

Holiday Gift Guide

NOVEMBER 2014
THE CLARENDON ENTERPRISE



CLARENDON MERCHANT SALES
BLACK FRIDAY
& **SMALL BUSINESS SATURDAY!**
NOVEMBER 28 & 29



**Take the Local
Shopping Challenge**
Share Your Local Spirit
**Save Big With
Christmas Cash**
Procrastinators Rejoice
**Hidden Savings
of Shopping Local**
Remember Non-Profits
**Help A Child On
The Angel Tree**
The Original Santa

ENTERPRISE COLORING CONTEST Details on page 18.

SHOP LOCAL - SUPPORTING YOUR NEIGHBORS

Local Shopping Challenge

Let's cut to the chase. By now you've heard the statistics. Almost \$75 of every \$100 you spend locally stays in your community. Local entrepreneurs spend exponentially more money on community programs than their larger counterparts.

All impressive, indeed. So then why are millions of Americans driving away or logging on to their computers for their Christmas shopping this holiday season? Some cite convenience or busy schedules without realizing just how much impact they can have on their local community by spending a few dollars locally.

BUY EVERY OTHER PRODUCT LOCALLY

Breaking the habit can be tough, so start small. Challenge yourself to buy one locally sold product for every other gift you purchase. And try to make the prices comparable so about half of your total holiday budget is spent locally.

Encourage your friends to do the same and you could be making a monumental difference in your community. If 10 of you spend \$300 on local gifts this year, about \$2,250 of that \$3,000 would be pumped right back into your local community. Comparably, your community will see \$0 of your online spending at retail giants.

BUY ALL GIFTS CARDS LOCALLY

Gift cards are becoming an increasingly massive portion of holiday spending. More than 80 percent of holiday shoppers will buy at least one. More than \$28 billion will be shelled out on gift cards this year, according to the National Retail Federation.

Many people will spend their gift cards on food or everyday items if you buy them for traditional retailers. Don't you want your present to be more meaningful? A gift card to a local specialty shop or boutique will ensure that your gift card is spent on exactly what it is intended to – a gift.

Try to personalize each gift card by choosing a local business that has special meaning to the recipient, or maybe one that you have shopped at before with that person.



SHOP LOCAL - MARKETING

Share Local Spirit

With the advent of social media marketing and digital strategies, you can help spread the word on local businesses this holiday season – without spending a dollar. Do your part this holiday season by serving as an advocate for your favorite local shops.

JOIN THE MOVEMENT

The holidays are a great time to give back to your small-business community not only by shopping, but also by jumping onto their mission. Community-focused organizations such as Independent We Stand or the Small Business Administration are continually seeking volunteers to help get the word out on their efforts.

The Independent We Stand website (IndependentWeStand.org) features an option to recommend a local business for promotion within its program. This is a great way to support your favorite local shop while giving it a little extra attention.

gifts. Your hundreds of friends and followers will be a collection of mean, lean local shopping machines by the time the holidays come around.

Even indirect messaging can work wonders on promoting local businesses. Use Facebook's Check-In feature to let your legion of loyalists know exactly when you're perusing the aisles of your favorite local establishment.

You can also post photos of your recent purchases with information on where you purchased it, what you spent and how much you love it. Seeing a certain item may trigger a gift idea, producing more business for local owners.



SOCIAL MEDIA

Social media sites such as Facebook and Twitter offer the perfect forum to speak your mind on the importance of shopping locally. Use your platform to send out educational statistics or ideas for great local


LOOKING FOR TRUE Christmas Spirit?

Shop Clarendon.

This holiday season, why not try something different? Forget the crowded malls and chain stores, and come shop Clarendon. You'll find unique gifts in beautifully decorated shops and merchants who really want to help you find that perfect gift for that special someone.

By supporting small businesses in our county, you're doing your part to help build a stronger local economy and community. So keep your hard-earned dollars at home this holiday season, and shop locally for the best value!

Your local merchants and the Chamber of Commerce invite you to experience the difference shopping your home town makes this Christmas.

Clarendon 
CHAMBER of COMMERCE
Working for Clarendon. Working for you.

SHOP LOCAL - SAVE INTEREST

Save Money With Christmas Cash

Many people finance their holiday shopping in the big city with credit cards and then have to spend much of the New Year paying off high interest charges. That's not the case when shopping in Clarendon where a local program can help you shop on credit interest free.

