

# *Holiday* **Gift Guide**

CLARENDON MERCHANT SALES  
**BLACK FRIDAY**  
& **SMALL BUSINESS SATURDAY!**  
**NOVEMBER 24 & 25**



**ENTERPRISE COLORING CONTEST** Details on page 14.

SHOP LOCAL - SUPPORT YOUR COMMUNITY

# Shop locally this holiday season

Shopping local this holiday season can benefit your community in various ways.

Shopping is a big part of the holiday season, when families and friends gather to reconnect and exchange gifts. While the popularity of shopping online has grown, such practices are not always eco-friendly or timely, as gifts bought online must be packaged and shipped, wasting valuable resources and time that last-minute shoppers may not have.

The benefits of shopping locally go beyond convenience and the chance to reduce your carbon footprint. The following are a few ways that shopping locally this holiday season can directly benefit

your community and the people who call it home.

## COMMUNITY IDENTITY

Local small businesses go a long way toward creating a neighborhood identity, and that identity can create a stronger sense of community among you and your neighbors. In addition, a unique community identity can make your town more attractive to outsiders, and that appeal can improve the value of local real estate while also attracting more people to local businesses in your neighborhood.

## LOCAL ECONOMY

When men and women shop locally, they are putting money

back into their local communities.

Local small businesses may be owned by your neighbors, and it can be comforting to know that your holiday shopping dollars are going to support a neighbor instead of a large corporation. Local businesses also employ your neighbors, so shopping local can strengthen the local economy by creating jobs that may not exist if you and members of your community fail to support local small businesses.

## CUSTOMER SERVICE

The accessibility of customer service is another oft-overlooked benefit of shopping locally. When buying from national chains, especially during the holiday season



when such businesses may be overwhelmed with orders, making contact with customer service departments can be a trying exercise. In addition, buying locally makes it more convenient for friends and family members who also live in your community to return their gifts.

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J&W Lumber

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## SHOP LOCAL - STAY HEALTHY

# Bust Up the Stress of the Holidays

**M**any people find the holiday season can be stressful. Holiday hosts may bear the brunt of seasonal stress, but the season also may be challenging for those who have lost loved ones or do not have close families to celebrate with. When holiday hustle leads to frayed nerves, there are some things people can do to reduce their stress.

• **Hit the gym.** The American Society for Exercise Physiologists says exercise has been shown to increase one's sense of well-being, mood, self-esteem, and stress responsiveness. Stress can rev up adrenaline, and exercise can help relieve any pent-up energy and frustration.

• **Eat the right foods.** Stay hydrated and eat plenty of fiber, fruits and vegetables. This can help stabilize blood sugar levels and decrease cravings for comfort foods. Do not turn to caffeine, sugary sweets and alcohol to reduce stress, as such foods and beverages may only

compound the problem.

• **Get ample rest.** Go to bed and rise at the same time each day. Many adults function best when they get between seven and eight hours of sleep per night, and a good night's rest can help in the fight against stress.



• **Engage in activities you enjoy.** Make time for activities that you like to do, such as crafts, hobbies and listening to music. Take time away from holiday tasks to give yourself a break.

• **Skip the need to be perfect.** Christmas movies and holiday ideals portrayed in advertisements can put undue pressure on the average person. Ignore any perceived pressure to have a perfect holiday season, instead resolving to enjoy the time with family and friends.

Stress can impact the ability to enjoy oneself during the holidays. But stress can be overcome, even during this busy time of year.

## Deck the Halls, Walls, Tables, and More...

Come in and check out our new inventory.



Featuring artwork by local artist Mary Martin



311 E. 2ND ST  
CLARENDON, TEXAS

806.874.1767

SHOWROOM HOURS

THURSDAY – SATURDAY 10:00 – 6:00

OR BY APPOINTMENT



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## SHOP LOCAL - SUPPORT CHARITIES

# Give the gift of charity

The charity watchdog organization Charity Navigator says that total giving to charitable organizations equalled \$390.05 billion in 2016. This was an increase of 2.7 percent in current dollars from 2015. In fact, giving has increased every year since 1976 with the exception of 1987, 2008 and 2009.

