

Holiday Gift Guide

NOVEMBER 2015
THE CLARENDON ENTERPRISE



CLARENDON MERCHANT SALES
BLACK FRIDAY
& **SMALL BUSINESS SATURDAY!**
NOVEMBER 27 & 28

INSIDE:

Create Jobs For Christmas

By The Numbers

**Make It a
Family Experience**

Hidden Savings

Remember Non-Profits

**Help A Child On
The Angel Tree**

Join a Movement



ENTERPRISE COLORING CONTEST Details on page 14.

SHOP LOCAL - LOCAL ECONOMY

Create Jobs for Christmas

It's better to give than to receive, says the timeless adage. By shopping locally for Christmas, you can keep this spirit alive!

You may have more of an impact on your community's economic longevity and job market than you even realize. A recent study by the Small Business Administration, United States Department of Labor and other major organizations found

that small businesses have employed about 77 million Americans and accounted for 65 percent of all new jobs over nearly the past 20 years.

Those numbers only look to increase as entrepreneurship and small business accelerators continue to work together on new business ideas. But that kind of job growth is only sustainable if customers allow for it. That's where you come in.

PART-TIME INTO FULL-TIME

We've all seen the advertisements for extra employment opportunities during the holiday season. Businesses usually bring on board a large contingent of part-time workers to help them meet the demands

of Christmas shopping season – the busiest time for retailers and restaurants both big and small.

Spending your dollars locally means you're giving small business owners a great boost going into the New Year. If revenues are high enough, this can even allow them to retain part-time helpers and turn them into full-time employees. Talk about giving a gift – you could be helping keep your friends and neighbors employed during the holiday season and beyond!

SUPPORT COMMUNITY LEADERSHIP

Many of your local small business owners are also community



leaders, serving in elected positions over our community boards, city halls and educational institutions.

By shopping locally, you are keeping the spirit of civic activism alive through your investment into the success of your local leaders.

And as long as community leaders are invested in the people around them, more work can be done to start new businesses and job opportunities throughout your area.

SMALL BUSINESS SATURDAY

NOVEMBER 28



Enchanted Holiday - Elegant

Elegant & Whimsical collector & gifting ornaments



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



Take a little of Texas Home

with Texas manufactured and designed products.

Fashionable Clothing, Jewelry, and Scarfs



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

Henson's
Downtown Clarendon

SHOP LOCAL - TRENDS

By the Numbers

If you're a business owner, the following statistics could help you in planning your holiday strategies. If you're a shopper, they could motivate you to carry out even more local purchases this Christmas season.

Consumers spent an estimated \$14.3 billion at independent retailers and restaurants on Small Business Saturday, 2014 – up 2.1 percent from 2013 (National Federation of Independent Business and American Express).

As a consumer, you should do

your part to make sure this year's numbers jump by at least another two percent. Business owners should focus on beating their own personal quotas again this year, as well as on carrying over the Christmas momentum into 2016.

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 (Small Business Administration, United States Department of Labor).

An estimated 23.6 percent of shoppers Tweet about purchases they've made (Twitter). Does your business have a @ handle? If not, the holidays are a great time to create one! Many of your customers use Twitter for connecting with local businesses, friends and family members. You can use the popular platform to interact with your 'followers' and spread the word on upcoming events or promotions.

If just half of the United States employed population spent \$50 each month in locally owned independent



businesses, it would generate more than \$42.6 billion in revenue (Small Business Administration, United States Department of Labor).

If you hope to be relevant as a small business in today's technology age, your products and services should be available for online purchase. It's easy to do and should be a vital part of your business strategy.

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

24 HR.

287 TIRE & TUBE

SERVICE

SHOP LOCAL - SHARE YOUR PASSION

Spread the Word

Know a great local business? Don't be silent about it. Small businesses need your help, so open up and help spread the word any time you're impressed by a locally owned shop.

NOTICE THE DETAILS

In many ways, it's the small things that make the best local shops stand out. They might greet their frequent customers by name, stock products that no other stores offer, donate their time and money to worthy local causes and provide a more unique shopping experience that the cookie-cutter chain stores can't match.

Look for these things when you're out shopping, and let your friends know when you find them. You'll be helping your friends out and doing your part to keep your favorite businesses open and thriving.

SOCIAL MEDIA

Facebook, Twitter, Instagram and Pinterest have opened new doors for spreading the word about your favorite businesses. In fact, online is where a lot of word-of-mouth marketing happens these days as friends share and photograph their everyday shopping trips — for better or worse.

