

Season's Greetings

The Hereford Brand

48 PAGES TODAY

Published Every Thursday

Our Slogan: "More People—More Farms"

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AROUND TOWN
RIGHTS, FACES SEEN

Harrison Highway Paving Okayed

Approval of \$512,000 Program Is Announced by State Commission

Designation of Harrison Highway for paving as a Farm-to-Market Road in 1949 was announced Wednesday by the Texas Highway Commission. The road will be paved in its entirety, a total of 37.3 miles, at a cost of \$512,000.

The official announcement came through the office of D. O. Greer, of the Highway Department. The paving work will be let in two units, both to be let at the same time. The order calls for right-of-way to be furnished by Deaf Smith County free of cost to the state and the work will be done in conjunction with the new Federal Aid Program.

"Although the bill provides for federal funds to be used in a 1950-51 program, the Texas Highway Department will let contracts in 1949 as rapidly as possible even though the funds will not be available until 1950," Mr. Greer stated.

First of the two orders call for:

"In Deaf Smith County a Farm to Market Road from State 51 in Hereford west of road intersection, a distance of approximately 8.8 miles, is hereby designated subject to the concurrence of the Public Roads Administration and subject to the condition that Deaf Smith County will furnish all required right-of-way free of cost to the state.

"Upon fulfillment of the conditions of this Order, the State Highway Engineer is directed to proceed with the preparation of plans for construction, at an estimated cost of \$96,000.00 and to assume the road for maintenance upon completion of construction."

The second order calls for: "In Deaf Smith County a Farm to Market Road from end of proposed F. M. Road approximately 8.0 miles west of Hereford west to the New Mexico State line, a distance of approximately 29.3 miles, is hereby designated subject to the concurrence of the Public Roads Administration and subject to the condition that Deaf Smith County will furnish all required right-of-way free of cost to the state.

"Upon fulfillment of the conditions of this Order, the State Highway Engineer is directed to proceed with the preparation of plans for construction, at an estimated cost of \$416,000.00 and to assume the road for maintenance upon completion of construction."

"We had hoped for an announcement soon," said Mr. Witherpoon, "but letting of the project as one contract, from end to end, came as a pleasant surprise to us, and we feel is one of the nicest Christmas presents Deaf Smith County will ever receive."

Harrison Highway was approved for paving by the State Commission chiefly because of the heavy farm produce loads which it carries, especially during wheat harvest and grain sorghum harvests. It is also an important artery in the operation of school buses in this area.

"The fact that Harrison connects with an important highway just across the New Mexico line has not ment too much in the past," said Witherpoon, "but when the paving is completed, Harrison will carry considerable traffic, due to connections over this route with Highway 66 and Highway 86 over the New Mexico network."

The committee also pointed out that tourists from Fort Worth and Dallas can visit Fort Duro Canyon, go west over Highway 66, through Harrison Highway to 68, and thence to points west.

Announcement of the paving on Harrison Highway culminates work covering a period of more than 25 years, and came as a surprise to the Chamber of Commerce committee members and commissioners' court who had expected the surface work to be let in short strips, followed from time to time with additional lettings until the project was completed.

The fact that the entire 37.3 miles will be paved as one contract will be of great benefit to the entire territory between here and the New Mexico line, according to committee members, who said that the project will be completed much quicker. They also pointed out that it will result in less interruption for farm market loads and school buses.

"The probability is good that engineering work and preliminary construction will begin early

(Continued on Page 5)



Climaxing a movement which started more than 25 years ago, above members of the Chamber of Commerce Committee to secure paving of Harrison Highway rejoiced Wednesday when official announcement was made approving surface work in the 1949 program of the State Farm-to-Market Road system. They are: Alton Fraser, J. A. Pilman, James W. Witherpoon and Henry Sears. The committee attributed success to county-wide cooperation on the project and gave special emphasis to assistance rendered by the Commissioners' Court, Cecil Guseman and O. P. Cowart, Chamber of Commerce secretary-manager.

Bond Issue Is Favored by 91 to 10 Vote

Approval of a \$183,000 bond issue for the improvement and extension of Hereford's water and sewer systems was indicated in the city election Tuesday by a vote of 91 to 10, Mayor W. E. Dameron said Wednesday.

"The city council and I are indeed gratified at the overwhelming majority given our proposals and plans," Dameron said.

Money voted in the first two proposals, totaling \$52,000 will be used to finance construction and improvements to water and sewer systems already underway in Hereford, Dameron explained.

The \$131,000 general obligation tax bonds voted in issues 3 and 4 will be used only in the event that city limits are extended and city water and sewer systems are enlarged for those areas.

Bonding areas may be included in the city upon circulation of a petition signed by a majority of qualified voters indicating they would like to be included in the city limits. This petition will then have to be presented to the City Commission for their action.

Building Razed In \$4,000 Fire At Labor Camp

Fire damage at the Hereford labor camp was set at \$4,000 when flames destroyed one barracks and damaged two others Wednesday morning.

Bill Yarbro, manager, said the blaze started when a kerosene stove exploded in the center apartment of Barracks No. 5, home of Mr. and Mrs. Carmen Hernandez, the only occupants of the building. The tarpaper covered building was destroyed and buildings on either side were seared.

Three boys sharing one apartment in Barracks No. 6, and the Hernandezes were the only persons living in the three damaged barracks.

The fire was reported by passing motorists and by the Larsen brothers who live near the camp. There is no telephone at the labor camp.

Volunteer firemen arrived in time to soak surrounding buildings, but the barracks where the blaze started was too far gone to save. Both trucks were throwing 250 gallons of water but could not hook on to the water main at the camp as it is electrically powered and the juice had been cut off.

A bucket brigade was formed when the trucks had used up their water supply. Flames were brought under control in about half an hour and residents of the labor camp were stationed near the smoldering ashes throughout the day until the fire finally died out.

Thefts Cleared Up By Arrest of Pair

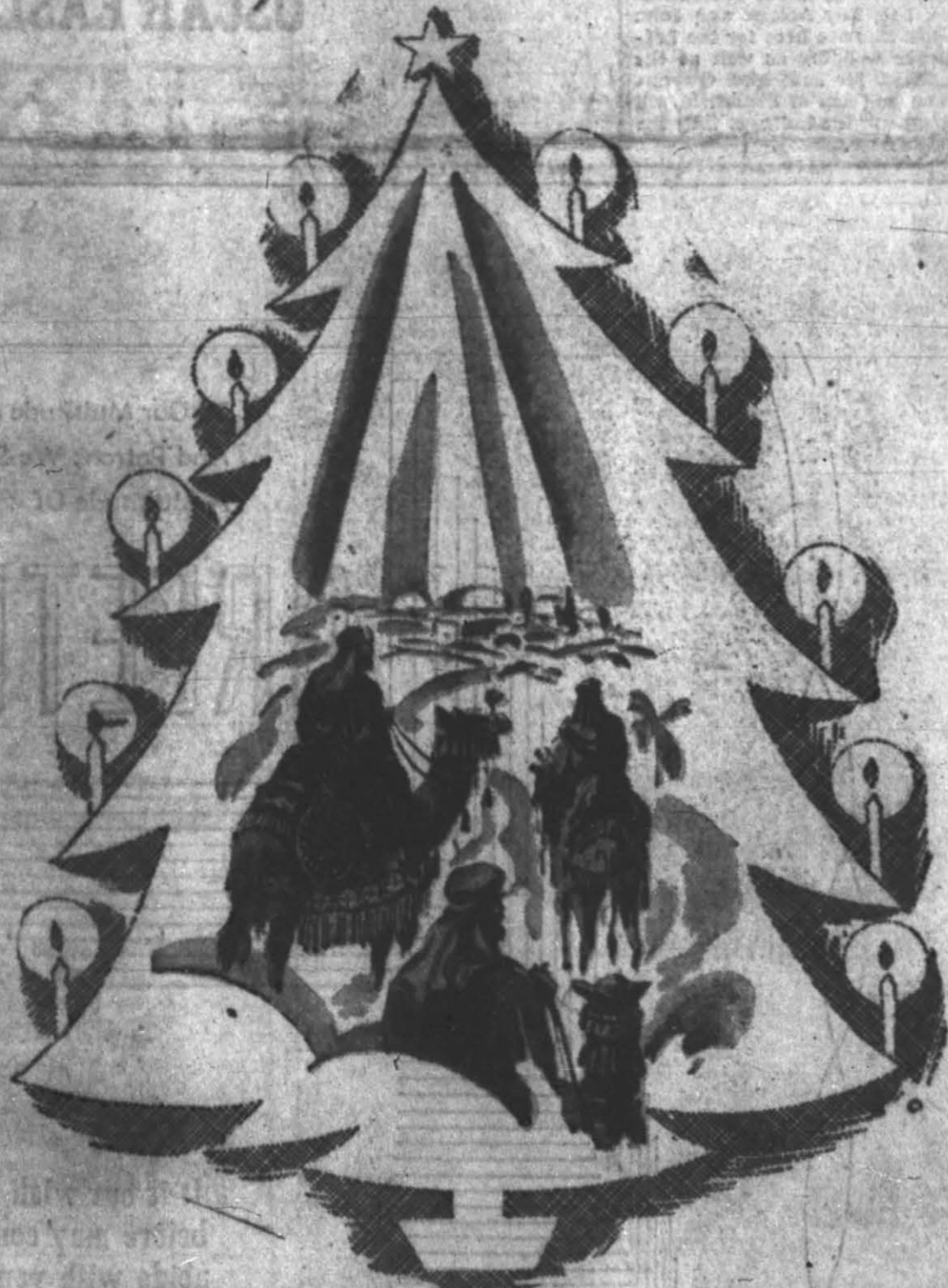
With the capture in Taliban, N. M. of two men who admitted looting the Dawa Mercantile Company last Monday night, Sheriff J. C. Reese Tuesday reported seven of 11 local thefts of the last two months had been cleared up.

David Hodgkins and Raymond Lewis Baggs were picked up in Taliban and, according to authorities, admitted under questioning they had been responsible and taking cigarettes, trousers for breaking into the Dawn store and T-shirts, bologna sausage and \$15 in cash from a Christmas fund being raised in the store.

In Taliban they were reported to have attempted to rob a liquor store, but the owner discovered them and shot at their car, hitting one of the tires. The men abandoned their automobile, said to be stolen in Dumas, and were attempting to steal another car when the owner surprised them, and with the aid of a truck driver captured the two.

In Fort Sumner they reportedly confessed the Dawn burglary, saying they decided on the action spontaneously when they ran out of cigarettes. Friday they were turned over to a deputy U. S. Marshall and were being held in Clovis pending further action.

(Luka 2: 1-14)



The Birth of Jesus

And it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed.

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into Judaea, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David:)

To be taxed with Mary his espoused wife, being great with child.

And so it was, that, while they were there, the days were accomplished that she should be delivered.

And she brought forth her firstborn son, and wrapped him in swaddling-clothes, and laid him in a manger; because there was no room for him in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them, and they were sore afraid.

And the angel of the Lord said unto them, Fear not for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God and saying,

Glory to God in the highest, and on earth peace, good will toward men.

(Luka 2: 1-14)

The nicest thing about Christmas is the smell. "Yes," agreed Mrs. Harpid close, "and this year that's about all there is to it."

Which is all a matter of cents and scents and as long as this keeps up—also a matter of sense.

Half the fun of Christmas is the rush and the hustle and bustle involved in getting everything right for the big celebration. And part of it, also, is that it's the time for specialities. Music and decorated trees and Christmas stories that are all out of place at any time and are just saved up for one special season.

Tuesday, Dec. 21 was the shortest day of the year. It's always a popular day and people like to see the days get longer, either because they can crowd more work hours into the day, or because it gives them more play hours between work and night.

When Mrs. R. W. Ford answered a knock at the door recently she found three year old Richard Patton, who said, "Did your phone ring? My mama is calling you to see if I can come over here." The W. H. Pattons are neighbors and as the phone was busy Richard beat the call through.

David Russell of Clovis arrived Sunday from Clovis to take a place in the office of Blanton Butane. His family will move here later when they have located an apartment or house in which to live.

Have you been out at night to see the Christmas decorations over town? Windows, doorways, out-door as well as in-door lighted trees meet the eye on every street. Have you tried to pick the winners? We did, and found two for first place and a nice second... wonder if the judges will agree with us!

Most of the offices of the courthouse will be closed Christmas eve as well as Christmas day said Sheriff J. C. Reese this week. However, the sheriff's office will remain open Friday a. m. in order to assist car owners with last minute Christmas gift car registrations, he said.

Franksters are ruining some of the Christmas outdoor lighting effects by taking lights and colored bulbs from decorated trees and door ways—it was reported this week.

Dennis Barnard and Harold Close said that bulbs were taken from their homes Sunday night and Mrs. Lanna Beavers said all the lights were taken from her tree Saturday afternoon.

QUESTION of the WEEK

What Does Christmas Mean To You?

Dick Barnard: I try to put the spiritual part of Christmas foremost in my thoughts. This year I am having a new experience because of my two-year old daughter, Katherine Nell, since Christmas really means something to her this year and more to us also.

Mrs. Cooper Morgan: To me, Christmas is the happiest time of the year when one can be with and enjoy their families, celebrate the day in the true sense of the word. But I think we need to get away from the commercialized angle of it as much as possible.

Sue Smith: I think of the birth of Christ, the giving of gifts which have been beautifully wrapped and the making of others happy.

Gary Mimms: I think of Jesus' birth, of giving and the receiving of gifts.



Hearty CHRISTMAS GREETINGS

from . . .

the Office of
Sheriff and Tax Collector

Worth Covington
Bess Hager

Ruth Loerwald
S. B. Berry

J. C. Reese



WE WRAP
OUR
CHRISTMAS
WISH
IN SMILES.



**PARKER BROS.
PLANING MILL**

Government Cryptographers Get Bad Shock When They Learn Codes Taken

By CLARKE BEACH
Associated Press Staff Writer
WASHINGTON—Government cryptographers got a bad jolt when they learned that decoded messages had been taken from the State Department files in 1937 and 1938 for delivery to Russian agents.

The microfilmed documents which Whittaker Chambers hid in a pumpkin on his Maryland farm and then turned over to the House Un-American Activities Committee might have furnished priceless clues to foreign code experts.

Code messages sent by radio or cable are easily intercepted by interested governments. If they can get possession of the same messages decoded, they can go a long way toward breaking an entire code system.

One or even several messages may not do it. A great many must usually be obtained and over a long period of time. For codes are frequently alternated—hourly, daily, monthly or yearly.

But any decoded message might fill in the final gap in a code-breaking job which might have been going on for years.

Breaking American codes would have been easier before the war than now. Early in the war the State Department and armed services began to make a widespread use of code machines. With these a great many more code systems can be employed, and they can be changed more frequently.

Cryptographic War
Code making and code breaking is an age-old war between cryptographers and cryptanalysts. The former devise the codes, and the latter try to break them.

American cryptanalysts achieved a gigantic victory when they broke the Japanese and German codes before the last war. What they had done was revealed in the Congressional Pearl Harbor investigation in 1945.

After years of arduous effort they devised a machine which decoded messages that might have lost the war for the Japanese. Next to the atomic bomb project it was perhaps the most secret operation of the war.

With the machine our government learned of Japanese preparations for the attack on Pearl Harbor and facts about Jap naval activities which led to our victories in the Coral Sea and at Midway. It directed U. S. subs in attacks on Jap convoys. It revealed the messages from the Japanese Ambassador in Berlin, sometimes telling what Hitler had said of his war plans.

Japs Didn't Change Code
The Japanese didn't change their code all during the war. It would have been difficult for them to do so because of the complexity of their language.

Whatever might have been learned

of the American codes through the Chambers' documents would have attached to or identified with the same message decoded. For highly secret messages, the code is as complex as possible, requiring the solution of a whole series of ciphers or codes before the message can be read in the clear.

Personnel Screened Carefully
Personnel in code rooms are the most carefully screened of any. And a great effort is made to keep the personnel turnover as low as possible. The staff is well paid and well cared for.

A large number of systems are employed. Some are simple, when the intention is only to temporarily prevent the general public from learning the content of a message. Some of the most important are one-time codes, understood by only a few persons and never used but once.

Practically any code can be broken, says the experts, if you have enough time and a large enough staff. But it isn't practicable when codes are being changed frequently. Also there are only a limited number of experts who can be put to work on any one problem.

Some cryptographic writings, like those of Roger Bacon, thirteenth century philosopher, have never been deciphered.

The experts distinguish between code and cipher writings. Code writing, strictly speaking, is based on handbooks containing words, or letter groupings which have hidden meanings. Ciphers are devices, by which hidden meanings are expressed in a plain text or a meaningless jumble of letters or figures.

The machines now in use—of which scores have been patented—are based on both systems. Like calculating machines, they do the job quicker and more accurately than people could do with pencil and paper.

The Navy makes wide use of code books—bound in lead so that they sink when the ship is captured or sunk. Armas in the field prefer ciphers, since the key is in the operator's mind and cannot fall into the enemy's hands. Higher headquarters however, use code books or machines.

Code messages are also widely used in finance and trade, primarily because code words save space and money in wire and radio transmission. Most of them are based on code books in general circulation.

Some companies, however, have cryptographers devise special codes for them. They pay as much as \$100,000 for one code system.

Elite Sewing Club Has Holiday Party

The annual Christmas party for the Elite Sewing Club was held in the home of Mrs. W. M. Stovall on Thursday December 16.

Officers elected for the coming year include Mrs. Noah Ewton, president; Mrs. Tom Alderson, vice-president; and Mrs. St. Orr, secretary-treasurer.

Gifts were exchanged from a decorated tree and Christmas corsages were given as plate favors.

Refreshments were served to Mesdames A. B. Christian, Mary Seliger, J. C. Cummings, St. Orr, George Muse, Frank Terrell, Henry Williamson, E. E. Fridley, Noah Ewton, Claude Ricketts, Tom Alderson, J. O. Newell, J. W. Thomas and the hostess.

Sewing Club Holds Party

Jolly Workers Sewing Club met in the home of Mrs. Roy Boyd Thursday afternoon for a holiday party with Christmas greens and red candles used in decorations.

A musical program was presented and sunshine friends were revealed when gifts were presented.

Those present were Mesdames Barney Coock, Travia Caraway, Ray Sult, J. W. Terry, Wes Bradley, S. S. Williams, Elton Brooks, Clay Angelo, Charles Calloway, and the hostess.

CARD OF THANKS

We wish to thank the friends of this community for their help and sympathy, also floral offerings during the recent illness and death of our father and brother, H. T. Campsey.

B. C. Campsey and family
J. W. Campsey and family
J. F. Sterlens and family
G. D. Graham and family

G. P. Owen Jr. of Hardin-Simmons in Abilene came home Tuesday night to spend the holidays with his parents, Mr. and Mrs. G. P. Owen. He was accompanied by three classmates, Rex Lee, Ray Adkins and John Petrie who are here for the Lee-Tucker wedding as well as the holidays. Mr. and Mrs. Gwynne Owen and son of Littlefield will also spend the holidays with the Owens here.

Mr. and Mrs. J. T. Rose Celebrate 60th. Wedding Anniversary Sunday

Mr. and Mrs. Rose are the only Mr. and Mrs. J. T. Rose who moved to Hereford last July, celebrated their 60th wedding anniversary Sunday, December 19, in McAadoo where they had lived for 31 years before coming to Hereford.

They were accompanied by their only son, Austin, his wife and their daughter, Joyce, to McAadoo Sunday and the celebration was held in the Baptist Church they helped organize, and was sponsored by the Woman's Missionary Union which organization Mrs. Rose aided in forming. They are the only liv-

ing charter members of the church and friends and relatives for miles around gathered to congratulate the couple with approximately 100 guests registering.

Mr. Rose at 86 has retired from active work but he has been a farmer all his life, operating farms in Hill County where the couple was married. Mrs. Rose is 79 and they both are able to maintain their home and still to go to church. They have only the one son, but have 8 grandchildren and 10 great-grandchildren.



MAY THIS
CHRISTMAS SEASON
BRING YOU MANY
BLESSINGS AND
MUCH JOY
AND HAPPINESS.

STANDARD SERVICE STATION
and Cafe
and
EMPLOYEES



OUR TRADITIONAL
WISH FOR YOU
IS ONE OF
JOY-FILLED DAYS
DURING THIS
HOLIDAY SEASON.

The
**POPULAR
STORE**
Your Store of Values
Since 1921



Holiday GREETINGS

As the years roll by

we realize more and more

how much it means to have

the confidence of folks like you.

It is a pleasure to wish you

a Merry Christmas.

OSCAR EASLEY

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

GREETINGS

It is our wish that new joys not known before may come to you and yours and abide with you all throught the coming year.

Sid
Grant
Bill
**BARCLAY
FULLER
PHIPPS**

Paving Project

(Continued from Page 1)
 In 1949, D. P. Cowart, Chamber of Commerce secretary said, Harrison Highway was named for E. W. Harrison, former grain dealer and elevator operator, and since early days has been a point of contention among residents of the area west and north of Hereford. New Mexico several years ago paved up to the Texas line, leaving Harrison a dirt connection into Texas.
 Early this year the Hereford Chamber of Commerce appointed a special committee to represent Deaf Smith County in an effort to secure approval for surfacing the road. The committee, composed of James W. Witherspoon, J. A. Pitman, Henry Sears, and Alton Fraser, has visited Austin several times and has met with the Highway Commission in an effort to secure approval of the project. Assisted by Mr. Cowart and Cecil Guseman, and County commissioners they have worked diligently on the project.

Green and Scott Win Ford Award

The coveted "four-letter" award which the Ford Motor Company is bestowing on qualifying Ford dealers today was in possession of Dudley Green and Archie Scott.
 Presentation of the certificate—which signifies the highest badge of distinction a Ford dealer can earn—came during a recognition luncheon at the Hotel Biltmore at Oklahoma City Tuesday, Dec. 21. The award was personally presented by the District Sales Manager, C. I. Kenney.
 Mr. Green and Mr. Scott, who received the award on behalf of Hereford Motor Company, operate the Ford dealership here, which in recent months has met the Ford Motor Company's high standards of finance, management, spirit and facilities.
 Gelatin, of which more than 18 million pounds are used annually as desserts, is also used in photography and in medicine to make capsules and to bind pills.

Santa Gets 519 Letters at Brand

How many helpers does Santa Claus need to read his mail? The Hereford Brand received 519 letters to forward north to the busy old gentleman.
 If that correspondence represents a cross section of young people everywhere, there will be a load of mailbags collected around his front door and most of them will be the familiar requests for dolls and bicycles, Mickey Mouse watches and story books.
 Trends of the times were reflected in the many requests for road graders, caterpillar tractors and dump trucks, on a much smaller scale than the massive equipment used by the road grading crews. And the money-conscious young have called long and loud for cash registers.
 And as usual the small fry want "a little pick-up just like daddy's" or "a toaster and a tea set just like mommy's."
 Some painstaking thought, pencil chewing and laborious corrections went into those letters, but Santa knows that "byekle" means "bicycle" and "futbal" means "football."
 So Santa has his request on file for another year and seeing what a terrific job he has ahead of him, the Brand thinks it probably would be a good idea to put some aspirin along side Cokes, coffee and cake his friends will be leaving for him under the tree.

Inez Tucker Crowned Annual Queen At High School Stunt Night Tuesday

Inez Tucker, senior candidate, was crowned Annual Queen at the Stunt Night performance at High School Monday night. Miss Tucker's court of honor were made up of candidates from the other classes, Mary Ann Beckman, Claudia Lewis and Nancy Cagle.
 Winning the penny-a-vote contest because the Senior Class turned in the largest amount of money, Miss Tucker becomes the third senior candidate to be elected queen.
 Escorted by boys from their respective classes, Miss Tucker was presented by Junior McGee; Miss Cagle, by Bobby Owens, Junior; Miss Lewis by Stanley Slagle, sophomore; and Miss Beckman by Randolph Thomas, freshman.
 In the stunt presentation, the Senior Class won the \$3 first prize with their melodrama called "Out of the Storm." It is the

W. E. Williams Funeral Is Held

Funeral services for W. E. Williams, 77, Panhandle, father of four Hereford residents, who died at St. Anthony's Hospital, Amarillo, late Sunday night, were held Tuesday afternoon at the First Christian Church of Pampa with Rev. Douglas Pampa, First Baptist pastor, and Rev. H. H. Taylor, First Christian pastor, officiating.
 Burial was in Fairview Cemetery by the side of Mr. Williams' wife, who died less than three months ago.
 Pallbearers were George Taylor, Dow King, Troy Moore, Bill Heskey and Miles Roberson.
 Mr. Williams survivors include Miss Ruby Williams, Pampa; Lewis and Earl Williams, Mrs. H. L. Powell and Mrs. S. H. Slagle, Hereford; Mrs. E. B. Bridges, Possum Kingdom Lake, Texas; Mrs. Ada Brain, Borger, 17 grandchildren and nine great-grandchildren.
 A native of Kentucky, Mr. Williams was a Panhandle pioneer and a lifelong member of the Baptist Church.

Water Users

(Continued from Page 1)
 area, which in the main is irrigated farmland extends from south of Potter County to south of Lubbock County and from the caprock on the east to caprock on the west, receives annually an average of 21 inches of rainfall.
 Last year 10 million acre feet of water covered that area and 750,000 acre feet had been removed by irrigation.

Want to Build Supply
 "What we would like to do is to build up our underground supply," Duggan said. "That is called recharging. We may need laws to help us increase this re-charge, too. Only by getting on the offensive with a bill can we expect to accomplish anything."
 The meeting was called to order by Howard Gault, president of the local group, who outlined the pyramiding scale of water users associations and explained the verbal agreement under which the High Plains group had authorized this proposed bill.

He explained the Executive Committee was made up of two directors from each of the 14 associations in the High Plains group and this was the "work-horse" group, empowered to finance activities of the entire group and the ones who would back the bill at the legislature.
 After the explanation of the bill, an open forum was held when questions from the members were answered. After the discussion Herman Nell made the motion to go on record as favoring the bill and giving the Executive Committee a vote of confidence in their future activities. The motion passed unanimously.


Dear Santa:
 I wish you would bring me a big doll and a doll bed and a piano, a little cash register and a lot of clothes for my doll. Don't forget to leave Jackie some toys, too. Be sure and leave him a gun most of all, and please, Santa, leave us some candy and nuts, also.
 Well, bye Santa; and please don't forget to bring us some toys.
 Bye, bye,
 Judy Ann Dodson

Funeral Service Held For Hugh Campsey

Funeral service was held for Hugh T. Campsey, 57, Tuesday at E. B. Black Funeral Home with Rev. R. H. Cagle officiating. Burial was in West Park Cemetery.
 A native of Tennessee, Mr. Campsey had resided in Hereford about two years where he was engaged as a painter. He died of a heart attack Sunday.
 Survivors include a son, Banks, of Dumas, and two brothers, William C. and J. W. Campsey of Nashville, Tenn.

Al Simmons Dies of Heart Attack Monday

Al Simmons, formerly of Hereford, died of a heart attack in Odessa Monday. Funeral services were held in Dallas Tuesday.
 Mr. Simmons owned and operated Simmons Tire Shop which he sold before leaving Hereford to establish another business in Odessa.
 Survivors include his wife and a son, Jack who were well known here since Mrs. Simmons helped in the business and Jack attended school here.



CHRISTMAS Greetings

This is to extend our appreciation and thanks to each and everyone of you who have so faithfully patronized us in the past two years and we sincerely hope you will do so in years to follow. Wishing you all a very Merry Xmas and prosperous and Happy New Year.

Mr. and Mrs. R. L. Burns
BURNS JEWELRY

MERRY CHRISTMAS All You Good People!

Don't You Like A Good Looking Car?



Wouldn't You and All Your Family Take Pride in Driving A New-looking Car?

We have added an expert Paint and Body man from Oklahoma City to our staff. You are invited to drive out and let him give you a free estimate on how little it will take to iron out those wrinkled fenders and to paint her like new.

WE GUARANTEE SATISFACTION
 TO ACQUAINT YOU WITH OUR QUALITY WORKMANSHIP, WE MAKE THIS UNUSUAL GET-ACQUAINTED OFFER:

\$12.00
 on any \$50.00 job
 OR
 THIS COUPON IS WORTH
 20% OFF on jobs larger or smaller than \$50.00

BROOKS AUTO SERVICE
 and
USED CAR SALES
 AT JUNCTION OF THE HIGHWAYS

Phone 725 Hereford

Christmas Lighting Fund Grows


The Jaycees' Christmas lighting fund has been swelling rapidly and Monday morning a total of \$534.50 had been contributed by 84 local merchants and business men.
 This money is being used to pay for Christmas lights strung across Main and Third Streets greenery entwined around the light strings, and replacement of bulbs and sockets destroyed during the wind storm.
 Cost Estimated at \$700
 Dub Reeves, Jaycees president, estimated the entire cost of decorations this year at \$700. Invoices on expenses to date totaled \$670 but not all repairs had been paid for.
 The Lions Club donated \$100, and firemen gave \$75, top two contributions on the list. Most gifts ranged from \$2.50 to \$10. Jaycees will make up the difference between contributions and maintenance costs from their own treasury.
Other Contributions Listed
 Contributors included John McLean, E. S. Ireland, Hereford Implement, G. W. Brumley, R. J. Richardson, C & R Cleaners, Hereford News Stand, Miller Auto Supply, Hereford Bakery, Cogdell Motor, Francis Hardwick, The Hereford Brand, Burns Jewelry, Hereford Furniture, J. M. Hamby, Morgan Music Shop, Brooks Used Cars, Hereford State Bank, Hembree Jewelry, Quality Food, Witherspoon Electric, Popular Store, City Drug, Acme Cleaners.
 Brooks Barber Shop, J. C. Penney, Fox Man's Shop, Ruth-erford and Company, Streu Hardware, Nipper Electric, Candy Kitchen, Knox Barber Shop, Post Office Employees, Halle Drug, C. R. Anthony.
 Cave's Variety Store, Glenn Weir, W. H. Patton, Little Fashion Shop, The Vogue, Close Drug Firestone Store, Hereford Parts and Supply, Kelton Electric, London-Barber Shop, Black Furniture, Wade Cleaners, Wallace Cox.
 Charlie's Auto Repair, Hereford Locker and Cold Storage, Florence's Cafe, Tripple "E" Cafe, Phillips Service Station, Ike's Cafe, Pitman Service, George Cantrell, Hucker's Radio Shop, City Food.
 Elizabeth Womble, White's Auto, Hereford Hardware, Ford Motor Company, Barclay, Fuller and Phipps Hardware, Dr. Adams, Tasty Grill, Lamm Jewelry, Shor's Shoe Shop, Hugh Book-er, Lee Little.
 Western Flower Shop, Western Auto, Golden Light Coffee, Green Hedge, Deaf Smith County Manufacturing Company, Lion's Club, Main Street Furniture, Popular

Merry Christmas 1948

We Hope...
 that your home is blessed with all the contentment possible during this holiday season.

We're stopping by with a cheery greeting.

C. E. BEAUFORD



Merry Christmas 1948

**A triple wish for all of you is ours:
 Good Cheer! Good Friends!
 Good Health!**

J. K. "Dutch" FORE

CONFIDENCE Is the Word

A
 KIN TO FAITH, it is essential in the ordinary scheme of life. The management and personnel of this organization realize that we exist and progress only because of the confidence of our customers and we have grown in proportion to their patronage inspired by faith in dependable service.

As we turn again to the Holiday Season, Christmas and the New Year, we pledge our efforts to a continuance of the better ways of doing business. Nearing the close of another year, we wish to express our appreciation for all the fine things our customers have done for us, and for the confidence they have bestowed on our organization.

the Season's Best to All!

RNETT Staff
 RICK ZANTI
 ANNIE ALICE WELLS

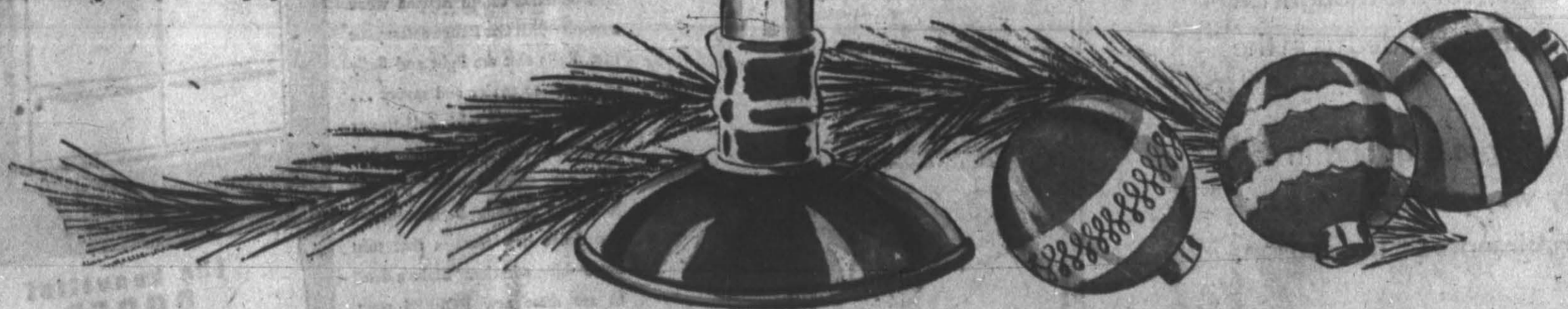
M. W. NOBLES
 JUNE REYNOLDS
 TOM MARTIN



AND THE BEST OF GOOD WISHES

A new Christmas season is upon us and once again we find ourselves eagerly awaiting the opportunity to extend compliments of the season to those about us. It is our sincere wish, and we believe it will be fulfilled, that Christmas this year will bring great joy and contentment to you, your loved ones and friends. May all the blessings that blend into a perfect Christmas be yours to enjoy and may the memories

of a happy season remain with you throughout the days of the coming year. We also wish to add our appreciation for the loyal friendships of this organization. Your consideration and thoughtfulness will inspire us to greater things and we trust we may continue to be worthy of these friendships. To know you and to serve you is a privilege and we hope these words of greetings will truly convey our gratitude.



THE HEREFORD CLINIC

R. R. WILLS

L. B. BARNETT
and Staff

M. W. NOBLES

TILLIE MILLER
VIRGINIA HARTMAN

ALMA HENRICK
BUDDY ZANTI
MINNIE ALICE WELLS

JUNE REYNOLDS
TOM MARTIN

HD Clubs Have Christmas Parties

Cultural Home Demonstration Club met in the home of Mrs. R. N. Cook Friday night for a yuletide party with husbands as honor guests. Evergreens and lights and wreaths of holly gave an old-

fashioned greeting to guests and a shimmering tree and red candles provided yuletide atmosphere for the program, directed by Mrs. Earl DeHart. Carols were sung and Miss Colleen Cook gave a reading. The Christmas Story from the second chapter of Matthew was given by Mrs. E. F. Duckworth. Joyce Barclay and Patsy Childers sang "White Christmas" and Mrs. DeHart told the story

of Christmas music with Raymond Childers giving the piano accompaniment. Billy Jean Hargett, Glenda Hargett, Janet and Colleen Cook sang "The First Noel." Those present were Messrs. and Mesdames Carl Smyth, R. C. Childers and children, C. S. Barclay, D. R. Denson, Fat Robinson, and children, J. T. Richardson, J. I. Finley, R. F. Hargett and children, Grady Parsons, Tom Draper, Fred Wolfington, E. F. Duckworth and children and the hosts, Mrs. Fred Inman and Mrs. Louie Olson were special guests.

West Hereford Club

West Hereford Home Demonstration Club held its Christmas party with Mrs. R. N. Yarbrough Friday afternoon. Co-hostesses were Mrs. Howard Gore, Jimmie Mercer, Elton Brooks and Travis Caraway.

Carols were sung by the group and Mrs. Jimmie Mercer read a poem "The Wayfarer."

Mrs. Elton Brooks gave the scriptural Christmas Story. Gifts were exchanged and a social hour enjoyed. Mrs. Tom Draper, CHDA, and Mrs. Ed Cox, president, were presented with special gifts from the club.

Refreshments were served to Mesdames P. H. Luck, Tom Draper, Ed Cox, Carlos Vaughn, A. L. Thomas, Jack Flowers, Alfred Smith, Roy Boyd, John Jacobsen, Ida Vaughn, Tom Garner, Vern Witherspoon, L. H. McMurry, J. W. Witherspoon, Miss Evelyn Bell, Miss Ara Lewis and the hostesses.

POLICE RESCUE FISH

VEVEY, Switzerland (AP) — Whether they like it or not Swiss police in this area are going fishing. A dry fall left the streams in this region so low that the bigger trout are finding it difficult to stay in water deep enough to support them. The police have been ordered to catch them alive and set them free in the Lake of Geneva where there is plenty of deep water.

Camp Fire Girls Entertain Parents With Party at Organization's Hut

Tawanka Camp Fire Girls entertained their parents at a Christmas party Friday evening at the Camp Fire Hut.

A candlelighting service was held for installing new officers preceding the Christmas program. The new leaders are Rita Vinton, president; Martha Jean Brown, vice-president; and Treva Smith, secretary-treasurer.

The program included a playlet "A Manger Scene" presented by Laverne Goetsch, Fay Kersch, Lamona Neff, Evelyn Wilf, Sylvia McCracken and Bonnie Lewis. Candlelighters were Sue Barnard and Marcella Betzen, Rose Mathis and Lou Alice Shirley.

Martha Jean Brown, Norma Grace Gray and Georgia Lewis sang "We Three Kings" and Barbara Winget and Martha Jean Brown sang "Silent Night" with Nancy Crawford accompanying at the piano.

Gifts were presented to the leader, Mrs. Earl Plank and a Camp Fire pin was presented to Mrs. Art Lewis for her work with the group.

Folk dances were held, and refreshments were served from a table decorated in the holiday theme, by Ray Kerschen, Rita Vinton and Treva Smith.

Those attending were Mr. and Mrs. Frank Beener and children, Mr. and Mrs. Dennis Barnard and Sue, Mr. and Mrs. Art Lewis and Bonnie and Georgia, Mr. and Mrs. W. H. Goetsch and Laverne and Phyllis, Mrs. Andy Kersch and Fay, Mrs. Ola Brown and Martha Jean, Mr. and Mrs. Val Mathis and Rose, Mr. and Mrs. Otto Smith and Treva, Mr. and Mrs. Shirley and Lou Alice, Mrs. Herman Neff and daughters, Mrs. Herbert Crawford and Nancy, Mr. and Mrs. J. C. McCracken and Sylvia, Mr. and Mrs. Norman Gray, Norma Grace and Rita, Mrs. Leon Vinton and Rita, Mr. and Mrs. Earl Plank and children, Barbara Winget, Evelyn Wilf and Virginia Brock.

Shishtinta Christmas Party
Shishtinta Camp Fire Girls gave their annual Christmas party honoring their mothers at the home of Mr. and Mrs. Bob Lewis Tuesday night, Dec. 14.

Rosemary Young, president, presided and welcomed the mothers. Mrs. Howard Gault gave the response of appreciation.

The program was in the form of a Christmas play written by Patsy Cates in which all members of the group participated. Carols and the Christmas story were included.

Gifts were exchanged from a decorated tree and the mothers were presented with gifts made by the girls. This year the gifts were shell pins and etched glass name plates.

Refreshments suggesting the holiday season were served to Mrs. Ada Brunson and Ida Rae, Mrs. Eldon Craig and Janice, Mrs. E. F. Drury and Bobby Jean, Mrs. Howard Gault and Gayle, Mrs. Momer Hamilton and Betty Jean, Mrs. J. W. Sexton and Margaret Ann, Mrs. C. C. Whitaker and Patricia, Mrs. H. B. Stanfield and Doris, Mrs. F. M. Kester and Betty Culpepper, Mrs. Chris Wegner and Lucy, Mrs. Leroy Aven and Eleanor Jo, Mrs. Bob Wilson, guardian and Marian Jo, Sue Savage, Rosemary Young, and Patsy Cates.

RETURN HOME
CANYON — Dr. J. A. Hill, retired president of West Texas State College, and Mrs. Hill, returned to their home last Tuesday after a 91-day tour which took them through the Middle West, the Pacific Coast, Canada and a dip into Mexico.

Ground Breaking Ceremony for New Hotel Held

Ground breaking ceremonies for the new Hereford hotel were held Wednesday at the construction site at Simpson and Third.

Dr. L. B. Burnett, president of the Hereford Community Hotel Corporation and J. E. Hill, chairman of the board, scooped out the first shovel of dirt in the construction of the hotel, a project that culminates a year-long planning campaign.

Present were hotel corporation directors and other Hereford citizens whose financial backing made the project possible. Photographers were on hand to commemorate the occasion, and the program was broadcast.

The Chamber of Commerce Hotel Committee has been instrumental in forming a corporation of local citizens to finance the project, costs of which were estimated at \$320,000 over a year ago when the committee first started working on the corporation idea.

and another fourth had been spent for feed, making a loss to the cattlemen of one half the value of their herds. During the time Banker Albert Herbst was seized with appendicitis and the only way they could get him to Mrs. Godwin's hospital was to push him in a car manned by six husky men. After the snow cleared off and turned cold and for a month was zero. Let's hope that we never again have that experience.

F. H. Oberthier

Remember Year Of Big Snow?

Editor's Note: There does not seem much chance of a white Christmas for Hereford this year, even though northern states report 20 inches in 24 hours. F. H. Oberthier at 11:25 a. m. Monday brought in the following letter about Christmas weather during "The Year of the Big Snow."

Right now 30 years ago the Big Snow was falling and in fact had fallen for four days and lay 26 inches on the level. Grass in the country was short and little feed was on hand and an ideal time to lose all the cattle. It looked like nature had conspired against the cattle.

No Tractors, No Trucks
We had no tractors nor trucks and no road scrapers to push the snow off the roads.

We were up against the real thing. No car could run. My car stranded in the deep snow within a hundred yards of home. There were frantic efforts to open the roads but every wagon had to have runners put on it and made into a sled and that took time.

The snow fell beautifully, and did not drift a particle and covered everything. It was tragical to see cattle die by the thousands and feed was shipped in by trainloads.

Fourth Of Cattle Die
Within 40 days the Banks had paid out \$600,000 for feed and one fourth of the cattle had died

INCOME TAX RETURNS

J. K. BAKER

302 Roosevelt

Phone 589W

10%

DISCOUNT ON TRICYCLES

at

BARCLAY-FULLER-PHIPPS

That Hardware Store on Third Street

HEREFORD

ALWAYS USE GLIDDEN PAINT



MERRY CHRISTMAS and PROSPEROUS NEW YEAR

from

J. K. BAKER KATHLEEN BAKER



A Friendly Word

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.