Historically, religious groups receive the largest share of charitable donations. However, education-based charities and human services charities also received a large percentage of donations in 2016, says Giving USA's 2017 Annual Report on Philanthropy.

Giving can be a year-round occurrence, but philanthropy tends to rise during the holiday season when people are feeling charitable. Some people even turn their charitable efforts into gifts for loved ones. The following are some gift ideas that can benefit the recipient, the person doing the giving and a third-party group as well.

## REAL ESTATE

Donating real estate can be an option for the person who has a piece of property or a home they no longer need. Rather than face taxes on the property once it's been sold, donating it to an organization or individual represents a charitable offering, and in some cases, may be eligible for a tax deduction equal to the fair market value of the real estate. Giving a plot of land or transferring a deed to a home to someone worthy

can make for a memorable, life-altering gift.

## EDUCATIONAL BEQUEST

A donation to a college can help pay the tuitions of future students. Some philanthropists like to fund particular renovations at their alma maters or fund scholarships for students looking to work in a particular industry.

## CHARITABLE TRUST OR STOCKS

A charitable trust is a great way to transfer wealth to heirs or simply provide a stream of income over the years. Individuals can establish a period of time during which the assets are held in a trust and when those assets can be accessed.

A tax-efficient way to give is to contribute to long-term securities in a person's name. Recipients of such gifts can choose to cash in their stocks at a later date.

Charitable giving rises during the holiday season. Providing opportunities for friends and loved ones can make a wonderful gift. Find out which options are best for you by speaking with a financial advisor or tax professional.



# Load Up your sleigh with great gifts!



## SHOP LOCAL - ENJOY FRIENDSHIPS

## Maximize entertaining space

People who live in compact homes or apartments may find space is at a premium during regular times of the year. When the holidays arrive, decorations, trees and presents can make homes seem even more cluttered. This can make it especially challenging for holiday hosts who want to open up their homes for festive gatherings. Even if space is at a premium, all it takes is a little ingenuity to entertain successfully.

**1** Put nonessential furniture and other decor away. It's impossible for would-be holiday hosts to move all of their belongings out of their homes to create entertaining space. But hosts can certainly cut down on clutter. Check out the flow of a room and then move pieces around as needed to open up floor space. Push tables or large pieces of furniture up against walls. Swap out armchairs for folding chairs. Stow knickknacks in bedrooms or in closets.

**2** Put benches and wide ledges to use. Narrow benches, such as those common to picnic tables, can seat three or four comfortably. Do not discount deep window ledges as potential seats, as these areas can be made more comfortable with pillows or cushions.

**3** Collapse tables after meals. If a sit-down dinner is the goal, set up tables accordingly. Then break down the tables afterward to free up more space. Serve small desserts that can be easily transported from room to room.

**4** Use islands and countertops. Tables can take up valuable space. When entertaining a lot of

guests, set up an all-purpose counter island and add barstools. This can be an area for food prep, eating and entertaining.

**5** Create conversation areas. Encourage guests to spread out by setting up intimate spots in various rooms. This way guests won't feel the need to congregate in the same space. Bistro tables in a den, a few floor pillows in front of the fireplace and stools by a kitchen island will create conversation areas.

**6** Expand outside, if possible. Rent a tent that can be warmed with a space heater. If your home has a closed-in porch or patio space, cover screens with insulating plastic to create a comfortable added room.

**7** Skip a sit-down meal. Large tables take up a lot of space, so serve a buffet, tapas, or passed hors d'oeuvres so guests mix and mingle rather than sit down at one large table.

**8** Use all available surfaces. Invest in some sturdy serving trays that can be placed on television stands, upright speakers, ottomans, or even wooden crates. This will increase the amount of room you have to serve and store items.

**9** Spread out refreshments. Avoid bottlenecks in common areas by putting food, beverages and other items in various locations. Fill up the kitchen sink with ice and make it an oversized beverage cooler.

Holiday entertaining requires some creativity when hosting in compact spaces.

