array of Christmas toys behind the big plate glass window. His mind was going back. He was seeing again the glow in Maggie's face as each Christmas they'd shop together for others.

Last year it had been the widow Benson and her six little Bisons, who would have been forgotten by Santa if they hadn't bought them gifts. Long ago they'd begun the ritual. They had no children of their own. But Maggie'd said, "We'll pretend that the children about us are ours." And her whole life had been one of giving at Christmas.

This year they'd planned for the O'Shays. They lived in a little house down back of the old depot. "Little Billy's just four and he's never had a wagon, Dan," Maggie'd said, planning even as they trudged through the snow with their gayly wrapped gifts for the Bensons. "And little Jeep has never had a doll that can talk and go to sleep."

Dan shifted his feet, standing there in front of Carter's, and snow gathered along the stoop of his shoulders. Somewhere among Maggie's belongings was a list of the things she'd planned to buy the O'Shays. He remembered it. Each item came clear to him suddenly as the ringing of a bell, and it was as if Maggie stood by him then, warm and alive. She touched his arm and together they went into the store with its crowd of excited late shoppers.

A clerk came up to Dan. "Something, sir?" Dan's eyes were flmed, but they were watery from age and being out in the cold wind, the clerk thought.

"Yes," Dan said. "I have a long list of things to buy."

Maggie smiled, he knew he saw her smile, and she got to talking like she used to talk when they went out together to buy gifts on Christmas Eve.

"We're like a house, Dan," she said. "We can close the doors and windows and others can't tell what we have locked inside. We live to bring happiness to others and for the good that we can do."

Dan looked up above packages piled high in his arms and smiled. He said to the clerk, "Merry Christmas, and now we'll be on our way."

The clerk looked strange. Old people, he thought, were queer, and he called after Dan, "Merry Christmas to you, too, sir! Merry Christmas!"

The world would be a better and more would be accomplished if we stopped talking about other people.



Let us pause
at this season
and recall Him
in peace
and quiet joy.

1954

J. D. Finley

Allis - Chalmers and M. M. Farm Machinery
TAHOKA



And time to send you
Greetings.

McILROY CLINIC

R. D. McIlroy
TAHOKA



Our song
is for your
happiness
this
Yule
season.

1954

D. W. Gaignat

HARDWARE - FDRNITURE

John Deere Tractors and Implements
TAHOKA



*Joy to the
World*

Christmas

May your
happiness
match the
brightness of
Yuletide.

MANSELL BROS.

Everything For Farm and Home



TO EACH AND ALL

When We Count Our Blessings we find many we had not thought about. Among the outstanding blessings in our list is the good will of the people of this community.

The Saleh Family



WE THANK YOU most cordially for this good will and assure you of our deep appreciation. We wish for you a pleasant holiday, and a New Year that is the harbinger of many blessings to come.

Higginbotham-Bartlett Lumber Co.

E. T. Wells, Mgr.



Accept our hearty thanks
for the pleasant business associations of the
past year. Once again we say

Merry Christmas!

FORBES MOTOR CO.

Ford Sales and Service

Jimmy Forbes, owner



May you prosper in the
wealth with which Christ-
mas abounds...

Peace, love of life, kindness
and the brotherhood of all
people.



O. C. McBride & Sons
GIN & ELEVATOR

**Nations' Customs
Widely Varied
On Christmas Day**

In nearly all of the civilized world December 25 is a red letter day. Peoples of all nationalities and religions celebrate the birth of Christ. The customs of the many nations are as varied as the peoples and their faiths are different.

In the Scandinavian countries, a Christmas tree made of a sheaf of wheat bound to a pole, is raised for



the winter birds. In Norway, rice pudding is always an important item on the menu for the Christmas dinner. One almond is baked in the pudding and the person who finds the almond in his portion is always the first to get married.

Chinese children make odd stockings by sewing three pieces of muslin together, and hang them up on Christmas Eve to hold the gifts brought by Lan Khoong-Khoong, which means "Nice Old Father" to them, Santa Claus to us.

The "old-fashioned" American Christmas, while reflecting the traditions of many countries, most closely resembles the traditional English Christmas, complete with plum pudding, mistletoe, carolers.

*Santa Claus, Indiana,
Received Famous Name
Christmas Eve, 1882*

Although many towns have names directly or indirectly associated with Christmas, there is but one town named Santa Claus, in Indiana.

Except for a lucky break, the town would have had another name and hence would not have enjoyed the annual fame that it gathers around the Yuletide season.

The original intention to name the town Santa Fe fell through when the officials at Washington suggested that the town be named something else, since there was already a Sante Fe in New Mexico.

On Christmas Eve, in 1882, the citizens held a mass meeting to select another name, but every one proposed was discarded for one reason or another. The meeting was about to break up when Santa Claus, making his yearly visits in the neighborhood, strode into get warm. He was in costume and his arrival put one name in every mind.

And so the town was named Santa Claus.

*Christmas Carols Herald
Yuletide Immemorially*

For centuries Christmas Carols have heralded the Yuletide season around the Christian world. Many of them, slightly altered by changing times and customs, have been handed down from one generation to another.

A great number probably were lost because they were popular in generations not adequately covered by a written history.

Christmas Carols are of two main types—religious and convivial. The religious offer praise to the newborn and celebrate the birth of Christ. The convivial exalt mirth and the traditional feasting.

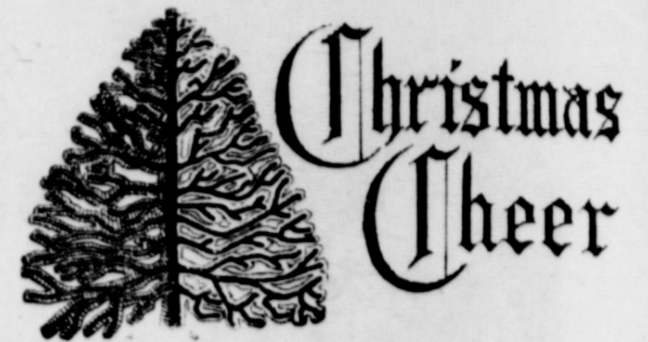
The latter is almost an invention of our modern civilization, and few "popular" Yuletide songs manage to return year after year. "Jingle Bells" is one notable exception.

"Silent Night," "It Came Upon the Midnight Clear," and "O Come All Ye Faithful" seem destined to last forever.

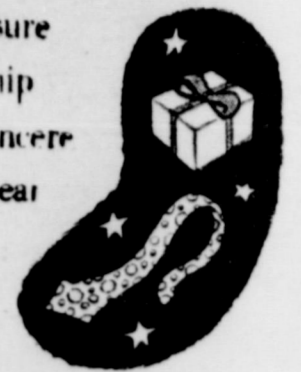


ADORATION OF THE SHEPHERDS... This striking sculptural work was done by Andrea del Verrocchio (1435-1488) of...

Women Wanted: make extra money. Address, mail postcards, spare time every week. BISCO, 148 Belmont, Belmont, Mass.



As a partial measure
of our friendship
we express the sincere
hope that this year
holds for you
a perfect
Christmas



**Jolly Shoe Shop
And Western Wear
Claude Morris, Mgr.**

A truly Merry
Christmas
to our good
friends and
neighbors.



PROCTOR BARBER SHOP



CHRISTMAS IS HERE!

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

Highway Garage

John Earles, Prop.

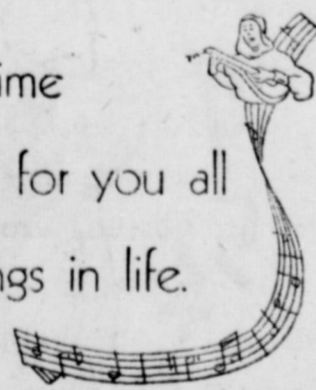


JUST A FRIENDLY WAY
OF EXPRESSING
TO YOU OUR MOST
SINCERE GOOD WISHES
FOR A HAPPY CHRISTMAS
AND THAT IT
MAY BE
AN ESPECIALLY JOYOUS
ONE FOR YOU.

Quick Service
Station
J. C. Swinnev



It's an ideal time
to wish for you all
the good things in life.