PEERLESS PUMP DIVISION

Food Machinery and Chemical Corporation

R. M. (Bob) GREGORY

1220 E. 1st

PHONE 723

THE FASTEST BUSINESS FORMS EVER DEvised

For your Handwritten Forms problem, consider:



THE MOORE PORTABLE REGISTER

- Light and easy to carry!
 - 22% faster than the fastest operating sales book!
 - 17% faster than most forms and books!
- When teamed with Continuous Flopball Register Forms, the Moore Portable will give you TOP SPEED.
- Designed for all wholesale and retail transactions; for service stations, dry cleaners, clothing stores, specialty shops and all other retail stores; ideal for sales slips, cash receipts, invoices, delivery receipts and for hundreds of other operations. Counter Models also available.

Write or Phone Today!

Carbons . . . Salesbooks

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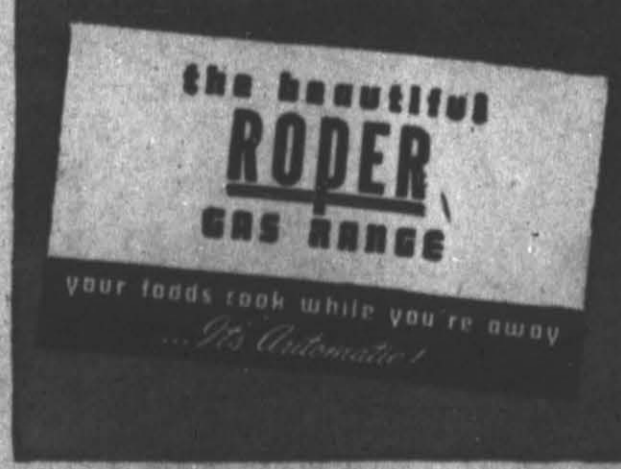
The Brand Office

Phone 30



Make a date

... HERE'S YOUR COOKING MATE



- "SCIENTIFIC" COOKING CHARTS
- "STANDARD" COOKING TOP
- "SIMMER-SPEED" BURNERS
- LARGE "3-IN-1" OVEN
- "OLD" BROILER

Wonderful things happen when a new ROPER Gas Range enters your life. Rolls that are light and fluffy ... roasts so tender and savory ... vegetables laden with full-flavor goodness ... all are yours to enjoy. You see, these models provide Jewels of Cooking Performance—remarkable new features that turn out cooking miracles. "Make a date" to see these new ROPERS soon.

It's Not Too Late! Get the Perfect Christmas Gift for Her!

Blanton Butane Gas Co.



12 oz. Can 19c



No. 303 can 21c

NEW PACKS IN!

LIBBY'S SLICED PINEAPPLE
No. 2 TIN 29c

LIBBY'S HOME MAID PICKLES
No. 303 JAR 23c

IVORY FLAKES
LARGE MEDIUM 33c

IVORY SNOW
LARGE MEDIUM 33c

Puransnow FLOUR
10 lb. bag 88c

WINTER VALLEY TOMATOES
No. 2 TINS 25c

HUNT'S TOMATO JUICE
46-oz. TIN 21c

Any Flavor JELLO 2 pkgs. 15c

- DELICIOUS APPLES** LB. 15c
- GRAPES** 2 lbs. 25c
- ORANGES** 2 lbs. 21c
- CELERY** lb. 10c
- CABBAGE** lb. 4c
- IDAHO SPUDS** 10 lb. bag 51c



Bacon 57c

Armour's 1 lb. layers lb. Sliced

- None Such Mince Meat 9-Oz. pkg. 22c
- Libby's Colossal No. 1 tall can 27c
RIPE OLIVES
- Libby's Orange Juice 2 No. 2 Cans 25c
- Libby's Cut BEETS No. 303 can 14c
- Libby's Pineapple Juice 2 No. 2 Cans 35c
- Libby's Sliced or Halves No. 2 1/2 can 29c
PEACHES
- Libby's FRUIT COCKTAIL No. 2 1/2 can 39c
- Del Monte Cream Style Golden No. 303 CORN 21c
- Del Monte Early Garden No. 303 can 21c
PEAS
- Fancy Oregon Trail No. 2 can 29c
GREEN BEANS
- Winter Valley No. 2 Can 14c
SPINACH
- Tall Cans 2 for 29c
PET MILK
- Cocoa 8 oz. Pkg. 22c
HERSHEYS
- Salad Dressing pint jar 39c
MIRACLE WHIP
- Tomato Soup 3 Cans 29c
CAMPBELL'S
- Chocolate Syrup 16 oz. Can 15c
HERSHEY'S
- Ocean Spray 2 cans 35c
CRANBERRY SAUCE
- CHRISTMAS CANDY**
Xmas Mix Lemon Drops, Xmas Novelty Cream Jelly Beans, Orange Slices, Xmas Hard Candy 29c
Fancy Creams and jellies, lb. 29c
- Milford Fancy Whole Spears No. 300 can 43c
ASPARAGUS

- CHEESE** Longhorn Full Cream, lb. 42c
- OYSTERS** Sealship Medium Select pt. 75c
- HAMS** Whole or Half 59c
- HAMBURGER** Fresh Ground 49c
- PICNICS** Armour's Star lb. 39c
- PORK SHOULDER ROAST** lb. 45c
- Guaranteed Fresh EGGS Dozen 59c
Powdered or Brown Box 12c
- SUGAR** Pure Cane 10 lb. bag 97c
Golden Maid lb. 28c
- OLEO** lb. 28c

- Large Package BISQUICK 49c
- Kaiser's No. 2 Can 12c
PUMPKIN
- Silverdale No. 2 1/2 can 33c
PEARS
- Ma Brown Preserves 16 oz. jar 27c
PEACH
- Jolly Time White or Yellow POP CORN, 2 10-oz. cans 37c
- Syrup 12-oz. Can 25c
LOG CABIN
- Durkee's 4-oz. pkg. 21c
COCOANUT
- Quaker 3 lb. box 34c
OATS
- Blue Plate No. 2 1/2 can 21c
SWEET POTATOES
- Coffee lb. 55c
FOLGERS
- Cake Flour 1-kg. Pkg. 39c
SWANSDOWN
- 26-oz. Round Box 2 pkg. 17c
MORTON'S SALT
- Schilling's 2 oz. bot. 38c
VANILLA EXTRACT

BAKERY DRUG SPECIALS

Serve Furr's Delicious **FRUIT CAKES** lb. 87c

Chuck full of fruits nuts and raisins

For Health's Sake Eat 100% loaf 20c
WHOLE WHEAT BREAD
Delicious Served with Cheese and Boiled Ham loaf 20c

RYE BREAD Spicy Delicious, Only the Finest Ingredients Used Each 45c

PUMPKIN PIES Complete Your Meal with one of Furr's Oven Fresh—Buy several at this low price Each 45c

MINCE MEAT PIES Med. Size, Delicious with Sliced Peaches Each 60c

WHITE XMAS CAKES Old Fashioned Lemon Pies with Light Brown Flaky Crusts Each 40c

LEMON-PIES Treat the Family to These Delicious Cookies Doz. 15c
CHOCOLATE BAR COOKIES

- TEXAN JR. The Outstanding Roll Cap Gun "HUBLEY" Cap guns 87c
- ICICLES—ANGEL-HAIR SNOW 2 for 15c
- 60c Value ALKA SELTZER 47c
- TUMS 3 for 19c
- All Colors Nylon HAIR NETS 3 for 19c
- Even Flo NURSING UNIT 2 for 45c (Nipple, Bottle and Cap)
- Reg. \$5.95 Val. Sleepy Eye Mama Doll Composition head, arms and legs
- BABY ELAINE DOLL \$4.98



IVORY 3 for 20c

DREFT Large 30c

OXYDOL Large 33c

SPIC and SPAN NO RINSING—NO WIPING 22c

IVORY SOAP MEDIUM 10c

LAVA SOAP Large 14c

DUZ Large 33c

CAMAY Bath Size 14c

IVORY SOAP LARGE 17c

Admiration COFFEE lb. 52c

CRISCO 3 lb. 1.09 40c

MOSCOW (AP)—Moscow theatres are putting on a number of new plays this season.

One of these is an American drama, "All My Sons" by Arthur Miller. It is being given by the Vakhtangov Theatre. Among other new plays are "Mother" adapted from a novel by Gorky, "On the Other Side" dealing with

the war in Meconuria by first-time author Baryanov, "They Didn't Wait" by Boris Polyakov, "The Nobleman's Nest" adapted from the novel of the same name by Turgenev, and half dozen other new plays mostly dealing with contemporary Soviet life or war experiences, some of them by new authors.

URGES JOINT FESTIVITIES

NEW DELHI (AP)—Governor General C. Rajagopalachari has appealed to "the people of various communities in India to sharing and taking part in the festivities of communities other than their own."

On the occasion of the Hindu Divall Festival of Lamps, Rajagopalachari said: "Taking moderate part in one another's festivities, irrespective of religion or community, is the highest national wisdom."

He added "outstanding intellectual and artistic achievements apart, a nation's vitality depends on what gives joy to the multitude of people. Festivals have come down from time immemorial as a national instrument for popular joy."

Farm and Ranch Club Holds Annual Luncheon at Home of Mrs. Sowell

Farm and Ranch Club entertained with its annual Christmas luncheon in the home of Mrs. P. B. Sowell Thursday December 16 with tables for the luncheon and the buffet decorated with attractive holiday scenes. Santa Claus figures, snow and holly were used and white candles gave candle glow for the tables.

The Christmas program, included carols sung by the group and "Little Star" and "Just a Ray of Light" sung by Janell Weaver and Etie Walker. A Christmas lullaby was sung by Etie Walker and "The Angel Song" was given by Mrs. A. J. Walker.

Mrs. Henry Melton entertained with a reading, "Ma Fritzel's Birthright" and a vocal duet "White Christmas" was sung by Mrs. A. J. Walker and Mrs. Melton concluded the program.

Gifts were exchanged from a brilliant tree at the club prize was won by a guest, Mrs. Henry Tiefel.

Those present were Mesdames Charles Burk, Henry Melton, Phillip Miller, Roy Pruitt, Frank Ricketts, Ed Thomas, C. S. Solomon, A. J. Walker, Jack Weaver, and the hostess. Guests were Mrs. Henry Tiefel, Mrs. Thurmond Johnson, Kay Pruitt, Etie Walker and Janell Weaver.

Cotton Markets

Trading in spot cotton continued fairly active last week in Oklahoma and Texas markets reports USDA's Production and Marketing Administration.

However, sales at Dallas, Houston and Galveston slipped about 4 per cent below those of the previous week and totaled 74,519 bales. A similar decline in sales was recorded at the other leading spot markets, but total sales ran about 22 per cent ahead of those for the corresponding week last year.

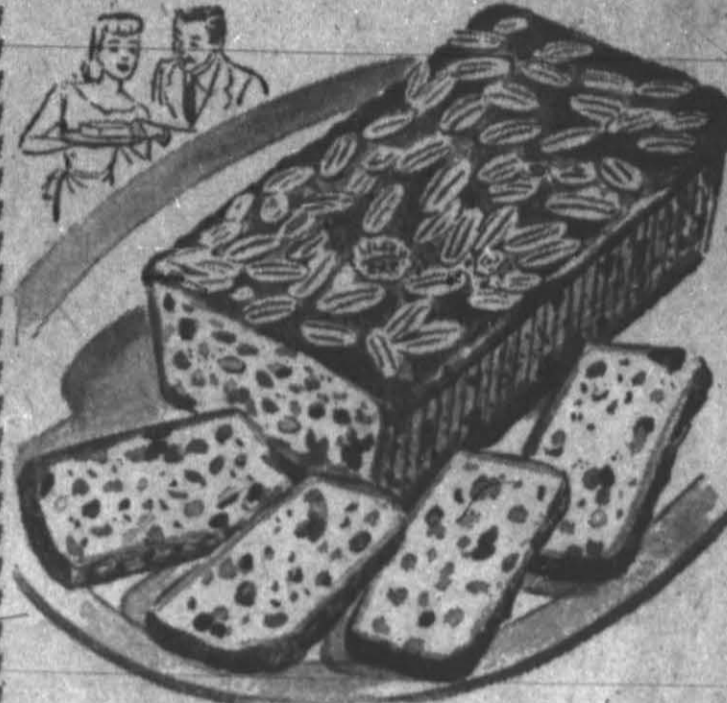
Cotton prices remained firm last week, fluctuating within a narrow range of only 10 points. Closing quotations at Dallas, Houston and Galveston Friday were \$16 and \$18 per bale less than for the corresponding day last year.

The basis in the country markets eased slightly during the week. Current pinnings are moving into trade channels at slightly lower prices.

Export demand continues brisk, but domestic interest has been confined to fill-in orders. Texas farmers have placed 482,030 bales of cotton under government loan, and Oklahoma farmers 90,978 reports Commodity Credit Corporation.

Cotton seed prices are about steady.

**WE HAVE
FRUIT CAKES
AND
SPECIAL ORDER
CHRISTMAS CAKES**



**HEREFORD
BAKERY**

1901 — 1948

E. B. Black Co.

Furniture - Undertaking

AMBULANCE SERVICE — DAY OR NIGHT

We now offer \$150.00 Cash Burial Insurance Policy at Low Cost. See us!

Wishing you

THE JOYS OF THE Season

Our pleasant associations inspire sincere appreciation.

May your Holiday Happiness and Good Cheer continue with you throughout the coming twelve months.

HOWARD GAULT

A Christmas Tree For Denny

By WILLIAM TREMON

Every day for a week old Oliver had been passing their house in his wagon loaded with pine and cedar trees.

"Christmas trees cheap!" he shouted. "Christmas trees — two dollars. On-ly two dollars."

He was passing now, and Marge, washing the few dishes she and Denny had soiled at their noonday meal, wished she couldn't hear the sound of his shouting voice.

Joe always bought old Oliver's trees. "Old Oliver needs the money," he'd say. "And our old car just wouldn't take the bumps of a hunt for a tree in the country around here."

Old Oliver hesitated in front of the little house, repeating his chant until Marge thought she must go to the door and tell him to stop.

Shadows lengthened in the little house before it came to Marge with frightening realization that it had been all of three hours since Denny'd left the house.

"Denny—DENNY!" She ran out on the porch and down the steps, her slim unprotected feet and legs sinking into the deep snow that had banked there. "DENNY—" The echo of her voice came back to her in mocking horror across the white stillness of the little yard.

A cold wind swept against her as she stood at the gate looking up and

down the street and calling Denny's name. It was a horrible moment, one in which she knew she must have aged twenty years and one in which she saw in heart wrenching clarity her unfairness to Denny in harboring a self-centered grief over her loss of Joe to the extent of his safety, his protection, his veritable happiness.

A familiar wagon made the turn at the end of the street, and Marge recognized old Oliver and his load of Christmas trees. His chant rang out again. "Buy your Christmas tree now! On-ly two dollars..."

Marge shrieked against the wind. "Oh, don't—please don't!" Then she saw Denny—little brown, garbed Denny sitting up in the seat by old Oliver!

The wagon stopped by the gate, and old Oliver grinned as Denny climbed down into Marge's reaching arms. "He likka th' ride, he..."

Marge didn't give him a chance to talk. "Do you have our tree, Oliver?" she asked.

Old Oliver chuckled and jumped down from the wagon. "All'a week I've had your tree," he said. "Just put it in the yard." Marge told him. "Why, Denny and I couldn't do without our tree!"

Letter to Santa

Dear Santa:

Would you please bring me a gun, a big wagon, a train that will run on tracks, and some cars and jeeps. And please don't forget Judy. Leave her some toys, too. Most of all be sure and leave her a piano. Don't forget Ronnie Gean, either. Be sure and leave him a gun, too.

Well, bye, Santa, and please don't forget to bring me some toys.

Jackie Dell Dodson

Mary Martha Class Entertained Tuesday

Mrs. W. M. Stbval and Mrs. Tom Alderson were co-hostesses for the Mary Martha Class at a Christmas party Tuesday afternoon at the Siovall home. The house was decorated throughout in keeping with the holiday season and a Christmas program was presented.

Mrs. A. B. Christian, president, presided over a short business session and Mrs. Alderson gave a Christmas devotional lesson and told the story "The Wise Men Open Their Treasures." She also gave a reading "The Grown-Up Child's Christmas Wish."

Gifts were exchanged and refreshments were served to Mesdames Don Davidson, A. B. Christian, Harry Lomas, Orin Russell, W. J. Stanford, Adam Flowers, Lee Curry, R. L. Dowell, Frank Terrell, J. C. Cummings, E. F. Drury, E. E. Fridley, and the hostesses.

GOES TO PACIFIC

SINGAPORE (AP)—A 20-year veteran of Pacific waters, the passenger-cargo ship Marella is paying her last visit to Singapore.

The ship is being transferred by the Burns Philip Line to her new owner, P. B. Pandells, and after a trip to Shanghai will go to South America. The Marella for the past two decades has operated principally on the Singapore-Australia route.

To wish you a Christmas That's second to none Full of contentment Good fortune and fun May the best of your hopes And your dreamings come true

In short — what you wish Why, we wish for you

A Merry Christmas

The New **GREEN HEDGE**

J. Frances Neff
Bill Forbus
Hellen Barrow
Ann Livesay
Maurita Ramey
Betty Ramey
Imogene Carter

Mrs. Carl Forbus
Mrs. H. W. Perry
M. J. Watson
Don Savage
LaVerne Kearns
Mrs. Joe Hannegan
Jean Cruse

LINE UP with BEAR

FRAME STRAIGHTENING

WHEEL BALANCING

FRONT END ALIGNMENT

KINSEY
Motor Company

CHRISTMAS Greetings

About this time every year old Santa has packed his sleigh full of presents for everyone, hitched up his reindeer, and set off for all parts of the world to distribute a bit of Christmas Cheer everywhere. Our wish for the season is that Santa may give you a joyous Christmas.

Hereford Creamery
and Employees

The Hereford Brand

48th Year—Number 52

Hereford, Deaf Smith County, Texas, Thursday, December 23, 1948

Section 2



Letters

DEAR SANTA...

Dear Santa Claus:

I am eight years old. How are you? I want a didee-doll and a sewing machine.

Yours truly,
Sandra Worley

Dear Santa:

I am six years old and in the first grade. I want a doll house and a nurses set for Christmas. Please bring me the things I want.

Love,

Loretta Witherspoon

Dear Santa:

I want a rubber doll with a bottle, clothes, diapers, some extra diapers. I would like a bag to put its clothes in. I would also like a stroller to push the baby in.

My little brother wants a train and a big truck. We have tried to be real nice, Santa, so will you please bring our things? Thank you very much.

Carol and Ovid Pinckert

Dear Santa:

I have been a very nice girl this year. Please bring me a teddy bear and a set of dishes. Please remember my big sis and three brothers.

Love,

Judy Palmer

Dear Santa:

I am a little boy five years old. I have tried to be a good boy this year.

Santa, I would like to have a toy gas station, a big air plane, a two gun holster, some candy, fruit, and nuts. Be sure and remember all the other little boys and girls. I have a new friend this year, her name is Billie Hoover, she lived in Amarillo last Christmas. I hope you will find her house this year.

Don't forget my mother, Daddy, and all my grandmothers and granddads.

Thank you Santa,

Douglas Glenn Campbell
127 Bennett, Hereford

Dear Santa Claus:

Santa, I am glad that Christmas is coming again. I want a big bride doll and a stocking full of candy. My little sister wants a doll, too. My little brother wants a fire gun. I wish you a Merry Christmas.

All my love to you,
Patricia Ann Allen

Dear Santa Claus:

I want a big doll and a jumping rope for Christmas.

Yours truly,

Lyla Gall Richman

Dear Santa:

I want an electric train, basketball and a boat, please. I have tried to be as good as I can. Don't forget the other boys and girls. I want some candy and nuts and fruit.

Your truly,
Billy Don Combs

Dear Santa Claus:

I'm ten years old. I want a bicycle and a football. I hope I am not wishing for too much. Thank you very much.

Your friend,
C. L. Layman

Dear Santa:

I want an electric train and an identification bracelet for Christmas. Thank you very much.

Your little friend,
Jimmy Hughes

Dear Santa Claus:

Hope you have had a very happy this year. Santa, I would like to have an electric train and a little farm if you have one, some fruits, nuts and candy. Remember all the other little children, too.

Love,
Donald Renfro

Dear Santa:

I want a doll that lives on a pillow, a blackboard, a rope jumping doll and all kinds of Christmas goodies. For my little brother, he wants a doll, a train to pull and a wagon and also some Christmas goodies.

Remember all the other boys and girls and Merry Christmas to you.

Love,
Sandra Ann Roberson

Gary Don Roberson

Dear Santa:

Please bring me a doll, buggy, and some candy, nuts, and fruit. Please bring Connie and me some dishes. Remember all the other little boys and girls all over the world. I love you.

Linda Renfro

Dear Santa Claus:

I am a little boy four years old. I go to kindergarten school and have a good time. I would like for you to bring me a new wagon, a belt with a lock buckle on it, a fire truck, a cowboy suit and hat.

Please remember my brother Martin Reid and bring him a wig. Remember my big sister Sharon Dee and all my friends and all the boys and girls all over the world. My grandmother, Mrs. Sowell, lives with us so don't miss her.

Lots of love,
Troy Don Moore

Dear Santa Claus:

Please bring me a doll and buggy. Please bring me some candy and some fruit, and some nuts, too.

I love you,

Connie Renfro

Dear Santa:

I want a Betsy-Wetsy doll and I want a notebook and a bicycle and a set of dishes.

Carol Alston

Dear Santa Claus:

Please bring me an air rifle and a bicycle and some candy and nuts and some oranges and apples.

William Ponder

Dear Santa Claus,

My name is Claudette Hendrick and I am eight years old and I want a bicycle and a doll buggy and a doll with a bottle and lots of candy and lots of nuts, too.

Claudette Hendrick



Peace on Earth



Merry Christmas



For somehow, not only at Christmas, but all the long year through, The joy that you give to others is the joy that comes back to you.

—JOHN GREENLEAF WHITTIER.

**SOUTHWESTERN
PUBLIC SERVICE
COMPANY**

24 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

McRIGHT & SMITH

A. N. McRight Ed Cardinal Herman Buse George Beams
Sandford Smith Hobby Williams

Letters to Santa Claus

Dear Santa Claus,
I am a girl and I have been pretty good. Please bring me a watch and a doll. Please bring my sister a record player and bracelet. My brother wants some boots.

Love,
Jeanette Smith

Dear Santa,
Please bring me a basketball and a new bat and baseball, a baseball suit, a new cap pistol, and a pair of boots and a Mickey Mouse watch. Will you leave all of us some nuts, candy and oranges?

Your friend,
Gale Sterling

Dear Santa Claus,
I am a girl and I have been pretty good. Please bring me a bicycle, a great big red doll with red hair, and a nurse kit and some blue house shoes, a rope to go with them. And please bring my big brother two guns and two scabbards.

Love,
Please bring my Great Big brother

a wood carving set.
I will write you another letter next year. Please don't forget all the other boys and girls.

Love,
Shirley June Pierce

Dear Santa Claus,
I am a little girl 7 years old. I am in the second grade. I want a sewing machine. My little sister wants a mama doll.

Love,
Ann Caraway

Dear Santa,
I am a little boy seven years old. I am in the second grade. Red Ryder BB gun.

Love,
Raymond Allen

Dear Santa Claus,
How are you? I am just fine. Do you know what I want from you? I want a pair of skates. I love you truly. I know you love me. I have to go, so goodby.

Love,
Senja Hudson

Dear Santa,
Will you please bring my little sister a telephone. For my mother and father a new car. For my older sister a zipper notebook, a nurse kit and a bicycle. For me a bicycle, BB gun, electric train, machine gun and a twenty-two. I hope there is snow on the ground when you come. I want to see the tracks of your sled and your reindeer tracks too. I want to find how big their hoofs are - oh yes, some candy and fruit.

Goodbye, Santa. Merry Christmas to you.

Your friend,
L. D.

Dear Santa,
boots and a doll for Christmas. Please remember all girls and boys everywhere.

Love,
Paula Sue Moore

Santa, dearest Santa,
I wish you would bring me a magic skin sleepy doll and a bunch of clothes for it, a bath tub and a bed for it, a ball and jacks and a set of dishes, pink plastic ones, and skates, sewing machine, a table and chairs, a doll bed, a little stove, but not an electric one.

(This letter was not signed)

fruit. Don't forget mother, daddy and Jimmy.

Love,
Patsy Campbell

Dear Santa,
I am a little boy six years old. I have been a pretty good little boy this year. I want a steam shovel, a doctor kit and a saw.

And if you think I've been good enough please bring me a punch bag with some boxing gloves. You might put in some fruit and nuts. And I'll have some cake and good hot coffee for you because I know you'll be cold.

Be good to the other children, too. I'll see you Christmas.

Love,
Anthony Bretling

Dear Santa,
I am a little girl five years old, and I think I've been pretty good this year. I want a doll, a table and chairs and an ice box. And if you think I've been good bring a nurse kit, too.

Bring some fruit and nuts and I'll have you something to eat under the tree. Be good to all the other children too. Especially bring food and clothes to the little boys and girls overseas.

Goodbye until Christmas,
Kay Smith

Dear Santa,
This is my first year in school and I like it lots. I have tried to be good all year, so please bring me a tractor truck and some kind of a game to play in the house this winter.

Don't forget my nice teacher, Mrs. Kaul.

Love,
Roy Dean Campbell

Dear Santa Claus,
I want a large rubber doll, one I can bathe and dress. My little sister wants one too. I think Christmas is lots of fun. We will have a Christmas tree and be waiting for Santa.

Love,
Carmeda Hudson

Dear Santa,
I am a little girl six years old. I have three brothers and we play cowboy so I want a cowgirl suit. Bring my brothers something nice and don't forget all the other boys and girls.

Love,
Doris Willoughby

Dear Santa,
I am a six year old boy. This is my first year in school. My teacher is Miss Hicks. Please, Santa, bring all us children toys, fruit, nuts and candy. I am wishing every one a merry Christmas.

Your friend,
Bobby Dale Johnston

Dear Santa,
Jimmy and Ann Rose and David Deuk wants a tricycle. Ann Rose wants a doll. Jimmy and David wants some implements, too.

Merry Christmas

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

I would like a pop gun.

I am in the second grade.

Your friend,
Joe Reinaner

Dear Santa Claus,
I am a boy and I have been pretty good. Please bring a BB gun and a basketball and a watch and a typewriter and a doctor set and a cash register and a ring and an electric train.

Love,
Gury Minshall

Dear Santa Claus,
I am a boy nine years old. Will and I will really be happy. I would want to ask for them. I would rather have the bicycle. Please bring my little brother Ronnie Gene, and all my little friends some toys too. Thank you.

Yours truly,
Donald Crone

Dear Santa,
I am a little girl six years old and in school. I want you to bring me a rubber doll and a sidewalk bicycle and I would like to have some puzzles. My little sister, Judy three years old, wants a magic skin doll and that is all. My little brother Ronnie, a year and a half girls can play with it too. Also bring him some little rubber toys such as a tractor and car.

Don't forget old Santa to come see my little playmates.

Your friend,
Verna Dene Brown

Dear Santa,
I am writing you a letter to let you know what I want for Christmas. I would like a doll, a notebook and a brush and comb. That will be all I guess, for I know that you have a lot more children to give gifts to, so I won't ask for more. I heard my letter over the radio last Christmas. You may know it, if I tell you my name you will see my name on the letter. I guess. I will close for now.

Martha Pearl
Martha Pearl Percifield

Dear Santa,
I hope you don't mind bringing me a few things for Christmas. I want a toll house, and a sewing machine.

My little brother an electric train. Mother a set of dishes. Daddy a new suit.

Goodby Santa Claus,
Eva Jean Woolbright

The word "robot," used to describe mechanical devices, is derived from the Czech word "robot," meaning work.



&
Happy 1949

Edgar Skypala
Your BORDEN Routeman

A CHRISTMAS THOUGHT
A FRIENDLY WISH . . .
May this message convey to you our best wishes for Christmas that will long be remembered.

Hereford National Farm Loan Ass'n.

Geo. Muse, Secretary
Vera Byrnes, Assistant

ANNUAL SEASON OF GOOD WILL WELCOMED HERE!

YULETIDE GREETINGS
MERRY CHRISTMAS
THE KEYNOTE OF CHRISTMAS IS HAPPINESS

Here's Our Greeting
Merry Christmas

As you read the messages of Christmas throughout this issue, please accept ours with the true feeling of sincerity with which it is offered.

The Hereford Brand
and Employees

Just an Old Fashioned
MERRY CHRISTMAS

TO THE LOYAL PEOPLE OF THIS FINE COMMUNITY

Hereford Chamber of Commerce

OFFICERS AND DIRECTORS

Francis Hardwick	Jim French	J. B. Noland
Bob Wilson	Colby Conkwright	S. H. Slagle
Dr. L. B. Barnett	Dr. M. W. Nobles	O. P. Cowart
		Betty Murray

Letters to Santa Claus

Dear Santa:
When you visit me Christmas Eve, I would like for you to bring me a doll, doll buggy and a

set of doll furniture. Please Santa bring my sister a bicycle, doll and basketball.
Yours truly,
Peggy Ann Jackson

Dear Santa:
Please bring me a train, a BB gun and a football and a baseball and bat.
Your friend,
Don Hamilton

Dear Santa:
When you come to my house on Christmas Eve, please bring me a record player and a lot of funny records like the Bugs Bunny album. I saw a little doll in Amarillo I would like to have. For my little nephew please bring a horse that will run across the room when he gets on it. And for my father about twenty new cars; for my mother and otto-

man that she can put her shoes in. And for my sisters, just bring them anything.
Sincerely yours,
Claudia Green

Dear Santa:
Please bring me a BB gun, a ring, a football suit, a bicycle, a United States Map puzzle. For each of my brothers a pet horse and two toy machine guns.
Yours truly,
Ronald Zimmerman

Dear Santa:
I want a pair of boxing gloves, and a punching bag or a building set and gifts for the family.
Your friend,
Jackie Twiner

Dear Santa,
I wish you would please bring me a 520 rifle, a new BB gun, also a bicycle most of all.
Your friend,
Henry Robbs

Dear Santa:
I want an electric train, chemistry set, cub scout suit, Mickey Mouse watch and a 22 rifle.
Your friend,
Jimmy Patton

Dear Santa:
Please bring me a football and a Red Rider BB gun; a pair of boots that come to my knees, a pirate cap gun, especially a bow and arrow, a caterpillar tractor with a grader on it, and a collar for my dog. Please bring my dad twenty dollars and my mother a Bendix washer.
Yours truly,
Jerry Malone

Dearest Santa,
When you visit me on Christmas Eve I would like very much for you to bring me a toy ice-box, a Mixmaster and a washing machine. My sister wants two bicycle tubes and most of all she wants a horse and a pair of riding pants. For the family a whole lot of nuts and candy. Thank you a lot and a Happy New Year.
Sincerely yours,
Gale Scott

Dear Santa,
Please Santa, a new truck tire for my daddy and for Linda a blue ribbon and my other two sisters, a big box of candy. For me a cowboy suit and a race horse, electric train and a BB gun and also 25 new dollar bills.
Your friend,
Burke Inman

Dear Santa,
Please bring me a bicycle, a big boat and a good ball glove. Please go to see my cousin Bobby and bring him some boots cause he's sick.
Freddy Fritz Lookingbill

Dear Santa Claus:
I am nine years old. I have been a good boy. I want a football for Christmas and a BB gun.
Yours truly,
Archie Wayne Scott

Dear Santa Claus,
I am five years old. I have been a good boy. I want a filling station for Christmas and a steam shovel.
Yours truly,
John Walden Scott

Dear Santa Claus:
I am one year old. I have been a good girl. I want a little dress for Christmas and a little book.
Yours truly,
Linda Scott

Dear Santa Claus:
I have been a good boy. How are you? I am eight. I have a brother. I want a basketball and a gun with a scabbard.
Billy Flowers

Dear Santa:
I am eight years old. I want a magic skin doll for Christmas, and a buggy for it. I want a cash register and a bicycle for Christmas. And a toy hen that lays eggs, a little play toaster and a tea set and a mixer.
Yours truly,
Carolyn Sue Nixon

Dear Santa:
I am a little boy three years old and I have tried to be so good. I would like for you to bring me a tractor with plows, a gun and a wind up car and anything else you would like for me to have.
Also, Santa, please see that my sister Tommie Kay, gets to come home for Christmas.
Love,
Mike Robinson

Mrs. Santa Claus,
North Pole,
Dear Santa Claus:
I hope I have been a good boy so you will visit me, this Christmas. I want a hipper notebook, an electric train, a football helmet and shoulder pads. Please don't forget the good little boys and girls.
Your friend,
Jimmie D. Cross

Dear Santa:
I am ten years old. I am in the third grade. I would like a train, a gun and a light for my bicycle. My little brother wants some guns.
Yours truly,
Carroll Willoughby

Dear Santa Claus:
How is business getting along? Santa, would you bring me a pair of boots and an expansion bracelet with a locket? Don't forget the other children.
All my love to you,
Shirley Jean Cassaway



STREU HARDWARE



CANTRELL JEWELRY



WESTERN BATTERY & ELECTRIC

A Friendly Race with Santa...



We hasten to beat the old gent to your house to wish you enjoyment to the fullest for this season.

Phillips & Lawrence SERVICE STATION

EARL GUY LEEROY
ARDIE GLENN ROY
Every Time We Make A Friend—We Grow A Little



Wishing You
A HAPPY
CHRISTMAS

May your every wish be fulfilled to complete your happiness at this glad season is my wish for you and yours.

John Mclean

SEASON'S GREETINGS



We have found that friendship in business is an invaluable asset

and we are truly grateful for yours.

In appreciation may we wish a most pleasant Christmas

to you and those about you.

RUTHERFORD & CO.

Letters to Santa Claus

Dear Santa,
I want a Mickey Mouse watch. Please bring mother a new living room suite and for daddy a 1948 Ford. My sister wants a new house and a cocker spaniel puppy. We want some fruit and a new radio for all the family. Good by dear Santa, good luck to you.

Margie Buckner

Dear Santa,
I would like to have a new basketball and needle and a pump. For my little brother, I want a toy shot gun and hat. For my Mother some stainless steel pots and pans. For Dad, I want a new pipe and some tobacco and for us a new house.

Donald Crane
P.S. I would like to have a pony and a saddle and a blanket, too.

Dear Santa,
I want a doll that sucks a bottle and a skirt to go with my new blouse, and Santa, I want you to bring my brother a train that costs 12 dollars and I wish you a merry Christmas. I wish you a merry Christmas.

Dorothy Jackson

Dear Santa,
All I can ask for is a new head and a horse and saddle. Also my teacher wants a new head, too.

Carol Higley
Dear Santa,
When you visit me Christmas Eve bring me an electric wood burning set and a football or a baseball and bat.

Your friend
David Neil Bell

Dear Santa Claus,
For Christmas please bring me a road grader and a tractor that lifts dirt.
Do not try to come down our chimney as you will get all dirty and besides, I think you are too big.

Love,
Buddy Bob Campbell

Dear Santa,
I want a BB pistol, a soccer ball and a basketball. For my mother, I want a small horse statue. I want it to be about three inches tall.
For my brother I want a shirt and a pair of shoes. For my father I want two new pairs of pants and a pair of house shoes.

Sincerely yours,
George Davis

Dear Santa Claus,
Here are some things I would like for you to bring us. Bring Daddy a new suit and shoes and about a dozen socks. He needs a new hat too. Mother needs an every day dress and a Sunday dress and bring her some everyday shoes too. For my big my little brother about two light weight green trunks and a sunbabe rubber doll that will take a bottle. Then for me Santa bring me a watch and a girls bicycle. For all of us plenty of candy and dollar bills.

Love
Theora Colby

Dear Santa,
We don't want much this year. I want my mother to have three new rooms; my dad a new pair of house shoes and shotgun. My little brother wants a tractor and some plows and my little sister wants a rubber doll. I want a pair of boots and football.

Billy Edd Calloway

Dear Santa,
I wish you would bring me an erector set, some films for my camera. Also a small croquet set for my big brother and me and please bring me a new bedroom suit. Bring us all a lot of candy, fruit and nuts.

Goodby dear Santa,
Billy Woodford
Glenda Robbins

Dear Santa,
I wish you would bring me a bill-fold and lots of candy. My brother wants a new shot gun. Please don't forget us.

Louetta F. Straufus

Dear Santa,
Please give me a doll that is 20 inches tall and wears her pants. Also the bottles that go with her, a basketball, a chemistry set and a new horse. For my mother, a set of pyrex dishes and a Bendix wash-new foot stool and for my sister, a new evening dress.

Yours truly,
Gayle Potter

Dear Santa,
Will you bring me a BB gun, also a gun and holster set. I wish you would bring Tammie the same things. Please bring us lights for our bicycles. Bring my sister a doll, a tricycle and a set of dishes.

Yours truly,
Charles H. Weems

Dear Santa,
I want a horse and saddle, cowboy boots, some candy, fruit and a cowboy hat. Please get mother an electric mixer and a new dress. Get father a team of horses, a plow and a haywagon. Get my sister, Lucy a cedar chest and my brother Chris a tommy gun.

Thanks
Yours truly,
Fred B. Wenger

Dear Santa,
I would like for you to bring me a 410 gauge shot gun and three or four decoys for hunting ducks and an old fashioned model boat. I would like very much for you to bring a of nuts for all of us.

Your friend,
WHEELER BEARS

Dear Santa,
I would like for you to bring me a magic skin doll and a doll buggy. I would like to have three pairs of pants and a doctor and nurse kit. Don't forget all the other little nieces and my little brothers.

Yours truly,
Glenda Robbins

Dear Santa,
Please bring me a BB gun and five bags of BBs. For my brothers two boxes of shot gun shells each.

Yours truly,
Stanley Ray Smith

Dear Santa Claus,
I am a little boy four years old I would like for you to bring me some little cars and trucks. Please remember all my little cousins.

Your friend,
James Virgil Strange

Dear Santa Claus,
I am a little girl six years old. I am in the first grade. I would like for you to bring me a doll. Please remember all the little children.

Your friend,
Rosa Lee Strange

Dear Santa Claus,
I am a little boy two years old. I would like for you to bring me some little cars and a scabbard and gun.

Your friend,
Robert Earl Strange

Dear Santa Claus,
I am eight years old. I want a doll and a buggy and an electric train. My other brother wants a horse.

Yours truly
Rudens Rogers

Dear Santa Claus,
I want a cash register and a white Bible. I have so many toys that I don't want but two things for Christmas. I am nine years old.

Yours truly,
Barbara Wright

Dear Santa Claus,
I am eight years old. How are you? I would like a doll that blows bubbles and an electric train.

Yours truly,
Doris Neil Walker

Dear Santa Claus,
How are you? I want an electric train, a football suit with good padding, a steam shovel and a picture of Lacie.

Yours truly
David Brumbley

Dear Santa Claus,
I have been a good boy. I am eight years old and I would like to have a football suit with pads.

Yours truly,
Donald Willoughby

Dear Santa Claus,
I am a boy, and I have been pretty good. Please bring me a BB gun too! And please don't forget all the other boys and girls.

From
Perry Kearns



We're just making a last minute check to make sure that we overlook none in our sincere wishes for cheer with the coming Holiday.

Pitman Service

Odice Bulls

Ed Bulls

A LITTLE CHRISTMAS NOTE OF CHEER TO YOU

Season's Greetings and best wishes for the New Year

The LITTLE DINER

'T WAS THE NIGHT BEFORE CHRISTMAS

And with everybody's mind on Christmas, we particularly think of our friends and patrons whom we have enjoyed serving this past year. We say to all of you, "May you have a very cheerful and happy Holiday."

MILLER AUTO SUPPLY

J. R. Fowlkes, Mgr.

Charles Fletcher

Hank Henry

SEARS GRAIN CO.

Letters to Santa Claus

Dear Santa Claus: I would like to have a bicycle for Christmas, but I would not be too disappointed to get just a pretty doll and some doll clothes.

Suzanne Rentro

Dear Santa Claus: I want a doll with pigtail. Just bring me anything else that you think I might like. My little dog Speck wants a ball. Remember

all the other children. Your friend, Janet Lindley

I'm a little boy five years old and have been good this year. I would like a wagon or a carpenter's tool set.

Please don't forget all the other little boys and girls. Thanks,

Dear Santa:

I would like for you to bring me a bicycle, a football and two guns. Remember my brothers and sisters, mother and daddy. Noel Parvin

Dear Santa: I am a girl eight years old and I have a little brother three. My brother wants a dump truck and a filling station. I

want a cash register and a adding machine. I hope you bring us some nuts and candy.

Love, Lona and Larry Hair

Dear Santa Claus:

I want an electric train. I hope that Santa doesn't forget the poor children. My brother wants a motor scooter and I hope he gets one.

Your friend, Don Bob Orutzhfield

Dear Santa: I am a little boy 7 years old. I am in the second grade. I have been a good boy. My little brother Tommie has been good too. I want a BB gun. Bonnie wants a bicycle. My mother wants a blouse and a set

of glasses. Love, J. W. Bowman

Dear Santa: I am a little boy 9 years old. I am in the second grade. I want a Red Ryder BB gun and a Mickey Mouse watch.

Love, Loyd Wayne

Dear Santa: I am a little girl 7 years old. I want a typewriter and a bride doll and a record player.

Love, Brenda Armstrong

Dear Santa: I am a little boy seven years old. I am in the second grade. I want a BB gun. Love, Santa Claus Mickey Smith

Dear Santa: I am a little girl 8 years old. I am in the second grade. I want a wetting doll.

Love, Betty Wayne

Dear Santa: I am a little boy 7 years old. I am in the second grade. I want two cap guns and a Mickey Mouse watch.

Love, Billy Franke Brunte

Dear Santa: I am a little girl 8 years old. I want a rubber doll and a baby buggy. I am in the second grade.

Love, Patricia Ann

Dear Santa: I am a little girl 8 years old. I am in the second grade. I want a baton. I want a watch. I am a good girl.

Love, Dona Witherspoon

Dear Santa: I am a little boy years old. I am in the second grade. I would like a gun and a holster.

Love, Albert Schroeder

Dear Santa: I am a little girl. I am in the second grade. I am a good little girl. I want a typewriter.

Love, Edli Guy

Dear Santa Claus, I am Sondra Kay Beams and I am in the third grade. I would like to have a bracelet and my sister would like to have a bracelet, too.

Sondra Kay Beams

Dear Santa Claus, I am in the Third Grade this year. I am eight years old and dishes and some house shoes. That is all I want.

Love, Paula Wright

Dear Santa Claus, I am eight years old. I am in the third grade. I want a tool box and a BB gun.

Love, Jimmy Woolsey

Dear Santa Claus, I am eight years old. I am in the third grade. I want a doll. I want some chairs and a table. I want a buggy.

Love, Wilma June Rosser

Dear Santa Claus, I am eight years old. I am in the third grade. I would like a billfold and a bicycle. That is all I want.

Love, Ima Lee Ranpot

Dear Santa Claus, I am Winnie Jo Irwin. I am eight years old. I am in the third grade. For Christmas, I want a bicycle, a doll and a billfold.

Your friend, Winnie Jo Irwin

Dear Santa Claus, My name is Glynn Foster Duckworth. I want a bicycle and a BB gun.