## Making Spirits Bright

'Tis the season for entertaining, and we have all of your favorite wines, beers, and spirits in stock at great prices!

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Broken Road Jr: US 287 East • Clarendon

## SHOP LOCAL - CONTROL YOUR FINANCES

# Set and Stick to a Holiday Budget

The chance to give gifts and spend time with loved ones makes the holiday season a special time of year. But for many people, the holiday season often leads to overspending.

A 2016 survey from the American Research Group found that American shoppers anticipated spending an average of \$930 on gifts that holiday season. Data from T. Rowe Price confirms that parents are spending between \$400 and \$500 per child each year. In 2015, CPA Canada conducted a random phone survey of 1,004 adult Canadians and found the average adult planned to spend \$766 on holiday gifts.

Although these numbers can reflect an overwhelming sense of generosity, many times excessive spending is based on a desire to outdo gifting from the year prior - sometimes at the risk of personal finances. Some people are taking drastic measures to make holidays over-the-top, with some delving into emergency savings while others withdraw prematurely from retirement

accounts. Budgeting for the holiday season can help shoppers keep their finances in check.

## DETERMINE SPENDING PATTERNS

An examination of receipts and spending habits from previous holiday seasons can help individuals establish budgets for the current year. Make a list of all expenses - even the ones that extend beyond holiday giving. These may include expenses such as gym service fees, homeowner's insurance, traveling expenses, gift exchanges at work, and more. Extra costs can add up and should be factored into holiday budgets.

Try to recall if your spending last year felt comfortable or if you were paying off credit cards long after the holiday season had ended. If it's the latter, resolve to make adjustments.

## SET A BUDGET THAT FITS

There is no such thing as a one-

size-fits-all budget. Figure out if there is extra money this season or if times are tight. This will help you plan accordingly and avoid overspending. Shifting priorities can help free up some cash. If children are interested in this year's hot (and likely expensive) gift, cut back on holiday travel or entertaining. Instead of buying gifts for coworkers, buy a drink during a night out.

## USE THE HOLIDAYS AS AN OPPORTUNITY TO SELL

Collectibles, gently used toys, video games, action figures - all of these items may be collecting dust at your home, but they might be coveted by other shoppers. Rely on the season for spending to make some extra income that can be cashed in for your own holiday purchases.

## TRACK SPENDING

Establish a separate account strictly for



holiday spending. This can include a credit card only used for gifts and entertaining or a savings account at a bank or credit union. You won't know what is going out of your account unless you keep careful tabs on it. Tracking spending is the biggest key to sticking with a budget.

Holiday budgeting can be challenging. But with some effort, it is possible to avoid debt and still enjoy a happy holiday season.

# GET READY TO ROLL THIS HOLIDAY SEASON



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**Nights: 336-1166**





## SHOP LOCAL - MAKE IT EASY

# Keep holiday hosting simple and easy

Hosting family and friends for the holidays is a tall task. According to the Bureau of Transportation Statistics, during the Christmas/New Year holiday period, the number of long-distance trips (to and from a destination 50 miles or more away) increases by 23 percent compared to the rest of the year. While many of those traveling will stay in hotels, many more will enjoy the hospitality of loved ones.



pitch in any way they can. If guests offer to do some holiday baking or take the family out for dinner during their visits, allow them to do so. This takes a little responsibility away from hosts while also allowing guests to show how much they appreciate the hospitality of their hosts.

Holiday hosting can make an already hectic time of year that much busier, as hosts must prepare their homes for guests in the midst of holiday shopping excursions, office Christmas parties and social engagements around the neighborhood and at kids' schools.

Holiday hosting does not have to run hosts ragged in the days leading up to guests' arrival. The following are a handful of ways to simplify holiday hosting.

Plan menus well in advance of guests' arrival. One of the more time-consuming tasks associated with holiday hosting is cooking. Hosts who plan their holiday menus in advance can get started on prep work several weeks before guests arrive. Choose dishes that can be prepared in advance and then frozen, so dishes need only be defrosted and cooked once guests arrive.

