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CROCKETT COURIER: DECEMBER 21, 1950

Patronize our advertisers. Patronize Courier advertisers.



At this Christmas season we re-live the joy that comes to us across the centuries. May the season bring You and Yours nothing but happiness.

RHODEN FEED & SUPPLY
Tom Rhoden
Purina Dealer



May We Add To
Your Christmas
Pleasure By Wishing
You Sincerely the Very
Best the Season Affords

PETTY'S GROCERY



We Wish All Our Friends a Very, Very
Merry Christmas for 1950 and—a New
Year filled with "Hope" for a Better and
more Peaceful TOMORROW.

Royal Cafe

School for Santas



With all his experience, the modern trend makes the old-fashioned Santa Claus embark on technical education. "School for Santa Claus," sponsored by a Hollywood actors' organization, is coaching Kris Kringle "doubles" for their roles during the holidays.

Cultivation of a hearty, or belly, laugh is in the curriculum (top photo). Santa is shown how he must open his mouth wide to force booming "Ho Ho" through chin brush. Photo in center shows instructor demonstrating application of tourniquet so that Santa will know what to do if a boisterous celebrant happens to injure himself. At bottom, melodious renditions of "Silent Night" are practised at each class session.



REPEAT THE
SOUNDING JOY
THIS CHRISTMAS.



R. E. Shivers Store

What Is Important

That is important. "What is important?" asks Wendell Phillips. "Nothing but education; nothing but the first step to something better."

Perhaps that was not intended to be attained. As Robert Browning said: "Ah, but a man's reach should exceed his grasp or what's a heaven for?" You can follow a star, but you can't reach it. Its light will lead you in the dark, but you cannot grasp it. Yet we thank God at this Christmas season for stars, for ideals, for dreams. We must believe in something.



Our very
best
Christmas
wishes.
1950

**IRENE'S
BEAUTY SHOP**

Earl Wheeler Bryan and Billy McPherson are among the A. & M. Cadets.



MERRY CHRISTMAS
AND
HAPPY NEW YEAR
FROM

Motel Cafe

On Houston Highway
CLYDE JOHNSON, Prop.

(We will be closed on Christmas Day—
Drive out Sunday, December 24th, for
your Turkey Dinner.)

'tis the Season to be
JOLLY!



Merry
Christmas

LaRue's Pharmacy
Gordon LaRue

Lucia Day Starts Christmas Season In Swedish Custom

Celebration of Lucia day on December 13 inaugurates the Christmas season in Sweden. It takes its name from St. Lucia, or Lucy, martyred for her faith and virginity in Syracuse in 304. A. D., and venerated by the church each December 13.

The prettiest blonde in every home, office, factory, village and town is elected a "Lucia" and visits the sick, leads caravans and processions and attends banquets and balls accompanied by her "handmaids."

The ancient custom coincides with the winter solstice, when the sun wanes toward the earth and more and the days begin to lengthen.

In addition to beauty, other qualifications for "Lucia" or "light queen" are fair hair, a nice disposition and high character.

Dressed in long white robes, wearing crowns of lighted candles (the traditional costume for "Lucia"), the girls present gifts and the traditional Lucia day coffee and rolls to hospital patients, etc.

The queen and her maids, enthroned in a star-spangled horse-drawn chariot lead festive processions around the village squares and through city streets.

Parade participants depict alternate scenes from Sweden's picturesque Lapland and the Wild West of the United States, while musicians in multi-colored costumes alternate playing northern folk tunes and American jazz.

MERRY
CHRISTMAS
AND
HAPPY NEW YEAR
TO ALL!

Pauline Callahan
and
Billy Callahan



It is an old happy custom and it warms the hearts of giver and receiver... we are happy to wish you the merriest of all Christmases!

Mrs. W. H. Holcomb
(Eight years your distributor for the Houston Post)

CROCKETT COURIER: DECEMBER 21, 1950

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Patronize Courier advertisers.

Patronize Courier advertisers.