Love, Glynn Duckworth

Dear Santa Claus, I am in the third grade. My teacher's name is Mrs. Herd. Bring me a saddle for Christmas, please.

Love, Monty Gene Medlin

Dear Santa Claus, I am in the third grade and I am cap gun and my little sister wants a doll buggy.

Love, Clifford R. Drake

Dear Santa, I am in the third grade and I am eight years old. I would like a football suit, a BB gun pistol, a saddle for a horse, a tommy gun that shoots water and a tommy gun that shoots sparks.

Love, [Name obscured]



GREETINGS

FROM...

Fox Man's Shop

HOMER FOX



WORLD OF HAPPINESS

To each of you
at this GLORIOUS SEASON

C. R. SMITH & SON

May the
true Peace
of
Christmas
abide with
you always



H. E. MILLER OLIVER CO.

and Employees



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

Letters to Santa Claus

Dear Santa Claus:
I would like a big doll and a book. I am in the third grade. I am eight years old.

Norma Sue Sowell
Dear Santa Claus:
I want an electric train, a doctor set and a sweater with a picture on it. I would also like to have some boots and a tractor set. I have tried to be a good boy.

Your friend,
Jimmy Bradley



Who is This Man?

Why, everyone knows that it's old St. Nick himself, and it's time again to begin to notice that as always, the old fellow brings with him joy, and cheer for the Christmas season. May this Christmas be one of joyful remembrance for you.

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

Dear Santa Claus:
I am Barbara Stevens. I am 10 years old. I would like a ball point pen and a desk to do my lessons on and a doll.

Thank you a lot,
Barbara Stevens.

Dear Santa:
I am a 10-year-old girl, and have been very good, so please bring me a watch; a basketball, a bike basket and a set of dresser lamps with a ed light to match. Please don't forget to bring me some candy and nuts. Please remember all my friends and family.

Thanks,
Eddie LaNelle Morrison

Dear Santa Claus:
I am a little girl four years old and I have been looking forward to your next visit, so I have really tried to be good.

I love you Santa. My Mother says you are about all I talk or think about. I hope you will bring all the little girls and boys lots of toys, candy and nuts to make them happy.

Oh yes, Sanjy, I almost forgot. I would like to have a dolly and a wagon if you can save them for me.

Lots of love,
Beverly Ann Boyer

Dear Santa Claus,
I am a little girl nearly five years old and I have a little brother one year old. Please put my presents up high somewhere so my little brother will not tear them up.

If you have any chaps, please bring me a pair. Also some candy, fruit, and nuts. I'd love to have a little sprinkler to sprinkle doll clothes, some new books and a doll play pen. Please bring my little brother a magic skin doll and a little tractor.

Love,
Mary Beth Gilliland.

Dear Santa Claus,
Please bring me a tool box, a bicycle, a new track for my train, candy, nuts and fruit and anything else you want to bring me, but not any dolls.

Don't forget the other little boys and girls. Be sure to bring Connie and Carol something nice, also don't forget R. A. and Gary.

Please bring my Mother and Daddy everything they want.

Lots of love to you,
Craig Griffith.

Dear Santa:
I am a little girl six years old. For Christmas I would like a doll buggy and a doll high chair, a set of dishes and doll clothes.

Please remember my little sister and all the other little boys and girls. I love you and hope to see you, in Hereford real soon. Will try to be a very good little girl.

Lots of love,
Elnora Patrick.

Dear Santa:
I am a little girl three years old. I am a good little girl. I would like for you to bring me a doll buggy and doll high chair, also a set of dishes and doll clothes.

Bring us lots of candy nuts and fruit. Please don't forget all the other nice little boys and girls.

I love you,
Sandra Patrick.

Dear Santa,
I am a little girl four years old, and have been a nice girl. Santa, will you please bring me a doll, doll carriage, and doll blanket.

Don't forget the other boys and girls and my grandmothers and granddads whom I love very much.

Your little friend,
Bonnie Mae Sparkman

Dear Santa,
I did not get to go to school this year, as my birthday was the 14th of Sept. I have been a nice boy and would like for you to bring me a bicycle and a set of skunktoys.

Please remember all the little boys and girls who are not as fortunate as we are here in America.

Love,
Your little friend,
Tommy Dwaine Sparkman

Dear Santa Claus,
I am a little girl 3 years old and my brother and I would love to see you very much so please come to Hereford so we can see you.

I would love to have a doll and a tea set, a jumping rope and a blackboard. My little brother is 5 and he would love to have a gun scabbard set with 3 guns, a tractor and trailer and a cattle truck.

And please Santa, don't forget the other little boys and girls in Hereford, for we will be looking for you.

Your little friend,
Mally Kay and Bobby
Gleen Jones.

Dear Santa Claus:
I am ten years old and I want an electric train. How are you? I hope you are all right. I hope this will be a good Christmas. Do you hope this will be good?

James McCutcheon

Dear Santa Claus:
How are you? I am ten years old. I want a basketball and skates, zipper notebook and some story-books and some doll dresses and some candy.

Yours truly,
Peggy June Bumpass

Dear Santa Claus:
I had been a good girl. I'm eight years old. I want a bicycle and doll buggy and doll. And my little brother wants an electric train and my big sister wants a watch and I want a croquet set.

How are you?
Yours truly,
Virginia Lee McDonald

Dear Santa:
I am ten years old. How are you? I want a doll for Christmas. I want a basketball for Christmas.

Yours truly,
Edna Joan Frost

Dear Santa:
I am a little girl six years old. I did not get to go to school this year, as my birthday was the 14th of Sept. I have been a nice boy and would like for you to bring me a bicycle and a set of skunktoys.

Please remember all the little boys and girls who are not as fortunate as we are here in America.

Love,
Your little friend,
Tommy Dwaine Sparkman

Dear Santa:
I am a little girl four years old, and have been a nice girl. Santa, will you please bring me a doll, doll carriage, and doll blanket.

Don't forget the other boys and girls and my grandmothers and granddads whom I love very much.

Your little friend,
Bonnie Mae Sparkman

Dear Santa,
I did not get to go to school this year, as my birthday was the 14th of Sept. I have been a nice boy and would like for you to bring me a bicycle and a set of skunktoys.

Please remember all the little boys and girls who are not as fortunate as we are here in America.

Love,
Your little friend,
Tommy Dwaine Sparkman

Dear Santa Claus,
I am ten years old and I want an electric train. How are you? I hope you are all right. I hope this will be a good Christmas. Do you hope this will be good?

James McCutcheon

Dear Santa Claus:
How are you? I am ten years old. I want a basketball and skates, zipper notebook and some story-books and some doll dresses and some candy.

Yours truly,
Peggy June Bumpass

Dear Santa:
I had been a good girl. I'm eight years old. I want a bicycle and doll buggy and doll. And my little brother wants an electric train and my big sister wants a watch and I want a croquet set.

How are you?
Yours truly,
Virginia Lee McDonald

Dear Santa:
I am ten years old. How are you? I want a doll for Christmas. I want a basketball for Christmas.

Yours truly,
Edna Joan Frost

Dear Santa:
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Edna Joan Frost

Dear Santa:
I am a little girl four years old, and have been a nice girl. Santa, will you please bring me a doll, doll carriage, and doll blanket.

Don't forget the other boys and girls and my grandmothers and granddads whom I love very much.

Your little friend,
Bonnie Mae Sparkman

Dear Santa,
I did not get to go to school this year, as my birthday was the 14th of Sept. I have been a nice boy and would like for you to bring me a bicycle and a set of skunktoys.

Please remember all the little boys and girls who are not as fortunate as we are here in America.

Love,
Your little friend,
Tommy Dwaine Sparkman

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Edna Joan Frost

CHRISTMAS GREETINGS

To Our Friends

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.

The Employees of
West Texas Gas Company wish you a
Merry Christmas



And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Savior, which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward men.

St. Luke 2:10-14

KINSEY MOTOR CO.

- | | | |
|-------------------|--------------|-----------------|
| Carroll Whiteside | D. C. Kinsey | Harvey Hessler |
| Jeff Roberson | | R. R. Stewart |
| Frances Young | | Joe Rogers |
| Earl Prather | | Doyle Trapp |
| Lloyd Neill | | Engene Roberson |
| Frank Tackitt | | |



Nothing reminds us more of the holidays than a Christmas scene, whether it be one of a winter landscape, a roaring fireplace, or children playing with bright new toys. Christmas reminds us of well wishing, particularly to the people whom we enjoy serving . . . our customers. So we say to you with real appreciation,

A HAPPY CHRISTMAS SEASON.

we learned long ago
endships. Each year

And to those of you whom we have
been associated for many years, here's our
usual, yet genuine, "Merry Christmas".



CHRISTMAS
WITH COUNTY MEAT CO.
AND EMPLOYEES



Best Wishes for a
JOYFUL HOLIDAY SEASON

HUCKERT RADIO SERVICE



SHORTY'S SHOE SHOP

Along the Way



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And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward men.

Letters to Santa Claus

Dear Santa:
I am a boy who is ten years old and I am in the third grade. I want an electric train, a truck, a car, a gun, a caterpillar and some other things.
Your friend,
Eugene Walts

Dear Santa:
I am a little boy eight years old. Please bring me a basketball, a big tractor that will climb over things, a big metal wagon and lots of candy, nuts and fruit. Please remember all the other children.
With love,
Nathan Wilson

Dear Santa Claus:
I want a big bull-dozer tractor and a football. Please fill my stocking with nuts and apples.
Your friend,
Jim Culpepper

Dear Santa Claus:
How is everything at the North Pole? I'll bet it is a busy place now. Please bring me a football suit, some extra tracks for my train, and a Boy Scout flashlight.
With love,
David Adams

Dear Santa Claus:
I want a bicycle, a doll, and a doll house that the furniture goes with it. Please fill up my stocking.
Merry Christmas to you,
Gayle Wagoner

Dear Santa Claus:
I want a bicycle and a Donald Duck watch, too. I am nine years old.
Your friend,
Florence Fritz

Dear Santa Claus:
Santa Claus, I want a caterpillar, a gun, a truck, a steam shovel, a pony to ride, a bridle and a saddle to put on him. I guess I'd better stop wanting so much or you will not have what I want, because somebody else will want some too.
Your good little boy,
Kenneth Ladd

Dear Santa Claus:
I want you to bring me a ring, a doll, a watch, a bicycle, and a doll house.
All my love to you,
Molly Parvin

Dear Santa:
I wan a microscope set, a Cub Scout hatchet and a knife for Christmas. Now remember the other children.
Your friend,
Bill Ed Drake

Dear Santa:
I am a six-year old boy and have really been very good, so please bring me a football, a tractor set, a movie projector, a junior size bike and some candy and fruit.
Please remember my Mother, Daddy, Sister and friend, John.
Thank you,
Your little friend
Edwin Morrison, Jr.

Dear Santa,
I am a little girl five years old and named Karen Sue Daniel. My home is in northeast Hereford I have tried to be a good girl.
Please bring me a bathinets, a doll house and brides doll. Please remember all the good little children everywhere.
My cousin, Beiva Ruth Whalte, who lives at 431 West Thirteenth in Amarillo is writing this for me. Be sure and bring her what she wants.
Come to Hereford Dec. 22 if you have time.

Thank you Santa and helpers,
Karen Sue Daniel.

Dear Santa Claus:
I want a doll cart, a doll house and sewing machine. I would like to have some nuts, oranges and apples.
Yours truly,
Betty Lou Ford

Dear Santa Claus:
I want a bicycle for Christmas. Please give me a few toys and some nuts and candy and some fruit. I have to close so good bye. Come back next year.
Your friend,
Bobby Curry

Dear Santa:
I want two guns and a holster, a pair of boxing gloves and an electric train.
Your friend,
Gerald Houston.

Dear Santa:
I am a little girl one year old and looking forward to your visit. I would like for you to bring me a doll, set of dishes, telephone, stuffed animal and Donald Duck. Please leave my gifts at my little cousins, Archie's house in California, as we expect to spend Christmas there.
Thank you Santa.
Your little friend,
Dorothy Ann Mercer.

Dear Santa Claus:
I have moved since you were here last Christmas. I live at 403 Union Street. I just thought you should know about this so you would not take my things over to the Collier's and leave them there.
For Christmas I should like to have two dolls, doll clothes, a doctor set, doll furniture for a nursery and front room, a doll bed for my big doll, and just anything else you happen to have handy.
I am five years old this year, not four like I was last Christmas.
Lynn Thompson.

Dear Santa,
I want some shoulder pads, a little toy International pick-up and cub tractor, a Santa Claus suit, size 12 and boots, hat, coat and gloves.
Love,
Gene Jury.

Dear Santa,
You ought to remember me because I write to you every Christmas.
I am in the third grade at school and have a very nice teacher. I am also taking music lessons, and I am very glad that Christmas has come.
I think that I have been good enough to have a few presents so will you please bring me a toy typewriter so that I can write to you next Christmas. I also want a wagon with side boards, so that I can haul weeds and things like that for my mother and also a teddy bear and a Pollyanna game.
Oh yes, Santa, Mother would like a floor lamp or an electric mixer.
Please Santa, bring my teacher and all the other little children something very nice and some candy, nuts and fruit.
Your best pal,
Phyllis Goettsch.

A
MERRY CHRISTMAS



to Our Many Friends and Customers

With the passing of each year, it becomes more evident that the peace of Christmas is enjoyed only because there were those who made every sacrifice that we might enjoy Christmas to its fullest extent. As we extend our Season's Greeting we are mindful that without those sacrifices, we could not enjoy the blessings of peace.

If we strike a solemn note at this glad season of the year, it is only because we are remembering that there were those who gave their all to make it possible for Americans everywhere to observe and enjoy Christmas.

The peace of Christmas is sacred. May we never forget.

KINSEY GAY GROCERY

- | | | | |
|-------------------|----|--------|--------|
| Carroll Whiteside | D. | Wayne | Herman |
| Jeff Roberson | | Aubrey | Jerry |
| Frances Young | | Joe | Dale |
| Earl Prather | | Huff | Jake |
| Lloyd Neill | | Bob | Elmer |
| Frank Tackitt | | | |

Santa Claus Gets Some Rest



Yes sir, I've been working pretty hard now for the last few months trying to fulfill all you youngsters' wishes and I'm just about all tuckered out, so I must turn in now and try to get a little rest so I can be ready for my visit to all of you tomorrow night.

More Letters From Santa's Favorite People

Dear Santa Claus:
I am in the third grade. I am eight years old. I want a pair of roller skates and a zip up notebook, a doctor set and a blackboard.
Love,
Sondra Jan Rainey.

Dear Santa:
I am nine years old and I am in the third grade. I want a rubber doll with hair. I want a doctor's set. My sister Gayle wants a record player. She wants a rubber doll, too.
Love,
Glenna Jean Gault.

Dear Santa Claus:
I am nine years old. I am in the third grade. I want you to bring me a dolly and a doll house, too, a set of dishes and a nurses suit.
Geraldine Bradley.

Dear Santa Claus:
I am in the third grade and I am 7 years old. I will take what you give me for Christmas, Santa.
Jimmy Dee Wolford.

Dear Santa,
I would like a magic skin doll and doll clothes. I would like a big table and dishes.
Mary Lynn Morrison

Dear Santa Claus,
Please bring me a doll. Please bring me a doll chest. I want a doll dress. I want a ball. Please bring me a toy telephone. Thank you,
Charls Berry

Dear Santa Claus:
I am eight years old. I am in the third grade. I want a story book, and a pair of boots and a game of Old Maid, and a doctor kit, a story book of Black Beauty and an album of records. That is all.
Your friend,
Charlotte Moore

Dear Santa:
I am in the third grade. I am eight years old. I have one brother. He is 14 years old. His name is Ray. Please bring him lots of nuts and candy. I would like a Mickey Mouse watch, a bathrobe, zipper notebook, a doll bed and a little stove. You can not bring me all this but please bring me a Mickey Mouse watch.
Thank you,
Your friend,
Peggy June Graham.

Dear Santa Claus:
I am eight years old. My little sister is three and my big sister is eleven. I want a football, a basketball rack for my basketball and a bat. My little sister wants a balloon and a dolly and my big sister wants a notebook.
George E. Heard.

Dear Santa Claus:
This is the first time I have written you a letter but last year I was a baby. I'm nearly 18 months old now and old enough to know I surely do want a doll so much. I would love just any kind, but my mommie has been making clothes for one so it better be about 15 inches tall. She also has a cradle and bed clothes for it. If you find anything else I might like bring that too.
Thank you, and I will be looking for you soon.
Camella Ann Anderson.

Dear Santa Claus:
How are you doing this year. I've been getting along pretty good, and trying extra hard to be a good boy. I'm five years old and will you please bring me an accordion a target set and a dog that lights up when you move his tail. If you find a little fire chief I would love one of those, too.
Thank you, Santa, and don't forget all those other little boys and girls.
Love,
Harold Anderson.

Dear Santa Claus:
I want a pair of boots and a crow shooting game. I want a watch and nuts and candy.
Your friend,
Harold Hamby.

Dear Santa Claus,
I am nine years old. I would like a bicycle for Christmas. I am in the third grade.
Walter Volger

The Hereford Brand

48th Year—Number 52 Hereford, Deaf Smith County, Texas, Thursday, December 23, 1938 Section 3

Dear Santa Claus:
We are four little children looking forward to your visit to our house Christmas Eve. Dannie and Jerry each want a tricycle and an electric train together. Wyndolyn Ann wants a Dydee doll in a suitcase and a set of plastic dishes. Sheila wants a rubber doll and anything else you might have for a 15 months old baby.
We want you to be good to all the other little children in the whole world.
Love,
Wyndolyn Ann, Dannie, Jerry and Sheila

Dear Santa,
I am a boy four years old. My mother will write for me. Please bring me for Christmas, a set of building blocks or tinkertoys, a jeep winch truck. For my brother Daryl bring a little truck like Daddy's, and to sister Laura Louise a tea table and chairs and for our baby sister a cradle gym if you have one. I hope you will have plenty of food and clothing for all the boys and girls in the world.
Thank you dear Santa,
John Leslie Plank

Dear Santa,
I am in the third grade. I am eight years old. I want a bicycle for Christmas.
Your friend,
Charles Self

Dear Santa Claus,
I think I have been a good girl and I would like to have a Mickey Mouse watch and a great big doll that has magic skin on the arms and legs. It has cloth on its body and glass on its head.
Yours truly,
Martha Bookout

Dear Santa,
I am eight years old. I have been good and I want a doll for Christmas. How are you? And I want a doll buggy. My little niece wants a doll house and a doll. I better stop now.
Yours truly,
Helen Edwards

Dear Santa Claus,
I am eight years old. How are you?
I want a knife.
I want a water gun.
Yours truly,
Carl Zimmerman

Dear Santa,
I am a little girl seven years old. I am in Hereford schools. Mama says I have been a good girl and my school teacher says so, too.
I would like a big doll, a little rocking chair and don't forget my little sister at home. Send her some candy and some toys of some kind.
Emeralda Otquin

Dear Santa Claus:
How are you? I am getting along fine. We do not have a chimney. I will leave the door unlocked. I want a truck for Christmas.
Yours truly,
Bryce Kelly

Dear Santa,
I have been a pretty good girl. This year I would like to have a bicycle, and maybe a saddle. But most of all the people in the world to have a Merry Christmas.
Yours truly,
Ella Marie Williams

Dear Santa Claus,
I want a cash register and a doll. Any kind will do that wets his pants. I am eight years old. My little brother wants a wagon and a shovel.
My little brother is five years old.
Yours truly,
Margaret Hocker

Dear Santa Claus,
How are you? I have been a good boy. I am eight years old. I am getting along fine. We do not have a chimney. I would like an electric train, football, basketball and net.
Yours truly,
Robert C. Kinsey

Dear Santa,
I am a boy 13 years old, going to school.
I would like a bat and a basketball for Christmas.
Eloy Olquin

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a magic skin doll and some house shoes. My little brother wants a little bicycle and he wants a scabbard. My sister wants a basinet.
Please don't forget all the other little boys and girls.
Love,
Wilma Clydene Allerd

Dear Santa Claus:
I am a little boy six years old. I live in Houston, but am in Hereford visiting my grandmother and cousins.
I want a crane, truck, blackboard, football and guns. Bye.
Larry Slay

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a rubber doll that has her own bottle and a watch and nurse set. My little sister wants a rubber doll, too. My little brother wants some nails and a hammer. Please don't forget all the other boys and girls.
Love,
LaVadi Joe Vanoni

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a bicycle, and a doll buggy and a doll bed and life-like baby doll, and my sister wants a set of dishes, a Betsy-Westly doll and a cabinet and my brother wants a rattler. And don't all the other little boys and girls.
Love,
Theresa Ann Wood

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring a doll and a bicycle and please bring my sister a doll, too. And please don't forget all the other boys and girls.
Love,
Denice Barnard

Dear Santa Claus:
How are you? I am eight years old. I want a pair of boots, and a cowgirl suit for Christmas. You will have to come through the door as we don't have a chimney. How are your reindeers?
Yours truly,
Peggy O'Connor

Dear Santa Claus:
I am in the third grade. I am eight years old. I want a didy doll and a baton for Christmas.
Sandra Story.

Dear Santa Claus:
How are you? I am eight years old. What do you want for Christmas? I want an electric train. Over at my house is two boys. They want two toys.
Benjamin Games

Dear Santa:
I am a girl and I have been pretty good. Please bring me a watch and magic skin doll. My little sister wants a Coo Doll. Please don't forget all the other little boys and girls.
Love,
Diane Mull

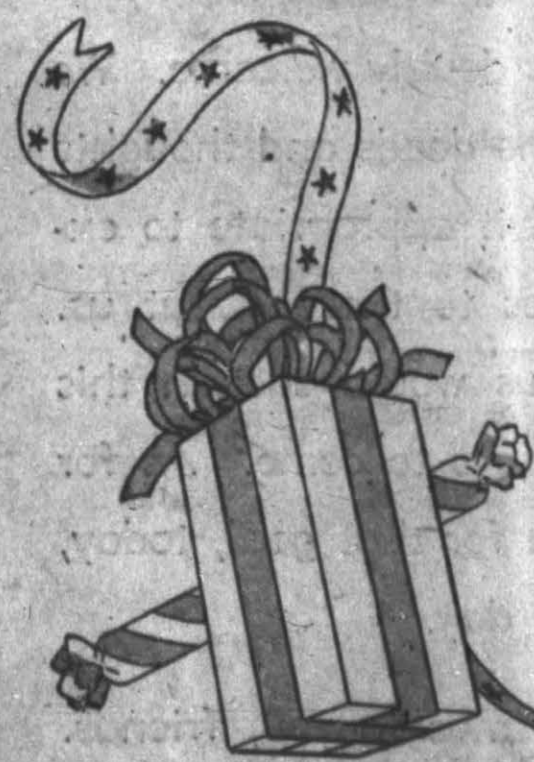
Dear Santa:
I am a boy and I have been pretty good. Please bring me a chemistry set and a ball glove and oh yes, some candy and nuts. And please bring my little brother a big set of tinkertoys and a gun. Candy and nuts, too. And look by my blue stocking and find the coffee and cake. Please don't forget all the other boys and girls.
Love,
Eldon Hudson

Dear Santa:
I am a boy and I guess I have been pretty good. Please bring me a typewriter and please don't forget all the other little boys and girls.
Love,
Donald Lundry

Dear Santa:
I am a girl and I have been pretty good. Please bring me a watch and a typewriter for Christmas. My sister wants a doll and a ball and a ring for Christmas.
Please don't forget all the other little boys and girls.
Love,
Judith Ann Pointer

Dear Santa Claus:
How are you? I am fine. I am eight years old and my little sister is three. I want a bicycle for Christmas.
Yours truly,
Eva May Powelson

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
DEAF SMITH COUNTY MEAT CO.
AND EMPLOYEES

Letters to Santa Claus

Dear Santa:
I'd like a doll, a bassinet, a nurse's set and a little stove to cook for my doll.

Santa, I'd like to give you three little fuzzy puppies to give to other boys and girls.

Thank you, Santa,
Susanne Yarbren

Dear Santa:
I am a little boy 7 years old and in the second grade. I have tried to be a good little boy.

I would like for you to bring me a pair of cowboy boots and a gun, some trucks or tractors and a little train, some candy nuts and fruit. Don't forget my big brother in Korea, and my two sisters here at home and all the other little boys and girls of Hereford.

Dale Carter.

Dear Santa Claus:
I am a little girl 3 years old and I have a little brother who is 1 year old. My mother said if I would be good you would bring me some toys. I would like to have a doll buggy, doll bed and some candy, nuts and fruit.

Roy wants a big ball some blocks and a little wooden horse. Santa, remember all the other little boys and girls and don't forget my Mommy and Daddy.

Jonne and Roy Carlson.

Dear Santa:
I am only four years old, but I would really love a horn, and a drum. Please bring me a toy truck or jeep and some fruit, candy and nuts. Remember the good children all over the world.

Lots of love,
Troy Gandy.

Dear Santa:
I would like a pair of rubber overboots, size 4, and a sewing machine that will really sew and a blackboard so I can get my arithmetic. I am in the second grade and on my report card I made 4 A's and 3 B's. I will try to make all A's next time.

With love,
Melba Gay Lawrence.

Dear Santa Claus:
I am a little girl almost three years old. I am going to spend Christmas in Hayward, California this year and I want you to bring my presents out there. I would like a scooter, baby doll, dishes, baby clothes and a stove.

Your little friend,
Carolyn Sue Caraway.

Dear Santa:
I am a little boy 14 months old and have been a good little boy all year long. Please bring me a rocking horse, a train and some rubber blocks.

Hurry and come to see me because I love you very much. Remember all the other little boys and girls all over the world.

Love,
Danny Kent Mobley.

Dear Santa Claus:
I have been a good boy. How are you? I want a tool kit.

Yours truly,
Rondel Davidson

Dear Santa:
I am nine years old and in the fourth grade. I am eagerly awaiting your visit this year and although I have a Christmas tree, I will not be home this Christmas; I am going to see my grandmother in California and I would like for you to bring my gifts out there.

Please bring me a large metal doll house, a Betsy-Wetsy doll and a nurse set, and a doll's layette.

Your friend,
Sandra Jo Caraway.

Dear Santa Claus:
How are you this year? I want a watch, a toy house and a doll and a bicycle. Don't forget my little sister and don't forget my brother. My sister wants a doll, my brother wants a pair of boots.

Love, Ellen Burgess.

Dear Santa Claus:
I am a little boy three years old and I live at McLean, Texas. I have a little sister nine weeks old. Please bring me a train, a horn, a big tractor and some nuts, candy and fruit. Bring little sister Regina a rattler and a bear and some candy.

Love,
Roger Thompson.

Dear Santa Claus:
I have tried to be a good girl this year. I would like to have a watch or a sweetheart bracelet, a little pair of combs, a big Teddy Bear for Christmas. My name is Martha Ann Burgin and my little sister is Aalice Fay Burgin and she wants a doll, a little ironer and a little truck for Christmas.

Martha Ann Burgin

Dear Santa:
My name is Helen Duncan. I am 6 years old. Will you please bring me a doll house with furniture. I guess that is all this Christmas.

Helen Fay Duncan.

Dear Santa:
Please send me a little doll and bath tub for her and some little chairs and table and a little sewing machine and some dishes and a cow girl suit.

Thank you, I am,
Norma Jean Warrick.

Dear Santa:
I would like to have a pair of boots that come to my knees, and a cook kit, a scout knife and a canteen, an official sleeping bag, a U. S. Army style shelter tent and an official moccasin kit, and some field glasses. I have tried to be a good boy and good in cub scouts.

Good bye dear Santa Claus and good luck,
Tommy Vaughn.

Dear Santa:
Please send me a cowboy suit and two pistols a little racer car and a steam shovel and I want a little crawling alligator with a few more small toys.

I am,
Don Edward Warrick.

Dear Santa Claus:
Please, Santa Claus, I want you to bring me a big baby doll. I also want a housecoat and a pair of house shoes. Don't forget all the other little boys and girls. I have tried to be a good girl this year.

Love,
Jackie Lynne Nunley.

Dear Santa:
I am a little boy six years old. Would you please bring me a pair of cowboy boots and a belt, a red wind up car and a toy drag line. I would also like a green fiddle and a red fire truck, please.

Please remember Aunt Laisy,
Buddy Winfrey.

Dear Santa:
I am six years old. This is my first year in school. Mrs. Durham is my teacher, and I want her to get something too.

Will you please bring me a doll, a buggy, a bathnet, and some candy and fruit.

Don't forget my little friends, May Lois and Diane. They don't go to school.

Love,
Carole Snead

Dear Santa Claus:
Please bring me a nipple for Leah's (my doll) bottle and bring my doll some knit pajamas just like mine and some dresses. Don't forget little sister, too.

Bessie Jo Blevins,
Age 4

Dear Santa:
I am seven years old. I am in the second grade. Santa, will you please bring me a doll, a buggy, a little stove that cooks, and of course, candy, and fruit. Don't forget anybody in the world.

Love,
Betty Snead

Dear Santa:
I am nine years old. I am in the Fourth Grade. I would like to have an electric train and a football, but I would like to have the train most, but I'll take them both.

Love,
Edward Eugene Snead

Dear Santa Claus:
I have been a good little boy and would like to have a teeter-totter for Ray Lee and me and a tricycle and a semi trailer truck, also candy, nuts and fruit.

Thank you very much,
Gene David Dean

Dear Santa Claus:
I am 3 years old and I have been good most of the time. I would like a semi-trailer truck and a wagon. Please bring me some nuts, candy and fruit. I want some over boots, too.

Thank you a lot,
Ray Lee Dean

Dear Santa:
Tomie and I saw you at Penny's Saturday and I told you I wanted an airplane but you talked to so many kids I'm afraid you will forget what I wanted. I am 6 years old and my little sister is 2 years old. Her name is Tomie. She likes dolls, but cries for cars and little racers like I get. So if you can bring us a big racer that will wind up. I hope to go to see Jerry. He lives at Olton and my other little cousin, Conroy, lives at Turkey. They like airplanes and nuts and candy, too.

I'll be seeing you Christmas.

Love,
Layton and Tomie Lou Covington

Dear Santa Claus:
Will you please bring me a magic skin doll, a doll buggy, a toy cabinet, a vacuum cleaner, a set of dishes and a cackling hen. I would like some candy, fruit and nuts. Don't forget my baby brother as he would like some toys. He and I have been good this year, Merry Christmas and Happy New Year.

Kay Lemons

P. S. My little brother's name is Roby.

Dear Santa Claus:
I have been a pretty good girl this year and I want a magic skin doll, a doll buggy, a set of dishes, some plastic letters, a vacuum cleaner and a cackling hen. Don't forget my little sister and brother and all of the other girls and boys. I would like some candy, fruit and nuts, too.

Thank you,
Beth Lemons

Dear Santa:
I want a Betsy-Wetsy doll and a blackboard. How are you? I am okay. This year I am 8 years old. I'd better stop now. I will be looking for you.

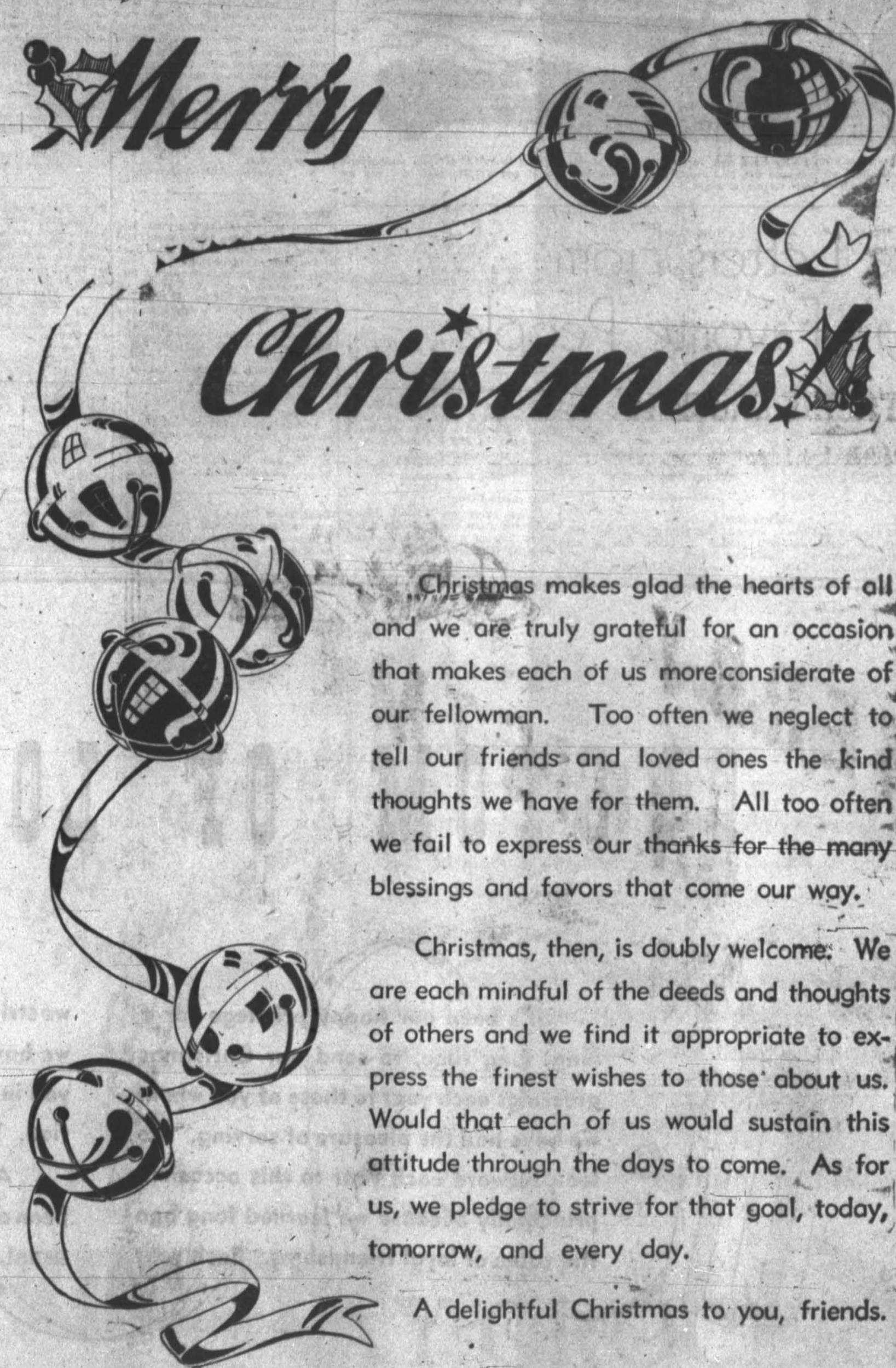
Yours truly,
Linda Sue Phillips

Dear Santa Claus:
I want a doll and a doll buggy, a bicycle and a cash register. I am nine years old. Christmas is 16 days more. I have a baby sister one month old. I have one sister and two brothers. There are 38 pupils in my room now and one of them is sick.

Yours truly,
Patricia Lindsey

Dear Santa Claus:
I want a doll buggy and blackboard, a zipper-up notebook and a pair of skates. My little brother wants an electric train and a jumping rope.

Yours truly,
Molly Fay Jones



Christmas makes glad the hearts of all and we are truly grateful for an occasion that makes each of us more considerate of our fellowman. Too often we neglect to tell our friends and loved ones the kind thoughts we have for them. All too often we fail to express our thanks for the many blessings and favors that come our way.

Christmas, then, is doubly welcome. We are each mindful of the deeds and thoughts of others and we find it appropriate to express the finest wishes to those about us. Would that each of us would sustain this attitude through the days to come. As for us, we pledge to strive for that goal, today, tomorrow, and every day.

A delightful Christmas to you, friends.

Davis - McCracken

YOUR M-M DEALER

W. L. Davis J. C. McCracken
W. L. Davis, Jr. John Hall John Hicks Tony Denny



Just two words . . .
but a million good wishes come with our greeting to all our customers and friends for the coming season.

West Texas Feed & Seed
Jack Wright



IKE'S CAFE

Mr. and Mrs. Cliff Gleaton
And Employees
WE WILL BE OPEN CHRISTMAS DAY

Letters to Santa Claus

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a typewriter and a watch and electric iron. Please don't forget the other little boys and girls.
Love,
Nan Murrell

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a basketball, and a doctor set.
For my little brother, I am going to get my little brother a watch. Please don't forget all the other little boys and girls.
Love,
Patsy Ann Cowart

Dear Santa:
I would like to have a new dolly, a buggy, and a new chair. Remember I'll be at my grandmothers in San Angelo on Christmas but will also be in Hereford at my Grandmothers Morton's on Christmas Eve, so leave me something at both places. Remember my cousin's everywhere.
Janeen Glenn

Dear Santa Claus:
I am a little girl six years old. I am in the first grade and sure do like my teacher. Oh boy, its not long until you pay me a visit. So I will tell you what I would like to have. I want a magic skin doll, a little bake set, a set of dishes, and a shoulder strap purse. Don't forget to bring my sister, Lynda Lou, the same thing, because we play together.
Your little friend,
Wilma Sue Burkett
P. S. I love you.

Dear Santa Claus,
Would you bring me a bicycle, football, wagon, baseball and a hat and tool set?
I am in the third grade.
G. W. Lynch

Dear Santa Claus,
May I have a gun and a chemistry set? Lamona wants a doll and Mother wants a new dress and Daddy wants a new car. I am in the third grade.
Alan Neff

Dear Santa,
I am a little girl 2 years old and I have a little brother 4. I want you to bring me a cash register and an adding machine. My little brother wants a dump truck and a filling station. Please fill our stockings.
Linda and Larry Hair

Dear Santa,
This is just my second Christmas, but I'm really looking forward to it. My mother says I've been a good boy, so if you have enough to go around, I'd like to have a rocking horse and some little toys to play with.
I haven't got any brothers or sisters, so be sure and come to see my Mommy and Daddy and all the little boys and girls all over the world.
Santa, I'll leave the door unlocked Christmas Eve night and hang my stocking by the Christmas tree. So until next year, goody-by.
Gary Thomas Gure

Dear Santa,
I have been hearing about you. This is my first Christmas and I am nearly 10 months old. I would like to have some new toys to chew on and some new clothes that look like a boy instead of a baby.
Love,
Randy Oldham

Dear Santa,
I am nearly three years old, this year and very excited over Christmas and your coming visit. Please bring me some new clothes, for my doll and a suitcase to put them in. I would also like to have a little doll house and a telephone.
Remember all my little friends and my little brother Randy. You will find a treat under our tree at Grandmother's house as we will be spending Christmas with her and not at Woodward, Oklahoma.
Love,
Conna Ann Oldham

Dear Santa,
I want a puppy, any kind of dog, but Mama says it has to be a man dog.
Love,
Larry Edwards.

I am a boy and I have been pretty good. Please bring me a bike and a BB gun and a race car and a basketball, chemistry set and a watch, toy cash register. Well, got to stop for awhile.
Your friend,
Albert Dean White

Dear Santa,
I am a boy six years old and in the first grade. Please bring me a tricycle, a fire truck and a car. Please remember my teacher, Mrs. Vestal, and all the other little boys and girls.
Lots of love,
Larry Dobbs

Dear Santa,
I am four years old and my name is Ronnie. I want a Tommy gun, a flash light, a little notebook, a dump truck and a tractor and a plow.
Best wishes,
Ronnie Rainey

Dear Santa Claus,
I am eight years old and in the third grade. Please give me a bride doll that can stand up.
Thank you,
Janet Chisholm

Dear Santa Claus,
I want a bicycle and a doll that says goo. I have a sister named Sheila. She wants a bicycle and a doll that says goo, too. I am in the third grade. I am seven years old.
Sharon Yymne Owens.

Dear Santa,
I am in the third grade. I am nine years old. For Christmas I want a watch and a typewriter.
Wilena Witherspoon

Dear Santa Claus,
I am eight years old. I am in the third grade. I want a wood burning set, a purse, nurse set and a baby doll.
Dora Fern Goldston

Dear Santa,
I want a bushel of BB's and a new shooting barrel for my air rifle. Send a lot of good surprises of some sort. I would like some leather gloves and a new suit, too. Don't forget Mother, Dad, Rockie and Robert Owen.

Another begar
Patricia McKenna Elliston
P.S. Don't try to come down our chimney as it is too little for you

Dear Santa,
I'm a little boy four years old today. Dec. 9. I am pretty good little boy. Santa, will you bring me a shotgun, a tractor, a bow and arrow, a ball, some comic books and bring Donald, Judy and Jackie some toys too. Please.
Yours truly,
Ronie Gene Crone

Dear Santa Claus:
I am a little girl eight years old. I want a doll and a nurse kit. I am in Central School and I want you to bring me some candy and some fruit and nuts. And don't forget the other little children and my little sister wants a doll and a doll bed and my little brother wants a pistol and doctor kit.
My little brother is five years old and my little sister is four years old. Merry Christmas to every one. Have a happy time.
Bonnie Jo Ivo.

Dear Santa Claus,
I would like to have a football suit and a football. And I would like a cap gun, too. Will you bring my brother next to me a baseball suit and a cap gun, too. And for my two little brothers, a Western scout and a cap gun and bring lots of candy and fruit for all of us.
Love,
Richard Zollis

Dear Santa Claus,
I am making a list of things I want you to bring me. A monopoly set for me. I bet it's cold in the North Pole. And I want an electric train.
Donnie Cowart

Dear Santa Claus,
Santa, I want you to bring me a piano. For Bo, I want you to bring a drum and a horn. This letter brought something and for my mother and daddy some fruit.
Margaret Byrd

Dear Santa Claus,
I want you to bring me a watch and a train for me and my mother, bring her some blankets and a new pair of hose. Don't bring my brother anything because he's been acting mean. Bring my daddy a new razor. Bring me a new towel, too.
Your friend,
Duane Griswald

Dear Santa,
I want a doll, a doll basket, an ice box and a stove and I want Larry to get his dog.
Love,
Linda Edwards

Dear Santa Claus,
I am a little boy five years old. I try to be good sometimes. Please bring me a tractor, truck, a farm set and nuts and candy.
Your friend,



PHILLIPS "66" PRODUCTS

C. O. Phillips

L. L. Womble

C. C. Stephens



We are thinking of you at Christmastime and wishing you

Good Luck in all you do

NORTHSIDE GROCERY



To greet you and to bring you every happy wish for CHRISTMAS

Watch for the opening of our parking lot. Free parking while you eat.