Dr. Joe Lehman
And Staff



By JESSIE WEST

AMY looked out at the bright day and was about to decide it was the loveliest New Year's Eve she'd seen in years when she saw Clarabelle Carter crossing the street; and then she thought the day wasn't lovely at all.

She could hear Clarabelle talking to Mille as she had that day in the store when she'd been standing behind shelves lined with groceries deliberately eavesdropping.

"I do declare, it does look like Amy Wells could get someone," Clarabelle had said. "I suppose she'll die an old maid."

Clarabelle hadn't said anything degrading of course. But from that moment forward, Amy had wondered if people generally didn't assume that old maids just couldn't find any takers.

She took her eyes from the window and Clarabelle going down the street to look at her reflection in the dresser mirror. At almost forty-five, she didn't think she was being egotistical in appraising herself as actually looking thirty-five. She had very little gray in her dark hair, and the faint lines on her face were unnoticeable against the startling blue of her eyes and general prettiness of her features.

There'd been a time when she reigned as the most popular girl at Obane; she'd been pictured in the college year-book as "the girl all men want but only one can have."

Of course Clarabelle and the populace of Donovan, a little town of three thousand, didn't know these things.

Amy looked out the window again, and not seeing Clarabelle on the street now, the day resumed some



She was startled when someone stood at her shoulder suddenly.

of the brightness that Clarabelle's presence had blighted, and she got to thinking about a trip that 20 years ago had been scheduled for tomorrow. Memory of the tryst had come to her with the approach of another New Year, but she had not planned to enact a promise that years of separation had cast into youth's frivolous dreaming, disappointments and temperamental pride. Yet, seeing Clarabelle and remembering what she'd said about her somehow filled her with unexpected sentiment.

She had nowhere to go on New Year's day, and thought of the trip suddenly became entrancing. It would be emotionally uplifting to go back to the old haunts, and no one would know of her foolish living just for a day among memories of a past that through her own fool-hardy pride, had led her into her present state of lonely maidenhood.

"If anything ever separates us," Lance had said that night long ago. "It'd be fun just to meet again, sort of a tryst affair, 20 years hence. Maybe in Park Rendezvous where we first met."

They'd talked like that often, then laughed—because they knew they'd never separate. Someday they'd marry. But they didn't marry. Too soon a trivial misunderstanding had risen between them, and she'd had too much pride to admit that she'd been a little wrong, too.

It was almost noon when Amy reached the Park Rendezvous at Obane on New Year's day. She'd have lunch, she decided, then visit about town. But already she was sensing regret for having made the trip. You couldn't live in the past even for a day without returning to the present with greater pain. How well she knew it now!

She was startled when someone stood at her shoulder suddenly.

"Hello," he said.

Amy's heart fluttered in recognizing his voice. She looked up.

"Why, Lance—!" It was all she could manage.

He sat by her at the table and covered her hand with his.

"Looks like we both remembered," he said, chuckling happily.

"But, you married, Lance, I heard." She couldn't help saying it.

"That was false news, dear," he said. "Do you think—but you surely know now! I tried to find you, Amy, but I lost all trace of you."

Amy laughed and her cheeks colored. "I wouldn't have come today," she said wistfully, "but for a person named Clarabelle."

"Clarabelle?"

Amy nodded. "It's a queer little story, Lance," she said, and then she wondered with a little gloating, what Clarabelle, and all of Donovan for that matter, would think when they heard.

For Sale: Christmas trees, all sizes at Jackson Gro. at North Y 4p



A Salute

to our friends and a big, hearty Christmas wish to you all, this merry, merry Christmas season.

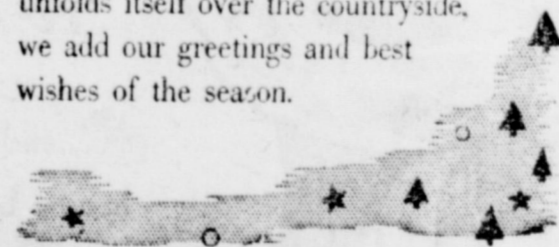
Looking back over the year calls to mind our greatest source of pleasure has been our contact with folks like you.

* * * * *

Clayton Insurance Agency
S. M. Clayton, Jr.



As the Spirit of Christmas unfolds itself over the countryside, we add our greetings and best wishes of the season.



Farmer's Co-op
Of O'Donnell
GIN and ELEVATOR



We wish you contentment
and happiness
this Christmas season.

Middleton Furniture Co.

LAMESA



Merry
Christmas
to all...

...and to all our
hearty best wishes.

1954

Price and Black Hospital

LAMESA

Bringers of Gifts
Range From Santa
To Knight Ruppert

In America on Christmas Eve, there is a merry tinkle of sleigh bells as Santa Claus drives up in a sleigh drawn by eight reindeer. He drives from roof to roof, pausing just long enough to climb down each chimney. From a huge pack on his back he fills the children's stockings with toys and goodies. Gifts that are too large to be stuffed in the stockings are put on the Christmas tree or stacked underneath it.

This is Christmas in America—but it is not always Santa who brings the gifts to children in other lands.

The Dutch children anxiously await the arrival on Christmas of St. Nicholas. He was the bishop of Myra, so he is dressed in the traditional bishop's robes of black, wears a mitre, and carries a crozier.

He rides a white horse and is accompanied by Black Peter, his page boy. Instead of hanging up their stockings to hold the gifts, the Dutch children place their wooden shoes in the chimney corner before going to bed. On the window sills they leave a bunch of hay for "Sleipner," the bishop's white horse. It is customary for St. Nicholas to overturn chairs and leave the room in general confusion for Christmas morning.

English children wait for a Santa Claus who closely resembles our own. They also find gifts tied to a green Christmas tree, but this custom has been in effect only since Queen Victoria was a young bride. She married Albert, a German prince, and it was he who introduced this Christmas custom to England from Germany.

It is an angel who leaves the gifts in Czechoslovakia. She descends on a golden chord to accompany Santa.

In Scandinavia gifts are distributed during the supper hour. They are brought by dwarfs and the children leave bowls of porridge on the doorstep for them. Santa comes riding on a goat instead of a reindeer.

The birds receive the largest number of gifts in Sweden. Each family places a sheaf of grain on a pole or on the fence posts for the birds' Christmas dinner.

Spanish children place their straw-filled sleeves on the window sills so the Magi may feed their horses while they leave gifts. The older people fill an Urn of Fate from which the gifts are drawn on Christmas Day.

Knight Ruppert, who is the German Kris Kringel, is represented by a young girl wearing a golden crown and gowned in a flowing white robe. She carries a small tree laden with gifts which she distributes.

The children of Switzerland have their gifts brought to them by a radiant angel who rides in a sleigh drawn by six reindeer. She brings them goodies to eat as well as toys.

And in Poland, at least before the Communists came in, the people called at the parish house on Christmas morning where the priest presented them with "peace wafers," which symbolized peace on earth, good will to men. The people exchanged Christmas wishes as the wafers were broken and eaten before returning home.

As Americans observe this Christmas in the comfort and luxury of modern civilization, who among them will pause for a thought of how their forebears kept the holy season?

An example of Christmas of the past in America is provided in a study of the history of the old village of Kaskaskia, first capital of Illinois, where the pioneers braved the rigors of a new and unsettled world.

Despite the hardships and discomfort which prevailed in the days of the early settlers of this land, there was hardly a cabin so humble but what its occupants found some way to keep Christmas.



OLD, OLD STORY... If teacher could get this kind of attention as she lectures on the three B's, she'd have a room full of geniuses. She is reading the ageless Clement Moore classic "Twas the Night Before Christmas." And not a creature is stirring.

Whatever your job, there is always someone who can do it better. It is beginning to look like world War III might not be inevitable, after all.



To all our customers
this holiday season

1954

Lamesa Tin &
Radiator Shop

H. L. Crouch Phone 4727 Lamesa E. B. Crouch
411 N. Second St.
If It's Made of Sheet Metal -- We Make It



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BUILDERS SUPPLY

Phone 2949 Lamesa 516 - 18 N. 1st St.