A
JOYOUS
CHRISTMAS TO YOU!

As you gather with family and friends on this happy day we wish to send to you and to yours our sincerest greetings and best wishes for the merriest of holidays.

PARKER'S SHOE SHOP

JUST A WORD WITH OUR SUBSCRIBERS

Twenty names this week against one! Last week had it. It is one to the good. Those subscribing and renewing this week will please accept our thanks. Their names follow:

Mrs. W. F. Kelley, Norfolk, Va.
J. B. Tippett, Crockett.
Miss Morris McManis, Galveston.
J. L. Arledge, Crockett.
Mrs. J. R. Dugby, Pomington.
Pinckney Ford Smith, Houston.
Mrs. Hollis Bell, Crockett.
Robert Jackson, Crockett Rt. 1.
G. H. Sides, Kennard Rt. 2.
A. L. Bawdon, Riverdale.
Hollis W. LaRue, Dickinson.
Miss Lila James, Arlington.
Nathan Young, Crockett Rt. 1.
Mrs. Ross Henson, Crockett.
East Texas Motor Co., Crockett.
Herbert Callaway, Crockett.
P. S. Weininger, Grapeland Rt. 2.
C. L. Monk, Crockett Rt. 1.
Bob Wray, Crockett.
Mrs. J. G. Miller, Tennesse, Fla.

Friend Millard, calling Saturday, said he was calling to let us interview him as to how this country should be run when asked, he said that our map had been very successful.



The Season's
Best Greetings
To
You and Yours
From Your
District Attorney
John Dowdy
and Family

They're Here!

The famous F-1 Pickup... with new features for '51! Plus an important money-saving advancement... the Ford POWER PILOT, standard on ALL new Ford Trucks for '51, from 25-h.p. Pickups to 145-h.p. BIG JOBS!

The heavy duty champion... the new F-5 for '51. This truck outlasts any other truck in the 1 1/2-ton field! New 5-STAR EXTRA Cab offers many extra comforts... available at extra cost on Ford Trucks, Series F-1 through F-8.

NEW FORD TRUCKS for '51

FEATURE **POWER PILOT** **ECONOMY**

FOR 1951, more than ever, economy-wise truck buyers are going to follow the trend to Ford!

New Ford Trucks for '51 give you step-ahead engineering advantages, such as America's only truck choice of V-8 or Six... a choice of over 180 models to fit your hauling job better...

... strength reserves that make Ford Trucks last longer.

You'll find these new features in engines, clutch, transmissions, axles, wheels, cabs, Pickup body—wherever there have been opportunities to make

Ford Trucks do a better job for you, for less money!

Ford's POWER PILOT is especially important to you... for it's a PROVEN money-saver, on every hauling job.

Driver comfort, too, gets plenty of attention in new Ford Trucks for '51. There is the new 5-STAR Cab and the optional 5-STAR EXTRA Cab featuring

foam rubber seat padding, glass wool roof insulation, automatic dome light and many other comfort extras at only slight additional cost.

And only Ford gives you a power choice of V-8 or Six... four great engines! Over 180 models. Come in... Get ALL the facts. Select the new Ford Truck that's right for YOU!

The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gas.

It automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses only one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas... you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy! ... and many other money-saving advancements!

NEW FEATURES THROUGHOUT

New massive, modern front end and exterior styling makes Ford the '51 favorite for "good looks"!

New 5-STAR Cabs feature bigger rear window—with up to 90% more safety vision.

New "grain-high" Pickup body, new clutch disc, new transmissions, new wheels assure still longer life.

New automotive pistons with chrome-plated top rings, new high-lift camshafts for top performance, longer engine life.

POWER PILOT ECONOMY... and many other money-saving advancements!



All heavy duty F-5 and F-6 Fords for '51, like this Dump, give you easier, quieter shilling with new 4-Speed Synchro-Silent transmission, optional at extra cost.



Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longest!

Ford Trucking Costs Less
because
FORD TRUCKS
LAST LONGER

See 'em today!