TRIPLE 'E' CAFE

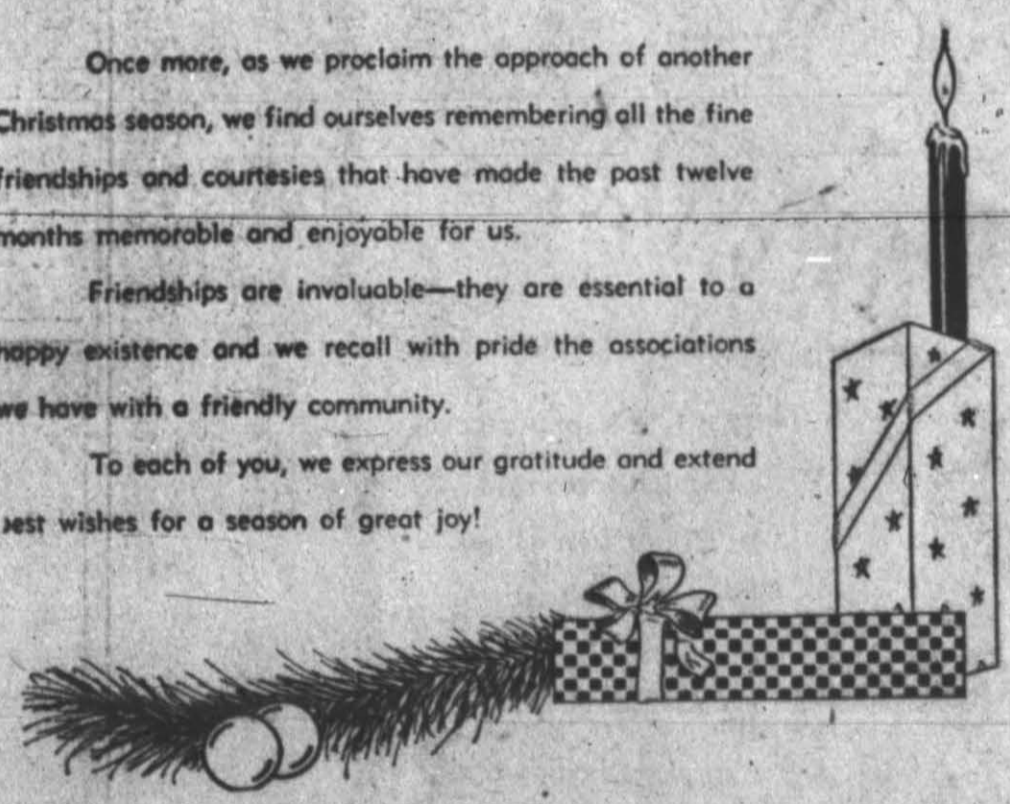
And Employees

The Joys of Another Christmas

Once more, as we proclaim the approach of another Christmas season, we find ourselves remembering all the fine friendships and courtesies that have made the past twelve months memorable and enjoyable for us.

Friendships are invaluable—they are essential to a happy existence and we recall with pride the associations we have with a friendly community.

To each of you, we express our gratitude and extend best wishes for a season of great joy!

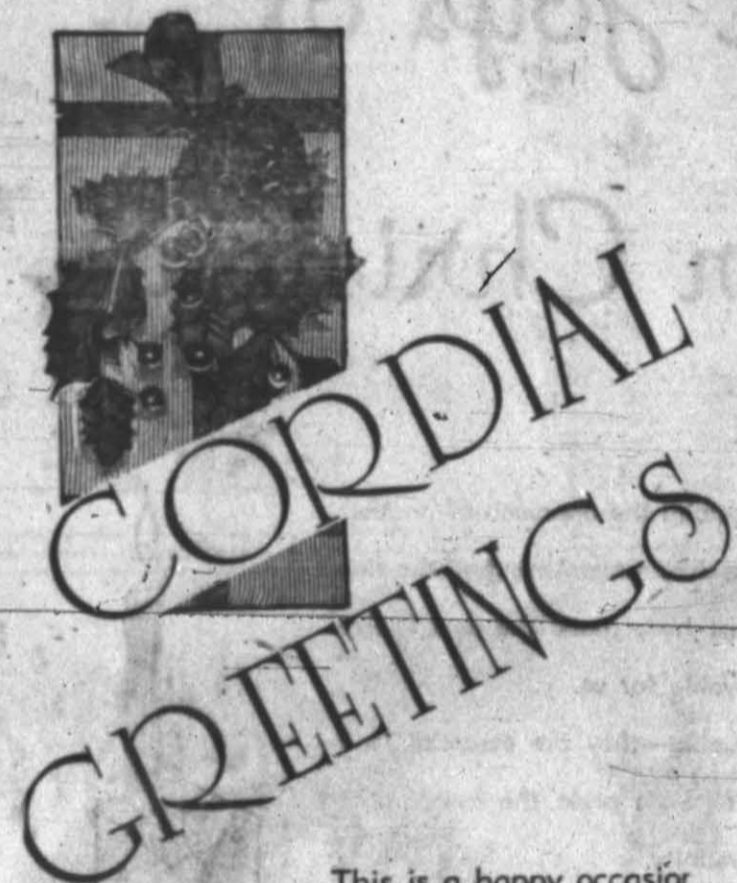


Best wishes for a happy, prosperous New Year

Jacobsen Brothers AND EMPLOYEES



Dr. R. E. Lingenfelter



This is a happy occasion on which to extend to all our friends our sincere wishes for a season of bright prosperity, abundant health and enduring happiness.

WITH A
MERRY CHRISTMAS
AND A
HAPPY NEW YEAR
FROM

C. & R. CLEANERS

T. J. CLAY

Helen Smith
Dorothy Ward

DUB REEVES

Ocie Altman
Aubry Cannady

Letters to Santa Claus

Dear Santa:
Please visit my two cousins, Merle and Sherry and bring them what they want. Please visit my two brothers Paul and Alex J and bring them what they want. Please visit me and bring me two balls, volley ball and football, ten pieces of train track and a double pistol and holster set and one machine and tommy-gun.

Your friend,
Edwin Schroeter.

Dear Santa:
I am a little boy seven years old. I have been nice so please bring me a bicycle.

Yours truly,
Pat Robbins.

Dear Santa Claus:
I am a little girl seven years old. I have been nice so please bring me a doll and buggy.

Yours truly,
Peggy Sue Beeman.

Dear Santa:
I am a little girl 7 years old. I want a doll buggy for Christmas. Mother wants a pair of shoes. My brother wants a train and a toy car. Father wants a new pair of boots. My Uncle Bill wants a new Ford car. We all want some candy and nuts. Look on the table and you will find something good.

Love,
Patricia Ann Howard.

Dear Santa Claus:
I am a little boy nine. Please bring me cowboy boots.

Yours truly,
Wayne Jones.

Dear Santa:
I am a little girl 7 and a half years old. I want you to bring me a jack-in-the-box and a ring and a doll and doll buggy. I want a pair of skates and some story books. And I want you to bring me a microscope and some little tin dishes. I want a cash register and do not forget mother and father. Oh, and the two things more I want are a piano and a ball and bat.

Yours lovingly,
Emma Lynell.

Dear Santa Claus:
I am a little boy eight years old. I have been nice so please bring me a bicycle.

Yours truly,
Frank Newton Waldrop.

Dear Santa Claus:
I am a little girl eight years old. I have been good. I need an electric stove.

Patsy Hyde.

Dear Santa Claus:
I am a little boy seven years old. I have been nice so please bring me guns.

Yours truly,
Allan.

Dear Santa Claus:
I am a little boy seven years old. I want an electric train. My little brother wants a tractor. I want some candy and some fruits and some nuts. I go to Central School in Hereford. I have a little brother two years old.

Lewis and David Block.

Dear Santa Claus:
I am a little girl eight years old. I have been good. Please bring me a bride doll.

Nancy Sloan.

Dear Santa Claus:
I am a little girl 8 years old. I have been nice so please bring me a doll and a buggy and a bicycle and dishes, piano and a cash register.

Doris Nixon.

Dear Santa Claus:
I am a little girl seven years old. I would like to have a doll buggy. I would like to have a table and some chairs. I have a brother. He wants a pair of guns. He wants a car, a boat, a farm, a pickup with lights. I have a mother and a daddy. My mother wants a handkerchief and my father wants a case. I wish you a merry, merry Christmas.

Janice Medlin.

Dear Santa:
I am a little girl seven years old. I want you to bring a collection doll and I want a magic bean doll and a baton and pair of skates and my brother wants a baseball glove and piano.

Betty.

Dear Santa:
I am a little girl eight years old. I have been nice so please bring me an embroidery set.

Yours truly,
Virginia Witherspoon.

Dear Santa:
I am a little boy eight years old. My name is Richard. I want a microscope for Christmas and a doll house for my little sister and a big new truck for father and a new dress. I guess that is all now.

Love,
Richard.

Dear Santa Claus:
I am a little boy eight years old. I have been nice and I want a cash register.

Douglas Ruland.

Dear Santa Claus:
I am a little boy 7 years old. I have been nice so please bring me a bicycle and a watch.

Jerry Meyer.

Dear Santa Claus:
I am a little girl seven years old. I have been nice. Please bring me a bicycle.

Dear Santa Claus:
I am a little girl eight years old. I have been nice so please bring me a baby doll.

Yours truly,
Leottie O'Neal.

Dearest Santa:
I would like to have some box-big towels with Mickey Mouse and Donald Duck on them. You might bring me a few toys to play with while I'm in Texas, as all my play things are in South Dakota. Remember all the other girls and boys, especially Linda Kay, my little Aunt and Janeen Glenn my cousin.

Teddy

Dear Santa Claus:
I am six years old and this is my first year at school. I have tried to be good. Would you please bring me a costume doll, a house coat and house shoes; also some good things to eat. Don't forget all the other little boys and girls.

I love you,
Maria Free

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.

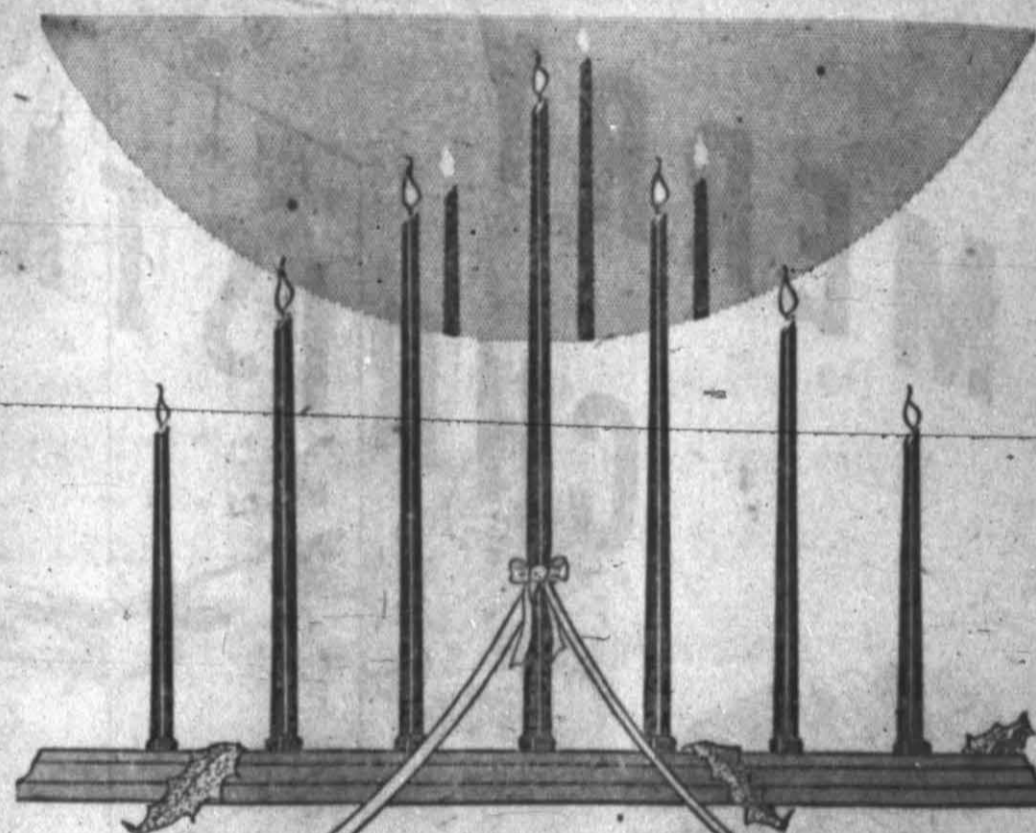


Hereford Locker & Cold Storage

Bill Warren
Mrs. Ida Hartman

John Warren
Garlin Campbell

Mrs. Bob Gregory



CHRISTMAS GREETINGS

May the glow of the Christmas candles reflect the true significance of this glorious occasion. May their cheerful radiance remind us again of the warm friendships of those about us, symbolizing the trust and confidence of those with whom we have been associated this past year.

It is our fervent hope that each of you will enjoy the Christmas season at its best.

HEREFORD NEWS STAND

And Employees
Don, Margaret, Billie, Jeanie

Thanks

AT CHRISTMAS

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.

F. A. TUCKER

Letters to Santa Claus

Dear Santa:
Please bring me a doll and a table and two chairs and some dishes.
Thank you,
Paula Ann Lee

Dear Santa Claus:
I am a girl of 7. My name is Janice Margaret Ramey. For Christmas I would like to have a magic skin doll with a bottle, a doll buggy, a blackboard and chalk. Also a jack in the box and a broom. That is all I would like for Christmas. Bring all of the other children what they want for Christmas.
Love,
Janice Ramey

Dear Santa:
I am a little boy nine years old. I would like to have a set of guns, a horse, a train and a dump truck. Also fruit, nuts and candy.
Love,
Alfred Turner

Dear Santa:
Please come to our house. We live at 806 North Main. I have two sisters and a brother. I want a wagon, two gun set, firing station, some cars, a wheel for my tricycle and a scrappy dog.
Love,
Bob Jackson

Dear Santa Claus:
I would like to have a doll with a bottle and an electric stove with some pans. Then apples and oranges and nuts and candy.
Your truly,
Elsaine Miller

Dear Santa:
I am a little girl of five. I want you to bring me a doll, dishes, table and chairs and a little suitcase for my doll and an iron. Also fruit, nuts and candy. Remember all my little cousins.
Love,
Anita Turner

Dear Santa:
I am a little girl four years old. I want you to bring me a baby doll for Christmas and some tables and chairs. You can bring me some nuts and candy, too.
Love,
Joyce McNeese

Dear Santa:
I'll be looking for you to visit me soon. Please bring me a drum, horn and wrecker truck for me. Don't forget anyone this year. We are so happy when you come.
Your friend,
Julian Ray Gandy

Dearest Santa:
I am a little boy 6 years old and Mamma says I have been pretty good this year, so I guess I will be entitled to a few things. I also have a little brother and sister who want Santa to come to see them, too. So I'll not ask for much. My little brother wants the same thing I do and what we would sure like is a set of spurs, pair of chaps apiece and a set of cap guns. My little sister wants a baby doll and a little red tricycle.
But Santa, if you don't have these things, we would be proud of anything. Please remember Mom and Dad.

We love you lots, Santa
Billy Jack, Larry Gene and Deloris Henley

Dear Santa:
I am writing you these few lines only to ask you a favor. That is, I want a bicycle for Christmas. Will you please send me one that is all for me? My sister wants a sewing machine.
Yours truly,
Constance Naranyo

Dear Santa Claus:
I am a little boy 5 years old. Please bring me a cowboy suit, spurs and a holster with a gun that will shoot caps. Don't forget the Hershey bars, peanuts and fruit.
Thank you,
Ted Ivan Reece

Dear Santa:
Please bring me a big magic skin doll that cries, doll dishes and fruits, nuts and candy. Don't forget all the other little boys and girls.
Your little friend,
Glenna Faye Gandy

Dear Santa:
I want a tractor and a little forget my baby sister and little brother who can't write. We have tried to be good boys and girls.
Your friend,
Lore Allen Fincher

Dear Santa Claus:
I would like a cooling doll, a bicycle, a electric phone, a bath-tub, a electric table, a dog house, and furniture and basketball and a basketball.
Your friend,
Bess Lovina Finley

Dear Santa:
I am a little girl 10 years old. I have been a good girl at school and haven't missed a single day from school since it started. I deserve a good Christmas present and I would like some things and a little more than other little girls.
Love,
Margaret Quinn

Dear Santa Claus:
I would like to have a dirt mover and a new pair of shoes and a hat. (Jackie doesn't say) I would like to have a wagon if you have a wagon.
Jackie Joe Hooper

Dear Santa Claus:
I am ten, and in the fifth grade. For Christmas, I want a doll, buggy, dog house, and electric stove. Please fix my bicycle by putting a light on it and a new seat.
My sister that is one and a half years old, she wants a doll, buggy, horse, dog, and a little wagon.
Yours truly,
Daleme and Sharon Thinn

Dear Santa:
How are you? I am fine. I have been a good boy. I want a croquet set and my little brother wants a bicycle. I am eight years old and I want a music set.
Yours truly,
Wade Crist

Dear Santa Claus:
I would like to have a doll and doll buggy. My little brother wants a football, car and tractor.
Anita Matthews

Dear Santa:
Please bring me a doll buggy and a doll. I have been a pretty good girl.
I love you, Santa,
Carolyn

Dear Santa Claus:
Please bring a electric train and a football suit. My little sister wants a doll.
Yours truly,
Jeff and Jane Minton

**WISHING
EACH FIRM
AND
EVERY INDIVIDUAL**

**MERRY XMAS
AND
A HAPPY NEW YEAR**

H. E. WESTER and FAMILY

**The Dream of All Mankind
at Christmas**

**PEACE ON EARTH
GOOD WILL TO MEN**

God grant that we all may live and thrive together in peace and harmony on this day and always. We wish you a Joyful Christmas and may choicest blessings be yours forever.



**Hereford Wrecking Co.
AND EMPLOYEES**

*May You Have a
Delightful Christmas*

As we enjoy to the fullest the joys of a happy Christmas Season, and await the coming of the New Year, we pause and look back with joy over the closing twelve months, to new friendships formed and old ones grown stronger.

Looking toward the future, we are grateful to folk like you who have, in many ways, made our journey through the past a pleasant one. Please consider this our pledge to merit your continued patronage.

*and a
Prosperous New Year*



Cogdell Motor Company

Consumers Fuel Ass'n.

INCORPORATED
Officers, Directors and Employess

Charley Cogdell
Robert Boyd
Hollis Gassaway

Frank Marrs
Roy Boyd
Louis Rice

Frank Cogdell
Clint Lundry
Glenn Watts

It's CHRISTMAS Again!



and we're old fashioned enough to want to say

HELLO

Hereford Bakery AND EMPLOYEES

Letters to Santa Claus

Dear Santa Claus: I am a girl and I have been nurse kit. Please bring me a ter a rubber doll and my other. Please bring my little sis-little sister wants a doll and a ball. Please don't forget the other boys and girls.
Love,
Barbara Snow

Dear Santa Claus: This year we want a doll with hair, skates, a doll house and furniture; and of course lots of candy and nuts. Please be good to all the other boys and girls.
Your friend,
Royce Lee and Merry Kay Pruitt

Dear Santa: I am a little boy 5 years old and I would like to see you very much and I am not too choise about what I get for Christmas. I'll be thankful for anything so will my little sister, Patsy, and our niece, Pete. Lots of love from us to you, Dear Santa.
Eull Lee and Patay Perry and Pete Cecle Barrow

Dear Santa: I am nine years old and I am in the Fourth Grade, I would like a wrist-watch and a ring. I would also like to have a fountain pen because we will be using them in school soon. Give plenty to the poor children.
Sallie Sue Kirby

Dear Santa Claus: I am a little girl four months old. I want a doll that goes to sleep and will say Mamma and Daddy. Please bring it in a blanket.
I need a bottle for it and the doll you brought me last year. Don't forget my little cousin, Arch. He can't write. Bring him something that rattles.
I love you,
Doris Jean Andrews

Dear Santa, I am a girl 12 years old and am in the fifth grade. I have been a good girl at home and school. For Christmas I would like a doll and buggy.
Nieves Olquin

Please print our letter in your Brand. Patay is 3 years old and Pete is 8 months old.
Dear Santa Claus: I am 7 years old and I want a Betsy-Weisy doll, a basenette. I also want a blackboard and a game.
I love you,
Karolyn Kirby

Dear Santa: For this Christmas I would like some miniature road machinery. Please bring me an earth-hauler and road grader. If these are not too big and heavy, I would also like the bucket loader and a real concrete mixer.
Will you fill my sack with nuts, candy and fruit?
And please, dear Santa, bring my dog, Honey Boy, a rubber cone.
Thank you,
Jimmie Conkright, 421 McKinley, Hereford

Dear Santa: I, Patricia, am 4 years old and my little brother, Parker, is 1 year old.
Please bring me a doll, with hair, some new dishes, a table and chair set and just anything else that you could bring me. Maybe my little brother would be happy with some little cars, tractors, and alphabet blocks.
We have been very good all year so don't forget us—and Santa, please remember all the other little boys and girls.
Yours truly,
Patricia and Parker Stewart

Dear Santa: I am 7 years old. I am a little girl. I want a bicycle and a Christmas tree.
I live on 107 West 9th St. I will hang up my stocking for you to fill!
From Bonnie Jean

Dear Santa Claus: I am four years old. I would like for you to bring me a crying doll and some clothes. I would like some cowboy boots and a gun, and some candy and nuts.
Yours truly,
Patricia Elaine Hershey

Dear Santa Claus: I am eight years old. I am in the third grade. I would like for you to bring me a knife and some water colors and some candy and nuts.
Yours truly,
Marvin Charles Hershey

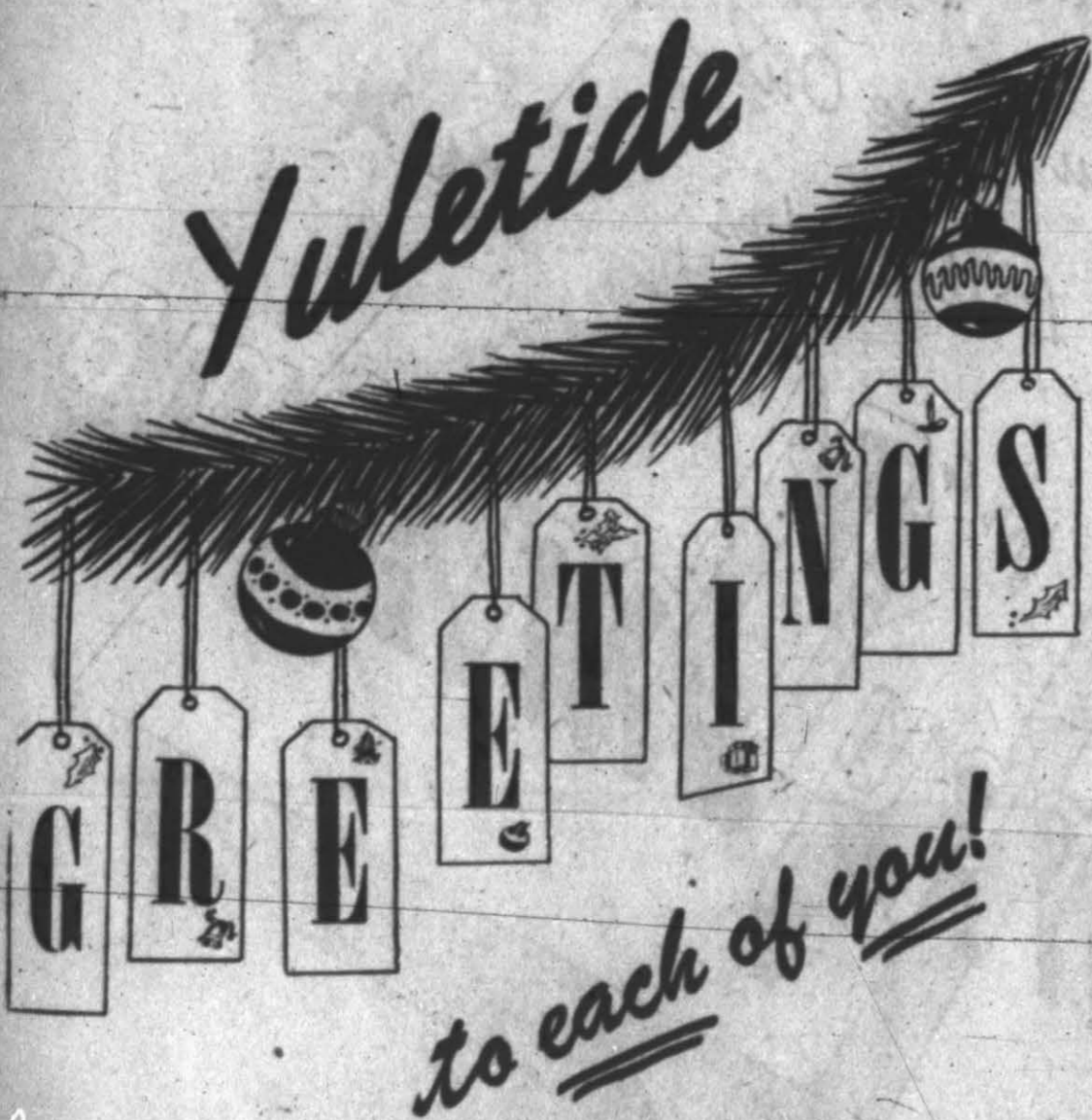
Dear Santa: We are two little girls three and four years old. We would like dolls, dishes, blocks, and some little cars, some fruit, nuts and candy. Remember all the poor little children everywhere.
Love,
Betty and Juana Turner

Dear Santa Claus: I am a little boy 6 years old. Please bring me a gun, a wagon and some chaps to play cowboy. Don't forget the other boys and girls, especially Johnny Bob.
Sincerely Yours,
Tommy West

Dear Santa: Janis wants a doll house and furniture, also some doll clothes for her baby. Bring "Body" a tricycle of his very own and an aeroplane.
I want a cash register, some doll clothes and a child's victrola with some records. Mother needs some house slippers and Daddy some clothes.
Pug would like a toy mouse. Please don't forget Kaky. Remember all the little boys and girls in the world. Merry Xmas to you and thanks a lot.
Your friend,
Lu Anne Higgins

Dear Santa: I had better write you a letter and tell you not to bring me anything because you see I just had my 1st birthday and I had a big birthday party and my friends brought me everything to wear and to play with and besides I had just as soon have a pan and spoon from mother's cabinet to play with cause they make more noise, but be sure and remember all my little friends who didn't have a birthday in December. I did need a snow suit, but my Daddy's employees have me one for my birthday.
I love you,
Mike Harvey, 100 Park Avenue, Hereford, Tex.

Dear Santa: I am a girl 11 year old, am in the fourth grade. Like school and I have been a good girl.
For Christmas I would like to have a piano as I am fond of music.
Lillie Olquin



to each of you!

As you gather with your loved ones and friends at this gay season of the year, we want you to know our thoughts are with you and we are happy in your happiness. Season's Greetings to each of you!

WILKINS SHEET METAL & ROOFING

Jack Wilkins
Wayland Smith
Lonnice Pierce
Henry Murrell, Sr.
Jerry Albracht
Henry Murrell, Jr.



TODAY, as friend meets friend, there's an atmosphere surrounding everyone that is one of the most delightful experiences of the year. It is the time when we greet our friends with a warm smile, a hearty handclasp and say, "Merry Christmas."
Christmas gets us! It gets you! It is an occasion that we look forward to with glorious anticipation, although too often forgotten in the hurry to get back to the furious routine of living.
This year, we pledge ourselves to strive to maintain the spirit of Christmas throughout every day of the New Year, setting as our goal the desire to be of more efficient service to our fellowman.
To each of you we extend our very best wishes for the Holiday Season.

Big T Pump Company

LeRoy Aven
Hilrey Aven
A. E. Barnett
James E. Wilde
Jessie T. Lowe
Elbert Hendrick

GRADUATIONS



There comes a time of the year when all the problems and unpleasant happenings fade into nothingness, when we find it easy to forget the disappointments of the past. Christmas overshadows these unhappy experiences and we see before us all the fine things of life, the courtesies and favors of loyal friends.

And so, as you welcome the Christmas season, please remember that we are truly grateful for your fine consideration.

E. B. BLACK CO.

Jesse Stanford Matt Gililland Marlin Gililland Dick Barnard

Letters to Santa Claus

Dear Santa Claus,
I wish you would bring me a bookshelf, and a pair of bluejeans and skirts. I wish you bring my mother a bedroom suite.
Your friend,
Frankie Leta Sloan

Dear Santa Claus,
I am a little girl seven years old at Central School in Hereford. I want a ring and a doll, blackboard, and a game and doll buggy and a table and chairs and a watch and some dishes and a dog lease and a baton.
I love you,
Karolyn Kirby
P. S. Merry Christmas to you.

Dear Santa Claus,
I am a little girl 7 years old. I go to Central School. I want you to bring me a doll house, a Mickey Mouse, watch and a magic skin doll with cloth body and a wood head. That is all now. Thanks. Don't forget the other children. Good-by.
Opal Jane Bookout

Dear Santa Claus,
I am a little boy 7 years old. I want a BB gun to make the birds fly.
Wayne

Dear Santa Claus,
I am a little girl 7 years old. I am in Central School in Hereford. I want you to bring me a blackboard. I want a pair of overboots. My sister wants a mirror.
Nelda Guy and Melba Gay Lawrence

Dear Santa,
Please bring me all these things Santa: a watch, mostly, a baseball, a ring, bracelet, and a locket with E. G. on it. A veil for my bride doll, a lot of doll clothes, five suits for me, one green, two red, one blue and a plaid one and two pair of levis. For mother a pair of hose and a new pair of slacks. A hundred dollar bill for Daddy and a tie and a handkerchief with LEG on it.
Your friend,
Elizabeth Gross

Dear Santa Claus:
I am a little girl seven years old. I have been good so please bring me a cash register. Yours truly,
Linda Russell.

Dear Santa Claus:
Merry Christmas! Will you bring me a doll with red hair, a pair of red gloves and a box of paper.
Yours truly,
Ann Reeves

Dear Santa Claus,
I am in the third grade. I am eight years old. I want a doll for Christmas. My little sister is in the first grade. She wants a doll for Christmas, too.
Love,
Lynda Lou Burkett

Dear Santa:
I want a baby doll, doll furniture and a lot of nuts and candy. I am 5 years old and will go to school next year. M name is Ada Mia Betts.
PS—I think I have been a good little girl.

Dear Santa:
I am a little boy of seven and my little brother is four. I also have a little sister two years old. I would like a dump truck and a tractor. My brother wants a dump truck and a wind up car. My little sister, Annie, would like a baby doll that cries and a set of dishes.
I hope you can bring us one of these things, because we have been pretty good.
Your pals,
Edward Lee, Jimmy and Annie Strain.

Dear Santa:
I have been a pretty good little girl this year. I would like for you to bring me some dishes, dolls and a string of beads. I would like for you to bring my baby sister, Shirley, a baby doll that nurses a bottle. Shirley is two years old and I am three. But don't forget the other little boys and girls.
Your chums,
Jo and Shirley Caster.

Dear Santa:
I would like to have a bicycle and a typewriter for my sister in high school and a bone for my dog, Blackie, and some candy, and fruit and please don't forget the other boys and girls all over the world and don't forget mother and daddy and aunt Bessie and uncle Clarence.
Love,
Dortha Davis

Dear Santa:
I am a little boy seven years old. I want a train and two guns. Save some for the other little children. Please bring me some nuts and candy.
Jackie McNeese

Dear Santa Claus,
How are you today? I am fine. I want a bike for Christmas. I want a tractor, too. I want a jack in the box.
Your friend,
Delbert White

Dear Santa,
I would like a pair of skates and a football, lots of nuts and candy. I am not asking for very much so other little boys and girls will get some toys, too. I have tried to be a good boy.
Goodby dear Santa Claus and good luck,
A. C. Vaughn

Dear Santa Claus,
Please bring me a bicycle and a doll and a doll buggy. Please bring it to me. I will be glad when Christmas comes. We get out two weeks for Christmas.
Love, love, love,
Sue Bradley

Dear Santa Claus,
I have been a good boy this year. Would you please bring me a pair of spurs, a model airplane, a football suit, cowboy gun, and a basket for my bike? I would like some fruit, candy and nuts. Don't forget the other little boys and girls.
Merry Christmas to you,
Stephen Bagwell

Dear Santa Claus,
I want a pair of boxing gloves: football and truck. I am 8 years old and in the second grade. Please bring my baby sister, Sue Jane, a rattler and a doll.
Your friend,
Gary Lynn Roland

Dear Santa Claus,
My name is Ronald Day. I am in the third grade and I am nine years old. I go to Central School in Hereford, Texas. My mail box number is Box 28, and Route No. 3. I want a BB gun and a taxi-cab that winds up. I guess that is all.
Your friend,
Ronald Day

Dear Santa Claus,
I am nine years old and in the third grade. We are going to my grandmothers for Christmas. I would like you to bring me anything that you would want.
Love,
Willie Sue Chanber

Dear Santa Claus,
How are you doing? I know you are busy and I'm not going to ask for very much. I want a chemistry set, an electric train, erector set and a robe and house shoes.
Charles Seed

Dear Santa:
I am a little boy 7 years old. I want a bike for Christmas, and a station and a wagon and for my little sister a tricycle.
Thank you Santa Claus,
Kent Millard



A Cheery Christmas Season To All...

Plains Insurance Agency
Mr. and Mrs. Jno. H. Patton
Mr. and Mrs. W. H. Patton
Mrs. N. E. Moore

Stranger or Friend

OUR WISH FOR YOU

A Joyous



HEREFORD LUMBER CO.

D. H. Alexander Kenny Wilson L. A. Wall
W. L. Jones E. O. Jordan Mary Beth Thomas



from..... Bob Lewis..... T. E. Seigler
And The Gang At

FARMERS EQUIPMENT CO.

Adeline Koelzer Gene Weems Clay Angelo

Letters to Santa Claus

Dear Santa:
I am a little girl. I am 7 years old. I am in the second grade. I want a wetting doll, house shoes, and an iron. My little sister wants a wetting doll, house shoes, and an iron.

Love,
Lynn and Lana June Crow

Dear Santa Claus:
Hello, Santa. Just a few lines to let you know I still think of you. I hope to see you in town this coming Saturday. If I don't get to see you, I hope you will send me the following things: a tool set, a gun and scabbard, and what else you want to. So, I will thank you very much. Hoping you a Merry Xmas. So I will say goodbye.

Your friend,
Charles Edwin Leffel

Dear Santa:
I am a little boy six years old. This is my first year in school. Santa would you please bring me a Mickey Mouse watch, a football and a cash register for Christmas. Don't forget to look under the Christmas tree for your Coke, Santa.

Love,
Jackie O'Dell Brething

Dear Santa:
I am a boy six years old and I go to school. I like my teacher, Mrs. Durham, and I like school. Please bring me a train and tracks and some other toys.

Remember my mother and daddy, brother and sister. Don't forget the other boys and girls.

Love,
Joe Dan Woolbright

Dear Santa Claus:
I am a little boy five years old. I try to be good sometimes. Please bring me a tractor, truck, a farm set and nuts and candy.

Your friend,
Richard Wilhelm

Dear Santa:
I am big enough to go to school but I still like to play dolls with my little sister, please bring me a baby doll, a doll house, and a table and chair set, and a nurse set. Please fill my sock with candy, nuts and fruits.

Lots of love,
Joan Rogers

P. S. I will leave a Coke in the refrigerator for you.

Dear Santa:
Will you please bring me a magic skin doll and a box of dishes with plenty of oranges, nuts and candy and apples.

Also bring Jerry, Jackie, Christine and Carolyn some toys and candy and nuts and anything you have nice for little girls and a little boy.

Thank you a lot, Santa Claus.
Kathryn Gollhar.

Dearest Sana:
This Christmas I would like to have some new clothes for my magic skin doll you brought me last year. I do not want another doll this year because I have so many. I'd rather have a blackboard, a new set of dishes, and some records. I'd like to have "Bambi" best of all.

Remember all of my good friends and cousins.

Love,
Linda Kay Morton

Dear Santa:
Please bring me a bride doll and a paint set, and remember all other little boys and girls with whatever they would like for Christmas.

Judy McGee

Dear Santa Claus:
I have tried to be a good boy so would you please bring me a football, scooter and tractor. You can bring me anything else you would like to bring me for Christmas.

Bertie Hitchcock

Dear Santa:
I am a little boy six years old and I have tried to be a good little boy all year. So Santa, I would like for you to bring me a tool chest and a pirate gun for Christmas and lots of candy, fruits, and nuts. And Santa don't forget my little school mates.

Thank you Santa.
Your little friend,
Gary Holt

Dear Santa:
I am a girl and I have been pretty good. Please bring me a necklace, and a bracelet, and a doll, and a birthstone ring, a bike, doll buggy, and some good books.

Please don't forget all the other little boys and girls.
Love,
Joan Fowlkes

Dear Santa:
I am a little girl 7 years old. I want a stove that cooks, and I

want a dollbuggy. I want a doctor set. I want a magic skin doll. I am in the second grade, and don't forget my teacher, and don't forget my little sister 6 years old, and don't forget my brother 8 years old.

Love,
Bettye Snead

Dear Santa:
I am a little boy years old. I am in the second grade. I want a double barrel shot gun.

Love,
Gerald

Dear Santa:
I am a little girl 7 years old. I have been a good girl. I want a pair of skates and a watch. I am in the second grade.

Love,
Barbara Hudson

Dear Santa:
I am a little boy 7 years old. I want a BB gun and a football. I am in the second grade.

Love,
Richard Williams

Dear Santa:
I am a little girl 7 years old. I want a typewriter. I want a baby buggy.

Love,
Sue Jackson

Dear Santa:
I am a little boy 7 years old. I have been a good little boy. I am in the second grade. My two sisters have been good, too. I want a rubber farm set.

Love,
Edwin Axe

Dear Santa Claus:
I am a little girl 7 years old. I have been a good girl too. So I want you to bring me a bicycle, a doll and skates and I have two little brothers and one little sister. Santa, please don't forget them.

Millie Jo Carmack

Dear Santa:
I am a little boy 7 years old. I want a double barrel shotgun.

Love,
Jimmy Smithers

CHRISTMAS

with all good wishes for Christmas
and a sincere thanks for
all past favors

GREETINGS

Hereford Laundry
& Dry Cleaners

AND EMPLOYEES



CHRISTMAS GREETINGS

to the host of acquaintances
who have given us the privilege
of serving them in the past.

Anthony's
THE C.R. ANTHONY CO.
HEREFORD

Star and Texas THEATRES

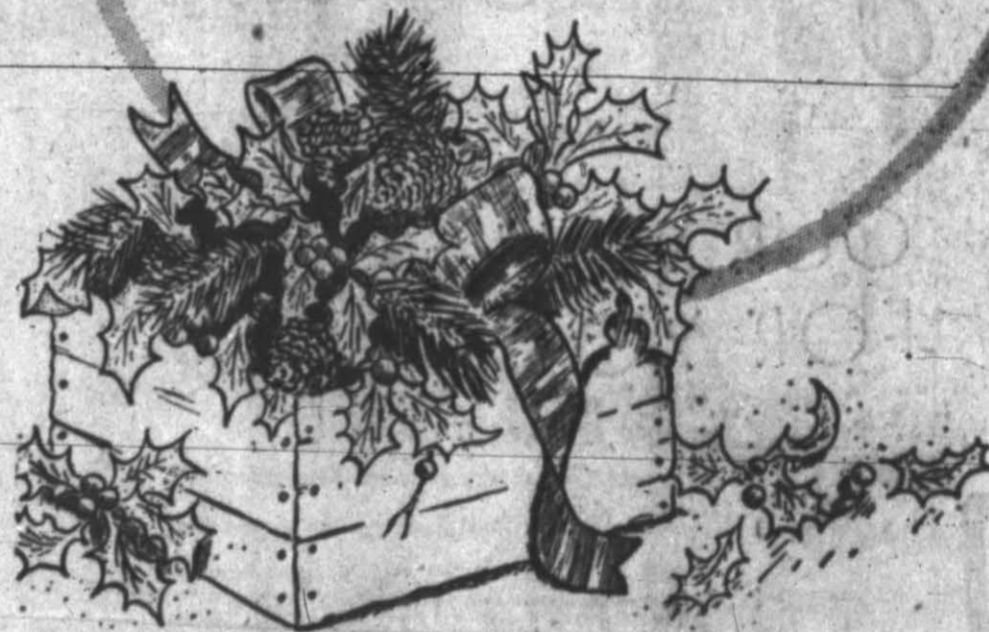
in Hereford

Extend Greetings

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



With The Heartiest Wishes for a
Happy Yuletide

We 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
with that all of you will enjoy A PROSPEROUS NEW YEAR.

WM. F. HARDWICK, Manager.

EMPLOYEES OF YOUR

STAR AND TEXAS THEATRES

The Hereford Brand

48th Year—Number 52

Hereford, Deaf Smith County, Texas, Thursday, December 23, 1948

Section 4

LETTERS TO SANTA CLAUS

Dear Santa:

I am a little boy 7 years old. I want a puppy. Will you bring it to me? Please bring me a puppy. Will you give it to me? And some nuts and some candy and a gun and a filling station and a book and a Merry Christmas to you all.
(This letter was unsigned).

Dear Santa:

I am a little boy and eight years old. I want a gun. I like my brother. I like my father. I like my mother. I am in the second grade. I want a goat for Christmas. I want a cash register.
(No Signature.)

Dear Santa:

I am a little boy 8 years old. I go to Central School. I want you to bring me a ball and bat. I want you to bring me a wagon. I want you to bring me a watch. I want you to bring me a ring. I want you to bring me an electric train. I want you to bring me a car. I want you to bring me a gun. Merry Christmas to you all.
All my love,
Melvin Shaw.

Dear Santa:

I am a boy. I am seven years old. I want a wagon. I want a book. I want a cash register. Bring my little sister a doll buggy and a doll. I want an electric train. I love you.
(No signature.)

Dear Santa:

I am a little girl 7 years old. I want a doll and a doll buggy, and I want you to bring me a pair of house shoes, and a Bible. I am your friend.
Monna Kay Calhoun.

Dear Santa Claus:

I am a little girl 7 years old. I go to Central School. I would like to have a doll and a watch, too. I wish you would make a happy Christmas to everyone. I hope you will not forget the other children. I wish you a merry, merry Christmas, too.
Your friend,
Nona Marie Strange.

Dear Santa Claus:

I want a good tool chest and tools and a Dick Tracy watch.
Your friend,
Dickie Fetters.

Dear Santa:

Please bring me a doll and dishes and anything you want me to have and I will be happy and don't forget my little brother and my sisters Nonie's baby girl. She will be at my house. I am five years old.
Your little friend,
Ila Rose Bell.

PS—Don't forget Glenn. He is in Korea. That's my brother.

Dear Santa:

I'm just a wee little boy so you know I'm good and please bring me a little pussy cat and wagon and a little Donald Duck and a rattler if you have one. This will be my first Christmas, but I love you lots and lots.
Your little friend,
Jimmie Ray Messer.

PS—Don't forget my big brother. I don't know what he wants, but I think it's a car.

Dear Santa:

For Christmas I would like to have a 11 inch painted eye doll weighing four pounds and four ounces. I would also like to have Wards speed line sidewalk skates wt. 5 pounds and 8 ounces. That is all I would like to have this Christmas. My little sister would like to have lots velocipede tricycle, wt. 16 lbs. She would also like to have washable baby doll, 12 1-2 inches tall, wt. 2 lbs. She is now two years old and I am nine.
Your friend,
Inez Brown.