Let guests pitch in. Some hosts may feel obligated to cater to all of their guests' needs during the holiday season. But many guests want to

Plan a night out. Another way to make hosting friends and family for the holidays less taxing is to plan a night out for everyone. In lieu of cooking at home, dine out at an affordable, family-friendly restaurant before taking everyone to a local holiday light display or trade days. This gets everyone out of the house and allows hosts to showcase their hometown pride.

Rotate hosting duties. The holiday season is full of tradition, and some hosts may feel beholden to tradition and offer to host each year. But family traditions are about getting together, not about getting together in a particular place each year. Families who rotate hosting duties each year can ensure one member of the family does not feel overwhelmed time and again. And sharing hosting duties means someone new gets to avoid the hectic holiday traveling season each year.

## 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.

*to do*



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*and then some.*

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Gift Guide**

**Your guide to the  
best gift ideas**

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SHOP LOCAL - SING ALONG

# The origin of Rudolph

Adults and children alike are familiar with the tale of "Rudolph the Red-Nosed Reindeer." As the lyrics of the song illustrate:

*Rudolph the red-nosed reindeer had a very shiny nose / And if you ever saw it, you would even say it glows.*

Popularized by the song written by Johnny Marks and sung by Gene Autry, Rudolph the Red-Nosed Reindeer dates back to 1939. A copywriter named Robert L. May created the story of the misfit reindeer in 1939 when working for Montgomery Ward. The retail giant was producing marketing

holiday coloring books for children and wanted to come up with a clever character.

*He was almost  
Reginald with  
a blue nose.*

Although Rudolph is now beloved, May's original ideas included Rollo and Reginald. Also, Rudolph's famed red nose almost didn't come to be. Because a red nose at the time was viewed as a sign of alcoholism, Montgomery Ward was hesitant to be on board with the bulbous, red snoot. A blue nose was

considered, but later changed. In its first year of publication, Montgomery Ward had distributed 2.4 million copies of Rudolph's story.

The catchy tune came thereafter and a cartoon short in 1948. In 1964, the stop-motion animated television special further propelled Rudolph to celebrity, and became the most recognizable Rudolph adaption.

Today, Rudolph is known across the globe as the reindeer responsible for navigating Santa's sleigh through tricky weather on Christmas Eve. He continues to be loved by many young and old.



## THANKSGIVING WEEK SALE!

WEDNESDAY, NOV. 22 - MONDAY, NOV. 27

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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. 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, 2017.

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. For more information, contact the Library at 874-3685.





**Give the Gift of Coffee this Christmas!**

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The CHAMBER of COMMERCE presents

# Christmas

in

# Clarendon



**SMALL BUSINESS SATURDAY**

**NOV. 25, 2017**

## Shop and Win!

The Chamber of Commerce is giving away \$250 in Clarendon Cash!

**THREE \$50 WINNERS! ONE \$100 WINNER!**

*Your purchase of \$25 or more at these participating members on November 25 qualifies you to enter.*

Cornell's Country Store, Henson's Every Nook & Cranny, Clarendon Outpost, Lowe's, Saye's, Broken Road Liquor, & Floyd's Automotive.

SEE STORES FOR DETAILS.

# Redecorate for the Holidays

Just in time for the season of entertaining, save on beautiful new furniture for every room in your home.



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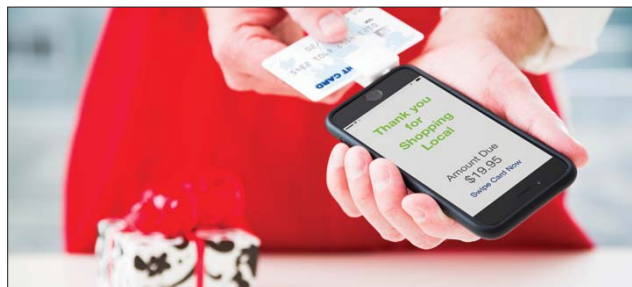
THURSDAY – SATURDAY 10:00 – 6:00

OR BY APPOINTMENT



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## SHOP LOCAL - MANAGE YOUR MONEY



## Smart ways to pay for gifts

Entertaining, dinners, gifts, travel, and decorating may make for a festive time of year, but the holidays certainly can put a strain on personal finances. No one wants to experience a financial hangover come January. Therefore, making a plan for paying for holiday expenditures now can help the average person save and protect their finances.