SULLIVAN MOTOR CO.

Authorized Ford Dealer

Sales and Service

Crockett, Texas

Parts Phone 195

Office Phone 700

Crockett Courier — December 21, 1950

— Crockett Courier —
December 21, 1950 — Page 1
of scan —**[ttt PAGE] [uncertain] FOUR**

o, Patronize our [adverinern,]
[uncertain] 1 a i is [Nettie aaa] [uncertain]
I 1 yf [y.4] [uncertain] N cay

[illegible or non-text passage omitted —
see scan]

[illegible or non-text passage omitted —
see scan]

er. At this Christmas sea i that comes to
us acre od the [sei] [uncertain] bring Y
[aoe] [uncertain] y season bring You but
happiness, [oS!] [uncertain] RHODEN
FEE ait [lom R] [uncertain] ly

[illegible or non-text passage omitted —
see scan]

[illegible or non-text passage omitted —
see scan]

Your Ch i, Pleasure B; [nig] [uncertain]
You [Sincere]] [uncertain]

[7] [uncertain] Best the Seas

We Wish [All-Gur.Fri] [uncertain]
Merry Christmas for

Year filled with Hop:

more Peaceful TOMO qa

[illegible or non-text passage omitted —
see scan]

[illegible or non-text passage omitted —
see scan]

won we re-live the joy 48 the centuries,
May wand Yours nothing

[D] [uncertain] SUPPLY

Dealer

[illegible or non-text passage omitted —
see scan]

Add To y Wishing ly the Very son
Affords [iends] [uncertain] a Very, Very
1950 and a New

e fora Betterand

8

**CROCKETT [COURIER:]
[uncertain]**

School for Santas

With [oll] [uncertain] his experience,
the modern trend makes the

[oldfashioned] [uncertain] Santa Claus
embark on technical educationa..- a School
for [Santa] [uncertain] Ctouses,"
sponsored by a Hollywood actors"
organization, is [conching] [uncertain]
Kris Kringle doubles" for their roles
during the holidays.

Cultivation of a hearty, or belly, Jaugh
is in the curriculum [(top) [uncertain]
photo). Santa is shown how he must open
his mouth wide to force booming Ha Ha"
through chin brush. Photo in center shows
instructor demonstrating application of
tourniquet so that Santa will know what
[to'] [uncertain] do if a boisterous
celebrant happens to injure himself. At
bottom, melodious renditions of Silent
Night" are practised at each class session.

[illegible or non-text passage omitted —
see scan]

[illegible or non-text passage omitted —
see scan]

What Is Important ba lay

That ve important [What] [uncertain] in
de [Phe] [uncertain] eat?" aves Wendell
Phillips [Noth] [uncertain] my [bot
ednention;] [uncertain] nothing but the oo)
mat step ta something better

[Perhapa idenla] [uncertain] were not
[mitended] [uncertain] o be [nttnined.]
[uncertain] Aw Robert reining [nid]
[uncertain] CAN, bat a [oianh] [uncertain]
reach [nhoultt! xcecd] [uncertain] her grab
oar what on Heaven! [orl"] [uncertain]
You [ean] [uncertain] follow costar, bat!
[ouceamt] [uncertain] reach it. [Dts]
[uncertain] light will! [rhe] [uncertain]
you in the dark, but you cannot [aap]
[uncertain] it. Yet [weethank] [uncertain]
God at thin [brintrmiy] [uncertain] censor
for stare, for dents, ot ore, [We oomunt]
[uncertain] believe an met thing:

Our very

[HEN] [uncertain] Christmas

[Sty,] [uncertain] wishes.

IRENES**BEAUTY SHOP**

wal Wheeler [Wryau] [uncertain] and
[lly Me!] [uncertain] rogue iron are among
the [AL] [uncertain] M, [Col]] [uncertain]
day were ee

[illegible or non-text passage omitted —
see scan]

yet

[illegible or non-text passage omitted —
see scan]

MERRY CHRI

AND

HAPPY NEW

[illegible or non-text passage omitted —
see scan]

Motel

On Houston H CLYDE [JOHNS«]
[uncertain]

[(We] [uncertain] will be closed on
Drive out Sunday, Dec your Turkey
Dinner.) [onftlonta] [uncertain] ont home
for the [holf] [uncertain]

ISTMAS

[illegible or non-text passage omitted —
see scan]

Cafe highway

ON, Prop.