Dear Santa:

Hello there, how are you? We are a little girl one year old and a little boy three years old. Would you please bring us a little doll and a tricycle? Don't forget the other little boys and girls.
Love always,
Fanelda and Arvel Williams.

Dear Santa Claus:

As I am only two years old and can not write so well yet, Mommy is writing for me. Santa, I want a tricycle, a doll buggy, a doll with curls and a gun to shoot birds for the kitty. Bring something to all the little girls and boys to make them happy.
Love,
Marie Roberson.

Dear Santa Claus:

We are three little girls, Ginger, Linda and Gail. We have been good this year and are looking for you Christmas. Ginger wants an embroidery set. Linda wants a magic skin doll and Gail wants a baby doll.

Good bye, Santa,
Ginger, Linda and Gail
Witherspoon.

Dear Santa:

I hope you are still as big and jolly as you were. I want a film projector and a chemistry set. I hope you can come on your reindeers and I want to see them when you come. I will be down at my aunt's. My little sister likes to see you more than I do. If I am home, I will have a pie for you.
Your little friend,
Mary Laquetta Wade
Lanetta Ann Wade.

Dear Santa:

I would like to have a doll bed, a washing machine, a doll with a trunk full of clothes and some house shoes. I have been a good girl, Santa Claus.

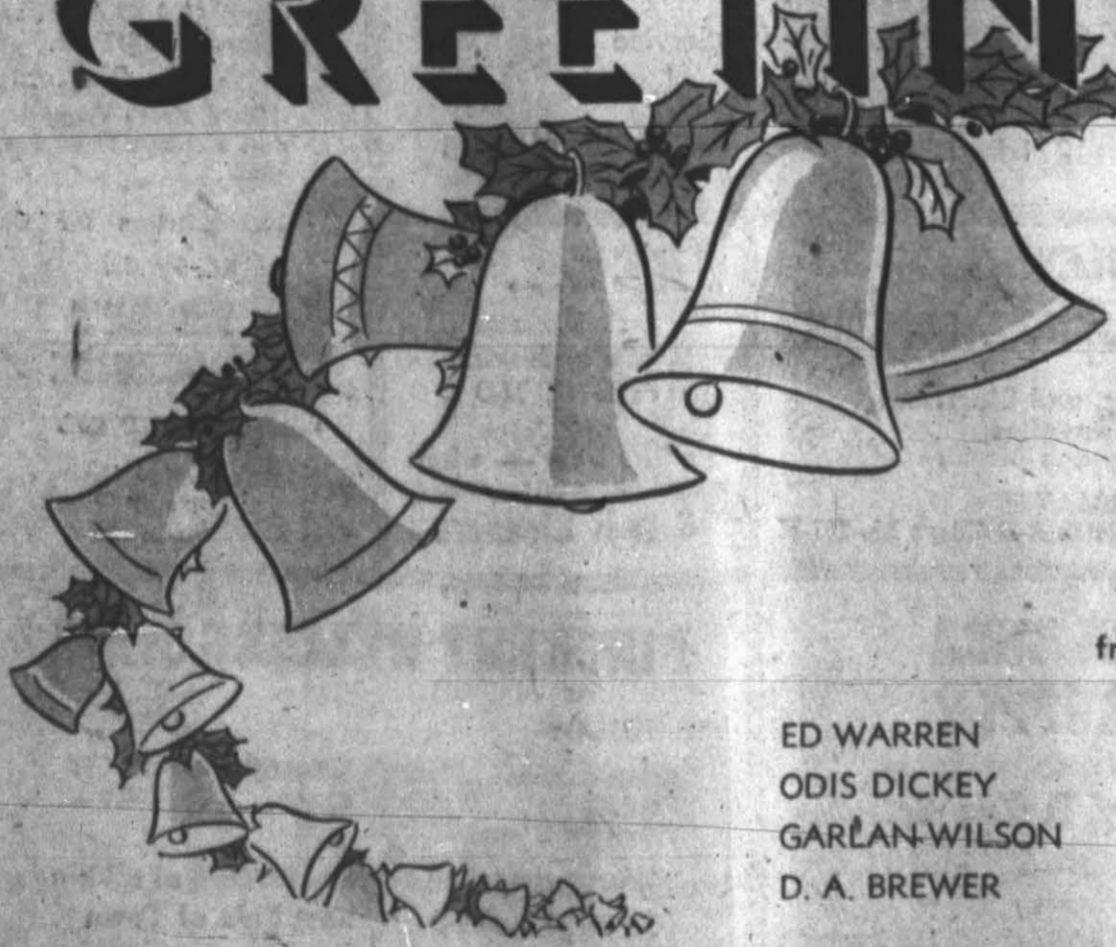
Your friend,
Judy Bradley.

Dear Santa:

I am a boy eight years old. I have tried to be a pretty good boy. I would like for you to bring me a Donald Duck watch, or BB gun. Also candy, nuts, fruit and such.
My stocking will be hanging up for you.
A little friend,
James Texas.



Our Annual CHRISTMAS GREETING



from:

ED WARREN	WARREN McBRIDE
ODIS DICKEY	JAMES WOOD
GARLAN WILSON	LEE BENEFIELD
D. A. BREWER	MARK BENEFIELD

We are always glad of the opportunity to say "Hello" to our friends but somehow no occasion affords a better opportunity than Christmas to add a word of good wishes.

The associations we've enjoyed in the past are many and we are grateful for them. We appreciate what they stand for and with the passing of each year, we become more and more impressed with the true value of genuine friendships. The faithfulness of those whom we strive to serve has been invaluable in the progress of this organization.

In recognition of your consideration and patronage in the past, we desire to express our sincere good wishes to each of you for a happy Christmas and a New Year filled to overflowing with joy and prosperity.

BENEFIELD MOTOR COMPANY

Argue Over Football Pool

PRAGUE (AP)—It looked like Staska, the football pool scheme, might pull through in its first trial in Czechoslovakia.

The pool, based on the performances of 14 teams in the Czechoslovak football league, had dragged in 70 million crowns (\$1,400,000) with about three-quarters of the season gone, but it was attacked on both economic and moral grounds.

Factory managers and production experts complained it interfered with factory output. Workers spent the first part of the week comparing notes on the Sunday games results. They spent the last half of the week making out their predictions for the coming Sunday.

To the country, trying to meet quotas in the closing months of the two-year economic plan, and getting ready for a new five-year plan, that looked bad. One step was to ban branch offices of Staska from the factories and to look like curtains for Staska for a while.

There were attacks on the pool, because it fostered gambling, and because it made each philosophy of working class society. After one woman won two

Personal

Mr. and Mrs. Olen McDonald of Levelland visited with Mr. and Mrs. Roy Shirey over the week-end.

Bob Caldwell of Pampa, recently stationed in Memphis, Tenn. is here visiting his sister and family, Mr. and Mrs. Glenn Watts for the holidays.

Mrs. Floyd J. Sweet of Fort Worth was a week-end visitor in the home of her mother, Mrs. E. J. Williams. She is the former Miss Irene Williams.

Mrs. W. E. Beach and daughter, Mrs. Alma Vassey of Bovina, left Friday to spend the holidays in Vernon with their son and brother, Dawson Beach and family.

Mrs. C. D. Hodges and Mrs. H. C. Van Biber of Pampa visited in the home of their sister, Mrs. John Robinson and family Sunday and attended the recital in which their nephew, Billy Robinson took part.

CHURCH ANNOUNCEMENTS

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

FIRST BAPTIST
R. H. Cagle, Pastor
Sunday 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.

AVENUE BAPTIST
H. V. Fields, Pastor
Sunday School... 9:45 a. m.
Morning Worship... 11:00 a. m.
Training Union... 6:30 p. m.
Preaching Service... 8:00 p. m.
Mid-week Services:
Wednesday... 7:30 p. m.

ST. ANTHONY'S CATHOLIC
Albert Heald, S. A. Pastor
Sup. Masses: 7, 8:30, 10:30 a. m.
Weekday Masses: 8:30 and 8:15 a. m.
Holy Hour: Thursday at 8 p. m.

DAWN BAPTIST CHURCH
C. S. Parker, Pastor
Sunday School... 10:00 a. m.
Morning Worship... 11:00 a. m.
Training Union... 7:30 p. m.
Evening Service... 8:30 p. m.
Mid-week Services:
Wednesday... 8:00 p. m.

IMMANUEL LUTHERAN
K. W. Lichtsinn, Pastor
Sunday School and Bible Class... 10 a. m.
Worship Service... 11 a. m.
Holy Communion is celebrated the first Sunday of each month, with a special Confessional service beginning at 10:45 a. m.
Listen to the Lutheran Hour each Sunday over KPDA at 9 a. m.
Services are held in the County Court Room.

FIRST PRESBYTERIAN
Russell A. Winger, Pastor
Sunday School... 9:45 a. m.
Morning Worship... 11:00 a. m.
Evening Worship... 7:30 p. m.
ST. THOMAS EPISCOPAL

FIRST CHRISTIAN
Roy W. Ford, Pastor
Sunday Services:
Morning Worship... 10:50 a. m.
Sunday School... 9:45 a. m.
Junior Endeavor... 8:00 p. m.
C. Y. F... 8:00 p. m.
Evening Worship... 7:00 p. m.
Mid-week Service:
Wednesday... 7:15 p. m.

MASONIC BULLETIN

Hereford Lodge 549
at Hereford and Thos. E. L. THOMPSON, Sec'y, W. C. THOMAS, W. M.
Next meeting second Monday in each month, School

NOTICE OF MEETINGS

ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night

STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL DIRECTORY

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

HEREFORD FURNITURE CO.
for HIGH QUALITY FURNITURE
Guaranteed Radio Service
On All Makes and Models
ACROSS FROM THE POST OFFICE
401 Main Hereford Ph. 823

Radio Programs
KPAN PROGRAM SCHEDULE FOR DECEMBER
860 On The Dial
7:45 Sign On
7:45-8:00 Alarm Clock Club
8:00-8:15 Local and State News
8:15-8:30 Hunter Quiz Program
8:30-8:45 UP NEWS
8:45-9:00 Morning Devotion
9:00-9:15 Special Christmas Program
9:15-9:30 Mainly for Women
9:30-9:45 It's Dance Time
9:45-10:00 Treasure Chest
10:00-10:15 UP news
10:15-10:20 Hog Market Report
10:20-10:30 What's New for Christmas
10:30-11:00 Announcers' Choice
11:00-11:15 Music by Martin
11:15-11:30 Hymns of all Churches
11:30-11:45 School Program
11:45-12:00 Sons of the Pioneers
12:00-12:05 Texas News
12:05-12:15 Top Times of the Day and Grain Report
12:15-12:30 Trading Post
12:30-12:45 UP News
12:45-1:00 Cowhand's Hour
1:00-1:15 Farm News
1:15-1:30 UP News Commentary
1:30-1:45 Meet the Band
1:45-2:00 Western Hit Parade
2:00-2:15 UP News
2:15-2:30 South American Way
2:30-4:00 Concert Matinee
4:00-4:45 The 860 Club
4:45-5:00 Church of Christ Program
5:00-5:15 UP News
5:15-5:30 Cowboy Music
5:30-5:35 Sports
5:35-5:45 Town Topics
5:45 Sign Off
Programs differ slightly on Sunday. U. P. newscasts are at 9:00, 12:30, 3:00 and 5:30. Hymns and religious broadcasts are programmed at 7:45, 8:30, 9:15, 11:00, 12:45, and 1:30. Various local talent programs are heard through the day.

Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!	HOUSE MOVING And Local Truck Work We buy and sell houses to be moved. Phone 128-J J. F. MESSER on 25-Mile Ave. 1 block west of 13th Street	LLOYD OTTEN PETE KNAPP S. S. NORTH CUTT AUCTION SALES Farm Sales — Land Cattle — Furniture Contact Earl Eubanks for booking or call Telephone No. 109
The Candy Kitchen —Coney Islands —Home Made Candy —School Supplies 310 MAIN STREET	I Want to BILL YOUR AUCTION SALES B. E. BRUMLEY	OUR WORK STANDS UP WE MAKE IT DE SOTO PLYMOUTH Beavers Bros. Motor Co. 301 E. 3rd Phone 363

CARGRAY Butane & Propane GASES Complete service on all Butane & Propane systems. Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551	Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694	This Space For Sale
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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 Gas & Oil
R. N. Lamer Jack Hudson L. E. Henderick

KINSEY Motor Company
FRAME STRAIGHTENING
WHEEL BALANCING
FRONT END ALIGNMENT

Hereford Heating Company Everything in Plumbing and Heating Supplies 408 East 1st Phone 708	A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.	HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"	For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station and Hiway Cafe Highway 60
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BURNS JEWELRY FINE JEWELRY Guaranteed WATCH REPAIRING Across from Postoffice Phone 735 Hereford	McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23	MOORE'S are —Open 7 days a week —Open at 6:30 A. M. and Close at 9:00 P. M. —Headquarters for good Meats, Fresh Vegetables and a complete Grocery stock. —Headquarters for Gas and Oil Needs. MOORE'S GROCERIES GAS AND OIL Intersection Highways 51 and 60 Phone 156
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GIBSON - BLEVINS PLUMBING & ELECTRICAL COMPANY Plumbing, Heating, and Electrical Work and Supplies Prompt and Courteous Service FREE ESTIMATES Day Phone 94 Nights & Holidays Ph. 207-M	FREE... Pick-Up and Delivery Service PHONE 160 It's like new — when we're thru... C & R Cleaners
--	--

TIERRA BLANCA FEED & SUPPLY and Hereford Poultry & Egg Co. FEEDS, SEEDS, FARM SUPPLIES Stanton Feeds Phone 448 L. H. (BUD) BRADLY 112 Sampson	PINCKERT WELDING SHOP WE BUILD: Cattle Guards... Tanks... Branding Chutes... Feed Racks... Windmill Towers... and keep a supply of 2" and 3" Pipe We do WELDING and REPAIR JOBS of all kinds On Highway 60 * East Side of Town
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MERRY CHRISTMAS PICK-UP AND DELIVERY SERVICE PHONE 111 ACME CLEANERS All Garments Insured 308 N. Main Hereford MADE-TO-MEASURE CLOTHES	Shorty's Shoe Shop 104 West 3rd Across from Furr Food Boots Foxed and Rebuilt Cavalier — Esquire Venetian Cream SHOE POLISH Any Color Shoe Repairing—Any Kind Handmade Boots Made to Order Open 7:45 Close 6:30	TAXI Phone 32 24 Hours Service Call Us Anytime Located at Bus Station
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Letters to Santa Claus

Dear Santa Claus,
I am a little boy 9 years old. I go to Central School. My teacher is named Miss Alkman. I am in the second grade. I want a caterpillar tractor and a BB pistol and a wrecker. Happy Christmas to everybody.
Love,
Billy Legg

Dear Santa Claus,
I am a little boy 8 years old. I go to Central School. I want a bicycle and a watch, a train and a football and a gun. Please bring Billy a tor set and some new boots. Bring Garland a caterpillar. Merry Christmas.
eMerry Christ
Sit-ven

Dear Santa Claus,
I am a little girl 7 years old. I want you to bring me a bicycle and a watch. Merry Christmas.
I love you,
Darlene Sexton

Dear Santa,
I am a little boy seven years old. I want a wood burning set for Christmas. I am in the second grade. My cousins are going to be here. Please don't forget them.
All my love,
Jan

Dear Santa,
I am a little boy 7 years old. I want a watch and a dump truck that dumps on the side. And also my little brother wants a watch and a gun. Also my little sister, a set of dishes.
Your friends,
Edward Lee, Jimmy and Anne Strain

Dear Santa,
I am a little girl 7 years old. I want a doll on Christmas and some candy, too. My little brother wants a truck and a ball too and some because too. Goodbye, Santa Goodbye.
Love, Stell Ruth Farmer

Dear Santa Claus:
Please bring me an electric train, gun, plane, fruit, nuts and candy. Please see that all the other little boys and girls get something too.
Thank you,
Bobbie Welty

Dear Santa,
I am a little girl 8 years old in Central School in Hereford in the second grade. I want you to bring me a bicycle, and bring me a doll and a watch and some candy and nuts. I want a little bicycle and a baton.
Merry Christmas,
Ann Wagoner

Dear Santa,
I am a little girl 7 years old. I want you to bring me a bicycle and a doll buggy and some househoes and a watch. Merry Christmas.
I love you,
Darlene Sexton

Dear Santa,
I am a little boy eight years old. I want a gun and tinkertoys and a bicycle and a ring. My mother wants a new car and some nuts and candy.
Love,
Don Cocanougher

Dear Santa,
I go to Central School in Hereford. I am a little boy eight years old. I want a gun and tinkertoys and a bicycle and a ring. My mother wants a new car and some nuts and candy.
Love,
Don Cocanougher

Dear Santa,
I am a little girl 8 years old. I go to Central School in Hereford. I want a doll buggy. I want some dishes and fruits and nuts, a table and chairs and a pair of skates.
Mefba Lajuan Presley

Dear Santa,
I am a little girl 7 years old. I want you to bring me a bicycle and a doll buggy and some househoes and a watch. Merry Christmas.
I love you,
Darlene Sexton

Dear Santa,
I am a little boy seven years old. I want a wood burning set for Christmas. I am in the second grade. My cousins are going to be here. Please don't forget them.
All my love,
Jan

Dear Santa,
I am a little boy 7 years old. I want a watch and a dump truck that dumps on the side. And also my little brother wants a watch and a gun. Also my little sister, a set of dishes.
Your friends,
Edward Lee, Jimmy and Anne Strain

Dear Santa,
I am a little girl 7 years old. I want a doll on Christmas and some candy, too. My little brother wants a truck and a ball too and some because too. Goodbye, Santa Goodbye.
Love, Stell Ruth Farmer

Dear Santa Claus:
Please bring me an electric train, gun, plane, fruit, nuts and candy. Please see that all the other little boys and girls get something too.
Thank you,
Bobbie Welty

Dear Santa,
I am a little girl 8 years old in Central School in Hereford in the second grade. I want you to bring me a bicycle, and bring me a doll and a watch and some candy and nuts. I want a little bicycle and a baton.
Merry Christmas,
Ann Wagoner

LEGAL NOTICE

THE STATE OF TEXAS

To: T. B. Armstrong; the unknown heirs and legal representatives of T. B. Armstrong, deceased; Mrs. T. B. Armstrong; and the unknown heirs and legal representatives of Mrs. T. B. Armstrong, deceased.

GREETING:
You are commanded to appear and answer the plaintiff's petition at or before 10 o'clock A. M. of the first Monday after the expiration of 42 days from the date of issuance of this Citation, the same being Monday the 31st day of January, A. D. 1949, at or before 10 o'clock A. M. before the Honorable District Court of Deaf Smith County, at the Court House in Hereford, Texas.

Said plaintiff's petition was filed on the 12 day of November, 1948.
The file number of said suit being No. 3199.
The names of the parties in said suit are: Clarence Dixon as Plaintiff, and T. B. Armstrong; and the unknown heirs and legal representatives of T. B. Armstrong, deceased; Mrs. T. B. Armstrong; and the unknown heirs and legal representatives of Mrs. T. B. Armstrong, deceased as Defendant.

The nature of said suit being substantially as follows, to wit:
For the title to and possession of the Northeast 1/4 of Section No. 28, Township 2, Range 1 East of a Capitol Syndicate Subdivision, as shown by plat thereof of record in the Deed Records of Deaf Smith County, Texas, and being located in Deaf Smith County, Texas, and containing 160 acres of land; and for such title of said land under statutory trespass to try title allegations and also under the Ten and Twenty Year Statutes of Adverse Possessions and Limitation of the State of Texas by virtue of the continuous, peaceable, open possession of all of said land for such periods of time under claim and assertion

of fee simple title thereto; for general and special relief in law and in equity.

Issued this the 14 day of December, 1948.

Given under my hand and seal of said Court, at office in Hereford, Texas, this the 14 day of December, A. D., 1948.

R. L. THOMPSON, Clerk District Court, Deaf Smith County, Texas.
By LUCILLE POSEY, Deputy.

(SEAL)

51-4c

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Hereford's Own Radio Station
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SPECIAL NOTICE

We would like for all of our Income Tax Clients to begin bringing in the statements for 1948, so that we may start working up 1948 work sheet their income and expenses.

W. L. & BEVERLY ALEXANDER
Room, 4, Buckner Bldg.

BRANDED



for what it is!
MANN'S Malted Milk
BRAND

Things you have wished for and never received—may they be yours during the next twelve months. May the Christmas Season be one of happiness, usefulness and full measure of health and prosperity.

GREETINGS

OF THE SEASON



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!



SUITS AT O SUPPLY

MR. AND MRS. RAY SUIT
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WM. M. O'NEAL
JOHN H. WINKLER
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CARL McCASLIN LUMBER CO.

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NEELY KIMBROUGH
BILL NUNN
HENRY TURNER

EULA LEE CAVE
FRED HIGGINS
J. C. BLANKENSHIP
LUKE E. WHITE

Letters to Santa Claus

Dear Santa Claus:
I want a bride doll, I want some table and chairs, a doctor set and some dishes. I have to go to school now. Love,
Patty Barrett

Dear Santa,
I would like to have a long range BB gun and 4 switches and 10 more sections of straight track; a doodle bug special motor scooter; a U. S. Map picture puzzle; most of all a beautiful horse with saddle and bridle and blanket and 50 dollar bills, all new; a machine gun and a watch, but don't forget the orphans and please give ten dollars to the Red Cross drive.
Yours truly,
Danny Elliston

Dear Santa?
I am a girl and I have been pretty good. Please bring me a record player and some nuts and some candy. My little brother and sister wants a wagon and some nuts and some candy. Please don't forget all the other little boys and girls.
Love,
Shelia Millard

Dear Santa:
I wish you would bring me a watch and some riding pants. Also a story book doll.
Your friend,
Barbara Gay Damron

Dear Santa:
I am a boy and I have been pretty good. Please bring me a bicycle and a BB gun, and guns and a fountain pen and pencil set and two dolls for Lynda and Diana. Please don't forget all the other little girls.
Love,
Ronald Dean

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a 30-inch doll. My big brother wants clothes. Please don't forget all the other little boys and girls.
Love,
Shirley Sue Gilbert

Dear Santa:
I am a boy and I have been pretty good. Please bring me a BB gun and electric train. Please don't forget all the other little boys and girls.
Love,
Roy Garth Smith
P. S. Please don't forget my brothers.

Dear Santa,
For Christmas I want a watch and a football with a rubber coating on it. Be sure to visit my cousins in Texas and in New Mexico.
Your friend,
Donnie Fellers

Dear Santa:
I wish you would bring me a pair of ice skates, a watch and a stocking full of candy and nuts. Goodbye and good luck to you.
Sincerely yours,
Carolyn Shirley

Dear Santa,
Please bring me a piano and a bike and Mickey Mouse watch for Christmas. My little sister wants a magic skin doll and a buggy. My little brother Ray wants a 24 inch bike and a little steam shovel, also an electric train. Mother wants a dresser set and a new set of dishes. My daddy wants a new suit, and my brother Bill wants a gun. I have two more brothers, but I don't know what they want.
Sincerely yours,
Dorothy Gibson

Dear Santa,
For Christmas I especially want a pair of boots that come to my knees, a BB gun and some boxes of BB's, a pair of Indian moccasins, a Cub Scout knife and tent, a set of arrowheads, a pirate suit and gun. Bring A. C. and Jimmy a watch for each of them and for mother and father a Sunday suit.
Yours sincerely,
Tommy Vaughn

Dear Santa:
Please bring me a 410 gauge shotgun and a box or two of shells for it; also a hunting knife. For my sister, please bring her a doll buggy. We want a wagon with sideboards. Bring mother a new set of dishes.
Sincerely yours,
Bobby Armstrong
Dear Santa,

Dear Santa,
I wish you would bring me a house and a doll and some dresses for her. Also some candy for Mother and Daddy.
Yours truly,
Elaine Wagoner

Dear Santa:
I want a G-Man gun, car, truck, a football. I want a plane I can make shovel, a pick a rake and nuts and peanuts.
Thank you,
Oscar Reynolds.

Dear Santa:
I'm a boy 7 years old. I want you to bring me the following things if possible: A cowboy suit, a pair of boots, a sack full of candy and nuts, toy cars and trucks, a sack of marbles, a doctor set and that's all Santa.
Thank you again,
Louis Reynolds.

Dear Santa Claus:
I would like to have a pair of stiffs and some doll clothes and my sister Verena would like to have a pair of stiffs and some doll clothes, too, and my little sister, Toni, would like to have a big jeep and my little brother Joe would like to have some guns and a big jeep.
Linda, Verena, Toni and Joe Parker.

Dear Santa Claus:
I want a bicycle for Christmas if I be good, and a ball. Well, its night time for bed.
Much love,
Albert Dean.

Dear Santa:
We are three little children, twins age 6 and a little brother, age 5. Us boys want Gene Autry gun sets. We would like a car each, some nuts and candy. For my sister, a toy ice box and a doll that drinks water, also a baby buggy. Don't forget my other brother and sisters.

Bye, Santa,
Marion, Marilyn and Norman.
P.S.—Don't forget the other boys and girls.

Dear Santa Claus:
Please bring me a bicycle. If you haven't got a bicycle please bring me my birthstone bracelet and necklace. And please remember the other children all over the world. I still love you.
Love,
Lawanna Lookingbill.

Dear Santa Claus:
I would like to have an electric train, a tool set, a car, truck and a tractor, also some candy, nuts and oranges and apples.
Be good to all the boys and girls everywhere.
Yours truly,
Kenneth.

Dear Santa:
Please bring me two double barrel pistols and anything else you happen to find that you think would do for a guy like me.
Your friend,
Edwin Lee.

Dear Santa Claus:
I live at 118 Jackson. I am 7 years old. Miss Altman is my teacher. I want a wood burning set for Christmas. I also need a pair of boots and a Western suit. Do not forget my little cousins for they will be here Christmas. Also bring candy and nuts, please. I will leave you a gift on the mantle.
Thank you,
All my love,
Jon David Wallace.

Dear Santa:
We are two little boys who try very hard to be good when we hear about you.
Please bring us a football, cap gun and holster set apiece. Also some candy, nuts and fruit. Don't forget all the other little boys and girls, especially our cousins, Peggy and Mike.
Love,
Ronald Earl and Lee Mc Murray, Jr.



4 Hour Wrecker Service

KINSEY MOTOR CO.
PHONE 740 — NIGHTS 419-W

WOOD . . . The Builder's Friend

Merry Christmas

HEREFORD LUMBER CO.
HEREFORD LUMBER CO.

WESTERN FLOWER SHOP
Mrs. Dishman Mr. Peet Mrs. Hutson

Merry Christmas

The past year was a very pleasant one for us and we sincerely appreciate all you have done to make it so. May your every wish be fulfilled to complete your happiness on this glad occasion, that's our Christmas wish for you and yours

THE Vogue "For the Lady of Fashion"

Holiday Greetings 1948

Along with Christmas pine and holly . . . may health, wealth and happiness deck the halls of your home.

Magnolia Service Station
NEAL YOUNG B. F. CAIN

WE WELCOME AN AGE OLD CUSTOM

Christmas always been a time of friendliness and good cheer. One of the oldest traditions is the simple well wishing to our friends for a Happy Christmas. Year we send to each of you that wishfuld. . .

MEET CHRISTMAS

HEREFORD SUPER-MARKET

Employees
BUB NEWELL A. D. EDENS
L. W. CARLYLE JOE WOOLERY
OPAL MERRELL RAYBURN STRANGE
CHARLES SANDERS GAYLORD NEWELL
HENRY CLOYD

Gather Up the Nicest Guys and Gals You Know and Give Christmas Party

AP Newsfeatures

Shine up those Christmas bells, pick the holly, sweep the chimney, and get set to help Santa shake the soot out of his whiskers. Gather up the nicest gals and guys you know and stage a Christmas party.

The best time for this holiday revelry is the night before Christmas when everyone is in that mellow peace-to-all mood. Invite the gang to your house for a tree-trimmin' party. This is lots of fun, marks the beginning of the Yule season and gets the ornaments on the tree before you can say Donner and Blitzen.

You don't really have to hurry the project. But if there are small fry in the house, you will have to wait until they are safely tucked in bed with "visions of sugar plums" in dreamland.

Sing the carols early. You might do this while wreaths are being hung in the windows or outside the door. Then the lusty voices will not waken the sleeping noddies.

If you live in the country and the boys in your crowd are ambitious, perhaps you will not cut the tree down until Christmas eve. The gang can hop in a car or walk to the fir grove, wield the ax, and all help to cart the tree back.

You should have some snacks prepared to serve during the drumming period. Warm spiced cider, or hot chocolate, carrot sticks and crackers and cheese are good to stave off hunger. After the tree is bedecked break out with some food that can be prepared in advance and reheated. Spaghetti, chicken, sausage and chine con carne are perfect for this. Chile always is fine food for a party because it is filling and inexpensive. To every can of chile, add an extra can of beans. Serve it with saltine crackers or over spaghetti for that Southern favorite, Chile Mac.

If you plan to use cranberry and popcorn decorations on the tree, why not let the girls string them while the boys get the tree in shape? I like alternating the cranberries and popcorn for a prettier effect.

The crowd may not pair off, and if this is the case, the small present which is brought by each should be put in a grab bag and fished out. Girls can bring something for boys, and boys for girls. These should be inexpensive, perhaps from the dime store. If any of the crowd is especially chummy, their main presents should be reserved for Christmas day giving. This way kids who are not on a "big gift" list will not be embarrassed.

Dress up for this occasion if you like. Wear one red and one green sock, small jingle bells in your hair, holly berries on your dress.

Put the mistletoe in a prominent place. Christmas Eve is not an evening for games but you can find plenty of amusement just sitting around the fireplace and waiting for Santa Claus!

CHRISTMAS— Good Time To Teach Junior Unselfishness

By DAVID TAYLOR MARK

AP Newsfeatures

Christmas is a good time for parents to teach junior unselfish ways, according to Miss Norma Alessandrini of the Children's Recreation Center, Pediatrics Division, Bellevue Hospital.

She adds, however, that parents should not expect too much from three-to-four-year-old tots. These children need the feeling that there are some things that are theirs alone.

But, at the age of six, says Miss Alessandrini, children are first becoming aware that they belong to a group and to a community. It is then parents can begin to teach them by example and through participation in group activities, that they must share with others in order to enjoy the benefits belonging to all.

And what, better time is there, she asks, than at Yuletide, when whole families and communities get together to enjoy the giving and receiving of gifts. "How often have we seen children making a grab for the toys of other children as well as repelling all attempts of other children to play with his toys. This is the time when junior can be taught that if he will let other children play with his toys, he in turn will be permitted to share their toys."

This is a comparatively simple thing to do, she says, because junior's interest span in any one object, is short. It won't be long before his attention will be directed to some other object.

Should junior insist upon playing with Johnny's toy, the alert parent can engage his interest in substitute almost immediately, by displaying an active interest in it. Then, as junior's and Johnny's interests wane, their toys can be exchanged," she says.

Children love to bask in the favor of their parents, says Miss Alessandrini. Should junior be aware that you favor his sharing his toys or sweets with his friends or others, he is more likely to continue doing so.

Again, children are great observers, she says. They'll watch you making up Christmas packages to be sent to less fortunate children here and overseas and soon bring some of their own toys to be added to the packages, or make up their own.

"I know of clubs of youngsters saving their pennies to buy things for children at the Recreation Center," says Miss Alessandrini. "They had learned to do so by observing the kinds of things their school and religious organizations were doing."

Christmas is a great time for parties, she says. Here junior can learn that there are certain activities only to be enjoyed as a group. He will have to share with others and in so doing learn that only by sharing can he have the greatest enjoyment.

Letters to Santa Claus

Dear Santa Claus:

I have been a good girl. I want a dildie doll. I would like a little drum and a rake and a hoe to play with out doors. Don't forget to bring my big brothers something nice.

Yours truly, Mary Helen Behrends

Dear Santa:

I am a little girl almost two years old and I have been very good. I would like for you to bring me a rubber dolly, a telephone, some little picture book, a housecoat, a cup and an apron. Also I would like for you to bring me some candy and fruit, but no nuts for me.

Yours truly, Virginia Lynn Sowell

Dear Santa:

I'm a little boy five years old. I try to be nice, but sometimes I forget. I want two guns and noislers, some cars, basketball, candy, nuts and apples.

My sister is eight years old. She helps mother lot so don't forget to bring her a big baby doll, electric stove and a refrigerator, candy, nuts and apples.

Don't forget little Billy Joe, five months old, and bring him some toys to play with. Also all the other little boys and girls.

Patsy and David Monroe Sellers

Dear Santa:

I want a doll and some doll clothes for me. Please, Santa, bring me a Mickey Mouse watch or a sweetheart bracelet. And don't forget my little cousins and other children. Good bye dear, Santa. Good luck to you. I am nine years old.

Patsy Jo Jones

Dear Santa:

I am 3 years old. I am a nice little girl. Please bring me a big doll and a chair to fit me.

Love, Patricia Ranspot

Dear Santa:

I would like a paint set, doll and doll clothes. Also an iron. Be good to other little boys and girls.

Love, Patricia Smith

Dear Santa:

Please bring me a doll that says mamma. If it is a little doll bring him some clothes because these I have will be too large. I want a doll buggy or a tricycle, the one you have most of. I would like to have a gun or a piano. I am a little girl six years old, but I didn't get to go to school this year as my birthday didn't come soon enough. Don't forget the other boys and girls.

I love you, Santa Marilyn Joy Jones

Dear Santa:

I am a little boy, not very big. But would you please bring me some toys. Please bring me a wagon, a big tractor, and anything else.

Love, Mike Ranspot

Dear Santa:

I'm 7 years old. I've been a good boy. I'd like a big dump truck, a steam shovel, and a big tractor with all the tools and a tool shed with the gas pumps.

Bye, Henry Ranspot

C. R. ANTHONY CO.
Gift Certificate For \$10.00
 Presented To John Doe
 With Best Wishes From Mary Doe
 Redeemable Only At Your Town Your State
CR Anthony

No Question But What You're Right When You Give An Anthony Gift Certificate

DEAF SMITH'S BIGGEST BABY SITTER

Mothers, Let Us Take Care of Your Children While You Shop, Bake, Wrap.

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FOR PROMPT, DEPENDABLE

SHAMROCK SERVICE

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BUDDY SOWELL TROY MOORE

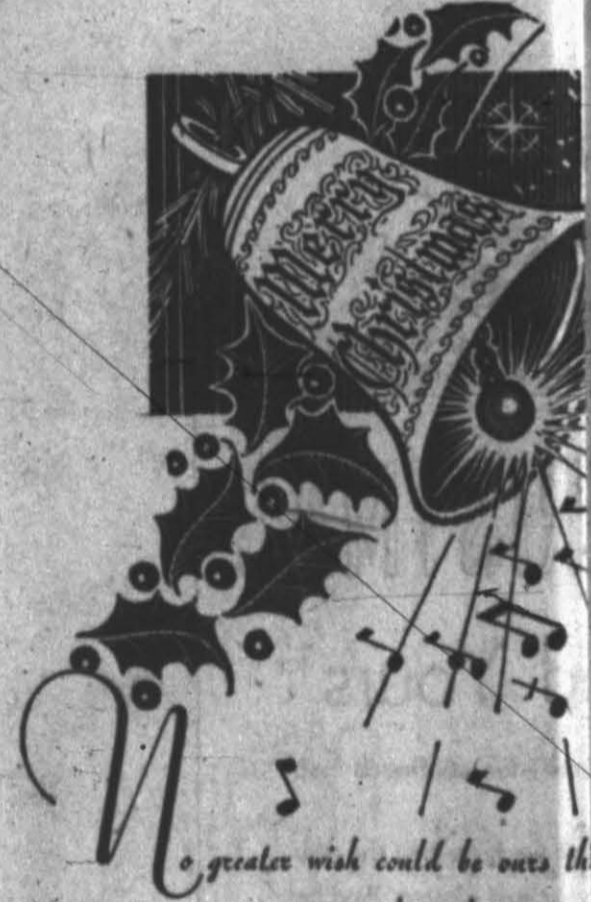
SHAMROCK TRAIL MASTER



TA, swell fellow that has told us that you've been mighty good folks the past and so we're hoping that you will the festive occasion of Christmas to its fullest ex

HEREFORD PLANING MILL

J. J. "Scotty" BUCKNER

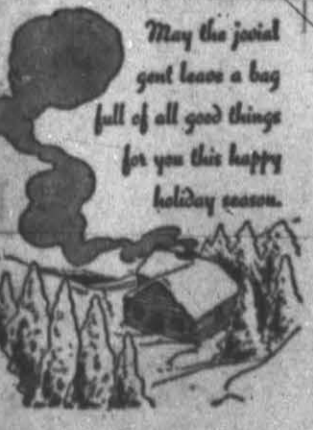


MAY CHRISTMAS THIS YEAR BE THE MOST GLORIOUS OF YOUR LIFE AND THAT THE NEW YEAR MAY BRING YOU HEALTH, GOOD FORTUNE AND GREAT HAPPINESS.

We very much appreciate the opportunity you have to serve you in the past and even more do we appreciate as a friend. May we deserve this friendship always.

Best Wishes for 1949

LOERWALD BROS AND Employees



CECIL LADY
Your Magnolia Wholesale Consignee

SHAMROCK

WISHES YOU A VERY **Merry Christmas**

UNSELFISHNESS is the very essence of Christmas—the key word to "Peace On Earth and Good Will Toward Men." Expressed in many ways—generosity, hospitality, tolerance, a helping hand—unselfishness is the age-old code of the Southwest. This is a precept we strive to preserve and practice not only at Christmas but every day in the year. It is the spirit in which we wish you happiness and prosperity.

The Shamrock Oil and Gas Corporation, Amarillo, Texas
 GASOLINES • MOTOR OILS • GREASES

Letters to Santa Claus

Dear Santa:
I am a little girl eight years old. I am in the second grade. I want a baby buggy.
Love,
Mary Spurgeon

Dear Santa:
I am a little girl 7 years old. I am in the second grade. I want a little baby doll. My little brother wants a filling station. I am in the second grade. My mother wants a mix-master.
Love,
Carolyn Ann Lee

Dear Santa:
I am a girl and I have been pretty good. Please bring me a Betsy-Wetsy doll and a buggy, too.
And my little sisters want a doll and buggy, too.
Please don't forget all the other little boys and girls.
Love,
Linda Sue Smith

Dear Santa:
I am a little girl 7 years old. I am in the second grade. I want a bicycle and a Baby skin doll.
Love,
Patricia Gaywood

Dear Santa:
I am a little boy 7 years old. I am in the second grade. I want a BB gun.
Love,
Vance Robinson

Dear Santa:
I am a little girl 8 years old. I am in the second grade. I want a doll and an ABC book and a ball.
Love,
Gertrude Ann Rance

Dear Santa:
I am a little boy 7 years old. I am in the second grade. I want a box of linkertoy. I have been a good boy. I have a little brother Jerry. He has been a good boy too. Jerry didn't live with us last Christmas. I think Jerry would like a rattler.
Love,
Joe Haynes

Dear Santa:
I am a little boy seven years old. I am in the second grade. I want a carpenter set.
I love you, Dear Santa.
Love, Dale

Dear Santa:
I am a little boy 7 years old. I am in the second grade. I have been a good boy. I want a BB gun.
Love, Dannie Chisholm

Dear Santa, hide Santa,
I am a little boy 8 years old. I am in the second grade. I have been a good boy. I want a BB gun and a bicycle. My brother wants a bicycle, too. I love Santa Claus. I want a double barrel shotgun.
Love,
Harold Bushby
Hoyt Bushby
The end.

Dear Santa:
For my Christmas present, I would like to have a scout pocket light, a scout knife, a shirt and most of all I would like to have my motor wagon.
Your friend,
Bobby Veige

Dear Santa Claus:
I have been waiting for you. How are you doing? I am doing O.K. I would like to have some candy and oranges. I have taken care of my mother while she was sick. I think I have been a good boy. I wanted a soccer ball and if you do not have a soccer ball and well that's what I want.
Good bye,
John David Bryant

Dear Santa Claus:
I am a boy nine years old. I would like a stocking full of candy and fruit. Bring me a pair of boxing gloves and a baseball and football suit. Of course I want a baseball and football. I would like a BB gun and lots of BBs. Bring us all a big box of fruit.
Your friend,
Gerald Wayne Free

Dear Santa:
I don't want much this year, but I do want a story book doll. I also want a horse but I don't think I'll get it. So I may as well not want it. I want a manicure set. Guess that covers everything I want for Christmas.
With love,
Sue Springer

Dear Santa:
Please bring me some paints and a swing and a piggy bank and a doll bed.
Please bring my brother, a football and a wagon and a piggy bank.
I hope you have a good time with the little baby elf at the North Pole.
Sara Gillentine

666 GIVES FAST RELIEF
LIQUID OR TABLETS
when COLD MISERIES STRIKE

HEAR and UNDERSTAND
with *Beltone* ONE UNIT AIDS
The World's Smallest
SEND PENNY POST CARD FOR BOOKLET!
117 WEST SIXTH AMARILLO PHONE 7029

W. R. METCALF, Realtor
FARMS - RANCHES - CITY PROPERTY
112 West Third Phone 854
Hereford, Texas
G. D. CAISSON, Jr., Salesman Phone 748

Dear Santa:
All I want this year is a Magic Skin baby doll. I will try to be good until Christmas and always give my love to Santa Claus, please.
Love,
Linda Lee West
P. S. I would appreciate it if you would publish my letter. Thank you.

Dear Santa:
I am a little girl 7 years old. I want a basketball, iron, sewing machine, a doll, and suitcase. My sisters are all right.
Love,
Glenda Bearden

Dear Santa:
I am a little boy 7 years old. I want a horse. I want a BB gun. I want a wagon set. I want a saddle for my horse and a bridle too.
Love,
Roger Hamilton

Dear Santa Claus:
I wish you would bring me a nurse set for Christmas. I wish you would bring my brother a sweater. I am nine years old and would like very much to have a nurse's set and skates.
Lots of love,
Jane Newsome

Dear Santa Claus:
Please send me a chemistry set or a punching bag for Christmas. My big brother wants an electric train. For my father, a new shaving set. For mother, a new set of dishes.
Good bye Santa,
Jack Pinkert

Dear Santa:
I am a little girl 6 years old and this is my first year in school and I like it very much. Please bring me a doll and doll buggy and some books for Christmas.
Martha Sue Watson

Dear Santa Claus:
Please bring me a bicycle and a magic skin doll for my little sister, Jan.
With love,
Mary Thompson

Dear Santa:
I am a boy and I have been pretty good. Please bring me a BB gun and some BBs. I want a Mickey Mouse watch. I want a pair of boxing gloves.
My little brother wants a BB gun and a pair of boxing gloves. My big brother wants a BB gun and a pair of boxing gloves and a Mickey Mouse watch, too.
Please don't forget all the other boys and girls.
Love,
Eldon Hudson

IT IS BEEN OUR PLEASURE

The past year has been a joyable one. We have considered it a pleasure and an honor in service to you, our friends and customers. Your consideration will be invaluable to us and we wish to take this means ending our thanks.

