

CHRISTMAS
1951

The Sunday Brand

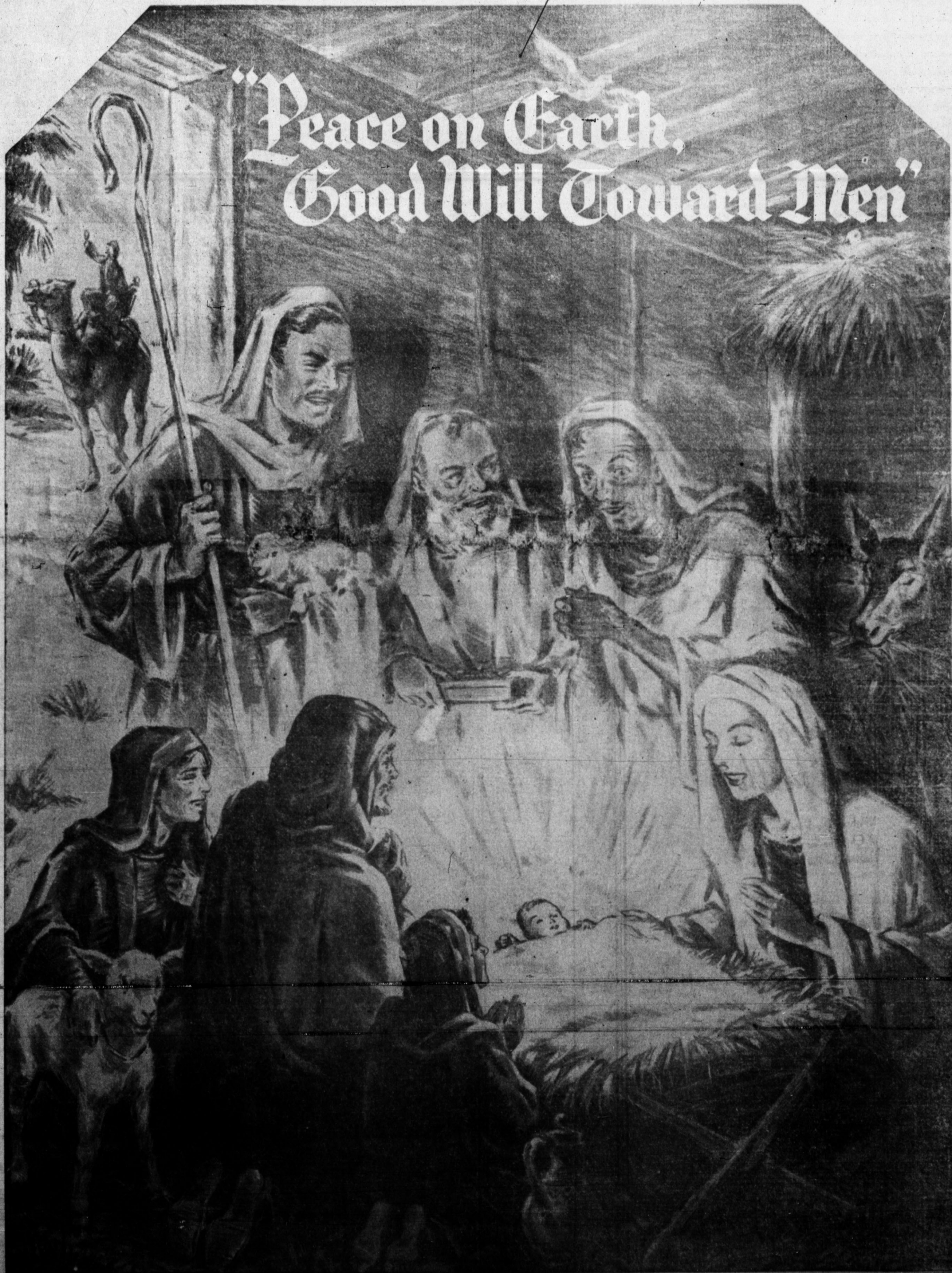
Published Every Sunday

Our Slogan: "More People - More Farms"

SECTION
ONE

VOLUME 4—NUMBER 26

The Sunday Brand, Hereford, Texas, Sunday, December 23, 1951



Christmas In Texas

Twas the night before Christmas in Texas, you know,
 Way out on the prairie (without any snow),
 Asleep in their cabin were Buddy and Sue,
 A-dreaming of Christmas, like me and like you.
 Not stockings, but boots, at the foot of their bed,
 For this was in Texas, what more need be said?
 When all of a sudden from out of the still night,
 There came such a ruckus it gave me a fright!
 And I saw 'cross the prairie like a shot from a gun,
 A loaded up buckboard come on at a run.
 The driver was 'Geein' and 'Havin' with will,
 The hosses (not reindeer) he drove with such skill.
 "Come on there, Buck, Pancho, and Prince, to the right.
 There'll be plenty of travelin' for you-all tonight."
 The driver in Levis and shirt that was red
 Had a ten-gallon Stetson on fop of his head.
 As he stepped from the buckboard he was really a sight,
 With his beard and moustache so curly and white.
 As he burst in the cabin, the children awoke,
 And both so astonished that neither one spoke.
 And he filled up their boots with such presents galore
 That neither could think of a single thing more.
 When Buddy recovered the use of his jaws,
 He asked in a whisper, "Are you Santa Claus?"
 "Am I the REAL Santa? Well, what do you think?"
 And he smiled as he gave a mysterious wink.
 Then he leapt in his buckboard, and culled back in his drawl,
 "To all the children of TEXAS—MERRY CHRISTMAS, you-all!"

Letters To Santa Claus

Dear Santa:
 I don't know if I have been a good boy or not. Mother and Daddy will have to judge that. Here is what I would like for Christmas, a horse with bridle, saddle, reins, blanket, 22 boots, wrist watch and some 22 long arrigates and short shells. Please don't forget everone else in Mrs. Sparks room. The room number is 7.

Your little Brownie,
 Richard Word

Dear Santa:
 For Christmas I would like a 22 repeater gun with some short shot shells, basketball and basketball goal.

Sincerely yours,
 James Uselton

Dear Santa:
 will you bring me a football and a new Ford, a electric train. Bring a lot of candy for me.

Yours Truly,
 Michael Roake.

Dear Santa Claus,
 I am in the second grade. Please send me a Toni doll and a doctor set and a set of dishes.

Your friend,
 Sandra Houston

Dear Santa Claus,
 I am in the second grade. I want Texas Ranger guns and scabbards. I have been good most of the time.

Your friend,
 Robert Uselton

Dear Santa Claus:
 I would like to have a watch for Christmas, a pool game, some clothes and a pair of boxing gloves. I've been a good little boy.

Be sure to remember all the girls and boys.
 Love,
 Jimmy Dale Vaughn

Dear Santa Claus,
 I would like to have a football, basketball a car some boxing

goves and a toilet. Be sure and bring something to my Mother and Daddy.

A. C. Vaughn

Dear Santa Clause,
 I have been a good girl this year. I would like for you to bring me a toni doll with blonde hair I would also like a set of dishes, a necklace and a matching bracset and ring, and a scak of candy. Don't forget all the other boys and girls.

Love,
 Joan Rogers

Dear Santa Claus:
 I want a tool set and a car and one pair of skates.

Love
 Jerry Don Whitaker

Dear Santa Claus:
 I want a B.B. Gun and a train and a bicycle.

Love,
 Burnia

Dear Santa,
 I want a train, bicycle, gloves, baseball glove, baseball bat and a baseball. Next I want a knife,

song book, model airplanes and a bingo set.

Your friend,
 Robert Green

Dear Santa:
 Would you please bring me a baseball bat and a baseball glove?

Your friend,
 Houston Ewing

Dear Santa:
 I would like to have a watch for Christmas. And my little brother wants a tool chest.

Your friend,
 Kathryn Gollihar

Dear Santa Claus:
 I am in the second grade. I go to Shirley school. It is fun. I wish you would send me a Toni doll and a chalk board and a bicycle.

Your friend,
 Ruth Zellner
 P.S. I have been good.

Dear Santa:
 I would like to have a doll, a doll buggy, a Brownie camera, gloves, doll house, a hat and a

bicycle for Christmas.
 Your friend,
 Linda Jones

Dear Santa:
 I am in Mrs. Snare's room. I would like to have a doll. I am 8 years old and in the second grade at Shirley school. I have been good. I think I hope that you will get to Hereford early. I can hardly wait. I hope you come in an airplane.

Love,
 Hazel Mae Ewing
 436 Mable Street

Dear Santa Claus:
 I am in the second grade. I go to Shirley school. I wish you would send me a bicycle

Goodbye,
 DeLores Jackson
 200 H Street.

Dear Santa Claus:
 I am in the second grade. I wish I had a set of guns and a machine.

Your friend,
 Tommie Hollis
 Route 3

BEAUTY IN MOTION



THIS LOVELY young lady in graceful flight is Norma Thornton, one of the famous "Toastettes," the dancing girls on Ed Sullivan's "Toast of the Town" weekly variety revue on CBS television. Norma, the daughter of an Iowa University professor, came to New York several years ago, won her first theatrical honors in several Broadway shows and now is scoring in television.



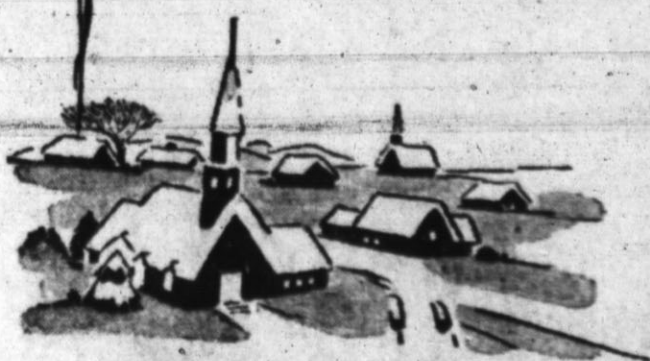
Howard Gault

John Estes

Otis Dickey

Peace on Earth

Wishing you Peace and Joy
 at Christmas and many
 blessings for the New Year!



GLENN WEIR



Christmas Carols Express Spirit Of True Christmas To Everyone

Christmas carols express better than anything else, probably, the true spirit of Christmas.

The word "carol" itself signifies joy and was originally used to accompany a dance. William Wallace Fyfe concludes that the term carol "signifies a song of joy or exultation." Another definition states: "A carol is a hymn of praise especially such as is

sung at Christmas in the open air."

In England, which gave America most of its carols, they were sometimes gay and sometimes convivial until the time of the Puritans, who tried to suppress the Christmas spirit.

After the Restoration, the religious nature of the day was for a time almost forgot-

ten in the reaction from Puritanism, and the carol was temporarily lost in the songs.

There are many quaint customs associated with the early carolers that might be used today to break the monotony of going from house to house singing Christmas hymns.

It was about the 13th century that caroling became a Christmas custom, and is supposed to have been brought to England from Italy by the traveling clergy. The first real Christmas carol is attributed to St. Francis of Assisi who made a model of the Bethlehem manger to help him tell his people the Christmas story.

The idea of caroling fitted admirably into the English conception of Christmas as a combination of religious celebration and a great home day with neighborly feeling, so it grew and flourished in that country.

Little bands and groups of singers which sprang up in the towns and villages came to be known as "waits." A natural explanation of the name seems to be that it refers to watching and waiting for "Christmas Eve" is called the Vigil of Christmas.

As early as December 21, which is the day dedicated to St. Thomas, mummers and carolers would begin going from door to door, announcing the great feast at hand. It was natural for the householders to offer hospitality to these Christmas troubadours and gradually in many places the custom of giving alms and presents of various kinds was established.

This benign custom threatened at one time in England to become a profession and to lose its original simple charm.

For a period beginning just when no one knows and ending in 1820, there were in London and Westminster companies of "waits" whose leaders held office by public appointments and who obtained an exclusive right to solicit contributions from the public.

The carolers were often ac-



TIME FOR PRESENTS . . . Billy and David are all worked up over the thought of Christmas, and they're tagging their stockings to make sure Santa doesn't get their presents mixed up. They also have found that it's a good idea to thank him in advance.

Letters To Santa Claus

Dear Santa Claus:

I would like a lot of things for Christmas. I know I can't have them all. I would like a football, bow and arrows, and many other things. I have been a good boy.

accompanied by entertainers who gave a spirit of revelry to the occasions. The mummers often interrupted the singing to give their interpretation of "St. George and the Dragon." Tumblers, dressed in bright red, would perform their arts of skill to entertain the onlookers.

clothes for now.
Love
Gene Batterman

Dear Santa Claus:
I want a doll that just walks.
She is big and I like her. Please.

I am in the second grade.
Your friend
Glenn Sue Woodford



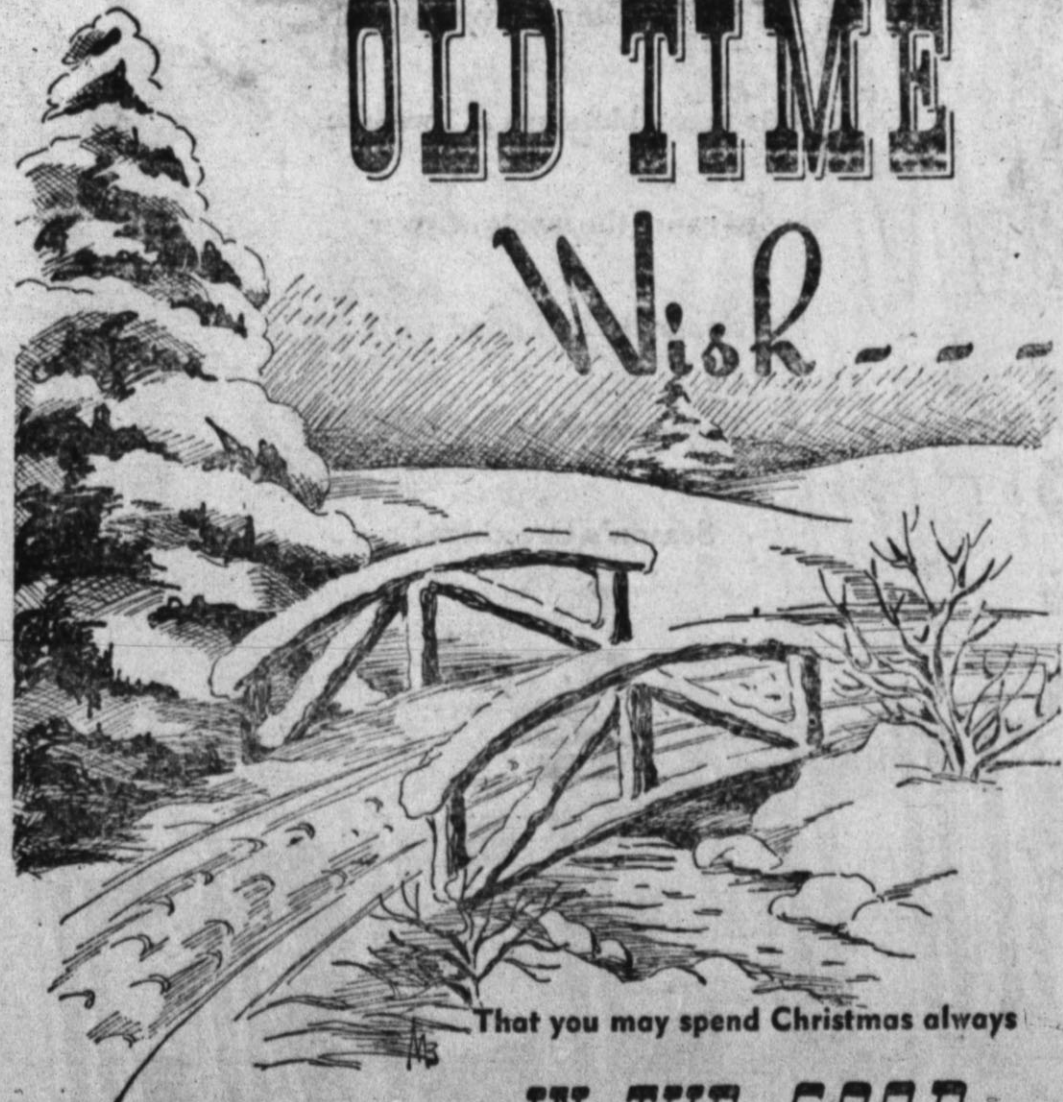
Signpost of the Season



The signs of the Holiday point-up our wishes to you . . . A Merry Christmas Day, And a Happy New Year, too!

HEREFORD NATIONAL FARM LOAN ASS'N.

Here Is an OLD TIME



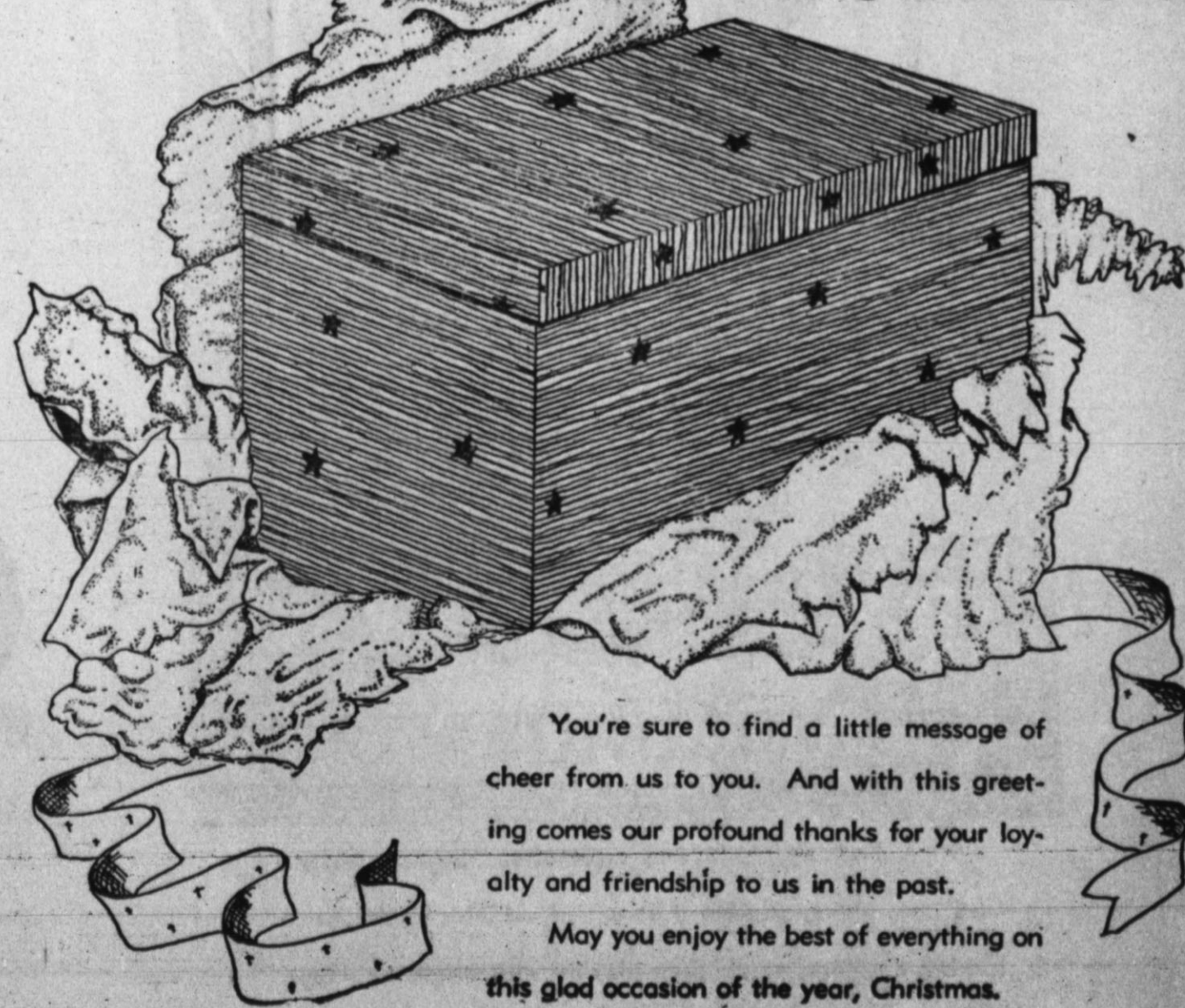
That you may spend Christmas always

IN THE GOOD OLD-FASHIONED WAY.

We Will Be Closed
TUESDAY & WEDNESDAY, DEC. 25th & 26th

HEREFORD FOOD MART

GO AHEAD--- PEEK INSIDE!!



You're sure to find a little message of cheer from us to you. And with this greeting comes our profound thanks for your loyalty and friendship to us in the past.

May you enjoy the best of everything on this glad occasion of the year, Christmas.

THE Vogue

Letters To Santa Claus

Dear Santa Claus:
I have been a nice boy and I hope you see my letter because I would like to have two regular cowboy pistols, cowboy suit like Hopalong Cassidy's and a blackboard with lots of chalk (pink and blue).
I am four and half. Don't forget my little brother Donie. He wants a teddy bear, some animal toys that he can pull around.
You could bring him a little

gun so he can shoot some too.
Bye,
Lots of love,
Jimmy Lynn Rasberry

Dear Santa:
I am a little boy 10 years old. I would like to have an electric set and a football. But most of all I would like to have a bicycle.
My little sister Vickie would like to have a doll bed and a Toni doll. An don't forget the other boys and girls.
Yours truly,
Billy Bryant



OF ALL THE holiday delicacies, none carries more of the old-time traditions and associations of good eating and festivity than mince pie. Many writers give credit for its origination to Germany, while others claim that its beginning is lost in the annals of history.
English literature dating to the 15th century is full of references to this Christmas favorite, an essential part of Yuletide celebrations, in England.
Old superstitions held that any person refusing to eat mince pie would be unlucky for the coming year. Should he accept the invitation, and partake of mince pie, he would have the same number of happy months during the year as the number of houses at which he ate mince pie.
The oriental character of the spices and flavoring was said to represent the rich gifts of the wise men to the Christ Child.

HELPING SANTA

When Buying Toys for Children

If you wish your child to get the most available from this year's toys, be sure to look for the five major qualities recommended by specialists.
Toys to be thoroughly satisfying for the small fry should have five major qualities, say specialists at the college of home economics, Cornell.
First, toys should be durable to withstand the rough and tumble of any one child and his playmates. Sturdy toys can be repaired and repainted and passed on for the enjoyment of other youngsters, in or out of the family.
Toys should be simple and easy to handle and operate. Simple playthings are more likely to hold interest through long child-hours and less likely to be shelved permanently.
Toys should be safe to use—without sharp corners or rough places or poor paint that might be harmful to a youngster. And toys should be washable.
Finally, toys should have what the specialists call a "do-with" quality. Good old stand-bys such as wagons, blocks, clay, sand, finger paints, and the like may fit into the child's interest of the moment.

Dear Santa Claus:
Will you bring me a Toni wig for my doll.
Bring my little sister a red nosed reindeer. Her name is Mary Kay. She is three years old.
My brother is 13 and I do not

know what he wants.
Merry Christmas
Donna Ruth Lord

Dear Santa Claus.
I am a small girl 9 years old. I would like to tell that I have

been good and what I would like for Christmas. I would like a watch and a kickball for my sister and Please bring my dog a ing station.
Merry Christmas!
Nelda Mae Barnett

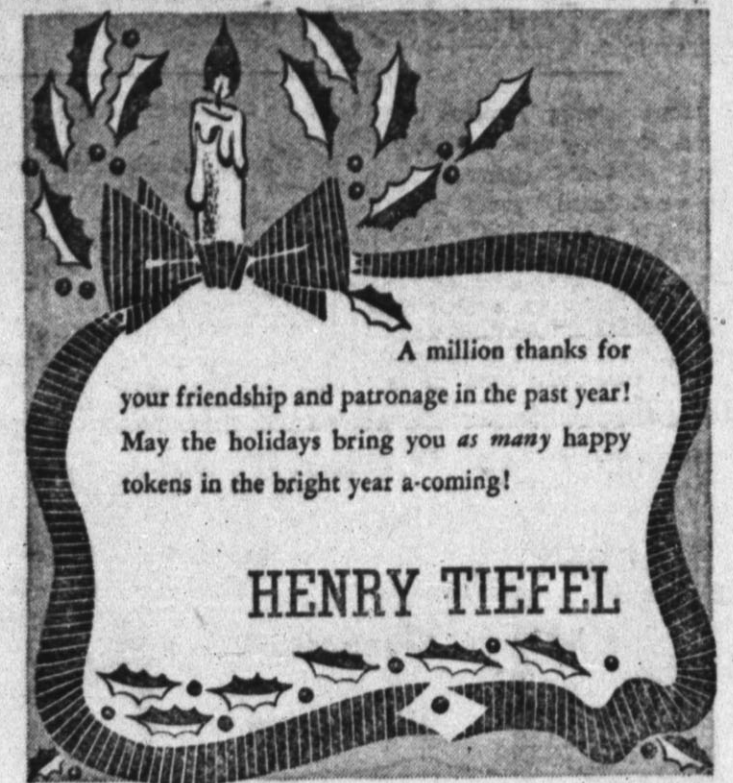
Dear Santa Claus:
I am in the second grade. May I have a bicycle? I have been hope they are because I want good.
Your friend,
Marion Martin

Dear Santa Claus:
I am in the second grade. I wish for a bicycle and a fillers and Please bring my dog a ing station.
Your friend,
Gilbert Blea

Dear Santa Claus:
I want a BB gun.
I want a electric train
Love
Jimmie Ray Bridges

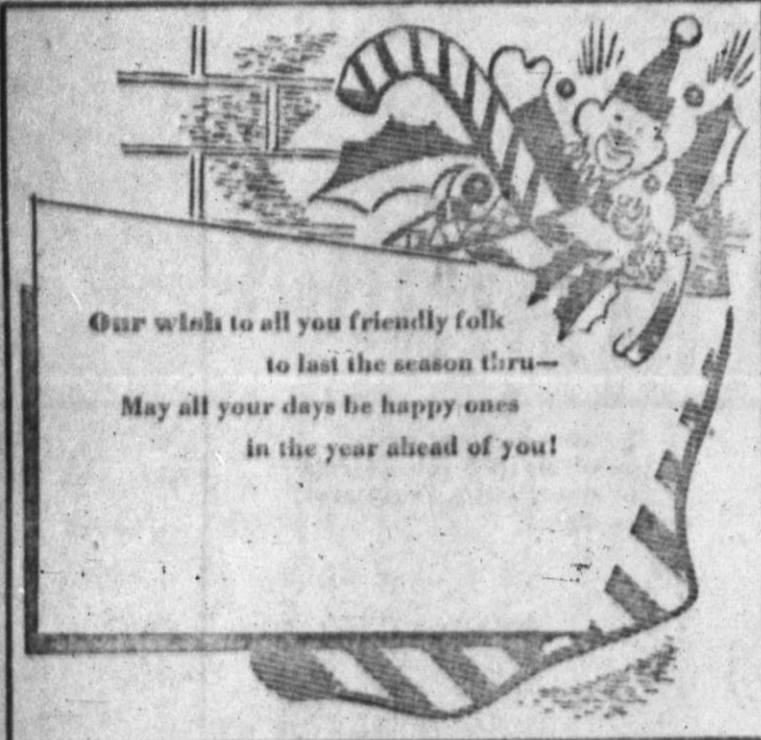
Dear Santa Claus
I want a bicycle and some skates.
Virgil Kuyendall

Dear Santa Claus:
I want a bicycle and a doll.
Love,
Necia Ghilland



A million thanks for your friendship and patronage in the past year! May the holidays bring you as many happy tokens in the bright year a-coming!

HENRY TIEFEL



Our wish to all you friendly folk to last the season thru—
May all your days be happy ones in the year ahead of you!

E. B. Black Co.
Since 1901

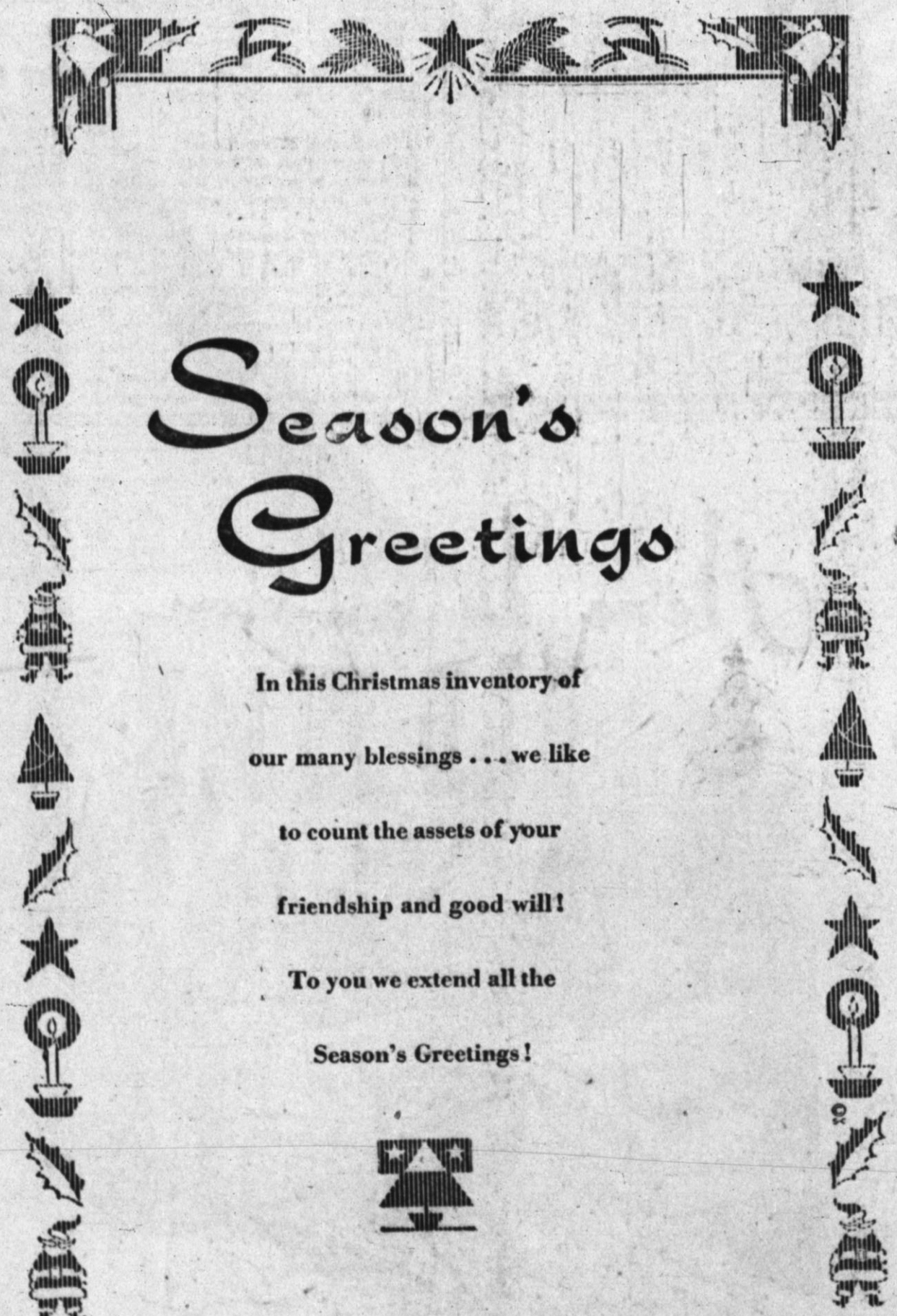


A Christmas Scene

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,

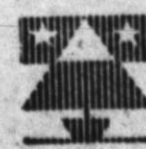
A HAPPY CHRISTMAS SEASON.

HEREFORD LUMBER COMPANY



Season's Greetings

In this Christmas inventory of our many blessings . . . we like to count the assets of your friendship and good will!
To you we extend all the Season's Greetings!



ASSOCIATED GROWERS
OF HEREFORD
John Paetzold & Sons

The Night Before Christmas

'Twas the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there;
The children were nestled all snug in their beds,
While visions of sugar-plums danced through their heads;
And mama in her kerchief, and I in my cap,
Had just settled our brains for a long winter's nap,—

When out on the lawn there arose such a clatter,
I sprang from my bed to see what was the matter,
Away to the window I flew like a flash,
Tore open the shutters and threw up the sash.
The moon, on the breast of the new-fallen snow,
Gave a luster of midday to objects below;
When what to my wondering eyes should appear,
But a miniature sleigh and eight tiny reindeer,
With a little old driver, so lively and quick,
I knew in a moment it must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled and shouted and called them by name:
"Now, Dasher! Now, Dancer! Now, Prancer and Vixen,
On Comet! On, Cupid! On, Donner and Blitzen.
To the top of the porch, to the top of the wall!
Now, dash away, dash away, dash away all
As dry leaves that before the wild hurricane fly,
When they meet with an obstacle, mount to the sky.
So, up to the house-top the coursers they flew,
With a sleigh full of toys,—and St. Nicholas too.
And then in a twinkling I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in fur from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of toys he had hung on his back,
And he looked like a peddler just opening his pack.
His eyes, how they twinkled! his dimples, how merry!
His cheeks were like roses, his nose like a cherry;
His droll little mouth was drawn up like a bow,
And the beard on his chin was as white as the snow.
The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath.
He had a broad face, and a round little belly
That shook, when he laughed, like a bowl full of jelly.
He was chubby and plump,—a right jolly old elf,—
And I laughed when I saw him, in spite of myself.
A wink of his eye and a twist of his head
Soon gave me to know I had nothing to dread.
He spoke not a word, but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying a finger aside of his nose,
And giving a nod, up the chimney he rose.
He sprang to his sleigh, to his team gave a whistle,
But I heard him exclaim, ere he drove out of sight:
"Happy Christmas to all, and to all a good-night!"

Letters To Santa Claus

Dear Santa Claus:
I want a doll, a baby bed and some dishes a nurse set too. I do not want you to give me too much. Do not forget the other children.
Love
Donna Faye Rogers

Dear Santa Claus:
I want a wagon and a book.
Love
Kenneth Ray Ruland

Dear Santa:
I would like to have a baby "eco doll" and a baby bed. I am seven years old and in the second grade at Shirley school. I am in Mrs. Snare's room. I have been as good as I could, I think.

Love,
Brenda Beasley

Dear Santa:
I want a bike, a magic man set, a Toni doll, and a bingo game.
Your friend,
Martha Watson

Dear Santa:
I want a tractor truck and two guns for Christmas. My little sister wants a doll and a doll buggy. Thank you.
Your friend,
Donnie Lee Urley

Dear Santa:
I want a hard baseball, a telescope, horse, dog, boxing gloves, boxing bag, magic set, chemistry set, truck with trailer, turpull, maintainer, billfold, electric train and fifty sacks of marbles. Although I have three hundred marbles I still want some more. Just one more thing, I want a bar of gold. What do you want?
Your friend,
Ronald Anderson

Dear Santa Claus:
I am in the second grade. Please bring me a gun.
Don Jones

YULETIDE GREETINGS

From: Hub Homer
Pat Homer
Faye Shirley



and All Good Wishes for the New Year



HEREFORD SHOE STORE

Home of Weatherbird Shoes

With best wishes for Christmas
May this be a joyous Christmas and lots of good things come your way in the New Year!

Elmo and Ethel Fridley

We Wish You

MERRY CHRISTMAS

GREETINGS

We Want to Wish

Each of You the Very Merriest of Christmas Seasons and A Happy and Very

PROFITABLE NEW YEAR

... and at the same time we want to thank Our Customers and tell you how much we appreciate your business ...

We are not only grateful for the abundance of business you are giving us now, but we appreciate your steady patronage during the past seasons.

Sears Grain Co.
And Employees

DIMMITT

HEREFORD

BLACK

Swiss Brotherhood Sang At Christmas

One of the most impressive customs in the world is observed in Switzerland where the "singing at the fountains" is done by the Sebastiani brotherhood in the picturesque spa town of Rheinfelden.

According to the Swiss writer Gottlieb Wyss, the custom is more than 480 years old, dating from 1540 when a plague, sweeping through many lands, visited Rheinfelden. Twelve men formed a brotherhood in honor of St. Sebastian, promising to pray to him to safeguard their town

from further distress. They also undertook to nurse those afflicted by the plague and to bury its victims.

If one of their own members died, the brethren acted as pallbearers, and up to the present day, by their own selection, the membership of the brotherhood has remained at 12.

Pestilence in the medieval period, and when the Sebastiani brethren made their rounds of seven fountains on Christmas eve, they start at the fountain in the "Froschweide" where the plague started in the 16th century. After singing for the seventh time near the town church, they join its congregation for midnight mass, first placing their quaint mounted lantern, with its lighted candle, before the altar of St. Se-

bastian. For their Christmas eve singing at twelve, brethren are dressed in dark clothes and black silk top-hats. Around their lantern-bearer they stand in a circle and three times, as the name of Christ is mentioned in their song they uncover their heads. On New Year's Eve, between 9 and 10 o'clock, the Brethren make another round of the fountains, this time singing an old song which concludes with the

wish that St. Sebastian may intercede for all in the New Year so that they may be safeguarded from war, pestilence and other perils.

16th Century Gift

Tradition tells us the 16th cen-

tury Europeans liked to give three presents wrapped together at Christmas time. One gift was something useful, such as a pencil or needles. Another signified something pleasant. The third, symbolic of discipline, was often a twig, suggestive of the switching rod.

Christmas Benediction

A Christmas benediction for prosperity through the year is effected in Norway by placing all the family silver, both flat and holloware, out on a table on Christmas Eve so that it shines all by itself in the glow of candlelight.



Joyous greetings

To our friends:

May Christmas blessings fill your heart with true happiness and bring you peace and joy all thru the coming year!

Oswald's
Firestone Store

U. S. Homes To Share Beauty of Washington's Prized Tree

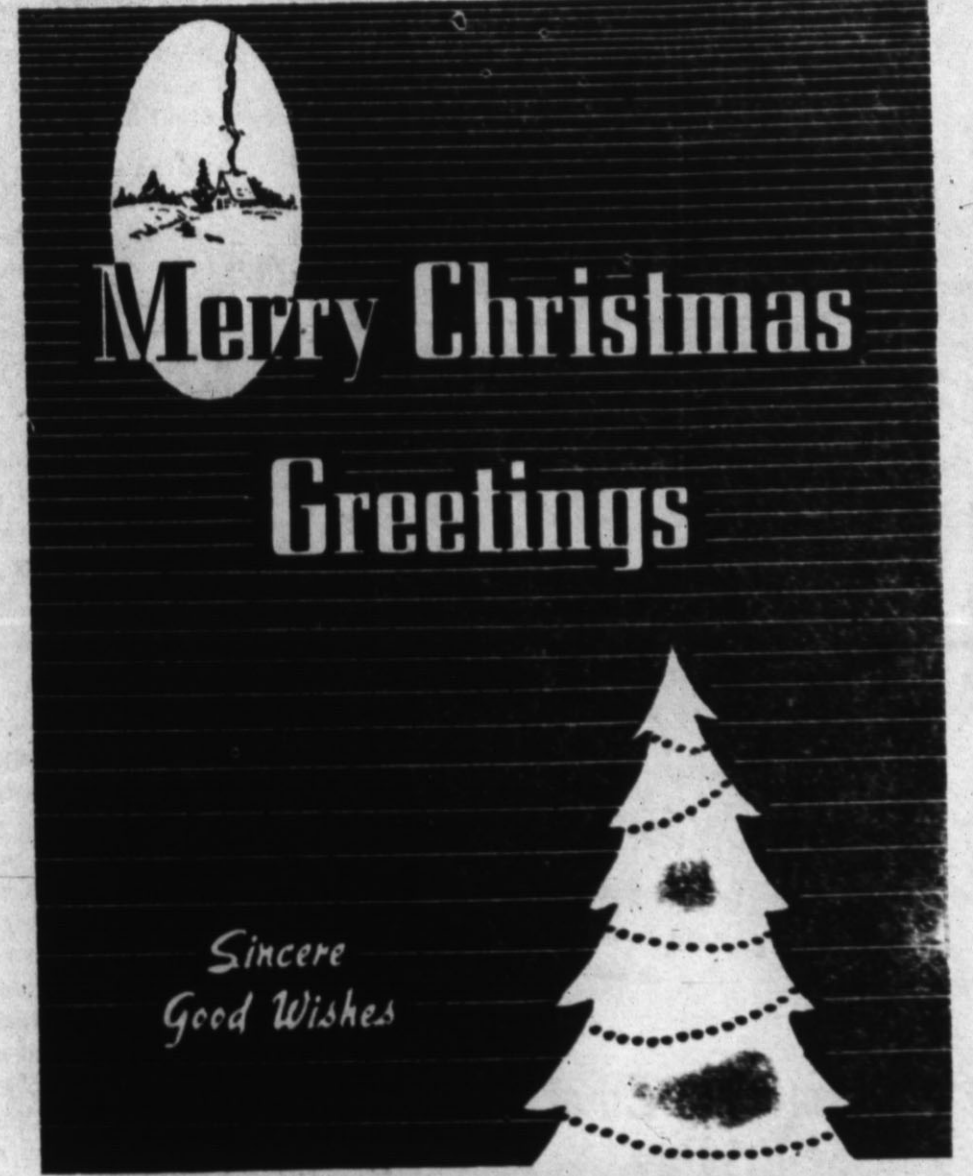
A 300-year-old tree once owned and prized by George Washington has produced 45,000 feet of handsomely figured veneers and lumber that ultimately will grace the interiors of many American homes, offices and public buildings in the form of wall paneling and furniture.

The giant walnut tree, harvested recently by Hartzell Industries of Fiqua, O., a member of The Veneer Association, served as a wilderness landmark to explorers and pioneers. Because the tree already was over mature, cutting became necessary to prevent further disintegration. Towering 70 feet, the majestic hardwood tree had a crown spread greater than its height. Its trunk measured 50 inches in diameter, exclusive of bark, five feet above the ground. Hardwood face veneers, used in wall paneling, television and radio cabinets and high quality furniture for the home, bring out the natural beauty of the wood. Time only serves to mellow and enrich the beauty of the veneer surfaces of plywood wall paneling which creates an atmosphere of warmth and hospitality in the home. Ninety percent of all wood furniture manufactured today is of veneer and plywood construction because of its beauty, serviceability and ease of maintenance.

Growth rings attested that Washington's tree had been standing for more than three centuries in a West Virginia timber tract—known in Colonial times as the Pocatallico Survey—of which Washington became sole owner. His diary mentions both the tract and the tree.



A wilderness landmark to explorers and pioneers, this 300-year-old tree once was the property of George Washington. Harvested recently, its beauty is preserved in the form of exquisite hardwood face veneers used in making high quality furniture and wall paneling.



Merry Christmas Greetings

Sincere Good Wishes

WESTERN HARDWARE

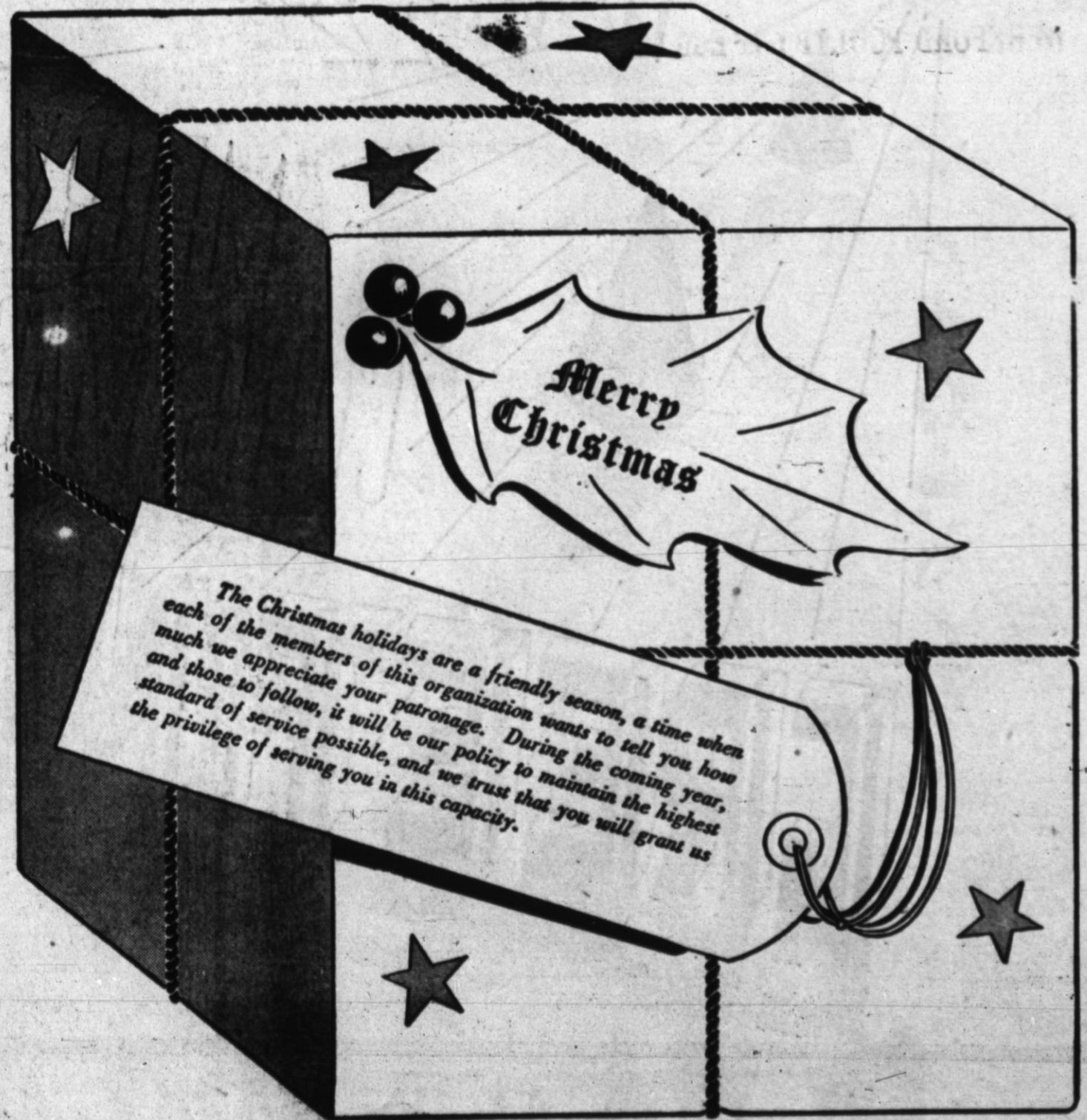
SEASON'S Greetings



The arrival of another Christmas season brings with it the joyous recollections of many pleasant and friendly associations with those whom it has been our pleasure to serve in this community.

Each year we find ourselves eagerly awaiting the Christmas season because in it we find the opportunity to express again our appreciation for your thoughtfulness and consideration.

And as we extend our thanks, we hasten to add our best wishes to you for the Holiday Season. May it be one of manifold blessings... a time of merriment and thanksgiving. May this Christmas be your happiest.



The Christmas holidays are a friendly season, a time when each of the members of this organization wants to tell you how much we appreciate your patronage. During the coming year, and those to follow, it will be our policy to maintain the highest standard of service possible, and we trust that you will grant us the privilege of serving you in this capacity.

HEREFORD WRECKING COMPANY
and All Employees

BLANTON BUTANE INC.
and Employees

Bearers of Gifts Range From Santa To Knight Ruppert Around World

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

This is Christmas in America—but it is not always Santa who brings the gifts to children in other lands. The Dutch children anxiously await the arrival on Christmas

of St. Nicholas. He was the bishop of Myra, so he is dressed in the traditional bishop's robes of black, wears a mitre, and carries a crozier.

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

English children wait for a Santa Claus who closely resem-

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

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

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

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

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

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

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

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

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

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

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



MRS. GEORGE A. DAVIS, JR., and her children, Mary Margaret, 7, and George, 19 months, look over a paper in Lubbock, Tex., telling the story of Maj. Davis' part in the Korean air war. Davis is the leading ace in the war with five MIG jet fighters and three TU-2 bombers shot down.—AP Wire photo.

Urn of Fate

A silver bowl or other large open receptacle known as the "Urn of Fate" enters into Spanish traditions of Christmas. Members of the family write names of their friends on slips of paper and stir the slips in the bowl.

WHAT IS IT?



WHAT IS THIS? This is a dreamer's first glimpse of the plant from which your household broom is made. The strands of broomcorn have been gathered in the field and are now being prepared for use. As you can see, the broomcorn has been gathered in the field and is now being prepared for use. As you can see, the broomcorn has been gathered in the field and is now being prepared for use. As you can see, the broomcorn has been gathered in the field and is now being prepared for use.

Names are drawn, and Fate decides who shall be considered devoted friends for the coming year. It is sometimes exciting and everyone tries to be philosophical about it.



May Christmas bring you
Enough blessings to brighten
Every moment, every hour...
in the NEW YEAR!

STREU HARDWARE

HEAVENLY DAZE!

We hope
that you're not
too taken up with Christmas
to listen to our good wishes!
May all your dreams
come down to earth and
bring you
happiness 1952!

HEREFORD POULTRY & EGG CO.

129 Sampson

Phone 1208

Christmas
Sets the Scene...

and the curtains part
on our sincerest wishes for the happiness
and health for our many customers...our many friends!

FRANK CRAIG MOTOR COMPANY

and Employees

H. N. (Joe) Bishop	M. J. Koelzer	Clint Lundry
Earl Needham	Ivan W. Heaton	Charles R. Kropff
Loyce Womack	J. W. Witherspoon	Bill Ewing
	Franklin Craig, Jr.	

Merry Christmas

and GOOD WISHES

TO EACH OF YOU

J. C. RICKETTS

SEASON'S GREETINGS

Yes, it's true we've been wishing our friends and neighbors a hearty "Merry Christmas" for a long time. Each season's greetings seems 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 transpired 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 loyalty 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!"

The First National Bank Hereford

Member: Federal Deposit Insurance Corporation . . . Federal Reserve System

SIGHTS, FACES
SEEN

Around Town

There were two traffic accidents reported in the city of Hereford this week. Although information is sketchy on one of the wrecks, it is reported in this issue of The Brand. City police refused to give The Brand the official report of the two accidents by press time Saturday.

Curtis Trawick served as toastmaster Tuesday night at the regular meeting of the Hereford Toastmasters club.

Dr. R. E. Lingenfelter served as general evaluator and Leo Forrest was topic master.

Speeches were made by Ben Childers, Joe Smith, and M. C. Adams.

An announcement was made that the club would not meet again until January 8 since the regular meeting dates fall on Christmas and New Years Day.

Jerry Drennan, former KPAN sportscaster, was honored by the Perryton high school football squad with the annual "Letter P" for outstanding support of the team. The presentation is made annually to the team's most loyal fan. The Presentation was at the squad's annual banquet recently.

Joe Smith spoke before the Hereford Rotary club on the free-lance writing profession.

Jack H. Luck son of Mr. and Mrs. P. H. Luck, informed his parents this week that he has been promoted to sergeant with the First Marine Division, Luck, who is in Korea, gave the following address:

Sgt. Jack H. Luck, 1120864 USMC
"H" Co. 3rd. Bat. 5th Reg't
1st Marine Div. FMF
c/o FPO, San Francisco, Calif.

Fred Baird, tax collector for the Hereford Rural School district, was allowed the \$150 cost of living bonus for 1951-52 school year previously approved for members of the school faculty. The approval was made at the last meeting of the school board of trustees.

At its recent meeting, the board of trustees voted to withhold use of the Shirley school gymnasium for outside purposes. They did, however, offer use of the Central school gym. A local basketball league had expressed interest earlier in using Shirley gym for its games.