Figuring out how to finance holiday purchases can be just as important as scouting out deals and cashing in coupons. Here's a look at some of the ways to pay for holiday gifts.

### CREDIT CARDS

Many consumers feel that credit cards are the safest way to make purchases, whether in-store or online. With credit cards, shoppers are using a line of credit. Should fraudulent purchases be made or errors in accounting occur, shoppers aren't responsible - the credit card company is in charge of tracking down or absorbing the error.

Now that spending has increased after the last recession, credit card companies are again offering deals to lure in new customers. Rewards cards are quite popular. Such cards offer points, cash back or travel miles to customers who meet certain criteria. For those who can pay off balances and meet the requirements, these cards can

help save substantial amounts of money. Keep in mind that regular cards carry an interest rate of 15 percent on average, while retail store cards may be as high as 24 percent.

### LAYAWAY

Layaway is a safe way to shop for the holidays. Layaway entitles consumers to buy an item by making installment payments. The frequency of payments depends on shoppers' ability to pay. Failure to pay will not affect a credit score or negatively impact credit standing in any way - the consumer may just lose their down payment or be forced to pay a layaway fee. Paying in installments helps lock in a special sale rate and can discourage impulse buying as well.

### CASH AND PREPAID CARDS

Paying in cash can help shoppers avoid overspending on gifts. After setting aside a cash limit, once the money is spent, shopping is done. Paying in cash does carry some risk if the money is stolen or misplaced. Plus, as opposed to paying with credit, which can offer some purchase protection or built-in warranties, cash may have no protective benefits.

As an alternative to cash, consumers may want to purchase pre-loaded cash cards in various amounts. Like cash, when the value on the card is depleted, shopping is finished.

## SHOP LOCAL - BE READY

## Being prepared for unexpected company

The latter part of the year is full of social engagements with family and friends. While many social occasions surrounding Christmas are anticipated for months in advance, unexpected pop-ins are also the norm this time of year. Rather than being caught off guard, individuals can take steps to prepare for unexpected guests.

**Have food available.** Even if guests pop in for a little while, it's nice to be able to offer them something to eat. Keep cheese and crackers, fresh fruit, pretzels, and other snacks on hand. Make-ahead, crowd-friendly foods can be prepared and frozen. Keep cookies in air-tight tins and purchase a premade frozen pie to serve, if necessary. In a pinch, you can always order out.

**Keep the bar stocked.** Toasting to a happy holiday season is the norm during this time of year. Toasting requires hosts have some spirits on hand. Stock the bar with a few staples, such as red and white wine, vodka, rum, whiskey, and mixers. Also, you may just want

to create a signature or seasonal cocktail that can be served when guests arrive.

**Cue the musical playlist.** Put together a playlist of holiday music that will provide the ideal ambiance should guests arrive. Thanks to services like Spotify, Amazon Music and Pandora, holiday music that fills a home with the sweet sounds of the season is now always accessible.

**Keep things neat.** Set aside a closet or space that can serve as a catch-all where errant items can quickly be stored should guests arrive. Gather loose toys, books or stray papers in a basket and then stash the basket in the closet until guests depart. Routinely empty the dishwasher so dirty dishes left in the sink can be quickly loaded before guests arrive.

**Create an aromatic atmosphere.** Scented candles that evoke the aromas of the season can refresh stale indoor air. Butter cookie, apple pie and cinnamon scented candles can make it seem like you just finished some holiday baking.

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at great prices!



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## SHOP LOCAL - RELAX &amp; ENJOY

## Warm up with a classic toddy

Come the holiday season, hot toddies are ideal for entertaining, providing spirited fun and a means to chasing away the winter chill.

