

**HOLIDAY**

NOVEMBER 2013 • a special supplement to  
THE CLARENDON ENTERPRISE

# GIFT GUIDE

CLARENDON  
MERCHANT SALES

**BLACK  
FRIDAY**

& S M A L L  
BUSINESS  
SATURDAY!

NOV. 29 & 30

**SEVEN  
REASONS TO  
SHOP  
LOCAL  
FOR THE  
HOLIDAYS**



**ENTERPRISE COLORING CONTEST** Details on page 18.

REASON NO.

1

SEVEN REASONS TO SHOP LOCAL

# A Gift For Your City

**W**hile you're making your list and checking it twice this holiday season, don't forget to include your local independent 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.

This number, in most cases, drops to zero dollars when you buy online.

## PUT YOUR MONEY TO WORK

More money staying local means increased funding for the schools, hospitals, and roads 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.

With volatile unemployment statistics linked so closely to the success or failure of small businesses, shopping locally can actually make a positive impact on a national level.

## 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.

When you shop local, your money helps catalyze the circulation of money through your area. It also strengthens your community's economic foundation and helps enhance it for years to come.

## LOCAL SHOPPING STATS

52%

OF REVENUE IS  
RECIRCULATED  
LOCALLY BY  
INDEPENDENT  
BUSINESSES

A 2012 study in Salt Lake City, Utah showed that more than half of local, independent retailers' revenue is recirculated in the local economy. In comparison, less than 14 percent of national chain stores' revenue was recirculated locally, the study showed. By keeping more money close to home, the smaller, locally based firms can play a big role in growing your local economy.



# Go Unique

**W**e all know them. They are the people who own one of everything and write nothing in particular on their Christmas lists.

REASON NO.

2

LOCAL SHOPPING  
**STATS**  
**70%**  
GREATER LOCAL  
ECONOMIC  
IMPACT

A 2004 study in Andersonville, Ind. showed that, per square foot of space, local firms had 70 percent greater local economic impact than chain firms. By sourcing more of their supplies and products from local vendors, employing local people and keeping their profit close to home, these businesses contribute more to the local economy.

They possess every movie, flaunt the newest jewelry and have read each book from the New York Times best sellers list. Finding a gift for them is nearly impossible – unless you integrate a little creativity into your gift-giving strategy.

Local businesses are hotbeds for the unique and eclectic items that are sure to make a lasting impression on that hard-to-buy-for person in your life.

Pottery, paintings, garden supplies and more can be found just a few blocks away at your downtown establishment.

## GET ARTISTIC

Local artists make great sources for unique Christmas presents, and their work can often be found on display in storefront windows.

Buying a painting, craft, or pottery piece from an artist near you not only helps validate his or her creative endeavor but also gives your recipient a one-of-a-kind gift.

Put a little extra thought into the present by tracking down the artist for a signature and personalized message.

## DANDY GIFTS FOR THE HANDY

What if you could find a gift that will provide years of enjoyment, as well as a feeling of personal pride in a job well done?

Well, browse the aisles of your local hardware store and you will be in luck.

Unique tool sets and do-it-yourself birdhouse kits will have your handy friend or family member chomping at the bit for springtime.

Practical gifts like snow shovels, warm hats, or cozy gloves are also viable options and will make an immediate impact during those snowy winter months.

## GIFT CARDS

If you're thinking of opting for the trusty gift card, consider your options. Instead of buying one from an out-of-town establishment or online conglomerate, instead think outside of the box – and the box store.

What better way to support your local business community then by purchasing a gift certificate from your regional golf course, barber, gym or car detail shop?

Gift cards are always popular, but giving them a localized spin will make them a guaranteed hit even for the person who already has everything.



# 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.*





# Save Money

REASON NO.

3

LOCAL SHOPPING  
STATS

\$326

PER 1,000 SQUARE  
FEET  
IN TAX IMPACT

According to a 2002 study in Barnstable, Mass., big-box retailers can cost cities more in services than they generate in revenue. But specialty retail shops — the kind that make up the Main Street-type business district in many communities — generate significantly more tax revenue than they cost to service. They produce a net return of \$326 per year for every 1,000 square feet, the study showed. The difference comes from how much more road wear and public safety services large businesses require.

**S**hopping locally, you tend to buy just what you need. This helps cut down on the clutter — and the wrapping — once you get home, but also lessens the impact on your wallet.

Keeping local owners in business also fosters a competitive entrepreneurial landscape that will in the long run improve quality while decreasing costs. As local businesses grow, so grows their ability to create more products and improve their service, all at a lower expense to the consumer.