Christmas [Day—] [uncertain] ember
24th, for

— Crockett Courier —
December 21, 1950 — Page 2
of scan —

Lucia Day Marts

2 i [Christmas] [uncertain] Seasons
[oD,] [uncertain] In [Swedish] [uncertain]
Custom

[Coalebratlon] [uncertain] of [Tueln]
[uncertain] day on De ember
[(thuunyraten] [uncertain] the [Chriut]
[uncertain] Ue newton in Sweden. Tt tales
[tty] [uncertain] name from 8b [Butela,]
[uncertain] or Lucy martyred for her faith
and [virglnf] [uncertain] ty im [Syracuae]
[uncertain] dy [M4,] [uncertain] AL DL,
ane venerated by [(he] [uncertain] church
each Dp comber 13,

The [prettlont] [uncertain] blonde In
every home, office, factory, village ane
down dn elected a [Pateda"] [uncertain]
aK

[illegible or non-text passage omitted —
see scan]

Crockett Courier — December 21, 1950

processions ind attends banquets and balls [neeampanter] [uncertain] by her [hondnialden,] [uncertain]

The ancient [enstom colneldes] [uncertain] with the winter solstice, when the akin [fiwinyges fownrdl] [uncertain] the earth one [amore nnd] [uncertain] the days [bepin] [uncertain] to [Joapethe] [uncertain] en.

[Ino] [uncertain] addition to beauty, other qualifications fer [Dueins'] [uncertain] oy [Aht] [uncertain] queens are fair hate, a s mice [dixponitlon] [uncertain] and high charae- [ter,] [uncertain]

Dressed in tong white robes, [ewearie] [uncertain] crowns of Upted candles

[(the) [uncertain] traditional costume for [Tar] [uncertain] alas) the purls present gifts and), the [traditlonai Tatey] [uncertain] day [coffee] [uncertain] and rolls to hospital patients, [ete] [uncertain] The queen and her maidens, on throned) in [Aosfar] [uncertain] spangled horse drawn chariot lend festive: [proces: emparee (ONS) [uncertain] around the village squares ee [Tan Tdi] [uncertain] city attend ere

[Parade] [uncertain] participants septet alter mate [oseenes] [uncertain] from Swedens pie. [turesque] [uncertain] Lapland and the Wild West of the United Slates, while musicians in multi-colored cos. [tume] [uncertain] alternate playing northern folk tunes and [American] [uncertain] jazz.

MERRY

CHRISTMAS

AND

HAPPY NEW. YEAR

TO ALL!

Pauline Callahan A and

Billy Callahan

It is an old happy custom and it warms the hearts of giver and receiver we are happy

to wish you the merriest of all

Mrs. W. H. Holcomb [(Eight) [uncertain] years [youtdistributor]

[uncertain]

for the Houston [Post]) [uncertain]

JUST A WORD WITH OUR SUBSCRIBERS

Twenty name thin week [nga Winefeon] [uncertain] want [wook] [uncertain] dunt bad ft tn one to the good, Those [nubaceibhiy] [uncertain] wd [venewhnye (hin) [uncertain] week will please [necopt] [uncertain] our thank Their [namen] [uncertain] follow m,

Mra, [W.] [uncertain] FL Kelloy, Norfolk, Va.

[JOU] [uncertain] Tippet, Crockett.