And the season's greetings.

Davis Furniture Co

406 North 2nd St.

Lamesa



This is our wish for all
time to come.

Lamesa Music
Co.

LAMESA



Amos Supply CO.

Everything For The Home Phone 4010

LAMESA



A train-load of good
wishes for this holiday season.

J. C. Billingsley &
Sons

Feed and Seed, Insecticides, All Kinds
Livestock Phone 2912 and 2724

LAMESA



And our sincere
best wishes.

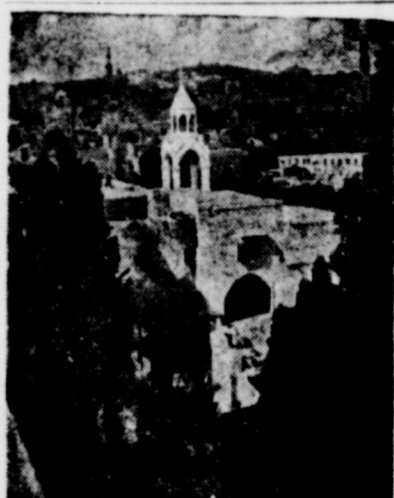
1954

Dr. J. M. Harrington

OPTOMETRIST

508 S. First St.

Lamesa



BETHLEHEM
The Church of the Nativity

Everyone Wants
To See Just One
'Good Old' Yule

"How I would long to see just
one more 'old-fashioned Christ-
mas!'"

These are familiar words at this
time of the year. Before the Yule-
tide season is over, some member
of the family, grandfather or grand-
mother, probably, is certain to
pass that remark, as they have
done each Christmas of the past.

And yet, if we search back into
the records . . . to the turn of the
century, say . . . we find that,
even then, someone was wishing for
"an old-fashioned Christmas." It
is then that we realize that the
celebration of the birth of Christ
has not changed greatly with the
passage of centuries. Basically,
Christmas is the same, year after
year. It is only the world and the
people who are not the same.

He may not admit it, but when
grandfather first began to raise
a family, he overheard his elders
musing over the changing Christ-
mas customs and heralding the
approach to "complete commercial-
ism" of the Yuletide celebration.
Even then they were worried.

No one can deny that Christmas
has been greatly "commercialized"
since the days of early America.
Yet, so has the entire nation. In
the days of our ancestors there
were none of the vast trading cen-
ters and commercial marts that
we know today. Our very way of
life has been greatly changed with
modernization. Our holidays, and
Christmas is the principal one, have
managed to keep abreast.



May your
Christmas be
one of great joy.

Higginbotham
Funeral Home

And Higginbotham Insurance Association



HEALTH · HAPPINESS · PROSPERITY



May the season shower you with excellent gifts of gladness

O'Donnell Bargain Store
Mrs. E. Clemage



Trinity Warehouse and Compress
Mr. and Mrs. Johnny Billingsley

Hark! The Herald Angels Sing!



Smaller Towns Began Lighting Outdoor Trees

Although the White House and Rockefeller Center outdoor tree decorations have become famous in recent years, the practice of lighting outdoor trees began in smaller towns and cities long before these two displays became an annual affair. Four widely separated communities lighted up as early as 1913. Two of them, McDonald and Germantown, were in Pennsylvania.



Salem, Ore., decorated a large Sitka spruce. Riverside, Calif., illuminated a large evergreen, an Aracuria. The first National Christmas tree was in 1924 and was sponsored by the American Forestry association. For the past two years the lighting of the White House has been televised.



SANTA'S Little Helper

Santa's little helper came down to us from Scandinavia. Many years before Leif Eriksen touched American shores, the children of the North believed that a little elf with long white whiskers—Jul Tomten—saw that the earth was abundant with good food and that the animals and birds were taken care of. After the pagan Vikings were Christianized, little Jul became the giver of presents—just as Santa today. It became a custom for children to leave a bowl of porridge on the kitchen table for the little elf, who would leave presents in exchange. Travelers picked up the legend of Jul Tomten and carried it around the world. To us, he is the busy, jolly, good little elf who works happily in Santa's workshop.

'Silent Night' Is Most Beloved Carol

Of all the songs that return to bring warmth to the Yuletide season, no carol is so universally known as "Silent Night." Certainly no other is as loved and sung as this simple German song. For years its origin was unknown, except that it supposedly dated back for many centuries. Recent investigations, however, disclosed that it was produced in 1818. The poem was originally written by Joseph Mohr, an assistant priest in Oberndorf in South Germany. The melody was composed by a schoolmaster, Franz Gruber. Both the poet and the composer were part of the choir that sang the now famous carol that Christmas Eve in the Oberndorf church. The beloved song was sung first to the accompaniment of a guitar, for the church organ was out of order that Eve in 1818. It has since been sung to the tune of almost every musical instrument in the world, in the languages of many men.

Plum Pudding Came Far Since Ancient Origin

Plum pudding—the ancient English delicacy traditionally served with Christmas feasts—has come a long way since it entered the culinary lists hundreds of years ago as Yule-dough. Yule-dough was composed of chopped meat paste, spices, to symbolize the gifts of the Magi, and flour, regarded as embodying the spirit immanent in the wheat.

Women Wanted: make extra money. Address, mail postcards, spare time every week. BISCO, 143 Belmont, Belmont, Mass.



Let us share the joy of the season without stint

C. J. BEACH

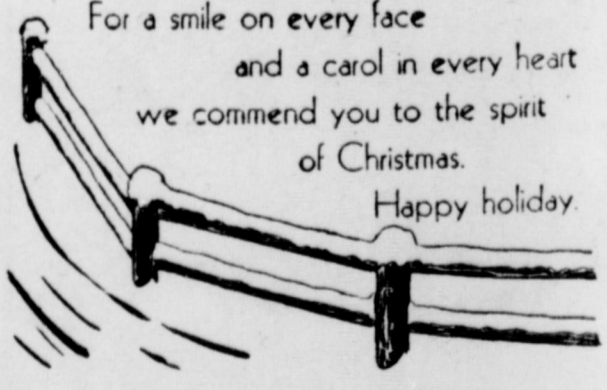
Real Estate Loans, Oil & Gas Leases, and Royalty



Thompson's Toggery



For a smile on every face and a carol in every heart we commend you to the spirit of Christmas. Happy holiday.



Hash Cleaners
L. J. HASH

Christmas Greetings To You



A Merry Christmas bright with cheer
Finest time in all the year!
And a Happy New Year, too,
These our wishes now for you!

First National Bank Of O'Donnell



May your homes be
alight with warmth
and peace.

O'Donnell Motor Co.

Chrysler and Plymouth Dodge Trucks: Sales, Service
William Jackson Floyd Williams



Gay spirits are more commonplace during the Yule season than at any other time of the year. We hope you're fitting in.



Singleton Appliance



Among the myriad problems which beset parents at Christmas time are the many questions from the small-fry about Santa Claus. And the business of telling Junior or his little sister the truth about the jolly old gentleman in the red suit is really a major task.

However, the situation is bound to arise, and when it does, it does something to your heart strings—so you draw the little ones close and cast about for the best explanation.

Oddly enough, the true story is best—and the easiest to tell. So why not just tell the little ones this?:

St. Nicholas (or Nicolas) is Santa Claus' real name. He lived in Asia Minor and was the beloved bishop of the Greek church of Myra in Lycia. He is the patron saint of the young, and in some European countries a person dressed as a bishop still assembles the children and distributes gifts of nuts, sweetmeats and other nice things to the good boys and girls.

Children loved St. Nicholas and trudged along beside him as he trudged the dusty roads of the Lycia countryside, bringing fruit and candy to the sick and needy.

One of many stories told of his goodness concerns a poor and honest man and his three good and beautiful daughters. The father was unhappy for poverty prevented his giving the customary dowries to his daughters, and for this reason they could never have suitable husbands.

One night a bag of coins was tossed in at the man's window. The next night the act was repeated. But on the third night the father watched and the anonymous giver was detected. The jolly bishop stood with the third bag of coins in his hands. The father was very proud and would not accept the money. The good bishop begged the poor man to accept the gifts and use them for his daughters' dowries, requesting that his name never be revealed.