The city offices will be closed on Monday and Tuesday according to Mayor W. E. Dameron.

The "Messiah", which was presented here on December 2, will be broadcast over KPAN on 4:15 p.m. Sunday. "Dickens' Christmas Carol" will be broadcast Christmas Day at 10 a.m.

Deaf Smith county's newest oil well, located northwest of Hereford on the J. R. Overstreet farm in Block K-7, is down to 4290 feet, at which depth they will set pipe. Henry Sears, one of the purveyors in the venture, said they would probably drill the plug Saturday night.

Safety Film is Shown To Grade School Students

A safety film was shown to approximately 1,100 elementary students in Central and Shirley schools last week.

The film, titled "The Safest Way", is a 16mm sound motion picture devoted to teaching simple precautions of pedestrian safety. The story told is effective because it is told from a child's point of view.

This film was furnished by the Hereford Safety Council and shown in cooperation with the schools according to Bob Wear, President of the Council.

Mr. and Mrs. Bob Wear and son John will spend the holidays in Lawton, Okla. with his relatives.

Sixth Graders' Christmas Stories

(The 10 Christmas stories appearing today were selected as the 10 best from sixth grade students at Central school. The 10 were chosen by Mrs. Fred Welch, Miss Della Stagner, and Don C. Martin.)

THE HAPPY CHRISTMAS

Norma Sue Sowell

It was only a week until Christmas and Linda was decorating the Christmas tree. She was putting red, green and blue lights on the tree when she heard a knock on the door. She opened the door and an old man was standing there. She asked him to come in for



(See Sowell page 2)

Adventures in A Pups' Life

Bobby Tinsley

It was Christmas Day and it was very cold. There was a little puppy fast asleep on a feed-sack in a box by a garbage can. The box was to be thrown away. Soon came the garbage men in a big truck. A man got out of the truck. He opened a large door and picked up the box.



Suddenly the poor little puppy woke up. He felt the men throw him in a dark room. The room had garbage in it. He tried to jump out of the box but it was too big. So he started barking. His barking seemed to do no

(See Tinsley page 2)

A Very Happy Christmas

Denise Barnard

It was three days before Christmas at the Brown's home. There eight children in the family and the mother had died. The family was very poor but the father had a good job.



In the family there were five girls and three boys. The oldest child was a girl of sixteen, her name was Jane. The smallest child was a boy of three his name was Jimmy. The rest of the children's names were Tom, Frank, Betty, Judy, Cynthia, and Katherine.

Jane was sitting in the living room talking to father before he

(See Barnard page 2)

The Little Hatchet

Wayne Caster

It was three nights before Christmas when a little boy named Jim asked his mother if Santa Claus would bring him a hatchet so he could cut wood for the fire. His mother told him to write a letter to Santa Claus and maybe he would bring him a hatchet for Christmas.



Jim wrote a letter to Santa Claus:

Dear Santa:
Will you please bring me a hatchet for Christmas. I have no hatchet to cut fire wood for

(See Caster page 2)

Betty's and Joe's Christmas

Joan Fowlkes

Betty and Joe were busy wrapping presents and talking of Christmas, for Christmas was only a week away. They had been hoping that their grandparents would come, but they lived on a farm and couldn't get away. Mr. Smith, their father, also owned a farm. His hired hand left a day before Christmas. Mr. Smith had to work in his place and he couldn't leave the farm and go to their grandparents' home.



Betty and Joe were working

(See Fowlkes page 2)

The Motor Scooter

Walter Vogler

It was a week before Christmas when I was driving up the cows. I was thinking about what Dad had said about not having much money to spend for Christmas. Last Christmas I wanted a motor scooter, but I did not get it.



our wheat got hailed out and our maize was too dry to make anything. While I was going to the barn I noticed that there was a cow gone so I went back to the canyon to see if I could see it there. Then I saw twelve registered calves that were our neighbors. They were tied and could

(See Vogler page 3)

I Was A Hero

Douglas Womble

It was Christmas Eve at my house. My Grandmother, Grandfather, aunts, and uncles were there. The tree was all lit up. My mother and father stayed up until very late.



The next morning I was the first one up. I slipped into the front room and to my surprise there was a queer man in there. He had a great big beard! Just about that time I heard something outside. I went out the back door. There I saw another strange man. I heard the man in the house coming out, so I ran and hid behind a snow

(See Womble page 3)

Johnny's Christmas

Willa Sue Channer

Johnny was not an orphan, however, he had lived in the orphanage in Boston. His daddy had been to war and was an invalid. He was staying in the hospital and the doctors didn't know when he could leave. His mother couldn't look after him and work, so she put little Johnny in the orphanage, though she loved him dearly. He had been in the orphanage a year and he was now five years old.



The children of the home decided to give Johnny a happy Christmas. They got presents for

(See Channer page 3)

Our Christmas

Lyndia Burkett

"It is just two weeks until Christmas," I told mother. "Just think, Daddy is getting to come home next week."



"We must work furiously to get things together for him," mother said. "I said soberly, 'We must have a surprise.'"

The next day we had things uniquely arranged for his arrival. The next day I heard a knock on the door. When I opened the door, I didn't know what to say. It was Daddy!

Mother embraced him happily. She said slowly and softly, "I am

(See Burkett page 3)

Merry Christmas After All

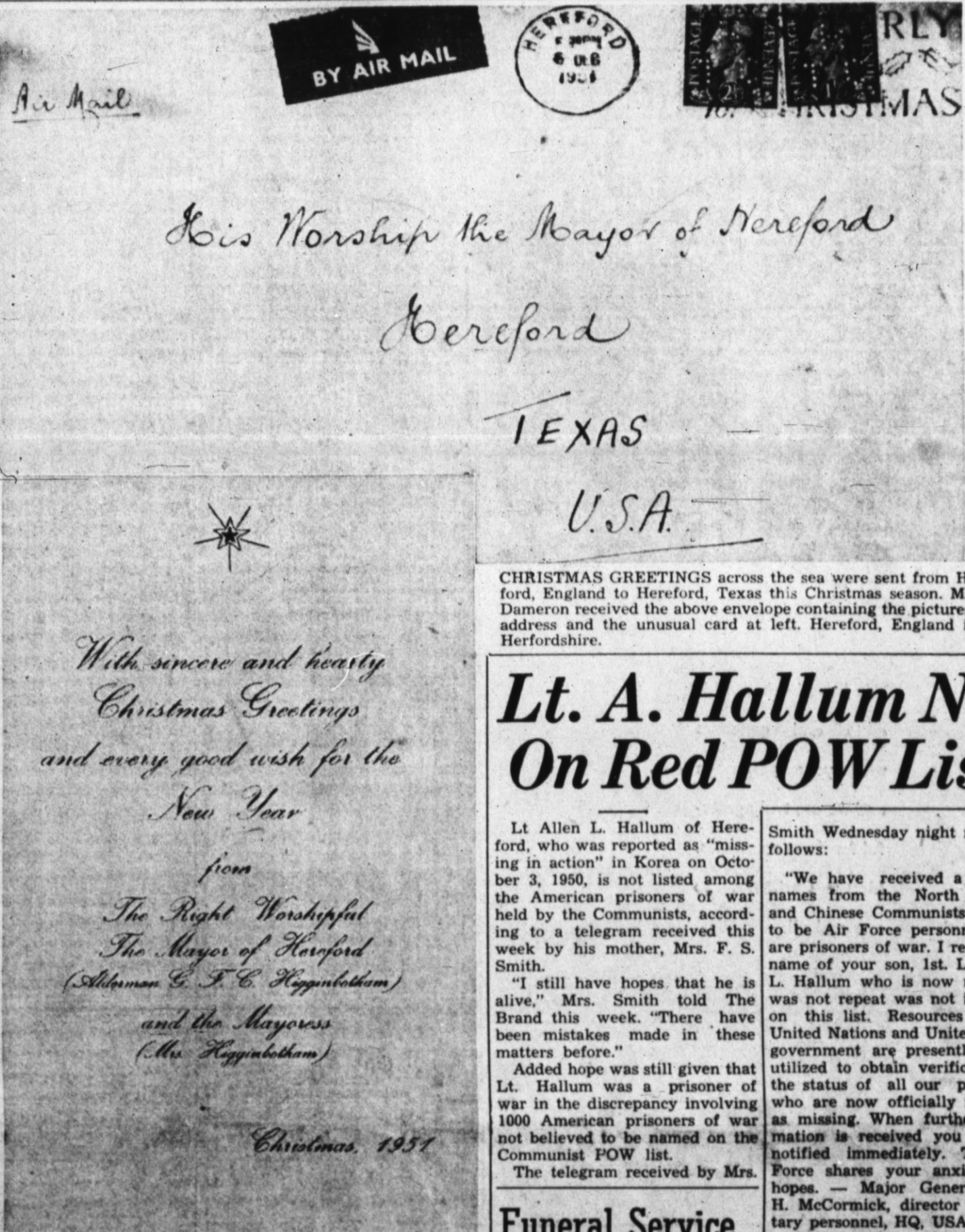
Monia Kay Gragg

Jim thought he was the unluckiest boy that had ever been born. Everything seemed to go wrong in his life. He had lots to make him sad. His sister was very sick and he was cold and hungry for he was very poor.



As he walked along the streets with his hands in his pockets, he saw lots of other boys and girls going into their nice warm homes for a nice hot supper. Jim couldn't go home to a nice hot supper for all he had was a little jam and bread for himself and

(See Gragg page 3)



January Draftees Named By Board

Names of the men who are included in the January call form the local draft board were released this week by Mrs. A. Peterson, clerk.

They will report to Amarillo on January 15 for induction.

Included on the list are: Howard Wayne Hill, Vega; Jerome

Suit Against Hereford Gin Is Dismissed

A motion for dismissal in the J. F. Messer vs. Hereford Gin company damage suit was filed in district court on December 19.

The motion, which was signed by Ray Cowser, the plaintiff's attorney, and James W. Witherpoon, attorney for the defendant, dismissed the action with prejudice against the defendant alleged by him prior to December 14, 1951.

Allow County 5.3 Miles F-M Road

Deaf Smith county's 1952 allotment of state-financed and state-constructed Farm-to-Market will amount to 5.3 miles, or a fund allotment of \$68,000, according to information released this week by the State Highway Department.

The road subject to availability of funds is the one commonly known as the "Adrian road." It extends north from FM 1412 (12 miles west of Highway 51) for a distance of 5.3 miles. This road was the second choice submitted by the Commissioners Court earlier in the fall when they designated their

Thomas Birkenfield, Nazareth; Eugene Thomas Kern, Nazareth; Herbert Zane Kerr, Amarillo; Edwin Earl Griffith, Hereford; Billy Dale Allen, Black; Francis Anthony Gerber, Nazareth.

Names of the 25 men who will report to Amarillo on January 9 for pre-induction physicals were also released this week.

Those reporting for physicals will be: Jimmy Ennio Hess, William Henry Langford, Clay Allen Smith, John Albert Ginter, Edward William Bishop, Chester Lee Fulkerson, Travis William Payne Jr., Bobby Joe Warren, Herbert Keith McGregor, Henry Allen Whitefield, A. D. Edens, Larry Gene Sanford, Charles Wayne Bainum, Herman Douglas Genies, Foy Hand, Andrew Gene Brown, Merl Bridges, Merle Wayne Pitt, Floyd E. Jackson, Robert Melvin Lewis, Roy Cluck Jr., Carl Vernon Howell, W. H. Felder, Wilbur Charles Thompson, Alfred Glenn Hopson, Clarence J. Maynard, Robert Walker Booth, Roy Earl Henderson, Troy Lee Burrus.

Lt. A. Hallum Not On Red POW List

Lt. Allen L. Hallum of Hereford, who was reported as "missing in action" in Korea on October 3, 1950, is not listed among the American prisoners of war held by the Communists, according to a telegram received this week by his mother, Mrs. F. S. Smith.

"I still have hopes that he is alive," Mrs. Smith told The Brand this week. "There have been mistakes made in these matters before."

Added hope was still given that Lt. Hallum was a prisoner of war in the discrepancy involving 1000 American prisoners of war not believed to be named on the Communist POW list.

The telegram received by Mrs.

Smith Wednesday night reads as follows:

"We have received a list of names from the North Korean and Chinese Communists alleged to be Air Force personnel who are prisoners of war. I regret the name of your son, Lt. Allen L. Hallum who is now missing was not repeat was not included on this list. Resources of the United Nations and United States government are presently being utilized to obtain verification of the status of all our personnel who are now officially recorded as missing. When further information is received you will be notified immediately. The Air Force shares your anxiety and hopes. — Major General John H. McCormick, director of military personnel, HQ, USAF."

Funeral Service For Kelly Gray Held Saturday

Funeral services for Kelly Gray were conducted Saturday afternoon at the First Baptist church at 3 p.m. by Rev. R. H. Cagle and Rev. H. V. Fields.

Death occurred at the Deaf Smith county hospital Wednesday night, Dec. 20, following a short illness. He had suffered a stroke earlier in the week.

Gray was born December 6, 1877 in Huntington, Tenn. and married Myrtle B. Cooper January 27, 1914 in Hollowrock, Tenn. They came to Texas and Deaf Smith county in 1900 where he was engaged in farming and ranching until the time of his death.

Survivors include his wife, one brother, Tom E. Gray of Toppenish, Wash., three nieces, Mrs. Lucie Jackson, California; Mrs. Alleen Bennett, Huntington, Tenn.; and Mrs. Edith Fraser, Amarillo.

Pallbearers were: Buck Green, G. C. Merritt, Clinton Jackson, Elmer Combs, Robert Boyd, and Pat Ranspot.

Two Hospitalized After Being Overcome Friday

Mrs. C. A. Ferrin and her four-year-old son, Steve, were hospitalized Friday afternoon after her husband returned home and found them both suffering from asphyxiation.

Ferrin put them in the car and brought them to the Deaf Smith county hospital, a distance of 40 miles.

The youth became conscious on the way to the hospital and was released after emergency treatment. Mrs. Ferrin was still unconscious when they arrived at the hospital but was able to be dismissed Saturday morning.

Blowing Danger From 55-60 MPH Winds Saturday

A stiff west wind that started at about 7 a.m. Saturday morning is causing a great deal of concern for the young wheat in the county, according to views expressed by several farmers and agency heads contacted by The Brand.

The wind was clocked at Clover airport to be 50-55 miles per hour with gusts up to 60-65, according to Carl Kroppf.

Visibility was 3/4 mile there, he said. County Agent Hugh Clearman this week expressed anxiety about the earlier winds which failed to attain the velocity of Saturday's day-long wind.

Clearman said there have been some very discouraging reports about the amount of wheat land beginning to blow in the northwest part of the county.

He reminded farmers again that this was surely the time to do something to blow hazards before conditions get any worse.

At the airport, Carl Kroppf reported that a Beechcraft from Oklahoma City spent an hour coming from Happy to Hereford, a distance of 40 miles. The Beechcraft is a 180-mile-per hour airplane. It was heading straight into the wind.

None Injured In Accident Near Dimmitt Friday

There was no one seriously injured in an accident near Dimmitt Friday night.

Carl Kemp of Dimmitt, who was driving a 1951 Chevrolet, ran into a bridge embankment and a 1937 Chevrolet driven by Levi Owens of Turkey ran into the back of the Kemp car.

Levi Owens suffered cuts and bruises but was not seriously injured.

Damage to the two vehicles was estimated at approximately \$400 by investigating officers.

M. H. Koelzer Wins Outdoor Lighting First

The M. H. Koelzer residence at 804 Main street won first prize of \$25 in the annual Jaycee outdoor lighting contest, according to Bob Blount, chairman of that division of the Jaycee Christmas activities.

Judging was conducted Friday night by a panel of three judges. Second place in the contest with a prize of \$15 went to Mrs. Wayne Evans, Harrison Highway. Third prize of \$10 went to Mrs. W. S. Fluit, 141 N. 25 Mile ave.

Honorable mentions went to Hub Homer and to Loyd R. Niell.

The Koelzers had a lighted "Merry Christmas" on the lawn, a candle and a wreath on each side of the door, and a string of colored lights across the top of the porch. A bulb also lighted up a star on the gable of the house. There were eight entries in the contest.

Askren Funeral Services Monday

Funeral services for Sarah E. Askren will be conducted on Monday morning at 11 o'clock at the First Christian church. Rev. Roy Ford will be in charge of the services.

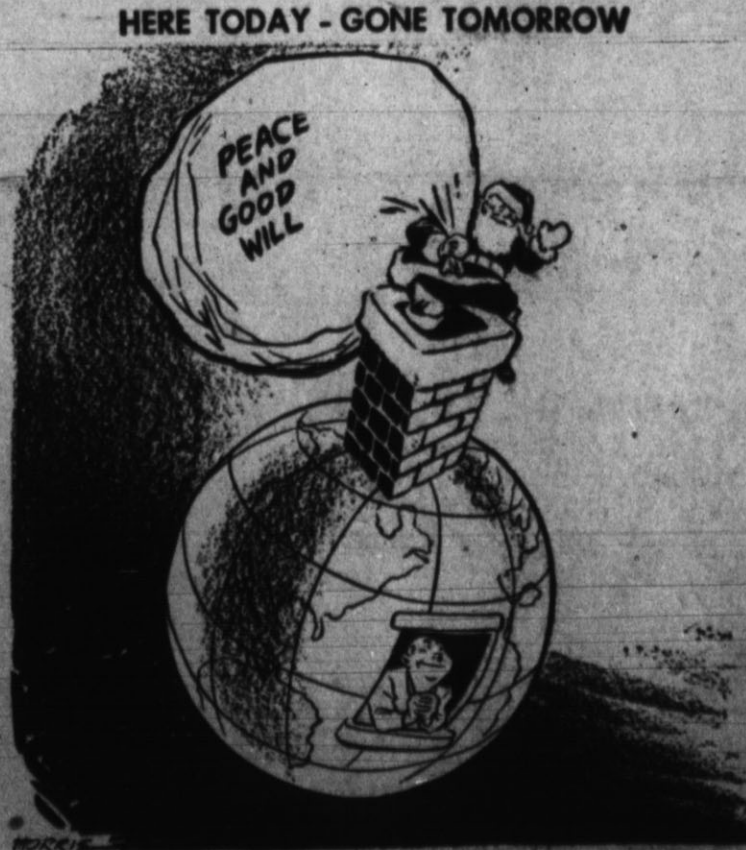
Mrs. Askren died in the Deaf Smith county hospital on December 21.

Born on February 25, 1868 in Illinois, Mrs. Askren moved to Deaf Smith county in 1891. She was married to J. N. Askren on November 12, 1885.

Survivors include: one brother, Will Ford of Colorado; three nieces and three nephews.

Pall bearers will be: Ezra Norton, Claude Witherpoon, Jim Lipscomb, O. H. Culpepper, V. O. Hennen, and Burl Elliston.

Dr. and Mrs. H. A. Cavness and baby left Friday for Denver to spend Christmas with his relatives. They were joined in Amarillo by his parents, Mr. and Mrs. Bill Cavness who made the trip with them. They plan to return Wednesday.



Sowell...

(Continued from page 1)

it was quite cold out. Her mother had come in the living room to see who it was. After Linda told her, she went to get him some food. They found out that his name was John White.

Mr. White told them that his wife was sick and he needed a job. Janet Formbus, Linda's mother, said, "Yes, I need someone to run errands."

Meanwhile, Linda had made some hot chocolate. She brought them all some with a piece of cake. After they ate, Mr. White went to empty the ashes and bring in some more wood and do other jobs. When he finished, Mrs. Formbus paid him well and said for him to come back tomorrow.

Early the next morning he arrived more cheerfully and gay.

Mrs. Formbus asked about his wife after giving him a list of jobs. He replied with joyous voice that he got the medicine and she was a lot better. Then he set about his work whistling a gay tune. Mrs. Formbus knew he was happy about his wife. Still something else seemed to be bothering him but she couldn't figure it out.

Mrs. Formbus heard a sobbing sound from the yard. Into the house trotted Karen, Linda's three year old sister. "Mommy, she cried, "tricycle loss roller coaster," holding the small back-wheel of the toy and dragging the little vehicle behind her. Janet took the wheel and told her she'd take it to the shop and have it repaired. John heard this as he came in the back door. He said he'd try to fix it. So Karen and he went to the little workshop. When he was through he set her on it and said, "There, John fixed it for you."

That afternoon John was looking around in Mr. Formbus' workshop and noticed some toys that needed fixing. He decided to fix Karen's doll buggy and Linda's bicycle for Christmas because he did not have enough money for gifts.

Meanwhile the Formbus family were busy fixing everything for tomorrow was Christmas. Karen and Linda were wrapping some of their gifts when Linda thought of Mr. White who would not have a very big Christmas because his wife was sick.

After lunch the Formbus family went to do their last minute

shopping. They all bought gifts for Mr. White and his wife. On Christmas morning Linda and Karen were very happy about what Mr. White had done. Mr. White was so very happy about the gifts his wife and he had gotten.

The richest gift Mr. White got was an offer from Mr. Formbus to work in his factory. Karen and Linda thought that this was the nicest Christmas they had ever had because they had helped someone.

He rode and rode and rode. Finally he heard the truck brakes squeak. He knew he was stopping because he had ridden in trucks before, but not one like this.

Soon a man opened the big door and when the pup came to himself he was going up and the back end was going down. Soon he was sliding down and then all of a sudden he fell out of the truck and was rolling down a hillside.

The box fell down into a lake and the puppy was still in it. The box floated away from the shore slowly but surely. The puppy was jumpin around in the box. Suddenly the box turned over and the pup fell out and swam ashore.

Then he saw the big truck. He followed the trucks tracks until they came to a highway. Then he must have gone the wrong way to follow the truck.

He walked and walked. Soon he became very cold. He became so cold that he had to run to keep from freezing. He ran until he saw another dog smaller than he was.

The little dog was standing in the middle of the highway. There was a car coming and he ran out in the highway and dragged the little dog to the edge of the highway.

The small dog barked as if he said, "Thank you." They both walked down the highway. They hadn't walked very far when the small dog began to get cold. They were both getting very cold when a very familiar car began stopping by them.

A man got out of the car, picked them up, put them in the car and started back to the city. He was driving down the road looking at the two dogs. All of a sudden both of them jumped upon him and started licking him on

the face. Then the man said, "I understand, I have been very cold too." Soon he drove up to his house in the city. Two little girls came running to the car. When they saw the puppies they were so happy. They exclaimed in chorus, "Why Daddy this is the nicest thing you could have ever done to make our Christmas just perfect!"

Daddy didn't answer. He just smiled.

Barnard...

(Continued from page 1)

went to work. Father sighed, "I talked to the doctor last night and he said that Tom might have to go to the hospital."

"I know, Father, he is so sick" agreed Jane.

Father continued, "But you don't understand. Besides his being so sick I can't afford to buy a Christmas tree, gifts and other things we will need if I have to pay the big bill." After a pause father said, "Well, I must go. I will see you at noon." He gave her a kiss and left.

Jane went up stairs to see about Tom. She gave him a drink and his medicine.

Tom sobbed, "I wish I could go outside and play".

Jane answered, "You will be well and able to play in no time". Jimmy was downstairs by the big fire in the kitchen. The others were shoveling snow off the sidewalks for people, so they would have money to buy Christmas presents.

Jane made Tom comfortable and went down stairs to cook dinner.

As Jane came down the stairs she heard someone at the door. She ran to answer it. It was the doctor who had come to tell the results he had found out about Tom.

Jane asked him to come in and have a chair. He did. He said, "Jane, I am afraid that Tom will have to go to the hospital. If we take him now, he will not have to stay but two days. Then he will be home for Christmas."

After he had told her, all the children came in. The doctor sighed, "I guess I will take him now."

Jane told the children that he was going to go to the hospital so they all helped her with his things. Jane said, "Katherine, you are next to the oldest of us so I want you to call Daddy and tell him and keep care of the children until I get back."

After Jane, Tom and the doctor left Katherine said, "Everybody come into the living room." So all of them did.

She mentioned, "We have earned all together \$12.70 in four days. How would you like to buy a tree, food and gifts for Tom, Jane and Father?"

Katherine explained, "This morning as I came by the living room window I heard Jane and father talking. Father said that he wouldn't have the money to buy a tree, gifts, and everything else besides pay the hospital bill. Do you see?" she asked.

All the children said that they did and so that is just what they did.

The day Tom was to come home from the hospital the children got the tree fixed it, wrapped the packages, and put a big supper on the table. Katherine dressed all the children in their best clothes and they sat around the tree waiting for them to come.

She told the children to yell, "Merry Christmas" when they opened the door and they really did.

But there was also another surprise. Father had bought a present for all of his children and Jane had brought a present for all, too.

That night everyone had more fun than they ever had had.

Tinsley...

(Continued from page 1)

good. He kept on barking and barking, he barked so loudly he thought his lungs were going to burst. He finally gave up and tried to go to sleep but he couldn't. He was too worried.

He rode and rode and rode. Finally he heard the truck brakes squeak. He knew he was stopping because he had ridden in trucks before, but not one like this.

Soon a man opened the big door and when the pup came to himself he was going up and the back end was going down. Soon he was sliding down and then all of a sudden he fell out of the truck and was rolling down a hillside.

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He walked and walked. Soon he became very cold. He became so cold that he had to run to keep from freezing. He ran until he saw another dog smaller than he was.

Caster...

(Continued from page 1)

mother. Thank you, Santa Claus, Jim Miller.

Then he hung a stocking and the letter outside the door. He and his mother went to bed after that. Jim wondered if Santa Claus would bring him a hatchet.

That very same day a little boy named Tom Wilson and his father were cutting wood for the town's supply of wood. They worked until very late that night. As they were going home they saw Jim's stocking and the letter. After they had read the letter they started cutting wood and piling it on the porch.

All of a sudden Tom said to his father in a whisper, "Father, remember the hatchet I got last year? Why can't I give it to him? I do not need it."

The next morning Jim went outside and said, "Mother! Mother! Come and look. Santa Claus brought me a hatchet and piled a lot of wood on the porch! Now we can have wood for the fire. Now I am going to make some money?"

Jim went over the woods to the highway that led to the country. He came to Tom's house and asked if he could help cut wood. After he had helped cut wood they paid him some money.

Jim was so happy he ran all the way home.

He said, "Now we can go Christmas shopping. After they got home from Christmas shopping Jim said happily, "Mother, this is the most happiest Christmas we have ever had!"

Fowlkes...

(Continued from page 1)

hard wrapping the presents. While they wrapped the presents they talked about the play they were going to have in school the next day. The play was going to be about Jesus and the wise men. Betty was Mary and Joe was one of the wise men. Betty and Joe were frequently in school plays.

The next morning when they awoke they saw it had snowed during the night and the snow was about a foot thick. The children felt sad because they couldn't go to school. The snow now had completely spoiled their grandparents' chances of getting to come.

The children were looking out the window and saw all the poor birds shivering and trying to find a warm place to stay. The children decided to give the poor birds a happy Christmas.

MERRY CHRISTMAS

You have been considerate and generous with your patronage and we are truly grateful for these courtesies. Merry Christmas to one and all.



And Best Wishes for 1952

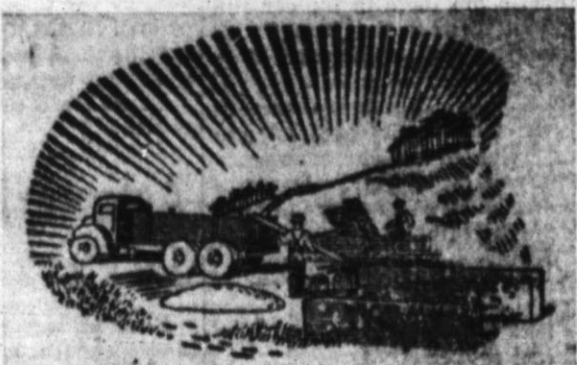
Witherspoon Electric

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Read The Want Ads

PRESCRIPTIONS



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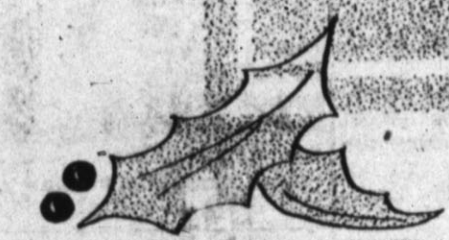
EDWARDS PHARMACY

1st door south Hereford Clinic

Out in the children's front yard there were two cedar trees. Joe was busy fixing suet to tie on the cedar trees. Betty was busy popping pop corn to string. (Continued on page 3)

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!

Best Wishes for a Happy Prosperous 1952

KESTER JEWELRY



First, a sincere "Thank You" for your patronage—then our cordial wish for a joyful Yuletide and a Prosperous New Year!

JACK McLAUGHLIN PONTIAC

(Continued from page 2)

and tie on the tree, also. The children went into the kitchen and found some bread crumbs and Joe made a platform to tie on the tree and put the crumbs on it. After they got all the food ready for the birds they put on their wraps and went out to tie it on the tree. All this time the children had forgotten about how sad they were about not getting to see their grandparents Christmas. The next morning when the children awoke they heard birds singing. They looked out the window and really were happy to see the birds eating the food they fixed for them.

Their mother came up and told the children to hurry and get dressed, because they were going to see their grandparents for Christmas. The children were so happy that they ate hardly any breakfast. After breakfast their father told them why they could go. He said he had rented his rent house to a man and the man would care for the farm over the Christmas holidays. The children were really happy when they learned that they were going to

travel in a sleigh pulled by two horses with bells on their harness. The sleigh their father rented was a large red one with white trimming. Before they were ready to go they had to pack clothes and blankets for their trip. Their mother was cooking cookies, pies, and cakes and she also coked a small turkey to take with them to their grandparents. They loaded all their packages, clothes and food and started on their way. The sleigh was so cozy even though the wind was nippy. The bells on the horses' harness made a beautiful sound as they drove along. The children were really excited and happy.

When they reached their grandparents' house they surprised them. They had a very Merry Christmas.

Vogler...

(Continued from page 1)

not get loose. I hurried back to Dad and told him about the calves. Dad went

to town and told the officers about the calves. They went home with us and ate and they thanked mother for the supper. Then they went out to the canyon and hid until night. Finally a big truck came and some men to pick the calves up. Just at that time the officers jumped up and caught them and arrested them. They were the thieves that the officers were after all the time. The neighbor gave my Dad \$150 reward which helped us very much. I was thinking that was enough to get me a motor scooter but I did not say anything about it.

On Christmas Eve afternoon the neighbor telephoned me. He asked, "Is this Walter?" I answered, "This is he." He said, "Go to the canyon this afternoon to see if any of my cattle are there."

I went right away to see if there were any cattle. I saw a real pretty blue motor scooter! There was also a twenty gallon gasoline tank full of gasoline.

A voice shouted, "Happy Christmas!" Then our good neighbor laughed at my surprised look. Then he added, "Now you can use all the gas and oil from my house when you are out." He put the gasoline tank in his pickup and my motor scooter, and I rode to my home with him with exceeding great joy.

Womble...

(Continued from page 1)

bank. The man came out and the two men went into the garage. I was frightened! Daddy had bought mother a new car for Christmas. I thought the men were going to steal the car.

Quickly I slipped back into the house and got the gun, bullets, and my coat. I rushed to the garage and the men were in there changing their clothes. I lowered my voice and started talking. I would change rapidly from one tone to another, like a bunch of people. The men stopped talking and got behind the car. I said in a deep voice, "I am going rabbit hunting today. I hope the car will start right off the bat." The men in the garage were frightened. They came out and tried going around the corner of the garage. I was there waiting for them with a 30-30 with six bullets in it. I said, "Stop where you are, unless you want your head blown clear off!"

I shoved my 30-30 into the back of the toughest looking man and I shouted, "March! March right to that back door!" Suddenly from out of the distance a voice shouted to, "Doug-

is, Douglas!" I was startled to see my mother standing beside my bed with biscuit dough all over her hands. I was even more startled to see that I had a yardstick in my hands and the window pane over my bed was broken into a thousand bits. Suddenly I was disgusted. I had been a real hero, but a hero only in a dream.

Channer...

(Continued from page 1)

each other as well as for Johnny. Each child had an abundance of presents. The mother of the orphanage got a great Christmas tree with all of the decorations. The children gathered round and decorated the tree and put the presents under it.

Johnny was so happy. There was only one other thing he wanted for Christmas. It was for his father to get well and his mother to come and get him. For he had never forgotten how wonderful it was to have a daddy and mother.

Suddenly one of the children called excitedly to him, "We are going to see Santa Claus. You want to come?"

Johnny jumped up and ran down the stairs shouting all of the way, "Hurrah! Hurrah!"

Town was beautiful. Santa was in his sleigh drawn with eight reindeer. The children stayed while Santa was giving out candy. Then they went home.

The orphanage was beautifully decorated when the children came in.

It was Christmas Eve and all of the children went to bed. All were happy, but were trying their best to go to sleep so Santa would come.

The next morning everyone had a merry Christmas, but Johnny had the happiest. When he awoke two very happy people were standing over his bed. What was so wonderful was that his Daddy was walking! Now they could live together.

Burkett...

(Continued from page 1)

so glad you are back. We didn't even have time to bake a cake." Daddy didn't know we had spent a few days cleaning the house for his arrival.

Daddy had stayed only a few days when there was a knock on the door. I rushed to the door and opened it. There standing in the door was an officer. I quietly asked him in and called Daddy. The officer asked Daddy for his furlough papers. Daddy asked him to sit down and he would get them. Daddy rapidly came back with no papers. Daddy said immediately, "I can't find my furlough paper." Daddy seldom ever lost things. The officer said "I'm sorry Dan, but you will have to go back with me until we find your furlough papers."

Days passed and Daddy hadn't come back and now it was Christmas Eve. Daddy wouldn't get to have Christmas with us. Early Christmas Day there was a knock on the door. I went to see who was there. It was Daddy! He had got to come home for Christmas. I called mother. She ran to him. Mother nearly fainted because she just knew he wouldn't get to come home for Christmas. I asked him had they found his furlough papers yet. Daddy said they had found them at headquarters.

Daddy had something better than furlough papers in his pocket this time. He had his discharge papers! He was through with the war. He would always get to be home with us now.

We had the best Christmas in the world and Daddy was with us forever.

NEW TEXAS LAW GOES INTO EFFECT IN ONLY 8 DAYS

New Texas law makes auto insurance doubly important! Under this new Motor Vehicle Safety Responsibility law, unless you have the right kind of automobile insurance, just one accident could cost you your driver's license! Protect your right to drive by having the right kind of automobile insurance. Come in and let me show you why it pays to insure with State Farm Mutual - which writes more full-coverage automobile insurance than any other company! Convenient semi-annual premiums... and attractive dividends have been paid to Texas policyholders year after year!

Liability Insurance \$6.00 Down \$7.75 in 60 Days FRED F. KROLL 410 Blevins St. Phone 1364

State Farm Mutual Automobile Insurance Company

Cragg...

(Continued from page 1)

his sister. As he was on his way home he passed a toy shop filled with everything a boy would want. Jim saw a red fire truck that he wanted very badly, but Jim wasn't thinking of himself. He was thinking of his small sister who was laying in bed too sick to be moved. He saw a beautiful doll in the window of the toy shop and how he wanted it for his sister. Jim didn't have the money to buy it though.

But the next day luck came Jim's way. A lady from the church came and said, "Jim, you are invited to a party at the church you attend. It will be at 2:15."

Jim went to the party and each child was to go up to the tree and pick the gift he or she wanted. When it came Jim's turn to pick a gift he saw a red fire truck which he wanted badly.

Jim turned to the lady and said, "I really would like the fire truck, but if you don't mind I'll take the doll." Mrs. Lee understood why he had picked the doll. But the children didn't, they teased him and kidded him. Finally Jim left he was so ashamed.

Jim went home. When he reached his sister's door he whispered, "Mary, are you awake?"

"Yes," said Mary. "I am." Jim walked in and gave her the doll. Mary's face lighted up for the first time in weeks.

Just then a knock came at the door. It was the lady from church. She had a bundle in her hand. "It is for you, Jim, it is the fire engine. The children of the church told me to tell you they are sorry."

Jim turned to say, "Thank you," but the lady was gone. Jim looked up to Mary and said, "You know, I may not be so unlucky after all."

Hospital Notes

Patients in Hospital

Mrs. Eva Gilliland, med.; F. A. May, med.; Melvin Wheeler, med.; Mrs. Marvin Sheller, med.; Mrs. Glen Olson, OB; W. P. Graham, surg.; Carl McCaslin, med.; Mrs. Orval Galley, OB; Mrs. Pearl Busby, med.; Otis Jones, med.; Mrs. G. A. F. Parker, med.; Frank Smith, surg.; Luther Flowers, T&A; Emmett Short, med.; Mrs. Lela Stockton, med.; Mrs. Clyde Cocanougher, surg.; Mrs. E. C. Hewitt, med.; J. L. Jones, med.

Patients Dismissed

Wayne Hastings, med., 12-22; Mrs. Weldon Green, OB, 12-20; Pete Gunn Jr., med., 12-20; Jackie Dodson, med., 12-21; Mrs. Jim Kinder, OB, 12-20; Carl Johnson, med., 12-21; Steve Perrin, accid., 12-21; Mrs. C. A. Perrin, accid., 12-22.

Birns

A daughter to Mr. and Mrs. Glenn Olson on December 20.

A daughter, Judy Gail, to Mr. and Mrs. Weldon Green, December 19.

A daughter, Janice Lynn, to Mr. and Mrs. Orval Galley December 19.

A daughter, Karen Elaine, to Mr. and Mrs. J. W. Kinder, December 18.

McClendon Given 10 Days for Theft

George Lester McClendon pled guilty on December 15 in county court on charges of theft over value of \$5.

He was sentenced to 10 days in county jail by Judge Leonard H. Foster. The offense occurred on December 13.

McClendon was charged after a complaint was filed by O. G. Hill.

BIG WESTERN DANCE
SATURDAY NIGHT, JANUARY 5th
JIM HILL HOTEL
Music By
SUNSHINE TRIO & BAND
of Lubbock
8:30 til. ?

CLOSED
FOR HOLIDAYS
AND
INVENTORY
Monday, December 24th
thru
TUESDAY, JANUARY 1st
Open for Business
January 2, 1952
Frank Craig Motors

Now Available

- ★ NEW PUMPS
- ★ NEW AND USED PIPE
- ★ CATTLE GUARDS

We Are Prepared and Equipped To Repair and Rebuild Any and All Makes Pumps and Gear Heads

Phone 1577
DARREL HARKINS
1st Door West of Sears Elevator
On Highway 60

THE FOLLOWING

LUMBER YARDS

WILL REMAIN

CLOSED

MONDAY & TUESDAY
December 24 - 25

In Observance of Christmas

ROCKWELL BROS. & CO., Lumbermen

KEMP LUMBER COMPANY

CARL McCASLIN LUMBER CO.

HEREFORD LUMBER CO.



ONE DAY LEFT TO SHOP!
..... make it *Easy*, make it *Electric*

And electric gifts are easy to purchase. You'll find a fine selection of electric appliances available at your dealer. Toaster — waffle maker — coffee maker — grill — radio — and many, many others. No worries about sizes, colors, or any other gift problem. You still have time to get the gift that keeps on giving. Of course, it's electric.



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SEE YOUR ELECTRIC APPLIANCE DEALER FOR THRIFTY XMAS GIFTS

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FREE Theatre Tickets To See



Sunday - Monday - Tuesday
DECEMBER 23 - 24 - 25

Star Theatre

Be Sure and Ask for Your Free Tickets

With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

1. FOR SALE Miscellaneous

FOR SALE or Trade almost new Servel Butane refrigerator. B. E. Brumley B-1-12-19-tfc

FOR SALE: Registered Scotch Shorthorn bulls, 7 miles south on Dimmitt Hiway, Tom Draper. Box 671. B-1-16-6-tfc

FOR SALE: Turkeys 50c pound on foot. Walter London Jr. Rt. 4, 10 miles north 2 west 1/2 north. B-1-17-50-4p

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand. B-1-18-tfc

Chrysler Industrial Motors Sales & Service McCutough Motor Co. 411 W. 1st. Ph. 17 B-1-9-tfc

We Have It! FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-tfc

Hereford Glass Co. Expert Car Glass Installation Table Tops and Window Glass 1302 Park Ave. Ph. 1425 B-1-16-tfc

PRAIRIE HAY BRADLEY GRAIN CO. Phone 360 Box 889 B-1-17-9-tfc

FOR SALE: Good grained hegari bundles, also stalk field. W. B. Boston. Six miles south Summerfield Texas. B-1-17-24-tfc

FOR SALE: Fat turkeys, on foot or would dress. 40c pound or \$7.00 each. M. G. Caywood, 7 west 2 north on Harrison. B-1-22-51-2p

FOR SALE: 33' Spartan Royal Mansion Trailer House. 129 Avenue E. or call 1028-M B-1-14-51-4p

We're paying \$1.93 bushel for No. 2 yellow corn with under 15% moisture. Pitman Grain Co. B-1-51-3c

FOR SALE: Assortment of Roses, Flowering shrubs, fruit trees shade trees, hedge and bulbs. Mrs. J. F. Ward, North Main. S-1-19-20-tfc

YOU CAN GET Your Copy of Panhandle Cooking, the Cookbook put out by the St. Thomas Episcopal Auxiliary by calling 484 and leaving your name and address. B-1-27-21-tfc

FOR SALE: About 1200 well grained Hegari Bundles \$30 per ton 10 mi. north on 51 and 1 1/2 mi. west W. T. Kelly. B-1-22-26-2p

FOR SALE: 30 tons heavy grained Kaffir bundles. J. B. Snead 7 miles west of Harrison, 2 1/2 north. B-1-16-26-tfc

FOR SALE: Several good used table model radios. \$10 Each. See at 148 Texas Avenue or call 1469. S-1-18-26-1k

FARMERS - RANCHERS We have RANGE CUBES Feed 1/2 to 1 pound a day. Immediate delivery on any amount. Call 360 or 1635 B-1-26-11c

2. FOR SALE Farm Equipment

NEW & USED Heavy Duty Case Tandem Disc Jacobsen Bros. 137 N. Miles Hereford B-2-17-tfc

3. FOR SALE Automobiles

HEREFORD MOTOR CO. INC. Ford & Mercury Dealers SPECIAL PRICE ON 1 1951 MERCURY DEMONSTRATOR (NEW CAR GUARANTEE)

1-1951 Ford Victoria. 1950 Mercury 4 dr. Loaded. 1950 Ford 2 dr. O. D., heater, permanent antifreeze, original black finish, good w/w tires, exceptionally clean.

1951 Dodge 4 dr., like new, fully equipped. 1949 Chrysler Windsor 4 dr., whitewall tires, loaded, 27,000 actual miles.

1949 Oldsmobile 2 dr., exceptionally clean. R-H, Hydro-matic Drive. 1948 Ford 4 dr., R-H, one owner car, really nice.

COMMERCIALS 2-1951 Ford 1/2 ton pickups, fully equipped. New car guarantee. SPECIAL PRICE THIS WEEK ONLY.

NICE SELECTION OF '40 and '41 CARS TO CHOOSE FROM. ALSO HAVE NICE SELECTION OF COMMERCIAL VEHICLES. Phone 38 or 39 B-3-20-tfc

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25% Bear System Front Wheel Aligning KINSEY MOTOR CO. Phone 740 B-3-14-tfc

FOR SALE: 1946 Plymouth 4-dr. new tires, new motor. R.H. Call 150-J, or Box 448 Dimmitt. See at High School on Sundays. S-3-22-26-1p

4. REAL ESTATE

FOR SALE: 300 acres of land one mile west of Canyon. Good dairy place. Will sell registered Holstein dairy cows. Ed Bourn, Rt. 1 Canyon. B-4-24-26-2p

FOR SALE - Five room house on 104ft. front lot on pavement Adjoining high school playgrounds. Call 1219. Genevieve Guseman. B-4-19-11-tfc

4 1/2% MONEY On FARMS - RANCHES METCALF & BRALY 632 W. First St., Hiway 60 Ph. 854 P. O. Box 845 Hereford, Texas B-4-2-36-tfc

FOR SALE: Two bedroom home on 104'x200' lot. Recently re-decorated garage with room attached. Small barn with cement floor and electricity. Call 810. B-4-23-50-tfc

FOR SALE or LEASE: 200 acre irrigated farm. Located at House, New Mexico. C. C. Pillely, 703 McGee, Phone 593-W, Tucumcari. B-4-20-50-4p

CHOICE Irrigated and Unirrigated Farm Land. City Property P. O. Box 506 - 338 Main E. B. POSEY, REALTOR Hereford, Texas B-4-15-tfc

WANTED TO RENT 320 acres or more for row crop or wheat. Have 4 row equipment and late model wheat equipment. Send all information to Box 673, Hereford Brand. B-4-1 1/2-21-13p

FOR SALE 748 acres, 600 in cultivation. One 8" irrigation well, 185 ft. to water, 36x40 barn, 12x14 granary, new 3 bedroom house. 140 acres grass, 1/2 mineral rights. \$100.00 per acre. GLENN WEIR 104 Main Res. 452 Office 200 B-4-22-tfc

\$6000.0. will make a down payment on good business building on Main street bringing in good revenue. Alderson & Ridgway B-4-25-3c

FOR SALE: Thirty-three foot Travel-Lite trailer house. Also small trailer. Located Park Ave. and K. Ave. Phone 519-R B-16-49-tfc

FOR SALE 30 acres good smooth land right near town, clean as a hound's tooth, \$8,500. GLENN WEIR 109 Main Res. 452 Office 200 B-4-49-tfc

HEREFORD HOMES Very nice 2 year old home with \$5100.00 FHA loan, located at 109 Ave. D. Living room carpeted, venetian blinds, 2 bedrooms, large kitchen. Must have all cash difference. Price \$9,500.00 SAM NUNNALLY 136 Main LONE STAR INSURANCE AGENCY B-4-49-tfc

HEREFORD FARMS 100 acres, 5 miles from Hereford. 8" irrigation well on natural gas. Price \$25,000.00 SAM NUNNALLY LONE STAR INSURANCE AGENCY B-4-47-tfc

FOR SALE Irrigated 320 acres, 280 in cul. 2-8" wells, 3 bedroom home 3 room tenant house, all modern, grade A dairy barn 32x60, barn, 1-6000 bus. granary, 2-2000 bus. granaries and other imp. Price \$200 on acre. Nice irrigated 330 acres, 295 cul., 2 bedroom modern house, 2 room tenant house, barn, chicken house and other imp. 4 miles of Hereford, 1 mile off paving. Price \$225 acre, \$19,800 loan. Nice clean 80 acres in good irrigation water. Price \$12,000, some terms. Good 160 acres in good irrigation water, price \$24,000. 640 acres in irrigation district. 600 cul. 1/4 minerals, 4 room modern house, garage, and other imp. Price \$75 acre. \$15,000 down, bal. terms or will consider trade on irrigation land. Other good buys in farms from 5 acres up. Also good buys in houses, lots all sizes. J. M. Hamby Real Estate South of Courthouse Phone 701 B-4-4"-50-4p

FOR SALE: Small four room house on 82'x150' lot. Has furniture. See or call Gerald Wilson, Hereford Brand. B-4-18-21-tfc

WANTED-WANTED-WANTED We need more listings on land and city property. Let us help you find a buyer. Alderson & Ridgway 238 Main Street Phone 397 B-4-50-tfc

REAL ESTATE LOANS - AUTO LOANS YOU DON'T HAVE TO WAIT QUICK SERVICE JOHN McLEAN Phone 273 S-4-2-tfc

FOR SALE: Modern home, carpeted throughout. Immediate possession. Phone 470-J S-4-10-23-tfc

REAL ESTATE Irrigated Farms, Dry Land Farms, Homes and City Property. CHARLES SOWELL Res. Ph. 193-W Office Ph. 792 228 G. St. T-4-13-tfc

5. FOR RENT

FOR RENT: Furnished apartment. 401 Lawton, Mrs. W. M. Megart. S-5-9-26-1c

FOR RENT: 3 room house with bath, for small family. J. M. Hamby. Phone 701. S-5-14-26-1c

FOR RENT: Two room unfurnished apartment. 2 blocks off Main. Phone 640-J. S-5-12-26-1p

FOR RENT: Furnished apartment. A Petersen. Call 1484-W or 839. B-5-10-25-tfc

FOR RENT: Two room furnished apartment. Modern, bills paid. 901-A Union. B-5-11-25-tfc

FOR RENT: Four room furnished Apt. with garage. Mrs. John Jacobsen, Jr. B-5-12-26-tfc

FOR RENT: Clean, spacious, three room efficiency, nicely furnished, electric box, private bath and entrance. Close in, bills paid. Adult couple. Phone 1092. B-5-23-51-tfc

FOR RENT: Furnished light housekeeping rooms. Hereford Camp. Phone 678. B-5-10-61-2p

FOR RENT: Bedroom. Close in. 509 Ross. Phone 847-J B-5-9-42-tfc

FOR RENT: Nicely furnished six room house Three bedrooms 239 Lee. See J. B. Elliston or phone 179 or 86. B-5-20-46-tfc

Store Building for Rent—128 East 3rd. See J. B. Elliston or Phone 179. B-5-14-31 tfc

FOR RENT: Unfurnished four room duplex. Apply 501 Jackson or Phone 738-W B-5-12-22-tfc

FOR RENT: Furnished and unfurnished Apts. Private Bath 115-B Street. Call 869 B-5-12-22-tfc

6. WANTED

WANTED: Custom Bundle Threshing, Onewaying and Listing. Floyd Stivers, Phone 930-J B-6-11-23-tfc

SHELLED CORN We Are Paying \$1.85 bu. - No. 2 Yellow \$2.10 bu. - No. 2 White Rodgers Grain Co. Dawn, Texas Phone Hereford T. D. B-6-17-tfc

WANTED: Stalk field or other field grazing for cattle. Will also buy bundled feed. O. G. Hill or O. G. Hill Jr., Phone 1310 or 93. B-6-18-40-tfc

7. Dressmaking-Ironing

SEWING and ALTERATIONS: Mrs. Ross Fuller 306 West 8th Phone 1546 S-7-11-22-tfc

8. HELP WANTED

WANTED: Experienced groceryman. See Joe Andrews at Furr Food. B-8-9-26-tfc

10. NOTICE

KPAN LOG SUNDAY, DEC. 23

7:45 Organ Notes
8:00 Baptist Hour
8:30 Glee Club
8:45 Assembly of God
9:00 World News
9:15 Church of Christ
9:30 Pop Music
9:45 Organairs
10:00 Mexican/Mission
10:15 N. Cloutier
10:45 Manhattan Music
11:00 1st Methodist Ch.
12:00 B. Crosby Carols
12:15 Singing Americans
12:30 World News
12:45 Anniversary Club
1:00 Hour of Charm
1:30 Catholic Church
1:45 Waltz Time
2:00 Xmas Carols
2:15 Sunday Hits
2:30 Sunday Hits
2:45 Xmas Carols
3:00 NATIVITY STORY
3:30 Sunshine Trio
4:15 BRIGHT STAR
4:30 HANDEL'S MESSIAH
CHRISTMAS DAY
Hear TED MALONE at 8:30 a.m. Monday
7:45 News
8:00 Local News
8:15 Xmas Carols
8:30 XMAS CARDS CAROLS
9:00 World News
9:15 Music With Streu
9:30 Church of Christ
9:45 Pop Music
10:00 DICKEN'S XMAS CAROL
10:30 DICKEN'S XMAS CAROL
11:00 B. Crosby Carols
11:15 Morning Devotion
11:30 Sons of Pioneers
11:45 Hymn Time
12:00 Texas News
12:05 Commentary
12:10 Interlude
12:15 Xmas Program
12:30 News
12:45 String Band
1:00 Dimmitt Hour
1:30 Dimmitt Hour
2:00 Xmas Carols
2:15 Pop Music
2:30 Gene Autry
3:00 Xmas Carols
3:15 Music in Mello Mood
3:30 Music in Mello Mood
4:00 860 Club
4:30 860 Club
4:45 Uncle Remus
5:00 Marine Band
5:15 Twilight Music
5:35 Sports
5:30 John T. Flynn

11. Business Services

AUCTION Your Farm - Dairy Cattle and Machinery Contact Hugh Bookout Realty. Res. Ph. 1270-W Office Ph. 1674 533 East 1st on Hiway 60 Representing Hi-Plains Auction Co. B-11-26-tfc

Quick - Efficient HOME LOANS

Dependable Abstract and Insurance Service ELIZABETH WOMBLE 146 Main Phone 497 B-11-27-tfc

Give A Canary. Rollers, Warblers all colors. Reasonable. J. W. Johnson, Star Route, 8 miles south on old Dimmitt Hiway. B-11-18-51-2p

I Teach Violin and Guitar At my residence 507 Grand Ave. Luke Fields. B-11-13-47-tfc

J. C. "JIM" TULFER Licensed Auctioneer Farm Sales a Specialty Phone 207, Dimmitt, Tex. or Book Sales at the Brand Office B-11-1 1/2-47-8x

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1092. B-11-27-8-tfc

DOLLS REPAIRED, Dressed. Have Shoes, Hats, Wigs, Doll Hospital. Canyon Texas. Box 191. 2007 8th. Ave. Phone 198W B-11-18-44-16c

13. LOST

STRAYED North of Joel Switch, one whiteface steer, branded Lazy B on right hip. Notify Jack Bradley. Phone 369. B-12-19-25-tfc

COLLIE PUPPY

Female-Two months old, tan & white, blaze face. Last seen on Wednesday 19th about 10:30 a.m. at the Catholic school. Reward for return or information leading to return. Phone 1041-W or contact Glenn Williams at The Popular Store or 118 Ave. D. B-13-2-26-2p



THE CHILDREN AT the Williamson Day Nursery are shown above gathered around the Christmas tree. They are from left: Linda Kirkpatrick, Kent Lindsey, Robby Lindsey, Mandy Moore, Gary Moore, Charlotte Hodges, Rodney Harris, Albert Cuppell, Sharon Nunn, Jane Minton.—Brand Staff Photo.