[illegible or non-text passage omitted — see scan]

[WoW Arledye,] [uncertain] Crockett,

[Mrs. J. R.] [uncertain] Doyle, Pennington,

[illegible or non-text passage omitted — see scan]

Mra, Hollis Wendl, [Crockett,] [uncertain]

[illegible or non-text passage omitted — see scan]

[G. 1.] [uncertain] Sides, Kennard [Rt,] [uncertain] ALT. Bowdoin, [Riveruide,] [uncertain]

Hollin W. LaRue, [Dieldnwon,] [uncertain]

Minn Lola Janes, [Ariington.] [uncertain]

Nathan [Youn,] [uncertain] Crockett Rif.

Mrs. [Rona] [uncertain] Henron, [Crockett,] [uncertain]

Mant Texas Motor Co, Crockett,

[Herbert] [uncertain] Callaway, Crockett.

[MOS. Welninger,] [uncertain] Grapeland [Rb?] [uncertain]

[CG. 1.] [uncertain] Monk, Crockett RO 1,

Nob Wray, Crockett.

[Mrs,] [uncertain] d. [G.] [uncertain] Milter, Pennacola, Mla.

Friend Milldew, callings Saturday, and he was calling to let un inter view hin ns to how this country should be run when

naked, he said that soft soap [Tind] [uncertain] been very [nuccousful,] [uncertain]

[illegible or non-text passage omitted — see scan]

mash

The famous F-1 Pic saving advancement mi Ford Trucks for [5] [uncertain]

[illegible or non-text passage omitted — see scan]

[illegible or non-text passage omitted — see scan]

F

For 1951, more th wise truck buyers a the trend to [Ford!] [uncertain] New Ford Truck step-ahead [enginee] [uncertain] such as [Americas"] [uncertain] of V-8 or Six a' models to fit your [6] [uncertain] Strength reserve Trucks last longer. Youll find these ae engines, clutch, [tra] [uncertain] ot wheels, cabs, Picky oy there have been [opp] [uncertain]

All heavy duty F-5 and give you easier, quieter Silent transmission, optic

See

[Office] [uncertain] Phone [700] [uncertain]

[illegible or non-text passage omitted — see scan]

The Hoy or [qirl] [uncertain] dn the [begtiunlay] [uncertain]

Magen of no bald or [nore Ahront] [uncertain] or none other [eatehbay (hens dea) [uncertain] focus of infection from which new lennon [ennily] [uncertain] spread outward dn [everawiden:] [uncertain]

[tye chrelan, Offon] [uncertain] the parents [enn] [uncertain] help Co keep [infecous dnennen trom sprendingg] [uncertain] du [nechool] [uncertain] by keeping child from at home when they are not in their annual health, Tenchorenn help hy having an evenly heated and well ventilated room and by teaching child.

[ren] [uncertain] fo [ontay] [uncertain] home when [dll,] [uncertain] maybe [Def,] [uncertain] George [We.] [uncertain] Cox, [kup..] [uncertain] with new features for 51! Plus an import nt the Ford POWER

Crockett Courier — December 21, 1950

PILOT, standard on 51, from 95-h.p.
Pickups to 145-hp. BIG JOBS!

[WW] [uncertain] FOR EATURE POW

[lan] [uncertain] ever, economy- Ford Trucks do a b re going [tofollow] [uncertain] for less money! Fords POWER P s for 51 give you [impdttant] [uncertain] to you [ering] [uncertain] advantages, PROVEN [moneyonly] [uncertain] truck choice hauling job choice of over [186°] [uncertain] Driver comfort, tc hauling job better attention in new Fo es that make Ford [There] [uncertain] is the new 5-S optional 5-STAR [E>] [uncertain] e new features if" ing foam rubber se [ansmissions,] [uncertain] axles, wool roof insulation ip [body—wherever] [uncertain] light and many [oth ortunities] [uncertain] to make at only slight [additic] [uncertain]

And only Ford g choice of V-8 or Si engines! Over 180 mc Get ALL the facts Ford Truck [thats] [uncertain] ri

1 F-6 Fords for 51, like this Dump, shifting with new, 4-Speed Synchroional at extra cost.

n today!