Added to this message our most sincere

CHRISTMAS GREETINGS

A HAPPY NEW YEAR

Shelton Te Exchange
and employees

for a

HAPPY NOEL

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.

JIMMIE ALLRED
YOUR PHILLIPS 66 DEALER

HEREFORD BUTANE GAS CO.
CARLOS ANDERSON

Season's Greetings

MERRY CHRISTMAS
to You and Yours

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

The Season's best wish of you!

BEST WISHES TO ALL OUR FRIENDS

JOHN WOOD EQUIPMENT CO.

JOHN WOOD J. PATTON
JOE BISHOP WYNE QUALLS
MIENARD J. KOELZER W. DAMRON

Letters DEAR SANTA..

Dear Santa,
It has been quite a time since I have heard from you. I don't want much this year. The things I want are: a watch, a chemistry set, a sewing machine, a pen and pencil set and a picture projector and screen. Well, I guess I will say goodbye and go to bed.
Your pal,
Jerry Calhoun

Dear Santa,
This year I don't care what you bring me. I have plenty of dolls and I'm going to give some away. I am 10 years old and in the fourth grade. Santa, just fill my stocking and give me something. It will suit me fine.
Dorothy Fay Daniel

Dear Santa Claus,
I live at 109 Avenue K. I am in the third grade. I am eight years old. I want a watch and a pair of guns and a woodburning set.
Jerry Brooks

Dear Santa Claus,
I want you to bring me a pair of house shoes, a doll house and best of all a watch. I want you to fill my stocking with all good things. I hope you will make the children in Europe and all the places that a happy Christmas.
With love,
Mary Jane White

Dear Santa Claus,
I would like to give some more parts to my train. Mother a new stove, Daddy wants me boots. It is cold up here in Hereford, all the people are getting busy for Christmas. I will be seeing you and good luck.
Love,
Larry Bost

Dear Santa Claus,
I am in the third grade. I am nine years old. I want a tractor with a grader and a trailer. I also want a cowboy suit.
John Wyatt Alexander

Dear Santa Claus,
I am a girl and I have been pretty good. Please bring me a bride doll, a basket ball, doll buggy, nurse kit, typewriter, woodburning set, watch, necklace and please bring my little brother a electric train, unker gun, and my mother a necklace and bracelet and a fountain pen and please bring my Caddy a fountain pen.
Please don't forget all the other little boys and girls.
Love,
Betty Janice Kropf

Dear Santa Claus,
I want an electric train for Christmas.
Dean Hacker

Dear Santa Claus,
I want an electric train and a bat and a ball. I am nine years old and am in the third grade.
Your friend,
Donald Lee Walker

Dear Santa Claus,
I am eight years. I would very much like a bicycle, size 24. Please bring me a doctor set. Please bring me a chemistry set, three pairs of blue jeans and a notebook that slips. Please bring Sally a doll, a dress, and a gown, and a doll buggy. Please bring Daddy a new pair of boots.
Thanks so much,
Your friend,
Carrol Leland Whiteside

Dear Santa Claus,
I want two Gene Autry guns, two holsters and a belt. I want a big truck and a tinkertoy set. Also a trailer for my tractor and a football. Don't forget all the other little boys and girls.
Merry Christmas to you and love,
Jerry Don Lance

Dear Santa,
I am a little boy 8 years old. Will you please bring me a midget projector, a bow and arrow, a football suit, some little cars, a twin noisier set and a truck convey (and some candy, nuts and fruit. Be sure and remember all the other little boys and girls.
Your friend,
Derrill Carroll

Dear Santa,
I love you very much. I have a new baby brother now. Please bring him a rubber doll. Jerry sure would like a little one. I should like a god nose. Please try to come before I go to sleep.
Linda Kay Noland

Dear Santa Claus,
I would like a cooking doll, a basket ball, an electric phone and a bicycle.
Your friend,
Edna Lovina Finley

Dear Santa Claus,
I want a gun and a steam shovel and some socks, books, games and some candy.
Bobby Ladd

Dear Santa Claus:
I am a little girl seven years old. I go to Central School in Hereford. I want you to bring me a pantie doll. I want you to bring me a suit case. I want you to bring me a doll buggy. I want you to bring me a bicycle. I want you to bring me some fruit, candy and nuts.
My little sister wants a pantie doll. My little sister wants a tricycle. My little sister wants some fruits and candy and nuts. My little sister wants a doll buggy.
Martha Rae.

Dear Santa Claus,
I want a BB gun and a football. Your true friend,
Larry Lane Rickman

Dear Santa,
Please bring me a rubber doll and a ball and a red rocking chair.
Thank you,
Judy Lee

Dear Santa Claus,
I wish I had a gun that shoots airplanes and a bow and arrow.
Ronnie Jones

Dear Santa:
I am a little girl ten years old. I would like some candy, canes, a nice Christmas tree, wool, and color-book. I have a little baby sister two months old. I would like for her to have a few things too as this is her first Christmas. I live at 107 West Ninth Street. I will hang up my stocking for you to fill.
Love,
Dariene Sowers

Dear Santa Claus:
I am a girl and I have been pretty good. Please bring me a bicycle, a magic skin doll, a watch, a basketball, a record player, a birthstone ring and a typewriter. Don't forget all the other little boys and girls.
Love,
Tommie Lou Newcomb

Dear Santa Claus:
I am a little girl in the first grade and my teacher's name is Miss Fortenberry. Please bring me a bicycle, doll house with furniture, and a big doll with red hair a pair of house shoes. Don't forget my two brothers and mother and daddy.
Your little friend,
Barbara Nell Edens



The old message of peace and good will to men is the message of the entire Christian world in the happy holiday season. Looking back to the spirit of the first Christmas, we wish for you all the joys and blessings of the season.

The Lady Faire

Dette Albracht
Alice Sparks

Zelda Denges
Ethel Urbanczyk

"SPEEDY" by **Hereford MOTOR CO.**

THE SERVICE DEPARTMENT OF **HEREFORD MOTOR CO.** SURE-BUT I WISH WE COULD GET AROUND THAT LOAD OF HAY IN FRONT OF US.

WELL YOU PLEASE IT US PASS-WEVE BEEN FOLLOWING YOU FOR FIVE MILES

WELL HOW'D I KNOW YOU WANTED TO GET BY- YOU WEREN'T GOING ANY FASTER ME!

CERTAINLY FIXED THIS CAR AS GOOD AS NEW. SPEEDY- THIS ROUGH COUNTRY ROAD PROVES IT.

HEREFORD MOTOR CO.
Dudley Green - HEREFORD, TEXAS - Archie Scott

Inseparable at This Time of the Year

FRIENDS AND CHRISTMAS...

The Christmas season, with all its pleasant traditions, reminds us again of the cordity and good fellowship that has beerurs to enjoy with our legion of friend Good friends and Christmas combine make this time of the year the mostorious occasion of them all.

As extend our best wishes to you, we fude our heartfelt thanks for your fineoperation with us during the past veo

Farmer Drive In

Troy Moore Buddy-Sowell

A. A. Jo
H. M. Ricrdson

W

ishing you
a very merry
Christmas...

is the best way we know by which to express our sincere appreciation for the patronage, friendship and spirit of cooperation shown us udring the few months we have operated here. They have been pleasant for us, indeed, and we wish at this time to pledge a continuation of the policy upon which this firm has operated. . . . as we wish each of you

A HAPPY, PROSPEROUS NEW YEAR

D & S Variety Store

Letters to

Dear Santa Claus:
I have tried to be a good little boy this year so I hope you can bring me what I want for Christmas. I want an electric train, an airplane that winds, and a football. I hope you can help all children everywhere to have a Merry Christmas.
Thank you,
Tommy Byrd.

Dear Santa:
Please bring me a "Mama" doll and a pair of blue jeans.
Thank you,
Your little friend,
Janice Kay Caraway.

Dear Santa Claus:
I have tried very hard to be a good little girl. I have been sick with rheumatic fever and my medicine tastes awfully bad, but I take it and never miss a dose. My mother told me I would receive a visit from you because I have been so good to take my medicine.
Please bring me a baby doll, a doll bed, a stove, some dishes, a bathnet, and a doll buggy.
Don't forget all the little children who will not get much for Christmas. Give them lots and lots of toys.
We'll look for you Christmas Eve, so don't disappoint me and all the other little children of the world.
Linda Joyce Byrd.

Dear Santa Claus:
I am a little boy six years old and I have tried my best to be good. Santa, please bring me an electric train, a BB pistol, a football, a truck, and a model airplane. Also some nuts and candy. Don't forget my little sister, Betty.
Thank you, Santa,
Stanley Carl Kropff.

Dear Santa:
I am a little boy 10. I have been nice so please I want a catapillar.
James Armstrong.



Dear Santa:
I would like to have a deluxe Service Station, a farm and some small plastic cars and trucks, also a jeep truck with lights and a wagon. I sure do like candy and nuts and all kinds of fruit.
Remember all the other girls and boys.
With lots of love,
Richard Hunter.

Dear Santa:
We are two little boys and go to school, but have been pretty good. I think so won't you bring Vick a doctor set and two guns and I would like two guns and a band. We both want plenty of good things to eat and candy and nuts, but I haven't any teeth in front so don't bring me apples.
Love to you,
Allen and Victor Craig.

Dear Santa Claus:
I want a doll buggy, a cash register, an ironing board, a wrecker truck and a farm set.
I would like some candy, nuts and fruit. I want every one to be remembered this Christmas.
Love to you,
Monadell Hunter.

Dear Santa:
I have been a good little girl so please won't you bring me a baby doll and a little buggy to put her in and a tricycle and some candy, nuts and fruit, and please don't forget my little brothers Allan and Victor. Mother and Dad would like something too, if you have anything you can give them.
I love you a lot,
Doris Mae Craig.

Dear Santa Claus:
I am a little eight year old boy. I have been nice so please bring me a cowboy catapillar.
Yours truly,
Wendell Harrison.

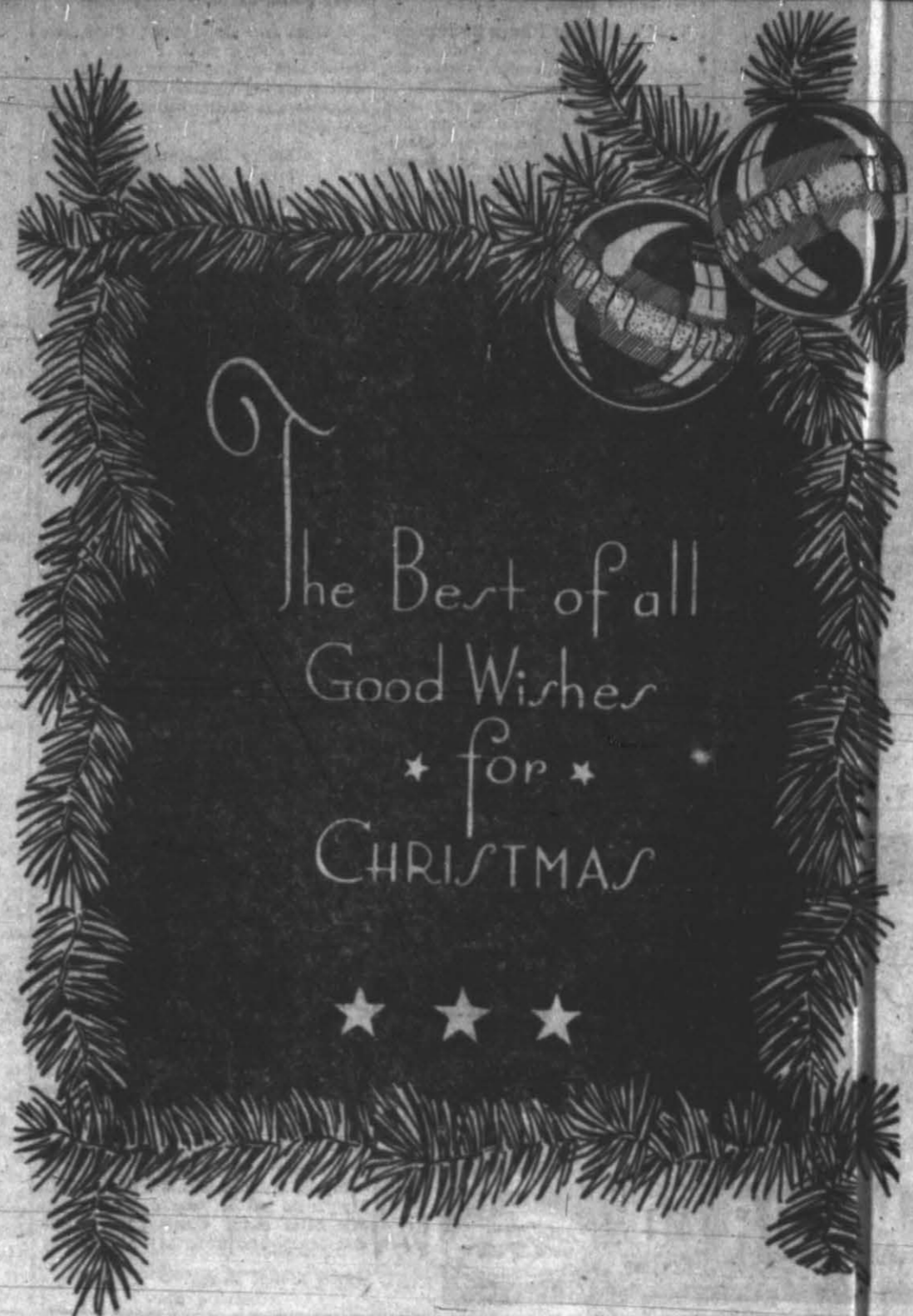
Dear Santa:
I am a little boy 8
I have been nice, please bring me a train.
Jerry Carr.

Dear Santa:
I am a little girl eight years old. I have been nice so please bring me a magic skin doll.
Yours truly,
Patricia Paddock.

Dear Santa Claus:
I am 8 and I have been good so bring me a truck, please.
Bobby Ray Brannon.



CHURCH OF CHRIST
We Welcome You
(Sunday)
Radio KPAN..... 9:15 A.M.
Bible Study..... 10:00 A.M.
Worship..... 11:00 A.M.
Evening:
Young People... 6:15 P. M.
Worship..... 7:00 P. M.
Daily Radio Program
4:45 P. M.
KPAN-860 on Your Dial
We invite you to all services of the church.
The Bible is right and it does make a difference what we BELIEVE and PRACTICE.
Church of Christ



Most of we mortals have come to regard the Christmas season as symbolic of the giving of material gifts . . . we hinge the spirit usually on meeting the wishes of our loved ones. . . which wishes too often are based on desire or the attainment of a gift to equal someone else's possessions. . . we all know the derivation of the name given our most widely cherished holiday . . . and of the most precious gift ever bestowed. . . that of the Christ child to a suffering humanity and of the unselfish giving of Christ of all his capabilities and finally his life to the saving of that humanity. . . we humans of the Hereford Implement Company like other folks are imbued with this spirit and at this season refreshed by the thought of this greatest of gifts. . . we want all our friends to know that one of the finest gifts life has given us is the privilege of association with the many fine people in our area . . . we do appreciate our friends and we hope that the spirit of Christmas remains constant and the very pleasant relations with all of our friends will continue always.

HEREFORD IMPLEMENT COMPANY

and Employees

- | | | | |
|------------|----------------|----------------|--------------|
| Tex Bettis | Robert Moore | Marian Plummer | Earl Stagner |
| Wayne Dyer | Werner Koelzer | Kent Snare | Frank Watson |
| Guy Herd | Raylan Evans | Wayne Evans | |



and best wishes for the
NEW YEAR
Red Schneider's

TASTY GRILL

- | | |
|--------------------|------------|
| JAMES LOMBARD, JR. | LOLA WELLS |
| L. V. THOMPSON | MOYA TOW |

WE WILL BE CLOSED CHRISTMAS DAY

The Hereford Brand

18th Year—Number 52

Hereford, Deaf Smith County, Texas, Thursday, December 23, 1948

Section 5

SOCIETY



'We'll Be Home for Christmas,'
Is Theme of College Crowd

Avenue Baptist Teachers Feted

A dinner for teachers and officers of the Avenue Baptist Church Sunday School was held recently at the home of Rev. and Mrs. H. B. Fields. Serving as hosts with Rev. and Mrs. Fields were Sunday School superintendent Roy Landers and Mrs. Landers.

The meal was served by candlelight at a decorated table and a Christmas tree was featured. Af-

ter the dinner Mr. Landers conducted a teachers' meeting.

Those attending were Mrs. Ethel Layman, Mrs. Blanch Byrd, Mrs. Bill Irisholm, Mrs. Jimmy Auten, M. Vincent, Mrs. Alvin Williams, at Hale, and Floyd Lowe. Mr. and Mrs. Harvey Hudson, Mr. and Mrs. Buck Barnett, Mr. and Mrs. George Hudson, Mr. and Mrs. Coleman Wright, Mr. and Mrs. Stephen Moody, Jimmy Auten, Evelyn Lee, Alice Grisham and the hosts.

Homes are decorated, inside and out, rooms are bedecked with holly and greenery and lighted by candles. Its Christmas time again and anticipations run high for about this time of year the sweetest melody ever sung begins to fill the minds of college students, and although the tune may vary, the words are all the same. From hearts light and gay comes a chant that swells with every passing day drowning out all but the one refrain "We'll be home for Christmas."

(Left) Mr. and Mrs. Bill Brady are one of the many campus couples at W.T.S.C. Canyon. They go to school and keep house in between times. Mrs. Brady is the former Miss Marcella Blue, daughter of Mr. and Mrs. R. G. Blue, and he is the son of Mrs. Dyalthis Brady.

(Center) The two lovelies ready to take off in the automobile are Cecilia Guse-

man at the wheel, and Virginia Lyons.

Cecilia, daughter of C. T. Guseman, is a sophomore at Denver University in Colorado but she and Virginia were freshmen together at Stephens College, Columbia, Mo. last year.

Virginia, daughter of Mr. and Mrs. F. P. Lyons is majoring in merchandising at Stephens. She hasn't decided where she will go after she finishes at Stephens next June.

Strolling hand in hand are apartment-hunting Mr. and Mrs. George LeGrand. The candid camera snapped them near the campus of Baylor University in Waco where he is a pre-medical student. Mrs. LeGrand went down Thanksgiving to help in the search for the apartment but returned home when none were available. They hope for better luck after Christmas. Before her marriage she was Miss Billy Sexton and George L. is the son of Mr. and Mrs. Louie LeGrand.

Annual Christmas Party Held by Deaf Smith County Riders' Club

The annual Christmas get-together held by children and grandchildren of Mrs. Julia Sowell took place Sunday at the home of Mr. and Mrs. P. B. Sowell 17 miles west of Hereford.

The gathering was marked by a Christmas dinner served at a lovely table centered with autumn leaves, holly and white candles, and by a gift exchange from a decorated tree following the dinner. The small grandchildren distributed gifts.

Highlight of the day for Mrs. Sowell was her first airplane ride with Charles Frye as pilot. Those attending were Mr. and Mrs. Jim Sowell and grandson,

Danny McCourt, Mr. and Mrs. Barrett Sowell and daughters, Myra, Joe and Virginia Lynne, Mr. and Mrs. J. B. Sowell Jr., Mr. and Mrs. Edgar Sowell of Amarillo, Mrs. and Mrs. Charles Sowell and daughters, Jeanren, Wynogene and Norma Sue, Mr. and Mrs. Buddy Sowell and daughters, Marsha and Patricia, Mr. and Mrs. Troy Moore and children, Sharon Dee, Martin Reed and Troy Don, Mr. and Mrs. Pearl Singletary and daughter, Jeannine of Texico, N. M. Charles Frye, Joe Lyons and David Sowell, Mrs. Julia Sowell and the hosts.



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.

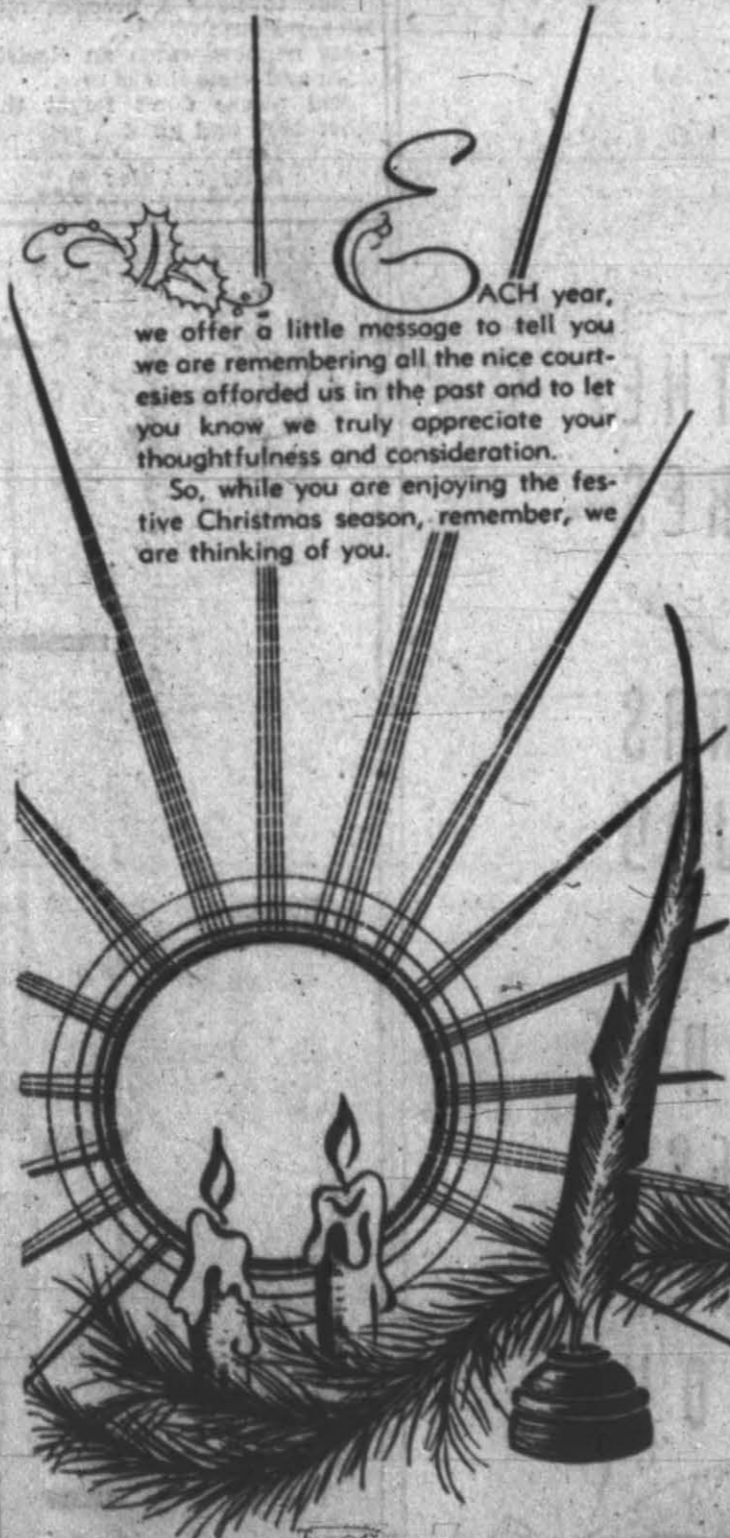
May it last forever—our Christmas wish for you.

BEAVERS BROS. MOTOR CO.

HALL
LAMA

DAVID MAL

IRENE
ROY



EACH year, we offer a little message to tell you we are remembering all the nice courtesies afforded us in the past and to let you know we truly appreciate your thoughtfulness and consideration. So, while you are enjoying the festive Christmas season, remember, we are thinking of you.

MERRY CHRISTMAS

CLOSE DRUG STORE

and Employees

Merry
Christmas

Good Luck
Good Cheer
and Many
Happy Days

GOOD HEALTH!

DR. C. D. KELTON

Records of Young Delinquent Texas Girl Would Amaze You

By MARTHA COLE
Associated Press Staff Writer
Delinquent Girls—

You'd be amazed at the number of 13 and 14 year old girls loose in Dallas, living in cheap hotels, said a crime prevention officer.

We don't need a state home for them, not even a girls' ranch or girls' town like they have for boys, said a juvenile judge. But we do need smaller places, like boarding homes, said a county juvenile officer.

There is a beautiful 16-year old brunette who was sentenced to the Gainesville State Training School for girls this month, just two weeks before Christmas. For three years juvenile officers had been picking her up, sending her back home on probation, trying to keep her from the stigma of the training school.

Home Made Her That Way
But her home made her that way. Her case history showed she was the youngest of six children in a family in a small East Texas town. First her drunkard father deserted them and then two stepfathers in succession. Her mother deserted them once.

By the time she was 13 she girl was good looking and looked much older. Last summer, when she was 16, she was living with her mother in a small North Texas town. One night she went to Dallas with some boys, stayed out all night, spent the next day with a girl friend in Dallas, stayed the next night in a tourist court.

Officers picked her up, sent her back home on probation. But she was picked up again in October after a drunken spree in a tavern and a night in a house she didn't recall.

Home Not Place For Her
Home wasn't the place to send her. There was nothing left but the state training school.

"Most delinquent girls are picked up on sex offenses," said juvenile judge Sarah T. Hughes of Dallas. Others come in for theft, check forgery and running away from home. On the records in Dallas is the case of a 15-year-old girl who has been a dope fiend since she was 12.

When there's no other solution, white girls are sent to the school at Gainesville, Negro

girls to a training school at the former prisoner of war camp at Brady.

The Catholic church maintains three homes in Texas for delinquent girls. They are the home of the Good Shepherd at Houston, Mount St. Michael at Dallas and Sister of Our Lady of Charity at San Antonio. There the girls are kept under the strictest supervision.

Homes and ranches for dependent boys and those who may be headed for delinquency dot the state.

Recognize Girls' Problems
But not for girls. Waco and Orange are two Texas cities which have recognized that girls have problems, too.

Waco girls club is not a boarding home, but a recreational character building agency serving girls of low income families who have limited educational and recreational opportunities. It teaches cleanliness, helps girls find work, helps guide them and teaches better living. It is supported by the community chest.

Orange Opens Home
Orange opened last spring the first publicly-supported home for girls of its kind in the nation. Girls' Haven is a refuge for socially displaced girls of school age. Its occupants are not juvenile delinquents. They are simply girls who need a home but whose cases do not fall within the requirements of established institutions.

That's what the juvenile officer, Mrs. Ruth Holt of Dallas, meant when she said Texas needed boarding homes for girls—a decent place for a girl to live, limited privileges for her dates, a guiding hand.

Imagine the home of the girl who was brought into court after she ran away from her husband to whom she had been married three days.

The girl was 13 years old. "I thought it would be good for her to get married and settle down," her mother told the judge.

The Romance languages include Portuguese, Spanish, Italian, French and Romanian.

Rob Roy, Scottish Highlands outlaw, was born a Macgregor, but was named Roy because of his red hair—and adopted the surname of Campbell.

Letters to Santa Claus

Dear Santa Claus:

I am a girl and I have been pretty good, too. Please bring me a doll buggy, a doll and a basketball and a doctor set and a billfold and some dishes and a cash register and some skates. Please don't forget all the other little boys and girls.

Love,
Linda Jean-Brown

Dear Santa:

I'm a girl in the third grade. I'd like a black billfold; with coin holders, a dresser set and a big doll.

Love,
Oma Lee Ranspot

Dear Santa:

I am a little girl. I am 5 years old. Mother said I had been a good little girl.

I would like for you to bring me a doll that takes a bottle and a stove and a little plane.

I live in Oklahoma but I did live in Texas so will you please bring me my things down here.

Bulah Lee Wollington.

Dear Santa Claus:

I am a boy and I have been pretty good. Please bring me a bicycle and a car and a BB gun and basketball and a doctor set and typewriter and bring me a cap gun and a fountain pen and pencil set and a army suit.

My little brother and sister want a doll and a cap gun, tinkertoys, earrings and cash register. Please don't forget all the little boys and girls.

Love,
Jerry Luck.

Dear Santa:

These lines are to ask you would you please bring me a doll buggy and doll. Also some sandy and nuts and don't forget my brothers and sisters.

Thanks,
Betty Ann Wilhelm.

Dear Santa Claus:

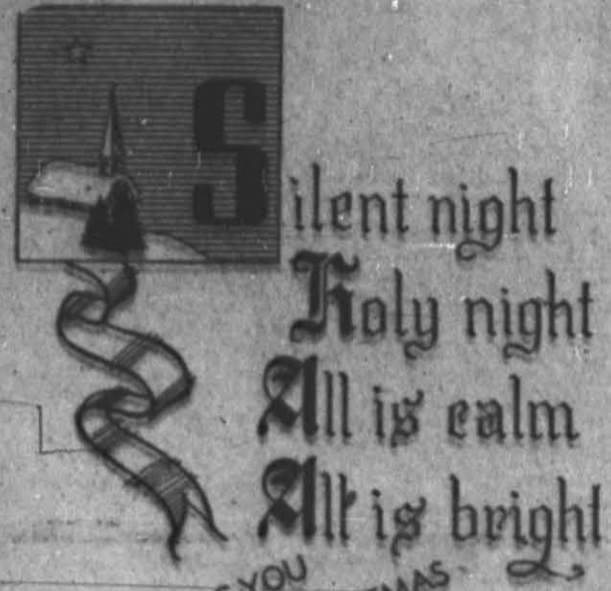
I am a girl and I have been pretty good. Please bring me a bride doll and a nurse kit. And I like to have a bracelet and Mickey Mouse watch.

My nephew wants an electric train and some tinker toys. And please don't forget the other boys and girls.

Love,
Betty J. Cates



Dr. and Mrs.
WILL F. GRAHAM

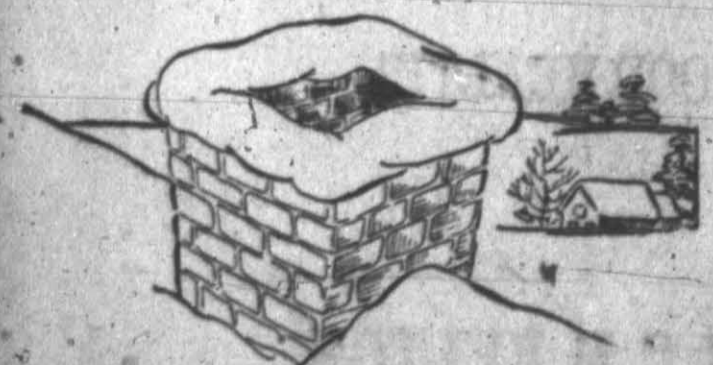


WISHING YOU
ALL THE JOYS OF CHRISTMAS

A. O. THOMPSON
ABSTRACTS



Before
Old Santa Gets here
It won't be long until old Saint Nick will be knocking at your chimney, bringing you loads of happiness and joy. But before he arrives, we want to drop in for just a little visit to wish you a
JOYFUL CHRISTMAS



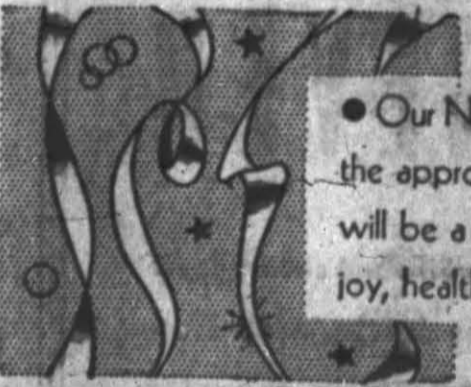
THE
BEAUTY MART
Imogenne Whitehead

ONE OF THE
PLEASURES
OF
CHRISTMAS
IS THE JOY
OF
WISHING
HAPPINESS
TO FRIENDS
LIKE YOU

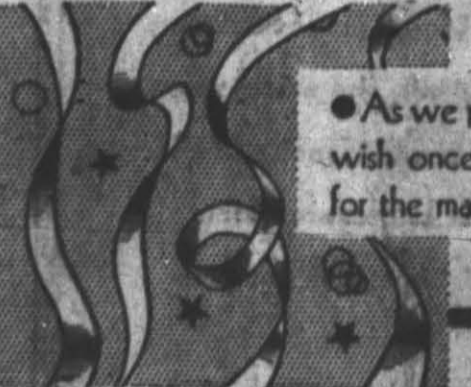
W. R. "Bill" Metcalf
REALTOR
112 W. 3rd. Hereford Phone 854



to One and All



• Our New Year's wish is that the approaching twelvemonth will be a saga of contentment, joy, health and good fortune.



• As we pause on the threshold of 1949, we wish once again to extend our appreciation for the many favors accorded us in the past.

1949

Quality Food Store
Frank Daniel
Tonie Edens
Willard Rogers
Cap Oldham

Dear Santa Claus:
I am a little boy. I live in the country. I want a Ford tractor like my daddy has, a pair of boots, a gun, a train and lots of candy, nuts and fruit. I have been a good boy to mind my Mother and Daddy.

Dear Santa:
I want some cowboy boots, a pair of cowboy hats, a pair of cowboy shirts, a pair of cowboy pants, a pair of cowboy shoes, a pair of cowboy gloves, a pair of cowboy hats, a pair of cowboy shirts, a pair of cowboy pants, a pair of cowboy shoes, a pair of cowboy gloves.

Dear Santa Claus:
I have been a good boy, I hope I want to tell you what I want for Christmas. I want some boots, a race track and cowboy guns and a ring. Be sure not to forget to bring some candy, nuts, oranges, apples and the boys and girls.

Dear Santa:
Will you please bring me two guns, a truck and a wheel on it. I want a train and a tricycle, an electric.

Dear Santa:
I am a little boy years old. I would like to bring me a little ride. Christmas. I have been a little boy.

Junior High Honor Roll Is Announced

The Junior High School honor roll for the second six week period was released Saturday by H. V. Stanton, principal. Nine sixth grade students made the roll, with a straight A record, the only Junior High students to make this achievement.

High Honor Roll students are Virginia Brock, Martha Jean Brown, Mary-Lou Cannon, Homef Hershey, Marilyn Maxfield, Jim Parmer, Marlon Williams, Sandra Wright and Dixie Young.

A total of 48 students made only A's or B's thus winning a place on the honor roll, and the eighth grade had the largest number of representatives.

They are: Glenn Andrews, Johnny Burkett, Sammy Carroll, Janelle Carter, Patsy Cates, Raymond Childers, Leaton Clark, Barbara Clark, Janice Craig, Bobbie Drury, Dovie Jones, Betty McGaughey.

Joan Moore, Sharon Dee Moore, Jean Scarbrough, Margaret Sexton, Novalyne Wiggins, Wilma June Wilcox, Dale Williams, Marion Wilson and Lucy Wegner.

Seventh graders on the honor roll are Norma Grace Gray, Leota McGee, Frank Jones, Johnny McIver, Margaret McDonald, Mary Ruth Strange, J. W. Sirkel, Chris Wegner and David Stanton.

Sixth graders on the honor roll are John Benson, Betty Buse, Gracie Bell Brunson, Lynn Bybee, Joe Easley, George Jury, Larry Kaul, Gay Malone, Billie Martin, Margaret Ann Scott.

Coelita Shelton, Roger Shipley, Ella Sue Thomas, Helen Wester, Gwendolyn Wright, and Rose Yandell.

Dear Santa Claus:
I am a little boy and I am 8 years old. I am in the Second Grade. I want a truck with sideboards and a tinkertoy set. My big brother wants a construction set. He is in the Eighth grade. He is 13 years old.

Yours truly,
Don Cocanougher

CHRISTMAS CARDS

Make your own Yule cards by using decorative papers or by making use of a linoleum block. If you are artistically inclined, paint some for your favorite friends.

Santa Has Special Yule Treats for Thousands of European Children

By BRACK CURRY
AP-Newsfeatures
Frankfurt—Old Santa has a special Christmas treat in store for thousands of Europe's needy children.

War orphans and DP children will frolic at scores of Yuletide parties given by Americans in Germany. There'll be warm meals and goodies for all. Many will receive toys and clothing.

Throughout the U. S. zone in Germany, generals and GIs are pitching in with American civilians to collect food, toys and clothing for luckless kids.

And not even the Russian blockade of Berlin has stalled their plans. The U. S. Army's European Command has set up a plan to handle and transport Christmas gifts for Berlin from Army personnel.

It's called "Operation Noel."

Boxed collections from military posts will be shipped by air to Glessen and stored until the air lift is ready to deliver them to Berlin.

Gen. Lucius D. Clay, the American Military Commander, has allotted air lift space to handle the Christmas donations.

Clothing is coming in from the United States and other parts of Germany. From individuals in England and the Scandinavian countries pledges of more than \$1,000 have arrived unsolicited. They heard over the American Forces Network the story of the Berlin Christmas party fund drive.

In Berlin itself, every American contributed for the Christmas parties. The \$17,350 raised so far insures a Christmas dinner party for some 78,000 German children. Thirty tons of food

are required for the Berlin dinners plus four tons of candy. Capt. Philip J. O'Neill, German Youth Activities officer there, says:

"The hope — which at first seemed fantastic — that our community would be able to provide 78,000 children with a Christmas party, including a dinner, candies and entertainment is now a reality."

"We are now assured that not a single needy child in the American sector of Berlin or those within its orphanages and hospitals will be without a Christmas dinner and we shall be able to give some institutional children in other sectors a share."

In addition to the drive for funds, various GYA units in Berlin have been collecting clothing and making toys. So some 22,000 toys will be ready for Christmas distribution.

In the Frankfurt area, Yule parties are planned for 150,000 German and DP children. Brig. Gen. Robinson Duff, commanding the Frankfurt Military Post,

FUN IN COOKING

By CECILLY BROWNSTONE
SCHOOL DAY LUNCH

Split Pea Soup with Croutons
Spanish Omelet Buttered Snap Beans
Bread and Butter
(Recipe for Starred Dish Follows)

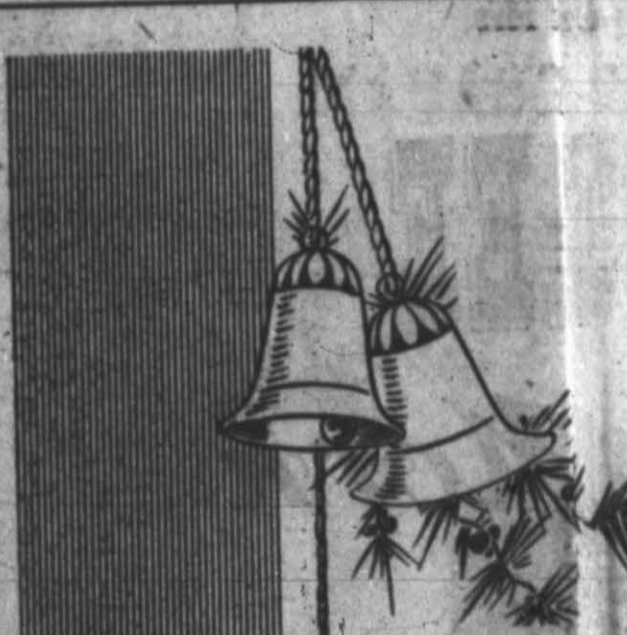
SPANISH OMELET
Ingredients:—5 eggs, 5 tablespoons milk, 3-4 teaspoon salt, 2 tablespoons fat, 1 cup hot thick Spanish Sauce.

Method:—Break eggs into a medium-sized mixing bowl and beat gently. As bottom of eggs cook keep lifting edges with a spatula and let uncooked part of egg run underneath. Turn heated thick Spanish Sauce over half of omelet, fold over and turn out onto platter. Serve immediately. 4 servings.

SONNY'S NEWSSTAL
Everything for your reading pleasure
I solicit your magazine subscriptions
Intersection Highways 51 and



E. B. POSEY
REALTOR



We take this opportunity to express our personal thanks and aciation for the support that have given our firm.

The foundati all business is friendship and especially at Christmas it gives us great pleasure to extend our very best wishes to those whose friendship we treasure.

May your Chas be Happy!

SQUARE DEAL AUTO CO.
L. H. McMurray Gene Bro H. H. Gore

The Bank of Good Cheer

PAY TO THE ORDER OF *Our Friends and Customers* \$ *365 Days*

Three Hundred Sixty-five DAYS OF HAPPINESS

THROUGHOUT THE NEW YEAR AND OTHERS TO COME *By The Entire Organisation*

CHRISTMAS VOUCHER

This check is part payment of our appreciation for your goodwill which has contributed so materially to our progress during the past year.

Hereford State Bank

OFFICERS - DIRECTORS - EMPLOYEES

Member
Federal Deposit Insurance Corporation
Federal Reserve System



CANDY KITCHEN

Mr. and Mrs. D. Culpepper

CORDIAL Greetings

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

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

O. K. RUBBER WELDERS

BARNEY BOCOCK

Long Time Ago

Dec. 21, 1903

(Note: A quarter-of a century ago kiddies who wrote letters to Santa perhaps are now writing letters for their youngsters).

Headline: "KIDDIES SEND PARTITIONS TO DEAR OLD SANTA CLAUS"

Dear Santa: I wish you would please bring me a army style argun. That is all I want, so, I will close.

Your friend,
R. K. Bruner

Dear Santa Claus:

I am a little boy of 4. I want you to bring me a boxer, a wagon, catoid animals, oranges, apples, and candy.

Lovingly,
C. V. McCord

Dear Santa Claus:

Will you please bring me a mama doll, a dresser and a table like Billy Joe's and a tea set, also a cooking set. I am trying to be good.

I hope you won't freeze on your way.

Merry Christmas,
Nina Marie Tynes

Dear Santa Claus:

Please bring me some skates and a sled. Please bring me some books "Chuck Squirrel," "Teddy Bear and Bunny Rabbit." I want some candy, nuts and oranges.

Your little friend,
Arthur Thompson

Dear Santa:

I would like to have an air gun, tinkler toys and a little car or some thing to ride on.

Love,
Wilbur Wombie

Mr. Santa Claus:

Please bring me a sleepy doll, doll clothes, set of dishes, fruits, nuts and candy.

Declmae Ramey

Dear Santa Claus:

Please bring me a big doll, doll buggy, an iron, a basketball. And Santa Claus, please don't forget my little sister, La Wanda Gene. She may play with my things but I am sure she would like a teddy bear all of her own.

Virginia Eric Reed

Dear Santa Claus:

If you don't know where I

Party Given For Cleaners Class

Cleaners Class of the First Baptist Church was entertained in the home of Mrs. W. A. Medau Friday with the class house party. Mrs. M. A. Bettis was in charge of the program with Mrs. Charles Dones giving the devotional. Mesdames E. W. Young and W. A. Lookingbill entertained with a vocal duet and the Christmas story was given by Mrs. Tom Howard.