SANTA CLAUS (Dr. Roy Grubbs) poses with Nurse Alta Mae Wilkins at the Deaf Smith County Hospital Christmas held last week at Hotel Jim Hill.—Travis Caraway Photo.

Visit Here

Lt. and Mrs. George L. Mager have arrived to spend the Christmas holidays in Hereford with her parents, Mr. and Mrs. H. E. Henslee. Lt. Mager has just completed a course at the advanced multi-engine pilot school at Reese Air Force Base, Lubbock, Texas.

After January 1, they will go to Valdosta, Ga. where he will be in training for jet interceptors. They will spend one month in Panama City, Florida before reporting to the Air Defense Command in Cape Cod, Massachusetts where they will be permanently located. Mrs. Mager is the former Miss Mary Ellen Henslee.

Mr. and Mrs. Carlos Vaughn left Saturday for Elida, N. M. where they will visit his sister, Mrs. John Anthony. They will spend Christmas with his brother.

STRAYED: From L. B. Godwin farm. 1 black steer branded S on left hip. Notify S. H. Slagle B-12-16-26-3c

LOST: Child's red satin mitten between 3rd street and Shirley or High School. Reward. Phone 753-W or 804 East 3rd. S-13-20-26-1k

Frank Cogdell
Income Tax Service
Office Above Brand
Telephone 1383

Night Coughs
due to cold...sneezing without "dosing"
VICKS VAPORUB

FARM LOANS
LET US TELL YOU ABOUT OUR JOHN HANCOCK FARM LOAN SERVICE. FREE, PROMPT AND LIBERAL APPRAISALS. NO STOCK TO BUY, NO COMMISSION TO PAY. LONG TIME TERMS - LOW RATES OF INTEREST.

INSURANCE
WE HAVE A COMPLETE INSURANCE SERVICE ON FARM IMPROVEMENTS, LIVESTOCK, CROPS, CARS AND TRUCKS. LET US TELL YOU HOW WE CAN SAVE YOU MONEY.

WESSON REAL ESTATE
LOCATED WEST OF COURTHOUSE
HEREFORD TEXAS

Stated meeting second Monday in each month. School of instruction each Thursday night. R. L. THOMPSON, Sec'y J. B. NOLAND, W. M. MASONIC BULLETIN Hereford Lodge 849

NOTICE OF MEETING ODD FELLOWS Each Monday Night REBEKOKHS Each Tuesday Night

Veterans of Foreign Wars Meets Every Thurs. 8 P.M. V. F. W. CLUB HOUSE

Hereford Rotary Club meets every Friday at 12:05 Hotel Jim Hill

Kiwanis Club Thurs. Noon Hotel Jim Hill

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill



By JIMMIE GILLENLINE

Looking over this edition of The Brand and the hundreds of Letters to Santa Claus recalls the first letter I ever wrote. It was also to Santa Claus — and got surprisingly good results. I asked for a sled and some skates, and got them both.

However, I ran into the barn with the sled and next summer I fell on the skates and broke out one of my front teeth. I don't, of course, blame all of this on Old

Santa, but I never did write him another letter. Some folks seem to fare a lot better as can be seen from the page on which the 1908 Santa Claus letters are reproduced. We are really proud of this feature. Last year we republished the letters which appeared in 1907 — and they attracted a lot of interest. This year we picked up 1908 letters — and you will recognize most of the faces on Page 1, Section 4. To our knowledge, The Brand is the first paper in the whole United States to run this feature. Maybe there have been some others, but we have never seen them. We figure the idea will spread over the country. The very first Santa Claus letters ever to appear in The Brand were in 1907.

Kelly Gray is gone and with him went just a little bit of Deaf Smith County and Hereford. People nowadays are different. Kelley came to this country way back in the early days and stayed to become a prosperous farmer and cattleman. But it never did go to his head. Kelley right up to the time of his death was always the same. He always clung to the idea of friendship and accommodation — and keeping the latchstring outside the door. I have never yet seen anyone who said that Kelley cheated them or failed to pay an honest debt. He had a lot of fun, everywhere he went and probably had more real friends than anyone in Deaf Smith County. We will miss Kelley Gray a lot around town. He was definitely a true type of the Pioneer days of this area.

Sam Nunnally is on the rampage again, and it looks like he has something on the ball. Here is a letter from one of the nation's large insurance firms regarding a loan requested and refused. Names of the company and the party concerned are withheld:

"Dear Mr. Nunnally: I have studied the ground water situation as it affects the above described loan application in the report of the Board of Water Engineers published in September, 1946. This report is entitled 'Ground Water Resources in the Area Southwest of Amarillo'. In this report we find a report on wells which are in the city (Amarillo, Texas) wells on either side of the tracts under consideration. According to this report, the average depth to water in the two wells when completed in 1943 was 139'. The average depth to water in May 1945 was 177'. The decline of the water table in the three years period, therefore, was 38' which

averages 12' per year. If this rate of decline has continued through the present date, it would appear that the depth to water at this time is approximately 200'. The red beds occur at 273' average. This would leave 73' of water still in the ground. If this information is correct, it would appear that the well on our proposed security will be faced with a definite shortage of water within the next few years.

"I, therefore, deem it necessary to decline this loan application even though we indicated to Mr. — that we would recommend the loan in the amount of \$23,000. I am sorry that we will not be able to secure approval of this loan but the excessive usage of water by the City of Amarillo would make this loan very hazardous where a portion of the land value is based on irrigation"

Here's what Sam says on the subject — and I am afraid he is right, too. At least about depreciating land values.

"Dear Jimmie: Upon reading about the Purchase of Deaf Smith County land by the City of Amarillo, my first thoughts were that we should try some means of preventing this sale. However, one can readily see that this would be impossible. The reason for my concern is a report from one of my Loan Companies, which report is attached. You may print this report but do not use the name of the applicant nor the company.

"If this purchase of land for the water rights continue, you may draw your own conclusions as to the future loan values of our land. Especially that land joining the tracts just purchased by Amarillo.

"Therefore, to correct this impending danger, our New Deaf Smith County Chamber of Commerce should make the approval of the Canadian River Dam the Number one project each year until it is built. This dam would produce all the water necessary for Amarillo.

Very truly yours,
Sam Nunnally

TOO MANY WORDS!
Declaration of Independence — 300 words
Ten Commandments — 297 words
Lincoln's Gettysburg Address — 266 words
The Lord's Prayer — 57 words
TOTAL — 920 words
The above, of course, considered probably the world's most important documents.
Fixing the price of cabbage, Office of the OPS, Washington, D. C. — 26,911 words.

Foundation Seeks More Funds For Soil Analysis

The board of directors of the Deaf Smith County Research Foundation has announced that a drive for additional funds to finance the rest of the spectrographic analyses of local soils and produce will be made in the near future.

Up until the present time, there has been sufficient funds to finance the approximately 100 tests that have been made.

Dr. L. B. Barnett has informed the foundation that results of the tests have surpassed all his expectations.

The sum of \$3000 is needed for all the tests. The drive is slated to begin this month.

Fidelis Matrons Has Yule Program

The Fidelis Matrons Class of the First Baptist church held its Christmas meeting in the home of Mrs. Wayne Evans Tuesday night. Mrs. J. B. Brown was co-hostess.

Upon arrival, guests were served from a holiday table laid with a red cloth and featuring a center arrangement of greenery, pine cones and white candles. Other similar arrangements were used about the house. Mrs. A. L. Manjeot, teacher of the class, presided.

Following the social hour Mrs. Herbert Haseloff, president, directed a business session when secret pals were revealed and names were drawn for secret pals for next year. When members names were called each told of her favorite Christmas gift in the past.

Mrs. Jimmie Allred was in charge of the program. She told of Christmas customs of other lands and gave the story of the origin of the song "Silent Night" Christmas carols were sung by the group and gifts were presented to the teacher following a gift exchange among class members. A gift box was arranged for Charla Berry who is in the polio ward in Plainview hospital.

In attendance were: Mesdames A. L. Manjeot, Otis Lee, Travis Caraway, E. R. Rendall, Jimmie Mercer, W. R. Hair, B. C. Robertson, Jimmie Allred, Burl Pottorff, Kenny Gear, Earl Stagner, W. H. Patton, Herbert Haseloff and the hostesses.

Will Celebrate Golden Wedding

Among the many family reunions being held in Hereford during the Christmas holidays is that of Mr. and Mrs. N. A. Free-

man who will be celebrating their golden wedding anniversary on Christmas Day.

All of their six children are expected to be here for the double celebration including Mrs. Lillie Mae Vaughn of Thermal, Calif., Mrs. A. M. Childers, Tulsa; J. D. Freeman, Prescott, Ariz., Mrs. Roy Hobbs, Reserve, N. M., Mrs.

Paul Kuhnley, McIntosh, N. M. and Mack Freeman, Belle Fourche, South Dakota.

Gerry Patterson, daughter of Mr. and Mrs. Elmer Patterson arrived home Saturday, Dec. 15, for the Christmas holidays. Gerry is attending school at Abilene Christian college.

MERRY CHRISTMAS

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

Best Wishes for a Happy, Prosperous NEW YEAR

CECIL LADY

Magnolia Wholesale



From all at our friendly store... we send Holiday Greetings right to your door!

S. L. Harman, Sr.
Rachel Kimbrough
Delton Cochran
Louise Ferguson
Kate Dixon

S. L. Harman, Jr.
Mary Harman
Roy Bickford
Marguerite Newell
Grace Little

HARMAN'S

The crackling of holly leaves.
mistletoe over the door....
caroling voices of children
what could this mean but Christmas?

The crackling of holly leaves, mistletoe over the door, caroling voices of children... what else could this mean but Christmas? Yes, that joyous day is here and we of this organization wish you the most delightful one anybody could have.

MILBURN SERVICE STATION and CAR LOT

LUMBER

Utility Grade
2x4s and 1x8s
S4S FIR
\$65⁰⁰ per thousand feet
Carl McCaslin Lumber Co.
1 Block East of Courthouse
Call the Lumber Number 7

Last Minute SPECIAL

One Group of Monday Special
Ladies House Slippers \$199
Asst. Colors & Sizes — Values to \$3.98. Excellent Styles for Christmas Giving — No Exchanges, Please.

GET YOUR XMAS LAY-AWAYS BY 6:00 P.M. MONDAY

One Group of Monday Special
Children's House Slippers \$179
Reg. Values to \$2.98 — No Refunds, Please.

Attention - - Men!

We still have an excellent range of sizes in Misses and Ladies Rippon **Loafer Socks** \$2.98
Several Styles To Choose from

Gift Shoes for Christmas
City Club — For Men
Velvet Step for Ladies
Weatherbird for Children
Use Our Convenient

Gift Wrapped Of Course

GIFT CERTIFICATE

HEREFORD SHOE STORE

323 N. Main Weatherbird Shoes Phone 955

Red Cross Has No Prisoner Data

American Red Cross information on American prisoners of war in Communist camps is non-existent, according to Mrs. Dyalthisa Brady, local executive secretary.

Quoting from a Red Cross directive, Mrs. Brady said that the organization can do nothing to aid in verification of any notification received from POW lists. The Red Cross is aware also that the defense department cannot vouch for the authenticity of lists.

Since the Communists allow no Red Cross activities at their prison camps, there is no way names of prisoners can be confirmed at the other end.

Mrs. Brady also said the defense department urges families NOT to send inquiries to the department regarding servicemen in action.

At this time, the government has no other account other than what is being released to the newspapers and radio.

The Red Cross, Mrs. Brady stated, will do as much for the families as soon as it possible can.

Intersection Accident Thurs.

Autos driven by Jesse Click and Wayne Lee were involved in an accident Thursday at the intersection of Fourth and Roosevelt streets.

According to information on the accident given The Brand by Click, he was going South on Roosevelt and Lee was going west on Fourth.

Lee hit the left rear fender of the Click auto. Charges were reported to have been filed as a result of the accident, but police records on the accident were unavailable to The Brand.

Christmas Program By Dawn Musettes

The Dawn Musettes met in the home of Mrs. Carl Wimberley Monday evening for a Christmas program.

For the entertainment musical selections included piano selections; "Silent Night" by Dorothea Stewart, "Away in a Manger" Walteen Beavers and "The Clock" played by Betty Alice Tucker.

Wanda Sue Wimberley was accompanist when the group sang Christmas carols. Sara Jo Smith presided over a short business session.

Those present were: Jeanette Smith, Ted Wimberley, Phyllis Ann Wimberley, Sara Jo Smith, Manuel Beavers, Betty Alice Tucker, Dorothea Stewart, Wanda Sue Wimberley, Walteen Beavers, Mrs. Alfred Smith and Mr. and Mrs. Carl Wimberley.

Baptist Young People Entertained Friday Night

Members of the Young peoples class of the First Baptist church were entertained Friday night at the home of their teacher, Mrs. B. E. Roberson, with a buffet supper.

Mrs. Roberson presented each of the girls with a surprise Christmas gift.

Those attending were: Wanda Gunstenson, Mollie Bettis, Wanda Block, Elma Rae Hamby, Shirley Sharp, Gayle Roberson and the hostess.

Nevada was the thirty-sixth state admitted to the union.

County HD Agent Reports

By Argen Draper
Several requests have been made on the office in regard to cranberry stains. It is like other berry and fruit stains, it should be treated immediately if possible.

They are hard to remove after they have dried. Remove most fruit stains with boiling water, if it does not harm the cloth, and sometimes warm water is effective.

It is better not to use soap, as alkalis "set" some fruit and berry stains.

However, if it is white cloth that has been stained, a mild

bleach may be used; then neutralize with vinegar solution. Use the same methods for removing stains from cooked fruits and berries as from fresh.

Every homemaker needs a manual on removing stains—some commercial companies have very good ones; often they can be ordered from the Department of Agriculture;

there are some in the office.

A stain removing booklet at your fingertips will save many household articles as well as clothing. One of the most effective things in removing stains is speed.

California is the longest state being 770 miles in length.

CARD OF THANKS

We wish to thank the people of this community who were so kind and helpful in the time of our distress.

Chub Pinkert and boys,
Mr. & Mrs. F. L. Pinkert
McGinnis family.



Give yourself health and happiness all year!
A Harley-Davidson 125 assures you lots of good times and new friends. Park 1952 with fun and thrills in the beautiful, scenic outdoors.

Stroker's H. D. Sales
513 Park Ave. Ph. 1496

Need to Increase Living Space?

Make Necessary Additions Now
Use Our Low Cost HOME IMPROVEMENT LOAN
Get Full Details Today
First Federal Savings & Loan Association
Clovis, N. M.
See ELIZABETH WOMBLE
148 N. Main St. Phone 497

Christmas Dinner

With All the Trimmings

\$1.65

Child's Plate \$1.00

Hotel Jim Hill

Joyous HOLIDAY



May your cares melt like snow under the warmth of the New Year.

CONOCO WHOLESALE

Harry McCauley



Season's Greetings

In the glorious spirit of Christmas—we extend to you—one and all—our heartiest wishes that this Yuletide season will be your merriest—and that the coming New Year will prove one of true joy, health and prosperity.

Serving you has been a pleasure the past twelve months...

Your City Employees and Officials:

W. E. Dameron, Mayor
S. O. Wilson, Commissioner
Don D. Zimmerman, Commissioner

Mabel Barnhart, Clerk
Thelma Jersig, Clerk

Hollis T. Rainey, Sanitarian
O. C. Curtisinger Jr., Health Dept.

Floyd H. Reeves, Chief of Police
Leland Alderson, Policeman
E. F. Byrd, Policeman
L. B. Redwine, Policeman

Amos O'Rear, Police Radio Operator

Bill Morton, Street Supt.
Ernest Darden, Street Dept.

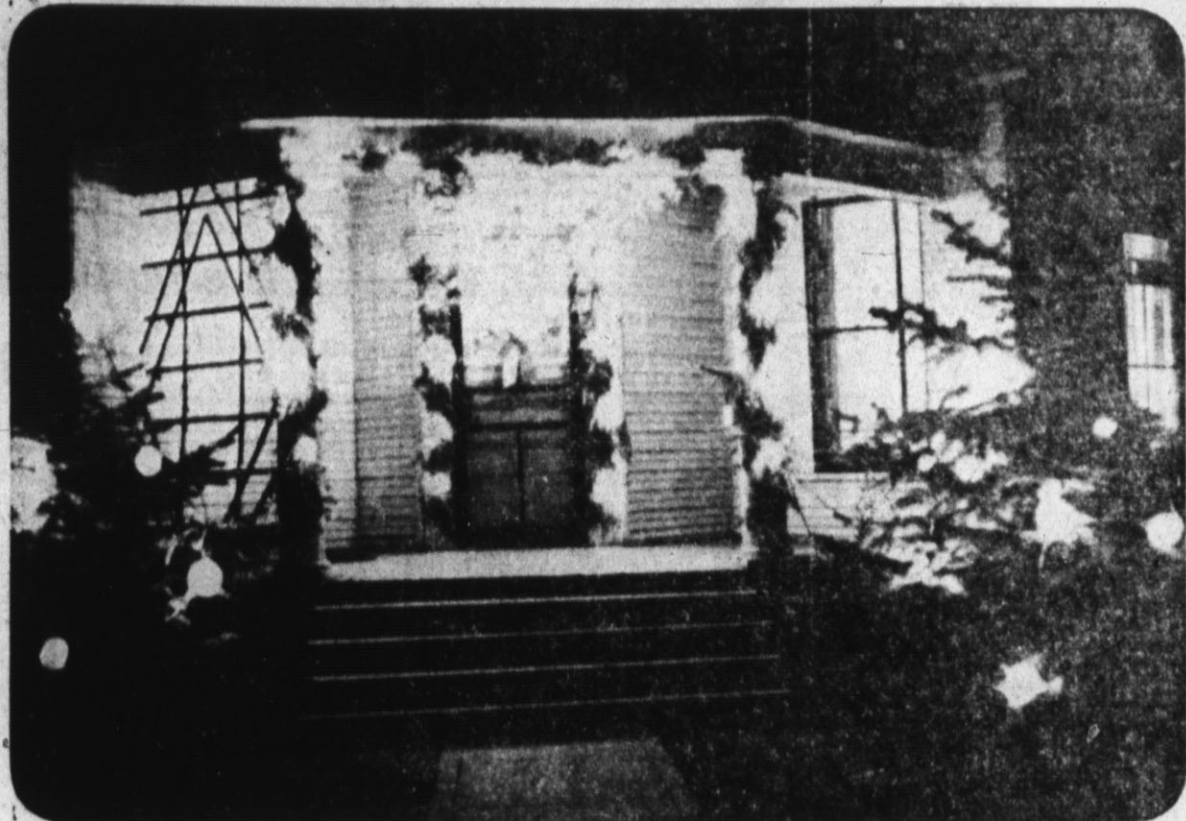
Onias Carroll, Water Supt.
Alton Monroe, Ass't. Water Supt.
W. A. Dobbins, Pumper

Ray Cowser, City Attorney

Earl Phillips, Chief Fire Department
Glenn Witherspoon, Asst. Chief
H. C. Angelo, Fire Marshal

Bob Bailey, Park Department

City of Hereford

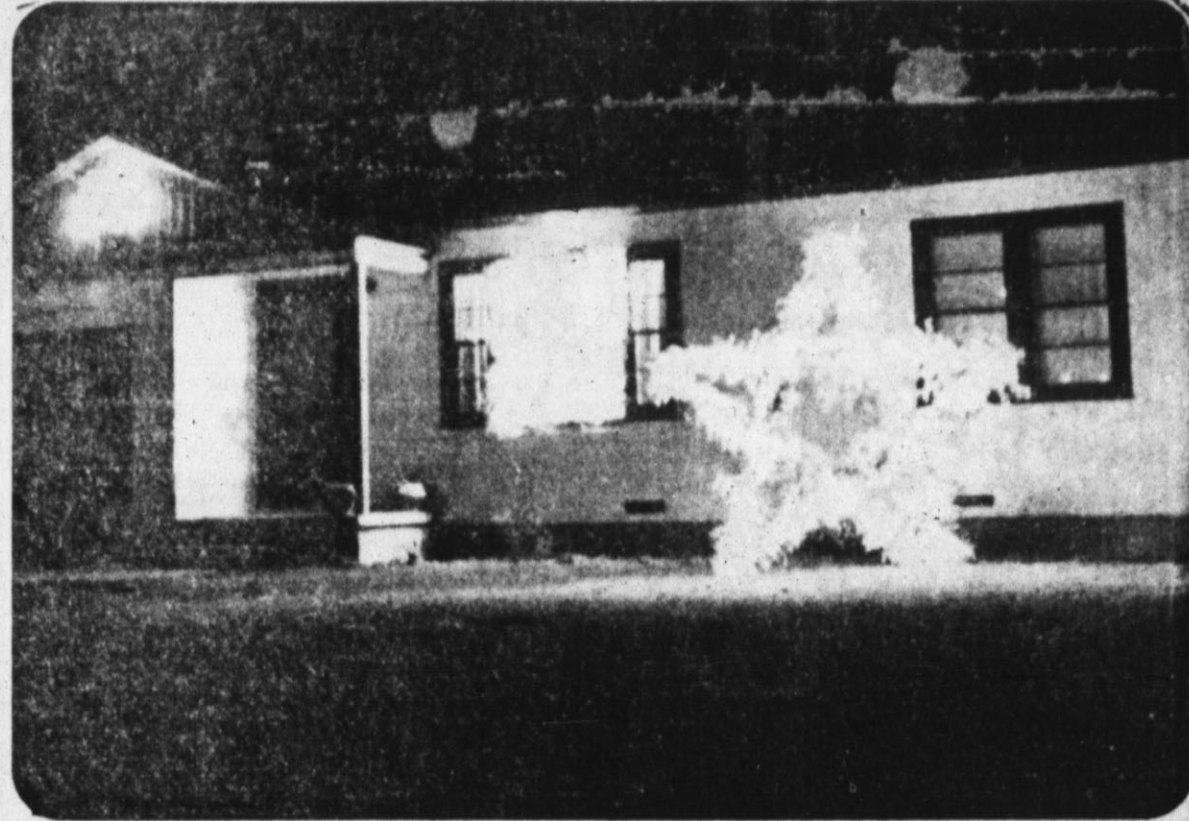


The Christmas spirit was evident all around Hereford this year as can be seen by these random pictures taken of indoor and outdoor lighting displays in Hereford homes.

The Sunday Brand

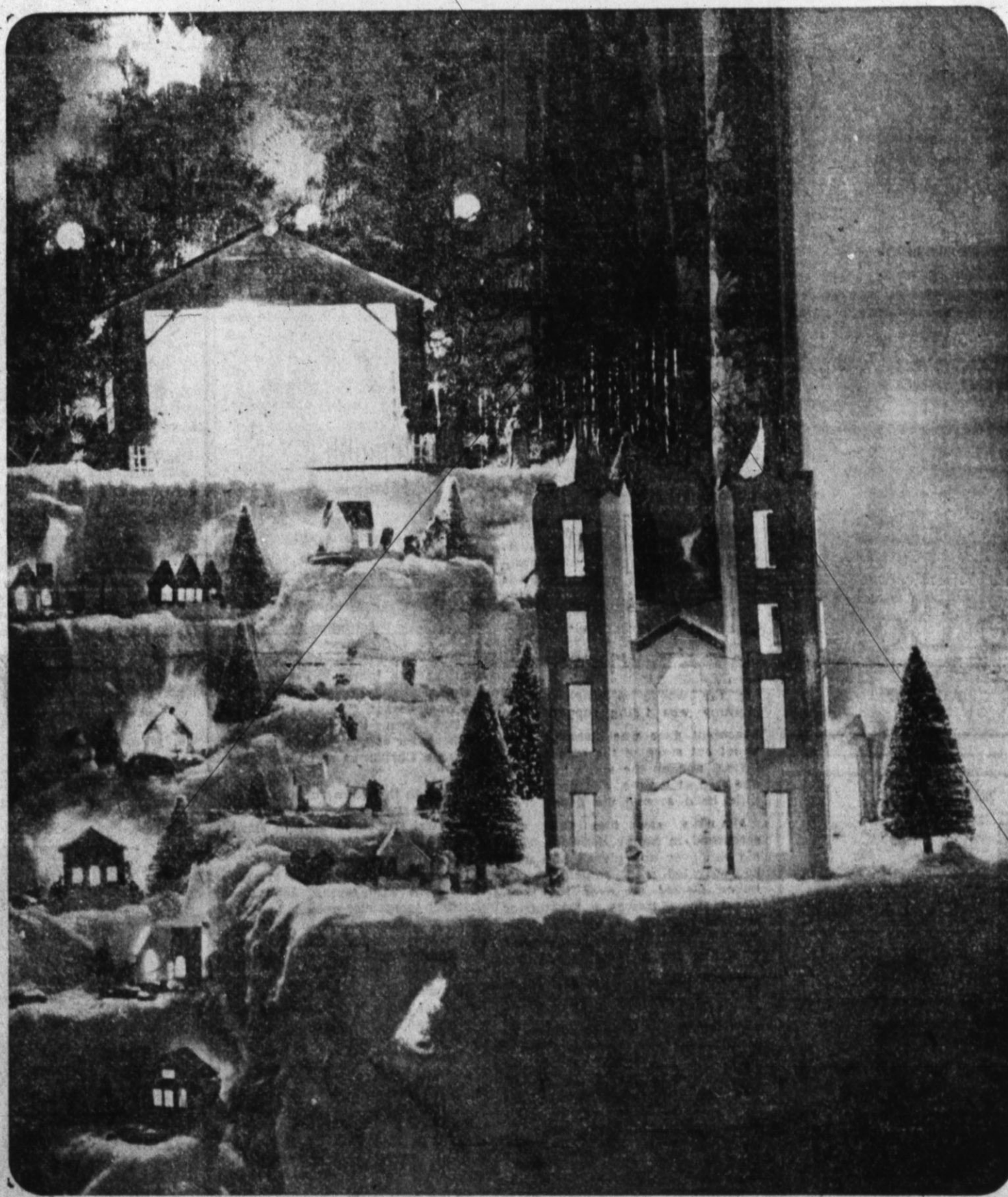
Hereford, Texas, Sunday, December 23, 1951 Section Seven

PORCH LIGHTS AS WELL as lights on two growing firs provided this unusual lighting display at the John Albracht home on Schley street.—Patton-Staff Photo.



A HUGE STAR is the prominent feature of the outdoor decoration at the L. R. Niell residence on Avenue J.—Patton-Staff Photo.

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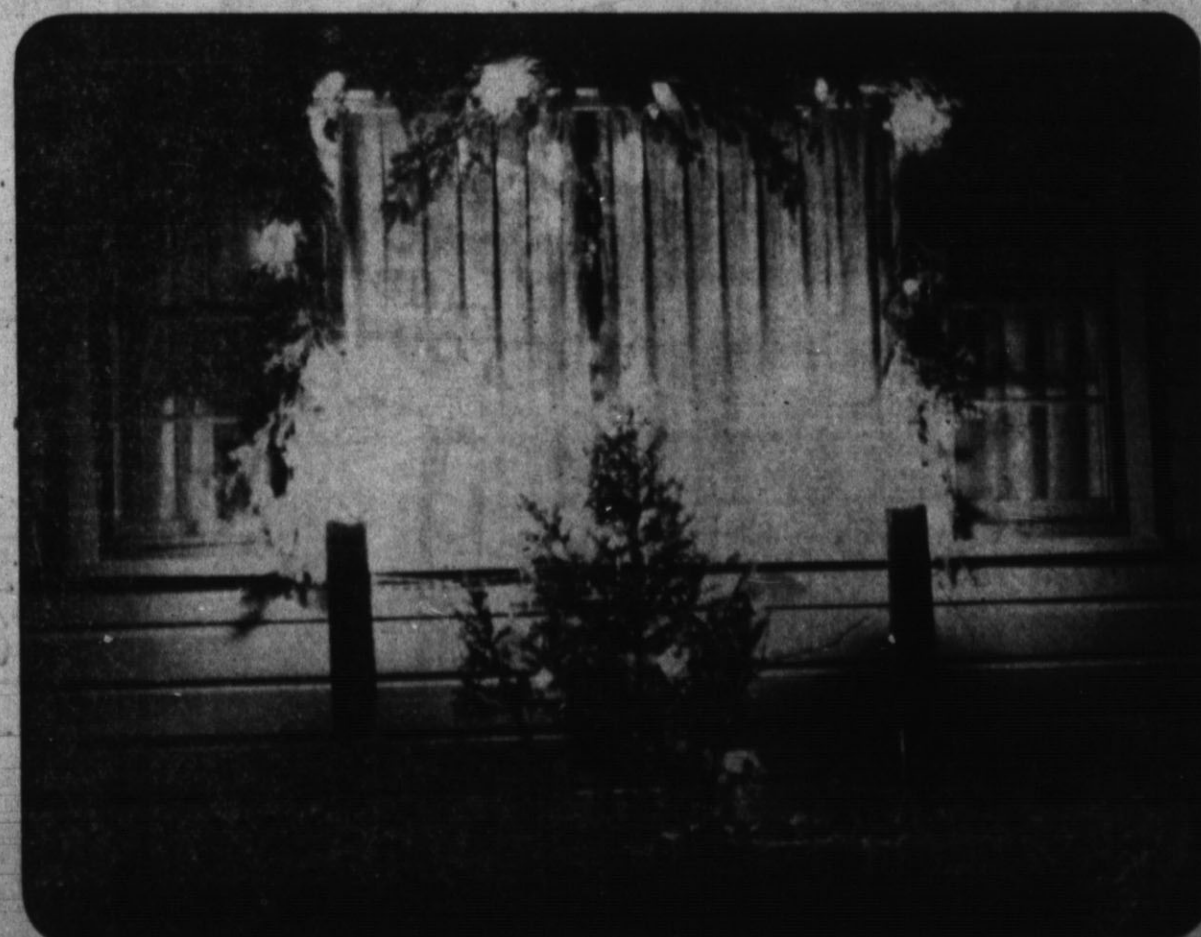


THIS ELABORATE Christmas scene was built by Hub Homer who put nearly 200 hours of labor into it. The church at right is built out of balsa wood and is complete in detail in the interior, including statues on the wall and pews and altar. At top left is the manger scene which was too bright for the time exposure needed for the above picture. Homer has the scene in his living room and it is visible through the picture window in his home on 235 Star street.—Patton-Staff Photo.

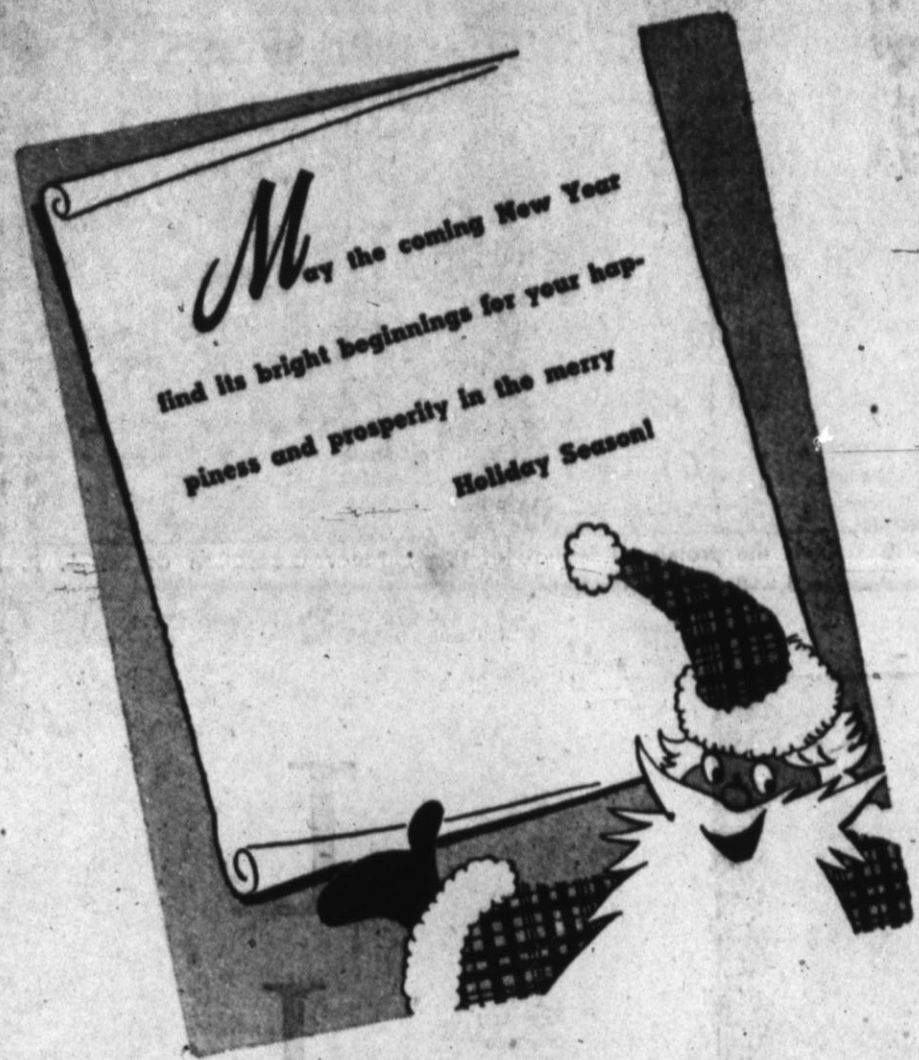
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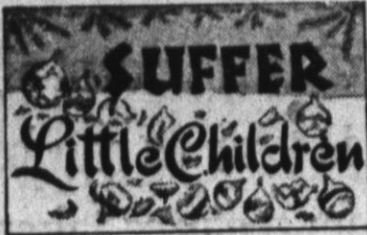
AN OUTSTANDING interior scene was found in the Lisle Woodford home on Avenue B. The tree—located in front of the picture window of the Woodford den—and the mantle decorations add the appropriate holiday touch.—Patton-Staff Photo.



A CHRISTMAS TREE flanked by two giant Christmas candles grace the exterior of the Vern Hilton home on Avenue C during the Christmas holidays.—Patton-Staff Photo.



We Will Be Closed Tuesday & Wednesday
 December 25th & 26th
 The Folks at
H & H Furniture Co.
 Across the Street from Piggly Wiggly Phone 19



By Vera Tarpley

STANDING ON her tiptoes, Mandy could see the whole bright array of them—shiny red, blue and silver ornaments spread out on the table, waiting for Santa's nimble fingers to arrange them on the tree. "Fretteece," she murmured longingly. If only Santa would let her help him. Just handing them to him one by one would be wonderful. She turned to Gerald, who was fustily fumbling with train tracks and getting nowhere. "Gerry, you touch?" she asked, looking back at the ornaments.

Gerald looked up despairingly from his train tracks. "Sure, I touched them lots of times," he said carelessly. "Only you can't," he added. "You're too little."



If she could just touch them—just touch one—then nothing else would matter.

Voices floated into them from the kitchen. Raised voices—angry voices. "The kid's old enough to know there isn't a Santa Claus, anyway!" That was John Martin who said that. John Martin, the most wonderful Daddy in the world.

They must still have been talking about what happened before supper. Mommy had fixed hamburgers—they always had hamburgers on Christmas Eve, and this was the first year Mandy could have a hamburger like everybody else.

There was really nothing to get mad about. Mandy and Gerald had been standing in the kitchen smelling the wonderful smells, while Mommy was fixing supper. The basement door was standing open to let out some of the smoke from frying, and up the stairs he came, one step at a time, and peeked his little head around the door.

Mandy saw him first and screamed in happy delirium. Gerald ran over and picked him up—he wriggled and squirmed and licked Gerald all over the face. Gerald knew it was a fox terrier pup—he knew all the names of the different dogs, but he had always wanted a fox terrier.

Daddy came into the kitchen at that point. He acted even more queerly—he was mad! And he started saying terrible things to Mommy—terrible things that made Mandy cry and Gerald want to run far away so he wouldn't hear.

"I told you to keep the basement door closed!" Daddy roared. "It's just plain stupid carelessness on your part!" And he snatched the puppy from Gerald's arms and carried him down the basement stairs.

MANDY WAS STILL looking over the edge of the table at the beautiful ornaments. If she could just touch them—just touch one—then nothing else would matter.

Letters To Santa Claus

Dear Santa,
 I am a little boy six years old. I have been a good little boy. Please bring me a two gun holster set and a cowboy suit and a sheriff badge. Please bring all the poor little boys and girls some gifts too.

Your little friend,
 David Lee Kendall
 P.S. Please bring me a bow and arrow.

Dear Santa,
 Please bring me a big tricycle, a gun, and holster and a chuck wagon and some pajamas.
 Thank you,
 Barbara Ann Gholson

Dear Santa,
 I am a little boy four years old and have been a good little boy.

Please bring me a cowboy suit and a sword, a bow and arrow and some guns.

Please bring the poor little children some gifts too.
 Your little friend
 Kyle Dean Kendall

Dear Santa,
 I have tried to be good so I would like for you to bring me a walking doll, a doll stroller, and an iron. I want an electric train if you have plenty.

I have a baby sister, so please bring her something you think she would like. Merry Christmas and Lots of Love.
 Susan Hopson

Dear Santa,
 I want a Toni doll with brown hair. My little brother Bill Jack wants a wind-up just like electric train.

Love
 Mary Beth

Dear Santa Clause,
 I have been a fairly good boy this year. I want a football, basketball, and a cap gun. I also want two pair of socks. Don't forget to bring Jimmy something. He is my little nephew and is a very good boy.

Love,
 Robert Glen Staats

"That does it!" shouted Mommy, bursting into tears. She swept up the pieces and dumped them into the wastebasket. "You put the kids to bed, John. I'm going over to Mother's for awhile—maybe there'll be some Christmas spirit left over there."

But John lay down on the sofa in the living room and fell asleep. He didn't wake up until Martha shook him frantically, screaming, "The children! The children are gone!"

There was no anger—no accusations now. Just terror. John was the first to recover enough to start thinking. He ran down to the basement and found the puppy gone. He went outside, and Marth's was left sobbing alone.

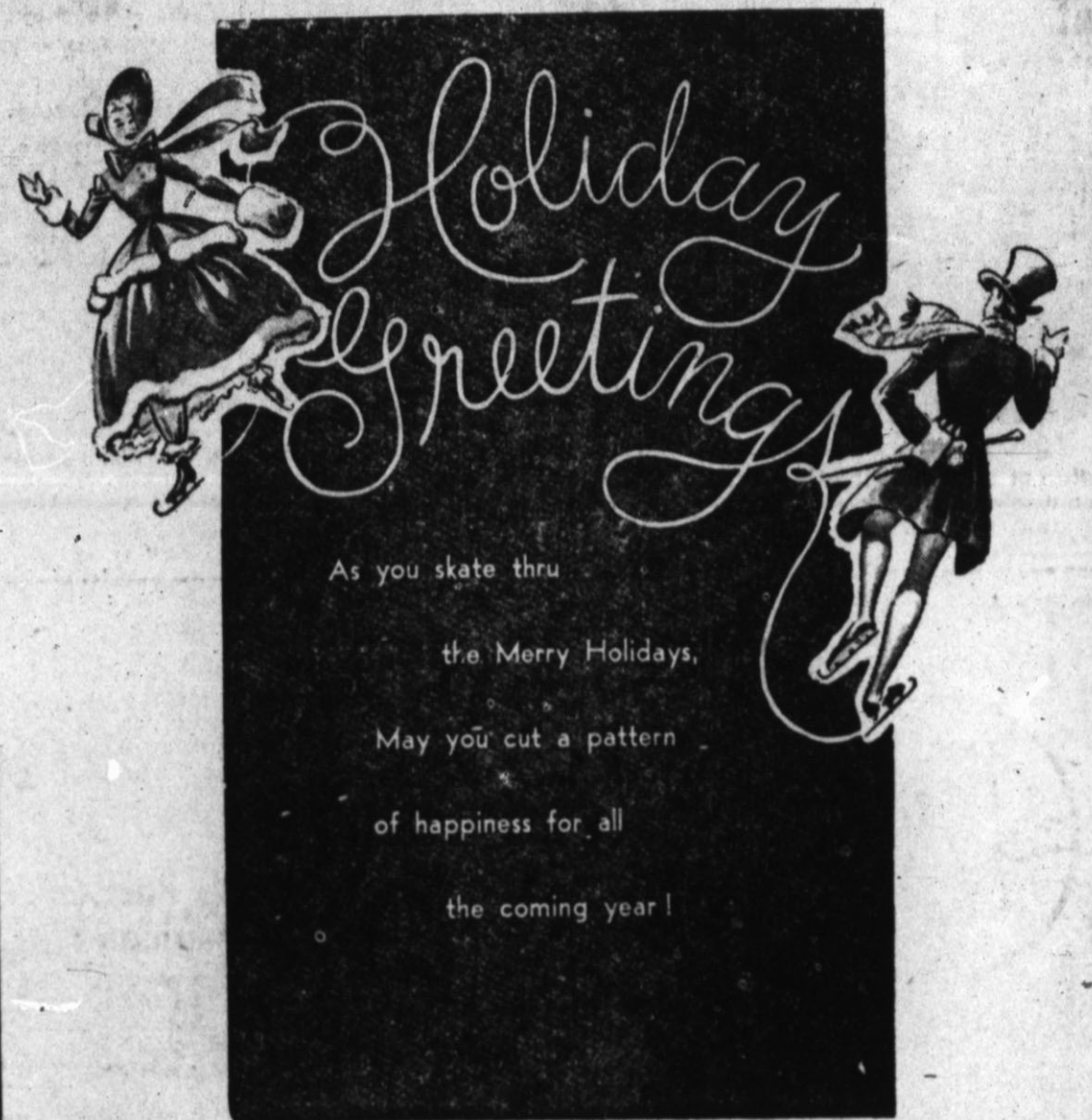
She was picking up the telephone when she saw it. A light in the garage. John was standing at the garage door looking in—just standing there.

A small pine branch was propped up in one corner—John had snipped it off himself that afternoon because it made the tree look lopsided. From each twig of the pine branch hung a bright shiny piece of ornament, laboriously tied on with a string.

At the base of the Christmas tree slept a huddled mass of legs and arms and a tail. The tail twitched a little and brushed Mandy's forehead. "Fretteece," she murmured softly.

There is a forest of stone in one of our states—the Petrified Forest of Arizona.

Mr. and Mrs. J. Walter Parker with their daughter and family of Wichita Falls arrived Friday Mr. and Mrs. T. E. Seigler Jr. to spend the Christmas season and Stevie and Susan.



As you skate thru
 the Merry Holidays,
 May you cut a pattern
 of happiness for all
 the coming year!

LEE LITTLE
GOODRICH STORE



It has been a pleasure to serve you in times gone by and it is our sincere wish that we may continue to have an opportunity to serve you in the days to come.
 Merry Christmas to you, one and all.

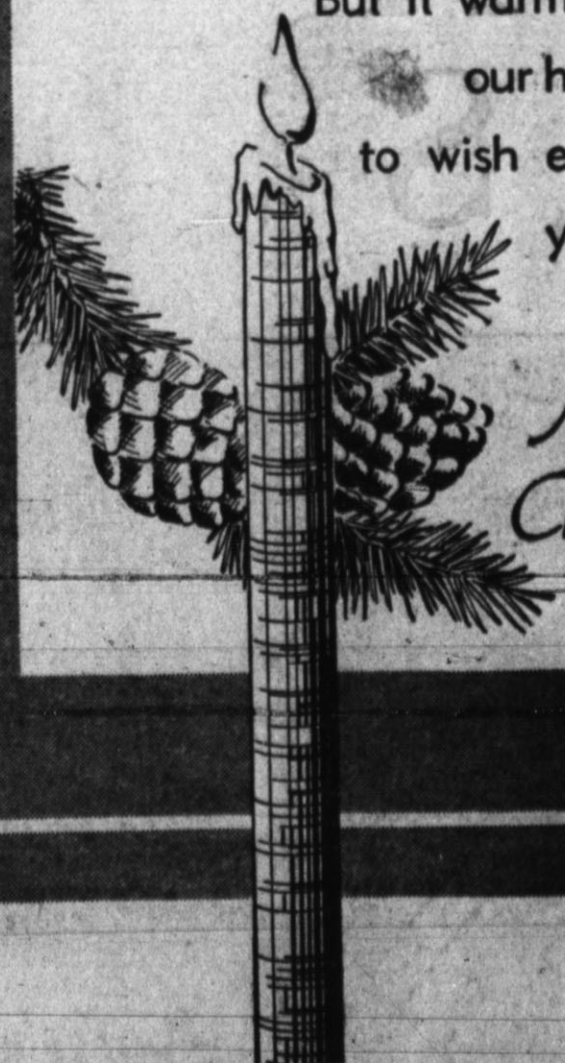
Robert L. Thompson

Christmas Greetings

AND
BEST WISHES FOR '52

Mr. & Mrs. Pat Lawhon
 Your Good Gulf Consignee

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



Merry Christmas

PITMAN SERVICE STA.
 Odice and Ed

Grandstand Gropings

By Kent Snare

Here's some trivia to trifle with. . . If you are completely disengaged and out of your straight jacket. . . The Wall Street Journal spritely revealed in a recent issue that the following statistics were illuminating to them and they may be likewise to some other bipeds in these U S and A, to wit: That, in 1951 professional baseball had a gross gate of \$40 Million as compared to the \$45 Million that was grossed by serious music concerts including symphonys, and that concessionaires, in movie theatre alone, sold \$45 Million worth of popcorn. . . The nonindulgences of popcorn in the theatres will not be surprised at this figure unless they might consider it too low and not indicative of the volume of objectionable noise attached thereto. . . Personally I have always felt that an inven-

tive genius could find a lucrative outlet for a combination gag and silencer which would be adaptable to those theatre habitués who inflict their gum popping, popcorn chomping and loose jawing on the prepaid, helpless nearbys. . . I am convinced that the above indulgences are the reasons for the instantaneous acceptance of alluring Christmas packages that are now extant. . . But, whoosh the cost. . . During the abbreviated conversing with the pharmacist, he made some reference to the fact that Diogenes lantern equipped, in his futile search for and honest man had no harder task than to find the tenuous G A W comparable to the one at work then. . . I managed to elicit a sneer from him when I suggested that mayhap Diogenes should ought to have swapped his lantern for a mirror in order to find that honest character. . . Well that should suffice to cram the crevices between the revenue type of filler in this gazette and accordingly to one and all, I give you Felix Ano Nuevo. . . And Minion, that's worth to you a jigger of java if you can fathom that one without referring to your A, B, and C of Arabic. . .

ful, disparaging glance and appraised me that when genius was at work that social amenities with the common herd needs must suffer to the point of exclusion. . . Being always most indulgent with talent; I cast a loose, 360 degree glance around and about, in search of the G. A. W., which to the present tense I have had no clue, and so with valor and disregard to personal welfare I meekly inquired how come. . . I am still waiting for the solution. . . However I was provided with a most interesting dissertation on Christmas packaging and looking at the example which he was completing, I must concede that it was attractive to the point of the recipient being loath to disrupt it's perfection. . . You know when I was a boy tad I cannot recall the abundance of alluring Christmas packages that are now extant. . . But, whoosh the cost. . . During the abbreviated conversing with the pharmacist, he made some reference to the fact that Diogenes lantern equipped, in his futile search for and honest man had no harder task than to find the tenuous G A W comparable to the one at work then. . . I managed to elicit a sneer from him when I suggested that mayhap Diogenes should ought to have swapped his lantern for a mirror in order to find that honest character. . . Well that should suffice to cram the crevices between the revenue type of filler in this gazette and accordingly to one and all, I give you Felix Ano Nuevo. . . And Minion, that's worth to you a jigger of java if you can fathom that one without referring to your A, B, and C of Arabic. . .

Custom of 'Pinata', Observed in Mexico, Is Spreading to U.S.

The pinata, Christmas custom long observed by the happy children of Mexico, is gradually spreading into the United States. Although it performs year-round duty in the land south of the border the pinata is busiest during the Mexican Christian festival that lasts from December 16 to January 6. In America, it is used in various parts of the country only at Christmas time. The pinata is made of thin, fragile clay, and is filled with sweetmeats and trinkets before being suspended from the ceiling. Each of the guests, not always just children—is blindfolded and given a stick. The object is to swing the sticks overhead until someone shatters the pinata, sending the delicious contents pouring out. The pinata is a great aid in making the long Christmas season tolerable for Mexican children. Tradition decrees that they must wait until the final day of the 21st Christmas season to receive their gifts.

North Hereford HD Club Party

North Hereford Home Demonstration club met in the home of Mrs. George Paetzold Thursday afternoon for its annual holiday party. A lighted tree was featured surrounded with gift packages exchanged among members at the conclusion of the party.

Roxie Faghn and Sharon Brinkman sang Christmas songs and Mrs. R. A. Fullwood told the Christmas story "Christmas In Texas."

Roger McQuigg, Judy and Butch Hoff entertained with vocal selections and secret pals were revealed with gifts.

Those present were: Mesdames R. A. Fullwood, Gertrude Neill, M. H. Koelzer, C. L. Whitehead, Bell Williams, Geneva King, Paul Hoff, Bob McQuigg, Frank Brinkman, Fred Saltzman, Tony Hoffman, Otto Olson, Mary Bodkin, H. E. Pettejohn and several children. The next meeting will be held on January 3 with Mrs. Paul Hoff.