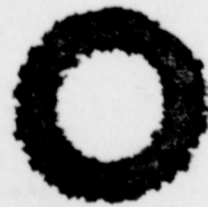
At last, the father accepted the money for his daughters, but he could not keep the name of the generous bishop secret—so the legend of the goodness of St. Nicholas was further spread and strengthened.

oOo

For Sale: Christmas trees, ...all sizes at Jackson Gro. at North Y 4p

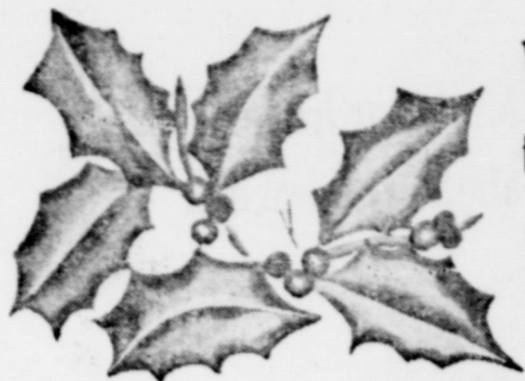


In the spirit of the blessed
day we wish you a
completely happy
Christmas



ELLIS CHEVROLET CO.

Chevrolet Sales and Service



We would share
the blessings of
the season with
you.

O'Donnell Implement Co.
CARR SPRABERRY

BARGAIN DAY RATES NOW ON
Ft. Worth Star - Telegram

DAILY WITH SUNDAY	\$13.95
1 Year Reader Saves \$1.05	
DAILY WITHOUT SUNDAY	\$12.00
1 Year Reader Saves \$2.40	
Lubbock AVALANCHE	
7 days a week	\$12.95
Week days only	\$11

Also Agent for Abilene Reporter
Agent for over 500 Magazines
The Index Sells Reading Pleasure

1953 Cotton Equities Bought,
Low Middling or below from \$1.50
to \$5.00 per bale. See C. N. Hoff-
man in O'Donnell

Wanted To Rent: 1-2 section land
in O'Donnell area; also want Mex-
ican Family to work by year, see
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For Sale: Christmas trees, all
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Try Our Old Fashion
PIT BARBECUE

We are prepared to
Barbecue your Chickens
LAMBERT'S Grocery

Barbecue Lunches 75c
Mellorine 1-2 gal. 59c
M. L. ISSACS, Mgr.

**REUNION
AT
CHRISTMAS**

By HELEN PETRONE

JANET opened the door to her apartment, thinking as she did so that it had been only a week since Craig and she had shared this apartment they called their "ivory tower," named that because of its odd shape. It had been a storage room until the housing shortage became prevalent. Then old Mrs. Root, feeling sympathetic toward the plight of Janet and Craig Norris, newly married and homeless, had cleared it out, partitioned it off into two small rooms and rented it to them.

That was just 13 months ago, Janet remembered, dropping her gloves on the table and lighting the lamp with the same gesture. They had been married only three weeks, just long enough to realize they were imposing on Craig's family who were cramped for quarters themselves.

Just a week ago they had the quarrel that had sent Craig from the apartment. It had been a blow



"She sat down at the window and looked out at the dark, starless sky."

to his pride from the day of their wedding that Janet should continue working. She enjoyed her position in the advertising firm where she had risen from a clerk to copy writer in just two years. Since she left the house after Craig in the morning and returned before him at night, she never felt her working interfered in any way with her household duties. But friends had spoiled everything with their snide remarks about "poor Janet still working," and it was more than Craig could bear. "They think I can't support you!" he'd storm at her, but the more he pleaded the more adamant she had become. And now he was gone.

The whole thing seemed so unimportant now. She glanced at the telephone, half-inclined to call him home, but her own recalcitrant nature refused to allow such a move. She turned on the radio instead and pretended the tears that welled in her eyes at the strains of "Silent Night" were merely tears of weariness after the preparation of the office party that morning. Deliberately she opened the dresser drawer to put away last night's ironing. Her souvenir box loomed temptingly before her. Lifting the cover, she stared at the items she had collected: Craig's class ring, exchanged for a diamond after their graduation from college; a pressed orchid, one of those she had carried at her wedding; various cards, Christmas, anniversary, birthday, valentine. She picked up a small gift card and read again. "To my dear wife, Janet, on our first Christmas." It was the card with the watch he had given her last year.

TREMBLING, she closed the box and turned quickly from the dresser. She had been a fool, she decided. Without Craig, Christmas could never hold the same meaning for her as it once had. She didn't stop to lock the door for there was nothing of value anyone could steal from her. Even her \$100 Christmas bonus lying on the table went unnoticed. The one thing she must not lose was happiness, and that was no longer in her home with Craig gone.

She hurried into her coat as she started breathlessly down the 3 1/2 flights of stairs. Tears coursed down her cheeks and she prayed with fanatic zeal that she was not too late. As she reached the last flight of stairs, she crashed into a figure who was hurrying up, as oblivious of his surroundings as she. She gasped at the impact, but the man quickly regained his balance and caught her before she could fall. "Janet!" he cried.

She looked at him almost in disbelief. Then, throwing her arms about him she gave full vent to her tears. "Oh, Craig! Darling, I was just coming for you."

He kissed her and held her tightly. "Janet, I've been such a fool. I didn't realize until tonight what an awful thing pride can be. Will you ever forgive me?"

She sighed. "There's nothing to forgive, Craig. I was the one who was wrong. I'm going to quit my job right away."

"No, you mustn't. I don't want to deprive you of any happiness and if you want to work, I'm not going to stop you."

She laughed snickily. "We'll argue that out later, shall we?"

Arm in arm they climbed up the stairs.

Women Wanted: make extra money. Address, mail postcards, spare time every week. BISCO, 148 Belmont, Belmont, Mass.



To all the good
people of our town
we wish the sum
of all happiness.

Vernon Cook
T. V., Radio, Electrical Repairs



O'Donnell Auto Supply

Merry Christmas



To YOU!

From the
Employees of

Pioneer Natural Gas Company



**SEASON'S
Merry Christmas
GREETINGS**

MAY TRUE
HAPPINESS
IN ALL ITS
FULLNESS
BE YOURS THIS
CHRISTMASTIME

Lott Pharmacy
Mr. and Mrs. Hugh Lott



Lyntegar Electric Cooperative REA

Owned and Operated By Those We Serve

Tahoka Phone 588 and 589

Christmas Trees Can Be Put to Many Uses After New Year's

There are a number of things you can do with your Christmas tree after New Year's besides burning it.

If it is a fir, for instance, it can be anchored in the back yard—perhaps in a corner of the garden—and used as a bird feeder the remainder of the winter. Pieces of suet and little feed bags may be tied to the branches. A container of water should be placed beneath the tree and kept filled so the birds will have a drink every day.

Or, cut off the branches and place them, curved ends up, over flower beds when the ground is exposed. An evergreen mulch helps prevent the soil from heaving dur-



ing alternate freezes and thaws. Long branches may be built into little lean-tos to protect tender shrubs from sun scald.

The needles of a Christmas tree can be sprinkled beneath acid-loving plants such as laurel, andromeds, rhododendron and blueberries.

If the needles on the tree are still firm, use the branches in an outdoor windowbox. Moisten the soil in the box. Then push the cut ends of the branches down to the bottom and tamp the soil firm around them. This will generally give you greenery all winter.

If you must burn your Christmas tree, don't toss it into a fireplace. Cut off the branches and burn them safely one by one.

And remember, a Christmas tree tossed into the street can become a fire hazard if playful children pick it up and make a bonfire of it in a vacant lot.

This is the time of year for fires, and while they are pretty, they can be enjoyed more in their place. Be careful to keep them there this season.

The West Germans will have to resist a temptation to play a neutral role in the next five or ten years if the Allied Army in Europe is to become effective.

May This Be Your

"Most Remembered" Holiday



Gulf Oil Products

Mr and Mrs. Archie Haney

S. S. Affects Farmers

Many farmers in and around Lubbock have begun to show a keen interest in the new social security law as it will affect them, in 1955 and later according to John G. Hutton, District Manager of the Lubbock office of the Social Security Administration.