After the program a social hour was held and refreshments were served to Mesdames C. R. Gandy, O. L. Bybee, M. A. Bettis, E. W. Young, W. A. Lookingbill, Alwyn Savage, W. O. Witherspoon, Malcolm Cassels, Charles Dones, Barrett Sowell, Tom Howard, David Farmer, M. T. Rutter, Tony Edens, Gene Medlin, L. J. Matthews, Lowell Sharp and the hostess.

live you can ask my mama and daddy and they'll tell you.

I want a pretty doll with human hair, one that can talk and walk. Then I would like a sewing basket, with lots of buttons and materials and thread in it, a little thimble and a pin cushion too.

I'll take just anything else you may bring me, but please bring some good candy and lots of nuts and fruit.

Your little friend,
Lucretia Wilson

COURTHOUSE RECORDS

Warranty Deeds

George L. Hudson and wife, Barbara Hudson, to G. C. Merritt and wife, Sarah Merritt, all lot 23, Evans' Sub., Blk 17, Evans Add.

A. S. Megert and wife, Winnie Dee Megert to Byron W. Hodges, ass SE 1/4, S 109, Blk M-7.

W. A. Stewart and wife, Edith E. Stevens to Melchor Lopez, part Blk. 29, Evans Add.

Lee McGee and wife, Myrtle McGee, to Mina D. Jones, part Blk. 11, Evans Add.

R. W. Botsford and wife, Eva C. Botsford to Floyd Botsford et al, 1st tr: All W 1/2, S 17, Blk K-14; 2nd tr: W 1/2 Blk K-14, SE 1/4 S 17; 80 acres; 3rd tr: S 1/2, N 1/4 and E 1/2, SE 1/4, S 17, Blk K-14.

A. W. Botsford to Floyd Botsford, et al, 1st tr: all W 1/2, S 17, Blk K-14; 2nd tr: W 1/2 Blk K-14; SE 1/4 S 17, 80 acres; 3rd tr: S 1/2, N 1/4 and E 1/2, SE 1/4, S 17, Blk K-14.

Releases

The Federal Land Company of Houston to Ethelyn Barnett and husband, Ralph Barnett, a deed of trust.

Mabel Barnhart to Loerwald Bros. lots, 22, 23, and 24, Blk. 33, town of Hereford.

The First National Bank of Hereford to Lee McGee, a deed of trust.

Marriage Licenses

Clyde Brummett and Jessie Rodgers.



GULF SERIE STATION

A. C. THOMAS, MANAGER



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!

ROSE & BARBER

REALTORS

UNDER YOUR TREE on Christmas Morn



Here's a little Christmas gift to place under your tree on Christmas morn. May it convey our sincere thanks to you for what you've done for us.

HUNTERS

Mr. and Mrs. Russell Hunter
and employees

IS HE FIT TO BE TIED?

AP Newsfeatures

If you're going to buy a Christmas tie for the man in your life, why not give him something he will wear?

Since women are expected to buy \$36 million worth of Christmas ties this season, anything to improve their selectivity would be a sound economic step, says Horace Beck, who has observed families tie-tying habits with pain for a number of years, as sales manager of one of the country's largest cravat companies.

All you have to do, Mr. Beck advises the ladies, is to study your man's personality. Here are his tips on the styles:

1-If he's a high school football star, give him a bright plaid tie to let the girls know he's smart about styles as well as about lateral passes.

2-If he's conservative, knows just where everything is and never misses his train, he'll appreciate a tie with a small, all-over pattern, preferably with neat geometric figures.

3-If he's a cheerful exhibitionist who bids six on a four-card suit, he'll feel right at home in one of the new, brightly colored panel ties with large geometric figures.

4-If he's a sportsman and actually enjoys getting up at dawn Sundays to go fishing, let him tell the world about it by wearing a tie featuring fish, pheasants, rifles or reels.

5-If he's a woodsman who knows a maple from an oak without using a book, test him on a woodsman's tie such as some gems of American forestry, designed by Cheney, which feature oak, sumac, willow, maple and many other kinds of leaves. These are guaranteed to puzzle his less informed friends. (Note: when the tie is bought, the clerk will tell you the name of the leaf.)

6-If he's elderly, dignified and likes his port after dinner, give him a Paisley to show him you know a fine old tradition when you see it, too.

7-Finally, if he's a regimental stripe man, chances are he's been one all his life and won't change now. This type is famous for its stubbornness and all you can do is to get him more regimental stripes.

Shooting of Bucks Or Does Allowed In Section Set Aside For Archers

By JACK HEWINS

AP Newsfeatures

A tent in Tumwater Canyon, Central Washington, Hiawatha would have liked it here.

Melodious names like Tumwater and Natapok go with the canyons and forests (there's even a Longfellow Mountain) and through the autumn the area was peopled entirely with wild game and archers. Yes, Hiawatha would have felt right at home.

The state of Washington didn't wax poetic when it drew a line around an area nine miles by three and a half miles. It merely told the archers to go in and kill themselves some deer—if they could. Guns were taboo. To make it a bit easier the state said the bowmen (and bow-women, too) could shoot buck or does, whichever happened to stumble into the path of an arrow.

"The archers proved to be catfaced and deadly. They seemed to know how to get their game with one shot," said Game Protector Tom Inions, who has seen many a riflemen splatter a hillside with bullets where a deer had just been. That's what they call "buck fever."

The archers didn't have time for buck fever. After hours of stalking, or of waiting near a game trail, the efficient bowman would get his chance. If he missed, the hunt probably was ended for the day—some 10 hours of daylight wasted with one twang of the bow.

About 200 men and women from Washington, California, Oregon and Idaho took part in the special hunt. The kill was about one deer to each eight archers.

"When one got a deer the rest joined the search to help bring it in," said Inions. "We found them a fine group of sportsmen."

"It was a successful hunt," said Glen St. Charles of Seattle, a vice president of the National Field Archery association. "We got quite a few deer and enjoyed the evenings around the campfire." Hiawatha couldn't have had it any better.

Parents Visit High School Cafeteria

"This is lots better than carrying a lunch or rushing home and grabbing a bite to eat," said one of the visitors at the High School Cafeteria, open to parents and friends last week.

For the nominal sum of 25 cents, the following menu was served: Thursday to 27 guests, consisted of wieners, fried potatoes, cabbage salad and leaf lettuce, peeled fresh apples, macaroni and cheese, bread, milk, a choice of two fruit juices and devil's food cake.

Government commodities used in the meal were potatoes, cheese and the fruit juices which were furnished without cost to the school by the government.

William Standford said the above meal was typical with some day's being even better, saying they had been served fried steak.

"And for 10 cents, we can have another serving of some things if we are extra hungry," said one High School boy.

Mrs. Warren Daniels is supervisor of cafeteria personnel who cook and serve meals. Others include Mrs. W. M. Twiner, Mrs. Ethel Layman, Mrs. John Hamby and Mrs. Lester Wiggins.

St. Anthony's Guild In Recent Meeting

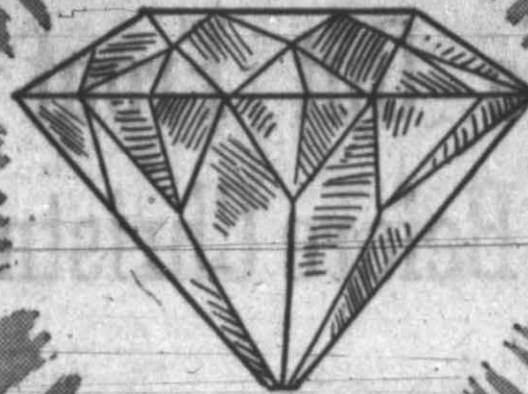
St. Anthony's Guild met recently in the home of Mrs. Andrew Kerschen with Mrs. Frank Besner as co-hostess. Gifts were exchanged and a baby shawl was auctioned. Proceeds were presented to Father James for his Spanish mission.

Special guests were Mesdames Bob Kerschen, Clarence Betzen, Tony Hoffman and Mike Betzen.

Members present were Mesdames George Hund, Joe Huckert, Mike Koelzer, Eddie Johnson, Leo Hoffman, S. F. Loerwald, W. J. Albracht, William Betzen, John Henderson, Gene Loerwald, Ed Jesko, A. A. Brinkman, Ed Loerwald, Agnes Cardinal, W. Lueb, Frank Brinkman, Conrad Urbanczyk, Arnold Betzen, Frank Walterscheid, Ben Janacek, Jerry Albracht, John Albracht, Leon Vinton, Carl Lake, Mike Konesky, Henry Hellman and the hostess.

MAY YOUR CHRISTMAS

Sparkle with Happiness



SEASON'S GREETINGS!

LAMM JEWELRY

THE LITTLE STORE AROUND THE CORNER ON WEST THIRD

SINCERE GREETINGS

It is with all sincerity that we send you this Christmas remembrance with the hope that the Christmas Season will be full of happiness, rich in the joys of the friendships of those about you. Greetings to you, one and all.

NIPPER ELECTRIC CO.

GENE'S RADIO SHOP



Commercial Oil Co.

HULLUCILE BOOKOUT

131 Main St.

Phone 68

WE were just getting ready to wrap up your Christmas present. But since we can't get around to deliver it to you in person, we'll just take this means. So, here it is,



Corbett Cleaners Co.

IDA MAE CONKLIN
ERNESTINE SANDERS
DOROTHY SANDERS

CORA CANNON
GENE TAYLOR
ZENDA CORBETT

ROGER CORBETT

Personal

Miss Kathleen Hafner, daughter of Mr. and Mrs. Frank Hafner, arrived this week from Amarillo to spend two weeks vacation with her parents, Mr. and Mrs. Frank Hafner. Miss Hafner is in nurses' training at St. Anthony's Hospital School for Nurses.

A holiday visitor in the home of Mrs. W. M. Megert this week, is her nephew, Gene Weedon, AN, from San Francisco, where he is stationed aboard the aircraft carrier, U. S. Valley Forge, CV-45.

Weekend guests of Mrs. Bess Givan was her niece and husband, Mr. and Mrs. H. Van Streath of Van Nuys, Calif. They were enroute to Missouri and Michigan to spend the holidays.

Accompanying their son-in-law, and family, L. E. Ware, Mr. and Mrs. L. M. Williams left Tuesday for California where they will spend the holidays until after the first of the year.

Mr. and Mrs. Lee Benefield, accompanied by Miss Genevieve Eberle, Mac Pittman and Dr. and Mrs. Reid of Altus, Okla. have just returned from a three week trip to Mexico. They drove through to Mexico City where they visited with Mr. Benefield's sister who lives there.

Mr. and Mrs. L. B. Russell plan to arrive this week for the holidays which they will spend with his parents and family, Mr. and Mrs. W. H. Russell.

Major Charles Bell, son of Mrs. Allen Bell plans to spend the holidays here with his mother and sister, Miss Evelyn Bell. At present he is stationed in Montgomery, Alabama.

Miss Patsy Hardwick, daughter of Mr. and Mrs. Francis Hardwick, is home for the holidays. She arrived Saturday by a special bus which was chartered by the Panhandle Club of T.S.C.W. at Denton where she attends school and is majoring in design.

FRIO NEWS

Group Attends Musical Recital By Pupils of Mrs. Ellis Coombes

By LAMERLAS BERRYMAN

Those from this community who attended the musical recital in Hereford Sunday presented by Mrs. Ellis Coombes' pupils were Mr. and Mrs. H. D. Robbins, Pat and Genda Robbins, Mrs. Olin Parris, Mrs. David Yandell, Rose, Frances and Veradelle Andrews, Rev. and Mrs. R. L. Shannon and daughter, Lavada, Mr. and Mrs. H. F. Benson and family.

Buck Berryman visited his brother, Sam, who is in the hospital.

Earl Cole accompanied his son, Ralph, to Denver Sunday.

Mr. and Mrs. Raymond Mobley and son, Kent, Mr. and Mrs. Floyd Cole and Jana were Sun-

day visitors in the H. M. Mobley home. Other visitors during the day were Mr. and Mrs. R. V. McMahon; Sr., Mr. and Mrs. Darrell Kenmore and son.

Mr. and Mrs. Floyd Cole and Jana, and Mrs. Earl Cole were Amarillo visitors last week.

Mrs. W. A. Springer spent part of last week with her mother, Mrs. J. H. Stone at Tonkawa, Okla.

Mr. and Mrs. Olin Parris and Walker, Frances, and Veradelle Andrews visited with Mr. and Mrs. David Yandell and Rose in Hereford Sunday.

Mrs. Earl Cole spent Sunday with Mrs. Lee Little in Hereford.

Mrs. Berryman and daughter were Amarillo visitors last week.

DAWN NEWS

Mrs. C. H. McQueen's Hair and Arms Burned in Explosion of Gas Stove

By MRS. J. J. BOLING

Mrs. C. H. McQueen barely escaped tragedy last week when her gas stove exploded as she lighted the oven. Her hair was burned, and burns on her arms were reported to be painful but not serious. She and three children were alone and evidently the 18-month old baby had been playing with the oven button, and gas had accumulated.

Mr. and Mrs. R. R. Rogers and Patsy of Hobbs, New Mexico have returned after visiting her father, Joe C. Riley and family several days.

Mrs. Wilda Womble and sons visited her parents, Mr. and Mrs. Wilson of Spearman, Saturday and Sunday.

Mr. Belton Finney made a business trip to Clovis, N. M. last week.

Mr. and Mrs. Zed Stewart accompanied their daughter, Mrs. J. W. Combs, and children to

their home in Oklahoma City, Sunday returning Monday.

Rev. and Mrs. R. L. Bigford and son, Loyd, of Hereford, visited Tuesday in the J. W. Ward home.

Mrs. D. Aragon returned to Canyon after visiting several days with her daughter, Mrs. M. Martinez and family.

Miss Dorothy Alhart, who teaches high school English at Stratford, spent the week-end visiting home folk, the L. L. Alharts.

Donna Alhart and Patricia Walton are two high school students to earn special privileges by high scholastic standing.

Dwayne Stewart, accompanied by Harold Robinson, students at West Texas State College of Canyon, visited his parents, Mr. and Mrs. Zed Stewart Wednesday night.

Mr. and Mrs. Raymond Stewart are visiting relatives in Abilene.

Visiting with Mrs. Martha Cronister and Miss Thelma Cronister for the holidays is a daughter and sister, Miss Melzie Cronister, of Dallas.

Mrs. Mary Draper, mother of Mrs. H. A. Close and Mrs. Miriam Volz, who has been visiting here for sometime left this week for her home in Rawlins, Wyo.

Mrs. C. C. Ferguson left this week for Houston where she will be met by her son, Charles, from there they will go to spend the holidays with Mr. and Mrs. Sam H. Reed who live on a ranch between Beaumont and Lufkin. Mrs. Reed is the daughter of Mrs. Ferguson.

Miss Florence Wilhelm, daughter of Mr. and Mrs. F. L. Wilhelm, is home for a week's holiday from Amarillo where she is in nurses training at St. Anthony's Hospital School of Nursing.

Robert Thompson left Sunday night for Washington, D. C. on business in connection with building of the new hotel.

Miss Ona Faye Smith plans to spend the holidays with her grandparents, Mr. and Mrs. E. B. Shankle of Petersburg.

Home for the holidays is Miss Virginia Lyons of Columbia, Mo. where she attends Stephens College. She is the daughter of Mr. and Mrs. F. P. Lyons.

Miss Kathleen Brunson of Amarillo, where she attends the School of Nursing at St. Anthony's Hospital is home for a few days this week with her mother, Mrs. Ida Brunson.

Mrs. Jess Carter and Mrs. Lorraine Siak returned Saturday from Dallas.

Mr. and Mrs. Fred S. Barrett returned this week from Snyder where they have lived the last four months. They will now make their home in Hereford.

"Ford's Out Front On Night Before Christmas"

"T'was the night before Christmas-- the children were dreaming

Of a Ford in their Future--smart, swanky, and gleaming

And Mother and I gaily grinned, for we knew

That this wonderful dream was about to come true.

Then out in the driveway wheels crunched on the snow

And the Ford dealer gave us a cherry "hello".

He wasn't the Santa Claus type, -- he appeared

Without any reindeer, a pack or a beard.

But when he drove up in that elegant bus

You bet he was Santa, in person to us.

"Merry Christmas," he said, with a smile that was pleasant,

"The Ford in your future is now in your presence."

Well, Mother was eager and I was agog

So we took the new Ford for a nice little jog.

A jog? It was more like a journey on wings,

What zest in that motor! What ease in those springs!

With Queen size in comfort, and King size in brakes,

We laughed, "Ford's out front with whatever it takes."

So, proud as a Princess and rich as a Lord,

We glowed with our glory in having a Ford,

And thought, "When the kids start their Christmas Day Hunt,

For Presents, they'll find that a 'FORD'S OUT FRONT!'"

--Barton Braley

MERRY CHRISTMAS

and a

HAPPY NEW 'FORD' YEAR

From Dudley Green, Archie Scott and their employees:

Edna Lee Collier.

G. O. (Jeff) McCrohan, Afton Williams, Lee Renner, Lewis Phillips, W. N. Collier, E. M. Owens, Elza R. Davis, Jack Craig, A. J. Robinson, D. M. Cowart, L. W. Loerwald, Velma Harper, LeRoy Conklin

Hereford Motor Company

DUDLEY GREEN -- ARCHIE SCOTT

For Guaranteed Ford Service at Fair Prices
142 MILES AVE. PHONE 39



And lots of it, for friends, old and new.



CADDELL LAUNDRY

Phone 172



That's our greeting to you in the happy season

T. E. (GEN) RICKETT
Your Amarillo Globe Agent

ONE GAIN

IT'S CHRISTMAS

May it be yours and Happiness

Through New Year

Accept thanks for

kindness have ex-

perienced us in past. We

we continue to

your liberation in

there.



COUNTY SERVICE COMPANY

and Employees

MEMO TO— That Fellow With a Beard

By CYNTHIA LOWRY
AP Newsfeatures Writer

Dear Santa:
As you know from other years, I'm certainly not a girl who has everything. In fact, I'm one of the women who are NOT Christmas problem children.
I could be made happy if you'd send me a bunch of single earrings to replace the left-eared pieces I leave in coin telephone booths. And stockings that would either match some good singles I have or

new nylons that fit snugly in both legs at the same time. I'd adore to have you bring two little hair curlers. In fact, if I can get these two, I promise not to wear a single thing—next year.
Santa, I want a hair dryer and a thingy—a zipper repair tool set—just these two things. I need another thing. Between them, they can cope—at least the agents claim they can cope—at about every single one of my problems. Well, maybe I'd set an alarm clock, but that's sure. I go to the store to have my hair done and the point. If I get a hair dryer, I can dry dishes with it. I can defrost windshields, refrigerators, heat them cold weather; blow dust on a radio and television set; whet

tape; fluff that raccoon coat; solidify frosting on cake; thaw frozen foods; blow foam off beer; warm cold feet; and fill air cushions.

You probably wonder, Santa, how you ever managed to get along without a hair-dryer yourself. You could fluff your beard with it, for goodness' sake, and dry the reindeer after their baths.

Then about the zipper repair tool kit. If I can only have a rotating magnet head tool with four prongs, a foot masher, and a tool opener for the slider, there's nothing I can't do because just about everything nowadays zips in and out. But mine seem to slide open, and it's horrible. And my psychiatrist said that the inception of my last breakdown dated from the minute I caught that imported tweed skirt in its own zipper—which was quite an achievement.

If you just spread enough of those two items around this year, I bet you could spend next winter in Florida. Is it a deal?

Yule Tree Whittled From Piece of Wood

AP Newsfeatures
An example of modern Swedish table-decoration is a Christmas tree whittled from a single piece of wood, as pictured in the new book, "The Decorative Arts of Sweden," by Iona Plath (Charles Scribner's Sons, \$10). Miss Plath's comprehensive work covers both the traditional and modern fields of Swedish arts and crafts and is lavishly illustrated.

Miss Plath, well-known designer in the textile field, made three extended trips to Sweden to collect material for the book. Her research was done under the guidance of Swedish leaders in the field. Of Swedish descent, the author studied art in Chicago and New York and at one time conducted an artschool in Texas. Her book should be invaluable to collectors and craftsmen, as well as to amateurs interested in design.

HAVE THEIR DAY Belgian Kids Are First on Santa's List

By WILLIAM ANDERSON

AP Newsfeatures
BRUSSELS—Belgian children, unlike their counterparts the world over, are not awaiting the coming of Santa Claus. They already welcomed him on Dec. 6.
This date is the name-day of St. Nicholas, patron saint of children, from whose name the Anglo-Saxon words "Santa Claus" are derived. St. Nicholas, in Belgium, is purely for children. Adults have little to do except finance the good man.
In Belgium, the shops start very early with decorations and other signs of the times. From the beginning of November, the big chain stores devote most of their window-space to the legendary figure in his Bishop's hat, staff and long flowing red cloak.

Every shop pays tribute to the "bonhomme" according to its class of business. Pastry shops are full of traditional sugar pigs, chocolate Santas and chocolate donkeys carrying sacks of sweets. One department store this year devoted much of its window-space to a panorama of the "Enchanted Forest" where good, represented by St. Nicholas, fights evil, represented by a witch. The "good" part of the forest was full of dancing fairies and frolic mechanical animals. The witch's domain featured such niceties as children-calling trees, dragons, and a most life-like snake.

Another large store devoted itself to the "Nursery of 2000 A. D." In this piece of mechanical ingenuity one nurse, herself a robot, operated a switch panel which controls the washing, feeding, spanking, teaching and even "disappearing" of dozens of little dolls.

Every store has a Santa Claus. Some indeed have several. Each store employs different means of proclaiming the arrival of its saint. Bang up to date was the much-publicized arrival in Brussels of one chain store's Santa. He came down from heaven—where the Belgian Santa lives—

with the help of the Belgian Airways and a Dakota. On arriving at the airways terminal he stepped into an old mail-coach, decorated for the occasion and to fanfares from accompanying trumpeters, toured the streets of Brussels. Hundreds of children attended this particular arrival.

In the schools, teachers are telling and retelling the story of Saint Nicholas. The children learn how the bad butcher captured the three little boys and turned them into bacon. How the all-knowing saint got to know of it, and pretending to be a customer visited the butcher. The latter, the story goes on, realized who his customer was and prayed for forgiveness. Santa forgave him saying his conscience would punish him enough. All over Belgium little faces light up when by a miracle the good man restores the three boys to life and happiness, thus proving that good will always triumph over evil. However, the big night for grown-ups in Belgium is still New Year's. Greeting cards and presents are exchanged and everyone is on holiday. After a meal which may last for hours, Belgians get down to their traditional beer-drinking which they intersperse with dancing—singing and parlor games till the morning.

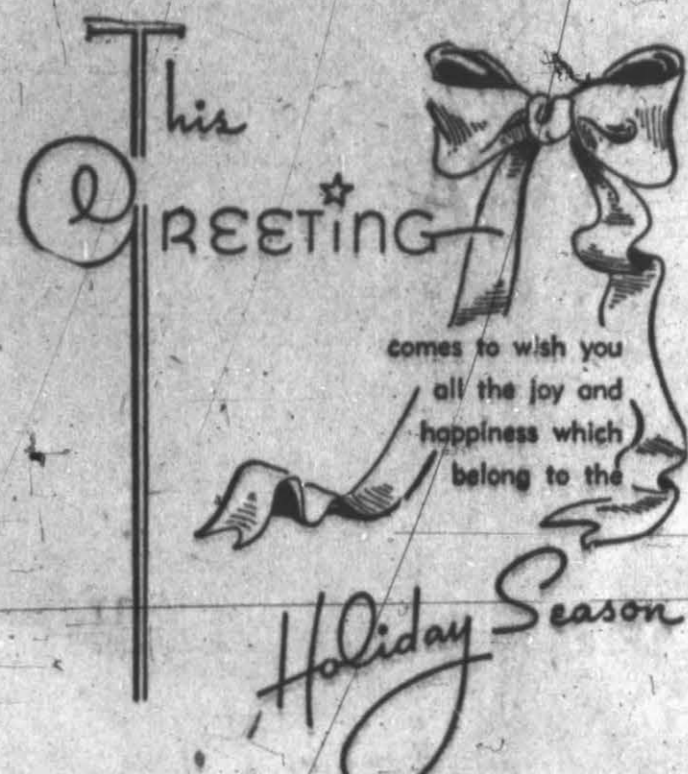
Gifts Exchanged

Members of AS-YOU-LIKE-IT Club were entertained with the annual Christmas "forty-two" party last Thursday night in the home of Mr. and Mrs. Joe Kendall.

Gifts were exchanged and couple prize went to Mr. and Mrs. Lee Hopson high and Mr. and Mrs. Jeff Roberson, low. A Christmas refreshment plate was served to Mr. and Mrs. Lee Roberson, Mr. and Mrs. Jack Grady, Mr. and Mrs. Lee Hopson, Mr. and Mrs. R. G. Blue, Mr. and Mrs. Cecil Wilkins and the hosts.

OUTDOOR DAD

A gift for the pipe-smoking outdoor dad is a windproof pipe with a cover which offers complete protection against sparks. A flick of the thumb lifts the cover for easy filling of the pipe.



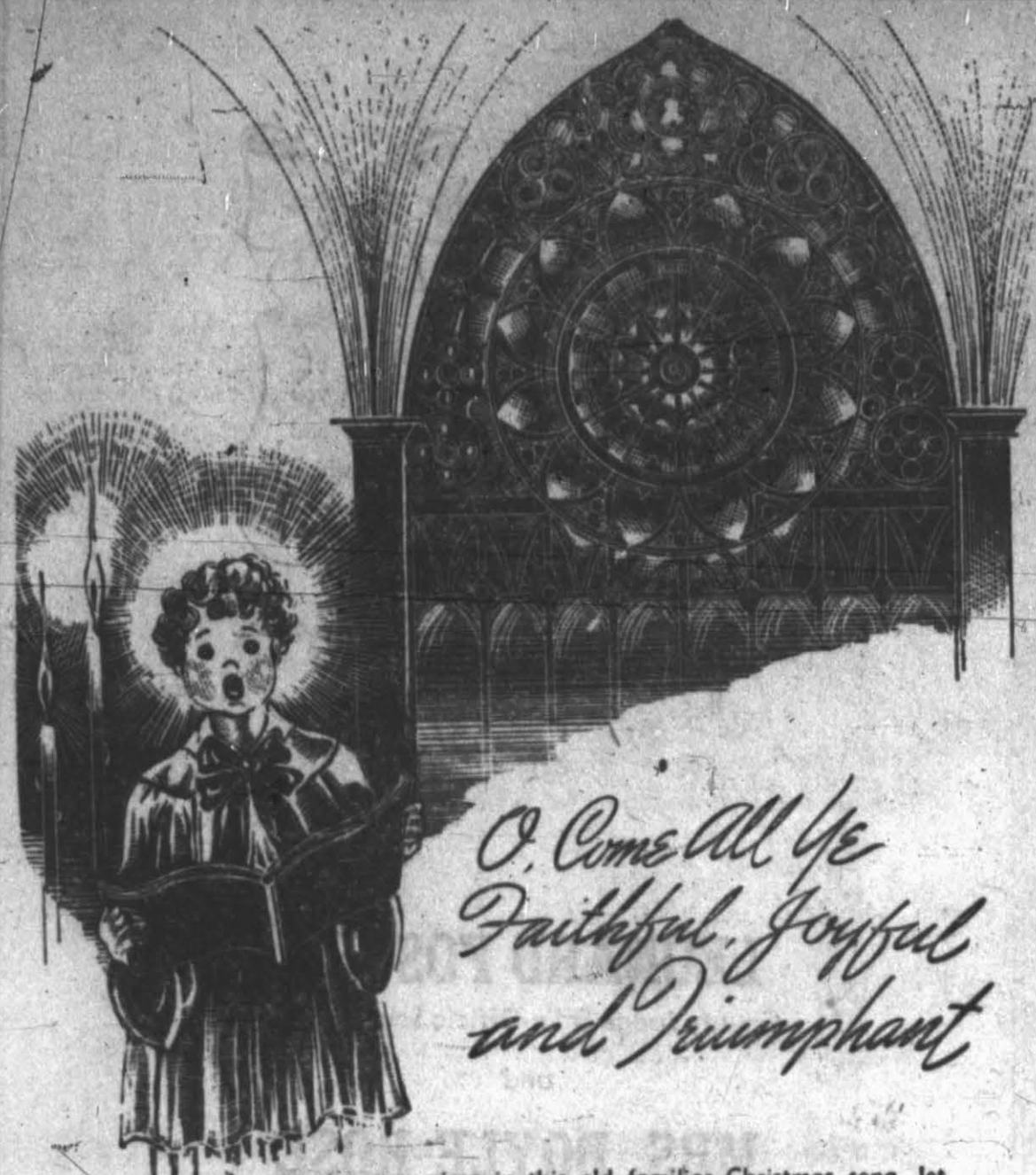
This GREETING comes to wish you all the joy and happiness which belong to the Holiday Season.

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

With every good wish
for a
MERRY CHRISTMAS
ELMO and ETHEL FRID

FROM ALL OF US TO ALL OF YOU
The Best Wishes All
On this gay Christmas let wishes go to all our friends and customers, for the best and most joyous Christmas ever! And coupled with sincere felicitations is a "thank you" for your appreciation.
MERRY CHRISTMAS & HAPPY NEW YEAR TO ALL!
THE FURBOD FAMILY

To Our Friends!
We greet you at Christmastime with all the sincerity in the world. May the season hold abundant joy for each of you, our friends. And may the coming years see the fulfillment of your every ambition, hope and desire.
A HAPPY HOLIDAY
YOUR COMMISSIONERS COURT
TROY MOORE, Precinct No. 1 J. T. GUINN, Precinct No. 3
JEFF ROBERSON, Precinct No. 2 JOHN I. MORRIS, Precinct No. 4
L. H. FOSTER, County Judge



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!

ACME CLEANERS AND EMPLOYEES

Dr. R. R. Wills Is Guest Speaker At L'Allegra Club Meet

Dr. R. R. Wills was guest speaker at the guest day program given by L'Allegra Club Thursday afternoon in the home of Mrs. Bartley Dowell. The guest speaker gave an informative discussion to the young mothers in the club on "Varicose Veins" and answered questions asked by the mothers following the discussion.

Other special guests included Mesdames Lyod Sharp, Gene Gagwell, M. L. Simpson Jr., and Francis Hill.

A Christmas party was held in conjunction with the guest day affair and gifts were exchanged.

Members present were Mesdames Delbert Bainum, Darrell Blanton, W. L. Davis Jr., James Edmonson, Gerald Colleton, V. C. Hopper, Lee Kent, Walter London Jr., Earl Stagner, Marlin Pierce, Leroy Price, B. R. Waldrep, John Winkler, O. G. Hill Jr., Robert Lemons, Charles Hill, Bobby Meacham and the hostess.

Implement Employees Entertained

Hereford Implement Company entertained at an employees party Saturday night at the City Hall banquet room. Tables for the dinner affair were laid in white and decorated with poinsettias, Christmas greenery, pine cone and holly. Corsages of holly marked places for the feminine guests and place cards were tied with with holly.

Annual bonuses and gifts were presented to the employees by Wayne and Raylan Evans, owners, and they in turn were presented with gifts.

After the dinner forty-two games were played and a movie was screened.

Those attending were Mr. and Mrs. Earl Stagner, Mr. and Mrs. Guy Herd, Mr. and Mrs. Texas Betts and children, Mr. and Mrs. Kent Snare, Mr. and Mrs. Frank Watson, Werner Koelber, Marian Plummer, Robert Moore, Mr. and Mrs. Wayne Evans and Raylan

Bosses Entertained

Employees at the Deaf Smith Meat Packing Plant honored Bonnie and Homer Brumley Friday night at a "Bosses Banquet" and presented the brothers with appreciation gifts.

Employees present included Mr. and Mrs. J. R. Williams, Harry Denges, Elmer Carlson, C. F. Finley, Floyd Lowe, Jim Thornton, Mrs. Eisse Brownlow, Ralph Greathouse, E. Bridges, W. A. Medlin, Shorty Hollis, Carl Landon and Harold Hawkins.

Plans for 4-H and FFA Show Under Way

Preliminary plans for the spring Four-H and FFA show got under way last Thursday afternoon when agriculture teachers and county agents in the four county area met at the Court House to discuss rules and regulations for this year's show.

Tentative estimates indicate about 70 calves will be shown probably 10 lambs which are being groomed for the show, and as many hogs as there are facilities available for, County Agent Hugh Clearman explained.

Date for the show is not definitely scheduled, but it will probably be the last week in February. Participating with Deaf Smith County members will be Four-H and FFA members from Castro, Farmer and Oldham Counties.

The show has been sponsored by the Hereford Rotary Club for the past two years. Colby Conkright, Rotary Youth Committee Chairman, will represent the sponsoring organization in planning the show, parade, barbecue and sale.

Attending Thursday's meeting were Bill Stanford, Hereford FFA sponsor; Ollie Limer, Farmer County agent; Jewell Gee, Triona FFA sponsor; Robert Morton, FFA sponsor; Robert Morton, FFA sponsor; Conkright and Clearman.

SISTER IS ILL

Mr. and Mrs. Hugh Witherspoon, Mr. and Mrs. Vern Witherspoon and Mr. and Mrs. Willard Witherspoon left Monday for Austin to be at the bedside of Hugh and Vern's sister, Mrs. L. N. Fertsch who is reported seriously ill in an Austin hospital. Hugh Witherspoon who was in Hot Springs, N. M. when the word of his sister's condition was received, met the group at Brownfield and accompanied them to Austin.

Mrs. Fertsch will be remembered in Hereford as the former Miss Roxie Witherspoon, old-time resident of Deaf Smith County.

'Anns' Honor Guests at Rotary Club's Annual Christmas Party

Fun and frivolity keynoted the annual yuletide celebration held by members of the Rotary Club honoring "Rotary Anns," Auxiliary Friday night at the City Hall banquet room. Tall red tapers rising at intervals from nests of Christmas baubles and spangles set the color-tone for the party which was marked by a gay round of banter and good humored rallery throughout the evening.

Rev. Roy Ford gave the invocation which was followed by the introduction of special guests by F. G. Collier. Norman Whisenand and Dub Hare were presented as new members and Dr. B. M. Wiltshire, past president, was presented a Rotary pin.

Rev. Ford introduced the guest speaker for the evening, Rev. Leon Hill, pastor of the San Jacinto Baptist Church of Amarillo, who spoke on "How to Succeed."

Special guests included Rev. and Mrs. Hill, Mrs. and Mrs. Jim Farwell and Mr. and Mrs. Dutch

Value, all of Amarillo, Mr. and Mrs. N. E. Gass, Mrs. Roberta Dyar, Mrs. Dylithia Bradley, Mr. and Mrs. Eddie Reinauer, Mr. and Mrs. Jim Nell, Mr. and Mrs. Alton Fraser, and Mr. and Mrs. Palmer Norton.

Members of the club and their guests included Messrs. and Mesdames J. R. Allison, Dick Barnard, Henry Benson, Hugh Bookout, Ben Childers, F. G. Collier, Colby Conkright, Paul Coneway, Elmer Dameron, Marshal Formby, Leo Forrest, J. M. French George Heard, Berry Jacobsen, J. C. McCracken, Dayton McWhorter, Don Martin, Elmer Mathies, Troy Moore, Bert Neelley, John Patton, Earl Phillips, Bill Johns, Ernest Wade, L. C. Thomas, Joseph W. Witherspoon, Dub Hare, Norman Whisenand, Dr. and Mrs. W. M. Nobles, Dr. and Mrs. B. M. Wiltshire, Dr. and Mrs. Lingenfelter, Bill Stanford, and Carle Rae Frye, Hugh Clearman and Frances Young, Virgil Hennen and Henry Sears.

Among the college students arriving home this week-end for the holidays was Miss Margaret Sowell, student at W.T.S.O. Canyon. She is the daughter of Mr. and Mrs. P. B. Sowell.

Capt. and Mrs. Jack Cox of Sacramento, Calif. are expected to arrive Friday to spend the holidays here with his parents, Mr. and Mrs. Ed Cox. Captain Cox is stationed at Mather Field.

A new gold-filled lighter comes equipped with a lead pencil on one end. Press down on the pen-

cil clip and lighter springs into action.

Vacationing in Idaho for the holidays, Mr. and Mrs. Stan Barrett and daughters, Patty and Lynn, will spend the Christmas with Mrs. Barrett's parents, Mr. and Mrs. S. D. Platts of Paul, Idaho.

Among the members of the rodent family are porcupines and beavers.

Buy It In Hereford

CHRISTMAS GREETINGS

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

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



HEREFORD FURNITURE CO.

Advertisement for 'Red Skelton as The Fuller Brush Man' featuring Janet Blair. Text includes 'Oh-k-k MY ACHING FEET! Oh-k-k YOUR ACHING SIDES!' and 'A FULLER VEGETABLE BRUSH to the first 50 adults STAR SUNDAY MONDAY TUESDAY'.

Advertisement for 'Montana Mike' featuring Robert Cummings, Brian Donlevy, and Marjorie Reynolds. Text includes 'For an Angel... This buckaroo is some guy!' and 'TEXAS Sunday - Monday Tuesday'.

Advertisement for 'The Great Big Christmas Holiday Hoops and Joy Show!' featuring a cartoon character and text: 'THE GIANT HUGH SHOW ALL AGES... FROM 6 TO 60! CARTOON CARNIVAL! AND ALL COMEDY ALL SHORT SUBJECT 12 UNIT FUN SHOW THAT LASTS 110 MIN. Selected from your cartoon and comedy favorites! Bugs Bunny - Tom and Jerry Donald Duck - Popeye - Little Lulu - Porky Pig - Mickey Mouse - Cagney Canary - Sniffles - Daffy Duck - Pluto and Goofy - Three Stooges - Joe McDouakes - Ray Whitley Western Musical! STAR DAY DEC. 24 KISS TICKET AND BIG BAG OF POPCORN 25c REGULAR ADMISSION PRICES'.

Advertisement for 'On Our Merry Way' featuring Paulette Goddard, James Stewart, Dorothy Lamour, Fred MacMurray, Victor Moore, Henry Fonda, Harry James, and Burgess Meredith. Text includes 'NEW YORK HAS A MIRACLE IN ITS BOSOM!' and 'STAR CHRISTMAS DAY ONLY'.

Advertisement for 'Jimmy Wakely' and 'Range Renegades' featuring Taylor and Hilt. Text includes 'STAR-STUDDED ACTION!' and 'TEXAS XMAS EVE XMAS DAY'.

The Hereford Brand

48th Year—Number 52

Hereford, DeWitt County, Texas, Thursday, December 23, 1948

Section 6



Golden Wedding Anniversary To Be Celebrated by Local Couple Today

Mr. and Mrs. A. L. Thomas will be honored on their golden wedding anniversary Sunday, December 26.

Open house will be held at the home of their daughter, Mrs. W. N. Griswold, 214 Irving Street, from 2 to 5 in the afternoon and friends of the couple are invited to call during the celebration hours.

Energetic Club Has Annual Party

Energetic Quilting Club held its annual Christmas party in the home of Mrs. Mary Bodkin Friday afternoon.

The scriptural story of the season was given by Mrs. Ray Hershey and Mrs. Maude Hall gave a Christmas reading. Mrs. H. E. Pettyjohn also gave an appropriate reading.

Members present were Mesdames Ray Hershey, Andy Thomas, Otto Olson, H. E. Pettyjohn, Betty Bell, Maude Hall and the hostess.

Mrs. C. L. ... left Monday for ... Texas, where she will ... weeks with her ... family. Mr. and Mrs. ... daughter Roxie ... she will also visit with ... in Dallas before returning.

Mr. and Mrs. Robinson of Eugene, Ore. ... the birth of a son, Lee, Dec. 18, weight seven ... The paternal grandpa ... Mr. and Mrs. James R. ... of Hereford.

Daughters of Mrs. H. D. Goldston ... Christmas ... are Miss ... of Mary-Hardin ... and Miss Florence Gold ... of Wayland College at Pinal.

When John D. ... died in 1937, it was ... he had given more than ... 1,000 for philanthropic ... charitable purposes—the ... group of such gifts ever.

STORIES OF YULE FLOWERS

Many unusual and picturesque tales have been told about the modern usage of Christmas flowers. Although they are legendary, the carefully spun bits of folklore for present day flower decorations which are used during the Christmas season.

Holly, with its red berries, dark green leaves and needle-like spikes is a light-hearted symbol of friendship and good will when December arrives. According to legend, though, holly originated was used as an instrument of cruelty. The crown of thorns which Christ wore was fashioned from holly. Prior to the Crucifixion the plant bore white berries but after the Crucifixion the berries turned a bloody crimson. Mistletoe, a close associate of holly, is said to have been the wood from which Christ's cross was made.

One of the most beautiful legends woven around Christmas flowers concerns the Christmas rose. Men crossed the path of a little shepherdess named Madelon. Enraptured at the wonderful tale the birth of Christ, which they related, she was heart-broken because she had no gift to offer.

While she was crying she detected a sweet-smelling aroma and looked up. Standing next to her was an angel who inquired the reason for her sadness. Madelon explained that while she wanted to pay homage to the newly-born Babe she didn't even have a single beautiful flower such as grew in the fields in the summer to give Him. The angel waved her arm and a stunning bunch of gorgeous, snowy white Christmas roses appeared.

Madelon gathered her precious gift in her arms and hurried off to Bethlehem where the Wise Men had gone. After the Wise Men's offerings of gold, frankincense and myrrh, she humbly proffered her flowers to the tiny infant, who stretched out a hand to touch the roses. His fingers lightly brushed the immaculate petals and immediately they changed to a delicate pink.

Poinsettias which head the popularity list of Christmas flowers, ironically enough do not have any legends attached to them because of their recent introduction. In the beginning of the last century the poinsettia was introduced by J. R. Poinsett, an American politician and diplomat.

For years evergreens have flourished in homes at Christmastide to create a woody, outdoor atmosphere. In the aged line "hang up the holly, the box and the bay" it is significant to note that two of the plants mentioned, box and bay, are mentioned in Holy Scriptures as thriving on the mountains of Lebanon in the Holy Land.

Because of its symmetrical leaves, bay has been used for design throughout the ages. The Greeks used it on their coins and the Romans, too, favored it as a beautiful show piece. Today bay shrubbery graces the entrances to many American homes at yuletide.

Cedar, which furnishes greens for Christmas, likewise existed in Lebanon. The people of Lebanon regarded cedar as a symbol of endurance, strength, life and eternity. Recognized by its characteristic pleasant aroma, cedar also was an emblem of purity because its treetops were frequently covered with snow during a large part of the year.

An old-time favorite of sailors who visited Mediterranean ports was Rosemary because of the aromatic perfume the plant yielded. Familiar to most Americans as a straggling hedge plant, Rosemary droops in massive festoons 12 feet long in its native Italy.

Legend has it that the flowers were colorless until the Blessed Virgin, during the flight into Egypt, hung the clothes of Jesus on Rosemary bushes to dry. Thereafter, Rosemary bushes blossomed forth with their sparkling blue flowers.