Yes, holiday shopping at home is easy and affordable thanks to the Donley County State Bank and the Clarendon Chamber of Commerce. The bank and the Chamber have teamed up to provide zero-percent interest "Christmas Cash" loans for the 18th season.

As in the past, anyone can make application for a loan up to \$3,000 interest free with the Donley County State Bank. Eleven local businesses are participating in the Christmas Cash program this year.

The program has proven popular in the past with many consumers and is seen as way to encourage folks to shop at home.

Once a Christmas Cash loan has been approved, the borrower will be issued Christmas Cash Dollars, which may be spent like US currency toward new purchases at all of the participating businesses.

Christmas Cash must be spent by December 31, 2014.

The Clarendon Chamber of Commerce is currently signing merchants up to participate in Christmas Cash. Chamber members in good standing may register to take Christmas Cash for \$25. The merchants then redeem the cash certificates at the Donley County State Bank for 95 cents on the dollar.

As of November 17, participating Christmas Cash merchants this year are: Cornell's Country Store, Ronna's Creations, Stavenhagen Video, Henson's, Every Nook & Cranny, Straight Off The Ranch, The Clarendon Enterprise, Mike's Pharmacy, Osburn Appliance, Country Bloomers, and Lowe's Family Center & Ace Hardware.



THERE'S A DIFFERENCE BETWEEN GETTING THE JOB DONE AND A JOB WELL DONE.

That's why we've made it our business to help do-it-yourselfers do it right with competitive prices on top-quality tools, hardware and home improvement supplies. What's more, our friendly team members are easy to find and happy to help, with the product knowledge and project know-how you often need to make the best buying decision. Less trips, better prices and quality results. That's the difference between your average home improvement center and a home improvement center well done.

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- Fixtures
- Doors & Windows
- Lighting & Fans

TO DONE
and then some.

Come in and get our **Holiday Gift Guide**

Your guide to the **best gift ideas**

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SHOP LOCAL - LAST MINUTE

Great News For Procrastinators

Ever get to the morning of Dec. 23 empty-handed? No gifts for your friends and family members and less than 48 hours to cross them off your list?

Instead of paying an exorbitant price to have your gifts shipped overnight, consider taking a stroll down to your friendly local establishments for some at-the-buzzer shopping.

FIND FRIENDLY SERVICE

Small-business owners are ready to welcome you with open arms and help you through the challenge of finding that perfect gift under not-so-perfect time constraints. Even in the hustle and bustle of the holiday season, you are likely to find friendly service on your local business scene.

If you have a positive experience, then owners know they increase their chances of you returning as a customer throughout the year or for next Christmas. Additionally, they depend on your referrals to friends and family members to help grow their business.



A BETTER SHOPPING EXPERIENCE

If you haven't experienced the holiday shopping rush at a large retailer, then consider yourself lucky. Crowded aisles and long lines are just a couple of guaranteed sights during the waning days of the shopping season.

Procrastinators are better off opting for the local shopping experience instead. Because while busy, local shops will be exponentially less crowded than their larger counterparts. This will allow you to leisurely shop for the last few remaining items on your wish list without the hassle.

Everything They Want Is On Sale



Friday & Saturday, Nov. 28-29

BLACK FRIDAY BLOWOUT

Nobis 7 Quad Core Tablet

Samsung GALAXY Tab 3

6" - 8" - 10"

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Water Dancing Speakers

The Black Series Lean Machine RC Motorcycle

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SHOP LOCAL - REDUCING STRESS

Hidden Savings

Shopping locally can save you more than holiday cash. Stress, body weight and environmental harm are at risk of increasing during the holiday season. Implement a little bit of local shopping into your routine and watch those negative implications melt away.

SAVE STRESS

'Tis the season to be jolly, not stressed, frenzied, or road-raged. Trade in the hustle and bustle of long car rides and over-packed malls for a relaxing stroll through your favorite downtown business.

The benefits of slowing things down over the holidays can improve your health, well-being and overall mood, especially when schedules are at their fullest.

The less time you spend traveling great distances and drudging

through hoards of shoppers, the more time you will be able to enjoy with your family around the fireplace. So maybe it's time to focus less on leaving the area, and take advantage of the calming convenience of shopping local.