The Warm Glow of Christmas Candles

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

May 1952

be a

Prosperous Year

for You

G. W. Brumley
Homer Brumley
Henry Williamson

BRUMLEY HOG & CATTLE CO.



On wings of song
this message gay
goes speeding on to you...
—Merry Christmas!

ELM COURTS

A. J. Schroeter R. Schroeter
West on Highway 60

Cowboy's Party Is Real American Fete

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

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

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

Santa Claus is on his way
to greet us all on Christmas Day.
Dolls and drums (all sorts of toys)
for wishful little girls and boys.



May You Have a

BIG

Christmas

That's our wish to you for a Merry Christmas

SHELTON TIRE EXCHANGE

Orville Wallace Buddy Delbert
Alma

Happy Holidays



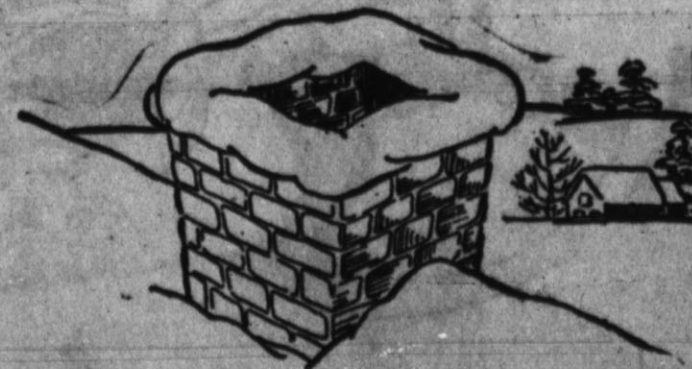
May you all have a
MERRY CHRISTMAS
and a New Year that's
completely happy!

CLOSE REXALL DRUG



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



Rutherford & Company

and Employees

Dear Santa,
Please bring me Harry the
Hairless Horse, a duck, pajamas

and a ball.
Thank you
Ginger Gholson

My Old Kentucky Home, by
Stephen Collins Foster, is the
state song of Kentucky.

Formal Initiation Rites For Five Rainbow Girls

Five candidates received degrees in formal initiation ceremonies held by the Hereford Chapter of the Order of Rainbow for Girls in the Masonic hall Monday night. The girls were; Kay Barnard, Wylajeau Quattlebaum, Barbara Hall, Vela Kee Skypala and Patricia Young.

The rites were conducted by the worthy advisor, Sharon Moore, and her corps of officers. Following the initiation service Christmas greetings were read from grand officers and plans were completed for the carol singing which the group will sponsor tonight.

Special guests were Mr. and Mrs. H. L. Hershey, Mr. and Mrs. Troy Moore, Mr. and Mrs. Lynn Kester, Mr. and Mrs. O. R. Sanders, Mr. and Mrs. B. E. Robertson, Mr. and Mrs. W. L. Jones, Mr. and Mrs. W. C. Thomas, S. B. McAllen, Mrs. Mabel Franz, Mrs. Byron Durham, Mrs. Howard Gault, L. C. Thomas and the mother advisor, Mrs. L. C. Thomas.

Rainbow Girls attending were: Katherine Snare, Marilyn Barkley, Bobbie Walsler, Ann Lookingbill, Sandra Wright, Joan Moore, Sue Smith, Nancy Story, Paula Beth Corbett, Sharon Moore, Virginia Sigle, Norma Grace Gray, Sylvia McCracken, Dixie Young, Martha Heard, Gayle Gault, Janelle Hilton, Carolyn Kester, Frankie Dee Culpepper, Betty Culpepper, Marilyn Lewis, Bonnie Lewis, Sue Barnard, Bobby Drury, Barbara Rogers, Marilyn Legg, Irene Witherspoon, Janie Womble, Marline Gilliland, Marlene Allred, Kathlyn Kester, Sammie McAllen, Martha Jean Brown, Lu Durham, and Georgia Lewis.

Dawn Club Holds Christmas Program

The Dawn Study Club enjoyed a Christmas program at the annual Christmas party held in the home of Mrs. H. V. McCabe Tuesday afternoon. Mrs. Clarence Betzen was in charge of the program.

Mrs. Carl Wimberley played "Silent Night" (Kohlmann) with the Scriptural story of the birth of Christ given by Mrs. H. H. Miller. Mrs. Miller also gave the stories "The carol that never was sung" by Alfred Hassler, and "The First Candle" an ancient folk tale adapted by Carl Ulrich. Mrs. N. R. Miller sang "O Little Town of Bethlehem" and led the group in singing Christmas carols. Mrs. Carl Wimberley was the accompanist.

Special guests were Miss Bertha Faye and John David Miller.

Members present were Mesdames Baker Womble, Mary Byrd, William Wimberley, Clarence Betzen, H. H. Miller, N. R. Miller, Melvin May, Alfred Smith, Ernest May, Floyd Walton Sr., Alfred May, A. T. Frye, Carl Wimberley and the hostess.

Tables were laid for eight and decorated with greenery, bright ornaments and red candles.

Joe Birkenfelt entertained with his fiddle for informal entertainment and after the dinner games of canasta and forty-two were enjoyed. Miss Adeline Koelzer led the group in Christmas singing.

The second-largest state capitol in the United States in Indianapolis.

Members present were Mesdames Leo Forrest, Mamie McGowan, Homer Brumley, N. G. Milner, E. W. Harrison, George Heard, Ed Warren, M. F. Cherry, Dean Bishop, Elma Cramer, Carl Perrin, J. W. Kirby, Ray Conaway, J. J. Durham, Verna Mae Noel, Esther Thomas, Miss Frances Turrentine and the hostess.

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Letters To Santa Claus

Dear Santa,
I want a telescope for Christmas, and a new watch band. You may also get me a paint set and a ring with a green set.
Your friend,
Sheryl Patterson

Dear Santa,
I want a bicycle and a sweater set. Then I want a sewing set, golashes, and textile painting set.
Your friend,
Sharon Flood.

Dear Santa Claus:
We are two little boys, ages four and three, who have tried to be good this year. We would like some cowboy boots, and a machine gun — also some fruit, nuts and candy in our stocking. Please don't forget our little cousins and all the other boys and girls. We will be in Memphis Texas at our grandparents on Christmas Eve and we hope you won't forget us on your rounds.
A Merry Christmas to you!
Love,
Robby and Kent Lindsey

Dear Santa:
Please bring me a Bonnie Braids doll and a ranch set.
Love,
Caroline Brumley

Friendship Class Presents Quilt To Teacher

Friendship class of the Methodist church met in the home of the president, Mrs. E. W. Hobson in a business session Wednesday night.

Members of the class voted to contribute ten dollars monthly toward the support of a Korean orphan and also voted to prepare a Christmas cheer basket for some needy family in Hereford.

Highlight of the meeting was the presentation of a quilt to the teacher, Mrs. J. W. Kirby, with names of class members embroidered on the top.

REA Force Entertained

REA force was entertained at a turkey dinner and Christmas party given in the new REA building Thursday night. T. E. Seigler, president of the board of directors, was master of ceremonies with Leo Forrest, manager, in charge of presentation of gifts.

Tables were laid for eight and decorated with greenery, bright ornaments and red candles.

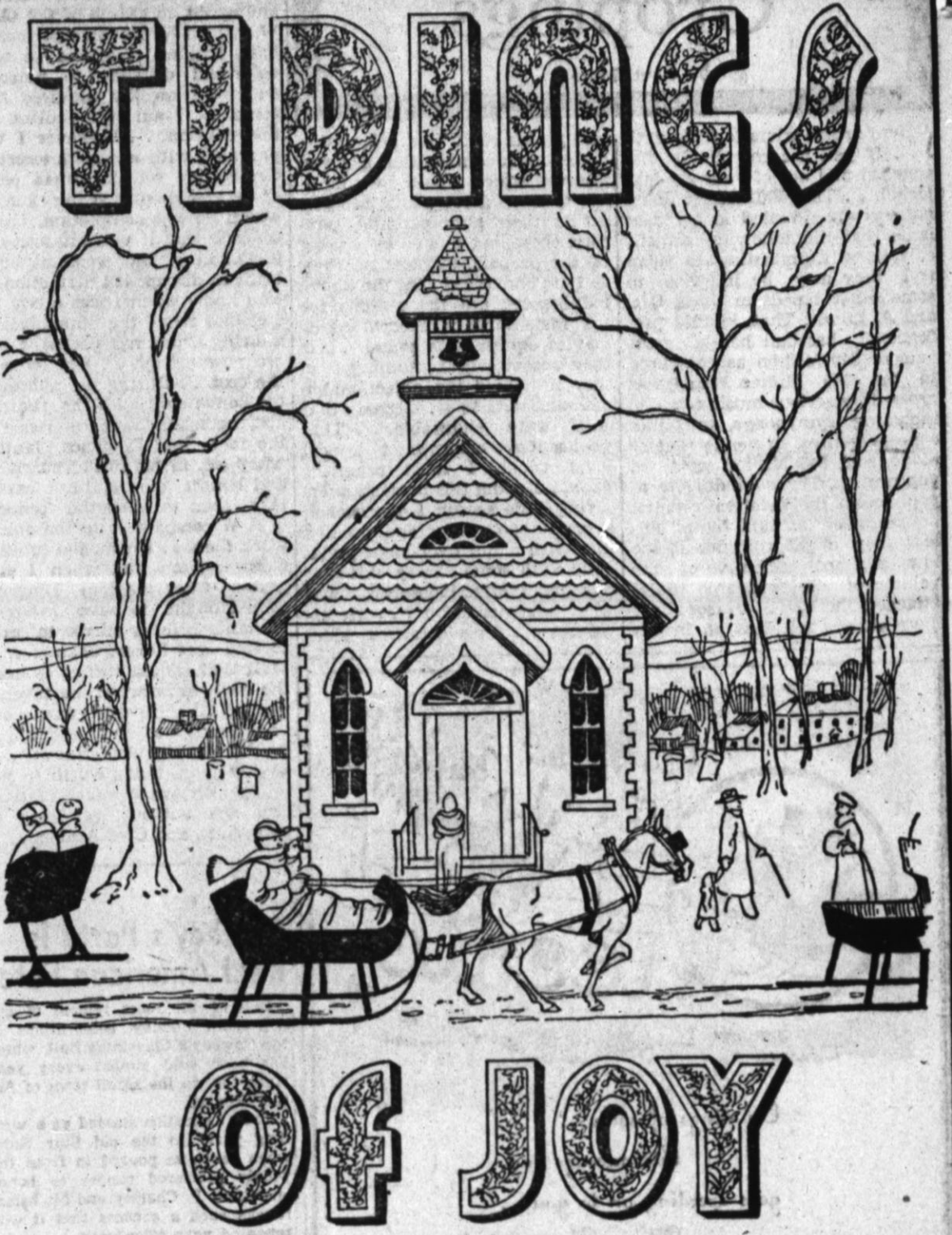
Joe Birkenfelt entertained with his fiddle for informal entertainment and after the dinner games of canasta and forty-two were enjoyed. Miss Adeline Koelzer led the group in Christmas singing.

The second-largest state capitol in the United States in Indianapolis.

Dear Santa
I want a tank and about ten
men with it, my brother wants a

cow turk.
Much love
Lisle & Richard Patton

Jake Miller of Tijera, N. M.
spent last week in the home of
his mother, Mrs. E. J. Williams.



Insurance - Loans - Abstracts
148 N. Main St. Hereford Phone 497

BEST Christmas WISHES

We welcome the approach of another Christmas season because it gives us an opportunity to express our good wishes to all those about us. May this be a happy season indeed.

Shorty Ben Freddie Ellis

Western Battery & Electric



May Christmas and New Year
pair off brightly to keep you
gaily skimming through life!

CITY DRUG

Greetings

Be merry...
and may you all have
the sparkling ingredients
for a full cup
of happiness!



'S no time like Christmas for
wishing all our friends and customers
an abundance of good things for
the Holiday and in 1951!

LUTHER PEVLEY

HEREFORD HARDWARE

Monte Baker
Grace Marrs
Ed Zimmerman
Bill Rice
Don Zimmerman

WESTWAY NEWS

Sadie Lee Oliver 4-H Club Holds Christmas Party

By Mrs. Elmer Combs

The Sadie Lee Oliver 4-H club held their annual Christmas party at the home of their leader last week.

Parents were special guests. A special Christmas program was presented following a welcome speech by Mrs. Tom Draper.

Those attending were: Mr. and Mrs. Johnnie Townsend and Terry John, Mr. and Mrs. Abraham Drager, Clarence Morris-

son, C. M. Diller, Mr. and Mrs. Joe Wagoner and Joe Bob. Mr. and Mrs. Tom Draper, Mr. and Mrs. Carl Smythe and Mr. and Mrs. C. A. Saulcy and Larry Perez. Members attending were: Patsy Townsend, Lillian Drager, Helen Diller, Mary Lynn Morrison, Gayle and Ann Wagoner.

Members of the Sadie Lee Oliver 4-H club who attended the annual County-Wide Girls 4-H Christmas party were: Helen Diller, Lillian Drager, Mary Lynn Morrison, Gayle and Ann Wagoner, Patsy and Sandra Twosend, and their leader, Mrs. C. A. Saulcy. They had a part on the program and Helen Diller won the prize in the stunt game.

Mr. and Mrs. Carl Smythe were supper guests at the C. A. Saulcys Tuesday night.

Mr. and Mrs. C. A. Saulcy went to a Christmas party at the Billie Odell home in Amarillo Thursday night.

Rebekahs Have Party

Rebekah Lodge members held their annual Christmas party at the IOOF Hall Tuesday night. The program was opened with Marcus Jacobsen singing Christmas songs accompanied at the piano by his mother, Mrs. Joh n Jacobsen Jr.

A playlet entitled "They Got What They Wanted" was presented by Mesdames Franklin Miller, T. J. Parsons, Merlin Kaul, Clyde Russell and Elmer Combs. Gifts were exchanged

among the group. Mrs. Roy Calvert, noble grand, presided and Mrs. John Jacobsen Jr. presented the new members with gifts. They were Mrs. G. C. Merritt and Mrs. Elmer Combs. Thirty five members attended.

Letters To Santa Claus

Dear Santa Clause,
Please bring us a doctor set, a jeep, a trailer, a doll buggy, and a suitcase of doll clothes.
Don't forget our little nephew, Stuart Dunane, in Canyon.
Arvell & Taneida Williams

Dear Santa:
I would like an electric train, a new bicycle, and a wood-burning set for Christmas this winter. I wish you a Merry Christmas, Santa.
Your friend,
Lloyd Burks

Dear Santa Claus:
I want a Bible and anything else you want to give me.
Love,
Sara Gillentine

Dear Santa Claus:
I want a Baby Doll and a basketball and I want boots a. i that is all. Donit forget my brothers and sisters.
Love,
Joyce Busby

Dear Santa Claus:
I want a watch and a doll and a Bible. I hope you donit have to work to hard. I am going to give you a piece of pie.
Love Doris

Dear Santa Claus:
My name is Glen Nelson. I want a pair of Cowboy boots and I want a pair of guns.
Love,
Glen Nelson

Dear Santa Claus:
I want a B.B. gun and a pair of glasses and a pair of holster and a pair of pants.
Love,
Wayne Qualls

Dear Santa,
I would like to have a wood truck and trailer that has chains on the truck.
Your friend
Buddy Bob Cambell

Dear Santa:
I want a Toni doll and a cow-girl suit. My brother wants a chemistry set. My little brother wants a train and my sister wants a sewing machine.
Your friend,
Sandra Inman



BETHLEHEM
The Church of the Nativity

Everyone Wants To See Just One 'Good Old' Yule

"How I would long to see just one more 'old-fashioned Christmas.'"

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

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

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

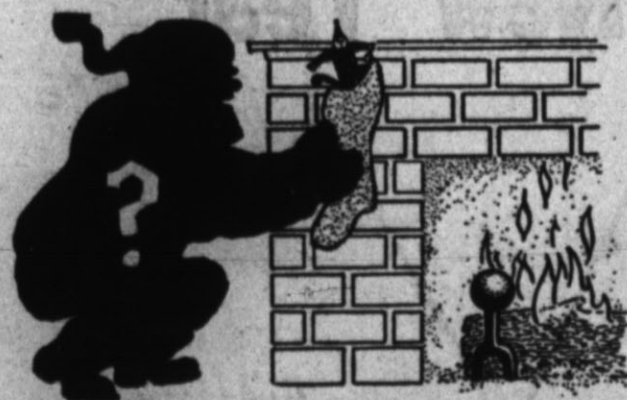
No one can deny that Christmas has been greatly "commercialized" since the days of early America. Yet, so has the entire nation. In the days of our ancestors there were none of the vast trading centers and commercial marts that we know today. Our very way of life has been greatly changed with modernization.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

Still, with a reservation, Christmas is basically unchanged in its true meaning as a celebration of the birth of the Christ-Child redeemer, come to save the world. No matter how great or how small the presents piled beneath the tree, each Christian heart never ceases to remember that Christmas is Christ's day.



and Best Wishes for
A Happy Prosperous 1952

Hugh and Lucille Bookout



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 jolly remembrance for you.

Metcalf & Braly

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To Greet You



BEST WISHES TO ALL OUR FRIENDS AND CUSTOMERS

Christmas is here and the New Year stands at the threshold . . . may you open your door to the wonderful things we wish for you!

T. C. COVINGTON

Sand - Redi-Mix Concrete - Gravel



The real spirit of CHRISTMAS . . .

Peace . . . good will . . . freedom . . . prosperity . . . opportunity . . . friendship—all of this is the Christmas spirit . . . may it be yours in '52 and ever after!



Jeff's Service Station

Jeff Roberson

PHILLIPS "66" SERVICE

GREETINGS and Good Wishes

for a
MERRY CHRISTMAS
and a
Happy, Prosperous
NEW YEAR

HEREFORD FERTILIZER & INSECTICIDE CO.

N. E. Moore — Marion Skains — Joe Ballinger

215 N. Main St. — Phone 1668



CHRISTMAS GREETINGS

And Best Wishes
For The New Year

from the cowpokes

ON GUSEMAN'S

Seven-Vee

Where the range is still Wide - and the Latchstring

hangs outside

Dan and Vena
Jim and Tommie
Buel and Betty
Don and Jane
Glenn and Rosalie

Truman and Sal
Allen and Ellen
Guiletta and Cliff
Cecil and Genevieve
Allen and Agnes

Bob

GUSEMAN & DAWSON

Christmas In Texas

"Twas the night before Christmas in Texas, you know,
Way out on the prairie (without any snow).
Asleep in their cabin were Buddy and Sue,
A-dreaming of Christmas, like me and like you.
Not stockings, but boots, at the foot of their bed,
For this was in Texas, what more need be said?
When all of a sudden from out of the still night,
There came such a ruckus it gave me a fright!
And I saw 'cross the prairie like a shot from a gun,
A loaded up buckboard come on at a run.
The driver was 'Geein' and 'Hawin' with will,
The hosses (not reindeer) he drove with such skill.
"Come on there, Buck, Pancho, and Prince, to the right,
There'll be plenty of travellin' for you-all tonight."
The driver in Levis and shirt that was red
Had a ten-gallon Stetson on top of his head.
As he stepped from the buckboard he was really a sight,
With his beard and moustache so curly and white.
As he burst in the cabin, the children awoke,
And both so astonished that neither one spoke.
And he filled up their boots with such presents galore,
That neither could think of a single thing more.
When Buddy recovered the use of his jaws,
He asked in a whisper, "Are you Santa Claus?"
"Am I the REAL Santa? Well, what do you think?"
And he smiled as he gave a mysterious wink.
Then he leapt in his buckboard, and called back in his drawl,
"To all the children of TEXAS—MERRY CHRISTMAS, you-all!"



KATHY BOSTON and Santa Claus are really getting to be old friends as this will be her fifth Christmas. He seems to be concentrating on that long list of things she wants him to bring, so he won't forget any of it. Kathy is the daughter of Mr. and Mrs. Jay Boston. —Staff Photo

Santa Claus Is



"TWAS THE NIGHT before Christmas" and Lou age 4, Ruth 3, and even Jim age five months, seem to love the story of the following of the star, told over and over again by their mother, Mrs. O. P. Cowart. They can hardly sit still when they think about Santa coming. —Staff Photo

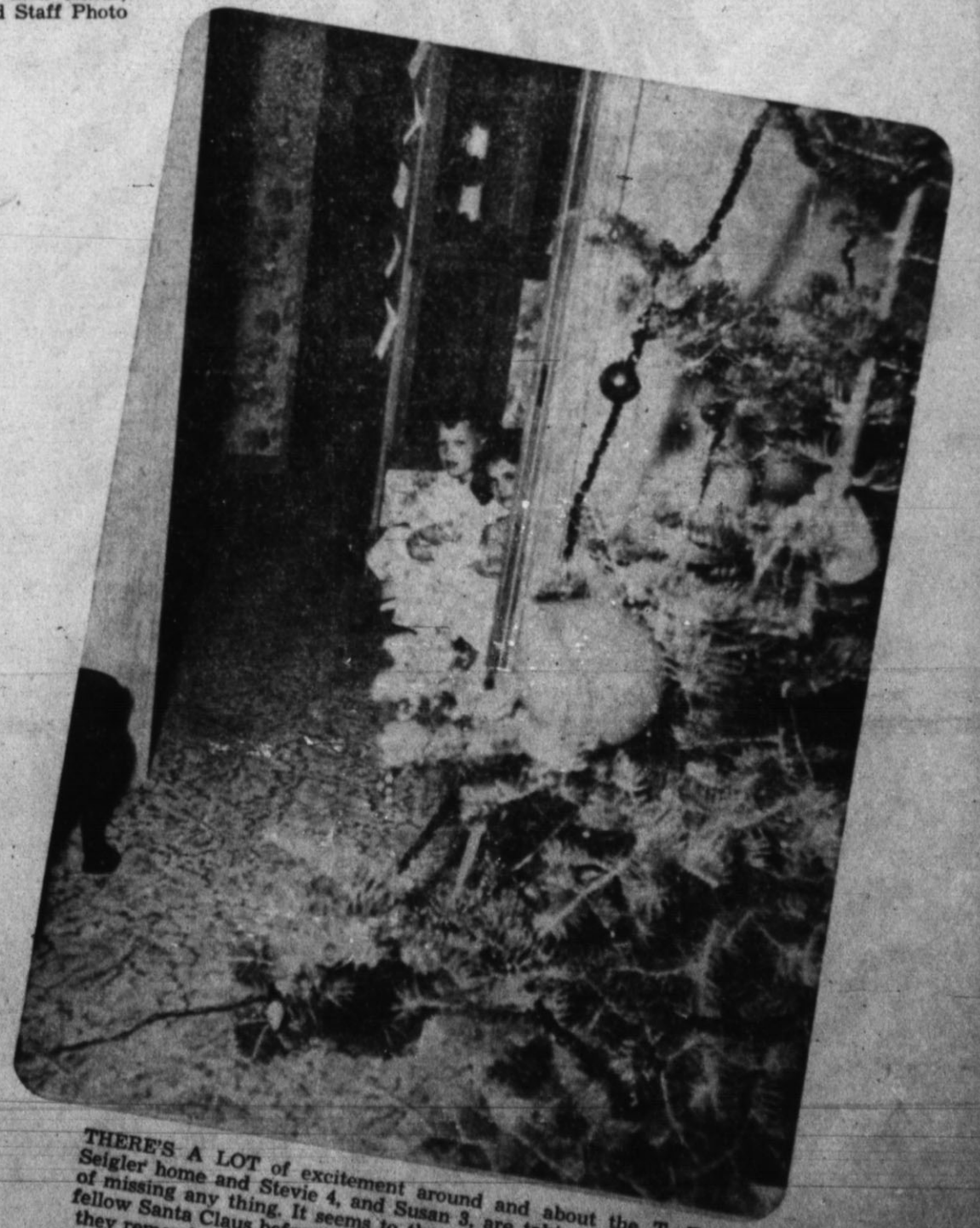


SANTA WILL FIND everything ready for him at the Lee Kent home. Carol (left) and Connie are writing letters to let Santa Claus know what they want for Christmas, and they want to be pretty sure they tell him how to get out to their country home. There's no doubt in their minds, Santa Claus will be here. —Brand Staff Photo



PENNY JOHNSON thinks it time somebody helped Santa out, so she starts out doing her share of the work. She and her mother, Mrs. J. R. Johnson, have about finished decorating the tree for Penny is anxious to have everything ready when the man with the whiskers really comes. —Staff Photo

Coming To Town



THERE'S A LOT of excitement around and about the T. E. Seigler home and Stevie 4, and Susan 3, are taking no chances of missing any thing. It seems to them that they have met this fellow Santa Claus before, and as well as their years will permit, they remember that he is a pretty nice man to know. Staff Photo

The Sunday Brand
SOCIETY

Yule Party Marks Christmas Holidays For B&PW Club Group

B&PW club members observed the Christmas holidays with a yule party Monday night in the home of Mrs. Vern Hilton. The annual turkey dinner was served buffet style from a table featuring white and green Christmas decorations and white candles. Christmas music by recording was provided during the dinner.

Rose, Bessie Smith, Della Stagner, Seale Stephens, Miriam Volz, Erma Walker, Cecil Williams, Naomi Hodges, Charlotte Calvert, Hazel Reibold and the hostess.

Arrangements for the party were made by Bessie Smith, Seale Stevens, Lola Dishman and Doris Lindsey.

Sunshine Club

Members of the Sunshine club entertained their families at a Christmas party given at the home of Mr. and Mrs. Clint Lundry Monday night. Games of forty two were enjoyed and secret pals were revealed. Mrs. Fannie Hammock won the penny ante gift.

Those attending were: Messrs. and Mesdames George Miner and Gary, Buck Watts and Pat, R. R. Stewart, J. C. May and children, C. E. Shepherd, Mrs. W. E. Pittman, Mrs. Myrtle Cawthon, Mrs. Fannie Hammock, Mrs. Martha Teague and the hosts.

Wakita Girls Entertain Mothers

Wakita Camp Fire Girls entertained with a Christmas Council Fire for their mothers at the hut Tuesday evening.

An impressive program was presented as candles were lighted for the light of friendship, by Carol Ann Newell, the light of wisdom by Carolyn Harper and the light of giving by Joan Cupell. Mrs. F. L. Alexander, assistant guardian, read "The Story of The Gifts" and led the group in singing carols.

Mrs. Bob Wilson presented seven girls with trailseekers rank. They were LaNelle Best, Carol Ann Newell, Patsy Hyde, Nona Marie Strange, Joan Cupell, Donna Witherspoon and Virginia Isabel. The council fire closed with Silent Night sung in unison.

Officers of the group acted as Santas to present the mothers with gifts the girls had made. Gifts were also exchanged by the girls.

Flaming plum pudding and spiced tea were served to approximately 100 guests.

Besides those mentioned other Camp Fire Girls attending were: Eugenia Alexander, Lawana Lookingbill, Linda Kay Noland, Virginia Witherspoon, Melba Gay Lawrence, Dolly and Betty Paetzold, Linda Hair, Sandra Worley, Jane Bookout and Mary Lynn Morrison.

LaPlata Study Club Group Enjoys Annual Yule Affair

Mrs. Les Combs and Mrs. Bill Wolfe were co-hostesses for the annual LaPlata Study Club Christmas party at the Combs home Tuesday night. For the Christmas program, Mrs. Walk Boston reviewed the book "Mary" by Scholem Ashe, the scriptural story of the mother of Jesus from his birth to the crucifixion.

A box of canned goods was packed for a needy family adopted by the club for the Christmas holidays, and gifts were exchanged.

Mrs. Morris Thomson, president, presided at the Christmas table laid with a blue cloth and

centered with a silver branched tree. Bright ornaments decorated the tree. Other decorations about the house were in red and green featuring tall red tapers in arrangements.

Members of the club attending were: Mesdames Frank Vogel, Leroy Aven, N. D. Bartlett Jr., Harry Bennett, W. B. Boston, Homer Brumley, Emil Dettman, S. S. Dodson, Ray Downey, Frank Huckert, J. R. Johnson, Charles Newell, Palmer Norton, Elmer Patterson, A. J. Schroeter, Chas. Spurlock, Urlin Streu, Morris Thompson, O. P. Cowart, Mrs. Don Little, a new member, and the hostesses.

Beta Sigs Are Hosts For Guests

Beta Sigma Phi Sorority entertained guests with a progressive Christmas party Tuesday night beginning at the home of Mrs. V. O. Hennen for fruit cocktail. The main course was served at the Gene Prickett home and dessert at the home of Mrs. Ernest Wade where a Christmas party was enjoyed. Canasta and bridge provided entertainment and gifts were exchanged.

Those enjoying the holiday affair were Mr. and Mrs. Eddie Johnson, Mr. and Mrs. John Schneider, Mr. and Mrs. V. O. Hennen, Mr. and Mrs. Gene Prickett, Mr. and Mrs. Ernest Wade, Mr. and Mrs. Tom McFarland, Mrs. Byrdie Dee Fellers,

Charles Holt, Mrs. Jimmie Sparkman and Mrs. Bill Craig.

Hello Santa Claus,

We saw you downtown in Hereford Saturday a week ago but were so busy we didn't get

to tell you what we wanted for Christmas. I am a little boy almost four years old and I'm writing

for my little brother too who is a year and a half old. Please bring me a car and two guns and two holsters and a telephone like my mommies. Bring Wayne a choo-choo train and some stuffed

toys and bring both of us a big wagon. We have tried to be real good boys this year and would like lots of fruit and candy and nuts to eat too. Remember all the poor little boys and girls and bring them something real

nice. We will be looking for you on Christmas Eve night.

Sincerely yours,
Wesley Robert May and
Cameron Wayne May

Dear Santa

I want a BB gun.
I want some chaps.
I want some cowboy guns.
I want an airplane.
I want some train cattle car.
I want a bow arrow.
I want a cowboy hat.
Santa there will be cake on table.

Love,
Sammy Berry

P.S. Don't forget my sisters, Mary Susan, 17 months old and Charla Jean who is in Polio Ward.



We hope our friends find this Christmas, the merriest... the coming New Year, the happiest!

Palo Duro CONOCO Service

J. D. Poarch

Eugene Sparks

Seventeen Children At Les Meres Club Christmas Party

Seventeen children were guests at the Les Meres Study club annual Children's Christmas party held Thursday in the home of Mrs. C. B. Hudson.

Santa Claus appeared at the end of the party to present gifts to the children.

Youngsters attending were: Kay Lemons, Suzanne Yarbro, Ronnie Jones, Pat Parker and Beth Lemons. Second row; Cheryl Parker, Gary Gore, Barbara Ghoson, Sally Jones, Nancy Boyer, Jerry Parker, Greg Jarrel, Jo Frances Davenport, Robbie Lemons and Barry Hudson. The two tiny tots in front are; Ginger Ghoson and Lynn Noel.

Mothers attending the party were: Mesdames L. R. Boyer, Joe Davenport, Dick Ghoson, Howard Gore, W. D. Jones, Robert Lemons, Eugene Noel, Monroe Parker, R. N. Yarbro, Newman Jarrell and the hostess.

The Weather
The Hereford Brand
16 Pages
Elections in Water District January 8
West Files \$3479 Damage Suit Against Finlan, Etc.
December Term Court Opens Monday
Funeral Service For Ben D. Beck Tuesday at Tula
See No Pro at Local Course Until Spring



Merry Christmas

To Each of You, Our Friends

YOUR BORDEN'S DISTRIBUTORS

Glenn Watts

Mr. & Mrs. Ed Skypala

Bill Crow

Season's Greetings from your Hereford Brand & Sunday Brand

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Jimmie Gillentine,
Publisher

"The Second Christmas" Reviewed At Calliopean Yuletide Program

Mrs. J. E. Kirby was in charge of the Christmas program at the Calliopean club Yule party Thursday night in the home of Mrs. Richard Barnard.

Mrs. Kirby presented the beautiful story of "The Second Christmas" by John Haynes Holmes. She told of Mary, the mother of Christ, making great preparation for Christ's first birthday, hoping to find a miracle in the celebrations. As her search led her outside to look for the star, she finds herself going to the stables at the back in remembrance of Christ's birth. As she lay there in the warm hay an angel ap-

peared who told her that the miracle would come in her own rebirth of her true purpose as the mother of Christ.

During the party-time, Mrs. N. E. Milburn became Santa Claus to distribute gifts from a beautifully-decorated tree. Lovely refreshments carrying out the season's motif were served.

Members present included Mesdames B. F. Cain, J. T. Carroll, Clyde Cave, Paul Conaway, W. L. Davis Jr., G. W. Edwards, Alton Fraser, J. T. Gilbreath Jr., J. E. Kirby, George McLean, D. C. McWhorter, N. E. Milburn, Carl Perrin, Hill Waldrep, Elizabeth

Wombie, W. J. Messick, Miss Nell Spradley and the hostess.

Thirty-Seven FFA Boys Attend Christmas Party

Approximately 37 FFA boys attended an FFA Christmas party Monday night.

Each boy brought some kind of a toy to be taken to the public welfare office to be given to the children of needy families.

Following a short business session when a new member, Albert Ricketts, was introduced the group was dismissed to attend the Hereford-Dimmitt basketball game.



By Maud McCurdy Welch

MEREDITH HARRIS, known as Merry, sat at her desk in the big insurance office and fought back her tears.

A voice startled her. "Why are you here working? Are you crying?"

It was Hugh Mallory, the agency head. Merry said, "Just finishing up. Everybody's in such a hurry."

"It's Christmas Eve. Let everything go." Hugh started to his office. Merry's eyes followed his tall figure. She liked him very much.

He turned back. "You didn't tell me why you were crying."

"It's nothing. My sister and her family have gone to California. I guess I . . . I'm lonely."

"That may be my good luck," he said surprisingly.

He was alone, too, he explained. His sister-in-law who had looked after his little daughter since the death of his wife four years ago, had left unexpectedly. His Aunt



"No . . . No!" Dee cried in anguish. But Hilda tore the cat from her.

Amanda was still with them, but she was getting old. There was no one to do the things to make a little girl happy. Would Meredith help him?

It took them three hours to fin-

ish, shopping. At seven o'clock, Hugh's luxurious car turned on the drive of an imposing house.

A little girl sat in a big chair looking lonely. She held out her arms and cried a little. "We're not going to have a Christmas tree or anything."

Hugh Mallory swung his little daughter up in his arms. "Oh, yes, we are." He put her down. "This is Miss Meredith Harris. She's going to see to everything."

And it was the most wonderful Christmas Dee had ever had and the most beautiful tree. But Merry's gift was best of all. A beautiful Siamese kitten.

AFTER THE presents had been distributed, Merry and Dee sat in a big chair, Dee stroking the kitten's head. "How did you know I wanted a kitten more'n anything?"

"Because I was a little girl once myself."

Hugh went uptown on an errand in the later afternoon. Soon after a handsome woman in rich furs and jewels came in.

"Aunt Hilda, you . . . came back?"

"Yes, Dee, I know my duty, even if your father and I . . ." Hilda broke off staring at Merry. "Who's this?"

"It's Miss Merry Christmas . . . that's what I call her. She fixed my beautiful tree, did everything."

Hilda looked at Merry coldly. "You can go now. And take that cat with you. They're full of germs."

"No . . . No!" Dee cried in anguish.

But Hilda tore the cat from her, thrust it in Merry's arms. The next thing Merry had been ushered out the front door.

She went to her small apartment, sat down in a chintz chair, holding the kitten. "Well, after all, it was fun even if it is over," she con- fided tearfully to the cat.

But it wasn't over. Two hours later Hugh Mallory knocked on her door. "I hunted through a hundred office files for your address and I found you at last."

Merry was flushed. "Your sister-in-law came back."

He nodded. "She's gone for good now. We'd had a disagreement. You see, I found she was teaching my little girl to be a snob." He broke off, smiled again. "Dee wants you to come back and so . . . do I. For good. Do you understand, darling?"

She was afraid to believe he'd really said that. But he took her hands, drew her closer. "Look, Merry, I've been searching for the right girl for a long time. I knew I'd found her when I saw you sitting in that big chair with Dee and the cat. Oh, my dear, say you love me, say you'll marry me. Dee and I need you so."

Meredith lifted her face and he read his answer in the sweet sincerity of her eyes.

DIMMITT NEWS

O. C. Axtell, Pioneer of Castro County, Interred Last Monday

By Mrs. C. J. Mapes

Funeral services for O. C. Axtell, pioneer Castro county farmer and stockman, were held Monday at 3 o'clock at the Earth-Methodist church. Rev. J. R. Wood, pastor, officiated.

Mr. Axtell, 81, died Saturday in the Plainview hospital, which he had entered on Thursday due to a uremic condition.

Mr. Axtell came to Castro county in 1908. At the time of his death he was living on the well-improved farm he established in 1908.

Survivors are his wife, two sons and two daughters, 12 grandchildren and four great-grandchildren. One sister of Sylvia Kan, and one brother of Sterling, Kan.

Mesdames Faye and Soapy Holland were Christmas shopping in Clovis Wednesday afternoon.

"Santa Clause is Coming to town!" Civic organizations with help of volunteer citizens have prepared 1200 sacks of fruits and candies to be distributed to every child, regardless of race or creed.

Sixteen ladies were feted at a breakfast and brush party at the home of Mrs. Houston Fowlkes Wednesday.

Mrs. O. T. Vardell, was hostess to a large number of friends for a "chit-chat" and coffee in the home of Mrs. Frank Easter Sr. on Thursday morning.

The program given at P-TA meeting Tuesday night at 7 p.m. in the high school auditorium is reported to have been one to be remembered.

Vice-president Earl White conducted the meeting in the absence of Joe Cowan, president.

Special numbers were rendered by the Gollehon quartet, Mr. and Mrs. Noel Gollehon and son and daughter, Miss Ivy, daughter of Mr. and Mrs. Gene Ivy, gave a special arrangement of "Silent Night," from the balcony which was very impressive. Mrs. Gene Ivy gave a piano and negro spiritual number.

Due to sub-zero weather, the attendance was not quite up to par.

hall in the Methodist church Monday night. They voted to repair toys and take them to needy families.

Mrs. Merrill Bunker, Fresno, Calif. has returned to spend Christmas in the home of her parents, Mr. and Mrs. Elzie Teague.

Mr. and Mrs. Frank Annen were in Tulia Wednesday.

Mr. and Mrs. Percy Merritt and daughters, Jackie and Joey, of Greer, N. Mex. were visiting and looking after property interests here Tuesday.

Mrs. Tom Tate is ill at the Plains Memorial hospital.

Hi! There's no limit to all the cheer

we wish for you at Christmas

and all thru the coming year!

DRAPER'S VARIETY

we send Holiday Greetings
From all at our friendly store . . .

Merriest Christmas

and A
Happy, Prosperous
New Year

J. R. Fowlkes
Tony Edens

We Will Be
CLOSED
Tue. & Wed. Dec. 25-26

Parkway Gro. & Mkt.

Merriest Christmas...

It adds much to the enjoyment of the season
to extend to our friends and customers
our best wishes for a MERRY CHRISTMAS...

And A Happy New Year

DON'S GULF SERVICE

Don Henslee

Obe Wilson John Hampton

Christmas Greetings

Despite the fact that we will be leaving Hereford around January 1, we want to take this opportunity of saying "THANKS" to each of our friends and customers—and to wish each of you . . .

A MERRY, MERRY CHRISTMAS
and a
HAPPY, PROSPEROUS NEW YEAR

The Hembree's

Bill, Fern, Lewis, Ron

Editorials

Retiring C of C Directors Deserve Vote of Thanks

New officers will take over leadership of the Hereford Chamber of Commerce on January 1, 1952.

The retiring members of the board of directors, who have served their two years on the board, will turn over operation of the group to "second year men" and to four newcomers.

Last Monday night, the retiring directors—President Bruce Wooddell, Wayne Evans, Robert Viegol, and Don Zimmerman—were given a token gift in appreciation for their services.

These men—and many others like them who serve on a community-wide organization—gave of their time and talent without seeking credit or pay in return.

Too many times their sincere efforts don't get the credit they deserve, either.

It's all too easy for us to look for and complain about the petty things and push aside the worthwhile achievements in the mad scramble.

Let us as a community go on record as giving a big vote of thanks to the people serving on our Chamber of Commerce board. They deserve it.

The present board of directors has done a remarkable job—a job in keeping with the high standards set by its predecessors—during the past year.

Perhaps the fruits of some of their labors will not be evident for some time to come. The planning and ground work they put in on long-range projects should be taken into consideration when appraising the group's work.

The fact that Deaf Smith county and Hereford has gained national prominence is due to the efforts of our Chamber of Commerce officers.

For that alone we owe them much. They are to be given our sincere thanks for their civic-mindedness in taking on the yoke of guiding the policies of our city's businessmen.—W. W. K.

Figures Show Management Of Hospital Is Efficient

In last Sunday's Brand, a list of the profits made by the Deaf Smith county hospital were published.

While the list, it turned out, did not reflect interest, depreciation, or purchase of some equipment, it did show a healthy situation.

The Deaf Smith county hospital is operating out of the red for the first time in a long while.

Usually, it is necessary for the hospital to come to the county for money to operate. What we save out of the general fund can be used for other worthwhile projects throughout the county.

We should be careful not to "kill the goose" the minute we see that it's getting its head above water. Reaction to the article published in The Brand showing that the hospital didn't have to come to the county for money was to complain about hospital rates.

That's nothing but shortsightedness of the worst sort.

We have here a hospital second to none for a city the size of Hereford. We have good equipment and an excellent staff.

And the hospital is coming closer to paying for itself than it has for a long, long time.

Let's be thankful that we have the facilities here for when WE may need them. We should appreciate the fact that our hospital is being operated efficiently enough to keep it from coming to the county, hat in hand, seeking funds which could be used elsewhere.

It's not a charity operation, but without the aid of the county, the hospital would probably have been forced out of business long ago.

Another comforting fact in the operation of the hospital is the high percentage of collections being recorded. That is the mark of wide-awake management.

We can boast—and justly so—of the current operation of the Deaf Smith County Hospital.—W. W. K.

Ten-Point Program For Avoiding Traffic Accident

Every motorist has a real reason for careful and safe driving right now—for some time during December the one-millionth traffic fatality is due to occur. This prediction is based in the present rate of highway deaths in the United States.

The majority of traffic accidents are the result of an error committed by one or more of the drivers involved. These errors are usually the product of carelessness and ignorance.

This ten-point program, advises a national safety group, if followed by every motorist, will at least push back the date when this millionth victim will make headlines.

1. Don't drive so fast that your stopping distance exceeds your seeing distance, or that you risk losing control of your car.
2. Use your rear-view mirror and signal your intentions, before moving out of the lane in which you are driving.
3. Pass only on the left side of other vehicles when overtaking them.
4. Give the pedestrian the right-of-way.
5. Make it a point to turn your head and look before backing up.
6. Don't follow the driver ahead too closely. You should allow a distance of at least one car-length between you for every ten miles per hour of speed.
7. Drive on the the right side of the road.
8. Slow down and look both ways at

traffic lights—even green ones.

9. Be careful that no train is coming when crossing railroad tracks.

10. Keep your car in the best operating condition at all times. Take it to your dealer for periodic inspections.

The Sunday Brand

Established 1948

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Hereford, Texas



James M. Gillentine, Editor and Publisher

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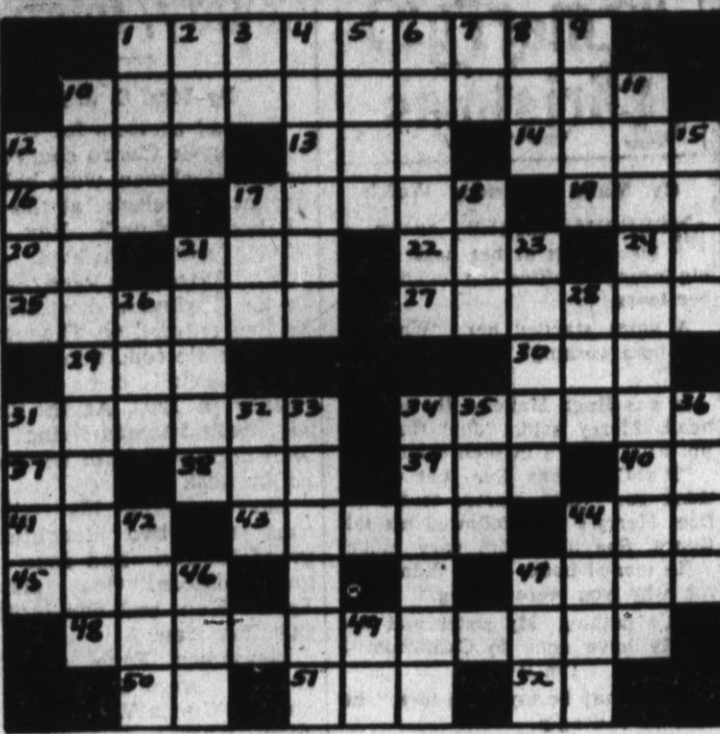
Hereford, Deaf Smith County, Texas

News Editor W. W. Knief

Adv. Manager Melvin Young

Shop Foreman Jim O'Heir

CROSSWORD ~ ~ ~ By A. C. Gordon



- ACROSS**
- 1—Single-footed creatures
 - 8—Pain Plural
 - 12—Outdoor Entertainment
 - 13—Strike
 - 14—To render dirty
 - 16—Employ
 - 17—Doctrine
 - 19—Bachelor of Native Engineering (abbrev.)
 - 20—Spanish affirmative
 - 21—Spelling implement
 - 22—To spoil
 - 24—Advance
 - 25—Proclamations
 - 27—Thin, watery
 - 28—Suffix forming the superlative
 - 30—To feel ill
 - 31—To entangle
 - 34—To plot again
 - 35—Towed
 - 38—Also
 - 39—Printer's measure (plural)
- DOWN**
- 1—To serve
 - 2—Partial open
 - 3—Greek letter
 - 4—The moon remaining
 - 5—Agony
 - 6—Par-hearing animals
 - 7—Pretz demoting separation
 - 8—Ancient Greek goddess of dawn
 - 9—Person who thinks he's better than you
 - 10—Pertaining to dwellings
 - 11—Quality of being exceptional
 - 12—To unite or blend
 - 13—Sign of the zodiac (poss.)
 - 17—To make a kind of leavened loaf
 - 18—Pedal digit
 - 21—Singing combination
 - 23—Essence
 - 26—Doctrine
 - 28—Lubrication
 - 31—Dress
 - 32—Old French coin
 - 33—Burgess
 - 34—Triumphant again
 - 35—Compass direction
 - 36—Roman emperor
 - 42—To devise a method of action
 - 44—A confederate
 - 45—To recede
 - 47—Query
 - 49—Mythological maiden changed to a heifer

SUNDAY'S CURRENT QUESTION

Eisenhower Favored as "Man of Year" By Majority Questioned

Each year, TIME magazine selects a "Man of the Year." What person in the world do you feel is most deserving of this honor? Why?

FRED BAIRD—I think that my pick would be General Ike. Not because he is a popular hero but because he has done some outstanding things for the United States. Besides what he has done, he has said lots, too.

J. W. WITHERSPOON—Winston Churchill. Because he is an outstanding leader of democratic and republic form of government. Well he is just outstanding in every way.

MAJOR SCHROETER—Albert Schweitzer. He is an African missionary doctor. He has been over there for 20 years and I think he is doing as much for humanity as anyone I know of.

KENT SNARE—Churchill—for his resilience and the breath of hope that he is to the Dominion, whose course is anxiously watched by the rest of the world.

TOM McFARLAND—I think that Ike is the boy. It seems to me like he has a better understanding of world wide affairs than anyone we've got as far as the military is concerned.

H. E. MILLER—Dwight D. Eisenhower is the man. Because of his ability in organizing and unifying the Western European nations in his preparation to hold back Communism and eventually defeat it.

KENNETH COKER—I'd have to string along with Eisenhower for his contribution in unifying the free world and for implementing the Atlantic pact. I think what he has done, nobody else could have done, and of course, that is an important job.

'Tater Peelin's

By Roberta Campbell

We've witnessed two incidents lately that would almost make Ripley believe it or not column. Mr. Ramey, our mail carrier of many years, out front in the post office fixin' a bunch of letters to mail just like any other customer and Dave Alexander, after about forty years of figurin' board feet for others, standin' in front of the counter at the Hereford Lumber Company while somebody else estimated his purchase.

Gettin' ready for Christmas has been the biggest year yet for us—maybe because we started a little early this time and have avoided all the hurry and flurry we usually have to get into about 5 o'clock on Christmas Eve.

Hope you were listenin' to Margaret's suggestion to shoppers and clerks over her local news program a few mornings ago. If not maybe she will repeat it for tomorrow's last busy day in the stores.

We didn't mean to eavesdrop, but from something we overheard in the grocery store the other day we feel sure that at least one family in the locality will have a happier Yuletide because of the thoughtfulness of Mrs. C. B. Williams.

Well, MERRY CHRISTMAS everybody and here is one of our favorite greeting card verses:
Never a Christmas morning,
Never an Old year ends,
But someone thinks of someone,
Old days, old times, old friends.

BOOKS ON PARADE

"The Christmas Flower" Legend

Reviewed by Corinne Jennings

"The Christmas Flower" is the legend of the poinsettia as told by Joseph Henry Jackson and the small volume is illustrated by Tom Lea.

Waiting for the children whom he loved and taught, Father Clemente with his round good humored face, stood at the door in the sunlight. Looking down the road that ran straight and dusty between the small fields to the village with its adobes, onward into the hills then to Mexico City, he watched.

Today, Christmas Day, was his favorite of all the year and he looked forward eagerly to the morning service for the children. They would come, bringing small gifts then would sit hushed and solemn as he told them the story of the infant Jesus. His eyes grew soft as he remembered how he had done this for 30 years now, here in New Spain with the Indians.

They had helped him build the tall house where he now lived and taught them the Truth. Sometimes he felt he had failed because when the children grew up he felt he had lost them. They were never the same though they continued to come to the church.

The little ones always watched him as he told them of the child, who like them, was a king and Savior too. But when they grew up there was a difference in their dark and trusting eyes. They seemed to close and withdraw from him.

He knew of their ancient Aztec God, Tlaloc, who once had had the blood of the young sacrificed to him. Father Clemente shivered as he remembered. That was over now—after a hundred years of conquest. But he knew the older ones still worshipped him at times.

Sometime there would be one of them who would be loyal and keep faith! Truth would grow strong and his open look would not change and he would be the one who would blot out the idol!

Father Clemente's thoughts always turned to how he might accomplish this. Perhaps there would be a miracle. He had labored so long for this. A stubborn hope remained in spite of his humbleness.

The light fell from the window on the altar and the little table set to receive the gifts as he lit the candles and made ready for the children now coming down the road. He rang the bell as he watched them come.

As he set things in readiness he had thought of Pablo as his best chance. He had taught the boy with special love and care. Though the boy's mother was widowed and embittered by the loss of her husband to their ancient god, the boy was open minded.

The children placed their gifts and were seated for his prayer which prepared them in mood for the story to follow.

He felt rather than saw Pablo come to the little table as he prayed. Then of all things, this had never happened before, he heard the children laugh.

Quickly he looked up to see, then to ask them the cause. They pointed at Pablo's gift, a basket of leaves and weeds from the forest. They told him of how Pablo had left the basket in the forest asking for gold and had caught only the weeds.

Pablo sat not crying, but looking straight ahead, and said to Father Clemente that he had no other gift but this. A gift from the heart the priest reminded the children and continued his prayer.