The Hawthorn bush with its white or red flowers originally was the May tree of the Old World. Peculiarly, the bush never blooms in May. According to historians, Joseph of Arimathea went to England and on the completion of his pilgrimage at the Abbey of Glastonbury he pushed his staff into the ground



Christmas Carols Are Found Among Oldest Forms of Music

By GERARD TETLEY
AP Newsfeatures

Carols, dear to everyone at Christmas time because of the simple emotions they evoke, are among the oldest forms of music. The first of them was the carol of the Heavenly Host over the plains of Bethlehem (Luke 11, 13-14) but the earliest manuscript of a carol is found in the British Museum in London executed in the thirteenth century.

The carol is perhaps the earliest form of the song and dance known to man, the derivation of the word itself being somewhat uncertain.

The more accepted derivatives are cantare, the Latin word for where it burst forth leaves and flowers. Since then the Hawthorn bush always flowers at Christmastide, which is out of its regular season.

"to sing" and rola which is a joyous interjection. Some musicologists, however, find a different interpretation and contend that the word stems from the early word "for chorus." Even more intriguing is the belief by some students that there is a relationship between druidical rites at Stonehenge in England, that mystic ring of monoliths. Carol is seen to be a vulgarization of Koroll, a circle, which came to mean a ring dance. Early records contain references to Stonehenge as "the carol."

The first book of carols was "auspicious by my lord of London" in 1562 and bore the title page "Christenmasse Carolles." Some of these were legendary and were drawn from the Coventry Mystery Play "Joseph Was an Old Man," also from some of the English folk tunes, used as the vehicle for words relating to the Christ Child.

There seems little doubt that there is a pagan throwback to the carols

carried into the Christian church. Religious dances were of record in Spain in the fifth century when the choir boys equipped with castanets capered, singing, around the lectern.

Carolling reached its musical height during the days of the Tudors although there is an historic reference in 1538 to the fact that when Henry VIII lay very ill he forbade "carols, bells and merrymaking."

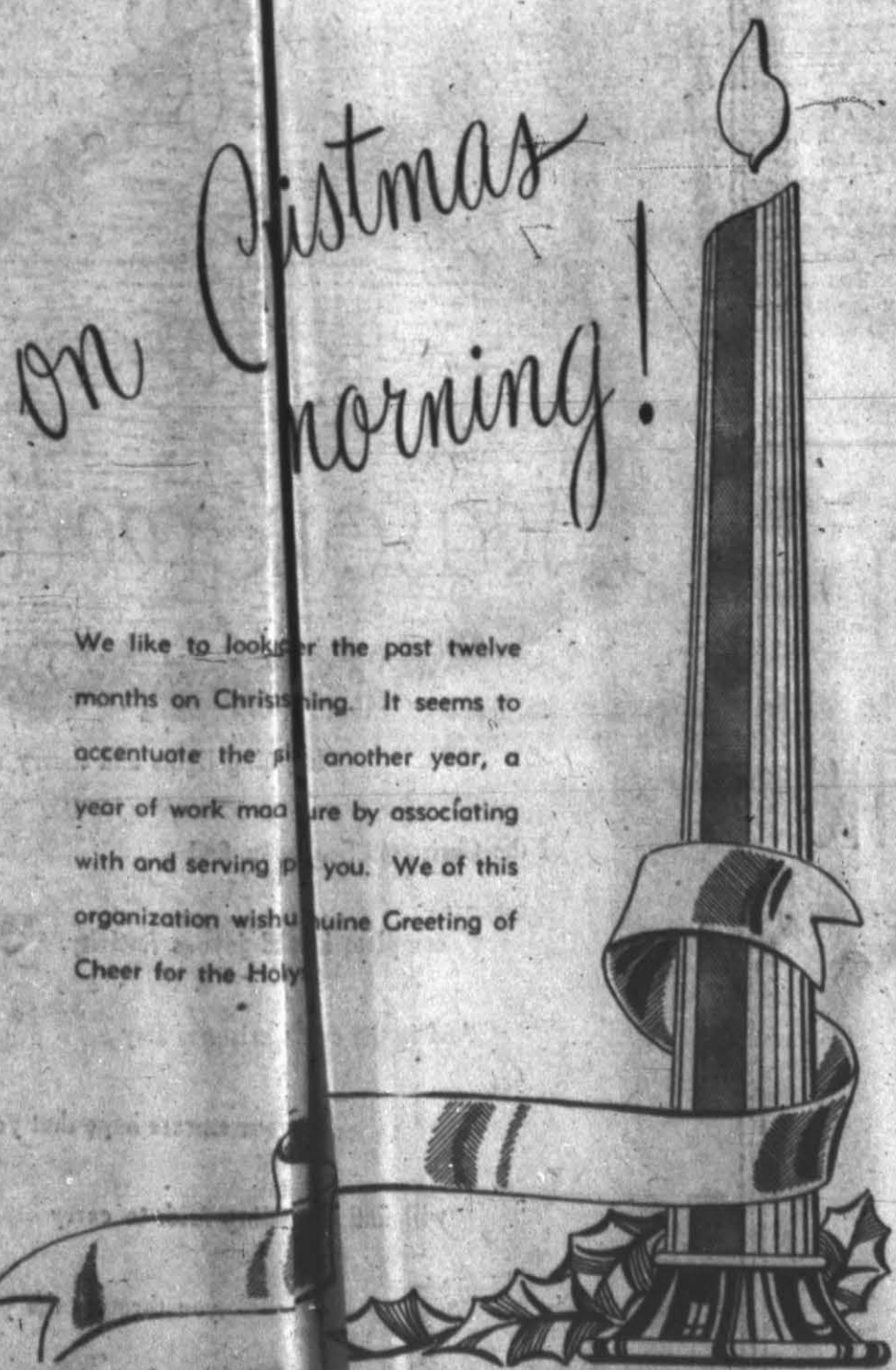
The Puritans endeavored to do away with carols, holding that they had no religious significance and the Scottish people at an even earlier date had tried to suppress the lighter carols considering them "popish" and "pernicious."

As time went along, there was a tendency to widen the horizon of the carol and some of the good old drinking tunes were employed for the sacred words denoting the birth of Christ—no irreverence being intended, since carols were usually regarded as festive music.

The custom of singing carols from door to door is almost as old as the carols themselves. The first form was that of the watch maintained in nearly all English mediaeval cities.

The men of the watch would sing carols accompanied by a flageolet and they would collect pence from the gentry. In the West Riding of Yorkshire today children parade from house to house with "milly" boxes (mildy boxes) in which there is a crib and a recumbent babe and into which the money-offered them is placed.

Charles Wesley in the eighteenth century wrote "Hark, How All the Welkin Rings," later paraphrased to "Hark, the Herald Angels Sing." "Good King Wenceslas" which denotes the Christmas charity of the Bohemian monarch, also ranks high. The repertoire increased as the carol custom spread through Europe to become known as Noels in France, and Wiegenlied in Germany.

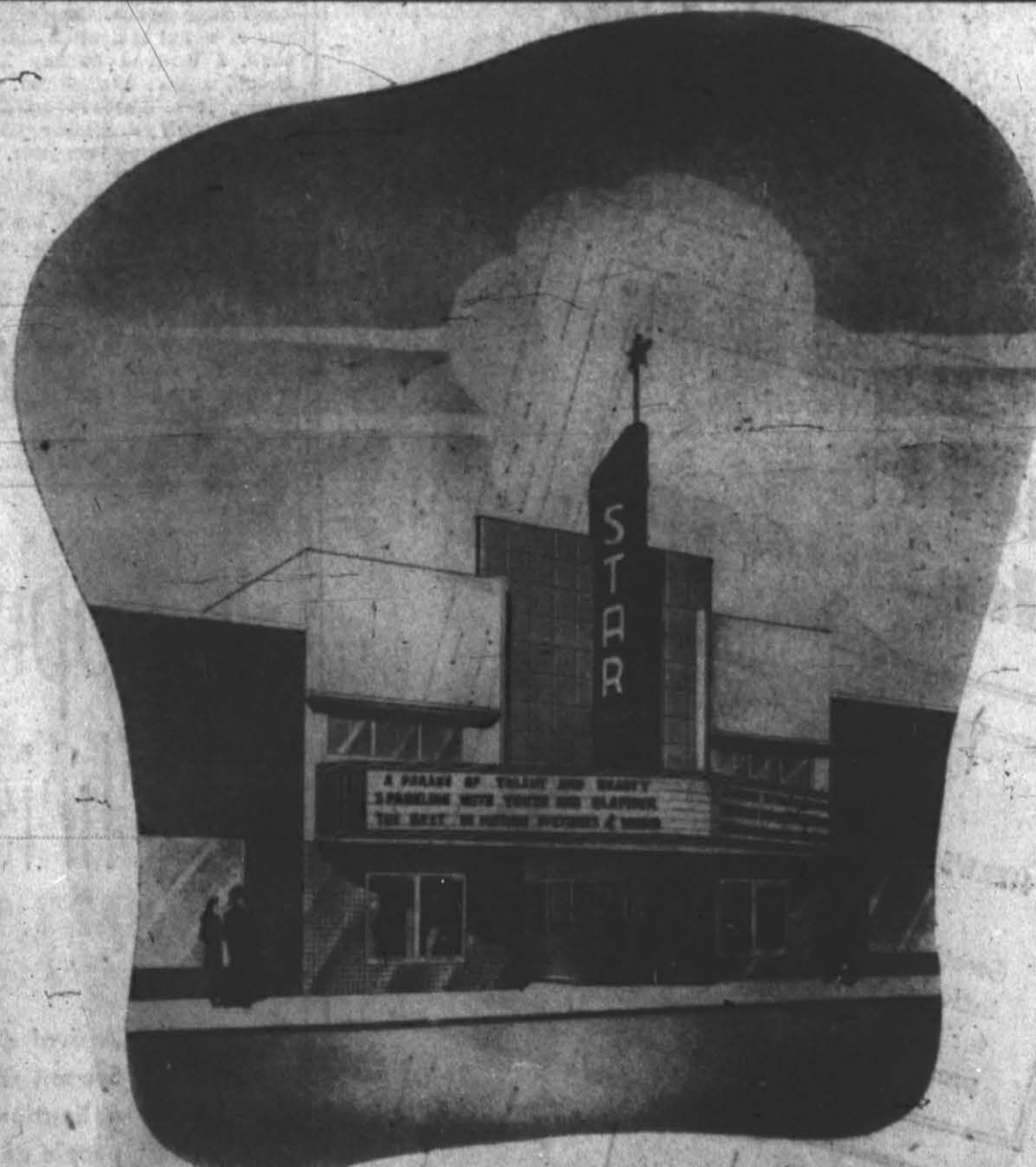


Kemp Luper Company

WELAN, MGR.

109 MILES AVE.

PHONE 44



CONGRATULATIONS To The Star Theatre, Hereford

It is with sincere pleasure and pride that we point to our part in the provision of this ultra modern addition to Hereford—a contribution to the progress of the entire Plains area. Best Wishes, Mr. Hardwick, we have faith in you and the people whom you serve.

ADLER SILHOUETTE LETTER CO.

3021 W. 36th Street

Chicago, Illinois

IT HAS BEEN A privilege to serve you during the year just past in a capacity that we believe will merit confidence for years to come.

As you enjoy the Yuletide with your friends and loved one, we trust you will keep in mind that our thoughts are of you at this happy occasion.

Many, many thanks for your goodwill and patronage and best wishes for the New Year.

Our Best Wishes

FOR A HAPPY CHRISTMAS SEASON TO EVERYONE

HAILE DRUG



SHARP and EDWARDS
LOWELL SHARP LLOYD SHARP CALVIN EDWARDS

Letters DEAR SANTA..

Dear Santa:
Please bring me and my little cousin Wynette Wilce a little baby doll and a little rocking chair. We have been very good. Also remember my little sister, Jenda.

Thanks Santa,
Your little friend,
Jeanne Kay Kuak

Dear Santa:
I want a pair of shoes, a BB gun and a sack of candy.

Your friend Johnny

Dear Santa Claus:
I have been a good boy at home. I would like to have an electric train and an electric saw most of all. My little sister would like a doll and I would like to have a piece of my BB gun. I lost one day when I was going after the cows. The name of my BB gun is Daisy Air Rifle. And I would like to have a Caterpillar with a plow and a rake and mower. My big sister wants a watch and fountain pen and ring.

Your friend,
Robert Diller

Dear Santa Claus:
How are you? I hope you will come to our house this year.

I want a doll and a set of dishes and a sewing machine. Wilbern, Richard and I are to wait for you. Mother and Daddy and Grandma are going to wait too.

Merry Christmas and a happy new year.

Your friend,
Eriene Conally

Dear Santa Claus:
I would like to have a pair of stilts. I hope everyone has a merry Christmas. I hope all the children get what they want on Christmas.

Linda Sue Parker

Dear Santa Claus:
I am a little girl 10 years old and I want a doll, a typewriter, doll clothes, doll case, bath tub, blankets, hair clips, nurse set, chain, ring and bracelet. I also want four books. One of Heidi, two of twins and an Indian girl book. I want a Mickey Mouse watch, a doll basket too. Well, Santa, it is time to go and I want to wish you a Merry Christmas and a happy new year.

Your friend,
Patricia Peters

P. S. I want to get my little brother a doctor set, from me for a Christmas present.

Dear Santa:
I am a boy of 10. Please bring me a map of the United States puzzle, shoulder pads and a jersey shirt. Thank you.

Nelson Lee Rutter

Dear Santa Claus:
I would like a pocket knife, a truck, candy, nuts and some apples and oranges. My sister wants a doll, candy and nuts.

Your friend,
Vernon Williams

Dear Santa Claus:
I want a pair of boots, a music hoicer and a pair of guns. My brother wants a gun, too. He thinks guns are fun. Both my brothers and I have fun with our guns. I have been a good boy. Now I close my letter. That is all.

Your friend,
Brendon Gallagher

Dear Santa Claus:
For Christmas I want a bicycle, a football, a football suit and one for my little brother. Not a football but a football suit and a cowboy suit, two guns and two more and one more cowboy suit. Remember, 4 guns, 2 cowboy suits and I guess I'll have a pocket knife, toy hatchet and a G-Man gun. That's all.

A friend,
Oscar,
Goodbye

Dear Santa Claus:
I am a little girl five years old. I have been good all year long and would like you to bring me please a little doll that really sucks a bottle. Also, I want a little toaster and mixer just like Mommy's.

I have a little brother that is one and a half years old. He wants a little football and a little train. Please bring him what he wants if you can because he has been good, too. We both would like just a few nuts, fruit and candy, too.

Remember all the boys and girls everywhere so they will get the toys they want.

Thank you for the nice things you gave us last year and a very Merry Christmas to you, Santa. Nicky Nan and Johnny Neal Noland.

Dear Santa,
I have a little girl four years old. Please bring me a dolly, doll clothes, in a suitcase, also a buggy to push her in. I'll be seeing you.

Cleta Kay Rutter

Dear Santa Claus:
I am a little girl nine years old. I've been a pretty good girl this year. My little brother was a pretty good boy, too.

I want a bicycle, a Mickey Mouse wrist watch, and a record player. My little brother wants a motor cycle, a doll, a gun and a tool chest. You would think he was pretty funny because he is two years old. Merry Christmas.

Your friend,
Sharon Ann Brinkman

In Appreciation at Christmastime

Arrival of the Christmas Season reminds us of our obligations to the fine people of this community. We appreciate the excellent treatment we have received and take this means of sending our Greetings to each of you.

We will be open Christmas Day
HARRY'S CAFE

CHRISTMAS GREETINGS



It is a sincere pleasure to hear our friends at Christmas wish words of greetings and good wishes. We are hoping your Christmas is a happy, successful occasion, long remembered.



HEREFORD HARDWARE

DON MONT
LELA

GEORGE
ED



the glowing lights and merry manner of the Christmas Season may find

completeness in joyous festivity.

And in the hush of Christmas Day

your sincere hope that you

will help and bring faith to carry

you through the years ahead.

L. HOMPSON
District and County Clerk



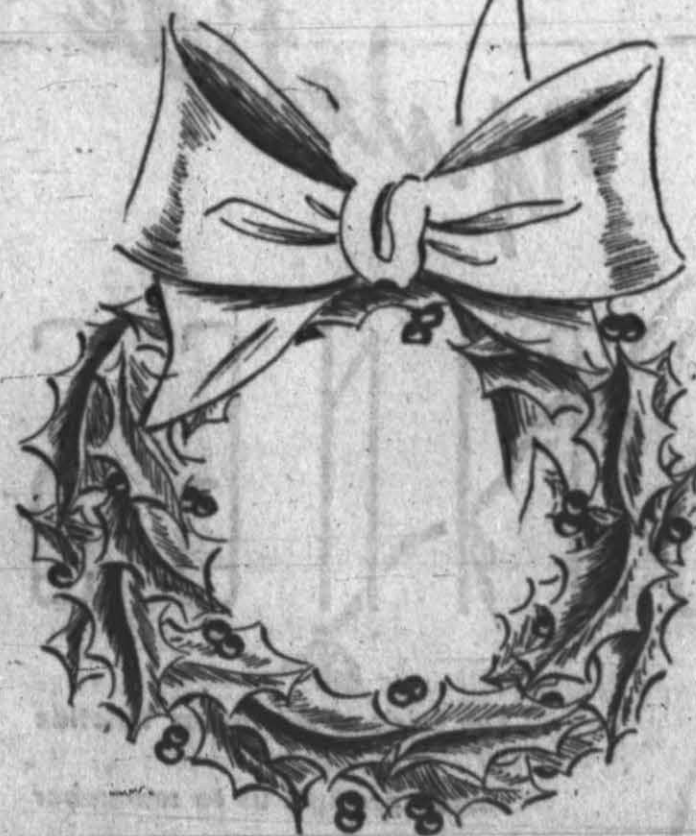
SEASON'S GREETINGS



it's true we've been wishing our friends and neighbors a
 near "Merry Christmas" for a long time. Each season's greetings
 seem to take on added significance because we find ourselves with
 new friends and new customers whom we wish to include in our list.

As we look about us and give serious thought to what has trans-
 pired in the past twelve months, we welcome the Christmas season with
 even more enthusiasm than ever before. We have much for which
 to be thankful—a host of friends, a fine community, a spirit of loy-
 alty that makes us proud to call this our home.

It is good to be among friends at Christmas and to send you our
 annual message of "MERRY CHRISTMAS!"



HAPPY NEW YEAR
 Officers, Directors and Employees
 of

THE FIRST NATIONAL BANK

of Hereford

Member: Federal Deposit Insurance Corporation — Member: Federal Reserve System



May this Christmas bring to your
fireside every joy that is dear

Yuletide Greetings
DOROTHY ROSS

A Christmas Pine
And all through the year we
wish you
Good Health
Good Luck

T. C. COVINGTON
We Will Be Closed For Christmas Starting Friday Noon

Feats Of Texas Congressional Medal Of Honor Winners Recounted In Army's Book

By **TEX EASTLEY**
At Special Washington Service Washington (AP)—Thirty Texas and have won the nation's highest military award the Congressional Medal of Honor, while serving in the Army.
All except six of the decorations were bestowed for valor in World War II.
Their feats are recounted in a new 467-page handsomely bound volume, prepared as an official publication of the Army. The book does not include Navy and Marine Corps winners of the Medal.
Since the Medal of Honor was established by Congress in 1892, only 214 have been awarded to soldiers. More than half of the total, 1200 were granted for heroism in the Civil war. Texas on the site of the Confederacy, has not a single man among those honored in that conflict.
The next largest group receiving the award were those who fought in the Indian Wars throughout the West between 1851 and 1880. The decoration went to 418 fighters in these campaigns.
Sixty-one given in Indian fighting Sixty-one of the medals issued for Indian fighting were out of all-time in Texas, mostly along the Brazos River, Wichita River, Red River, Upper Washita, Pease, Klesopoo Springs and at Shalaka Plains.
Unfortunately, the record in regard to these battles is barren of detail. As full an account as given in any edition is that accompanying an award to Sergeant Zacharia Woodall of Alexandria, Va., for his encounter with Indians along the Washita River, Texas, Sept. 12, 1874. It reads:
"While in command of five men and carrying dispatches, was attacked by 125 Indians, whom he, with his command fought throughout the day, he being severely wounded."
Three Texans were among the recipients of the Medal of Honor for Indian campaigns fighting in the West:
John J. Given, a cavalryman, born in Davis County. His award, issued Aug. 25, 1870, was for "bravery in action," a month earlier along the Wichita River, Texas.
Robert L. Howe, cavalryman, born in Texas and entered service here "in the regular army," won the medal for "bravery in action," at White River, B. D., Jan. 1, 1891.
Approved in Montana when eight months, an infantryman, Texas, was awarded the medal for "bravery in action," Aug. 9, 1871 at Big Hole, Mont. A sergeant medals of Honor were issued to heroes of the Philippine Insurrection, between 1899 and 1913.
"One story of our this war," the war private George M. Shotton, a native of Brownwood, who engaged the service at Ballington, Texas. His citation, for a deed at Hiloque, Leyte, P. I., on May 9, 1906, reads:
"Advanced alone under heavy fire of the enemy and rescued a wounded comrade."
With the outbreak of World War I the requirements for winning the Medal of Honor were far more stringent. For this reason only 95 were issued to those in World War I—issuing two to Texas—and only 292 to those in World War II.
Only For Army And Air Force (It is to be borne in mind these figures are only for the Army and the Air Force. The latter had not yet become a separate branch of the Armed forces).
The man, the Army says, that received more decorations in World War II fighting, than any other soldier is a Texan. He is Audie L. Murphy of Parmerville, who as a second Lieutenant of an Infantry company won the Congressional Medal of Honor for bravery in an encounter near Holtzville, France, Jan. 26, 1945.

His citation reads:
Second Lieutenant Murphy commanded Company B, which was attacked by six tanks and waves of infantry.
"Letting men withdraw his own position to prevent being overrun, he remained in a woods, while the enemy tanks and infantry moved past and continued to fire fire directions for the artillery by telephone behind him, to his right, one of our tank boys began to turn his crew withdrawal to the woods. Lieutenant Murphy continued to direct artillery fire which killed large numbers of the advancing enemy infantry."
"With the enemy tank abreast of his position, Lieutenant Murphy climbed on the burning tank destroyer, which was in danger of blowing up at any moment, and employed its 90 caliber machine gun against the enemy. He was alone and exposed to German fire from three sides, but his deadly fire killed dozens of Germans and saved their infantry attack to the west."
"The enemy tank, losing its rear support, began to pull back. For an hour the Germans tried every available weapon to annihilate Lieutenant Murphy, but he continued to hold his position and wiped out a squad which was trying to creep up unobserved on his right flank. Germans reached as close as 10 yards, only to mowed down by his fire."
"He received a leg wound, but ignored it and continued the single-handed fight until his ammunition was exhausted. He then made his way to his company, refused medical attention, and organized the company in a counterattack which forced the Germans to withdraw."
His directing of artillery fire tipped out many of the enemy. He killed or wounded about 50. He was severely wounded, but he refused to let his company fire at him from positions which he had established. He was killed by a shell which had been the enemy's objective."
Two Special Yule Service Stated At Annual Dinner Held
Jamaiah, Eastman, churches will conduct two special Christmas services. In a Chancelight service, Christmas eve, at 6 p. m. in the story of the first Christmas will be told in songs and dramas by the children of Immanuel Sunday School and a choir composed of young people of Immanuel Church. The pastor's message for the occasion will be: "God's Christmas Gift For Us," based upon the familiar text of John 3:16.
A Christmas Day service will be conducted at 10:30 a. m. Saturday morning. The special offering for the new church building of Immanuel Lutheran Church.

GREENING'S
Yuletide

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!

Mr. and Mrs. A. W. Hembree
HEMBREE
JEWELRY



"OLD-FASHIONED CHRISTMAS"
WE HOPE YOU HAVE ONE AND THAT THE THOUGHT OF SUCH A DAY BRINGS YOU A FLOOD OF HAPPY MEMORIES.

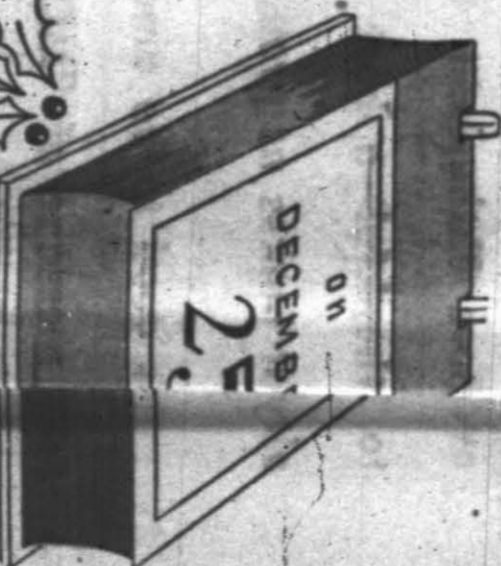
BEACH'S
GROCERY



MERRY CHRISTMAS
1948
I'll be glad to see you at our party this season and we'll be mighty glad to be a part of it all. We hope this Christmas for you is your happiest ever.

GOODRIE STORE
MR. ANDS. LEE LITTLE

CHRISTMAS
Mexico



THE SEASON'S GREETINGS AND A GOOD WISHES FOR THE NEW YEAR

May you have every day of the New Year, the same happiness which is sure will be yours on Christmas day.

GLEN WEIR
BLVD.



*isn't that
Santa?*

There are so many precious moments during the Christmas festivities... the moment when the children finally give up and go upstairs to their beds on Christmas Eve... the moment you place that first wreath upon your door... and as you follow the scores of other traditions of a genuinely happy Christmas, we want to share your good fortune. May all the happy surprises which await you mark the beginning of a future which will be filled with good health, good will, good luck and a pack of happiness to last a lifetime over.


We thank you sincerely for your past patronage and look forward to serving you to your complete satisfaction in the New Year.

MERRY CHRISTMAS

EVER MILLING COMPANY

Makers of "Sunny Boy" Flour and Feeds

Greetings



At this Holiday Season we desire to express our sincere appreciation for our pleasant relationships and extend to you and yours best wishes for a

HAPPY CHRISTMAS

BRUCE WOODDELL
American National Insurance Company

Letters to Santa Claus

Dear Santa Claus:
I want a doll for Christmas. I also want a set of dishes, a doll of skates. My little sister wants a doll and a set of dishes, too. She is good.
Your friend,
Kathleen Diller.

Dear Santa Claus:
I want a doll, a fountain pen, a bicycle, a pair of skates, a ring, a story book, a wrist watch and a set of dishes. Thank you, Santa Claus.
Your friend,
Jacquelyn B.

Dear Santa:
Thank you for the sack of candy that you gave me. I want a toy tractor, a trailer and a truck. I am a good boy, 10 years old. My little sister wants a toy washing machine. Merry Christmas and a Happy New Year.
Your friend,
George Wilhelm

School Teachers Close Books And Get Ready for Holiday Vacations

When teachers closed their books and straightened up their desks Tuesday for the last time until after the Christmas holidays, a little bit of sentiment was mingled with anticipation as they said good-bye to students, for there is always something special about going home for Christmas. Along with the merrymaking and holiday feasting, there seems to be an extra supply of real Christmas spirit when families get together at the yuletide.

At Central School many teachers signified intentions to remain in Hereford because many make their homes here, but those who live elsewhere were homeward bound as soon as possible after the final session.

Principal Rual Ford and Mrs. Ford will have a busy holiday for they are moving to Lubbock where both will become members of Lubbock school facilities.

To Spend Holidays in Amarillo
Mrs. J. D. Bruner plans to spend the holidays at her home in Amarillo and Mrs. Guy Hefel will be in Houston and Denton for the holidays. Mrs. John Hutchinson will spend Christmas in Canyon and Amarillo. Mrs. Walter Thompson will be at the Thompson country home near the New Mexico state line.

Miss Ela Aikman and Miss Ethel Womble both plan short visits with relatives out of town during the season with Miss Womble spending a few days with relatives at Hagerman, N. M.

Mrs. Ruby Crawford's home is in Vernon and she will be there during the holidays. Carl Johnson lives in Amarillo and he plans to spend Christmas there.


Mrs. Fred Welch plans to spend most of her time at her home in Canyon and a few days in White Deer and Mrs. Byron Durham hopes to make some brief visits in Canyon and Portales, N. M. Miss Vada Hicks expects to be in Las Vegas, N. M. with her brother, Barnard Hicks and family for the holidays. Mrs. F. G. Collier will spend a few days in Spur and Lubbock before time to resume school duties in January.

Junior High School
Junior High School teachers who will be out of town for the holidays include Mrs. Purvis Williams who will be to Brownwood for the holidays; Mrs. Douglas Groom who plans to go to Amarillo to be with her parents, Miss Mona McMaster who will spend the time at her home in Garden City and Byron Durham who expects to make a few short trips out of the state. Bob Davis will go to Missouri to be with relatives.

Mrs. James Garner and Mr. Garner a member of the High School faculty, plan to go to Turkey to be with his father, Dr. Garner and family, and to visit her mother in Fort Worth. They will also be in Port Arthur, Houston and Austin during the holidays.

H. V. Stanton, principal, and other members of the faculty plan to be with their families here.

Merry Christmas



... minute, we relive all the raptures of childhood behold the bright festive gay wrappings of the packed high under the tree.

... gift be an assurance that all cherished dreams and hopes realized—that is our wish for his happy Yuletide season.

Deaf Society Electric Corp. Inc.

Merry Christmas

May the true joys and blessings of that first Yuletide be yours today—

'Peace on Earth
Good Will Toward Men.'

1948

**J. C. PENNEY CO.
AND EMPLOYEES**

Letters to Santa Claus

Dear Santa:
I am a boy ten years old. My birthday is Nov. 5. I want a football suit, and a watch for Christmas and an electric train.
My little sister wants a dolly and a dolly wagon.
Merry Christmas
Your friend,
Kenneth Diller

Dear Santa:
How are you? I hope you will bring me a bicycle for Christmas. I bet you have a house full of toys. Thank you for the sack of candy. My little sister wants a doll. My other little sister wants a storybook. My two brothers want a bulldozer. Santa Claus, I nearly forgot I wanted a piano, too.
Your friend,
Mary Katherine

H



FOLKS

Merry Christmas

... and to say "Thank You" for the consideration and cooperation you have shown us from time to time. . . .

ELM COURTS
R. SCHROETER MAJOR SCHROETER

Message from St. Nick 1948



Wishing you the merriest Christmas possible.

That means you, you... and you!

POARCH BROS.

Season's Greetings

The arrival of another Christmas season brings with it the joyous expectations of many pleasant and friendly associations with those whom it is our pleasure to serve in this county.

Each year we find ourselves eagerly awaiting the Christmas season because in it we find the opportunity to express again our appreciation of your thoughtfulness and consideration.

And as we extend our thanks we hasten to add our best wishes to you for the Holiday Season. May one of manifold blessings be yours this time of merriment and thanksgiving. May this Christmas be your best.

J. BKETTS

Letters to Santa Claus

Dear Santa Claus:
I hope you can understand my writing because I cut my finger. But maybe you can understand it enough so you

Dear Santa Claus:
I saw you in Hereford last Saturday when you gave out the candy by the Christmas tree. I also saw you when we came to the play last Sunday and you gave out the candy there. I hope to see you again at home on Christmas Eve. I will be happy to see you again. I would like to know what I am going to get.

Dear Santa:
I hope you will come to my house. I want a pair of boots and a bicycle. My little brother wants a caterpillar and a tractor. We have been pretty good in school but I don't like to study very much. This is about all I can think of to write.

Dear Santa Claus:
I would like to have a set of tinker toys, a football, a coat and a watch and a zipper notebook. My sister wants a doll and some dresses. My brother wants a caterpillar.

Dear Santa Claus:
I hope you can understand my writing because I cut my finger. But maybe you can understand it enough so you

Dear Jolly Old Santa:
I am a little girl nine years old and I want a dolly, doll case, doll buggy and some perfume, stationery, skates, fountain pen, toy-stove, hair clips and a sweater.

Dear Mr. Santa Claus:
Christmas will be here soon. Remember your little girl that day. I want a doll and a doll house for Christmas. Please don't forget the other girls and boys in the far away countries.

Dear Santa Claus:
I am a very good girl and I'm in school. I like to come to school and Santa, I want you to bring me a Mickey Mouse watch. That is what I want. I will see you soon. Will you bring me what I want on Christmas Day?

Dear Santa Claus:
Thank you for the bag of candy you gave me yesterday. I liked it very much. I want a doll buggy and a doll. I want one very much. And a little cook stove, and pots and pans. I want some boots and some pants and a hat, a blouse, a barrette, a fountain pen, a zipper notebook, an iron, an ironing board, an electric sewing machine and a sled.

Dear Santa Claus:
Remember its Christmas! I know you are busy now, but you know I have been a good girl in school so don't forget to bring me a doll, a pair of roller skates and house shoes for Christmas. I made 14 Bs and 19 As in school.

Dear Santa Claus:
Will you please bring me some Christmas toys? I want a doll, a story book, a dress for my doll, a little iron, some nuts, some candies, and some apples. I also want a prayer book and a rosary to pray every day and every night to. Thank you.


Dear Santa Claus:
I have been very good. I want a suit case with a doll inside the suitcase. I want a ring and a watch. Thank you for the sack of candy. I hope you have a merry Christmas. How are you? We are all fine. I want a pair of skates.

Dear Santa Claus:
For Christmas I want a bicycle, boots, a toy and zipper notebook. That is enough for me. And some candy, too. Thanks for the candy you gave me last Saturday.

Dear Santa Claus:
I hope we get a white Christmas. I don't think we will if it doesn't snow a little harder, but if we do get one I hope you won't get sick because we want you to come around the houses. Everyone wants you to bring something. The things I want are a purse or a billfold.

Dear Santa Claus:
I hope you will come to my house. I want a pair of boots and a bicycle. My little brother wants a caterpillar and a tractor. We have been pretty good in school but I don't like to study very much. This is about all I can think of to write.

Dear Santa Claus:
I am a very good girl and I'm in school. I like to come to school and Santa, I want you to bring me a Mickey Mouse watch. That is what I want. I will see you soon. Will you bring me what I want on Christmas Day?



Merry Christmas
1948

It's a real pleasure to extend these greetings to you.

HAPPY HOLIDAYS!

JIGGS HARTMAN
Representing
Southwestern Life Insurance Co.



PICKARD MILING CO.

- | | |
|---------------------|-----------------|
| Frank A. Gyles | Wilson Gyles |
| Mrs. Lois Dodson | I. Duncan |
| W. R. Black | Joe McCutchen |
| Frank A. Gyles, Jr. | C. Flack |
| John Albracht | Sam Curry |
| E. P. Goodnight | Casebeer |
| | McCutchen |
| | Bill Craig |
| | Aubrey Bell |
| | Jno. Rogers |
| | J. L. McFarling |
| | Berry Orr |
| | Lloyd Bridges |

SEASONS

As a small token of our high esteem for the people whom we serve, we send these words of Greetings. We place an immeasurable value on your friendship and trust that we may merit its continuance.

We renew our pledge of the service which we constantly strive to render, and take this occasion to send you our very best wishes for a happy Christmas and a New Year filled with all the good things of life.

GREETINGS

Blanton Butane Gas Co.
AND EMPLOYEES

FARM MARKET

(USDA) -- Many southwest farm products sold lower during the past week, offsetting steady to higher trends on others according to the Production and Marketing Administration, U. S. Department of Agriculture.

Corn eased slightly for the week, as barley and sorghums advanced 2 cents and wheat and oats gained a cent or less. No. 2 yellow milo moved at \$2.70 to \$2.75 per hundred pounds in bulk carlots at Texas common points. No. 2 white corn closed Monday at \$1.73 to \$1.79 a bushel, and yellow corn \$1.61 to \$1.62.

Light movement of rough rice sold at firm prices last week, as milled rice markets began to show year end dullness. Most wholesale feed prices turned downward again. Good hay fell

short of demand at firm prices, but medium and low grades moved with difficulty. Peanuts sold mainly on government orders.

Egg prices continued to decline at most terminal markets. Eggs brought 55 to 70 cents a dozen at principal country buying stations in Arkansas, 50 to 72 in Louisiana, 47 to 60 in Oklahoma, 48 to 60 in Texas, 48 to 57 in Colorado, and 40 to 50 in Kansas. Hens remained about steady, as fryers and most turkeys held firm.

Hogs lost 25 to 50 cents for the week at Texas markets and \$1 to \$2 at most other terminals. Sows took the greatest loss. Best butcher hogs sold generally around \$21. Sows brought \$18.50 to \$19 at San Antonio and ranged from \$16 to \$18 elsewhere in the southwest. Pigs varied from \$12 to \$20 according to quality.

Cows and calves sold a little

higher for the week at most markets, while stockers and feeders eased at Kansas City. Other southwest cattle classes held about unchanged. San Antonio moved good yearlings at \$26 Monday. Common and medium steers and yearlings cleared from \$17 to \$23.50 at Fort Worth. Good heavy steers reached \$27 at Oklahoma City, while Kansas City turned average medium and good kinds at \$23 to \$26. Denver bought medium to high grades good steers at \$23 to \$26.50.

Sheep prices averaged slightly lower at Kansas markets but showed little change at other points. San Antonio took medium woolled ewes at \$8 to \$8.25, as Fort Worth turned cull and common grades in the same range. Ewes sold from \$9 down to \$10 at Oklahoma and Kansas markets. Goats recorded little change at San Antonio.

Buyers contracted wool in Western Colorado at 54 to 55

cents per grease pound; and in New Mexico at 57 to 62 cents for choice lots of fine staple. Mohair sales lagged at unchanged prices, with adult at 40 cents and kid 60 to 75.

Citrus fruits enjoyed good demand in holiday trade. Growers received \$35 to \$50 a ton on the tree for Ruby Red grapefruit in the Lower Rio Grande Valley. Marsh Pink sold around \$30, and white grapefruit \$10. Fort Worth's wholesale market offered Texas Hamlin, Navel and Temple oranges, grapefruit, lemons, tangerines, tangelos and kumquats, at firm to higher prices. Vegetables met dull markets.

Cotton lost 75 cents to \$1 per bale for the week. Spot 15/16 inch closed Monday at \$1.76 at Houston, \$1.80 at New Orleans, \$1.85 at Little Rock, and \$2 at Dallas.

THESE WOMEN Dear Santa: Please Bring Me A Man

By CYNTHIA LOWRY
AP Newsfeature Writer

It has certainly never been the intention of this pillar (a synonym for "column" I picked up the other day) to dash people's hopes—and right before Christmas, too.

But I felt it my duty to pass along the bad news with the good. And, sisters, this is indeed bad news.

To wit: bachelors are becoming as scarce as 50-cent blue-plate specials.

The United States Census Bureau, which isn't much influenced by whimsy and straws in the wind, indicates that finding a husband is currently a girl's hardest job.

In 1940, the bureau reports rather starkly, one man out of three who was between the ages of 20 and 45 was eligible for an altar date. As of last year, the number has been chopped down to a mere one in four.

This grave situation is one which should give everyone, from blushing maiden to ambitious parent, something known as "pause."

Let's consider the implications from a number of angles. In the first place the decline of the bachelor may be one of the nicest compliments ever paid to American women. It may mean that during the past seven or eight years our hunting techniques, charm and personality have improved so that more of us are irresistible.

Maybe it means that a lot of gentlemen had their ladies all picked out when a small war intervened. Or maybe it means that today's perfumes accomplish the miracles attributed to them.

But how about the legion of ladies who'd like to be wed? With only a handful of bachelors around, some of the sisters are going to be left with futures filled with the traditional cats, canaries and good works.

This is a grim enough prospect. But what effect is this situation going to have on the remaining bachelors, pursued and beset by a raft of women with determined looks in their eyes? It will either frighten them so they'll take to the woods and hermit's caves, or make them completely insufferable, conceited bores. There doesn't seem to be any middle ground.

One hopes, however, that the shortage of marriageable males won't presage an American adoption of the European dowry system. But with income taxes what they are, this isn't

beyond the realm of possibility. One hates to think of romance, American style, degenerating into a marriage of convenience with back street overtones.

Don't despair, however. There's

a way to beat still. Find the one and only who turns 24 and eats the good batch of elderdom. 2. Sit only, and catch him when he emerges feeble and sort of into the twilight years has


Rodents range in size from pygmy mice, which rank among the smallest of mammals, the capybara, which is four feet long. Ice-hockey is a game which probably dates from the 18th

GREETINGS

of the

Christmas Season

OUR BEST WISHES ARE
OFFERED TO EACH OF
YOU . . . MAY THIS
CHRISTMAS TRULY BE A
HAPPY ONE.



AMARILLO RENDERING COMPANY

Personal

Recruit Stanley Phillip, son of Mr. and Mrs. John D. Phillip is home for Christmas from Camp Lee, Va., where he is in training. Stanley was an employee of the Hereford Brand composing room before going into service. He has recently been transferred from Fort Ord, Calif. where he took basic training.


Mrs. Addie Miller left Tuesday for Grand Valley, Colo. to spend a week with her son, Owen Miller and family.

Mr. and Mrs. C. W. Johnson, both students at Texas Christian University in Fort Worth are holiday visitors of Mrs. Johnson's parents, Mr. and Mrs. J. H. Fish and Mr. Johnson's parents, Mr. and Mrs. W. A. Johnson, all of Hereford.

Mr. and Mrs. Tom Carroll will leave Christmas Day on a two week visit to California where they will visit friends, Mr. and Mrs. Burrell Matthews and will also attend the Rose Bowl Game New Year's Day.

Among Texas A&M students reported here for the holidays are J. W. Robinson, son of Mr. and Mrs. James W. Robinson; Jack and Billy London, sons of Mr. and Mrs. A. B. London; Loyd Mahjeet, son of Mr. and Mrs. Art Manjeet; Bill and Phil Goldston, sons of Mr. and Mrs. H. D. Goldston; J. L. McFarling, Jr., son of Mr. and Mrs. J. L. McFarling; Roger and Buddy Corbett, sons of Mr. and Mrs. Roger Corbett; Virgil Young, son of Mr. and Mrs. E. W. Young; Jack Kasahn, son of Mrs. Frank Gyles; John Estes, son of Mr. and Mrs. Cliff Estes; Thurman Williamson, son of Mr. and Mrs. H. V. Williamson; James Ellis Higgins, son of Mr. and Mrs. Jim Higgins and Collins (Bud) Wilkins, son of Mr. and Mrs. C. O. Wilkins.


Shop with the Want Ads!



Merry Christmas

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.

JOHNSTON PUMP CO.



Yuletide Greetings

HEREFORD STORE CO.

FRIENDS:

As we pause to review the year just closed, we are reminded of your loyal support which has contributed so much to our progress, and of the pleasant mutual relationship we have enjoyed in the past.

And we want you to know how much we appreciate your confidence in us — and to say in a sincere

"THANK YOU"

for all past favors.

May your Holiday be Merry — with it full of health and happiness is the true wish.

Hereford Store Company

Sincerely yours,

S. L. Harman, Sr.
S. L. Harman, Jr.