If you run across a local business that's doing a great job, snap a picture or write a post about it. A few good words on social media can have a positive impact for the "shop local" movement in your community.

IT MATTERS

Studies have shown that buyers trust recommendations from their friends and family far more than they do messages from strangers. Your opinion carries a lot of weight with the people you know, so you can play a big role in helping people avoid the bad shops and flock to the good ones.

So this Christmas, don't do your shopping in a communications vacuum. Look for the best products and experiences in your community this holiday season and share them with the people around you.

Your friends — and some small-business owners — will thank you.



Great Gifts for Dad

EXIDE Parts Plus Battery Savings

 Silver 20 Month Free Replacement #2455, GM 57³⁹ #3455 67¹⁹	 Gold 30 Month Free Replacement #655, Ford 73⁹⁹ #755 77⁴⁹
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LED Flashlight #W2451 2⁹⁹	Extended Scraper #W233 3⁴⁹	Back Scratcher/Pick Up Tool #W9144 5⁷⁹
LED Safety Flare #W2368 11³⁹	39 Pc. Screwdriver Set with Rack #W1727 Magnetic tips 15⁹⁵	2 Ton Power Puller #50-100 1 ton lift capacity 16⁴⁹
22 Pc. Combination Wrench Set #W1084 18⁴⁹	Steam Cleaner #W50079 28⁹⁵	Heavy Duty 2 Ton Trolley Jack #W1614 44⁹⁹




G-Power Spark Plugs
 Out Performs Everyone
 #3403, 3186, 7082, 7090,
 7092, 7098, 7100
2⁸⁹ **YOUR CHOICE**

SALE STARTS NOV. 28, 2015

Watch for our insert in *The Clarendon Enterprise!*

PARTS PLUS

Floyd's Automotive Supply

Quality Service

Johnny Floyd, Owner

317 W. Second • 806.874.2755

SHOP LOCAL - WAYS TO GET INVOLVED

Make it a Family Experience

If you like to shop with young kids or elderly family members, then the madness that accompanies Black Friday or even Thanksgiving night shopping at major retailers probably isn't for you.

A stroll down to your friendly downtown establishment for a more laid-back experience may be what you're looking for this year. Shopping locally provides this.

Even in the hustle and bustle of the holiday season, you are likely to find friendly, personalized service at the local business level. This is because you probably know your small business owner by name and can even tell people about their background.

The typical small business in America depends on this kind of connection with its customers. What better way to teach your children about the hard work, communication and store loyalty than by taking them to your favorite local store and talking shop with the owner?

TEACH THE VALUE OF MONEY

Here is shopping exercise to try with your youngsters:

- Give them \$10 to buy a locally produced, locally sold item for a sibling or friend.
- Provide a list of five local

businesses from which they are allowed to make their purchase.

- Take them to the store and let them pick out the item.
- Prompt them to donate the remaining change to any local charity or support effort the business is promoting.

Children can learn through your example of shopping locally. And who knows? You may just be creating another community-minded, small business customer for life.

A BETTER SHOPPING EXPERIENCE

If you're taking an elderly adult out shopping with you this season, one of the best options to give them a positive experience is by shopping locally.

Slow down and have a leisurely morning of shopping. Take in some conversation while you peruse the aisles of your favorite boutiques. Work together to whittle down your shopping list while also wrapping yourselves up in the spirit of shopping locally for Christmas.

Unique Holiday Gifts
for you and your loved ones

Gift Certificates

Layaway Available

Free Gift Wrapping

Like us on **facebook**

Every Nook
and Cranny

Downtown Clarendon • 874-3335

OPENING AT 8 A.M.

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.

**This Christmas
choose a QUALITY gift!**

Come pick up your
"Christmas Gift Guide"

and order all the BEST gifts
in time for the holidays!

J&W Lumber
US 287 & Carhart • Clarendon, Texas



shop-vac®
\$82⁹⁹
10-Gal. Ultra Plus Wet/Dry Vac
4 peak HP motor with super quiet operation. Includes 8' lock-on hose, 2 extension wands, gulper nozzle, and crevice tool. 379611



\$39⁹⁷
Lighted Open-Top Tool Bag
22 total pockets to keep your tools organized. Integrated LED Light on handle. 15" L. x 9" W. x 12" H. 301423
Tools not included.

INTEGRATED LIGHT ON HANDLE

6 INTERIOR POCKETS

16 EXTERIOR POCKETS

ADJUSTABLE SHOULDER STRAP



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.