The sun grew warmer and in closing the prayer he heard the children's voices again but this time in whispers of awe. They were looking at the leaves now, of one weed which had become a shining scarlet star, in the warm sunshine. The miracle had happened!

"The seed that swelled in the ground and grew into a tall green weed that had become, by God's will, a scarlet flower

—this was like the seed of true belief that, once planted in the heart, would grow and flourish and blossom at last into the Flower of Faith which would fill them wholly, leaving no space for the false god, the cold stone image in the forest that old men had made long ago when they did not know the Truth."

Panhandle Paragraphs

DEDICATE BUILDING

Brownfield's new Municipal building was formerly opened Monday. There was no actual ceremony but the building was open for public inspection. The building cost was \$165,640.96.

GROUND-BREAKING CEREMONY

A short ground-breaking ceremony was held Friday afternoon to officially start the construction of the new elementary school building for the McLean Independent school district.

DEDICATE NEW DORMITORY

The boys' dormitory at the Portales Children home was dedicated Thursday. The building was started in the early summer and was completed last week.

MORE PAVING

Plans were drawn up for paving some more of the streets in Floydada and bids are being asked for by the city council. Plans were also started to begin expansion of the light plant in the near future.

SCOUT DRIVE

The Miami Boy Scout drive brought a total of \$579 in donations. The drive, which was a 24-hour affair, got underway Monday.

PRE-CHRISTMAS PARADE

There was a pet, bicycle and costume parade for children held Saturday afternoon in Dalhart. There were 12 prizes given in the different divisions of the show which was the last special pre-Christmas event.

CANCELLED OUT

The Christmas mail rush was too much for the Duncan, Okla., post office's letter-canceling machine. The motor began smoking Tuesday night and then burned out. Post office employees cranked the machine by hand just like a coffee grinder for half an hour until they could get a spare motor hooked up. The motor is working now but the employees agree that if they weren't so busy they would keep their fingers crossed.

PARK BOND PASSED

Park improvement bonds for Dumas were approved in Austin last week. Included in the park improvement will be two swimming pools. Contractors are going ahead with the plans for the proposed pools.

SILVERTON CALF SHOW

Ribbons were handed out at the First Annual 4-H and FFA Feeder Calf and Colt show at Silverton last week. This show is sponsored by the Silverton Lions club to give the boys a chance to see how their calves compare with others before the spring calf show.

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his farm near Bootleg has entered into the Christmas spirit, his letter this week indicates.

Dear editor:
I was out here on my farm the other day thinkin, this would be a pretty good Christmas if it wasn't for certain things, if it wasn't for the Korean situation, if it wasn't for the threat of Russia, if it wasn't for the spread of Communism in other countries, if it wasn't for the atom bomb, if it wasn't for so much grief in government, if it wasn't for inflation, if it wasn't for too much dry weather, if it wasn't for the high cost of armin, if it wasn't for the draft, if it wasn't for the high cost of Christmas presents.

"But then I started lookin back. As far as I can tell, there never has been a Christmas when things were exactly right. The world has been unsettled, in a war or about to be in one or worryin over what some other country may do every mornin since I can remember, the weather never has been perfect for the majority for longer than two or three weeks at a time, and as for the high cost of Christmas presents, there never was enough money to buy all the presents you want to, in good times or bad; it doesn't matter whether a dollar is worth 50c or \$1.15, it never has gone as far as I wanted it to and never will.

So I learned long ago that Christmas was meant to be observed, regardless of how things are goin, and I've noticed most people do it. In fact, I suspect people have a fairly good time livin, Christmas time or not, regardless of their bank account, although of course I ain't seen many people a better bank account wouldn't help, includin some bankers. Therefore, it will take more than the threat of the end of civilization to get in the way of observin Christmas out here on my farm, and I've noticed most folks in town seem to be goin ahead along the same line themselves. So I feel like I got the majority with me when I say Merry Christmas.
Yours faithfully,
J. A.

GARCIA NEWS

Mrs. Eldred Brown Honored With Pink and Blue Shower Recently

By Mrs. N. A. Brown

Mrs. Eldred Brown was honored with a pink and blue shower at the home of Mrs. Roy Pruitt.

Those attending were: Mesdames Charles Hoover, Dan Guseman, J. T. Guinn, Grandmother Daly, Glenn Burrus, Bertram Jack, Ernest Brown, Floyd Brown, Elmer Northcutt, N. A.

Brown, Mrs. Eldred Brown, and Mrs. Roy Pruitt.

Mrs. E. M. Jack returned home last Wednesday from Floydada where she was a guest of her daughter, and family. Her granddaughter, Rebecca Miller, returned home with her for a visit.

Everyone in the community is busy getting ready for Christmas



CHRISTMAS GREETINGS

and

Best Wishes for 1952

Tierra Blanca Lodge

Mr. and Mrs. Earl Plank



Everyone enjoyed the snow though it did cause a lot of trouble.

Mr. and Mrs. Elmer Northcutt and children visited last week in Tullia and Dimmitt.

Mr. and Mrs. J. T. Guinn Jr. and children from Kingsville visited his parents last week.

Messenger home demonstration club held their annual Christmas party last Friday at the home of Mrs. J. T. Guinn.

Secret pals were revealed and Christmas gifts were exchanged.

Those attending were: Mesdames Bob Kennedy, Bertram Jack, Bob Wyly, Floyd Brown, Bruce Coleman, N. A. Brown, Ethel Howard, Elmer Northcutt, Ruth Coleman, L. D. Chiles and the hostess, Mrs. J. T. Guinn.

Mr. and Mrs. Floyd Brown and son Earl visited Mr. and Mrs. O. B. Roberson of Summerfield last Sunday.

Mrs. S. N. Thweatt is at home recovering from an operation.

Mr. and Mrs. Bob Howard arrived home Saturday from A&M to spend the holidays with his parents.

Mr. and Mrs. Ernest Brown and daughter, Barbara visited Mrs. Brown's mother, Mrs. Sterling Pulliam, of Bellview last Sunday evening.

Mrs. Bob Wyly and Gaye went Christmas shopping in Clovis last week.

L'Allegra Club In Christmas Observance

L'Allegra Club members observed Christmas at a party in the home of the club president, Mrs. Floyd Ross, Thursday afternoon. Holiday decorations set the theme for the party and gifts were exchanged from a beautiful tree placed in front of a decorated Christmas window. Mrs. Francis Hill served as Santa Claus to distribute the gifts.

The Christmas program was built around the subject "Spotlight on the Brotherhood" with Mrs. James Edmonson as leader.



Candles have lighted Christmas eve around the world for generations.

It has long been a custom in Ireland to place a lighted candle in the window to guide the Christ-child on his way, and the use of candles appears in other lands in many ways.

In Czechoslovakia, for example, tiny candles are set upright in nutshells and floated in pans of water. Armenians use myriads of candles in preparing their Christmas decorations.

At unique church services in Labrador each child receives a little lighted candle standing in a turnip, and keeps it until after the services, at which time the turnip is eaten.

In Norway, families arrive at church on Christmas eve, each carrying a flaming torch. These are stuck in the snow while the good-folk attend the services.

She reviewed an article on "What about the days after Christmas" in which the author suggested that since Christ had nothing to give for himself, his was the greater giving and that His followers may follow His example in being year 'round givers of themselves.

Holiday time refreshments

were served to Mesdames; Bruce

Beene, Darrell Blanton, James

Edmonson, Donald Henslee, Hil-

ton Higgins, O. G. Hill Jr., Fran-

cis Hill, V. C. Hopson, Richard

Ireland, Dick Lucas, George Mc-

Lean, Marlin Pierce, Bill Wal-

drop, Richard Winget, Wayne

Thomas and the hostess.

MERRY CHRISTMAS

and

A HAPPY NEW YEAR

from all of us to

ALL OF YOU

MILLER AUTO SUPPLY CO.

If It's For Your Car, SEE US FIRST!!

CHRISTMAS



WISDOM

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.

Garland Wilson
Charlie Calloway
Jack Bivins
Corkey Perry
Bill Miller
Ed Warren

McCullough Motor Co.

Your Chrysler - Plymouth Dealer

Ralph McCullough
West Hwy 60

Ray McCullough
Phone 17

GRATEFULLY acknowledging your thoughtfulness and patronage during the past twelve months, we extend Best Wishes of the Season to each of you. May it be our privilege to continue to be of service to you in the months to come. It is our purpose to serve you to the best of our ability.

Our heartiest good wishes are with you.

for a Merry Christmas

Wintroath Pumps, Inc.

Mr. and Mrs. O. E. Hensley of LaCrosse, Kans. are expected to arrive in Hereford in time to spend Christmas with his sister, Mrs. N. E. Gass.

Mrs. H. T. Hornbuckle and son Tommy of Albuquerque left Friday after spending a week here with her sister, Mrs. W. F. Gillis.

Donald Shipley and Oliver Streu and two guests, Mary Warsham of Sweetwater and Bonnie Thomas of Pecos. They are all students at Texas Tech.

MRS. SETH B. HOLMAN

Scalloped Oysters Extra Touch For Holiday Meal

One of the nicest last-minute dishes to plan for the Christmas dinner is scalloped oysters. The dish complements the turkey and blends in with anything else on the menu, and at the same time affords an extra special touch so pleasing on festive occasions.

Mrs. Seth B. Holman prepares scalloped oysters often during the "R" months and favors the time around Thanksgiving and

Christmas to include the dish when guests are expected. She has used this recipe for years and considers it almost fool-proof.

Scalloped Oysters

- 1 pint oysters
- 4 tablespoons oyster liquid
- 2 tablespoons milk or cream
- 1/2 cup bread crumbs
- 1 cup cracker crumbs
- 1/2 cup butter
- 1 teaspoon salt
- 1/2 teaspoon pepper

Mix bread and cracker crumbs and stir in melted butter. Put a thin layer of crumbs in bottom of buttered baking dish and cover with oysters. Sprinkle lightly with salt and pepper. Add half of the oyster liquid and cream and half of remaining crumbs. Repeat the procedure with remaining oysters, liquid, cream and crumbs and bake 30 minutes in a 425-F oven. Add a dash of paprika and serve hot.

Informal Heart-warming Courtesies Mark Christmas Holiday Calendar

Heart-warming courtesies are being extended to friends in all parts of the city as a part of the holiday festivities. Intimate little groups are gathering for coffee or tea in friendly hospitality and conversation topics centering around the Merry Christmas and Happy New Year theme.

One group was entertained at the home of Mrs. B. F. Cain

Monday morning just for friends to exchange happy jellies and Christmas greetings. Guests included: Mesdames S. O. Wilson, Earl Phillips, W. E. Dameron, H. M. Thomas, Ellis Coombes and Dorothy, J. R. Allison, Ralph Hastings, J. T. Gilbreath Jr., Paul Voneaway, Richard Barnard, Wayne Evans, T. E. Seigler Jr., Louis Woodford, J. E. Kirby, O. J. Remling and Robert Veigel.

In Ralph Hastings Home
Mrs. Ralph Hastings was hostess Saturday morning at the Hastings country home for a holiday sip 'n' sup affair by way of saying Happy Holiday to a few close friends. The table accented the green and red colors of the season and Christmas goodies were served from a merry go round lazy susan.

Those attending were: Mesdames Wayne Evans, Robert Veigel, J. R. Allison, Urlin Streu, Louis Woodford, T. E. Seigler Jr., B. F. Cain, J. T. Gilbreath Jr., Roy Ford, Bob Lewis and the hostess.

Mrs. Stanford Guild Hostess

Wesleyan Guild of the Methodist church was entertained in the home of Mrs. Bill Stanford recently.

Using the Christmas theme for the program Mrs. D. W. Hawkins guest of the group, read "The Littlest Angel" with Mrs. Stanford giving musical background at the piano. Christmas carols were sung and lovely holiday-time refreshments were served: Veima Coke, Erma Walker, Mrs. Byron Durham, Mrs. J. J. Durham, Mrs. Don Davidson, Mrs. Eleanor Hudspeth, Mrs. A. W. Goforth, Mrs. H. V. Crawford, Mrs. Floyd Walton Jr., the special guest and the hostess. The hostess was assisted by Mrs. Floyd Walton Jr.

Cameron Gault, son of Mr. and Mrs. Howard Gault, and Ted Houston, son of Mrs. Frances Houston, arrived early to spend the holidays with their parents. They are students at the University of Colorado at Boulder.

Beauty at Home

By Lynn Carter

Q. What can I do about eyelashes that are very short, broken or brittle?

A. Refrain from using lash coloring on them for a time. Tug them frequently as an exercise, and massage them with some cream.

Q. Will you please suggest a good dry-skin treatment I can follow?

A. This is a very good treatment: Climb into a hot tub with your face plastered with a rich, cozy cream. Let this steam in. Before retiring, wipe most of it off, leaving only a thin film. In the morning, use only the mildest of after-cream lotions — or plain, cold water.

Q. What is a good remedy for vegetable stains on the hands?

A. Rubbing a piece of lemon on the hands is very good.

Q. How should rouge be applied to the large, heavy-type of face?

A. Rouge must be used sparingly, for too much is not becoming to this type of face. Apply it with an up-and-down motion and the rouge should come well up to the outside corner of the eye. Keep a wide, white space in front of the ear.

Q. How can warts be removed from the hands?

A. You can try washing the hands well in a solution of a liberal quantity of washing soda dissolved in a pan of water. Allow to dry without wiping. Castor oil rubbed on the warts is good, too.

Q. What is the proper way to apply mascara?

A. It should be brushed on from the roots of the lashes up-

ward and outward, or downward to the tips. Curl back the upper lashes as you brush. When dry, separate the lashes with a dry brush.

Q. How can I reduce puffs under my eyes?

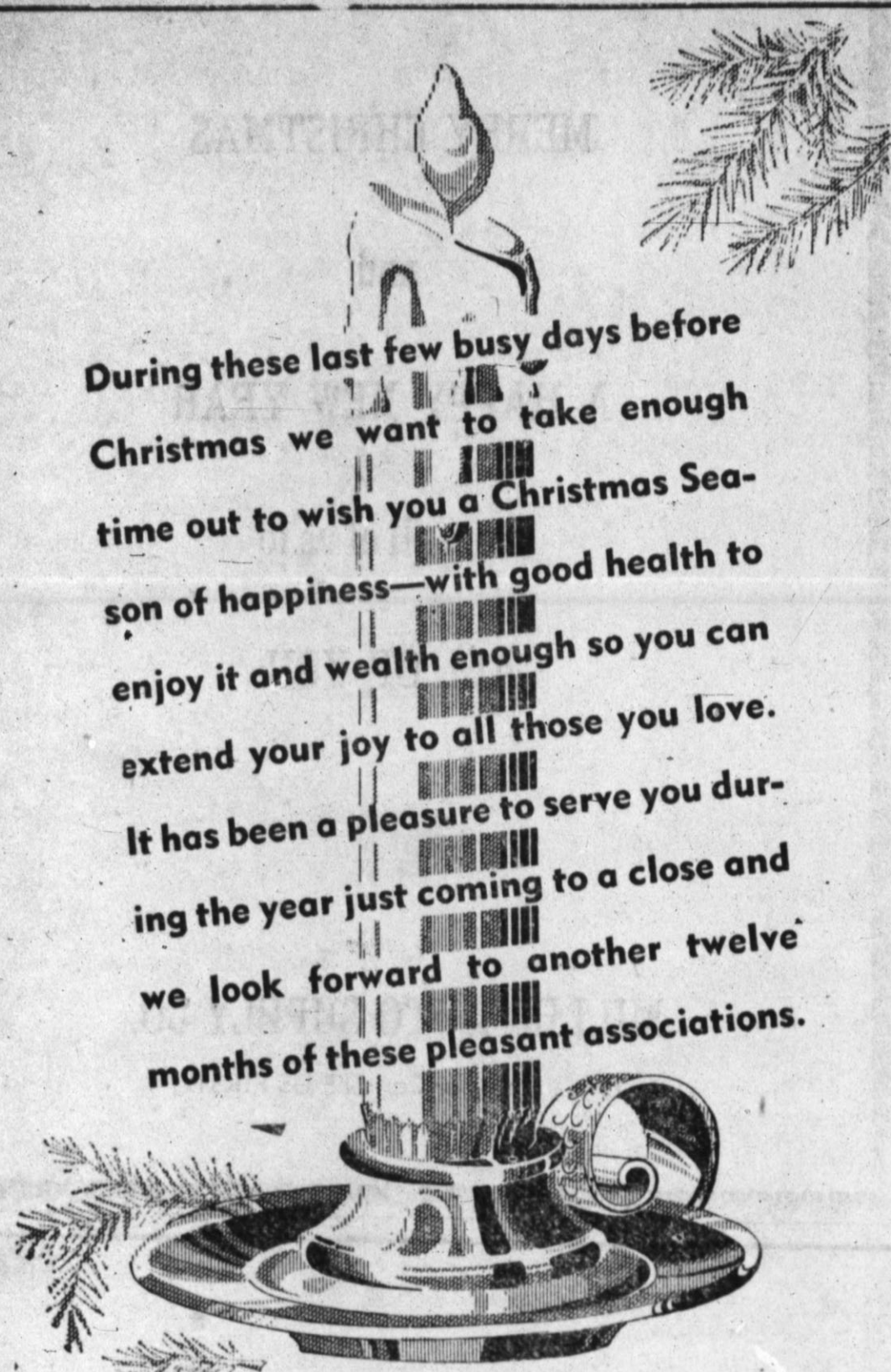
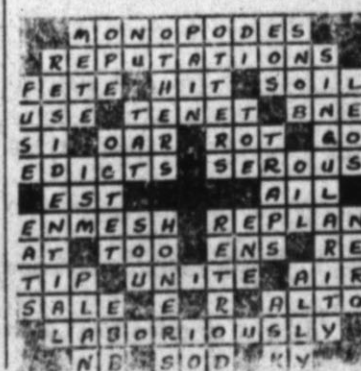
A. First, get more rest. An eye compress made of a strip of absorbent cotton, dipped in cold water, pressed almost dry, iced, and then sprinkled with eye lotion or very mild skin freshener, should then be pressed gently over the closed eyes and puffs. Lie down and relax.

Q. What do you recommend as a good waist-slimming exercise?

A. The "Wood chopper." Stand with feet 15 inches apart, hands locked overhead, and then bring the hands down together as if chopping wood between the legs at a fast tempo for 10 counts.

Q. How can I remove blackheads from my skin?

A. A soft complexion brush and plenty of soap will discourage more blackheads from appearing. To remove those you have, hold a hot washcloth over the area, then squeeze out with very clean fingers or a blackhead extractor. Apply antiseptic ointion.



During these last few busy days before Christmas we want to take enough time out to wish you a Christmas Season of happiness—with good health to enjoy it and wealth enough so you can extend your joy to all those you love. It has been a pleasure to serve you during the year just coming to a close and we look forward to another twelve months of these pleasant associations.

Farmer's Drive-In
Troy Moore and Employees
Your SHAMROCK Dealer

SUITS AUTO SUPPLY CO.

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 Organization

Mr. and Mrs. Ray Suits, Elton, Dennis and Robert

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.

NOTICE!
We Will Be Closed
MONDAY & TUESDAY, DEC. 24th & 25th

MAY THE CHRISTMAS BELLS RING IN A MOST HAPPY SEASON

for each of you—and please accept our best wishes for 1952.

Closed Tuesday and Wednesday

Village Sports Shop
Helen M. Cauley Marie Cogdell

With best wishes for Christmas

May this be a joyous Christmas and lots of good things come your way in the New Year!

HAPPY NEW YEAR

HEREFORD BAKERY

Mr. and Mrs. Deb Knox and Family

Mr. and Mrs. Boyd Knox

Mr. and Mrs. Bill Ward

Mr. and Mrs. J. W. Ward

Mrs. Goliad Blaunt

Betty Bell Pat Needham

RING OUT...

the best of Season's Cheers—

with many joys to brighten,

all the coming Year!

MERRY CHRISTMAS and A HAPPY NEW YEAR

C. M. STAPP, D. C.

Christmas, 1908

In last year's Christmas edition, The Brand published the first letters that were ever written to Santa Claus, c-o The Hereford Brand. The letters were written in 1907. Because of the interest created by that feature, we follow this year with the letters written by Hereford small fry of 1908.—Staff Photos.

Dear Santa Claus: North Pole.

My little sister and me want you to come Christmas and bring us something. I want a horn, Pistol, crackers, Roman casons mokey, windin' chicken and a train. Little sister says bring her sum tups and saucys, a dresser and washstand and some tairs, and a talking doll, a horn and a siffonair and bed, now please Santa clause dont forget us, and dont forget the little poor children everywhere, and we send you a great bear hug. Your loving friends,
Forrest and Marrie Bratton.

dear santa claus: I will rite brothers and my letters together brother is 5 years old and I am 9. Please bring us each a cap and a pair of pants and a little wagon together and a quirt apiece. Thanking you we are Coy and Earl Phillips.
Demmitt, Texas

Dear Old Santa Claus:
I thought I would write you a letter to let you know we don't

live in Demmitt any more. We want you to leave our presents at the Christmas tree, or come on seven miles north of town to our home on the farm. I want you to bring me a bracelet and a bottle of perfume, and some apples, oranges and bananas and lots of candies, nuts and anything else that is suitable for a little 12 year old girl.
Your little friend,
Marie Beach

Dear Santa Claus:
I am a little boy 6 years old, and want you to bring me a horn and a drum and I ant an air gun and some bullets two and ball and pad.
Guy, Warren

Dear Santa Claus:
I want you to bring me a sleepy doll and a cart, and doll and some cancey, and some fruits.
love, Santa
Ina May Tucker

Dear Santa Claus:
I am a little boy nine years old. I want a knife with a chain, a picture book, and a red neck-

buggy I shall be glad to get what you leave me.
from Fay Warren

Dear Santa Claus: I want you to bring me a big doll that can open and shut her eyes, and a little doll cart. And please bring me a little doll bed and candy and nuts.
With love, Santa Claus
Lena Witheng

Dear Santa Claus:
I want you to bring me a sleepy doll and a cart, and doll and some cancey, and some fruits.
love, Santa
Ina May Tucker

Dear Santa Claus:
I am a little boy nine years old. I want a knife with a chain, a picture book, and a red neck-

tie. A bank to put my money in. Come to the Presbyterian church in Hereford, Texas.
Forrest D. Bowe

Dear Santa—
Please bring me a rubber ball, a sack of marbles, a little jumping jack, some chewing gum and a teddy bear.
Grover Sanders

My precious old Santa Claus: As teddy is writing to you I will tell you what to bring to me. Will you bring me a horn and a little wagon and a drum and some marbles and a slide and a little watch and a little pig that will blow up and all the wind will come out and it will dye, and some candy and fruit, and nuts.
Your good little boy,
Lincoln Shrader

The Sunday Brand

Hereford, Texas, Sunday, December 23, 1951

Section Four



MISS ETHEL WOMBLE is shown with the doll, buggy, dishes and truck she asked Santa Claus for in a letter written in 1908. The letter was written by a sister for Mrs. Womble, who was three at the time.
—Brand Staff Photo

Dear Santa Claus—
Bring me a winding engine that can smoke, with a bell to it and with a coal car with sure nugh coal in it, and with a wh-o-o-t, with freight cars and caboose. And Santa, bring me iron tracks, for I like them better than tin tracks. I don't believe I'll write Santa a letter, but go to his house and tell him all about it. Bring me a wood boy that you can wind up and will run down,

and a pump to pump up the engine.
Davis Simpson Elliott,
5 years old.

Dear Santa Claus—
I thought I would write and tell you what I want you to bring me for Christmas. I want a doll buggy and a doll bed and a set of dishes and a little safe to keep my dishes in and nuts oranges and candy and apples. A good

book. That is all I want.
Mary Bradly

Dear Santa Claus:
I thought I would write and tell you what I want you to bring me for Christmas. I want a doll, piano, doll buggy and doll bed and doll and candy and nuts and oranges.
That is all I want.

Madge Bradly
(Mrs. Dock Roberson)



EARL AND COY PHILLIPS combined efforts and desires in writing their letter to Santa in 1908. Among the things they both wanted was a wagon and a quirt. Here's the wagon and Coy is holding the quirt at right. Earl not only got the wagon in 1908, he has a couple fire wagons now, as chief of the Hereford fire department. The men recalled that in 1908 they got their wagon, a large one with small front wheels and larger back wheels. They kept the wooden wagon "until it rotted."
—Brand Staff Photo



JEFF ROBERSON wrote Santa Claus in 1908 that among other things, he wanted train and an truck. Although there were no electric trains in 1908, he finds no trouble feeling at home at a transformer of a 1951 model.
—Brand Staff Photo

Dear Old Santay: I want a watch for Christmas and some candy for Christmas and some fireworks and one of them little drums down there two Mr. Gass. Just anything you leave is all wright. Good by.
From Jimmie Hubbert

Dear Santa Clause—
Please bring me a doll and doll buggy and also candy, nuts and fruits.
With love,
Thelma Hough

Dear Old Santa Claus:
I want a gold ring. I want a story book, a muf and fur.
Bernice E. Bowe

My goodest old Santa Claus: I will write you as time is passing fast, and I want you to be sure and get my letter, will you please, good Santa, bring me a sled, pistol and a wagon, top, watch, and fine works and lots of good things to eat.
Your little friend,
Teddy Shrader

my dear Santa Claus—
as it is only 19 more days before Christmas I will write you tonight.

Please bring me a big dollie that will cry and a little buggy and a trunk to put my dollies cloths in, and a nice set of dishes, and a two joints of stove pipe and elbow for my little range that I

drew at Mr. Stroud's and some cooking pots.
lovingly your little girl,
Jimmie Regia Shrader.

Dear Santa:
Santy time will soon be here— please dont pass me by; please bring me a large doll, doll buggy twin dolls with only hose; lots of nuts and candy, oranges etc. dont forget Broother Evir; bring lots of things too.
Kathleen Mcelroy

Dear Santa—
Pleas bring me a doll, a stry book and a nice locket and lots of candy, apples, nuts, banans. With love,
Mary Parmer

Dear Santa—
Please bring me a four-bladed knife, a nice book and a bible, and a pretty picture, and lots of candy and nuts and oranges.
With love,
Dudley Parmer

Dear Santa—
Please bring me a doll, a picture, a doll bed, and lots of oranges, apples, nuts, banans. With love,
Nellie Parmer

Dear Santa Claus—
I want you to bring me some toys and candy and bannas and orang and nuts and a new pair

of shuse—all for this time.
Goodbye,
Harry Stoaklay

Dear Santa Claus:
I want you to bring me a teddy bear, a doll, a stove, a little piano some books and anything else nice you may have to spare. I will be in Corpus Christi. Your little friend,
Frankie Kerr
(Mrs. Clay Ridgeway)

Dear Santa Claus:
I will write you a letter to let you know what I want you to bring me for Christmas. I want a little chair, tups, pate, knife and fork and orange. I want you to bring me an apple and tandy too.
Rupert Orr

Dear Santa Claus:
I want you to bring me a toy automobile, a train fire crackers and some oranges, apples, candy nuts and a story book, a watch, I am eight years old.
Goodby from your little boy
Jeff Roberson

Dear Santa Claus:
I want you to bring me a doll and some candy, oranges, apples, nuts. A doll buggy, fire crackers and a chair for the doll that you bring me. Be sure that the doll

(Continued on page 5)

Letters To Santa Claus

Dear Santa Claus,
There are so many things that I would like to have for Christmas. I would like a doll that I can set upon my dresser. I want a basket ball and some clothes for me and my doll. Be sure to remember all the other girls and boys.

Love,
Marilyn Kay Newell

Dear Santa Claus,
There are many things I would like to have for Christmas. I would especially like to have a watch and a toni doll. I think I have been a good little girl. Don't forget all the other boys and girls.

Love,
Betty Bridges

Dear Santa Claus,
I want a big red fire truck for

Christmas, I want some candy, nuts, and some fruit. I want some cows, chickens, calves, and horses please.

Yours truly,
Jimmy Smithers

Dear Santa Claus,
I am in the second grade. I want a big boy doll. Will you give it to me? Please. I have been good at home.

Your friend,
Kay Chapman

Dear Santa Claus,
I am in the second grade. I go to Shirley school. I wish you would send me a washing machine a sewing machine and bicycle. Your friend.

Ann Charlene Drake

Dear Santa Claus:
I am a little girl nine years old and in the fourth grade. I would like for you to bring me a doll, a basketball and a basket with the ball, a Coca-Cola fountain, a

church that plays a song when you wind it up, a magic slate, and a billfold and be sure you don't forget to bring the other children some toys or something for Christmas.

Merry Christmas
Linda Joyce Byrd

Dear Santa:
I am a boy nine years old and in the fourth grade and have been good all year. Will you bring me a football suit and a football, a baseball bat, ball and a new Ford.

Yours truly,
Michael Ruake

Dear Santa Claus:
I am ten years old and in the fourth grade. I would like to have a bicycle and a doll bed for my doll you gave me last Christmas. My sister wants a coat and my Daddy wants a desk and my mother wants a bedroom suit. And I don't know what my other sisters want. I have been a nice girl. And you have been very, very nice man.

Yours truly,
Alice Inman

Dear Santa:
I have been a good boy so I hope you don't forget about the other boys and girls because they hardly even have a good Christmas like we do.

Yours truly,
Stanley Carl Kropff

Dear Santa Claus,
I am in the second grade. I would like to have a doll and a typewriter very much.

Your friend,
Patsy Livesay

Dear Santa Claus,
I am in the second grade. I go to Shirley school. I wish you would send me a bicycle.

Your friend,
Dorie Carol Auld

Dear Santa:
I want some of those blocks like Robert and Richard has. The game of Touring. I want

Christmas Quotes

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

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

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

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

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

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

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

Small Amount of Plant Food Will Keep Needles on Tree

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

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

United States Top Buyer and Supplier In Tree Industry

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

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

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

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

'Snapdragon' Popular

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

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



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

some boots and a play telephone. I really do want a gun. I need baddest a real flag.

Buz Gillentine

Dear Santa:
Please bring me a BB gun, An electric train, a bicycle, also a

football, two holters and guns. Also a football suit, a roller coaster, a sunday suit to wear to church, a tree with all kinds of gifts. And be sure to bring Rudolph the red nose reindeer.

Your friend
R. C. Welty



At Christmas

You're sure to find our best wishes for your happiness and joy — May everything wonderful be yours in the New Year . . . and always!

T. E. "Gene" Prickett
Gene's Radio Repair

Wishing you
a very merry
Christmas...
SAM NUNNALLY

'tis the Season to be
JOLLY!

Merry Christmas

Greetings

The jolly redcoat is coming . . .
with a pack-full
of our best wishes for your
Health, Happiness and Prosperity—
on Christmas

T. E. "Gene" Prickett
Gene's Radio Repair

Hereford Furniture
M. C. Littlejohn
Jimmie Roberts

The Little
Fashion Shop
"Smart Clothes for Smart Women"

Letters To Santa Claus

Dear Santa:
My name is Dannie. I'm four years old. I've been a good boy all year and especially the last two weeks. I would like a train, a doctor's set, boxing gloves, baseball and glove and a great big bat. Bring little Mike something to play with too.

Dannie Kemp.

Dear Santa:
I am a little boy of seven. My name is Dennis. I go to Sherley school. I love all the little boys and girls and my teacher too.

I try to be good. Please bring me a bicycle for Christmas if you can.

Love,
Dennis Dozier

Dear Santa:
I want a new football suit for Christmas and my brother wants a four-man life raft. We have a

little box from you at home but I don't know what is in it though! And Santa, don't forget the children that don't have a happy Christmas like us.

Have a Merry Christmas Santa!
Joel Serman

Dear Santa:

I am a boy nine years old and I would like very much for you to send me a baseball glove, a ball and bat. I would like an electric train and a \$5.49 truck. Also I would like a police car

Records Show Yule Customs Were Old In Fourth Century

The exact age of the Christmas festival is not known. Records show, however, that the holiday was spoken of in the fourth century as a custom of long standing.

Christmas began as Christ's Mass, or the Mass of Christ, sometime during the fourth century. It took that long after the blessed night for the great importance of Christ's birth to be realized by the people. Until this time it had been the custom of the church to celebrate the anniversaries of deaths, rather than births. Christ's birthday was the first to be made an occasion for feasting.

The date for the celebration of the Christ Mass was selected by the church. So many years had elapsed that the actual date of His birth could only be a matter of conjecture.

The festival and spirit of Christmas spread through the Christian world. Pagan customs, even as they do today, attempted to adapt themselves to the Christmas season.

For many years after the origin of Christ's Mass the church frowned upon the practice of exchanging gifts during the festival season. Later, however, the practice was condoned, in remembrance of the spirit of the Three Kings of the Orient who had followed a shining star to the crib of the new-born Christ, bringing presents with a sense of humility.

Christmas Greens Brighten Home

A few well placed Christmas greens can do much to brighten a house at Christmas time. Properly clipped, the branches will never be missed, and might improve the looks of the tree from which they are cut.

Hemlock, red cedar, juniper, yew, pitch pine, white pine, will make



suitable material for a spray to decorate a mantle, door, or a spray for a newel post.

In pruning, however, keep in mind the natural appearance of the tree from which you clip branches.

St. Nick's Spirit

It is thought that St. Nicholas died about 345 A.D., and for 30 days following his festival day his genial spirit roamed the earth, filling the hearts of mankind with love and generosity. He gave the gifts without thought of return—the true spirit of St. Nicholas and Christmas.



The POPULAR STORE
and Employees



The rosemary shrub, symbol of fidelity and constancy, was once supposed to possess many occult virtues. Hamlet's Ophelia said, "There's rosemary, that for remembrance." The fact that Rosemary blooms at Christmas has introduced it into celebration of this feast.

Rosemary, according to one legend, opened to hide the Virgin Mary and her child from the soldiers of Herod, a legend shared with the juniper on other trees.

Another legend says that, during the flight to Egypt, Mary threw her blue cloak over a bush of rosemary when she lay down to rest. Ever since, in her honor, the flowers have been the heavenly blue of the mantle.

COMPLETE INSURANCE SERVICE

John McLean Insurance

Agency



Greetings
AND BEST WISHES

To all our friends, old and new...

We all join in, in wishing Christmas joys

to those whom we have served!

May health and happiness await you

CORBETT CLEANERS

with a red blinking light.
Merry Christmas,
Robert Lee Welty

Dear Santa:
I am a girl 9 years of age. And I am in the fourth grade. For Christmas I would like a Toni doll and a suitcase with clothes in it for my dolly. I would like a set china dishes and a silverware play set. If it is possible, My little sister would like a big wagon and a Toni doll too. Please bring mommy a new set of dishes and silverware. Bring my big brother a pair of boxing gloves. Bring daddy a box of cigars and some ties, Cuff links and a tie clasp.

Your friend
Corneila Hudson.

Dear Santa Claus:
I want a doll. I love you.
Love
Nancy Edwards

Dear Santa:
I would like to have a "Toni doll". I am 7 years old and in the second grade at Shirley school. I have tried to be good.

Love,
Wilma Lou Higgins

Dear Santa:
I would like to have a bride doll. I don't know if I have been good enough, but I hope so. I am 7 years old and in the second grade at Shirley school.

Love,
Beverly Ann Boyer

Dear Santa Claus:
I am in the second grade. I go to Shirley school. Please send me a doll and a buggy.

Your friend,
Geneva Logan

Dear Santa:
I am in Mrs. Snare's room. I go to Shirley school. I would like to have a cash register. I would like to have a sewing machine. I would like to have a washing machine. I would like to have a doll. I would like some of these things please.

I love you very much.
Your good friend,
Ruby Blea

Dear Santa,
I forgot to tell you when I saw you that I have a baby sister. She was not here last Christmas. Her name is Rebecca Kay Kirby and she is eight months old. Please bring her something, too.

Santa, I hope you get to every house in town.

I have painted a picture for you and I will leave it by the fireplace.

I wish you a Merry Christmas.
Ann Kirby



Christmas
GREETINGS
BIG T PUMP COMPANY

Owners
Leroy Aven
Hilrey Aven

Employees
A. B. Townsend
Elbert Hendrick
George Hudson

Letters To Santa Claus

(Continued from page 1)

an open and shut her eyes. I am six years old. Goodbye.
Your little girl,
Lillian Roberson

Dear Santa Claus:
I will write you a letter to let you know what I want you to bring me. I want a rubber ball toy gun an orange and a book. This is all I want for this time.
Lark Orr

Dear Old Santa:
I want you to bring me a little dishes, a little table, a rocking chair a doll and lots of candy, oranges nuts and apples.

I will not be a Dimmitt guess I'll be in Corpus Christi.
Your little friend,
Bettie Rose Kerr
P.S. Santa I would like for you to bring me a little piano if you don't.

Dear Santa Claus:
I am a girl 10 years old. I want a bracelet and doll and buggy and bed and post card-box. I shall be glad for what you bring me.
Dalma Warren

Dear Old Santa Claus:
I will write you a few lines to let you know what I want.
I want a bridle spurs and a quirt, fire crackers, roman candles, nuts, apples, oranges and candy.

I remain a true friend to you.
Bailey Beach

Dear Santa Claus:
I thought I would write you a letter as is about time for you to start. I would like a doll buggy and doll and little stove as that is all I will close.
Your little friend
Alice McLean

Dear Santa Claus:
Please bring me a pair of leg-gins, and a rocking horse.
Your boy
Richard Ward

Dear Santa:
A new red doll, a red doll bug-gy, a little book that I can read.
Freda Thickston.

Dear Santa:
I want a watch and a spring for my gun and a buro. I will be nine years old the 5th day of Decem-ber.
Alfred Kellogg

Dear Santa:
I came here from Logan, Iowa came here in March. I am thir-teen years of age, I like to live on the plains; I live six miles south of Summerfield. I would like to have a box of stationery, a stove, a set of dishes, doll truck, and a pair of side combs. I will be pleased very much if I get them.
Goodbye from,
Susie Kellogg

Dear Santa Claus in car of the Brand:
I came here from Logan, Iowa and have been here nine months. I want a doll and a dollhouse and a sled and a little broom and a story book and a little cloak and a doll bed and a doll buggy. I am 10 years old.
Goodbye,
Nettie Kellogg

Dear Mr. Santa Claus:
I am a little boy 6 years old and thought I would write you to let you know what I want for Christmas. I want a drum; lots of candy and oranges, a watch

like papas and a heap of other things but that is all I can think of just now, so I will close until next Christmas.
Your little friend,
Will S. Kerr
P.S. Don't forget that I don't live in Dimmitt any more, but will be in Corpus Christi Christ-mas.
WSK

Dear Old Santa Claus:
I will write you a few lines to let you know what I want.
I want a bridle spurs and a quirt, fire crackers, roman cand-les, nuts, apples, oranges and candy.

As ever your friend,
Earl Beach

Dear Santa Claus: I have been a good boy and think I deserve a saddle and bridle for my pony. A riding bridle and a story book and a little candy. Now dear Santa Claus if you have many extra bicycles-just bring one of them too. Come early and you will find your supper ready for you.
With best wishes from
Chet Williams

Dear old Santa Claus:
please bring me a wagon and some candy, oranges and some bananas and also some nuts. Now Santa be sure and come the night of the 24th.
Yours as ever,
Russell Cocanougher

Dear old Santa:
I ont some candy, some chin-gum, some apples, oranges, a little Doll and a little Babby Buggy, some dishes, I ont a teaset I ont a fiddle and bow and a little El-bow aggin, an auto and a little hoss and a pencil an some poss cards and a fench harp. Is a lit-tle girl three years old and is going to cule wen I get big noughe. I'll be a good little girl.
Ethel Fay Womble

Santa Claus: I will write you a letter. I want a doll buggy and a doll. Will your bring me a stove and some nuts and some candy? I am seven, in the first grade. I want some orange. I want a trunk. I want a little house and some lemons and some shoes. I must stop now.
Jessie Chloe Womble

Dear Santa Claus:
I want a wagon, a team, engine and orange. I want some lemons I want a plow, I want a guitar, a rubber ball, a little gun and caps for it, some nuts, a pencil too and a pair of mittens. I will be a smart boy and help mama and papa if you will please send me all those things or as many of them as you can spare me.
Your little friend,
Clarence Baker Womble

Dear Santa Claus:
I want a doll and a table and a tea set and chairs and ateddy bear and some candy and some nuts and oranges and a pair of gloves and some lemons and a harp and some apples. Be sure to



ADORATION OF THE SHEPHERDS... This striking sculptural work was done by Andrea del Verrocchio (1435-1488) of Florence, Italy, and is in the National Gallery of Art in Washington, D. C.

send me some post cards.
Your friend,
Doyle Womble
P.S. I want a ring and bracelet.

Dear Santa Claus:
Pleas bring me a horn at I can make music on I want a fire wagon. I want a pig with a man

on it.
George Vivian Stambough
I will take anything you bring me and a set of tools.

Blessings at Christmas



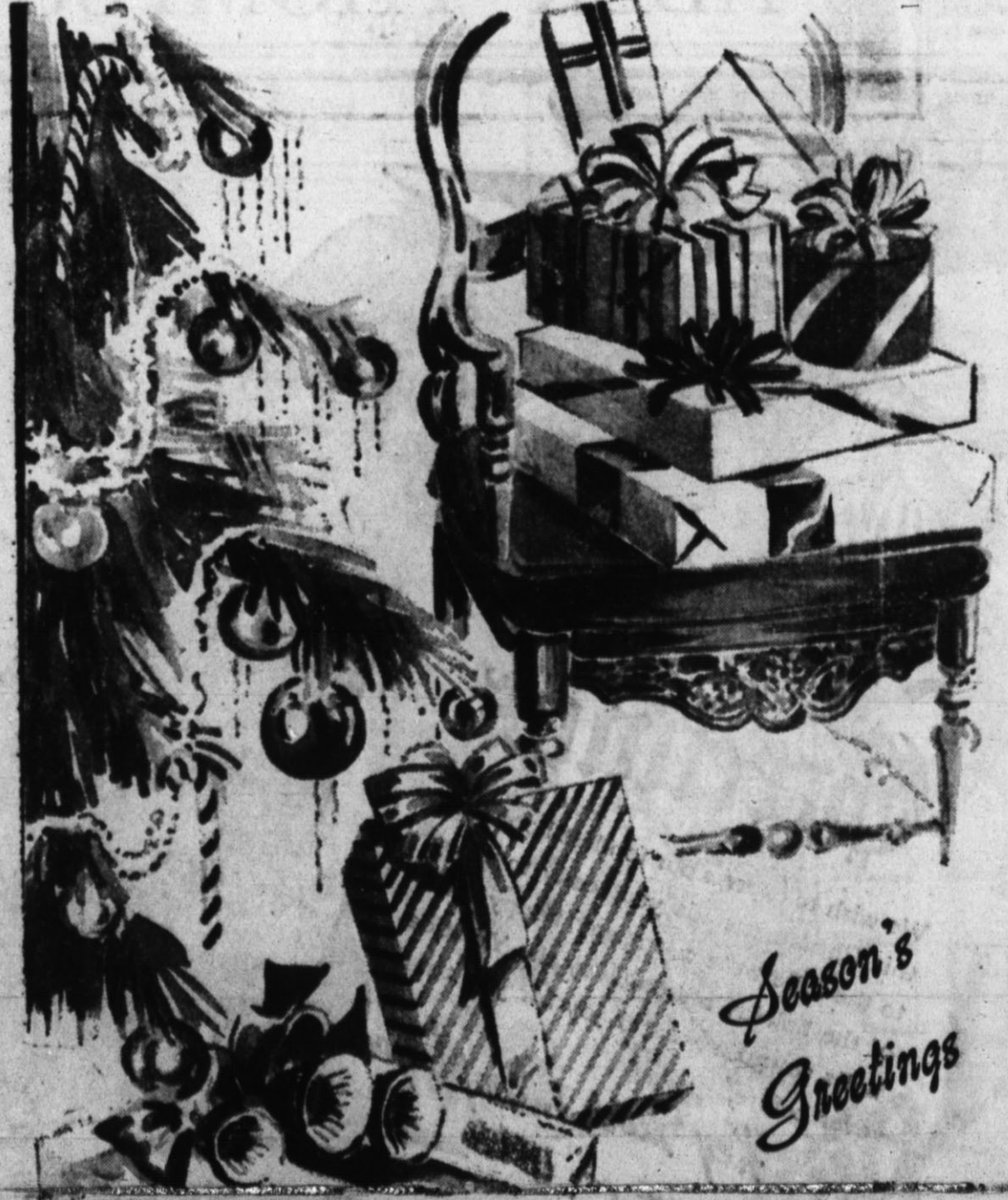
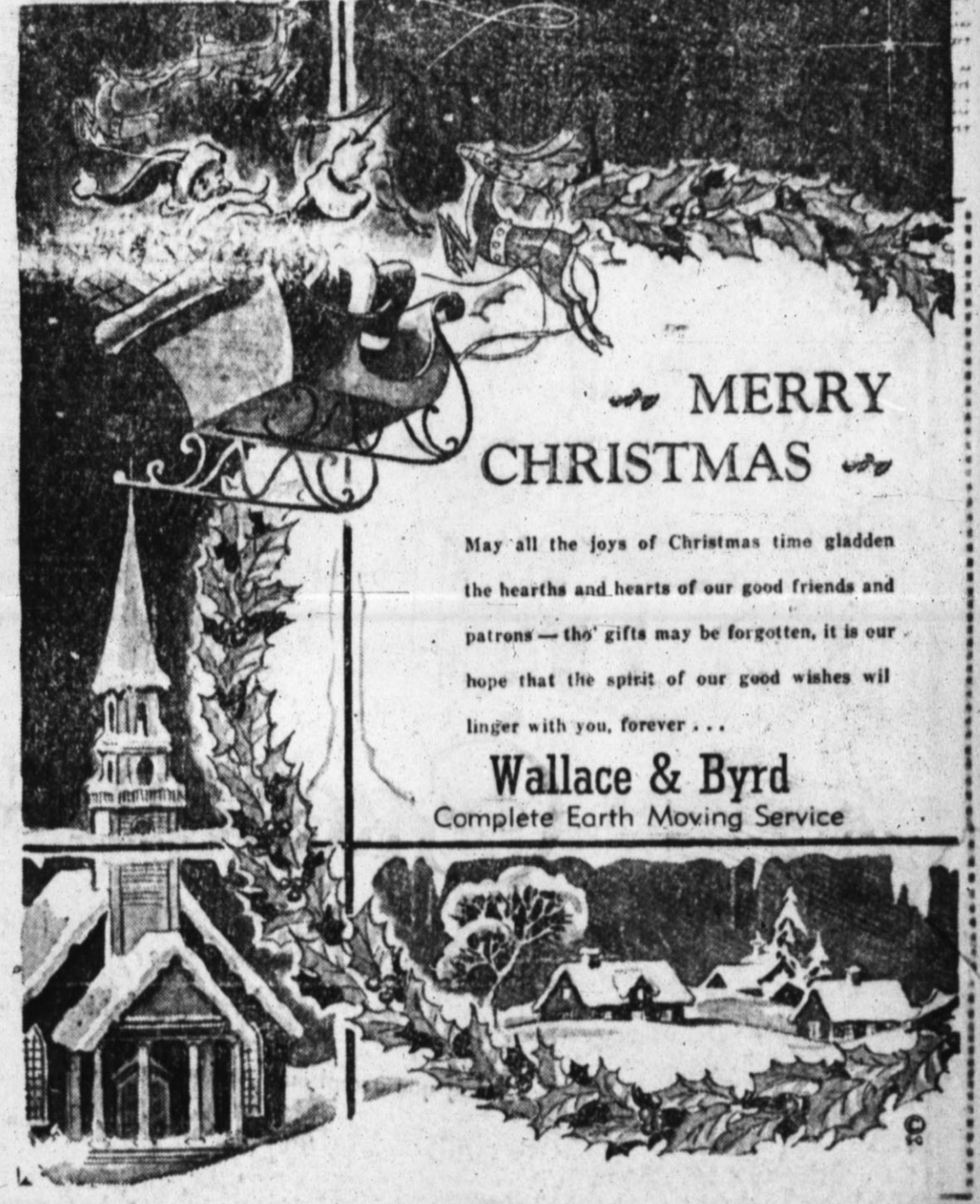
CLOSED CHRISTMAS DAY

RED'S TASTY DRIVE-IN

MERRY CHRISTMAS

May all the joys of Christmas time gladden the hearths and hearts of our good friends and patrons — tho' gifts may be forgotten, it is our hope that the spirit of our good wishes will linger with you, forever...

Wallace & Byrd
Complete Earth Moving Service



Season's Greetings

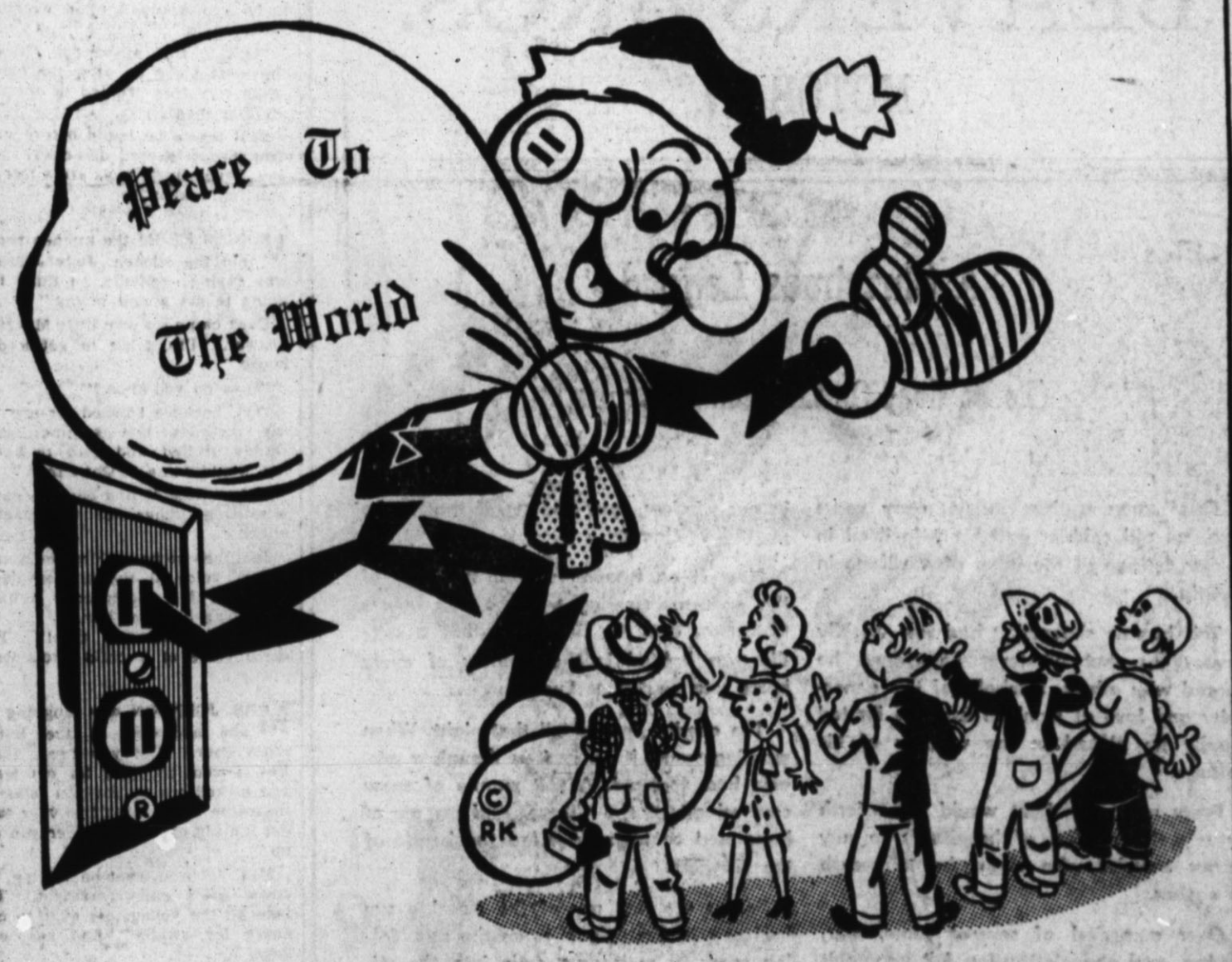
May the Peace of Christmas surround you;
The Joyousness of Christmas inspire you;
The Spirit of Christmas abide with you always.