## NO GIMMICKS

Local shops are focused less on the mega deals and buy-one, get-one promotions that actually can cost you more in the long run. But this doesn't mean they aren't in the business of giving deals.

Many local shops provide discounts to those who live nearby, helping you save money instead of paying more in tourist taxes that some out-of-town establishments may charge.

Some local businesses boast price-matching programs, as well. Ask your local owners if they are willing to match deals you find at other businesses. Their answer may surprise you — and help you save money.

## NO PRESSURE

You aren't likely to find quota-driven salespeople around every corner at your local independent business.

Less dependent on the one-time sale, small business owners are more concerned about providing you with positive shopping experiences because they depend on your repeat business to keep their doors open.

And unlike Christmas shopping at crowded out-of-town malls, you are more likely to receive one-on-one attention at local shops. So fill out that customer feedback card and complete that online questionnaire. Your opinions can make a long-term impact on local businesses.



## Everything They Want Is On Sale

Friday &amp; Saturday, Nov. 29-30

BLACK FRIDAY BLOWOUT



*Diva Bling*  
Fashions, Purses,  
Bible Covers & More



Remote  
Control  
TOYS



STAVENHAGEN VIDEO

DOWNTOWN CLARENDON • 874-5081

 **RadioShack**

REASON NO.

4

LOCAL SHOPPING  
STATS

65%

OF NEW JOBS  
CREATED  
BY SMALL  
BUSINESSES

The vast majority of new jobs are created by small businesses, meaning those with fewer than 500 employees.

According to the United States Small Business Administration, 65 percent of America's new jobs in the past 17 years have been created by small businesses. In fact, small businesses make up 99.7 percent of all employer firms in the United States, the SBA says.



# Feel Needed

**L**ocal 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.

## RETURN THE FAVOR

Since it is better to give than to receive, reciprocate the appreciation by getting to know your local owners by name and tell them that you appreciate what they're doing for your community.

A positive word of encouragement can go a long way toward boosting the confidence of small business owners, many of whom are nurturing their goals one day at a time.

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.

Whether you're enjoying a friendly chit-chat with your favorite barista at your local coffeehouse or catching up with your regular server at the downtown pizza establishment, you are unknowingly building and advancing relationships.

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 your enterprise.

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.

★ ★ ★  
**SMALL BUSINESS**  
**SATURDAY®**  
NOV 30



SUPPORT  
**SMALL  
BUSINESS**  
SATURDAY!

Shop "small" and discover the HUGE incentives. All Merle Norman Cosmetic Studios are independently owned and operated. Come in today and support your local business.

MERLENORMAN.COM

Merle Norman Studio  
*located inside*

**E**very Nook  
and **C**ranney

Downtown Clarendon • 874-3335  
MON. - SAT., 9:30 A.M. - 5:30 P.M.

**MERLE NORMAN®**  
MADE IN THE USA

Merle Norman Cosmetic Studios have been independently owned and operated since 1931.  
© 2013 Merle Norman Cosmetics, Inc.

# Don't Be A Stranger

REASON NO.

5

LOCAL SHOPPING  
STATS1,838  
MILES A CARROT  
WILL TRAVEL  
BEFORE GETTING  
TO YOUR TABLE

According to a 2003 study conducted in Iowa, a carrot from conventional sources will travel 1,838 miles before reaching the dinner table. The same carrot grown locally would travel just 27 miles. While this is an extreme example, it shows how small businesses that source more of their inventory from local suppliers can have a big, positive impact on the environment because of less fuel use and lower emissions from transportation.

**T**here 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 Christmas spirit 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.

## HIRING LOCAL

Generally, local businesses hire people who are from the area, creating a strong connection of familiarity and trust between workers and customers.

You are more than just another number in the customer count when you visit a local business. Your patronage matters to owners and employees because your dollars keep them employed.

Workers at all organizational levels – owners, managers, full-time workers, and part-timers, alike – are depending on your business.

## 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.

## GET A HISTORY LESSON

The next time you are perusing through a downtown business, ask yourself if you know the history of the building you are in.

No? Odds are the owner does.

Independent business owners are often excellent sources for local history and interesting anecdotes. They can give you detailed information about their buildings or the services that used to be offered through it because they are privy to past records and business documentation.

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



IF YOUR  
Hair  
isn't becoming  
to You,  
*maybe you should be  
coming to me!*

**BIG TEXAS**  
Hair  Highlights

**940-655-4220**

106 S. KEARNEY • CLARENDON  
(LOCATED RIGHT NEXT TO THE MULKEY THEATER)

HOLIDAY  
SPECIAL  
THRU DEC. 25

**15%**  
of your final  
bill will be  
**DONATED**  
to the  
Donley  
County  
Child  
Welfare  
Program.

**MERRY  
Christmas!**



REASON NO.