[illegible or non-text passage omitted —
see scan]

[illegible or non-text passage omitted —
see scan]

hel boy and given to [gro] [uncertain] te [nehool] [uncertain] nm [regulngly, They] [uncertain] none them off in

[illegible or non-text passage omitted —
see scan]

[thaulctully,] [uncertain] The fret that there ts A Taw [whieh] [uncertain] compel parents to need [thely] [uncertain] children [(o nehool noldom] [uncertain] or never occur to Chem, maya Dr. George

W. Cox, [ntate] [uncertain] health [offleer,] [uncertain]

[Raymond Chrnoliun] [uncertain] dy, arrived home [Hinday] [uncertain] morning from [Kompore] [uncertain] Colteyre at [Hoonville,] [uncertain] Mo, to spend the [hol] [uncertain] Klay lennon with [hla] [uncertain] parents, w

The Seasons

Best Greetings

To

You and Yours oa From: Your

District Attorney i and Family ab [tant] [uncertain] money- The heavy [dut:] [uncertain] n ALL new truck in the 1) forts avail

[D URUC] [uncertain] ER PHOT

better job for you, The Ford Truck Power fully-proven way of power from the ILOT is especially It automatically mete u....for it sa right amount of gas, saver, on every Tight instant, toms changing speed, [Jo:] [uncertain] requirements. 00, gets plenty of Unlike convention rd Trucks for [51.] [uncertain] Power Pilot uses only STAR Cab and the stead of two, yet is d XTRA Cab featur- [chronize] [uncertain] firing twice You can use [regul] [uncertain] vat padding, glass get no-knock perfect 1, automatic dome Ford in the low-price er comfort extras Power Pilot Econom [onal] [uncertain] cost ives yOu power ix four great [odels,] [uncertain] Come in. 3. Select the new [ight] [uncertain] for YOU!

[7] [uncertain] Using latest life [insuranc] [uncertain]

[LNT] [uncertain] IMO Authorized Ford Dealer

Sales and Service

[illegible or non-text passage omitted —
see scan]

Crockett, Texas

Patronize Courier [advortinern,] [uncertain]

[illegible or non-text passage omitted —
see scan]

4

JOYO CHRISTMAS

As you gather with [fai] [uncertain] this happy day we wish lo yours our sincerest wishes for the [merries] [uncertain]

[PARKERS] [uncertain] SI

ty [champlont.] [uncertain] the new F-5 for [51.] [uncertain] This truck ton field! New 5-STAR EXTRA Cab offers able at extra cost on Ford Trucks, Series [F-1] [uncertain]

[illegible or non-text passage omitted —
see scan]

XS for" [3] [uncertain] ECONO

[illegible or non-text passage omitted —
see scan]

getting the most least gas. New massive, mo [fers] [uncertain] and fires the [terior] [uncertain] styling makes at precisely the good looks"

h 1 ad [aed.] [uncertain] niue, New 5-STAR Cabs [dow—with] [uncertain] up to [50 nal] [uncertain] systems, the New grain-tigh y one control [inclutch] [uncertain] disc, new tr designed to [synassure] [uncertain] still longer [lif] [uncertain] e as accurately lar gas you New [autothermic ormance.] [uncertain] Only plated top rings, ne e field gives you top performance, lo: [AYE] [uncertain] POWER PILOT ECC other money-saving it registration data on 6,592,000 trucks, ce experts prove Ford Trucks last longer!

PAGE FIVE

[Vatronize] [uncertain] Courter [advortinors,] [uncertain]

[illegible or non-text passage omitted —
see scan]

US

TO YOU!

[mily] [uncertain] and friends on h to send to you and greetings and best t of holidays,

TOE SHOP

outsells any other Many extra [comthrough F-8.-] [uncertain]

ES THROUGHOUT

modern front end and [eX] [uncertain] Ford the 51 favorite for s feature bigger rear win- 1% more safety vision, it" Pickup body, new [ansmissions,] [uncertain] new wheels fe:

pistons with chrome high-lift camshafts for Mger engine life. ONOMY and many advancements!

F.C de