CARL McCASLIN LUMBER COMPANY

Carl McCaslin
Wayne Phillips
Elmore Nunn
J. B. Blankenship

Merle Turner
Glenn Anderson
Bill Youngblood
J. C. Blankenship
Orville Landers

Ben Childers
Harvey Nunn
Bill Bradley
Luke White



Reddy Wishes Everyone

A Very Merry Christmas!

SOUTHWESTERN
PUBLIC SERVICE
COMPANY



GREETINGS

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

BEAVERS BROS.
MOTOR CO.

A Christmas Legend

(To Be Read On Christmas Morning)

"Once upon a time, many, many years ago, an old cobbler and his wife lived in a tiny cottage at the edge of a village in Austria.

This humble shoemaker had few worldly possessions, but whatever he owned he shared with others. Symbolic of this generosity and love of mankind was the lighted candle he placed in the window of his cottage.

Every night this light would shine forth as a welcome sign of hospitality to any weary traveler who might be in search of shelter.

Over a period of several years, war, famine, and near-destruction fell upon this little village—but never once did the little candle fail to send its beams as a message of hope and cheer to all.

Hardships and losses came to the village as a result of the war. Loved sons were killed in battle; crops failed; and animals starved for want of grain. And yet, through all this trouble, the little cobbler and his wife suffered far less than the other villagers. It seemed that there was a magical charm guarding these two.

Discouraged and weary, the village peasants gathered together one evening to discuss the cobbler's fortune.

"Surely there is something special about him; he is always spared from our misfortunes. What does he do that we do not do?" "Perhaps it is his little candle," said one of the villagers. "Let us put a candle

in our window, too, and see if that is the mysterious charm."

Now it so happened that the day of the peasants' meeting was the day before Christmas, and the first night that a candle was lighted in the window of every home was Christmas Eve.

The candles burned all that night. When morning came, it seemed as though a miracle had occurred. A soft mantle of snow covered all of the village, and an air of hope and contentment filled the hearts of the villagers.

Before the first ray of the morning sun had cast its first gleam upon the new fallen snow, a messenger rode into the village to bring the great news—peace had come!

Tiny silver church bells chimed as the people knelt in prayer on this most wonderful morning. Never before had there been such a feeling of Christmas glory and joy as there was on this day.

The peasants were awed: "It was the candles," they whispered. "They have guided the Christ Child to our very doorsteps, and have brought an answer to all of our prayers. We must never again fail to light our candles on His birthday."

And now, many, many years later, this beautiful custom has spread all over the world—until today, millions of candles flicker all over the world sending forth a message of love, hope, and cheer that will never grow old.

Compliments of the

GOOD HOUSEKEEPING SHOP

With best wishes for a Merry Christmas for each member
of your family.

A Real Christmas After All

By Dorothy Boys Kilian

"THIS HOUSEHOLD is in for a year Christmas, all right," Bill Robinson said bitterly to his wife who had just come into the living room, dressed for marketing. Seated in an easy chair, he looked disgustedly down at his still-bandaged leg stretched out straight on an ottoman.

Margaret leaned over and brushed her cheek against his. "It's enough for us to see you getting well again, honey. When I first saw you after that auto accident, I was plumb scared for your life."

Bill squeezed her hand. "You're a brick, dear. But we can't expect our three- and five-year-old offspring to understand that doctor and hospital bills have completely strangled us. Why we can't even afford a tree, let alone presents."

Margaret was quite for a second. Then she stood up and, turning toward the door, said, "Speaking of the children, Bill, they're out in the kitchen with their water colors."



"What a swell bunch of fellows," he managed to say.

and the two little Johnson girls are with them. Mrs. Johnson had some last minute shopping to do, and I knew you wouldn't mind watching them again."

"O.K.," Bill answered. "That's the least I can do after the neighborly way they treated us through all this mess."

"I'll try to be home before your Cub Scout group descends upon you. Seven lively boys are a terrific handful, I know."

VOICES FROM the kitchen broke into the silence. Judy Johnson was saying excitedly, "I think I'm going to get a doll buggy."

Back came his own little Margie's answer, "I'm going to get a doll house."

"How do you know?"

"Oh, because I asked for one for my birthday last summer, and Daddy smiled and said probably one would come at Christmas."

Bill winced. It had been so easy, promising things for six months ahead.

Just then he heard Mrs. Johnson's heavy voice at the kitchen door. "Where's Mr. Robinson? I have something here for him."

"Oh, a Christmas tree!" The shrill voice of a child exclaimed.

MRS. JOHNSON was laughing as she appeared at the living room door. "Did you hear, Bill? Yes, I went shopping for our tree, and picked one up for you folks at the same time. It isn't so very tall, but it's big enough to cheer you all up."

Mrs. Johnson went on talking, to cover Bill's embarrassment. "I'll take all the youngsters over to my house for awhile." And she was gone.

"Some neighbor!" Bill glowered. "Still," his face clouded over, "that tree may only point up the lack of much under it."

A loud commotion at the front door drew his attention. "Come on, the door's not locked," he called, recognizing the voices of his Cub Scouts.

A whirlwind of nine-year-olds swept into the room, their eyes sparkling with happy mischief.

"Oh, Mr. Robinson," the smallest one shrieked. "We've just finished all the—"

"We've been working after school every day at my house, making toys for your children," a second Cub burst in. "You should see—a doll house for Margie, and a doll bed and a kitchen cupboard!"

"And for little Bill, guess what?" The smallest boy couldn't keep quiet. "A wooden sled, and a garage for his little cars and some big blocks, all sanded and waxed and everything!"

Bill tossed his head to get rid of the drops of mist in the corners of his eyes. "What a swell bunch of fellows," he managed to say. "But why—"

"Why not?" the biggest Cub said happily. "You're the one who taught us how to use tools in the first place, aren't you? And besides, we just like the Robinsons!" He stopped suddenly, embarrassed.

"Well, fellows," Bill said, after a deep breath, "I certainly didn't think so a while ago, but this is going to be one of the happiest Christmases of my life!"

Letters To Santa Claus

Dear Santa:
I am a little boy nearly five years old. I have been pretty good this year. I would like for you to bring me a tractor to ride if you have an extra one. I would also like to have a carpenter set. Don't forget all the other little boys and girls.
Love,
Jacob Glenn King

Dear Santa:
I am a little girl three and a half years old. I have tried to be a nice little girl. Please bring me a doll buggy, a teddy bear, and a set of dishes.
Please remember all my little girl friends.
Love,
Denise King

Dear Santa:
I would like to have a dog. I am seven years old and in the second grade at Shirley school. I have been good.
Love,
John Baird

Dear Santa:
I would like to have a electric train, and a pair of kis. I am seven years old and in the second grade at Shirley school. I have tried to be good.
Love,
Frank Vogel
P.S. Come to grandmother's house at Eufalia, Okla.

Dear Santa:
I want a train. And a truck. And a gun. And a football suit. And a farm.
John Wayne Willoughby

Dear Santa:
I've been pretty good this year so would you bring me two guns in a holster, house shoes, and an airplane? I want you to visit all boys and girls everywhere. Bring my sister and Mother and Daddy something and Don't forget Aunt Ethel and Uncle Ethredge and My teacher, Mrs. Cagle. Thanks you for all the things you brought last year.
I love you,
Garry Keith Smith

Dear Santa Claus:
I want a doll and dress and shoes and that is all I want.
Diane Elliott

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

ALEX THOMPSON

Season's Greetings

We wish to express our fondest hope that this Christmas finds you ready to enjoy to the fullest the warm, gay, happy spirit of the holiday season. May the Yuletide bells sound a greater joy for you than ever before.

Key Furr & Employees

FURR FOOD STORES INC.

Letters To Santa Claus

Dear Santa,
For Christmas this year I'd like an expansion bracelet and locket, a record player and records. Also some dishes and silverware. As you know all little girls like dolls, so I will ask for one, too. Please bring all the other little boys and girls lots of toys so their Christmas will be as happy as mine.
Love,
Darlene Pickrell

Dear Santa,
I want a train and a toy tv set and some home. I want the other girls and boys to have a happy Christmas to.
Love
Freddie

Dear Santa,
I am a little girl four year old, my little sister is 11 months old. Would you please bring us a red wagon, doll and purse. We have been pretty good this year. Also bring us fruit, candy, and nuts.
Ramona June and
Reba Jean Hall

Dear Santa:
I would like to have a baseball glove, suit, doctor set, bicycle, tool kit, football, and football suit.
Your friend,
Julian Gandy

Dear Santa:
I would like to have a doll and some clothes. I would also like to have a camera and some card games.
Your friend,
Marlene Whitfield



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

'Silent Night' Is Most Beloved Carol

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

Plum Pudding Came Far Since Ancient Origin

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

Hark! The Herald Angels Sing!



Smaller Towns Began Lighting Outdoor Trees

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



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

Letters To Santa Claus

Dear Santa:
I want a baseball, a bat, and a new glove. I also want a bicycle, a tool box, a pair of boots, jeans, and a suit. My little brother wants a bicycle and guns.
Your friend,
Neill Sumner

Dear Santa:
I have been a pretty good girl this year. I would like to have a tube and a tire for my bicycle. I want a Toni doll, a pair of girls' blue jeans, and a shirt too. I want you to be sure to give the poor children some, too.
Your friend,
Doris Willoughby

Dear Santa:
I would like for you to bring me a football and a football suit. My little sister would like a doll and a doll house.
Your friend,
Charles Auld

Dear Santa:
I want a cub scout suit, a tool box with tools in it, and a canary with a canary cage.
Your friend
Garland Crist

Dear Santa:
I will not ask for anything but a camera and some films. I would like a raincoat, too, Santa. My little brother would like an electric train and a gun. Merry Christmas, Santa, and please do not forget the poor children.
Your friend,
Jenny Lynn McCathern

Dear Santa Claus:
I want a doll and a typewriter.
Love,
Linda Louise Stephan

Dear Santa Claus:
I want a truck that carries logs, and a road construction train.
Love,
John Bob

Dear Santa:
I would like to have a watch, sweetheart bracelet, and shoe skates. My little cousin in Panama is in the first grade and she wants a bicycle skates, and a sweetheart bracelet.
Your friend,
Donna Jones



OUR SINCERE

Good Wishes

MERRY CHRISTMAS AND A HAPPY 1952

WESTERN AUTO

CORNER MAIN ST. AND THIRD

MARVIN KEARNS

JOHNNIE POOL



Our friendliness and our holiday spirit can be expressed in no better way than to say that we wish for all of you a good old-fashioned



Mrs. Dorothy Ross



Greetings TO YOU

CHRISTMAS

H & W Implement Company

Henry (Pic) Thomas

H. N. (Shorty) Hollis

Wilburn Vaughn

O. H. Herring

S. Ramey

Dean Herring

Merry Christmas



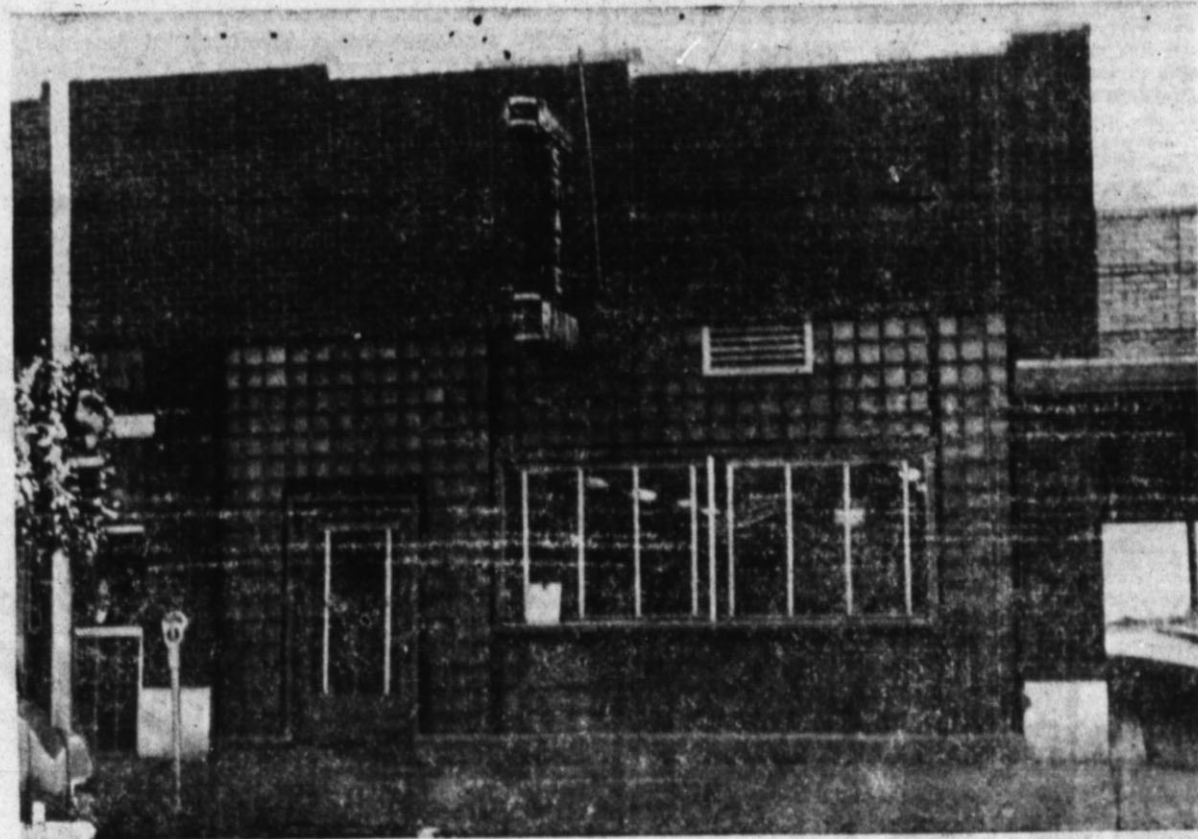
•We hope that peace will

dwell in all the homes of our town.

DUB'S MAN'S SHOP

Dub Reeves and Employees

SEASON'S GREETINGS



**DIRECTORS, OFFICERS & EMPLOYEES
OF THE**

HEREFORD STATE BANK

Member Federal Deposit Insurance Corporation

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 them in the inn.--St. Luke 2:6, 7.

Once again the Nativity--the story of stories--unfolds in all its glory for the Christian world to behold in humility. The eternal joy of the birth of the Christ Child is as much ours today as it was nearly 2000 years ago when the three wise men followed the Star in the East to Bethlehem--the birthplace of the King of Kings.

Leading the way in observing the true significance of this joyous season are the churches of Hereford, which have scheduled appropriate services and activities to commemorate the birth of the Prince of Peace.

Oh Holy Night, indeed. This is the night of our dear Saviour's birth.

The Sunday Brand

Hereford, Texas, Sunday, December 23, 1951

Section Five



They presented unto him gifts; gold, and frankincense, and myrrh.

MATT. 2:11

ASSEMBLY OF GOD

On Friday, Dec. 21, a Christmas service was held at the Assembly of God church. The junior department of the Sunday school was in charge of the program. There was a gift exchange by members of the Sunday school classes and appropriate Christmas music was sung by the group.

The Sunday services will have a Christmas theme starting with the radio program at 8:45 Sunday morning. Both morning and evening services will be based on Christmas. At the morning service a new baptistry picture will be unveiled as part of the service.

AVENUE BAPTIST

There was a Christmas tree at the Avenue Baptist church on Friday, Dec. 21, at 7:30 p.m. There was a program of Christmas readings and songs presented before the gift exchange.

CHURCH OF THE NAZARENE

On Friday night, Dec. 21, the Church of the Nazarene had a Christmas tree and special Christmas program. The program featured Christmas readings, Christmas carols and special music.

The Sunday morning service will feature Christmas songs and a special Christmas message.

FIRST BAPTIST

A White Christmas offering for foreign missions will be a special feature of the morning service at the First Baptist church on Sunday, Dec. 23.

On Sunday night the youth, junior and adult choirs will present a musical program of traditional Christmas music.

On Christmas Eve night there will be a Christmas tree at the church. The various classes and departments of the Sunday school will exchange gifts at this tree.

FIRST CHRISTIAN

On Friday, Dec. 21 the annual Christmas tree and program was held at the First Christian church. Christmas readings, carols and special music made up the program.

Sunday morning, Dec. 16, members of the CYF presented a short program on Christmas in other lands.

Christmas parties were held during Christmas week by all the departments of the Sunday school.

On December 19, the all church family program was held at the church.

On Sunday, Dec. 23, a special offering will be taken for the Juliet Fowler homes.

On Sunday night the Christmas message will be "The Blessings of Christmas."

FIRST METHODIST

The various departments of the Sunday school at the First Methodist church held Christmas parties during Christmas week. Instead of exchanging gifts the groups brought gifts for underprivileged children.

Special Christmas messages and music will be the feature of both the morning and evening service on December 23 at the First Methodist church.

FIRST PRESBYTERIAN

On Sunday evening, Dec. 16, the choir of the First Presbyterian church held its annual Christmas music program.

The processional for the program was "O Come All Ye Faithful" and the recessional was "Joy To The World."

Anthems sung by the entire choir were: "Let Now Your Hearts Awake With Joy" and "While By My Sheep."

The Women's Ensemble sang "Silent Night" and solos were "O Little Town of Bethlehem" and "The Christmas Story" by Mrs. M. L. Simpson Jr.; "Jesus, Jesus Rest Your Head" by Bill Wolfe; "As On The Night" by Louise Simpson; and "Sleep Holy Babe" and "Sweet Little Jesus Boy" by Mrs. R. A. Wingert.

Christmas music and a Christmas sermon will be the feature of the Sunday morning service.

The annual Christmas candle lighting service will be held at the First Presbyterian church on Sunday night, Dec. 23.

IMMANUEL LUTHERAN

The annual children's song service will be held at 7 o'clock on Sunday night, Dec. 23, at the Immanuel Lutheran church.

There will be a Christmas Day service at the Immanuel Lutheran church at 11:30 a.m. December 25.

SEVENTH DAY ADVENTIST

The young people of the Seventh Day Adventist church were Christmas caroling during Christmas week.

Mrs. C. B. Grimes presented a program on December 22 entitled "Christmas In The Modern World."

ST. ANTHONY'S CATHOLIC

Sunday night, December 24 there will be Christmas caroling followed by midnight mass at 12 o'clock at the new church.

Christmas day masses will be held at the old church from 6:30 to 8 a.m. and from 8 to 9:30 a.m. at the new church.

On Sunday there will be a children's play at the school hall.

ST. THOMAS EPISCOPAL

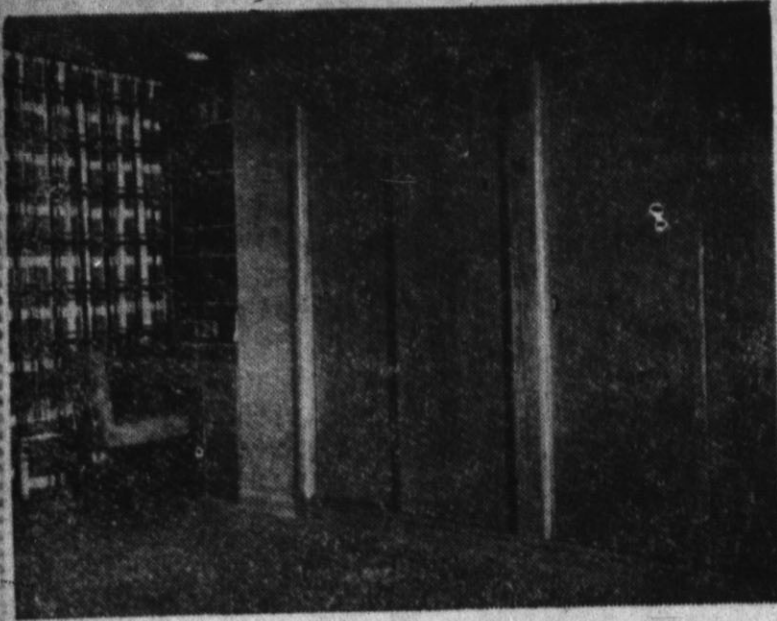
The children of the St. Thomas Episcopal church presented a musical program on Thursday night, Dec. 20 at the church.

On Wednesday night the junior children choir went caroling.

A communion service will be held at the morning service at the St. Thomas Episcopal church at 8 o'clock on December 23.

Christmas in the Churches

Veneers Add Smart Touch



Wardrobe-type sliding closet doors of hardwood plywood and rich face veneers in light color tone lend distinction to this modern interior, blending with the wood veneers of the smart-looking built-in desk and bookcase. Strength, permanence and ease of maintenance are among the advantages which account for the continuously increasing use of hardwood plywood in wall paneling, flush doors and built-in units. Other than a periodic cleaning and waxing, veneer surfaces need only to be dusted to bring out their full beauty and lustre.

Letters To Santa Claus

Dear Santa Claus:
I am a little girl three years old, and I hope you will come to see me this year because I have surely tried to be good. I would be so tickled if you would leave me a talking doll, Santa, and I have a little brother just 8 months old, so if you have something you think he'd like, his stocking will be hanging right by mine.
Now, Santa, I have moved to Hereford since last Christmas, so look for me at 210 Avenue C, and I will have your same cup filled with hot coffee right by the door like I did last year.
Please don't forget the poor little girls and boys, Santa. If you have any Christmas goodies left after you've treated them, of

course, you know a little girl like me would like some. Thank you so much, Santa Claus.
I love you,
Jane Messick
Dear Santa:
Thank you for all the things you gave me last Christmas. Please bring me a toni doll and a middle size bicycle and a surprise and the things in my sock. How are you and Mrs. Santa the reindeers and the elf.
I love you
Kaye Neill
Dear Santa Claus:
I would like to have a football, a basketball, a car, some boxing gloves and a tool set. Be sure and bring something to my Mother and Daddy
A. C. Vaughn

Letters To Santa Claus

Dear Santa:
I am a little boy four years old. I have been a pretty good boy this year.
I would like a car that I can ride in, a twin gun set, a big football, and a baseball set.
My little brother, Mike, is nearly two and has been a good boy. He would like a little gun, and a big rocking horse.
He would also like to have some candy and fruit.
Your Friends,
Jim and Mike Kreig
Dear Santa Claus:
I would like to have a girls baby coo doll and a Indian ring, a Indian bracelet, and a pair of house shoes.
Your Friend
Jani Brumley
Dear Santa Claus:
I want a baby coo doll and buggy.
I have been a good girl I will be at 216 W 4 Street.
Love Cheri Baker
Merry Christmas
Dear Santa Claus:
I would like to have a girl Baby Coo doll and a jewelry box a housecoat a pair of shoes a Indian ring Indian bracelet.
Your little friend
Sondra
Dear Santa:
I am four years old and would like to have you bring me a filling station, a choo choo train, some blocks, a real big basketball, some skates, a helmet, some candy, and nuts. And don't forget the other little boys and girls.
Charles Wells
Dear Santa:
I am a little girl 5 and have a little brother, Robbie, 16 months old and we have been pretty good so please bring Robbie a doll and truck and bring both of us a table and chairs and bring me a doll with hair and a set of

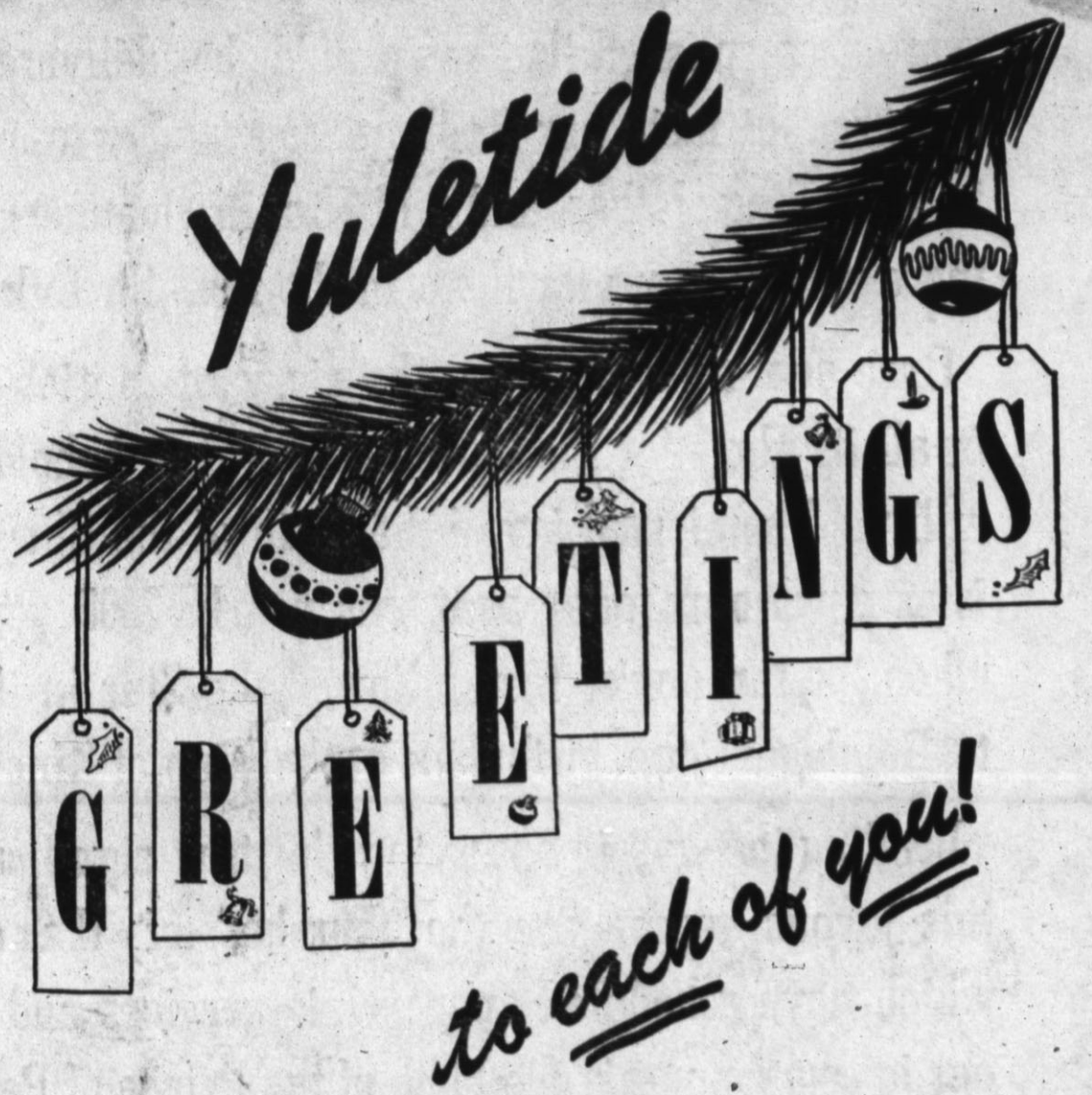
dishes, some candy and fruit.
Please don't forget all the other boys and girls.
A Little friend
Virginia Ruth Clark
I Love You!
Dear Santa:
I want you to bring me a doll. A doll with a pink scarf on her head and a long pink dress and brown hair, and I want a typewriter, and I want you to bring all little children something.
from your little friend,
Linda
Dear Santa:
I want a doll, some house-shoes, some spurs and a horse.
Your Little Girl
Linda Kay Pulliam
Dear Santa Claus:
I am a little girl 9 years old. And in the third grade. I would like for you to bring me a tony doll, with plenty of clothes for it, and a notebook, a accordion, and a cinderella watch, and don't forget the soldier boys far across the sea. Don't forget the rest of the children.
Love,
Marily Joy Jones
Dear Santa:
I am Bobby-Hudson. I live at 409A West Fourth at Hereford, Texas. So when you come to see me, be sure you come to the right house.
I want a bicycle for Christmas and my stocking will be hung with care in the living room so be sure to fill it good.
Love,
Bobby
Dear Santa Claus:
We are three sisters. We would like to have a doll. Lyn wants a big boy doll and doll clothes. Lana June wants a girl doll and some clothes. Lyn and Lana June would like to have some boots if you can bring them.
Don't forget the poor little children. Try to bring them something too.
Thank You
Gale, Lyn, and
Lana June Crow

CHRISTMAS SECRETS

By Hal Marquette
MIDGE AND BILL were standing in front of Landsbury's department store, window wishing. Suddenly, Bill nudged the object he had dropped.
"Tumbler," he said under his breath and glanced toward Midge. She was gazing intently at the toys and did not seem to notice when he stooped to pick up the billfold and slyly put it into his pocket. Otherwise . . .
"Bill, look," Midge was saying as she pointed to a large doll dresser. "Why the interest in toys . . . Now if . . ." He was hunting for words to hide his agitation.
Midge felt a slight warmth come to her cheeks and her heart began to pound. For a second she wondered if she could finish his "now if" and tell him here and now. She wondered if they could be thinking of the same thing.
They continued on their way back to the apartment.
Bill was glad and relieved when Midge suggested coffee. That would

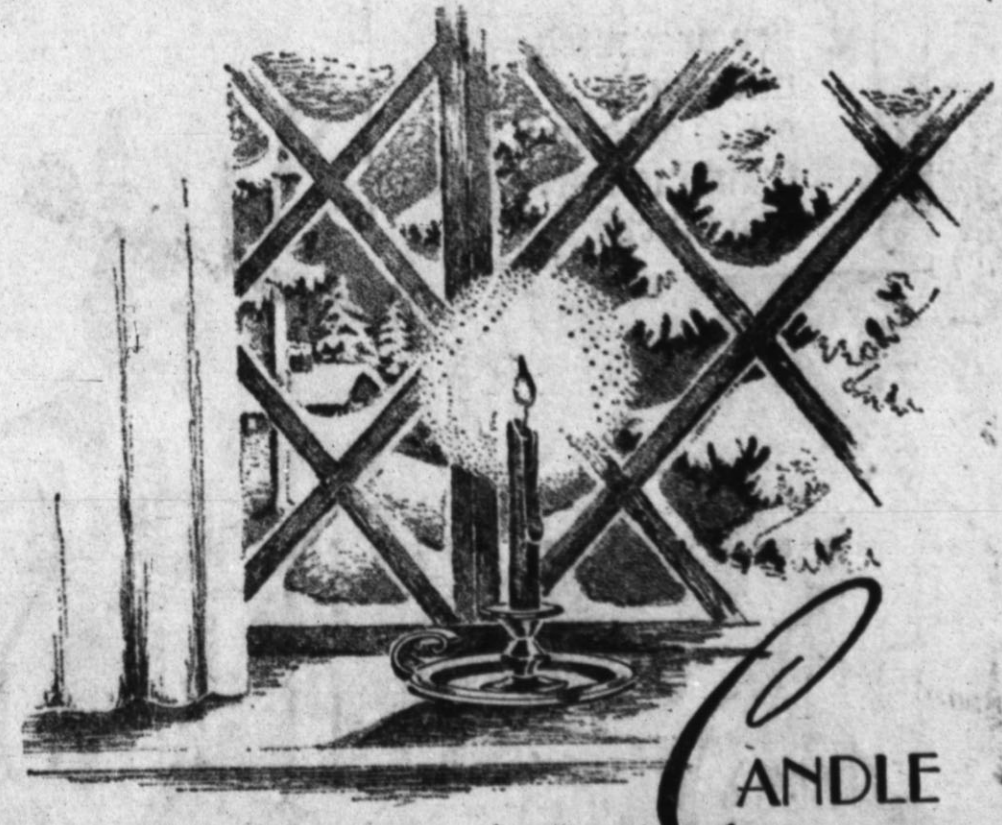


"I didn't find that billfold, Midge," he stammered.
give him time to examine his find in privacy. That's what he'd planned to tell her if she ever questioned him. He'd never kept anything from Midge before, excepting . . . But, he'd been young and had paid society . . .
Bill trembled as he thought of the "fumble" back there on the street. What if . . . He waited until he was sure Midge was busy with the sandwiches before he got the billfold from his overcoat pocket. Finally, after what seemed an eternity, he was examining its contents. Here was more money than he'd ever had in his hands before.
SUDDENLY Bill heard Midge's voice. It seemed to come from far away and then to crash in his ears.
"Bill, why don't you answer me . . . And whatever have you there?"
He tried to get the billfold into his pocket before she came to his side. But again there was a fumble.
"Oh, oh . . . Midge, I . . ." He stopped short and brought the billfold back to view and slowly handed it to her.
"I found it tonight . . . Landsbury's corner . . . Meant to surprise you . . ." he said lamely.
Midge fingered the contents excitedly.
"Bill, you must call the man immediately . . . He must be worried."
"Do you think I'm a fool . . . It's . . . And Christmas only five days away . . . I have so little . . . This could be our happiest Christmas . . ."
Midge stared at him as he spoke. He was talking in a tone she'd never heard from him before.
"How could we ever have a merry Christmas . . . We'd never forget . . . Don't you see . . ."
There was a brief tense silence as Bill looked at the billfold in her outstretched hand.
"Bill, the phone number is on the license . . ."
The lights on the tiny Christmas tree was blurred as Bill put his packages beside it. Lately, everything seemed to blur thru a mist of tears whenever he thought of Midge and Christmas. Why hadn't he told her everything the night that he returned the billfold instead of waiting until now. He looked up to see Midge standing in the doorway.
"Midge dear, sit down . . . I've something I've got to say . . ."
"What, darling . . ."
"I didn't find that billfold, Midge . . . I . . ." he stammered, "I did that once before . . . long before I met you . . ."
Her lips began to quiver and big tears began to tumble down her cheeks but she was smiling.
"Say something, Midge . . . Ask me what I mean . . ."
"There's nothing to ask, darling . . . The doll dresser in the window at Landsbury's had a mirror and . . . And, darling, as of this moment it is the merriest Christmas ever . . . I had hoped and prayed that you'd tell me . . . and you have . . . Now, let's open our Christmas secrets . . ."



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!

Loerwald Bros. Welding



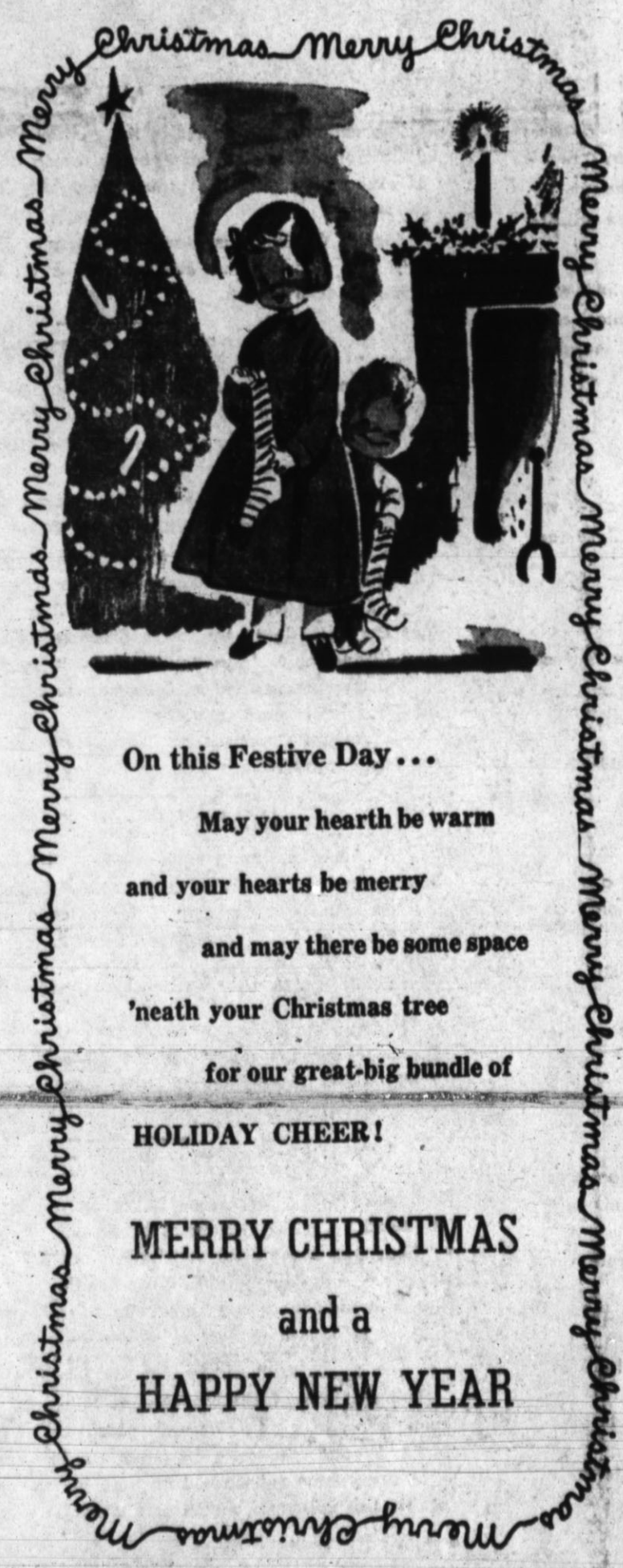
CANDLE LIGHTED WINDOWS

happy smiling faces,
holly wreaths and
Yule logs burning
All these signs of Christmas
mean its time to say

SEASON'S GREETINGS

GULF SERVICE STATION

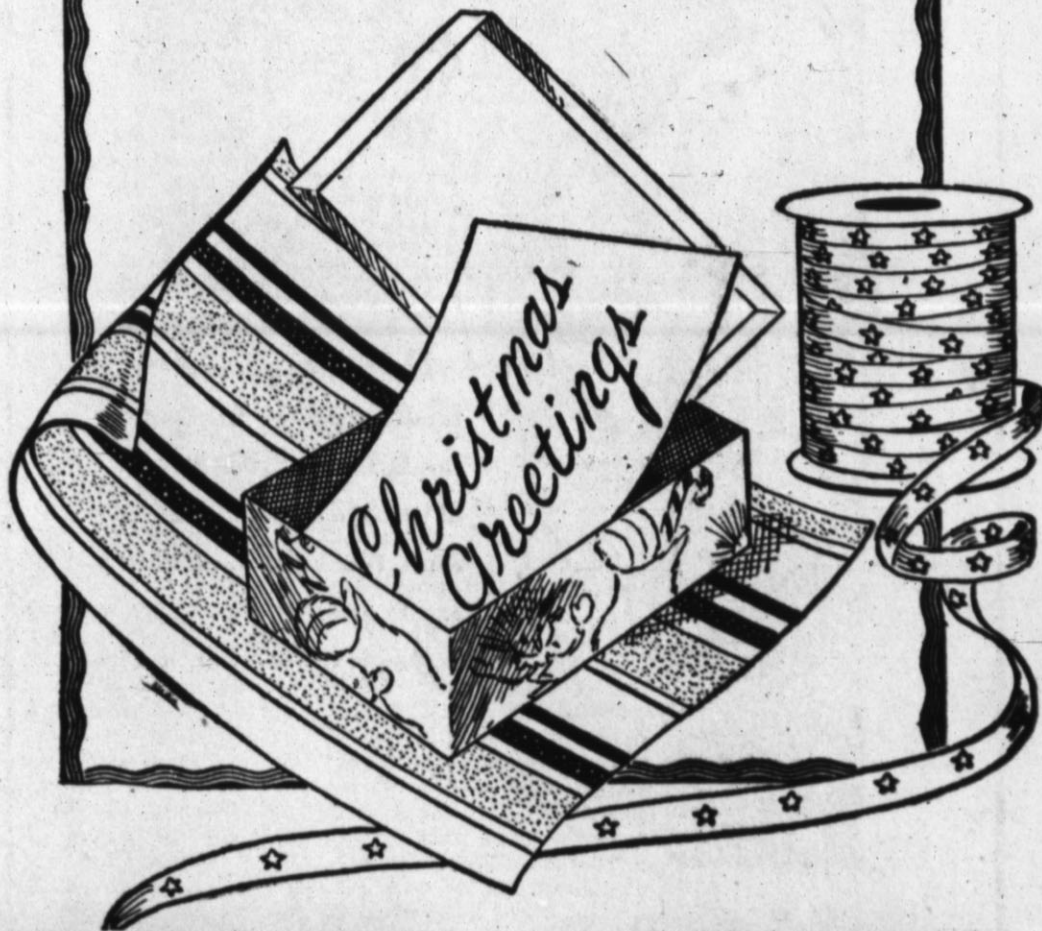
Arthur Thompson



On this Festive Day . . .
May your hearth be warm
and your hearts be merry
and may there be some space
neath your Christmas tree
for our great-big bundle of
HOLIDAY CHEER!
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

Hereford Butane Gas Co. Phillips 66 Wholesale
Charles Anderson Jimmie Allred

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,



HEREFORD LAUNDRY AND DRY CLEANERS



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!

McRIGHT & SMITH

CHRISTMAS CAMELIA

By John Scott Douglas

STENOGRAPHERS hovered around as Marta Manning unwrapped the package that had just reached the law offices. There were startled gasps of admiration when the paper fell away, revealing a potted camelia. Large and pure white, except for crimson-touched petals, its heart was filled with delicate golden stamens.

"Oh, how beautiful!" Tessa gasped. "Who sent it, Martha?" "My boy friend," Marta said, her tone warm with happiness. "I didn't know camelias bloomed in time for Christmas," said Bess. "The Dal Kaugura does," said Marta. "But it's all crimson. This must be a new hybrid that Colby Blake stocked for the Christmas trade."

Could Colby have developed it himself? she wondered. She remembered the day, when he had been showing her around his nursery, that she started to enter a small, new lath house at the back. "Don't



On the point of refusal, she remembered the broken date. "I'd be glad to, Mr. Ladd."

go in there, Marta!" And then he'd been embarrassed as only a big, redheaded outdoor man can be embarrassed by his own rudeness. "Forgive me for speaking so sharply, darling. You'll understand, some day."

In the two years since then, he'd never explained his strange words. It was but one of the things that had marred a more perfect understanding. The many broken dates were another. Engagements he could not keep because a truckload

of plants must suddenly be delivered, or a customer must be seen about the laying out of a new garden.

"For you, Marta," said the switchboard girl. The girl dispersed as she picked up the phone. She heard Colby's voice.

"I feel terribly to beg off on another date, darling. But Roberta sprained his back lifting a tubbed tree, and had to go home. About twenty customers are coming in to pick up Christmas plants this evening, and someone must be here. Let me explain about that camelia—"

SICK WITH disappointment, she said, "Never mind," and hung up. Tears pricked her eyes. Wasn't she ever as important as a customer?

"Garral Ladd wants you to take a letter," said the switchboard girl. Any of the other girls would have gone into a tizzy if he'd suggested a date. Only Marta had had the chance to refuse him, not once but many times. For to her, he wasn't quite real.

Now, with a confident smile, he dictated: "To do the town on Christmas Eve with a lovely young blonde like you would make this my most wonderful Christmas. Will you say, 'Yes?' Devotedly, Garral Ladd."

"To whom shall I address it?" asked Marta.

"To Miss Marta Manning." Her cheeks grew warm. On the point of refusal, she remembered the broken date. "I'd be glad to, Mr. Ladd."

That evening, on her way home to dress, she stopped at a nursery to buy a small tree for her apartment. The tree, she recalled with a pang of disappointment, that Colby had promised to bring when he called. A woman loaded with bundles was leaving the nursery with a plant identical to the one Marta had received that morning.

"Isn't it lovely?" the woman asked, noticing Marta's glance. "It's the new hybrid developed by the Blake nursery." And she told Marta its name.

Marta stood stunned when the woman left. Then, abruptly, she turned back to her car, thinking, "I can call Garral Ladd later."

She found Colby wrapping red paper around a pot holding one of the new Christmas camelias.

"Can you forgive me, Colby?" she asked humbly. "I'll help well on customers so we can be together Christmas Eve. You've made me so proud and happy."

"It was the only name for a flower so beautiful, darling."

She felt a touch of awe as she stared at the camelia he was wrapping. How like Colby to express his love by naming it the Marta Manning!

Finns See Evergreen As Mourning Symbol

Evergreens are never used as decorations in the homes and churches of Finland because the Finns regard them as symbols of mourning.

At Christmas most homes where there are children suspend a "heaven" from the living room or dining room ceiling. Such "heavens" consist of a cord framework covered with straw and different colors of paper ribbon, etc., and decorated with paper stars and silhouettes cut in various designs. The effect, when reflecting the firelight and the candles' glow, is mysterious and fascinating.

Blesses Christmas Spoon

Tyrolean Christmas legend tells the story of the silver spoon and its mystical power to bring prosperity. A bowl of milk is placed on the table Christmas Eve and set beside it is a picture of the Nativity and a lighted candle. Before church services each member of the family chooses a spoon and rests it against the bowl. After church they rush home to see which spoon has moved into the bowl of milk. Mary is supposed to have passed by; the spoon placed in the bowl is the one she has used to feed the infant Jesus. The member of the family whose spoon has been so used is blessed by good luck for the coming year.

Letters To Santa Claus

Dear Santa: I am a boy seven years old. I have tried to be a good boy. I would like a football, a coat, a book that I can read, and some candy, fruit and nuts.
Love,
Ronnie Rainey

Dear Santa: I am a boy nine years old and in the fourth grade. I like to go to school. I'd like for you to bring me for Christmas, a basketball, a goal and a baseball bat and an air-pump and I hope you can bring all the other boys and girls what they want, too.
Bye from
Gary Miner

Dear Santa Claus: I want a pair of guns and a doctor set and a electric train.
Love,
Tommy West

Dear Santa: I am a little girl four and a half years old. I have been a good little girl and would like for you to bring me a doll house and a great big doll. I would like some candy and nuts if you have plenty.
Don't forget all the other little girls an boys.
Your Little Friend
Debbie Beene

Dear Santa: I am 10 years old and have been a good boy. I would like to have a BB gun and a basketball with baskets.
Thank you very much
Gene David Dean

Dear Santa: I am 2 1/2 years old and don't know just what I want for Christmas, but I'll like anything you bring me, I know.
With Love
Jimmy Joe Dean

Dear Santa Claus: Please bring us a cowboy and cowgirl suits, story books, candy.
Thank you
Norma, Don, Phyllis Warrick

Dear Santa: Please bring me a erector set and some candy.
Love,
Billy Luck

Dear Santa: I love you very much and I have been a pretty good boy. Will you bring me a road grader and a BB gun.
Thank You, I am six years old.
Roy Lee Dean

Dear Santa: I have been a good boy. I made 100 on reading test. I think that is good don't you?

I don't want to be selfish because there are so many boys and girls who won't have much Christmas this year.

If you think I have been pretty good you can bring me a tinker toy set and a stereoscope and lots of reels, and anything else you think a boy six years old would like.

I love you,
Jerry Lowe

Dear Santa: My parents want some candy, nuts, oranges and apple.
Yours truly,
Jerry Luck

"Merry Christmas"

We value your friendship and good will ... we wish you a Happy Holiday and fulfillment of your hopes

DR. MILTON C. ADAMS
OPTOMETRIST

WISHING YOU Holiday Cheer

May your Christmas be SUPERlative, with the MOSTest of the BESTest for 1952!

JACOBSON BROS., Inc.

and Employees

Letters To Santa Claus

Dear Santa Claus:
I have been a real good girl this year. Please bring me a cash register, doll buggy, a Toni doll with a permanent kit, suitcase, doll house, station, train. Thank you for the things you brought me last year. Don't forget all the other little boys and girls.

Love
Cheryl Edmonson

Dear Santa:
I am a little girl four years old. I live on Norton street. I would like very much to have the big truck that is in the window of the Good House-

keeping shop.
Don't forget my two cousins. Michal Tidwell lives in Sweetwater and Craig Frank lives in Wickett.

Candy Aikin

Dear Santa Claus:
There are so many things that I would like to have for Christmas. I would like to have a Toni doll with blonde hair, a bicycle, a basketball set, a sweater set, coat with fringe on it, and other things. I have been a good little girl. Don't forget other boys and girls.

Barbara Nell Adams

Dear Santa Claus:
Barbara Ann Pulliam wants a Cinderella watch, she wants a bicycle and a balance wheel for a bicycle, and a nurse set,

and a view master, and a coke machine, and a clay molding set.

Your little girl
Barbara Ann Pulliam

Dear Santa Claus,
I would like to have a watch for Christmas, a pool game, some clothes and a pair of boxing gloves. I've been a good little boy.

Be sure to remember all the girls and boys.

Love,
Jimmy Dale Vaughn

Dear Santa:
I would like to have a microscope set and some candy.

Yours truly,
Jerry Luck

Dear Santa Claus:
I am four years old. This is what I want for Christmas, a ferris wheel, a doll, a set of dishes, oil well, a little car, and a big sack of candy and nuts.

Jannett Isbel

Dear Santa Claus:
I am 10 years old. I am in the fourth grade. This is what I want for Christmas: a doll, zipper notebook, two story books, a big sack of candy and nuts.

Virginia Isbell

P.S. Better be careful when you come to Hereford or the Story dogs will get you.

Dear Santa Claus:
I'm a little boy 4 1/2 years old. I have been a good boy. I would like for you to bring me a pair of chaps, a telephone, cattle truck and a little guitar. Please bring my little sister a doll and doll buggy and a telephone. Don't forget all the other little boys and girls.

Thank you
Jackie Leon Clark

Dear Santa Claus:
I am a little boy three years old. I would like for you to bring me electric train and a filling station and please bring my little cousin Mauria a Tony doll and a buggy for Gloria.

Thank you Santa Claus.
Love
Larry Womble

Dear Santa:
I am a little boy four years old and I have been a pretty good boy. I would like for you to bring me a wagon to go on the back of my tractor a toll box and a big road grader also lots of candy and nuts. Don't forget the other little boys and girls.

Love,
Rodney Wilson



By Nancy Flyler

THE SMALL BOY pressed his face closer to the window. Outside the snow lay a white blanket over the community, and darkness had drawn its curtain upon the day's activities. Johnny had been standing there since dinner. His mother and father sat nearby. "He hardly touched his dinner!" his mother explained. "It's too bad! He was very fond of that dog," his father said seriously.

"I'm so sorry this happened. It's just two weeks until Christmas and there's so much to do. Scouring the neighborhood for the dog at this time will interfere with our other plans," the mother said.

While they were talking, the doorbell rang. The wife went to answer it and found two teen-age boys on the porch.

"Yes?" the wife questioned. The boys seemed to be out of breath from running. "Mrs. Rice, we saw two men take your dog into



"Did Santa Claus send him back to me, Mommy?" was all he asked.

their car. They drove away with him," one of the boys explained. "What? When?" the wife was beside herself.

"About two hours ago. We were taking the groceries to Mrs. Jane; we couldn't turn back to tell you. Besides the car was gone before we knew what had happened. I think we'd know them if we saw them again," the boys finished.

"Don, will you come here?" Mrs. Rice called to her husband. "Now, will you please tell my husband what you have just told me?" she turned to the boys.

They reiterated the same facts to Mr. Porter.

His first statement was, "Don't say anything about this to Johnny."