NOVEMBER 27 & 28

★ SALE ★

BLACK FRIDAY

& SMALL BUSINESS SATURDAY

MEN'S SPECIALS



25%
OFF
ALL BOOTS!

See our Selection of
TUF COOPER shirts
by Panhandle Slim



Rock & Roll
Cowboy
Jeans
BUY 2,
GET 1
FREE!

PLUS: FREE Layaway and Gift Wrapping!

★ ★ ★ ★ ★
CORNELL'S
COUNTRY STORE

www.CornellsCountryStore.com
903 E 2ND IN CLARENDON • 806-874-6773

NOVEMBER 27 & 28
Black Friday
SALE 
 & SMALL BUSINESS SATURDAY

25% OFF
Home Décor & Gifts

ParkHill
 Collection
 platters &
 vintage
 home décor!



Izzy & Owie
 Baby bibs, clothes,
 and gifts for newborns!



FacePlant Dreams
 Playful messages on
 pillowcases, slippers, & more!

PLUS Holiday décor
 & toy selections!

FREE Layaway &
 Gift Wrapping!

CORNELL'S
 COUNTRY STORE

www.CornellsCountryStore.com
 903 E 2ND IN CLARENDON • 806-874-6773

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 18.

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



Saints' Roost Museum Christmas Party

Sat., Dec. 5 • Donley Co. Activity Center
 6:30 to 11:30 p.m.

\$50⁰⁰/couple

Tickets at Every Nook & Cranny
 & Donley County State Bank
 or from any board member

**LIVE BAND:
 Martin Band**

**Chance to
 win \$5,000**



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.

Treat friends and family to a relaxing manicure & pedicure.

Gift Certificates
ARE GREAT STOCKING STUFFERS!

FANTASTIC Nails & Spa
103 S. Kearney • Downtown Clarendon
874-9740



NOVEMBER 27 & 28



Black FRIDAY sale
& **SMALL BUSINESS SATURDAY**



25% OFF
ALL LADIES' & CHILDREN'S CLOTHING!



Rock & Roll Cowgirl Jeans
BUY 2, GET 1 FREE!



25% OFF ALL SHOES!

PLUS: FREE Layaway and Gift Wrapping!



www.CornellsCountryStore.com
903 E 2ND IN CLARENDON • 806-874-6773

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.



This season's holiday fragrance

Merry Memories

From sweet stocking stuffers like our Slim Sachet and Room Spray to our beautifully packaged Candles, our Merry Memories Fragrance collection makes for the perfect holiday gift.

**Tin Candles • Room Spray
Oils • Slim Sachet • & More**

Country Bloomers
FLOWERS & GIFTS
Clarendon, Texas • 806.874.2508 • www.countrybloomers.com



Merry mix of cinnamon, vanilla, and clove, blended with delightful green sugared pear.

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.

THANKSGIVING WEEK SALE!

WEDNESDAY, NOV. 25 - SUNDAY, NOV. 29

Ace Savings up to

50% OFF AND MORE

on many items. See our circular in the store for details.

169⁹⁹

Craftsman 10 Gallon Vertical Air Compressor
1517325



YOUR CHOICE **79⁹⁹**

Craftsman 137 Piece Mechanic's Tool Set 2297828 | Craftsman 5-Drawer Tool Center, 2296317



SALE YOUR CHOICE

4⁹⁹



LOWE'S FAMILY CENTER

US 287 WEST • CLARENDON, TEXAS

Craftsman® Tools & Accessories

2295806, 2295814, 2401123, 2399624, 2295830, 2301315, 2400976, 2398360, 2426245

SHOP LOCAL - DO YOUR PART

Join a Movement

It's easier than ever to find a local movement supporting the act of shopping locally. Joining one is even easier!

In most cases, the best way to show love for your local business is to buy from them. And the holidays are a great time to give back to your small business community by spending your hard-earned dollars there.

But what happens when you go beyond the purchase? How much can you achieve by becoming an actual voice in the conversation promoting the act of shopping locally into the mainstream?

JOIN THE MISSION

Community-focused organizations like the Clarendon Chamber of Commerce are continually seeking volunteers to help get the word out on their efforts.

The Chamber offers networking opportunities to local businesses through its quarterly Business After Hours socials and also hosts other

activities to encourage shopping in Clarendon, such as the annual Chili Challenge and the annual Christmas Bazaar. Individuals can join the Chamber for just \$50 per year, and dues for businesses start at \$75 per year. To learn more, contact the Chamber at 806-874-2421 or go to www.ClarendonChamber.com.