"In visits to Lubbock county, representatives of the Lubbock office area having numerous questions and inquiries from self-employed farm operators about what they need to do now and later, and what it will mean to them and to their families in the way of future retirement or survivor monthly benefit checks," Hutton stated.

"In general," he reports, self-employed farm, ranch and cotton gin operators, who earn as much as \$400 net profit in 1955 and in 1956 will become fully insured in April 1956. Those then 65 years of age or older, or survivors if those who die insured after that date will be due monthly checks subject to the retirement or earnings test contained in the 1954 Amendments.

"Farm employees who are paid as much as \$200 by one employer in 1955 or any later calendar year will also begin to earn social security rights. The test of being insured depends on what is called quarters of coverage. A farm employee gets one such quarter of coverage for each \$100 in taxable wages, up to four in each year. The self-employed person receives his farm quarters of coverage for each year that he reports as much as \$400 in net profit. So one is insured until he has at least 6 quarters of coverage and the requirement rises through the future years to a maximum need for 40 such credits.

Come One . . . Come All . . . Give a Permanent for Christmas

Beginning Monday Dec. 13th reg. \$15 wave now ONLY \$8.50

Please call NOW for your appointment. Ph. 39 VERNIE'S BEAUTY SHOP

Joe M. Lehman, M. D. Medicine and Surgery hours 8 a m to 6 p m daily Sunday: 9 a m to 11 a m Office phone 134; Home 209

CHURCH OF THE NAZARENE

F. M. Page, Supt. Jack C. Pischel, Pastor The Church That's Interested in YOU Sunday School 10 a. m. Morning worship 11 a. m. N.Y.P.S. 7 p. m. Evangelistic service 7:30 p. m. Prayer Service, Wed. 7:30 p. m.

O'DONNELL UPHOLSTERY Draperies, Belts, Buttons, Buttonholes and Cornices Mrs. H. L. Wood

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Stanley - Jones Funeral Home And Burial Association phone 233 Bx 185 Tahoka



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Yes, when you have strong and adequate insurance on your home you are really saving money.

Fire destroys your house and if you're not in it, it will cost you many times the price of insurance to rebuild and furnish. It pays to be adequately insured!

LOANS —

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INSURANCE AGENCY

PHONE 141

CALL OR COME BY

Moore Insurance

"For All Your Insurance Needs" Phone 220

Christmas is a time when the make-believe world becomes real.

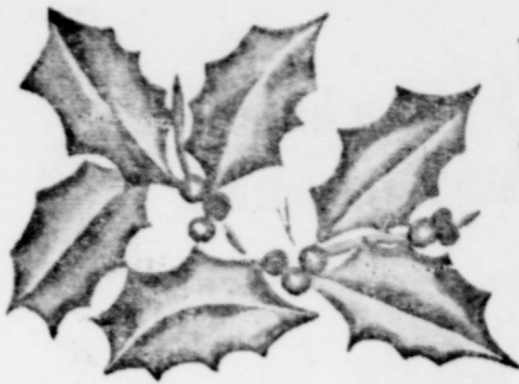
May Your Day Be filled with Happiness



PAYMASTER GIN

OF O'DONNELL

Clyde Winans, Mgr.



We would share
the blessings of
the season with
you.

O'Donnell Implement Co.

CARR SPRABERRY

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REUNION AT CHRISTMAS

By HELEN PETRONE

JANET opened the door to her apartment, thinking as she did so that it had been only a week since Craig and she had shared this apartment they called their "Ivory tower," named that because of its odd shape. It had been a storage room until the housing shortage became prevalent. Then old Mrs. Root, feeling sympathetic toward the plight of Janet and Craig Norris, newly married and homeless, had cleared it out, partitioned it off into two small rooms and rented it to them.

That was just 13 months ago, Janet remembered, dropping her gloves on the table and lighting the lamp with the same gesture. They had been married only three weeks, just long enough to realize they were imposing on Craig's family who were cramped for quarters themselves. Just a week ago they had the quarrel that had sent Craig from the apartment. It had been a blow



"She sat down at the window and looked out at the dark, starless sky."

to his pride from the day of their wedding that Janet should continue working. She enjoyed her position in the advertising firm where she had risen from a clerk to copy writer in just two years. Since she left the house after Craig in the morning and returned before him at night, she never felt her working interfered in any way with her household duties. But friends had spoiled everything with their snide remarks about "poor Janet still working," and it was more than Craig could bear. "They think I can't support you!" he'd storm at her, but the more he pleaded the more adamant she had become. And now he was gone.

The whole thing seemed so unimportant now. She glanced at the telephone, half-inclined to call him home, but her own recalcitrant nature refused to allow such a move. She turned on the radio instead and pretended the tears that welled in her eyes at the strains of "Silent Night" were merely tears of weariness after the preparation of the office party that morning. Deliberately she opened the dresser drawer to put away last night's ironing. Her souvenir box loomed temptingly before her. Lifting the cover, she stared at the items she had collected: Craig's class ring, exchanged for a diamond after their graduation from college; a pressed orchid, one of those she had carried at her wedding; various cards, Christmas, anniversary, birthday, valentine. She picked up a small gift card and read again, "To my dear wife, Janet, on our first Christmas." It was the card with the watch he had given her last year.

TREMBLING, she closed the box and turned quickly from the dresser. She had been a fool, she decided. Without Craig, Christmas could never hold the same meaning for her as it once had. She didn't stop to lock the door for there was nothing of value anyone could steal from her. Even her \$100 Christmas bonus lying on the table went unnoticed. The one thing she must not lose was happiness, and that was no longer in her home with Craig gone.

She hurried into her coat as she started breathlessly down the 3 1/4 flights of stairs. Tears coursed down her cheeks and she prayed with fanatic zest that she was not too late. As she reached the last flight of stairs, she crashed into a figure who was hurrying up, as oblivious of his surroundings as she. She gasped at the impact, but the man quickly regained his balance and caught her before she could fall. "Janet!" he cried.

She looked at him almost in disbelief. Then, throwing her arms about him she gave full vent to her tears. "Oh, Craig! Darling, I was just coming for you."

He kissed her and held her tightly. "Janet, I've been such a fool. I didn't realize until tonight what an awful thing pride can be. Will you ever forgive me?"

She sighed. "There's nothing to forgive, Craig. I was the one who was wrong. I'm going to quit my job right away."

"No, you mustn't. I don't want to deprive you of any happiness and if you want to work, I'm not going to stop you."

She laughed snakily. "We'll argue that out later, shall we?"

Arm in arm they climbed up the stairs.

Women Wanted: make extra money. Address, mail postcards, spare time every week. BISCO, 143 Belmont, Belmont, Mass.



To all the good
people of our town
we wish the sum
of all happiness.

Vernon Cook

T. V., Radio, Electrical Repairs



O'Donnell Auto Supply

Merry Christmas



To YOU!

From the
Employees of

Pioneer Natural Gas Company



SEASON'S Merry Christmas GREETINGS

MAY TRUE
HAPPINESS
IN ALL ITS
FULLNESS
BE YOURS THIS
CHRISTMASTIME

Lott Pharmacy

Mr. and Mrs. Hugh Lott



Lyntegar Electric Cooperative

REA

Owned and Operated By Those We Serve

Tahoka Phone 588 and 589

Christmas Trees Can Be Put to Many Uses After New Year's

There are a number of things you can do with your Christmas tree after New Year's besides burning it.

If it is a fir, for instance, it can be anchored in the back yard—perhaps in a corner of the garden—and used as a bird feeder the remainder of the winter. Pieces of suet and little feed bags may be tied to the branches. A container of water should be placed beneath the tree and kept filled so the birds will have a drink every day.

Or, cut off the branches and place them, curved ends up, over flower beds when the ground is exposed. An evergreen mulch helps prevent the soil from heaving dur-



ing alternate freezes and thaws. Long branches may be built into little lean-tos to protect tender shrubs from sun scald.

The needles of a Christmas tree can be sprinkled beneath acid-loving plants such as laurel, andromeda, rhododendron and blueberries.