6

LOCAL SHOPPING  
STATSTwice  
as muchCHARITABLE  
GIVING FROM  
SMALL FIRMS

A 1991 study examined charitable donations from businesses and found something surprising: Companies with fewer than 100 employees gave an average of \$789 per employee. That's compared with just \$334 per employee at firms with more than 500 employees. It's another reason why shopping at small, locally owned firms can help your community.

Slow  
Down

**T**is 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 hordes 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.

## TAKE IT EASY

Do you really want to spend multiple hours of your weekend inside a car? How about standing in long lines waiting for a harried cashier to ring up your order?

Local businesses won't delay your service or make it seemingly impossible to find a parking spot. There won't be any fights for shopping carts or that under-produced product, either.

Instead, local businesses offer a more laid-back experience centered on quality customer service and friendly conversations.

Local owners are invested in creating positive, memorable experiences for all customers, and this means fostering low-stress, no-hassle shopping environments.

## WALK, DON'T DRIVE

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 weather – walk or ride your bike to the store. The central locations of downtown businesses help 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 or extended periods of time on escalators, will aid in burning calories and improving your overall health.

And better health is a gift we all deserve.

Great Gifts  
for DadNASCAR®  
Extreme™ Batteries

#780TP, GM  
**81<sup>95</sup>**  
#6SP, Ford  
**73<sup>89</sup>**



40-MONTH FREE REPLACEMENT

ACDelco

6V Inspection  
Camera #ARZ604

- 3" high-res color LCD display
- 2-setting view flip (rotate 180°)
- 11 settings
- Zoom in/out up to 2.5X

**141<sup>39</sup>**

ALL-POWER

Portable  
Compressors3 Gallon  
Oil-Less

- #APC4008
- 1/3 HP
- 120V/60Hz
- 2 Pressure Gauges
- 1.5 CFM @ 40 PSI
- 0.7 CFM @ 90 PSI
- 100 PSI Max

**95<sup>59</sup>**

6 Gallon

- #APC4010A
- 120V/60Hz
- 5.2 CFM @ 40PSI
- 4.2 CFM @ 90PSI
- 115 PSI Max
- 2.5HP continuous, 3.5HP peak
- Oil lubrication

**168<sup>39</sup>**

Brake Pads

AS LOW AS  
**14<sup>25</sup>**Raybestos  
The best in brakes

SALE STARTS NOV. 29, 2013

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

REASON NO.

7

LOCAL SHOPPING  
STATS\$137  
millionIN ECONOMIC  
IMPACT CREATED  
BY MORE LOCAL  
SHOPPING

A 2008 study in Grand Rapids, Mich., concluded that just a 10 percent shift in spending toward local businesses would add \$137 million and 1,600 jobs to the local economy. Spending more money at small, locally owned businesses is a great way to help grow your city's economy and help it thrive financially.



# Help the Planet

**S**hopping locally not only saves you money in the long run, but it also helps lessen your carbon footprint by reducing the amount of gas and packaging required to complete the cycle of product development to purchase.

The connection between smart shopping and sustainability is strong, especially over the holiday season when massive amounts of shoppers are visiting stores across the world.

While you're focusing on the perfect gift for that special someone, don't forget the health of the environment and the shape you want to leave it for future generations.

## LESS TRAVEL

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.

Buying more locally produced products can help us refine our air and optimize our health.

## LESS PACKAGING

Local businesses help the environment by stocking local produce and food and also by using less packaging than larger chain establishments.

This helps make our local communities more sustainable and keeps hard-to-break-down plastics out of our landfills.

Local businesses depend less on packaging because their food is fresh and their products are locally produced, lessening the distance and packaging required to maintain quality.

## STORE PLACEMENT

Local establishments, compared to large businesses and huge shopping centers, often set up shop in town or city centers instead of developing in the outer parts of town.

Successful shops re-invest into their local downtowns, helping create walkable, revitalized areas for shoppers of all ages to enjoy.

Centralized locations that require less travel to reach also help to decrease sprawl, automobile use, habitat loss and air and water pollution.

20% OFF STOREWIDE  
FRIDAY & SATURDAY NOV. 29 & 30



## What is so special about our Plaster Paint?

Plaster Paint eliminates the need to sand, prime or strip your project and the plaster effect also hides imperfections like water stains and small cracks! You can create a "shabby" look or age your project to perfection with a light sanding or a damp sponge and after applying either Plaster Paint liquid wax or Plaster Paint paste wax you will have a hard beautiful durable finish!