BECOME AN ADVOCATE

You can become an advocate for your favorite local shop. And you can do so in creative ways.

Many national organizations conduct large-scale contests to award the most innovative small businesses across the country. Be on the lookout for such promotions and alert your small business owners to them.

You can also take your message

or positive purchasing experience to social media. This is another way of promoting your favorite small business to the masses.

Authentic, unforced customer referrals can be the best form of advertising for a small business, so share often.



THANKSGIVING WEEK SALE!

WEDNESDAY, NOV. 25 - SUNDAY, NOV. 29

Ace Savings up to

50% OFF AND MORE

on many items. See our circular in the store for details.



249⁹⁹

PowerBoss Portable Generator
Powered by 496 cc Briggs & Stratton engine, 3000 peak/2500 continuous running watts 3527850



129⁹⁹

30" Digital Control Electric Smoker
Holds up to 30 lbs. of food, 4 shelves, digital control panel. Includes bonus cover, rib rack and sausage rack. 8438921



INCLUDES BONUS COVER, RIB RACK & SAUSAGE RACK



9⁹⁹

Fleece Blanket
50" x 70" Assorted colors. 6296198



29⁹⁹

Chicago Cutlery 17 Pc. Stainless Steel Kitchen Knife Set
6296263



LOWE'S FAMILY CENTER
US 287 WEST • CLARENDON, TEXAS

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. 28.

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

Useful gifts they'll love!



\$29⁹⁷

Exclusive 26" Toolbox

Removable top organizer with rubber dividers. Heavy-duty handle with soft grip. Metal latches. Rubber corners. 11.3" W. x 26" L. x 10.5" H. 354495



\$69⁹⁹

Variable Speed Rotary Tool

Various speeds from 5,000-32,000 RPM. 360 degree grip zone for improved comfort. Accepts most existing Dremel accessories and attachments. Includes storage case and 28 Dremel accessories. 364185



\$49⁹⁷

128 Pc. Professional Mechanics Tool Set

Set includes 3/8" driver, SAE and metric sockets and a complete set of wrenches. Includes durable plastic case. 312575



\$79⁹⁷

148 Pc. Tool Set

Includes 1/2", 3/8", and 1/4" drivers and extenders, 40 assorted sockets, combination wrenches, 6" diagonal and 8" long-nose pliers, bit driver with 40 bits, screwdrivers and hex keys. 318294



\$24⁹⁷

Exclusive 22" Storage Organizer

Cantilever-style organizer with 2 sizes of removable bins. Additional lock feature keeps box closed if lifted while latch is open. 22.5" W. x 12" D. x 6.6" H. 354618

We've got them!

J&W Lumber

US 287 & Carhart • Clarendon, Texas



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: _____

COLORING CONTEST RULES

Mail colored 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 27, 2015.

Make it Merry!

Fun for boys & girls!

NO AGE LIMIT



JOHN DEERE GEAR FORCE TRACTOR PLAYSET

HUGE SELECTION OF JOHN DEERE ITEMS
\$15⁹⁹ AND UP



JOHN DEERE MONSTER TREADS LIGHTNING WHEELS



CANDY SHOPPE JEWELRY BOX



PUPPIES MINI DIARY WITH PEN

CUPCAKE TIN TEA SET



IT'S A FUN, FAST FRENZY!

TENZI

Everyone gets ten dice. Someone says "Go." Then everyone rolls and rolls as fast as they can until someone gets all their dice on the same number. Sure, there are a few more rules, but you get the idea!



TURBO TWISTERS REMOTE CONTROLLED
\$25⁹⁹

STOCKING STUFFERS \$2⁹⁹ & UP

Henson's
 Downtown Clarendon

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

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 CHAMBER of COMMERCE presents the 2015

Christmas

IN CLARENDON

SATURDAY
DECEMBER 12
10 A.M. TO 4 P.M.

VISIT
MULTIPLE
VENDORS!

LOCAL
MERCHANT
SALES!

ST. MARY'S
CONCESSIONS
& LUNCH!

BRING THE
KIDS TO SEE
SANTA
CLAUS

FOR INFORMATION:
806.874.2421

Small Business Weekend



25-50% OFF
most merchandise

**FRIDAY &
SATURDAY
ONLY
NOVEMBER
27 & 28**

**COME HAVE FUN
SHOPPING WITH US**

Every Nook
and **C**ranny

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

Holiday Gifts of Love

Celebrate with our new and favorite Willow Tree figurines. Great gifts for holidays, weddings, anniversaries and sweethearts; partners in love and life.



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