If the needles on the tree are still firm, use the branches in an outdoor windowbox. Moisten the soil in the box. Then push the cut ends of the branches down to the bottom and tamp the soil firm around them. This will generally give you greenery all winter.

If you must burn your Christmas tree, don't toss it into a fire-place. Cut off the branches and burn them safely one by one.

And remember, a Christmas tree tossed into the street can become a fire hazard if playful children pick it up and make a bonfire of it in a vacant lot.

This is the time of year for fires, and while they are pretty, they can be enjoyed more in their place. Be careful to keep them there this season.

The West Germans will have to resist a temptation to play a neutral role in the next five or ten years if the Allied Army in Europe is to become effective.

May This Be Your

"Most Remembered" Holiday



Gulf Oil Products

Mr and Mrs. Archie Haney



Like Money
in the Bank?

Yes, when you have strong and adequate insurance on your home you are really saving money.

When fire destroys your house and you're in it, it will cost you many times the price of insurance to rebuild and refurnish. It pays to be adequately insured!

LOANS —

CLAYTON

INSURANCE AGENCY

PHONE 143

S. S. Affects Farmers

Many farmers in and around Lubbock have begun to show a keen interest in the new social security law as it will affect them, in 1955 and later according to John G. Hutton, District Manager of the Lubbock office of the Social Security Administration.

"In visits to Lubbock county, representatives of the Lubbock office area having numerous questions and inquiries from self-employed farm operators about what they need to do now and later, and what it will mean to them and to their families in the way of future retirement or survivor monthly benefit checks," Hutton stated.

"In general," he reports, self-employed farm, ranch and cotton gin operators, who earn as much as \$400 net profit in 1955 and in 1956 will become fully insured in April 1956. Those then 65 years of age or older, or survivors if those who die insured after that date will be due monthly checks subject to the retirement or earning test contained in the 1954 Amendments.

"Farm employees who are paid as much as \$200 by one employer in 1955 or any later calendar year will also begin to earn social security rights. The test of being insured depends on what is called quarters of coverage. A farm employee gets one such quarter of coverage for each \$100 in taxable wages, up to four in each year. The self-employed person receives his farm quarters of coverage for each year that he reports as much as \$400 in net profit. So one is insured until he has at least 6 quarters of coverage and the requirement rises through the future years to a maximum need for 40 such credits.

● Come One . . . Come All . . . Give a Permanent for Christmas

Beginning Monday Dec. 13th reg. \$15 wave now ONLY \$8.50

Please call NOW for your appointment. Ph. 39 VERNIE'S BEAUTY SHOP

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F. M. Page, Supt. Jack C. Pischel, Pastor "The Church That's Interested in YOU" Sunday School 10 a. m. Morning worship 11 a. m. N.Y.P.S. 7 p. m. Evangelistic service . . . 7:30 p. m. Prayer Service, Wed. . . . 7:30 p. m.

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Dr. O. H. NANCE Optometrist

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Stanley - Jones Funeral Home

And Burial Association phone 233 Bx 185 Tahoka

Christmas is a time when the make-believe world becomes real.

May Your Day Be filled with Happiness



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Greetings
MAX CAFE

Mr. and Mrs. W. L. Maxwell



May the tidings of great joy be yours in full this Christmas

Dixie Drive-In

John and Maggie Spears



We send our simple but enduring respects this season.



ED JAMES FEED AND SEED STORE



REINDEER
 FAIRY TALES and Christmas stories are a Yuletide tradition. It is thus fitting that the story which promises to be America's most popular and long-lived fairy tale is related to the Christmas season.

Once upon a time there was a reindeer with a built-in flashlight bulb for a nose. You know, Rudolph, the red-nosed reindeer. From a small beginning in 1938, the little animal with the built-in beacon has become as familiar as Humpty-Dumpty and Cinderella to youngsters everywhere.

First invented as a sales giveaway promotion for Montgomery Ward by Robert L. May, Rudolph was featured in many free booklets before he became associated with Christmas. Songwriter Johnny Marks liked the title "Rudolph, the Red Nosed Reindeer", so he wrote a song about it. He was so sure he had a success that he started his own Publishing company, using "Rudolph" as his first release. Gene Autry made the initial recording, and that one record sold 2,000,000 copies.

Last year, there were 16 different recordings of the song for sale, ranging from boogie-woogie by Sugar Chile Robinson to Bing Crosby, and cowboy singers.



... A HERALD OF THE KING ...

Tree Decoration Has Ancient Source In Arabian Legend

When you fasten the ornaments to your Christmas tree this year you will be commemorating a centuries-old Arabian legend that relates how plants blossomed and flowered and trees miraculously bore ripened fruit on the eve of the first Christmas.

In fact, the Christmas tree itself stems from the story of a Scandinavian "sacred" tree and Martin Luther, a German, is said to have brought the first one indoors and decorated it for the Yule season in the early 16th century.

These are only two of more than a score of legends from which today's Christmas symbols and customs stem. According to Jeannette Lee, who has probed their origin for nearly a dozen years, the American Christmas symbols — from candles and bells to kissing under the mistletoe — have no common nationality. They have come from all parts of the world.

Mrs. Lee, who is supervisor of creative art for a greeting card company, constantly utilizes the traditions and emblems of the festival as ornaments for Christmas cards and is just as constantly searching for new ones. This year, for example, the bright-colored tree ornaments are in high vogue as decorative devices on Christmas cards.

REX

Wednesday and Thursday
 Dec. 22 and 23
 Tony Curtis in **Beachhead**
 In Technicolor

Dec. 24th and 25th
 Saturday and Sunday
 Robert Stack in **War Paint**
 In Color

Sunday and Monday
 Gary Cooper in **Return To Paradise**
 In Technicolor

Naturalized Citizen— That's Our Santa

Santa Claus as Americans know him is a naturalized American citizen, and as such is America's contribution to the Christmas legend. That's the opinion of Dr. Gustav O. Arlt of the department of Germanic languages on the Los Angeles campus of the University of California.

"The Norwegians who settled early in America brought the first version of the modern Santa Claus, who in Europe had been known as St. Nicholas, but never adequately personally described," said Dr. Arlt.

"When the American Clement Moore described the jolly, rotund gentleman in minute detail in his poem "Twas The Night Before Christmas," he assumed the proportion of living legend and thus became an integral part of Christian legend and folklore," the professor stated.

Archaeologists' Findings Bear Out Bible Stories

Archaeologists' findings oftentimes serve to further establish the authenticity of the story of Jesus. Only recently a group discovered the name of Jesus, carved before 70 A.D. and perhaps by an eyewitness to the crucifixion, among inscriptions on 11 early Christian burial urns found in a cave on the Jerusalem-Bethlehem road.

The urns may provide the "oldest archaeological record of Christianity" and an historical confirmation of the trial and crucifixion of Christ, the archaeologists said.

A sect of Hebrews, who followed Jesus, denounced Pontius Pilate and mourned the crucifixion of their leader, was believed to have left the writings on the urns in the cave.

The Hebrew and Aramic inscriptions contained common names like Miriam, Simeon, and Matti. The Greek inscriptions and symbols beside them contained references to Christianity and, it seems probable, to the crucifixion.

Church Of Christ

Sunday Services:
 Bible School at 10:00 a. m.
 Communion at 11:00 a. m.
 Preaching at 11:15 a. m. and 7:30 p. m.
 Men's Bible class and Young Peoples' classes at 6:45 p. m.
 Tuesday
 Ladies' Bible class at 9:30 a. m.
 Wednesday
 Bible classes for all ages at 8 p. m.

It is easy to economize on your church contribution, especially if you don't have much interest in the church's activities anyhow.



H. & S. Auto & Home Supply

C. N. Hoffman



O'DONNELL FLOWER AND GIFT SHOP

Mrs. Eva Fritz

Greetings



May your Christmas be 'merry and bright' ...

Moore Insurance Agency

Mr. and Mrs. Elvin Moore

Interesting Job? Santa's Beats All At This Season

WHO HAS ONE of the most interesting jobs this time of year? That's easy. It's Santa. The rotund gentleman hiding behind the red ensemble and the flowing white beard learns a great deal about the nature of humans, especially children, at this time of year.