He questioned the boys further, thought for a time, then asked the boys if they would agree to go around the neighborhood with him to see if he could trace the men.

Agreeing to this, the two boys left with Mr. Porter.

MRS. PORTER was sitting in the living-room when Mr. Porter returned. Her eyes questioned what her lips could not say.

"No luck!" he sunk into a chair. "I didn't really think there would be any use to go out and look for them. There just wasn't anything else to do. Poor kid! With Christmas coming on and everything," Mr. Porter was very solemn.

On Christmas morning Mrs. Porter was up very early. The Christmas tree was trimmed to perfection. The wreaths were hung. The living-room was very picturesque. Johnny's stocking was hung over the mantle; it was brimming to the top. All kinds of toys that would delight the heart of a five-year-old boy were under the tree. His mother took one last look before she called to her husband to awaken Johnny.

A sleepy, tousled-haired boy crept down the steps to behold the wonders of another Christmas day. After-viewing the scene, he gave one leap to the hobby-horse that waited for him. By now he was no longer sleepy, but had ~~mastered~~ ~~opened~~ all his gifts without any help from his parents.

And for a time Johnny seemed so engrossed in the many toys that he never mentioned about his dog. But their hopes were short-lived! For while they were planning for the day, they noticed that Johnny was watching at the window. Mr. and Mrs. Porter looked at each other and knew that they had lost in their endeavor to make Christmas Day a happy time for their boy.

When Mrs. Porter was nearly on the verge of tears, Johnny gave one scream from the window. They ran to it and looking out, saw a small white dog scurrying up the path. Mr. Porter never opened a door more gleefully and the dog dashed into the room, into the arms of his master. Johnny was laughing and crying at the same time. "Did Santa Claus send him back to me, Mommy?" was all he asked.

"Yes, dear," she whispered. "The dog either broke away, or the spirit of Christmas must have worked in those men's hearts," Mrs. Porter smiled to her husband.

because of the pretty snow—So you can save my treats until Christmas.

Hope we have another snow for Christmas and you and your raideer have good luck on your

Christmas trips.
I love you Santa
Wain Miller

Dear Santa:
My name is Sharon Denise Finnin. I am 4 years old. I will be 5 year old in April.

Please bring me a great big doll with hair you can wash. Also bring me; a stove, utensils, washing machine and some pajamas.

Bring the other children what they want for Christmas. I will have some cake for you.

Love you,
Sharon Finnin

Dear Santa Claus:
I am five years old and I would like to have a Bonnie Braid doll and some clothes for her. I want a Nurse Set and a bracelet for me and one to match it for my doll. We will leave a surprise for you under our tree.

I live you Santa,
Conna Ann Oldham

Dear Santa Claus:
I am three years old and I want a Doctors Set, a steam shovel, a gun and holster and some spurs. Be careful on your trip this year.

I love you,
Randy Oldham

Dear Santa
I am a little boy two years old. Please bring me a road grader, tool box and lots of candy and nuts. Don't forget the other little boys and girls.

Mike Wilson

Dear Santa:
This is my first year in school. I go to Shirley. I really love to go to school and love my teacher Mrs. Cagel too.

I think I've been pretty good most of the time this year.

I don't want you to bring me very much for Christmas this year, but I hope you will give all my little friends, cousins, all the little sick girls and boys and the little children who are poor lots of nice things and Christmas cheer.

I just want you to bring me a log truck, Lincoln logs, and a nice airplane and you can bring me some other little things if you want too, oh! yes, I didn't get to meet you down in town Saturday

Silent Night

Our Greetings are as familiar as the lovely carols that fill the air at Christmas... with the same, true notes... we say to you:
Joy to the World!

Dr. R. E. Lingenfelter

The Following Cleaning Establishments Will Be

CLOSED

December 24, 25, 31

and

January 1st

WADE CLEANERS

C & R CLEANERS

CORBETT CLEANERS

ACME CLEANERS

LINDSEY CLEANERS



Our Christmas Wishes

express our appreciation for your patronage and our sincere hope that you have a Merry Christmas and happiness in the New Year.

SHARP & EDWARDS

Motor Company

A Welcome Custom

FOR many years it has been our privilege to extend Season's Greetings to the multitude of friends and customers who have favored us with their patronage in the past.

We welcome this traditional custom — it gives us an opportunity to express our sentiments — to renew our pledge made years ago that our standard of service would be maintained on the highest level possible.

Thank you for everything and —

A Jolly Good Christmas

YOUR COMMISSIONERS COURT

M. T. Rutter,
Precinct 1

J. C. Morrison,
Precinct 2

J. T. Guinn,
Precinct 3

C. G. Richardson,
Precinct 4

Judge Leonard Foster

Christmas Customs Are Built on Festivals of Ancient Times

(The following story on the legend of the Christmas tree and some of the present-day Christmas customs was taken from the December issue of "Southwestern Crop and Stock." —Ed. Note)

By Jewell Casey

Our Christmas customs of today have been taken part from the pagans — Romans, Saxons and Scandinavians. Although we celebrate the birthday of Christ, many of our customs are built upon ancient festivals.

There are many pretty old legends concerning the origin of the Christmas tree, but this one from Sicily is our favorite. On the night the Christ-child was born all creatures — men, beast and fowl — came to worship, and so did the trees. A very small spruce came the greatest distance, and upon arriving it was so tired and weary it could scarcely stand. The larger trees with their majestic trunks, leafy boughs, and fragrant blossoms almost obscured the little spruce. The bright stars felt great pity and a shower of them fell from the heavens and rested upon the spruce. The big bright Christmas star alighted in the topmost branches, while the other stars arranged themselves on the lower limbs. The newborn Babe saw the glittering spruce and blessed it with a smile.

We have attributed the Christmas tree as coming from Germany, but it may be that the entire idea goes back to the sacred ash tree which the Scandinavians believed grew at the roots of the world. However, Martin Luther evidently originated the use of the Christmas tree in Germany.

According to legend, walking home from his church service on a clear Christmas Eve, over a snow-covered ground, underneath a glittering, starlit sky, Luther was awed and thrilled by the marvelous beauty of the snow-covered trees and the stars which seemed to shine and twin-

kle brighter than he had ever seen them. In trying to describe the wondrous beauty to his wife and children, he could not find right words to do justice, so he went out and cut a small spruce. Then with the help of his wife, he fastened candles to the tree's branches to represent the stars outside. When lighted the candles illuminated not only their small house, but sent out a light and started a custom — Christmas Trees — that has come down through the centuries brightening hearts and homes the world over.

According to historians the first Christmas tree in England was placed in the nursery of Princess Victoria, daughter of Queen Victoria and her German prince husband, in the year 1846. The tall tree was lavishly decorated with ornaments and candles, and on the topmost branch was the figure of an angel. The next Christmas there were trees in practically every household throughout England.

First Tree in America

The first Christmas Tree in America is supposed to have been at the home of Frederick Ingard, Wooster, Ohio, in 1847. This German settler was following the custom of his old country by having a tree as part of the Christmas celebrations in America.

The first Christmas trees sold in this country were sold by a young man who is said to have paid one dollar for the privilege of displaying his fir trees brought in from the hills, on the sidewalk of New-York. The business was evidently a success, in view of the fact — that approximately fifteen million dollars are spent annually by the American people for Christmas trees!

The great northern forests in Oregon, Washington, Minnesota, and Canada furnish most of the 20 million cut trees a year for the United States. No one would

even attempt to estimate the great number of trees which are cut in rural and small districts and sold locally.

The greatest number of trees used for Christmas are firs. Spruce, pine, holly, juniper and other evergreen species make up about 30 percent of the total. Until the last few years the actual harvesting of these trees did not begin until September, with men going into the forests in July and August to mark the ones for cutting later. But now, one firm in Minnesota has worked out a formula whereby trees cut in January remain fresh for use the following Christmas.

So now in January a crew of some fifty persons, half of them young women, begin cutting Christmas trees in the swamps of northern Minnesota. Except for three months during summer when the trees are budding, the harvesting of trees is continued until almost Christmas. This firm sells to dealers in every state in the union, as well as to many foreign countries.

After cutting, the trees are stacked according to size, tagged, inspected, tied in bunches, loaded on trucks, sleds, or caterpillar tractors specially designed to enter the mushy swampland, and then the trees are taken to trains or waterways.

Not all of the Christmas trees come from northern forests, however. Many nurseries take this opportunity to thin their stock of evergreens. In several of the eastern states large tracts are devoted to the growing of fir and spruce which are used exclusively for the Christmas tree market.

The increased popularity of living trees, which are later transplanted into the garden, has greatly increased the use of nursery stock for Christmas trees.

There is a legend that one time a little child asked a man to carry him across a stream. Thrusting his staff into the ground the man carried the child to the opposite bank and then it was made known the kind man had been carrying Christ. From that day on his name was changed to St. Christopher, or Christ Bearer and from the staff he had thrust

into the ground there arose a beautiful evergreen tree. It was then selected to be the most popular tree for Christmas, and despite commercial efforts to popularize the silvered or golden painted trees, the ordinary evergreens are most widely used because they symbolize the everlasting life of our Lord.

Ornaments On The Tree

The use of Christmas tree ornaments is an old custom, in fact, trimming the tree with ornaments is one of our oldest Yule customs. The ornaments are symbols of myths and legends that were told and re-told some thirty

centuries before the birth of Christ.

At the period the Aryan race, living in the foothills of the majestic Himalaya mountains, saw in the rays of the rising sun — bent as they passed through the humid air — the image of a gigantic tree. To the tree images these sun poets added more image suggestions from the distant heavens; the sun, the moon, and the stars became the golden fruit that hung on the limbs of this mythical tree. The large white clouds suggested swans and doves flying in and about the tree, while the lightning be-

Letters To Santa Claus

Dear Santa:

I am 2 years old and have tried to be a good boy and would you

bring me a stick horse, a new tricycle, a rocking horse, some house shoes, and some blocks. And some candy and nuts.

Lynn Wells

Dear Santa Clause:

I am a little boy three years old. I have tried to be a good little boy. I want an electric train for Christmas. I also want some candy and nuts. Please remember all the other good boys and girls especially Ginger, Veradelle, and Evelyn.

Lots of love
Richard Brock

Dear Santa:

I am a little girl six years old. I have tried to be good. Would you please bring me a doctor's set and a pair of boots. My little brothers would like to have a pair of boots and some tractors and stick horses. They are three and two years old and their names are Ronald Loyd and Rickie Lee.

Please be good to all little boys and girls and my teacher, Mrs. Kaul, and my mother and daddy.

Love,
Jackie Lynne Nun y
P.S. The boots are at Harman's and they know the siz...



Carloads of Happiness!

Heaps of joy!

Reams of Good Luck!

Infinite Success!

Stacks of Presents!

Tons of Fun!

Mountains of Cheer!

All of the Best!

Season's Greetings, Everyone!

Merry Christmas
&
Happy New Year

GREETINGS

PACKARD MILLING COMPANY

and Employees

O. C. Cummins

Bill Amory

Byrdie Fellers

Joe Garcia

Frank Byrd

David Lynn

Berry Orr

Chester Honey

James Hund

Frank Gyles

F. A. Gyles Jr.

Wilson Gyles

John Albrecht



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.

LEONARD FOSTER

County Judge and Ex-Officio School Supt.

and

MRS. DOYLE ROSE

Assistant School Supt.

Letters To Santa Claus

Dear Santa Claus:
I have tried to be a good little girl this year. I would like to have a record player with lots of records to go with it. Also I would like to have a

doll with some clothes to go with her. I want some clothes for my Toni doll and many other things. Don't forget and give the other girls and boys presents too.
Judith Kay McGee

Dear Santa Claus:
There are so many things I would like for Christmas, I

Beauty in Wood Design



Proportioned for a small apartment, but suitable as well for the more spacious home is this modern dining room suite in exquisitely figured hardwood veneers. Featuring natural teakwood combined with myrtle burl, this furniture designed by Michael Hallward is characterized by its simplicity and clear cut lines. Inlay myrtle burl border of the table top and other design features illustrate unusual grain effects which can be achieved only in matching hardwood face veneers.

would like a bicycle, a cow-boy suit, a sled, many cars and trucks, an electric train, a new cap pistol. Don't forget the other boys and girls. I think I have been a good little boy.
Hoytt Lynn Busby

Dear Santa Claus:
I would like for you to bring me a doll that will talk, a table with two drawers in it, and a basketball. I have tried to be a good little girl.

Butch wants a road grader, a fire truck that he can ride, and two guns and the belt and holster. Stinkey wants a train, a long truck, two guns and the belt and holster. He has tried to be a good little boy. My mother and father would like to have a lot of candy and fruit. And Dear Santa don't forget the other boys and girls.

Love,
Polly Ann Monroe

Dear Santa:
I want a Toni doll, a doll

high chair, a doll bed, a cin-derella wrist watch, and a cow-girl suit. I am 5 years old. Please see that all the girls and boys get some toys. I have been good. Merry Christmas to you.
Kathy Boston

Dear Santa Claus:
I would like a lot of things for Christmas. I know I can't have them all. I would like a football, bow and arrows, and many other things. I have been a good boy. Don't forget all the other boys and girls.
Harold Meacham

Dear Santa Claus:
There are very many things I would like but most of all I would like a bicycle, a View Master and a billfold. We would like a new car. My brother would like a new shovel and a tractor. He would like a train also. I have been a good girl I think.

Love
Sue Minor

Dear Santa Claus,
I have been a good girl. I want a Sweet Sue doll that is 18 inches tall and has on a cocktail dress. I want a telephone set. I also want some games. Do not forget all the other boys and girls. Give them what they want if you can.
Margaret Jo Boomer

Dear Santa:
I would like a watch or a doll for Christmas. I have a little sister she wants a doll that cries tears, I have been a good girl don't forget the other boys and girls.
Love
Kay Lynne Scott

Dear Santa Claus:
I have tried to be a good little girl I would like to have a Miss Jr. Makeup kit. And a cash register. My little brother would like to have a football. Mother would like to have a candy thermometer. And Daddy would like to have a new suit. Be sure to go to the other boys and girls to.

Much Love
Ann Smith

Dear Santa Claus:
I would like a Dieselengine, and a good sight for my 410, I would like very much for you to bring my mother and daddy lots of nice presents.
Steve Lingenfelter

Dear Santa Claus:
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Love
Sue Minor

Dear Santa Claus:
Please send me a blackboard set, a sewing set, and a Dy-Dee

doll with a trunk of clothes. girls all over the world.
Please remember Sandy Winkler and all the other little boys and Diane Wison



Merrie Christmas to All

In the spirit of friendship and good will that is Christmas... we thank our many customers for their continued patronage! To all, our most sincere wishes for holiday joy!

Jones Bros. Service Sta.

J. P. Jones

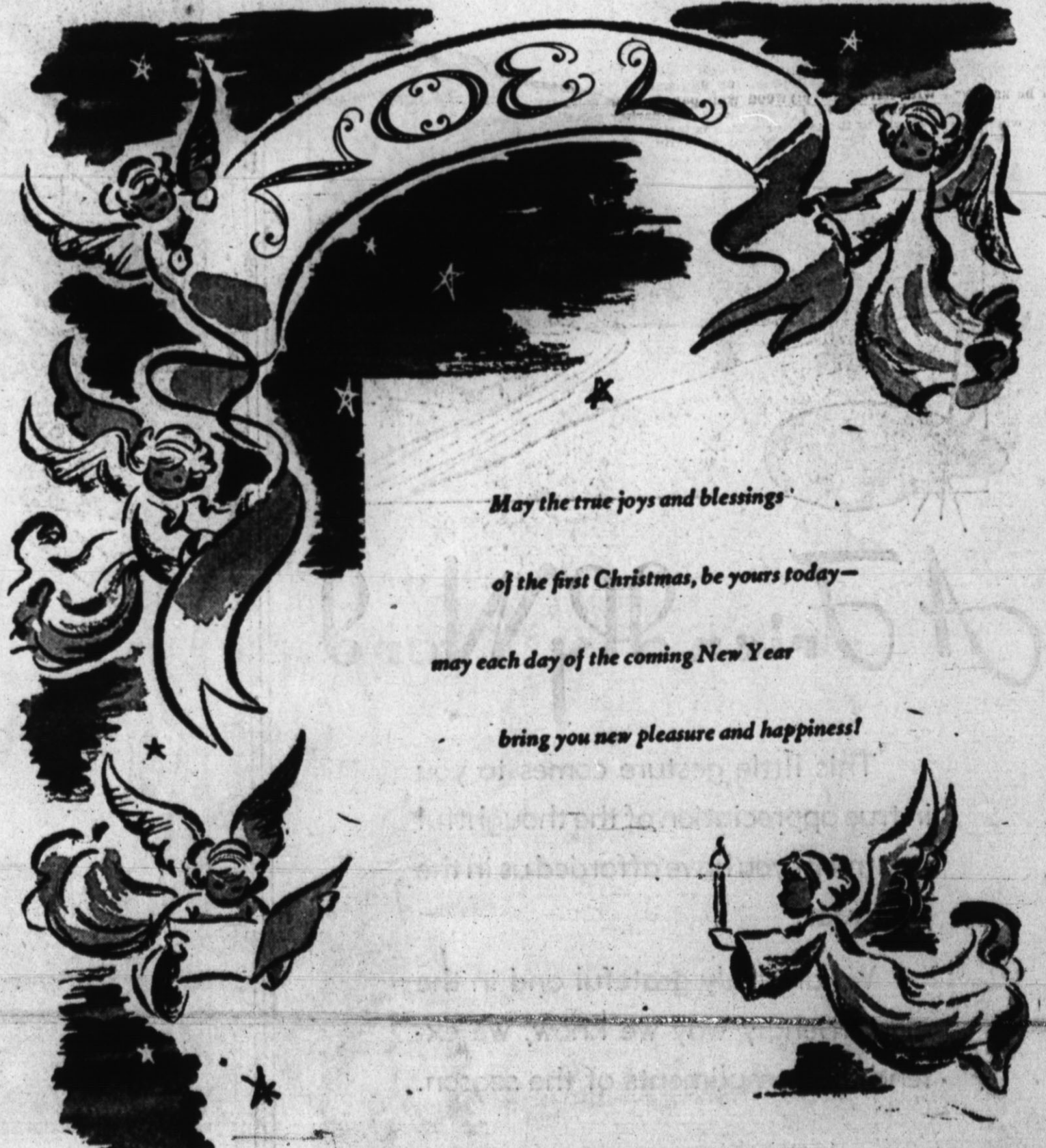
George Jones

Merrie Christmas to All



The Folks at the

MILLER OLIVER COMPANY



May the true joys and blessings of the first Christmas, be yours today— may each day of the coming New Year bring you new pleasure and happiness!

SQUARE DEAL AUTO CO.

Leland McMurray - Howard Gore

Druids First To Use "Magic" of Mistletoe To Banish Plague

The greens which are used for Christmas decorations found their way into early festivities because of certain virtues attributed to them by the ancients, and many of them which adorned pagan seasonal rites were later taken over to grace the ceremonies and celebrations of Christmas Day.

In both England and America, the holly and mistletoe are associated with Christmas as invariably as are the plum pudding and Christmas tree.

It was the Druids who first used the mistletoe. "Heal-all" was their name for it. The plant was supposed to have curative values, and gradually they assigned to it all manner of magic powers.

Their priests, each year around the time when we now celebrate Christmas, would have high platforms built around the sacred oak trees which, in a manner of speaking, were "hosts" to the mistletoe. Robed in ceremonial vestments of white, they ascended these platforms, and with golden sickles especially made for the solemn occasion they cut away the mistletoe.

The Saxons also prized it and it was they who gave to it the name of mistletoe.

Eventually the green came to be regarded as a symbol of

peace. Opposing warriors who met near it would call a truce, and it was customary to hang it over the entrance doors so that they who entered might be assured of friendship.

Christ of Christmas Is A Genuine Story Of Triumph

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

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

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

The note of tragedy, crowded with glory and triumph, is in the story of Christmas. It began in sadness as well as joy, as Mary pondered in her heart the strange sayings, and the prophecy of the sword that should pierce through her own heart.

That prophecy was fulfilled as she followed her Son to Calvary, and stood by the cross

(John 19:25). In that hour on Calvary one could see the climax of that problem of suffering, set forth so poignantly in the portrayal of the Suffering Servant in the 53rd chapter of Isaiah. That suffering could not be in vain, but could be a part of the divine plan of blessing and redemption, was the message of that chapter, confirmed and fulfilled in the suffering and triumph of the Christ.

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

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

Dear Santa Claus:

I have been a good girl this year. I would like for you to bring me a Toni doll with blonde hair. I would also like a set of dishes, a necklace and a matching bracelet and ring, and a sack of candy. Don't forget all the other boys and girls.

Love,
Jean Rogers

Modernized Home Keeps Civil War Era Charm

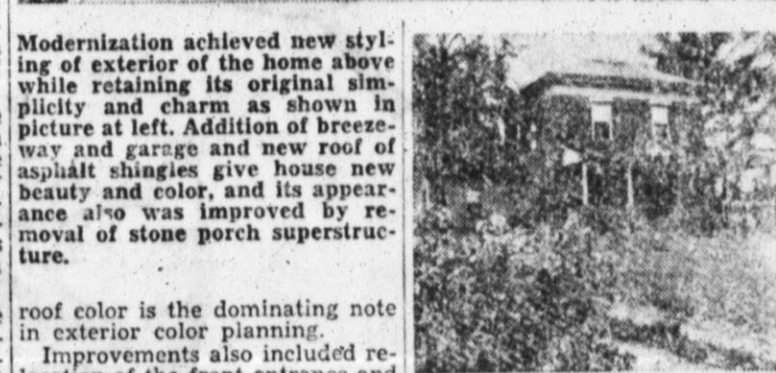
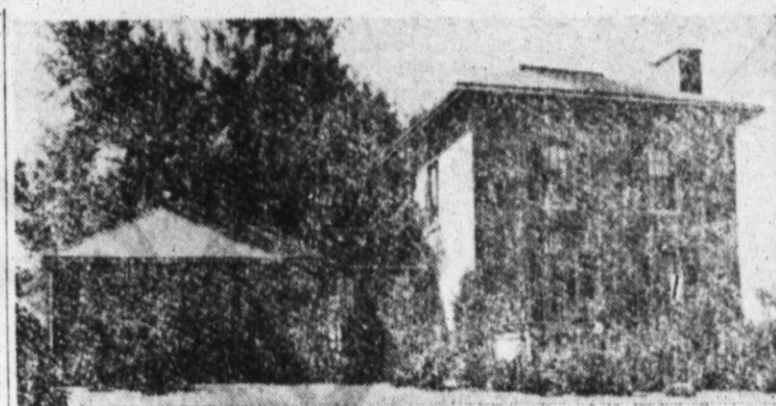
Remodeling brought this 80-year-old home up to date without losing any of its Civil War era charm.

Despite its old style of architecture, small rooms and inconvenient layout, relates Practical Builder magazine, the house was made completely modern inside and out.

An unusual feature of this modernization project was the construction of the garage and breezeway of the same odd-sized sand and clay brick as contained in the original building. An adequate supply of this obsolete brick was obtained by purchasing and dismantling another building erected in the Civil War period. In this way, the addition was made to look like a part of the original structure.

The problem of how to remove the "undesirable" front porch without making the front of the house look bare was solved by taking away the porch superstructure and leaving the stone foundation and railing. This provides a patio for flower planting and a place for relaxation.

At the same time, the house was made weathertight by application of a new roof of fire-resistant asphalt shingles. Asphalt shingles in a subdued color were selected to "reduce the height" of the house to give it a more compact appearance. Bright-colored asphalt shingles are often used to give squat houses an appearance of greater height. The



Modernization achieved new styling of exterior of the home above while retaining its original simplicity and charm as shown in picture at left. Addition of breezeway and garage and new roof of asphalt shingles give house new beauty and color, and its appearance also was improved by removal of stone porch superstructure. Improvements also included relocation of the front entrance and numerous interior alterations. Replacing a closed stairway, new stairs and baluster, finished in mahogany, blend nicely with the new mahogany vertically planked interior of the living room. Tastefully decorated throughout to accentuate its classic simplicity and beauty, the house provides an excellent example of what can be done to combine the best features of "new" and "old" in home modernization.

Dear Santa: I want a Toni doll, a blackboard, and a silverware set and some candy.
Yours truly,
Mary Luck

Lead, Kindly Light...

Thru Christmas joys and a bright New Year!

Plains Insurance Agency
John H. Patton, W. H. Patton,
Mrs. N. E. Moore

Paneling Gives Smart Touch



This attractive living room in the home of Don Gasner, Milwaukee home builder, demonstrates possibilities for unusual effects which can be achieved with hardwood plywood wall paneling. In contrast to the white Roman brick of the fireplace wall, the darker paneling lends warmth and charm to the interior which is tastefully decorated in Chinese-modern motif. Easy to apply and maintain, plywood paneling derives its strength and permanence from crossbanding of the plies which makes it resistant to warping, cracking or splitting.

Merry Christmas

We add to the wealth of greetings which surely come your way, our sincerest wishes that good fortune bless you all at Christmas

COMMUNITY ICE COMPANY

That this Christmas bring you the most precious gifts of happiness and peace of spirit... is our sincere wish, to one and all!

HEREFORD IMPLEMENT CO.

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ROBERT BETTIS
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JOE L. HAMILTON
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WAYNE EVANS

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W. C. ROSE
RAYMOND L. SARGENT
KENT SNARE

EARL STAGNER
DENNIS J. TILSON
FRANK WATSON
DORIS WILHELM
ERVIN M. WILSON

RAYLAN EVANS

Letters To Santa Claus

Dear Santa Claus:
I want a doll, black board, and whatever toys you can find for me. Shirley wants house shoes, a ball bat, and modeling set.
Judy Schulte

Dear Santa,
Please bring me a train, I'd also like an oil well. Mama says she would like one too.
Helen wants a doll with hair.
Tootsie wants a doll too and some peanuts.
Please bring Kenneth something nice. He's too little to tell me what he wants.
Dennis Hoffman

Dear Santa:
I'm a little boy three years old. I've tried to be good this year but you know little boys are mischievous at times.

Santa, I would like a big, red wagon, a skooter, big basketball like James, a tool-chest and some pretty house-shoes. Also some candy, nuts and fruit.

Please don't forget my little brother, Johnny Eugene, who is three weeks old. Don't forget my loved ones and all the other little boys and girls.

I love you,
Billy Joe Wall

Dear Santa Claus:
I am a little girl three and a half years old and my Mommie says I have been a very good girl. I would like to have a doctor set, an iron and ironing board, and a little dolly with a cradle.

I want to wish you a Merry Christmas and please, dear Santa don't forget all the other boys and girls.

Love you Santa,
Joellen Hamilton

Dear Santa Claus:
I have been waiting a long time for your visit and mother said it is time for me to write you a letter. I want to thank you for my gifts you brought last year, I have had lot's of fun

playing with them. Please bring me a big doll buggy, doll, nurse's uniform, nurse set, dishes and silverware. Please remember Sandra, my big sister.
Your friend
Carolyn Sue Caraway

Dear Santa:
I can hardly wait until Christmas morning to see what will be under the tree for me. I've tried very hard to be a good little girl. Please bring me a doll that says Mama and Papa, a doll buggy, and some new records. Please remember my little brother Danny and bring him some blocks and an animal train.

Love,
Nancy Boyer
P.S. You will find our stockings hanging on the tree, please fill them with candy, fruit, and nuts. There will be cookies and cokes sitting near the tree for you.

Dear Santa:
I am 9 years old. My first name is Sandra. I have a brother named Gary Don. He is 4 years old.

I would like to have a Terris Lee doll, a trunk and a few clothes for her. My little brother wants a doll, a train and a basketball. We would also like some nuts and candy.

Sandra Ann &
Gary Don Roberson

Dear Santa Claus:
There are so many things that I would like to have for Christmas. I would like a doll that I can set upon my dresser. I want a basket ball and some clothes for me and my doll. Be sure to remember all the other girls and boys.

Love,
Marilyn Kay Newell

Dear Santa Claus:
There are many things I would like to have for Christmas. I would especially like to have a watch and a Toni doll. I think I have been a good little girl. Don't forget other boys and girls.

Love,
Betty Bridges

Season's Greetings



We the employees of the STAR-TEXAS and TOWER DRIVE-IN THEATRES wish everyone a Merry Christmas and Happy New Year
It's our suggestion that during the rush of the holidays that you relax often at a movie.

Anniversaries from Sunday, Dec. 23-Wednesday, Dec. 26'

- | | |
|----------------------------------|------------------------------|
| Mr. & Mrs. Ray Howell | Mr. & Mrs. C. O. Brown |
| Mr. & Mrs. Nelson McRight | Mr. & Mrs. Elijah Ramey |
| Mr. & Mrs. S. L. Walser | Mr. & Mrs. Robert M. Mason |
| Mr. & Mrs. Charley Shipley | Mr. & Mrs. C. T. Martin |
| Mr. & Mrs. C. L. Morris | Mr. & Mrs. E. J. Kirksey |
| Mr. & Mrs. Luther Pevley | Mr. & Mrs. Ernest R. Kendall |
| Mr. & Mrs. Wm. N. Griswold | Mr. & Mrs. Bill Knox |
| Mr. & Mrs. Carl E. Hallingsworth | Mr. & Mrs. Ray Hershey |
| Mr. & Mrs. J. N. Hollis | Mr. & Mrs. Norman P. Gray |
| Mr. & Mrs. Dee Sevier | Mr. & Mrs. Chas. J. Trozell |
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| Mr. & Mrs. Lloyd O. Walcott | Mr. & Mrs. Claude Higgins |
| Mr. & Mrs. Weldon Bradley | Mr. & Mrs. James N. Edmonson |
| Mr. & Mrs. Foy Huff | Mr. & Mrs. Jack Fambrough |
| Mr. & Mrs. Edmond L. Strange | Mr. & Mrs. Homer Ewton |
| Mr. & Mrs. Glenn Campbell | Mr. & Mrs. W. A. Epperson |
| | Mr. & Mrs. R. Paul Conway |
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| | Mr. & Mrs. H. E. Caylor |
| | Mr. & Mrs. Roy Boyd |

ENCHANTING WONDERS!
Walt Disney's
ALICE
in WONDERLAND
The all cartoon Musical Wonderfilm
EVEN the SONGS are FUN... and There Are 5 of Them!
Color by **TECHNICOLOR**

A Picture for People Who Think They've Seen Everything!
DICK POWELL • PEGGY DOW
"You Never Can Tell"
with JOYCE HOLDEN • CHARLES DRAKE

STAR SUNDAY - MONDAY TEXAS

SPECIAL XMAS DAY SHOW

We Are Proud of Our Achievements
and now we are bragging... we are showing another first - one on which the release date is not set.

"THE GUEST"

It's New
Leo Tolstoy's Great and Inspiring Story
A 3 Reel (32 minute) Featurette
We pulled every wire possible to get this great story for
XMAS DAY AND WEDNESDAY

Based on a story by the semi-mystic Leo Tolstoy, "THE GUEST" is the warm human tale of a modest shoemaker who envisions that God will visit him in his humble shop before nightfall. Although his neighbors scoff at him, the shoemaker, a one-time deeply religious man whose faith had been shattered by tragedy, goes about his business making certain that this day, above all, he is kind to those about him. A surprise realization that God is with him every day and in every endeavor he undertakes.
Designed to appeal to peoples of all religions, "The Guest" is a strong plea for faith in God and the fostering of universal human kindness.

ALSO - You'll Roar at Red Skelton's Comedy Riot... Back in the Good Old Days... When Dobbin Did the Work... and These New Fangled Horseless Carriages Were Burning Up the Roads.

RED'S A RIOT IN HIS LATEST BOMB-STUDDED COMEDY!
Red SKELTON
EXCUSE MY DUST
SALLY FOREST
WILLIAM DEMAREST
MORICA LEWIS
Color by **TECHNICOLOR**

Santa Claus Wishes You...



A MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

... and so do we!

This Christmas, let us give thanks to God, who guides our destiny, for the many blessings bestowed on America—free worship, free speech, free press, free ballot, free schools and free enterprise

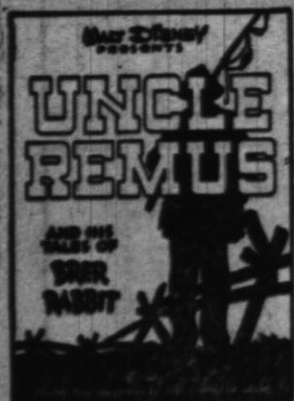
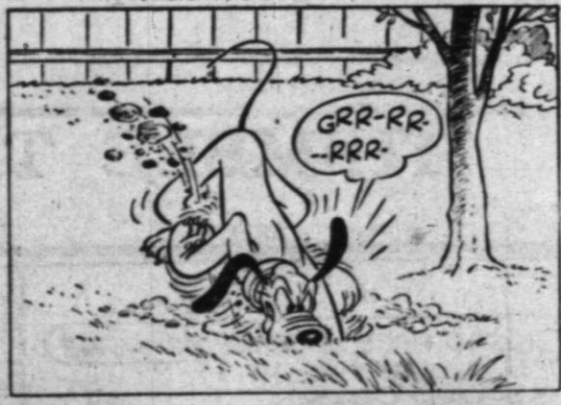
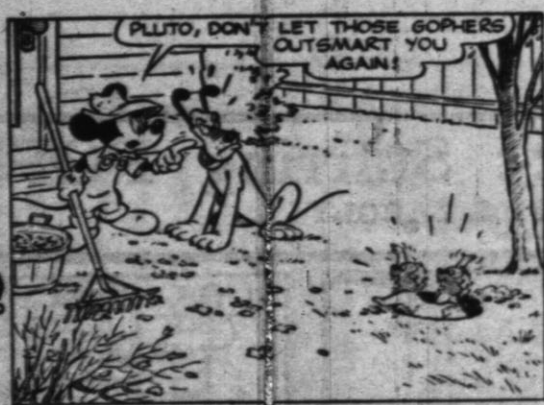
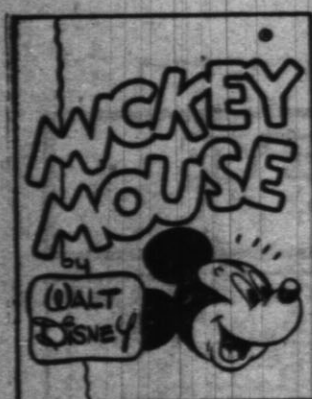
Hereford Farm Equipment Co.
John Kelly, Mgr.



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ONE DAY ONLY
CARTOON AND COMEDY
FUN SHOW
KIDDIES 25
includes a BIG BOX of POPCORN Free!
ADULTS at Regular Admission Prices
OVER 100 MINUTES OF COMEDY AND CARTOONS
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A Page Torn Out of Early American History
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STAR FRIDAY SATURDAY

SAVAGE ACTION-ADVENTURE!
WARPATH
EDMOND O'BRIEN
FURNESS TUCKER
DEAN JAGGER
KARST GARYL



BRER FOX IS ALL TH' TIME THIN'KIN' 'BOUT BRER RABBIT... 'TIL SUMPIN' BETTER COMBS 'LONG.



Montag's STATIONERY See This Beautiful Stationery In Our Office. The Brand

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, December 23, 1951

Registered U. S. Patent Office

BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

ROSCO, YOU NINNY! YOU'VE LET UNCLE LUCKY'S TRAILER ROLL INTO THE CANAL!

I DON'T KNOW WHAT TO SAY, UNCLE LUCKY, I—I—

WAL, AT LEAST YOU WERE TRYING TO BE HELPFUL, NEPHEW. NO HARD FEELINGS.

ONLY—DRAT IT ALL!—IT'S MY BEDTIME. I WAS AIMIN' TO SLEEP IN THAT TRAILER.

NOW DON'T WORRY, UNCLE LUCKY. I'VE ALREADY MADE UP A BED FOR YOU.

HADN'T I BETTER CALL A WRECKER FIRST?

NO NEED OF ALL THAT EXPENSE, UNCLE LUCKY. YOU JUST LEAVE EVERYTHING TO ME.

BROTHER WILL GET YOUR TRAILER OUT.

HERE, BABY SISTER, TIE THIS CABLE TO THE AXLE OF UNCLE LUCKY'S CAR.

NOW BE CAREFUL, BROTHER!

HMM! HIS TRAILER MUST BE STUCK IN THE MUD.

I'LL JUST GIVE IT A LITTLE JERK, AND—

OOPS!

HEY! STOP ME! THE BRAKES WON'T WORK!! I'M —

HELP!

FOR PITY SAKE, BROTHER! NOW YOU BACKED UNCLE LUCKY'S CAR INTO THE CANAL.

Roy Crane 12-23

HEY! ANYTHING WRONG?

NOW DON'T WORRY, UNCLE LUCKY. THE TELEPHONE'S WHERE, AND I— I THOUGHT I'D BETTER GET THE WRECKER, AFTER ALL.



17-23 TO BE CONTINUED

This Space For Sale!

For Complete Details - Inquire
THE HEREFORD BRAND
Phone 30

THIMBLE THEATRE :-: Starring POPEYE

By TOM SIMS and BILL ZABOLY

Registered U. S. Patent Office



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WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



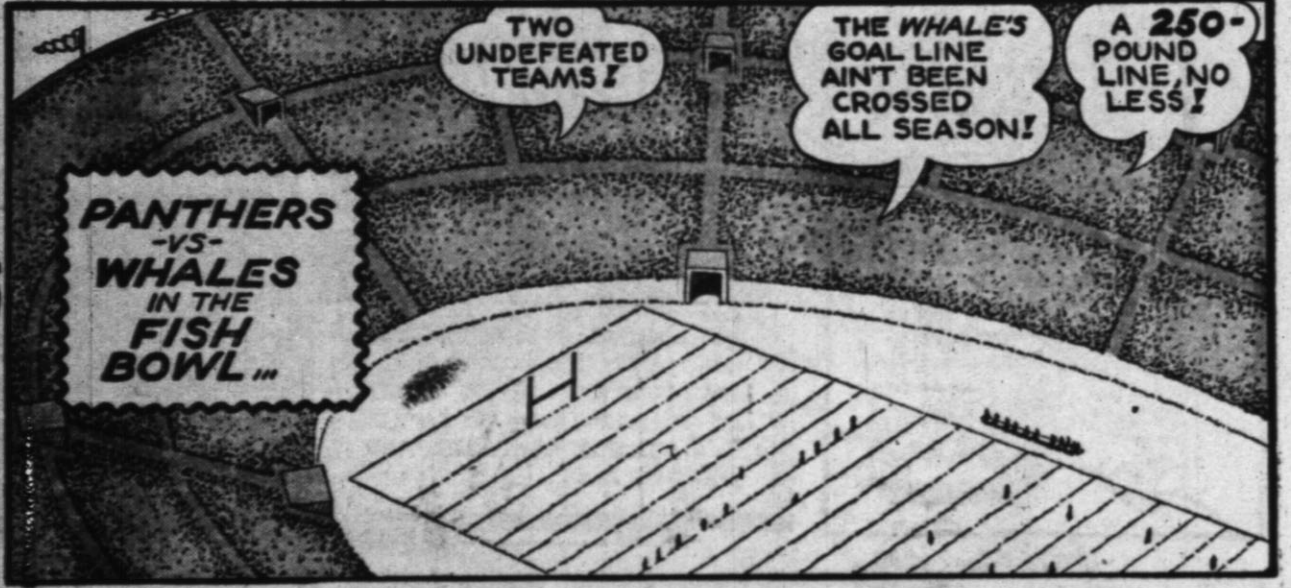
AT THE

BRAND

PHONE 30

CLARK DIKE

by
RAY GOTTO



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THE HREFORD BRAND

MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

BEGINNING: JUNGLE FULLBACK.

ON THE PRACTICE FIELD OF THE TIGERS, A BIG LEAGUE PRO FOOTBALL TEAM, A CASUALTY IS REPORTED.

YOU DID WHAT?

SPRAINED MY ANKLE-- DOING THE RUMBA LAST NIGHT. IT WAS AN ACCIDENT, COACH.

OUR STAR FULLBACK! AND THE BIG GAME A WEEK OFF! OH, YOU LUNKHEAD. NOW WHAT'LL WE DO?



1

MEANWHILE, AT THE END OF THE FIELD--

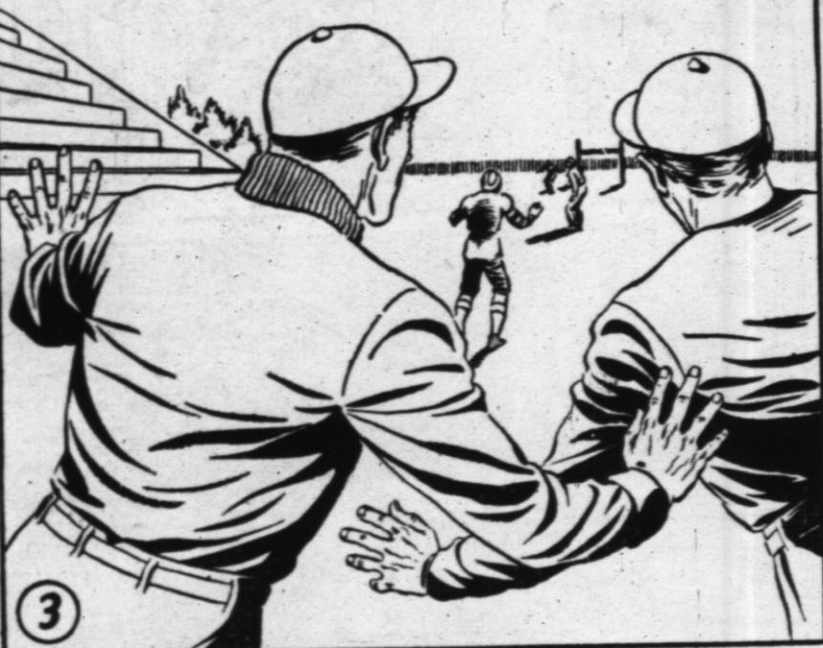
AW-- IT WENT OVER THE FENCE. WILL YOU TOSS IT BACK?



2

GOOD NIGHT! LOOK AT THAT!

GET THE MAN WHO KICKED THAT BALL! I'VE NEVER SEEN A PUNT LIKE THAT IN MY LIFE.



3

YOU DID THAT-- WITH YOUR BARE FEET? CAN YOU RUN? HERE, PUT ON THE TOGS.

SURE, ME CAN RUN. ME NO NEED CLOTHES. ME NOT COLD.



4

NEED A MACHINE GUN TO STOP HIM -- Umph--

ME SEE 'EM DO LIKE THIS IN MOVIES.

HEY-- HE'S A LOCOMOTIVE!



5

JUST THE MAN TO BE OUR FULLBACK! HOW MUCH YOU WANT TO PLAY WITH US?

PAY ME-- TO PLAY A GAME? THAT SILLY. HO-HO-- ME PLAY FOR NOTHING.

(\$\$\$\$)
YOU'RE HIRED!



6

CONTINUED-

12-23
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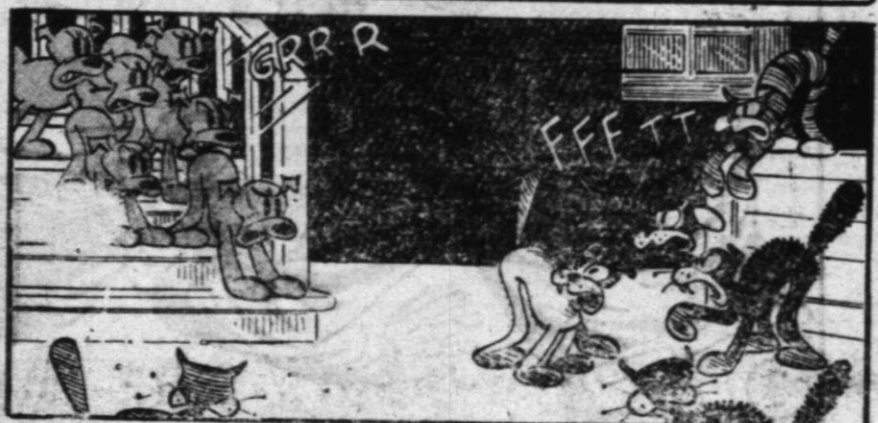
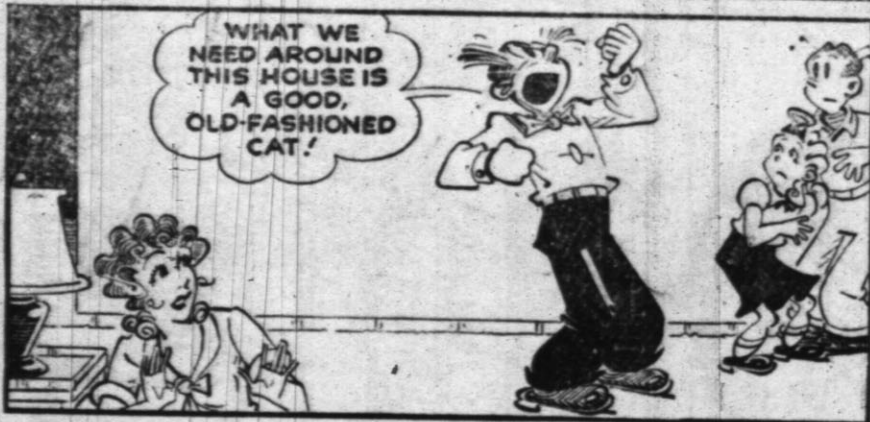
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Inquire At

THE BRAND

BLONDIE

by
CHIC YOUNG



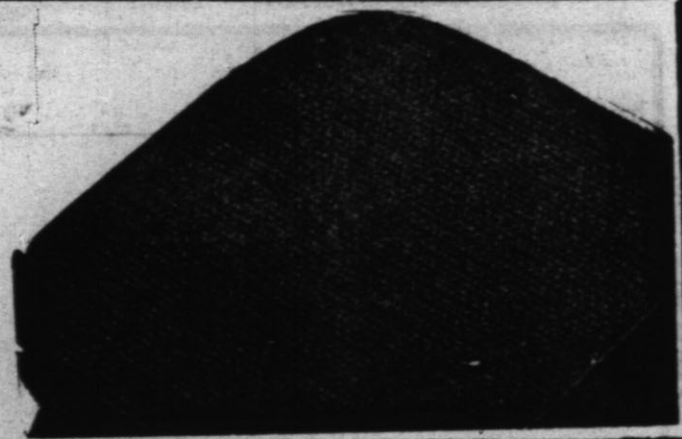
New Air Foam Cushions

- REMOVABLE COVERS
- NEW LOW PRICE

\$5.50 TO \$6.70

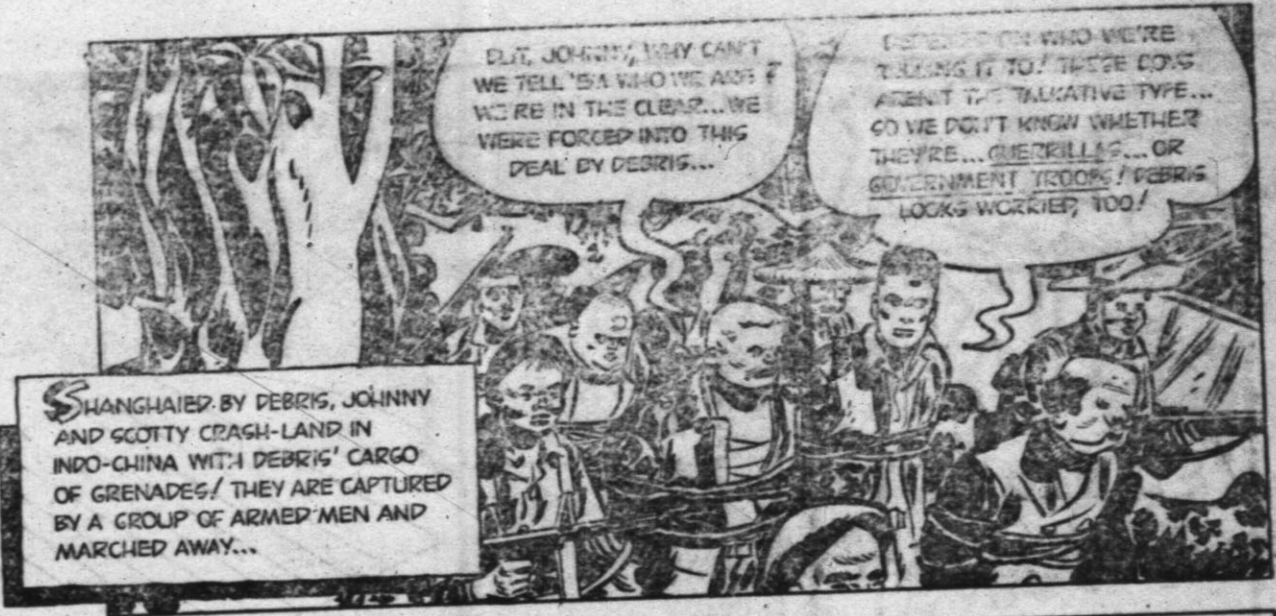
EXCELLENT FOR OFFICE - AUTO - TRACTOR!

THE HEREFORD BRAND



JOHNNY HAZARD

FRANK ROSS



SHANGHAIED BY DEBRIS, JOHNNY AND SCOTTY CRASH-LAND IN INDO-CHINA WITH DEBRIS' CARGO OF GRENADES! THEY ARE CAPTURED BY A GROUP OF ARMED MEN AND MARCHED AWAY...



Read The Want Ads

GRANDMA
by
CHAS. KUHN-

THANKS FOR TH' RECIPE OF YOUR DELICIOUS, HOMEMADE **CHOP SUEY**, CLARA! I'M GONNA MAKE SOME RIGHT AWAY!



LET'S SEE, NOW - CELERY, ONIONS, BEAN SPROUTS --- YEP, I HAVE EVERYTHING!!



GEE, IT'S SO GOOD MAYBE I SHOULD COOK PLENTY, WHILE I'M ABOUT IT!



MAKES MY MOUTH WATER EVERY TIME I THINK O' THIS TASTY STUFF!!



U-M-M- THAT'S THE SIXTH PLATE T'DAY -



GOSH, CHOP SUEY EVERY MEAL, FOR A WEEK! I JUST CAN'T TAKE ANOTHER BITE!!



DO TRY ONE MORE DISH, AN' TELL YOUR FRIENDS I HAVE PLENTY MORE!



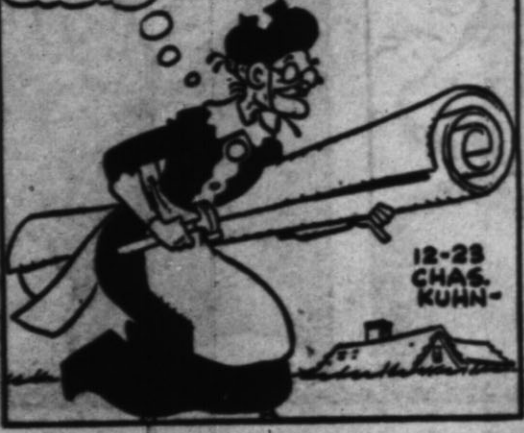
GRACIOUS, AFTER GIVING TH' NEIGHBORS ALL THEY CAN USE, I STILL HAVE **HEAPS O' CHOP SUEY LEFT!**



IT'D BE A SHAME T' LET ANY O' IT SPOIL!



SHUCKS, WHY DIDN'T I THINK O' THIS BEFORE? I'LL GET EVERY BIT O' IT EATEN UP NOW!