Hot toddies have been around for centuries. Usually a mix of a spirit - either whiskey, rum or brandy - hot water, honey and spices, some believe the word "toddy" comes from an Indian drink of the same name that is produced by fermenting the sap of palm trees. Other sources say the hot toddy was created by Dr. Robert Bentley Todd, an Irish physician who prescribed a drink made of brandy, white cinnamon, sugar syrup, and water. The drink was dubbed the "hot toddy."

Hot drinks embellished with

alcohol were long used for medicinal purposes. While alcoholic beverages are no longer used as medicine, hot toddies can still chase away a chill. "Grog" is another name given to hot alcoholic drinks, or any drink in which unmeasured amounts of spirits are mixed with other ingredients. Grog may also refer to a water-and-rum mixture that sea merchants once drank. The water kept the merchants hydrated, while the rum prevented the water from spoiling during voyages.

The classic hot toddy can be a versatile drink used to keep guests comfortable and cheerful. This warm libation is soothing and savory, mixing citrus, honey and spices, which each have their various health benefits.



Although hot toddy recipes vary, the following is the recipe for a classic hot toddy, as culled by recipes from Wine Enthusiast, Imbibe and PBS Food.

### Classic Hot Toddy

- 1½ ounces bourbon, whiskey or another brown liquor
- 1 tablespoon honey
- ½ ounce fresh lemon juice
- 1 cup boiling water

Cinnamon stick

Lemon wedge

Cloves or star anise

Combine liquor, lemon juice, honey, and boiling water together in a mug or Irish coffee glass. Push cloves or star anise into the lemon wedge. Add the cinnamon stick and lemon wedge to the mug. Allow lemon and cinnamon stick to steep in the beverage for a few minutes. Stir and enjoy.

## This season's holiday fragrance

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

## 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, locally owned 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, November 25.

### *Saints' Roost Museum* **Christmas Party**

**Sat., Dec. 2 • Donley Co. Activity Center**  
**6:30 to 11:30 p.m.**

**\$50<sup>00</sup>/couple**

*Tickets at Every Nook & Cranny,  
Donley County State Bank,  
Saints' Roost Museum  
or from any board member*

**LIVE BAND:**  
**Martin Band**

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



## LOOKING FOR TRUE Christmas Spirit?

### Shop Clarendon.

*This holiday season, try something different. Forget the crowded malls and chain stores and the facelessness of the online world. Shop Clarendon instead. 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

*Stay all night! Stay a little longer!*

# HOLIDAY FUN COLORING CONTEST



## CHRISTMAS COLORING CONTEST ENTRY FORM

PARENT'S NAME: \_\_\_\_\_

CHILD'S NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

Our judges will select one winner. Ages 5-10 only.

## Win a \$50 cash prize!

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 DECEMBER 8, 2017.



## SHOP LOCAL - ALL YEAR LONG

# Shop Local Year Round

**S**ure, 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.



# Make it Merry!

## Fun for boys & girls!

### NO AGE LIMIT



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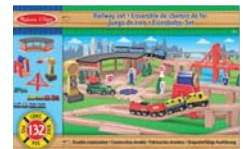
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## SHOP LOCAL - HOME COOKING

## A quick, delicious holiday dessert

The holiday season is synonymous with many things, including delicious foods. While Thanksgiving turkeys or Christmas geese will be found on many a table this holiday season, baked goods and desserts are what many people look forward to this time of year.

Holiday hosts with a lot on their plates might not have the time to prepare homemade baked goods for their guests. Thankfully, the following recipe for "Chocolate-Strawberry Pie" from Addie Gundry's "No-Bake Desserts" (St. Martin's Press) can be prepared in just 15 minutes, all without turning on the oven.