SAVE THE ENVIRONMENT

Staying local obviously cuts down on travel for both you and delivery drivers, a twofold benefit

that means less carbon, pollution and traffic congestion. According to the Environmental Protection Agency, trucks and locomotives are responsible for 25 percent of smog-causing pollution and the majority of the cancer threat posed by air pollution in some areas.

SAVE CALORIES

Staying in the area for your Christmas shopping could be good for both your wallet and your waistline. If you live close enough to

local businesses – and if you don't mind the chilly winter weather – walk or ride your bike to the store.

The central locations of downtown businesses provide a hub of shopping activity that requires only a short stroll down the sidewalk to shop door-to-door. Mixing in a little physical activity as opposed to spending hours in your car, will aid in burning calories and improving your overall health.

And better health is a gift we all deserve.



Gifts for the Holidays...
...or any special occasion!

COME HAVE FUN SHOPPING WITH US!

FRIDAY & SATURDAY, NOV. 28 & 29

Every Nook
and Cranny

Downtown Clarendon • 874-3335
OPENING AT 8 A.M.

SHOP LOCAL - CHARITIES

Don't Forget Non-Profits

Some local organizations are focused not on selling products, but on improving the lives of disadvantaged community members. Non-profit groups organizations are all seeking help this holiday season.

And what they're asking for is simply a hand. They need more manpower to achieve their goals and spread the word on their efforts.

LOCAL FOOD DONATIONS

Why not spend your Christmas spreading some holiday cheer – and delicious food? Contact the Clarendon First United Methodist Church about the volunteer needs of its local **BREAD OF LIFE FOOD PANTRY** at 874-3667. Contact the Clarendon Lions Club to make a donation to its **ANNUAL CHRISTMAS BASKET** program at 874-2259. Call Clarendon Elementary School at 874-3855 about its **SNACK PACK FOR KIDS** program or call 874-2007 to make a donation or volunteer to help the weekly **CHRIST'S KIDS MINISTRY PROGRAM** as it seeks to nourish the bodies and spirits of local children. And it is a simple act of kindness that can be turned into a tradition, passed on to children or replicated by your friends and family members. Senior citizens groups in Clarendon and Hedley also need your support to continue to provide services to our local elderly.

CHARITABLE CONTRIBUTIONS

You may find yourself short on time this holiday season, but maybe you have a few dollars to donate to a local organization. Your contribution could go a long way toward furthering the cause of a group near and dear to your heart.

You can conveniently make online donations or in-person cash contributions. Either way, donating funds is a simple way to show your support while making a difference in the lives of those who need it.

LENDING YOUR SKILL SET

Can you spare a few hours every weekend in December? You may be asked to run errands or visit with people. Maybe deliver food or products to clients across town.

Professionals in the creative services field can offer their skills free of charge as a holiday contribution. Locals helping locals will strengthen the community this holiday season.

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SHOP LOCAL - KIDS IN NEED

Visit The Angel Tree

The economic circumstance of parents shouldn't keep children from experiencing the joy of having a gift to open on Christmas morning. And thanks to a local program, you can help make sure every kid has a Merry Christmas.

Angel Tree applications are currently available at the Burton Memorial Library in downtown Clarendon. Kids ages 12 and under, who might not otherwise have Christmas, are eligible for this program. The application period will close December 1, 2014.

Angels are on the tree now and available for adoption. Go by the Library and select an Angel that you can provide a gift to this Christmas. Gifts are due by December 19.

For more information, contact Janet Carter at 806-874-2007.



Saints' Roost Museum Christmas Party

Sat., Dec. 6 • Donley Co. Activity Center
6:30 to 11:30 p.m.

\$50⁰⁰/couple

Tickets at Every Nook & Cranny
& Donley County State Bank

LIVE BAND:
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**Chance to
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on many items. See our circular in the store for details.



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89⁹⁹
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LOWE'S FAMILY CENTER

US 287 WEST • CLARENDON, TEXAS

SHOP LOCAL - YOU ARE NEEDED

You Are Important

Local business owners treat you with respect and kindness because they need your support. Your money keeps their dreams alive, their families fed and their lights on. It also helps fuel their innovation — an attribute that we depend on from small business owners to help our communities become better places to work, play and stay.

Local owners are quick to converse with you and ask about your life because they are genuinely interested in learning about their customers. Gaining a better understanding of their target audience helps owners improve their services, which in turn boosts their bottom line. Friendly banter is a cornerstone of downtown America and is what helps set small businesses apart in the realm of quality customer service.