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THE KATZENJAMMER KIDS



TRADE WITH YOUR NEIGHBORS ----

The Friendly Merchants Of Hereford

Friendly, Courteous Service
Nationally Advertised Brands
Complete Stocks Always

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Of A Bigger & Better Hereford By

For The Name of the Dealer of Your Preference
In Mercandise, Shop the Ad Columns of This
Paper!

THE BRAND

PHONE
THIRTY

LITTLE ANNIE ROONEY
by
BRANDON WALSH AND DARRELL MCCLURE




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Check This Paper For Bargains

KING
of the
ROYAL MOUNTED
by
ZANE GREY

THE KEYS TO THE HAND-CLIFFS ARE MELTED OR LOST IN THE SNOW!

BOTH OF TATE'S LEGS ARE BROKEN, KING! HE CAN'T WALK!

AFTER A FORCED LANDING IN THE WILDERNESS, KING AND NURSE HALE FACE A DESPERATE AND DANGEROUS SITUATION ---

SHOOT THESE HANDCLIFFS OPEN OR NONE OF US'LL GET OUT OF THE WILDERNESS ALIVE!

NO! OUR SUPPLIES ARE DESTROYED AND WE'LL NEED EVERY SHELL I HAVE TO GET FOOD AND FIGHT OFF WOLVES!

THIS LANDING SKI WILL MAKE A SLED TO HAUL TATE!

Produced by Stephen Slesinger, Inc.
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HOW FAR IS IT TO THE NEAREST SETTLEMENT, KING?

OVER A HUNDRED MILES IF A SEARCH PLANE DOESN'T SPOT US BEFORE THE BLIZZARD STRIKES..

...OR A WOLF PACK CLOSES IN FOR THE KILL!

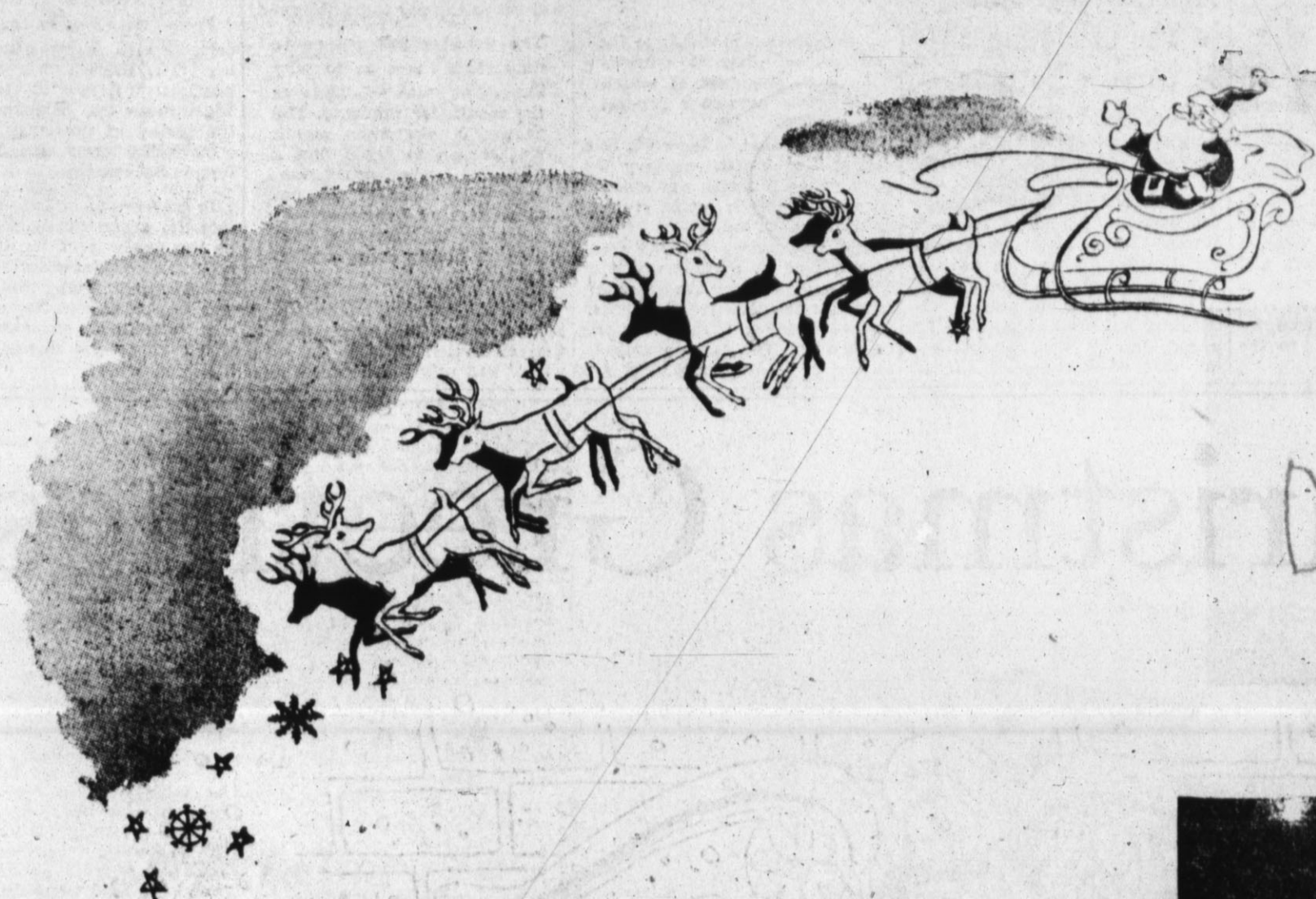
JIM
GREY
12-23

This Space For Sale!

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THE HEREFORD BRAND

Phone 30



DEAR SANTA CLAUS



Dear Santa Claus:
I am a little girl 8 years old. I live on a farm.
Would you bring me a party doll and a suitcase and dishes.
I love you, I love you much.
Jeanette Worthan
Star Route
Hereford, Texas

Dear Santa:
Here it is time for me to write the nicest fellow I know. I am wishing everyone a Merry Christmas. I hope you will visit every little boy and girl. And if you can Santa, bring me a bride doll with some extra doll clothes.
Love,
Beverly Ann Boyer
P.S. I will leave some milk and cookies out for you.

Dear Santa Claus:
I am so thrilled that Christmas is coming again. Please bring me a large toni doll and a tea set this year. I would like to return Linda's old rocking chair so please bring me a new one. Bring little Charlie a ranch set and a train. We both need bedroom shoes too.
I will be looking for you dear Santa Claus.
Lovingly,
Katherine Nell Barnard

Dear Santa Claus:
I am five years old and my little sister Julia is 15 months. We have been good little girls so we hope you will come to see us.
Please bring me a cash register, table and chairs, merry go round, doll house, and tinkler toys. I think Julia will like a doll, a stick horse and something to beat on. We hope you will put good things in our stockings.
Please bring all the other children something and if you don't have enough toys you don't have to bring us all the things we want.
Love,
Linda and Julia London

Dear Santa:
I am five years old. I want Santa Claus to bring me two guns and a belt, some boats and a cattle truck.
I'll be a real cowboy with those boots and guns, won't I.
My name is:
Mickey Wilson
Hereford, Texas
P.S. You'll have to bring my things to Grandmother Wilsons in Faith, S. D.

Dear Santa:
I'm a little girl 2 years old. I would like to have a table and

chairs, also a doll buggy for Christmas. Please remember my little brother, bring him some nice toys for Christmas. I would like to have lots of candy and nuts. Remember all the nice little boys and girls the world over.
Your little friend,
Vickie Ruth Higgins

Dear Santa Claus:
Please bring me a doll and a school set and a baton. Remember my little friend, Kay Smith, at Melrose, New Mexico, and my little sister wants a housefull of furniture and a doll.
Your best friend,
Nancy Green

Dear Santa:
I would like a junior football and a large size football bladder for my old football. Next year I would like a bicycle. Would you try to save me a 24" boys' with a horn. It would be safer for me to be seven before I ride a 24" bicycle on the road.
Love
Van Smith
216 Ave. B
Age 6.

More Santa Claus Letters on the inside pages.

The Sunday Brand

Hereford, Texas, Sunday, December 23, 1951

Section Six

Christmas Tree in Church Begun In Cleveland 100 Years Ago

December 24 this year, the tradition of the Christ tree in American church services will be 100 years old — for it was back in 1851 that a Lutheran minister in Cleveland, Ohio, lighted the first tree at such services.

The minister was the Rev. Henry Schwan, pastor of the Zion Lutheran Church on Cleveland's York street and his action brought on a storm of controversy which lasted several years. This was caused by the fact that the Christmas tree had so long been associated with pagan observance of the season that many conservatives believed it had no place in Christian ceremonies.

However, some of Rev. Schwan's congregation, especially the children, thought the beautifully decorated tree, glowing with candles, was just the spirit of the Christmas season.

But the objectors had their way and they were determined that Rev. Schwan's tree was to be the last of the Christmas trees erected in America.

Through the years that followed, the minister did all in his power to learn of the origins

of the Christmas tree tradition in order that he might show that the tradition was far from the "heathen" ceremony it had been called.

He wrote countless letters to friends and acquaintances all over the world; he questioned strangers and made long notes of their conversations. And, when he learned that a particular part of the world already had Christmas trees, he would mark that place on a large map which hung in his study — a dark-green tree where the tradition was established, a light green one where Christmas trees at least, were known.

Pastor Schwan made his search for knowledge of the Christmas tree almost a crusade.

But as Christmas time approached in 1852, Rev. Schwan had not found enough church support for the tradition to light another tree at his Christmas service that year. So, with great regret, he resigned himself to the end of his hope of establishing the custom.

But on December 24, he received from the pastor of one of Cleveland's older churches the

Archaeologists Find Bible Stories True

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

The urns may provide the "oldest archaeological record of

present of a new tree. Rev. Schwan realized immediately that the present meant the acceptance of the custom by a churchman far more influential than himself, and his sadness vanished.

There was a Christmas tree in the York Street Zion Lutheran Church that year — and once accepted in Cleveland, the custom spread all over the United States.

York Street where Pastor Schwan's church once stood is changed now and long ago was renamed Hamilton avenue; and the first tree, decorated with candles and a gold star at its top, has given way to trees with brighter, more colorful decorations.

Christianity" and an historical confirmation of the trial and crucifixion of Christ, the archaeologists said.

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

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

Time Not Constant In The Celebrations Of Christ's Nativity

While December is now the month in which Christ's birthday is celebrated by Christians all over the world, research and study show that Christ's nativity has been celebrated in January, March, April, May, September and October by various peoples.

And although few people know it, it was for the purpose of substituting a Christian festival for pagan ones of Romans and Druids that celebrations of Christ-

mas in December were popularized.

No historian pretends to fix the actual date of Christ's birth or the date at which Christmas became a general festival.

About all that is known is that during the fourth century the feast of the Nativity was observed in all western world churches at different dates.

The confusion resulting from celebrations in seven months of the year caused the western church authorities to meet in 340 to set a definite date for the celebration. The eastern churches did not co-operate until the

sixth century when December 25 was set as the day to be observed.

The question has arisen innumerable times as to why December was selected as the month for rejoicing. The answer is that this month was chosen in order that a Christian festival could compete with those of the pagans, because December was noted for its feasts and holidays in nearly every civilized land.

Greeks, Romans, Saxons, and Scandinavians all took part in the celebration of these festivals which had originated before the

birth of Christ.

From the Saxons came the ceremony of burning the Yule log. The Saxons burned great bonfires in honor of their god Thor. From the Romans came the giving of presents, for this custom has been traced to the Roman Saturnalia.

It may seem strange to claim that the pagan riotousness might be the forebear of the Christian holiday of goodness and love, but intermingled with that which was objectionable, were things that have gone straight to the hearts of people throughout the Christian world.

Christmas Greetings



To the best customers and friends a firm ever had,
we extend our warmest wishes for your HAPPY HOLIDAY!

CONSUMERS FUEL ASS'N



We Can't Hang a House on Your Christmas Tree

But we can deliver the materials to build one on your town lot or on your farm.

Honestly, now we know of no nicer, life-time gift than a modern house ... one that lightens work ... adds more pleasure to living ... and leaves an estate to the children when the parents pass on.

Also BUILDING MATERIAL for all purposes, builders hardware and many other articles that make fine gifts.

**YES! We Appreciate
Your Good Will and Business**

It has been a good year with us, as it has been for most of you. We appreciate having served you, and hope to serve you better in the years ahead.

Whenever in Need of Building Materials

See

Rockwell Bros. & Co.

YOUR NUMBER FOR
LUMBER
PHONE-4

World's Christmas Legends Numerous

Multitudinous legends claim innumerable origins for the Christmas tree. One better known legend concerns an early Christian missionary, sometimes identified as St. Wilfred, who once came upon a group of Druids preparing to make a human sacrifice under a large oak.

He had the oak cut down and, as it fell, a young fir tree sprang up in its place. The missionary seized the evidence and made the fir tree a symbol of the new faith; henceforth, the tribesmen were to set this symbol of immortality in the halls of their lodges at Christmastime and surround it with feasting and love and the laughter of children.

The legend of the Faithful Pine which sheltered the Holy Family during the flight to Egypt is less well known perhaps, but so very charming and touched by the mysticism appropriate to the Nativity theme.

With Herod's soldiers in pursuit, Mary simply had to rest awhile and sought shelter within the hollow trunk of a huge fir tree. As the soldiers approached, the tree bent its branches to conceal the huddled little group. When the danger had passed, the baby Jesus blessed the old tree. And if you cut a pine cone lengthwise at Christmastime, you can still see the imprint of His little hand.

Nor has legend overlooked the bright baubles which bedeck our modern Christmas trees. The first Christmas tree was really an apple tree, according to legends collected by Florence B. Robinson. And, although the fir tree long since has supplanted its predecessor for Christmas use, the popular tinsel bauble of today is the representative of the fruit which for the early Christians symbolized the fall of man in the Garden of Eden and his reclamation by the birth of the Saviour.

Dear Santa:
I am a little boy 7 years old. I want a big wagon, truck, BB gun, right-hand ball glove, and a big football for Xmas. Bring my little brother a tractor, truck, big ball, bulldozer, tractor, and cap gun.
Larry Don Carlson
Leslie Dale Carlson

Dear Santa:
I am a little boy four years old. Please bring me cowboy boots, pants, and shirt, negro baby doll and toy aircraft carrier.
Please bring Darrell Wayne toys to play with.
Larry Wilke

When Father Carved the...

BOAR'S HEAD



WHAT ROAST TURKEY is to Christmas dinner today, the boar's head was to the Yuletide feasting of Medieval England.

Preparation for the feasting began during September or October when the boar's flesh was at its best. Hunters tracked the animal down with well-trained packs of boar-hounds and it was dangerous sport, attacking the ferocious beast with spears or surrounding him and driving him into a net.

His ear was his most vulnerable spot, but before the dogs could get a grip on it and pin him down, his sharp teeth often wounded—sometimes even killed—the hunter and his dogs.

Nevertheless, the pluckier the boar, the louder his praises were sung, the merrier the feasting, when his head was borne to the Christmas table.

Letters To Santa Claus

Dear Santa:
I am a little boy five years old and have been as little boys can be. I just play and play. Will you please bring me a two gun holster set and a big tractor and trailer. Thank you. Don't forget all the other little boys and girls and my grandad and grandmother.
Your friends,
Ronny Duncan

Dear Santa:
Like all little girls just four years old I would love to get a new doll for Christmas. I don't want a very big one, with a pretty pink dress on and a little stroller to ride her in. Ronny and I would like a big wall blackboard also. Thank you very much Don't forget al your other little friends.
Your friends,
Becky Duncan

Dear Santa Claus:
I am a little girl 6 years old. I would like very much to have a baby doll, a doll bed and a high

chair for my dolls.
I have a little brother, four years old, and he would like to have a grader, and a little boy doll.
Be sure and remember all the little boys and girls.
Love,
Your little friend,
Joanne and Roy Carlson

Dear Santa:
I am a little girl three years old. My mother says I have been a pretty good little girl so will you try to bring me some of the things I want? I would like a teddy bear, a doll that looks

like a real baby and a swing. If you can't find me a swing just bring me a baby brother.
Please remember all the other little boys and girls and please bring Tootie and Stevie a little car. My grandma wants a new rocking chair so she can rock me to sleep when I come to see her.
Love,
Peggy Little

Dear Santa Claus:
I am a good little girl five years old. I will go to school next year and be in the first grade. I would like to see you and Rudolph, the red nosed rein-

deer. For Christmas I would like you to bring me a plastic stencil set, some big puzzles and a 25-piece pastry set to bake with. I would also like candy, nuts, apple, oranges, and fruit cake.
Thank you,
Your friend,
Helen Wilhelm

Dear Santa:
Please bring me a Toni doll, desk, record player, red morning slippers. I am a good girl. If you want to bring me anything else, that is O.K.
Thank You
Judy Knief

Dear Santa Claus:
Please bring me a walking doll and a viewmaster picture set, or a doll bed. I surely will be happy
Jan Story

Dear Santa:
Please bring me a tractor I can ride on and a boy doll.
Thank you,
Joe Gary Story

Dear Santa Claus:
I am a girl 11 years old. I have two brothers, Larry and Don Bill. And I also have a sister, one and one-half months old. Larry wants a Marx electric train with

remote control and transformers. Don Bill wants a tricycle. Christy, my little sister, want a play pretty. I want an umbrella which is windproof and I want a clue game. Please bring us some candy and nuts. Be sure and don't forget the other children all over the world.
Yours Truly
Linda Hair

Dear Santa:
I am a girl nine years old. I am in the fourth grade, I would like a doll, a ball-point pen, and a B-I-N-G-O set. Also lost of

nuts and candy.
Love,
Linda Carathers
Dear Santa:
I am 2 1/2 years old. My little sister is nearly 1. We would like a big sack of blocks to build with. I want a doll with a pink and white dress, and a pair of cowboy boots, too. I wear a size 8. Sharon wants a teddy bear. We would like for you to leave us some candy, nuts, and fruit, too. Thank you.
Love,
Jean Roberson.



MERRY CHRISTMAS

In the Spirit of Christmas... with the warmth of the holiday season, we extend to you this note of appreciation... It contains our best wishes for a very Merry Christmas, and our sincerest hope that the New Year brings you a bounty of blessings!

BLACK GRAIN COMPANY

BLACK, TEXAS
J. R. "Pete" Braxton, Mgr.



To remember folks like you with an earnest wish for your well-being and happiness, is one of the delightful privileges we have at Christmastime.
The Gang at
ACME CLEANERS
Phone 111

Letters To Santa Claus

Dear Santa Claus:
I am six years old and in the first grade. I have tried to be a good girl. Please bring me some tinker toys, a set of building blocks, a paint set and some games. Also lots of candy, nuts and fruits. Don't forget my little friends in Hereford, Carolyn and Jackie Lee.

Lots of love,
Sandy Patrick
3625 Chickasaw
Fort Worth, Texas

Dear Santa,
I want a cartruck, it has a long back with a door in the back. I would like a boys billfold and a bow and arrows for

Christmas. Please.
Happy Christmas,
From Billy Lynn Miller

Dear Santa:
This Christmas I would like a bicycle and billfold. I would like for the billfold to have a place to put pictures.

From Gail Miller
Happy Christmas
and New Year

P. S. We don't have a chimney so come in the door.

Dear Santa Claus:
I am a girl 13 years old and in the Seventh grade. For Christmas I would like a wrist watch or a piano. Since I am very fond of music. And don't forget all the boys and girls that are poor and that their daddies are in Korea. And don't forget my sister,

Nieves, she wants a wrist watch also.

Thank you,
Lillie Olguin

Dear Santa:
I am four years old and I have been a good girl so please bring me a Toni doll and an electric iron.

Ann Braddy
119 Lake Street

Dear Santa Claus:
For Christmas I want a Baby Coo Doll and an electric stove. Please remember Jimmy and Wheeler.

Your friend,
Helen Sears

Dear Santa:
Will you please bring us a dolly with pigtails? We want a blackboard too. We are 2 and 3 year old. Please remember all the other boys and girls.

We love you Santa
Karen and Sheila Baize

Dear Santa Claus:
I am a girl nine years old and in the third grade. For Christmas I want a big doll and my three front teeth. And also some candy nuts and fruits.

Gertrude Olguin

Dear Santa:
I go to Central school. For Christmas I want some Chinese checkers or a basketball.

Marcelina Olguin

Dear Santa:
I am three years old, I have been a good little boy. I would like for you to bring me a little car I can ride in and please bring my little brother, David, who is 10 1/2 months some toys. We have both been good boys.

O, yes don't forget all the little boys and girls.
Bye Santa,
Ronnie Wagner

Dear Santa Claus:
I am nine years old and in the fourth grade. I have tried to be a good girl. I would like for you to bring me some chinese checkers, a sewing set, a jig saw puzzle, and some games. Also lots of candy and nuts and fruit. Don't forget all of my little Hereford friends.

Lots of Love,
Elnora Patrick
3625 Chickasaw
Fort Worth, Texas

Dear Santa:
I have been a pretty good boy this year and would like a few things for Christmas.
Please bring a deluxe super station, a double helster, set, a

tinker toys and a blackboard. Please remember all little boys and girls.

Johnny Wayne Brownlow

Dear Santa Claus:
I just thought I'd better write and let you know where I will be on Christmas. We are planning on being at Poo's I think.

I sure hope that you will bring my little sister, Delyse, a doll that is rubber all over. She is so little that is about all she needs this year. I would like to have an Alice in Wonderland doll an electric iron and ironing board, piano and a seat and two little song books and an electric

sewing machine.
I hope all the little boys and girls over the world have a Merry Christmas and can be glad it is Jesus' birthday.

Love,
Lindsey Rose Dowell

Dear Santa Claus:
I have been a good boy and wish you would bring me two guns, police cars, rubber ball on a board, police badge, and spurs, candy, fruit, and nuts.

Timothy Galagher

Dear Santa Claus:
Please bring me a bicycle and

some dolls and candy and nuts and a dress and a blackboard.

Thank you
Love
Carolyn Jackson

Dear Santa:
Please bring me a bicycle and some dolls and some candy and nuts and a dress and a blackboard.

Thank you
Love
Marilyn Jackson

Dear Santa:
Will you please bring me a new born baby doll. And a set of dishes and kind you think I

would like. A new bicycle with wheels on the side of the back wheel. And some clothes for my new baby doll. I started to school this year at Centennial school. My teacher's name is Miss Hick. My room number is 10. I think. Bring me a little Bible. I have a new baby cousin, her name is Linda Gordon. Don't forget chr. Don't forget the other little boys and girls. I love you lots and lots.

Doris Jean Andrews

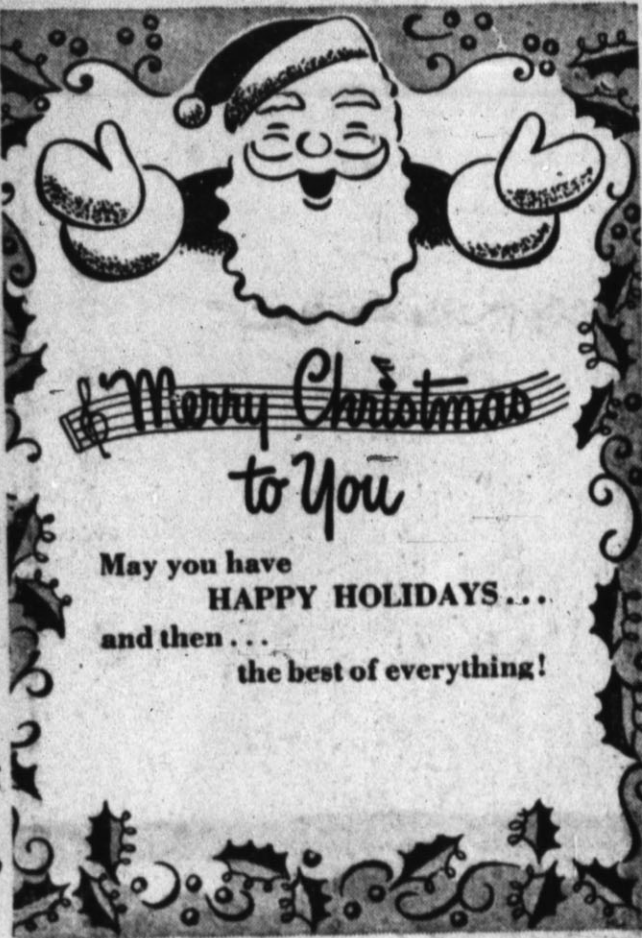
Dear Santa Claus:
I have been a good little boy this year and I would like for you to bring me a choo-choo train. I

have a little brother named Tommy who is four months old and I would like for you to bring him a little rattle. Remember my little cousin, Rebecca. I am 3 years old and I will be expecting to see you on Christmas Eve.

Your Friend,
Stanley Solomon

Dear Santa Claus:
I wa nyotu to bring me a bicycle and some househoses and evening dress. I will be 10. December 29.

Your friend,
Freida Malone



JACK WRIGHT
WEST TEXAS FEED & SEED CO.

SEASON'S



CHEER

POARCH BROS.



GOOD FRIENDS

... to Share
Our Christmas Joy

As you place a glistening holly wreath upon your door, gaily decorate your Christmas tree, hang up your sock on the mantel and follow the scores of other traditions of a genuinely happy Christmas, we want to share your good fortune. You are our friends and we are happy in the knowledge that you are happy. May the Yuletide bring you joy.

DAVIS - McCRACKEN

J. C. McCracken
W. L. Davis
W. L. Davis Jr.

YOUR M-M DEALER

John Hall
George Sumner
Jim Shirley
Val Mathes

Dear Santa:
I am a little seven year old girl. I wish you would please bring me a doll. I am in the second grade. I am in Mrs. Carters room at Central school.

All my love,
Lavonne Thompson
Route 2
Hereford, Texas

Dear Santa Claus:
Please bring me a little toy filling station and a cowboy suit. Bring my little sister a little dolly and bring my daddy a fishing pole.

I try to be a good boy every day. Thank you, Santa.

Jimmie McFarland
Route 4, Hereford, Texas

U.S. Place Names Express Christmas Idea Many Ways

SANTA CLAUS, INDIANA; Bethlehem, Conn.; and Christmas, Fla., are a few of the more familiar post offices which each year handle a flood of mail from senders wishing to obtain yuletide postmarks.

Although the federal post office department has now barred extra flourishes by local postmasters using Christmas symbols and mottoes, a town's own holiday name can still give that festive touch to a greeting or package of toys.

Indiana's Santa Claus is the only town so designated in the United States. The privilege is reserved to its post office by congressional act. There is, however, Santa, Idaho. There is also only one Christmas—the one in Florida—plus a Christmas Cove, Maine.

On the other hand, seven Bethlehems answer the seasonal roll call: they can be found in Connecticut, Georgia, Indiana, Kentucky, Maryland, New Hampshire, and Pennsylvania. The Bethlehem, Conn. post office was one of several stations that figured in headlines recently on the use of especially-designed cancellation stamps bearing the now-forbidden Christmas tree decoration. The town's population is about 350.

There are two Neels—in Virginia and Missouri. Last year, Missouri's Neel post office reported hand-cancellation of a record 650,000 pieces of Christmas mail—800 for each of the town's residents.

Besides specific Christmas names that dot the land there are dozens that call up Biblical or holiday associations. There is Advent, W. Va., for the Nativity. Kentucky has a Mary, and Oregon and Utah a Joseph each.

One Wiseman is found in Alaska and another in Arkansas. The third, it may be assumed, is in Wisemantown, Ky. There are five Stars and four Shepherds. West Virginia contributes Goodwill; Missouri, Peace Valley; and there is Joy in Illinois, Kentucky, Missouri, and Texas.

Tell The Truth To Questions Of Old Santa Claus

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

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

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

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

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

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

One night a bag of coins was tossed in the man's window. The next night the act was repeated. But on the third night the father watched, and the anonymous giver was detected. The jolly

Christmas Tree Is 150 Years Old In This Country

A CHRISTMAS TREE will be put up in two out of every three American homes this year. Yet the trimmed Christmas tree, as it is known today, is only about 150 years old in this country.

The Pilgrims forbade Christmas celebrations on the grounds they were pagan. A Massachusetts law in 1659 subjected anyone to a fine who observed the day by feasting, refraining from work or in any other manner.

It was not until near the end of the American Revolution that the Christmas tree took hold. German immigrants, homesick for the tradition of their native land, put them up. The custom of the lighted Christmas tree, some historians tell, originated with Martin Luther. He was fascinated by evergreen trees, glistening with starlit-snow, pointing to the heavens at Christmas time. So he brought an evergreen tree into his house and lighted it with candles for his children.

Another old German legend credits St. Boniface with the origin of the Christmas tree. Having converted some oak tree-worshipping Druids to Christianity, he took them into a forest, cut down an oak and pointed to a stately fir along side. "Take this tree," he said, "into your homes as a sign of your new worship. Celebrate God's power no more with shameful rites, but in the sanctity of your homes with laughter and love."

bishop stood with the third bag of coins in his hands. The father was very proud and would not accept the money. The good bishop begged the poor man to accept the gifts and use them for his daughters' dowries, requesting that his name never be revealed.

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

Dear Santa,
For Christmas this year would you bring me an erector set and a pick-up truck with real lights? I would like candy, nuts, and oranges too. I am eight years old and have been a good boy. Yours very truly, Dick Wilhelm



Quality Food Store
FRANK - HILDRED - CAP

MERRY CHRISTMAS

MAY THIS BE A MOST HAPPY SEASON FOR EACH OF YOU

KEMP LUMBER COMPANY
J. W. Whelan, Mgr.

Christmas and another year has passed. To us here it has been a year of accomplishment and satisfaction. But without your friendship and goodwill, and the friendliness of other splendid folks like you, such achievement could not have been possible.

So we say thank you. Thank you very sincerely for the contribution you have made toward our success this year. We hope that your Christmas will be a Merry one.

SEASON'S GREETINGS

HEREFORD CREAMERY
and Employees

Letters To Santa Claus

Dear Santa Claus:
I have been trying to be a nice boy, especially as it is so close to Christmas. I would like to have a wind-up train, a bus, a tractor, set of guns and fruit, nuts and candy.
I have a little baby sister this year, so be sure to bring her a doll or some little toys.
Don't forget all the other little boys and girls everywhere and Mommy and Daddy too.
Love
Gary Thomas Gore

Dear Santa Claus:
This is what we want for Christmas—Edward Lee wants a pen and pencil set and also a van, James wants a truck full of candy, Annie wants a big doll, Linda Kay wants a rubber doll, Mildred Sue wants a rattle.
Your Friends,
Edward Lee, James,
Annie, Linda Kay,
Mildred Sue Strain

Dear Santa:
My name is Gwendal and I'm four years old and I'd like to have a doll that I can roll her hair, cradle to rock her in, and a stove.
My brother Craig is two years old and bring him a fire truck, gun, and a little jeep.
We will be at my cousins' in Littlefield, Texas, and we will have a plate of cookies ready for you.
Remember all the other little boys and girls.
We love you,
Gwendal and Craig
Estrum

Dear Santa:
I am a little girl 5 years old and I live out in the country this year so you will have to look for my house. I would like for you to bring me a baby doll in a pink blanket, a doctor's kit and some paper dolls. Be nice to all the little chil-

dren everywhere.
With love,
Ginger Long

Dear Santa:
I want an electric train, toy cub, airplane, play money, tractor, bow arrow.
From Charles

Dear Santa:
My name is Anthony Mays. I'm five years old. Please bring me a football helmet and shoulder pads. Also a double holster set and spurs.
I have a little brother that is 15 months old. Please bring him a rocking horse, a fire truck, and a pound-a-pig set. Thank you, Santa.
Love,
Anthony D. Mays

Dear Santa:
I surely am trying to be better each day and help my Mommie and Daddy.
Would you please bring me a fuzzy yellow cat with whiskers, a racing horse, nurse set, and a color book. Also I really like candy and nuts.
I love you, Santa, and I forgot to tell you I'm four years old.
Camelia Ann Anderson

Dear Santa:
I have been a good boy too and I want a doctor set, guns, drum and spurs, a butain toy truck, caterpillar, that doesn't wind and a pair of moccasins, candy, fruit, and nuts. Don't forget my teachers.
Goodbye Santa,
Eddie Gallagher

Dear Santa:
I am seven years old and I am in the second grade at Shirley school.
For Christmas, will you please bring me a Bible, doll with a formal dress, dishes, and silverware.
Please do not forget my teacher, Miss Shannon.
Love, your friend
Bonnie Sparkman
P.S. Please do not forget my baby sister, Barbara Darlene.

Kris Kringle Isn't Really Santa Claus

Popular notion seems to imply that Kris Kringle is a German term of endearment for Santa Claus. Just what motivates this idea is not at all clear, since Kris Kringle is really a modification of Christkind who, although endowed by German legend as a gift-giver, resembles Santa Claus not in the least.

Santa Claus, as we know him in America, never really caught on in Germany. St. Nicholas comes around on his liturgical feast day—December 6—with his pockets bulging with candy and nuts and trinkets. Well and good, but German parents maintain, as did their predecessors of the Reformation era, that the central idea of Christmas, the birth of Jesus, should dominate the observances.

Nor is Christkind depicted as the infant Jesus himself, but rather as his messenger and gift-bearer who comes to earth at Christmastime to bring happiness to good children. The Christkind is usually represented as a child dressed in white robes, wearing a golden crown and having big, golden wings.

Dear Santa Claus:
Please bring Fred a car truck and a ranch set. Please bring Ralph a pair of boots and a pair of Texas spurs. Please bring me a Roy Rogers flash camera and a bike. Please remember my three big brothers. Please bring all of us a basketball.
Please remember all of the nice boys and girls.
Be careful on your way!
Mary Beth Ricketts.

Dear Santa Claus:
I am a little girl four years old and looking forward to your visit. I have been good. I would like a doll with hair, doll clothes, dishes and silverware. I would also like a cowgirl's suit and hat. I love you.
Your little friend,
Ann Mercer

Dear Santa Claus,
I am 2½ years old and this is my first letter to you. I have been a very good little boy and

HOLY NIGHT



This painting of the first Christmas was done by Feuerstein, an Alsatian who taught at the Munich Academy of Art.

Tradition of Poppy

The poppy leaf, traditionally a part of Christmas Eve supper in Lithuania, is a small leaf made of bread dough and baked hard in a bread pan. When cool, the leaves are dipped in a solution made of water and sugar and ground poppy seed which is also used as a traditional holiday beverage.

Tradition prescribes that the poppy seed should be ground in an iron kettle using an ax handle as a mallet, and no Lithuanian would think of grinding seeds for the Christmas poppy leaves by any other method.

like for you to bring me a toy monkey, a new drum, a gum ball machine, a Bugs Bunny, a table and chairs and a blackboard and don't forget my Christmas candy. Remember to bring Mike a toy monkey and bring all the other little boys and girls nice presents.

With love,
Keith Blanton



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

A very merry Christmas to you, our friends.

JACK HAGER

Jack's Shoe Shop

Our Annual CHRISTMAS GREETING

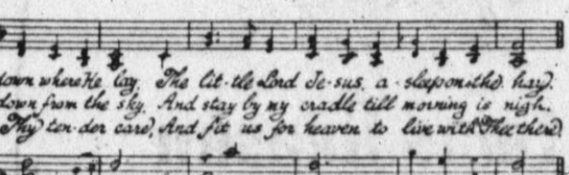
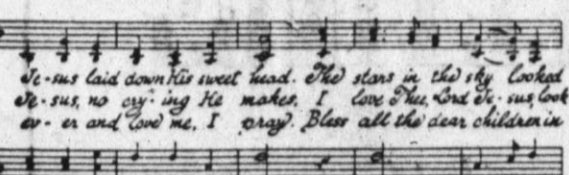
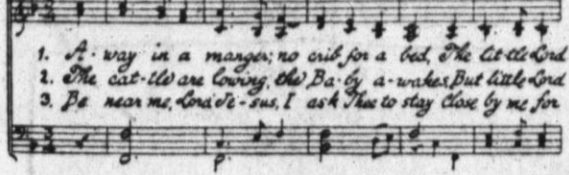


PITMAN GRAIN CO.

And Employees

Away In A Manger

Martin Luther. Carl Killion.



Letters To Santa Claus

Dear Santa:
My name is Darlene, I am three years old, my little sister is Deana and she is two. We want dolls for Christmas and some doll clothes and suit cases to put them in. We want bracelets and rings too.
We'll be at MaMa Wilsons in Faith, S. D.
Darlene & Deana Wilson

Dear Santa Claus:
I am four years old and try to be a good boy most of the time. Would you bring me some records, especially one about "Little Black Sambo", a little ferris wheel, and a cowboy bedspread for my bed, and a cowboy rope.
I have a little sister, a year and a half old, and she wants a big doll.
Be sure to go see all the boys and girls.
Love, Ronnie Paetzold

Dear Santa Claus:
Please bring me table and chairs, big doll with coat on, stove with an oven in it. I'm three years old and have been a good girl most of the time.
Cynthia Jones

Dear Santa:
I am a little boy 5 years old. I would like a doll, cowboy suit, a train, and a grader. Please bring me lots of nuts and candies.
Love,
Charles Carathers.

Dear Santa Claus:
I am a little girl two years old. I want you to bring me a doll with hair that I can brush and comb, a table and chairs,

Flower Legends Express Christmas Beauty

There are many legends concerning Christmas, but some of the most beautiful have to do with flowers.
The Christmas rose, for instance, was divinely created. A shepherd maid wept at having no gift to lay before the Babe in the Manger. Suddenly an angel appeared before her—
The Angel spoke, his voice was low and sweet
As the sea's murmur on low-lying shore,
Or whisper of the wind in ripened wheat.
Then, after hearing why the maiden wept, he touched the ground where her tears had fallen, with the branch of lilies which he carried, and immediately the place was white with Christmas roses, which the maid gathered and laid on the manger.
Of the others, Sainfoin, or Holy Hay, is believed to have cradled the infant Christ in the manger.
And the snowdrop is the flower of the Virgin Mary, and is said to be the emblem of the candles she lighted on Christmas Eve.

and some dishes.
Please remember all the other little boys and girls.

Your little friend
Beverly Kay Lemons

Dear Santa Claus:
I am a little girl six years old, my name is Linda Carole. I have a little brother named Randy, who is four years old.

We have both tried to be sweet and good this year so will you please bring me a big doll with hair that will say "mama", please bring my little brother a toy truck or a toy road grader. Santa, we will hang our stocking up for you to leave us some candy, nuts, and fruit in. Thank you, Santa, from
Linda and Randy Tooley

Dear Santa Claus:
Please bring me a bicycle and some dolls and candy and nuts and a dress and a blackboard.
Thank you
Love
Dianne Jackson

Dear Santa Claus:
Please bring me Froggie the Gremlin and just a few teeth since I'm nine months old and ain't got a tooth in my head.
Thank you
Love
Steven Jackson

Santa Claus Land
Dear Santa Claus:
I am a little girl four years old. Please bring me a big tricycle, a big doll and doll suitcase, and some little dishes. Also bring my dog, Rufus, a big ball. Bring all the other little boys and girls some nice things too.
Thank you,
Janis Sue Medley

Dear Santa:
I am a little boy eight years old and I am trying hard to do the best I can about being good.
Please, Santa, would you bring me a big service station, Chinese checkers, story book, gloves, and some house shoes.
I like candy and nuts, too, and thank you, Santa.
Harold Anderson

Dear Santa Claus:
Please bring me a big doll and a Toni doll wardrobe and anything else you want to leave.
Thanks,
Joy Story

The West Texas Gas Company Employees



Wish You a Merry Christmas

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927

Merry Christmas

Now that the Yuletide Season is here again, we find ourselves eager to express to you our good wishes for a Christmas long to be remembered in years to come as the most enjoyable of them all.

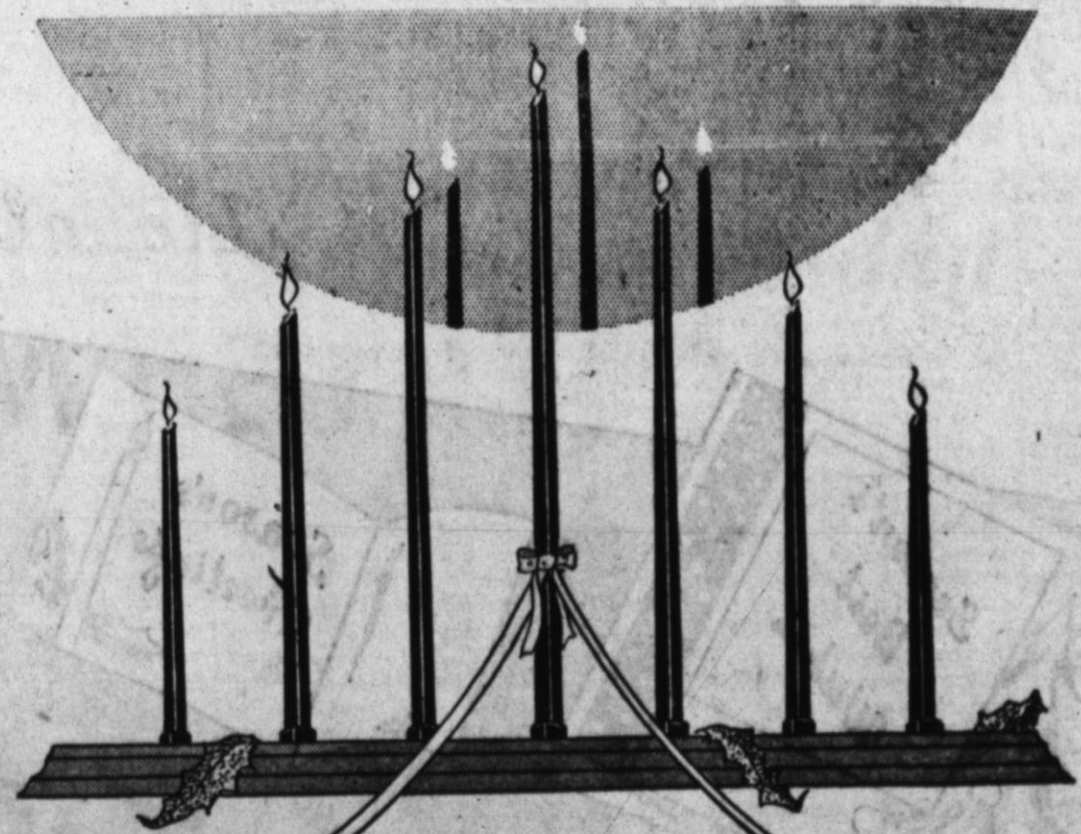


PHILLIPS and LAWRENCE

and Employees

Earl Phillips

Guy Lawrence



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 these past years.

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

The Hereford Clinic and Entire Staff



IMPRESSIVE CEREMONY . . . The Rev. Hugh Giles (left, on stand), minister of music at the Central Presbyterian church in New York, is shown leading the carol singing which marked the lighting of the Christmas trees on Park avenue last year. Six hundred persons joined the choirs of five churches as the 39 trees being the avenue were lighted and dedicated in honor of U. S. war dead.

Letters To Santa Claus

Dear Santa:
I am six years old now. I want an iron that really heats, an ironing board and an electric stove. My stocking will be hanging on the fireplace.
I love you,
Royce Ann Gilbreath

Dear Santa:
If I don't get all that stuff well then please get me 52 play trucks and one electric train with an electric motor.
Randall McGee

Dear Santa:
I want an electric train and that is all.
Edwin Axe

Dear Santa: I am a little boy three years old. I've tried to be good this year. Santa bring me a big tricycle and a black board for Christmas. Also some peanuts and candy. Don't forget any of the little boys and girls.
I love you,
Johnny Cheatham

Dear Santa:
I'm ten years old. I'm in the fourth grade. I think I've been a pretty good girl this year. I want a watch and a pretty sweater set. Please remember all the other boys and girls all over the world. Also remember my little nieces and nephews that will be at my house Christmas.
Your Little Friend,
Linda Kay Morton

Dear Santa:
I am a little girl not quite two years old. I've been a good girl. I want a dolly, a rocky horse and a broom. Please remember my little cousins, Ted and Janey Freeman from South Dakota and Janeen and Bryant Glenn from San Angelo. They will be at Daddy Bill's for Christmas.
A little friend,
Pam Jackson

Dear Santa:
How are you this year. I am

'AND THEY WENT UP...'

There Was No Paved Highway For That First Christmas Trip

There was no macadam highway leading from Nazareth to Bethlehem when Mary and Joseph undertook their memorable journey nearly 2,000 years ago.

As far as routes were concerned, there were three. The western route led along the sea-coast and through the plain of Sharon. This route was unpopular with pious folk like Mary and Joseph who shunned the heathen cities, rowdy travelers, etc., as much as possible.

The shortest route, via the fruitful plains of Esdraelon into the mountains of Samaria and through Shechem and Bethel, was not very popular either. The road was tolerable, but steep; however, the Jews had little use for the Samaritans, and vice versa.

The Jordan route, which descended into the Jordan valley and followed the river's east bank around Jericho, was favored by the majority of Galilean travelers who for one reason or another (the Passover, etc.) went down to Jerusalem at regular intervals and knew their way around as well as suburbanites know their way around modern metropolitan areas.

If the Jordan route was a little round-about, it was fairly level—and steeped in Jewish history, from the shadow of Mount Tabor where Saul in desperation sought his 'witch' of Endor, to the tomb a

little before Bethlehem where the first Joseph buried his beloved Rachel.

It is fairly certain that Mary and Joseph did not choose the western route when they planned their very special journey. Whether they chose to go by way of Shechem and Bethel, or around the walled city of Jericho may never be determined definitely.

But, the distance—nearly 100 miles—was, in any case, unrelenting and conquered only by persistent plodding. And when Mary was too tired to go another step, Joseph took the packs upon his



own shoulders so that she might ride the little donkey which trudged faithfully at his side.

Verily indeed, did Mary appreciate the shelter of the stable that night—no one could have been more grateful or more happy than Mary. And she brought forth her first-born son, and laid him in a manger.

Dear Santa:
I want you to bring me a wrist watch, a cow girl suit, a new tricycle I have been a good girl also candy and nuts my brother wants you to bring him some cowboys shirts I want my nephew a little cow suit to good by Santa. I love you. My other other nephew a pair of cowboy boots.
P.S. I want my watch to be real 10 kt. gold. I want a white gold trimming on it.

fine. Please send my little sister, Billie, 1 year and 3 months old, a rubber or magic skin doll, a little rocking chair, and a hickory stick.

Please send me a movie projector, a film called "Football Parade of 1950", a monopoly set, a magic set, and Autry toy.
Please bring us all candy, nuts and fruit. Especially peanuts. Don't forget all of the other boys and girls in America.

Goodbye this year
Phyllis Goettch

Dear Santa:
I am five years old. I have been a good little girl and would

like to have a doll and a cradle for my doll. This is all I want, because I want you to bring all the

little boys and girls some toys.
Bye Santa,
Joyce Muzzucco

Letters To Santa Claus

Dear Santa:
I am a boy seven years old. Here is what I would like for Christmas: a football, a football suit, a gun and holster, a little Ford tractor, play cars and a pop-gun.

Thank you for the toys you left last year Santa.
Please don't forget all the other boys and girls.
Love,
Lee McMurray

Dear Santa Claus:
I am five years old. I want a football suit, little cars, two guns and a holster, a Lone Ranger suit and a pop-gun.
Thank you, Santa, for everything you bring.

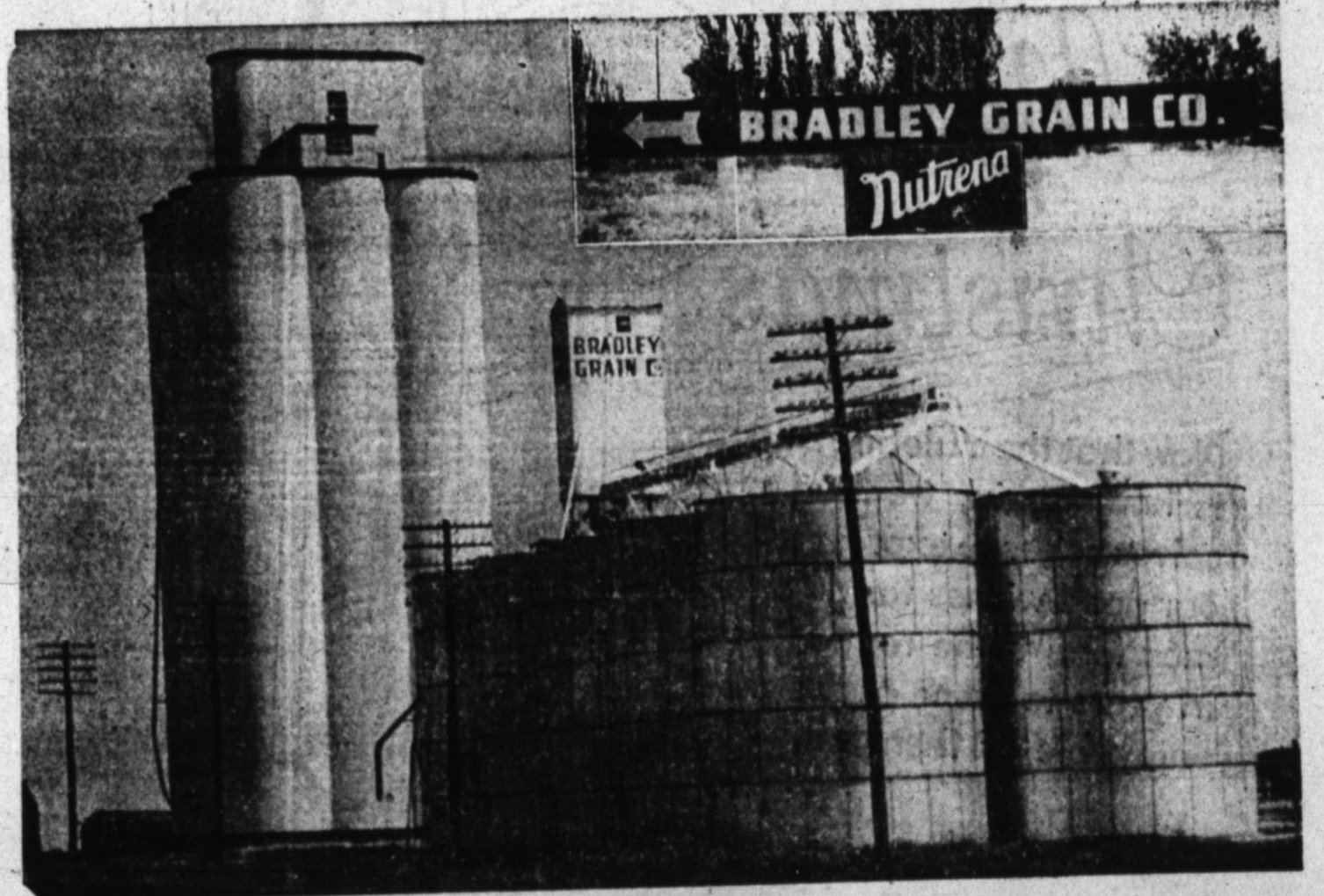
Remember all the other boys and girls, too.
Love,
Ronald McMurray
P.S. I also would like some binoculars, please.

Dear Santa:
Charles and I won't get to be in Hereford with Grandmother Cockrell this year so we hope you can find our house in Manitou Springs, Colo.

I want a little train and some candy and my brother can't tell me what he wants because he is only six months old but I think he would like anything you bring him.

Love,
Gary Osburn

Dear Santa Claus:
I am a girl 10 years old and in the fourth grade. For Christmas I would like a doll.
Emeralda Olguin



BRADLEY
GRAIN COMPANY
And
Employees