However, after receiving thousands of letters from all over the country, and talking to thousands of youngsters on street corners and in department stores, Santa usually comes to the same conclusion each year. Times and customs change, but children seldom do.

Requests that Santa receives follow a general pattern each year—everything from bicycles to roller skates and cowboy suits for boys, with dolls and elaborate accessories the favorite with the girls.

There are some exceptions. Lots of children make requests for useful items, typewriters and such, in the hope of becoming writers and stenographers. Last year one lad asked for a Bengal tiger.

Santa, understanding human that he must be, promises to fill all the requests that he can and explains tenderly why there are some that are out of reach.

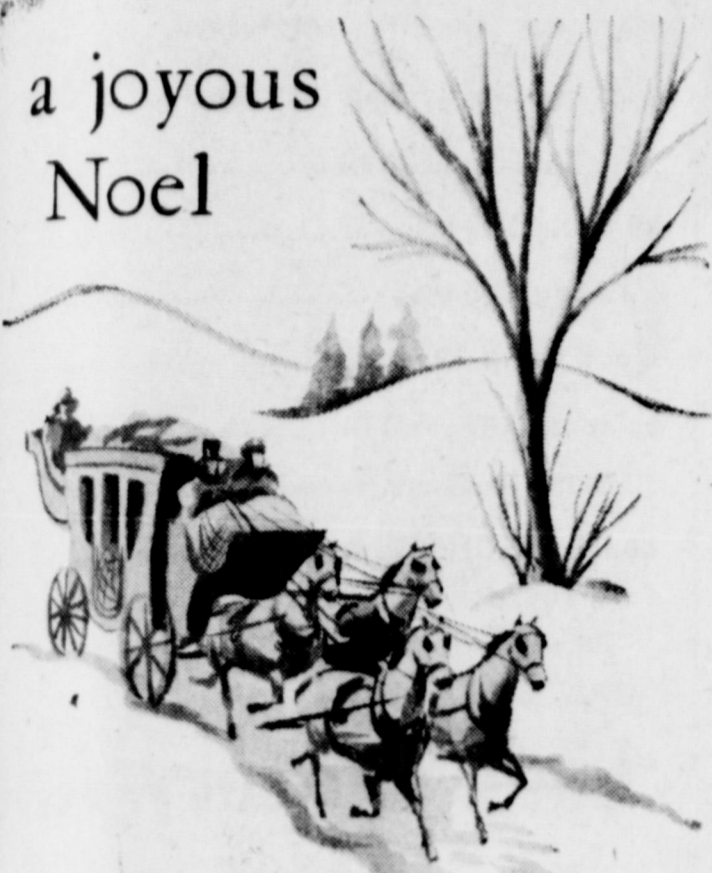
St. Nicholas Possessed Of Great Virtue, Piety

Saint Nicholas, Bishop of Myra, was said to have been a saint of great virtue and piety.

An ancient legend is told that he became the patron saint of school boys when he restored to life the sons of a rich Asiatic, who had been murdered by a robber-innkeeper while they were enroute to school in Athens. It is said that he was warned of the crime in a vision, but was unable to reach the inn in time to prevent the murders. He restored the boys to life through prayers and also forced the murderer to confess his crime to authorities.

The best stores in this community advertise, and carry displays of their merchandise right into the homes of the community.

a joyous
Noel



Old fashioned greetings
to old-time friends.

Egyptians Made Elaborate Dolls For Children

No one knows for sure who made the first doll, but it can be assumed the earliest figures were sacred-gods and ancestor images. These doll-like forms were not toys for the delight of children, but solemn religious figures that preserved the tribe from harm.

Then, somehow, somewhere, a change took place. Dolls became a toy for girls and the most popular Christmas toy of them all.

Dolls have been discovered in Egyptian tombs and ruins, some even had real hair; some were ivory, carved by craftsmen for a king's daughter; others were made of straw by an overworked mother in a peasant's hut.

In ancient Greece dolls were played with and cherished by little girls until they were ready to be married. Then (their dolls were taken to the shrine of a favorite goddess) and, often with tears, presented to her. The Roman children played with dolls, too, but after the fall of the Empire there came a long period in which there is no record of dolls.

Not until the thirteenth century when dolls were made in Nuremberg and dressed in the fashions of the times did little girls again play with dolls. They were here to stay.

By and by in Europe, the French fashion dolls became all the rage, not for children to play with but as models from which fine ladies could pattern their own modish costumes.

In America, the Indian children had dolls of their own made of rawhide and feathers and wood. Pioneer children had dolls much like these, and some were made of braided cornhusks, or nuts, or corncobs, or rags, and were dearly loved in spite of their plainness.

Much later, lifelike dolls were imported from Germany, where the doll industry had reached enormous proportions. These dolls had fine china heads with carefully painted faces and kid bodies that were jointed at the arms and legs. Later there came the Japanese-made dolls, which were inexpensive enough for almost any child to own. Then the American-made dolls began to appear—the special dolls, the kewpies, billikens, Buster Browns, teddy bears, Patsy dolls and Shirley Temples and phonograph dolls, with all the host of others that have followed and which are still to come.

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1 Year	\$13.95
Reader Saves \$4.05	
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SEE US TODAY
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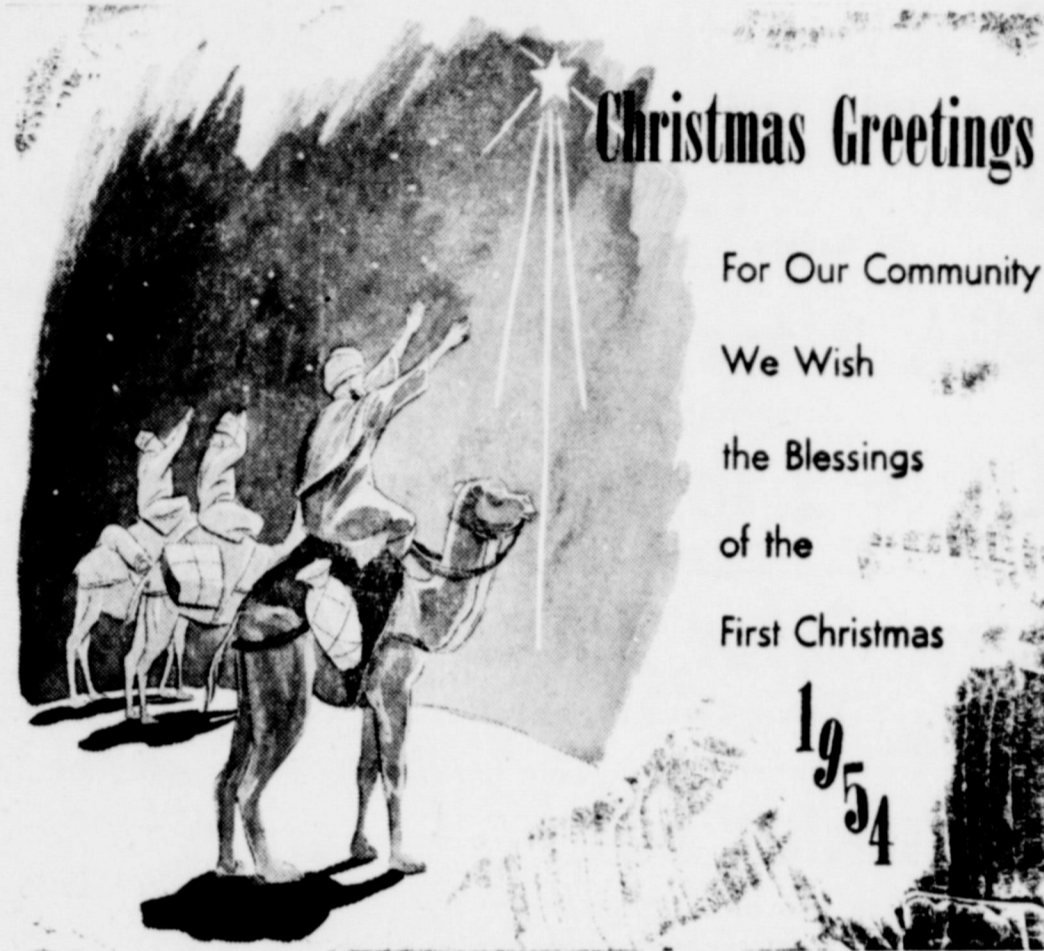
McILROY CLINIC

R. D. McILROY, N. D.
Phone 538 2200 N. Main St
Tahoka

Women Wanted: make extra money. Address, mail postcards, spare time every week, BISCO, 145 Belmont, Belmont, Mass.