BUILD RELATIONSHIPS

It is always a good idea to cultivate and maintain positive relationships with those who need you most. These interactions will make future shopping visits more conversational and enjoyable and will add value to both the employer and customer experience.

NETWORK

Shopping locally can also help you and your career. Hand over your business card while discussing the weather with your local business owners.

You never know what services they may need or who they may know that could spark new business opportunities for you. Small business owners can appreciate the benefits of networking, because they use it as a critical tool to promote their services and expand their reach. You can do the same.

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Downtown Clarendon

Your Holiday Gift Headquarters
Toys, Jewelry, Clothing, Housewares, and More!

SHOP LOCAL - SUPPORT YOUR COMMUNITY

A Gift For Your Community

While you're making your list and checking it twice this holiday season, don't forget to include your local business owners. They're not asking for much this year, just a little support. And you'd be smart to give it.

A substantially larger percentage of your hard-earned money stays in your community when you choose to shop locally for Christmas instead of leaving the area.

Recent studies have shown that as much as \$75 of every \$100 you spend at a locally owned business remains in your area, versus \$40 at non-locally owned establishments.

PUT YOUR MONEY TO WORK

More money staying local means increased funding for the schools, roads, and services that you and your friends, family and co-workers depend on.

Since local business owners hire local workers – about half of all private sector workers are employed in small businesses, according to the Bureau of Labor Statistics – money for taxes and wages stays in the community, too.

EVERYBODY WINS

Small business owners are also more likely to make social investments in the community by volunteering at their child's school, donating to charities and hosting fundraiser events.

Doing so allows these entrepreneurs to integrate themselves into their communities and make it known that they are receptive and

sensitive to the needs of those around them.

From little league teams to theater groups, small business owners are quick to offer their sponsorship and money to help support local groups.

RIPPLE EFFECT

Small business owners have a tendency to buy supplies locally and to use local services for their business needs.

When an independent business owner requires accounting services or help with building repairs, they are more likely to spend their money on local accountants or contractors, respectively.



Send a warm gift this holiday!

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Candle Tarts
also available!

SHOP LOCAL - NEIGHBOR TO NEIGHBOR

Don't Be A Stranger

There is no place like home, so why would you choose to leave it for Christmas shopping? By spending your time and money shopping locally, you are more likely to run into friends, family, co-workers and past acquaintances, allowing you to enjoy the season around those you love.



Both behind the counter and in the aisles, you will probably know more people within your local businesses in comparison to the stores 60 miles away. Familiar faces and friendly chats help enrich the already exciting experience of Christmas shopping.

TEACH THE KIDS

It's never too early to pass on the values that drive you to shop local and support your neighbors. Your sons, daughters,

nieces and nephews will earn money and shop for themselves one day, and they may even be future small business owners.

Bringing them along for the shopping trip to your favorite downtown store will give them a great understanding of the benefits of spending money locally and may spark an entrepreneurial spirit within them.

LEARN HISTORY

The next time you are

perusing through a downtown business, ask yourself if you know the history of the building you are in. Odds are the owner does.

Small business owners are often excellent sources for local history. They can give you detailed information about their buildings or the services that used to be offered through it.

Shopping locally doesn't just enhance the local economy. It can also increase your knowledge of your surroundings.

Small Business Weekend

25-50% OFF
most merchandise

**FRIDAY &
SATURDAY
ONLY
NOVEMBER
28 & 29**

**COME HAVE FUN
SHOPPING WITH US**

Every Nook
and **C**ranny

Downtown Clarendon • 874-3335
OPENING AT 8 A.M.

SHOP LOCAL - HOME COOKING

Cook Up Christmas Cheer

Holiday baking is a tradition that stretches through time. What person doesn't look forward to the treats the season brings? Cookies are often gifted to friends and family members, and they usually help complete the dessert offerings after the holiday meal.

Sugar cookies are an ideal holiday cookie because of their

versatility. They can be dressed-up however you see fit, whether iced, covered in sprinkles or enjoyed as they are dunked in hot cocoa. To make successful sugar cookies, try this triple-tested recipe courtesy of Monica Buck and Good Housekeeping.

SUGAR COOKIES

Yields 5 dozen cookies

1. Preheat oven to 350 F. In large bowl, with mixer on low speed, beat butter and sugar until blended. Increase speed to high; beat until light and creamy. On low speed, beat in egg and vanilla. Beat in

flour, baking powder and salt until blended.