## Chocolate-Strawberry Pie

Yields 1 pie

- |   |   |
|---|---|
| 1 pint fresh strawberries, washed, trimmed and halved   | 1 teaspoon vanilla extract  |
| 1 store-bought (or homemade) chocolate cookie pie crust | Additional strawberries for garnish (optional)  |
| 2/3 cup sugar   | 1. Place the strawberry halves in a single layer in the bottom of the pie crust.  |
| 1/4 cup cornstarch                                      | 2. In a medium saucepan, whisk together the sugar, cornstarch, cocoa powder, ginger, nutmeg, and salt over medium heat.   |
| 2 tablespoons unsweetened cocoa powder                  | 3. Whisk in the egg yolks to create a thick paste. Gradually whisk in the half-and-half until the mixture thickens, about 5 minutes. Bring to a boil and cook for 1 minute. Remove from the heat. |
| 1/4 teaspoon minced crystallized ginger                 | 4. Add the chocolate and whisk until combined. Add the rum and vanilla extracts. Cool the mixture for 4 minutes.  |
| 1/8 teaspoon ground nutmeg                              | 5. Pour the filling over the strawberries and up to the top of the crust. Chill the pie for 2 hours or until set.   |
| Pinch of kosher or sea salt                             | 6. Garnish with additional strawberries, if desired.  |
| 6 large egg yolks                                       |   |
| 2½ cups half-and-half                                   |   |
| 6 ounces bittersweet or semisweet chocolate, chopped    |   |
| 1/2 tablespoon rum extract                              |   |

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## SHOP LOCAL - STAY SANE

## Clever Ways to Clear Out Unwanted Gifts

**P**lenty of holiday gifts hit the mark in terms of usefulness and desirability. But not every gift-giver has a knack for finding the perfect gift.

According to an ING international survey, 81 million unwanted gifts were received in 2015. One in four people didn't want, use or appreciate the gifts they were given. Even though it's the thought that counts, keeping duplicates of gifts or items that are simply not needed is wasteful and can create clutter around the home.

Rather than filling the dark crevices of a seldom-used closet with unwanted sweaters that don't fit or books you never plan to read, consider these clever ways to clear out unwanted gifts.

• **Return or exchange:** Courteous gift-givers often facilitate returns or exchanges by including gift receipts with the gifts they give. Without a receipt, chances are you cannot get a refund. But you may be able to exchange the gift for store credit at the price the item is currently showing. Something is better than nothing.

• **Swap:** Invite friends or family members over for a post-holiday swap party. Encourage everyone to bring a gift they can't use. Make sure you don't offer up something that one of your invitees may have given you.

• **Sell:** Find out the value of the item and then sell it

online or at a tag sale. What you find unnecessary may be a treasure to someone else.

• **Regift:** According to research by Menulog, a food-delivery service in Australia, 52 percent of people are expected to pass on an unwanted gift on to someone else. Toiletry products are often the first to go. If you choose to regift, try to find someone who will make good use of the item. Don't regift opened packages or used items. Also, be careful not to regift an item to the original gift-giver.

• **Transform:** Turn gifts into something else that can serve a purpose in your life. That itchy sweater may make beautiful doll clothing for a child's imaginative play sessions. Many items can be made to fit your style with a different finish, like a new stain color or coat of paint. Empty unwanted perfumes in decorative bottles and use them as decorative pieces around the house.

Unwanted gifts can be given new life by sharing them with others.



## Great Gifts for the Guys on your list!



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## SHOP LOCAL - QUICK SOLUTIONS

## Last Minute Gift Ideas

**E**arly bird shoppers may purchase and even wrap gifts before December, but eleventh-hour shoppers may need some help come the holiday season. For those last-minute folks, there still are plenty of ways to ensure your shopping list is checked off. The following gifts are quick to purchase and can still make for thoughtful presents.

**Liquor or wine basket:** Prepackaged spirits often come with decorative glasses and other accoutrements for entertaining. What's more, they're convenient to purchase if you're on a time crunch.

**Gas station gift card:** Drivers

will appreciate a gift card to their favorite fueling station. Such cards suit anyone who has a car and frequently travels or commutes.

**Food basket:** A visit to the supermarket or a convenience center can yield many tasty finds that can be packaged together into a gift basket. Pair foods with a gift card to that retailer.

**Premade gifts:** Don't overlook your local pharmacy as a place to find convenient gifts. Look for unique items in the seasonal aisle, where you might be able to find stocking-stuffer toiletries or cosmetic gifts that suit several people on your shopping list.

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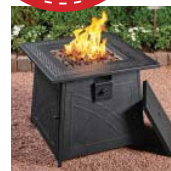


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