For Sale: Christmas trees, all sizes at Jackson Gro. at North Y 4p

Wanted To Rent: 1-2 section land in O'Donnell area; also want Mexican Family to work by year, see Harvey McKee, Box 798 O'Donnell



Christmas Greetings

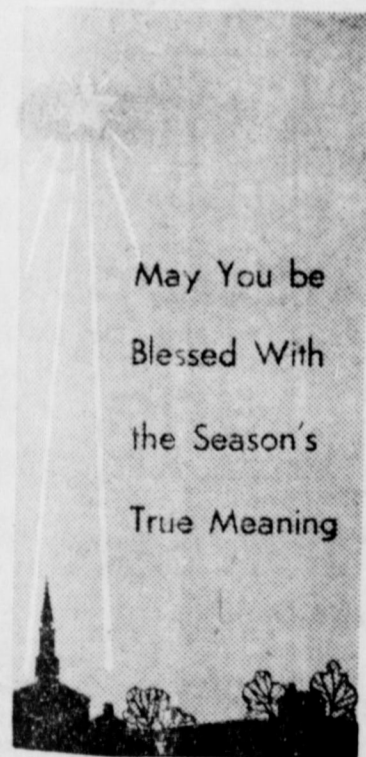
For Our Community
We Wish
the Blessings
of the
First Christmas

1954

Cicero Smith Lumber Co.

Don Edwards, Mgr. Phone 18, O'Donnell, Texas

We wish to take this opportunity to THANK you
for your patronage and wish for you a . . .



May You be
Blessed With
the Season's
True Meaning

Very Merry Christmas and
A Happy New Year

HAPPY
HOLIDAY

TAYLOR'S

WAYLAND F. TAYLOR

Your John Dealer In O'Donnell

BLOCKER GROCERY

"Trade Goes Where Invited, Stays Where Treated Best"

SPECIALS FOR THURSDAY AND FRIDAY



We will be closed Saturday Dec. 25th and Monday, Dec. 27th

Sugar 5 lb 45c
5 lb bag pure cane

Jello 2 for 15c
All Flavors

Milk 2 for 25c
Tall cans, Carnation

Crisco 3 lb 79c
3 lb can

Corn 2 for 35c
303 can Yellow Cream Style Del Monte.

Pickles 25c
quart jar sour or dill "Diamond"

TRADE WHERE MA SAVES MONEY FOR PA
We Reserve The Right to Limit. Nothing Sold to Merchants to be re-sold

The hearty maple-y flavor of Karo adds extra goodness to every bite



Shop O'Donnell's --
Christmas Store Now

For The Lady
Hazel Bishop Sets
Elizabeth Arden Cosmetic Case
Filled With Cosmetics,
Beautiful Dresser Sets
Real-Sheer Hose
Perfumes in these famous names:
White Shoulder, Lucien Leland,
L'etheric Tweed, Tabu, 20 Carot,
Elizabeth Arden Blue Grass, My
Love, Bellezza and many, many
others... all in delightful gift
packages.
** A large NEW shipment of
famous name brands in JEWELRY,
Watches, Silver Plate and Sterling.

For The Children
Wood Burning Sets
Beat The Clock Game
T. V. Quiz
Bingo and hundreds of others
Cameras and many more delightful
gifts for children... girls and
boys.
Every gift you can imagine for
THE BABY

For All The Family
ELECTRIC BLANKETS
SILVER SETS
FINE DISHES

CANDY in GIFT BOXES
NOVELTY ITEMS FOR THE
KITCHEN... and many, many
other gift items
For The Man
ELECTRIC RAZORS
Men's Leather Kits
Shaving sets in these famous
brands: Rexall, Stag, Old Spice,
Kings Men and many others
Military Sets (Comb and brush)
Famous brands of pen and pencils
Quality Bill Folds
National Brands of Watches
All gifts will be gift wrapped

LOTT PHARMACY

All of us at Blocker's wish to all of you
A VERY MERRY CHRISTMAS and
A HAPPY NEW YEAR

Peaches 25c

No. 2 1/2 can "Hunt's" sliced or halves.

sliced Bacon 51c
Corn King lb

beef roasts 45c
Choice cuts per lb

Club steak lb 49c

We have plenty Cured
hams and Canned Hams

Fresh Fryers and Hens

Mr. and Mrs. L. G. Schuessler have as their guests her mother, Mrs. L. D. Tucker and her sister, Miss Louise Tucker of Breckenridge who will leave for Roswell Wednesday and will return for the New Year's holiday with Mr and Mrs. Schuessler.

Christmas Visitors...

Many of us will be having guests for holidays. Please see that we learn of your company. Call 15.

For Sale: Christmas trees, all sizes at Jackson Gro. at North Y 4p

McILROY CLINIC
R. D. McILROY, N. D.
Phone 538 2200 N. Main St
Tahoka

Hash Cleaners will be closed from night of Dec. 24th thru Friday Dec. 31st. Please get clothes prior to above date. L. J. Hash

For Sale: Nice Turkeys Dressed. See Mrs. Charley Kendrick, Rt. 1 One Mile South and 1-2 West of Old Harmony School.

Will Be Closed From Dec. 20th To Jan. 3rd For Remodeling.
Dr. O. H. Nance

Wanted to buy: windmill and tower. Mrs. W W Williams
Phone 128

A YULE MESSAGE

To the many friends of late Roy Preston, we wish to say a very Merry Christmas and a Happy New Year. Sibyl Preston, Buck, Nita and Kelley Preston. (Ontario, Cal.)

Farmer's Co-op Ass'n Gin and Elevator will be closed Dec. 24th and 25th for Christmas and will be open Monday, Dec. 27th as usual. J. W. MARTIN, Mgr.

For sale: piano with bench. Mrs. Homer Fannon, rt. 1. O'Donnell

SPECIALS FOR THURSDAY, FRIDAY, DEC. 23, 24

- 25 oz. Clabber Girl
- 5 lb pure cane Sugar
- No. 1 can Standard Tomatoes
- 1 lb Supreme Graham Crackers
- 25 lb Aunt Jemima Flour
- 30 count Napkins
- 5 lb bag Oranges
- Good Crisp Celery lb
- Lemons, California lb
- BACON, Seminole, sliced
- Longhorn CHEESE lb
- Pork Sausage, 2 lbs for only

All of our folks wish to all of you folks A
MERRY CHRISTMAS
Line Grocery And Market

Plenty of parking behind the store; come in and with us WE DELIVER PHONE 110



Mansell Bros. and Employees Wish You And Yours
A VERY MERRY CHRISTMAS AND A BALE TO ACRE
NEW YEAR

We will be closed Saturday and Monday for Christmas.



Sugar 45c
5 lbs

Cranberry Sauce 19c
Ocean Spray 303 can

Peaches 5 for \$1
No. 2 1/2 can Cal-Top

Napkins 2 for 25c
80 count Charmin

TIDE 69c
Giant Box

Tooth paste 30c
Gleem; large 60c size

Pet Milk 2 for 25c
4 small or 2 large cans

Beans 31c
Whole green, vertical pack, No. 1
can, Irvington Club

Pineapple 26c
No. 2 crushed, Del Monte

Tuna 19c
Halfhills, Ready Grated

Banner Bacon 59c
per lb

Sausage 2 lb
E and R., pure pork

Hams lb 59c
Armour Star, cured, half or whole
per lb
Dressed Hens and Turkeys

MANSELL BROS

Specials for THURSDAY AND FRIDAY
PHONE 50 FREE DELIVERY