2. Divide dough into 4 equal pieces; flatten each piece into a disk. Wrap each disk with plastic wrap and refrigerate 1 hour or until dough is firm enough to roll. (Or place dough in freezer 30 minutes.)

3. On a lightly floured surface with a floured rolling pin, roll 1 piece of dough 1/8 inch thick. With floured 3-inch to 4-inch cookie cutters, cut dough into as many cookies as possible; wrap and refrigerate trimmings. Place cookies, 1 inch apart, on ungreased large

cookie sheet.

4. Bake cookies 10 to 12 minutes or until lightly browned. Transfer cookies to wire rack to cool. Repeat with remaining dough and trimmings.

5. When cookies are cool, decorate with frosting if you like; use along with sugars and candies to decorate cookies. Set cookies aside to allow frosting to dry completely, about 1 hour. Store in tightly covered container (with waxed paper between layers if decorated) at room temperature up to 2 weeks, or in freezer up to 3 months.

INGREDIENTS

1 cup (2 sticks) butter, softened
1/2 cup sugar

1 large egg
1 tbsp vanilla extract

3 cups all-purpose flour
1/2 tsp baking powder

1/2 tsp salt
Frosting (optional)

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WEDNESDAY, NOV. 26 - SUNDAY, NOV. 30

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50% OFF AND MORE

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LOWE'S FAMILY CENTER

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SHOP LOCAL - SHOP SMALL

Support Small Business

In 2010, American Express founded Small Business Saturday to help businesses get more customers. The day encourages shopping at small businesses on the Saturday after Thanksgiving.

The first-ever Small Business Saturday was held on Nov. 27, 2010. It encouraged people across the country to support small, local businesses, and started a holiday shopping tradition.

In 2011, from Washington, D.C., to Washington State, governors, mayors, senators, and even President Obama all voiced their support for Small Business Saturday.

Small businesses owned the day in 2012 when American Express encouraged small business owners to take charge of the day, helping them

promote their business through free, personalized ads, which appeared millions of times across the web.

In 2013, more than 1,450 neighborhoods celebrated Small Business Saturday, with individuals and local organizations pledging to support the day as Neighborhood Champions.

The nationally recognized movement to celebrate and shop small businesses was created as a counterpart to Black Friday and Cyber Monday. This year's event is slated for Saturday, Nov. 29.

I PROMISE TO #SHOPSMALL IN
CLARENDON, TEXAS

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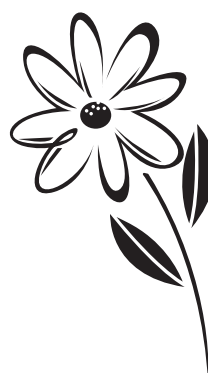
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SHOP LOCAL - SANTA TALES

The Man Behind The White Beard

Every Christmas Eve, children go to bed eagerly anticipating a visit from Santa Claus. This merry gentleman is purported to visit the home of every good girl and boy, delivering gifts and cheer along the way.

Before the modern evolution of Santa Claus lived a very real and generous individual named Nicholas. In the third century, Nicholas served as the Bishop of Myrna in present-day Turkey. He had a reputation for secret gift-giving, believing that giving should be done secretly and sacrificially in Jesus Christ's name rather than one's own.

Stories tell of Nicholas paying the dowry for poor daughters to enable them to get married. He reportedly put coins in the shoes of those who left them out for him. It is believed Nicholas helped to restore the hope of hundreds of people in his community, making him a beloved and revered Bishop. Throughout his ministry, Nicholas fervently shared his life and fortune with others.

Nicholas continued to be revered and commemorated by many Christians even after his death. His charity and unselfish works helped inspire generations of the faithful, and he eventually was named the patron saint of everyone from merchants to sailors to pawnbrokers.

No one really knows what St. Nicholas looked like. But in 2005, a forensic laboratory in England reviewed historical data and photographs of the remains taken from St. Nicholas' grave in the 1950s. Researchers concluded that he was a small man, perhaps no more than five feet in height, with a broken nose.

This image certainly does not fit with the robust frame and other imagery awarded St. Nicholas in more modern years. St. Nicholas is believed to be the inspiration for Santa Claus, which was a name taken from the Dutch Sinterklaas, a contracted form of Sint Nicolass, or St. Nicholas.

Tales of the real St. Nicholas' giving spirit were blended with a fictional personification by New York-based newspaper writers who blended the St. Nicholas name with the appearance of a Dutch town citizen. The goal was to reach out to the primarily Dutch immigrants living in New York at the time. This jolly elf image was given a boost

by the publication of "A Visit From St. Nicholas," which was published around the same time.

Eventually, the merry Santa Claus portrayal began to outshine the more accurate St. Nicholas version as a religious man, fostered by political drawings and caricatures that depicted Santa as a chubby sort in a red suit. That image prevails to this day.

Beneath the Christmas symbolism, the beard and the presents associated with Santa Claus lies a tale of generosity that originated with St. Nicholas.



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AND RIBBONS

NOVEMBER 28 & 29

MEN'S SPECIALS FOR

BLACK FRIDAY

AND SMALL BUSINESS SATURDAY



**25%
OFF**
ALL BOOTS



PANHANDLE SLIM
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SHOP LOCAL - GET ORGANIZED

Get Organized For Easy Decorating

Celebrations go a long way toward making the holiday season a special time of year. Each holiday offers the opportunity to transform both the interior and exterior of a home into a holiday wonderland blending both store-bought and handcrafted decorations and ornaments.

As families grow, many amass various holiday trinkets and decorative items that become part of their holiday traditions. Some decorations hold special sentimental value, while others are standard decorations found in homes across the globe come the holiday season.

It's easy to get overwhelmed by holiday decorations, but organizing such items can make the process of giving your home a holiday facelift that much easier.

COLOR-CODING

Storage bins are the unsung heroes of holiday decorating. Such bins keep treasures safe and out of the way in attics, basements and closets. Employing a color-coding system to organize holiday decorations will make it easier to identify items and their corresponding holidays. Christmas objects can be housed in red or green storage containers, while Halloween decorations can be placed in orange containers, and so on. Investing in durable, plastic bins with lids will

keep items clean and orderly.

DESIGNATE A STORAGE SPOT

Hunting and pecking around the house for holiday decor can make the process of decorating that much more time-consuming. Not knowing where the strings of lights or extra extension cords are stored can drag out the time it takes to decorate. Establish a designated storage area for ornaments, lights, wreaths, and other items used to decorate your

home come the holidays. Out-of-the-way spots like attics or seldom-used closets make good storage spots for holiday decorations, guaranteeing that such items won't get in the way throughout the rest of the year.

SORT AND REPLACE AS YOU GO

Take the time to periodically go through decorative items, removing anything that is broken or worn beyond repair. It takes time to go items through piece by piece, but

SMALL BUSINESS WEEK

NOVEMBER 23-29



**20%
OFF**
Fine Jewelry

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Gift Card
w/ purchase of \$50 or more

**20%
OFF**
Christmas Décor



Arthur Courts latest collection Antler is a big hit with everyone, even the hard-to-buy-for man or woman.

Fashionable
Clothing,
Jewelry,
and Scarfs



Your Holiday Gift Headquarters
Toys, Jewelry, Clothing, Housewares, and More!

Henson's
Downtown Clarendon

SHOP LOCAL - GET ORGANIZED

this will save time next year when decorations are taken out again. The longer you wait to sort items and do a little cleaning, the more time it ultimately takes to clean house.

KEEP A RUNNING LIST

Although you may have a general idea of the items you have packed away, some things may be forgotten. Keep an informal inventory of decorations and supplies so you don't purchase any duplicates.

If you notice your list is lacking some items, shop pre- or post-season sales when items tend to be less expensive. Try to avoid shopping for

holiday decorations right around that holiday, when stores are running out of stock and prices are typically at their highest.

Decorating for the holidays can be fun, and it's even more fun when homeowners take the time to carefully organize their decorations.



Everything They Want Is On Sale

Friday & Saturday, Nov. 28-29

BLACK FRIDAY BLOWOUT



Kopa Naturals Handcrafted Bath & Body Products



Even more Diva Bling Fashions, Purses, Bible Covers & More

Hotmocs Snoozies Mens, Womens, and Kids



STAVENHAGEN VIDEO

DOWNTOWN CLARENDON • 874-5081



STOP In Today!

Give Dad the auto accessories he needs!



WootWicks YOUR NAPA AUTO PARTS STORE

"Livin' the dream." US 287 & Jefferson • Clarendon, Texas

874-2240

HOLIDAY FUN

COLORING CONTEST

Our judges will select one winner in each of the following age groups: Ages 5-7 • Ages 8-10
Each winner will be awarded a \$50 cash prize!



CHRISTMAS COLORING CONTEST ENTRY FORM

PARENT'S NAME: _____
 CHILD'S NAME: _____ AGE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 DAYTIME PHONE: _____ HOME PHONE: _____

CHRISTMAS COLORING CONTEST ENTRY FORM

PARENT'S NAME: _____
 CHILD'S NAME: _____ AGE: _____
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____
 DAYTIME PHONE: _____ HOME PHONE: _____

COLORING CONTEST RULES

Mail **ONE** panel with completed entry form to:
 The Clarendon Enterprise, PO Box 1110, Clarendon, TX 79226.

- Children may use crayons, markers, or colored pencils.
- Parents are encouraged to assist with the entry form but not with coloring.
- Children or relatives of newspaper employees are not eligible to win.
- Decision of judges is final. Entries will not be returned and may be published.
- **ALL ENTRIES MUST BE POSTMARKED BY NOVEMBER 28, 2014.**

SHOP LOCAL - ALL YEAR LONG

Not Just For The Holidays

Sure, Christmas is a great time to shower your loved ones with locally bought gifts. But what about the other major holidays throughout the year?

Extend your yuletide joy to Mother's Day, Father's Day, birthdays and anniversaries for maximum impact on your local community and business owners.

Your effort in doing so may make more of a difference than you realize. A recent collaborative study by the Small Business Administration, United States Department of Labor and other major organizations found that small businesses employ about 77 million Americans and account for 65 percent of all new jobs over the past 17 years.

So by spending your money locally, you are helping keep your friends and neighbors employed during the holiday season and beyond!

Here are some of the other notable findings from the study:

- Eighty-nine percent of consumers agree that independent businesses contribute positively to local economies.
- Residential neighborhoods served by a successful independent business district gained, on average, 50 percent more in home values than their citywide markets.
- Independent retailers return more than three times as much money per dollar of sales than chain competitors. Independent restaurants return more than two times as much money per dollar of sales than national restaurant chains.
- If independent businesses regained their 1990 market shares, it would create 200,000 new small businesses, generate nearly \$300 billion in revenues and employ more than 1.6 million American workers.
- If just half of the United States employed population spent \$50 each month at locally owned independent businesses, it would generate more than \$42.6 billion in revenue.
- For every square foot a local firm occupies, the local economy gains \$179, vs. \$105 for a chain store.



The Donley County State Bank & The Clarendon Chamber of Commerce present:

2014
christmas
cash

UP TO \$3,000
FOR THE HOLIDAYS
AT 0% INTEREST

Christmas Cash can be spent at any participating local merchants.

Every Nook & Cranny, Cornell's Country Store, Ronna's Creations, Stavenhagen Video, Henson's, Mike's Pharmacy, Country Bloomers, Osburn Appliance Straight Off The Ranch, The Clarendon Enterprise, and Lowe's Family Center & Ace Hardware.

For more information, Call the Donley County State Bank at 874-3581.

GET READY TO ROLL THIS HOLIDAY SEASON



With new Tires from Daytime: 874-0213

317 W. 2ND • CLARENDON

Nights: 336-1166 205-1137 662-6336

NATHAN

DUSTIN

CHARLES



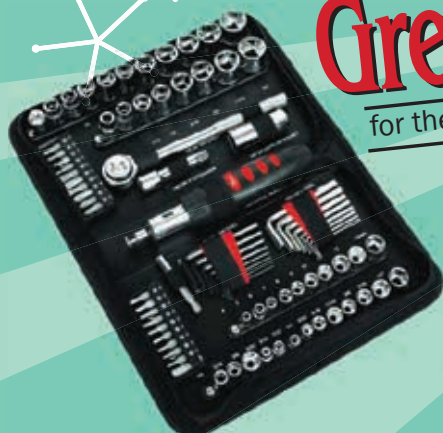
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you need it

FAST & FREE DELIVERY TO OUR STORE!

Great Gifts

for the do-it yourselfer



OVER 67,000 ITEMS
IN OUR WAREHOUSE



*Looking for the
perfect gift?*

Come in and pick up our
Holiday Gift Guide, your guide
to the best gift ideas.

If it's not in our store, we can get it from our warehouse.

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