Ronna's  
Downtown Clarendon  
**Creations**  
OPEN 10 A.M. TO 6 P.M.



## Holiday CASH

LOCAL SHOPPING  
FINANCING

**\$3,000**

FOR 6 MONTHS AT

**0%**  
INTEREST.

## Christmas Cash Returns to Clarendon

**H**oliday shopping at home is easy and affordable again as the Donley County State Bank and local merchants have teamed up to provide zero-percent interest "Christmas Cash" loans for the 17th season.

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

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, 2013.

**PARTICIPATING CHRISTMAS CASH MERCHANTS** this year are: A Fine Feathered Nest, Big Texas Hair & Brownlee Boots, Clarendon Outpost, Clarendon Veterinary Hospital & Vet Supply, Cornell's Country Store, Country Bloomers, Every Nook & Cranny, Floyd's Automotive Supply, Henson's, J&W Lumber, Mike's Pharmacy, Fantastic Nails, Osburn Appliance, Ronna's Creation, Lowe's Family Center, Lowe's Ace Hardware, Stavenhagen Video, Straight Off The Ranch, and 287 Tire & Tube.

# EVERY TOOL FOR EVERY JOB



From heavy-duty power tools to hammers and hardware, we have all the nuts and bolts of your next project.

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



# BLACK FRIDAY SAVINGS

PURSES,  
JEWELRY,  
AND UNIQUE  
ACCESSORIES



COLORFUL  
CROSSES AND  
GREAT HOME  
DÉCOR!



BEAUTIFUL  
DRESSES,  
TOPS, JEANS,  
AND MORE  
FOR HER!



**20% OFF STOREWIDE**  
FRIDAY & SATURDAY  
**NOV. 29 & 30**

*Ronna's*  
**Creations**  
Downtown  
Clarendon  
OPEN 10 A.M. TO 6 P.M.

## Stress-Free Holiday Hosting TIPS

*Planning  
the key  
to easy  
hosting.*

Gatherings with friends and family are a big part of the holiday season. Many people travel during the holidays to spend time with distant relatives, but those same people often want to gather with those loved ones who live nearby as well. Thus an abundance of gatherings comes in December, when office parties, dinners with family and festivities with friends have a way of dominating the last five weeks of the year.

All of those gatherings translate to a lot of holiday hosting, and hosts can easily feel overwhelmed as they try to juggle hosting duties with everything else that comes along during this time of year. The following are a few steps holiday hosts can take to make hosting a lot less hectic and a lot more fun.

- Enlist help. Just because a holiday party is at your home does not mean others can't pitch in or will be unwilling to help. If you plan to decorate for the party, invite a friend over to assist. When hosting a holiday dinner party, ask guests to bring certain items to save you some work. Ask one guest to bring some dessert, saving you the time it takes to visit the local bakery or bake your own desserts, and ask

others to provide side dishes. This drastically reduces the time it will take you to shop for groceries and cook the meal, leaving you more time to spend with friends and family, both during the party and in the days leading up to the festivities.

- Plan well in advance. The earlier you begin planning the party, the less stress you're likely to feel as a host. Certain items for the party, like decorations and certain snacks and beverages, have no expiration dates, so buy such items well in advance of the party. This leads to one less task to tackle in the weeks and days leading up to the party. Planning early also affords you ample time coordinate with guests and decide who will be responsible for certain party tasks. Planning a party at the last minute can be stressful, so if you know you will be handling hosting duties this holiday season, start preparing for the party as soon as possible.

- Have a theme for the party. Holiday hosts may worry about how to entertain their guests throughout the party. A theme party makes it easier to entertain guests, who can show up decked out in holiday pajamas or sweaters



or bring along a favorite unique compilation of holiday songs for a sing-along. Such themes set a tone for the party right away and often make it easier for guests to unwind immediately. Seek suggestions for a theme from your guests to make the party even more fun.

- Pass the buck. Hosting a holiday dinner party? Consider passing the hosting duties on to a local restaurant, especially if your friends and family members are on board with the idea. If your schedule is especially hectic this holiday season, then move the party from your home to a local restaurant, where the staff can worry about accom-

modating your guests and you can simply relax and have a good time with your loved ones. When choosing a restaurant, look for one with a menu that features something for everyone. Entree selections should include a pasta dish, a beef dish, a seafood dish, a poultry dish, and vegetarian fare.

Holiday hosting is meant to be fun, but hosts often find themselves scrambling to prepare for the party as it draws closer. Planning early, seeking help and input from your guests and delegating certain tasks can help ensure hosts have as festive a time as their friends and family members.

## Small Business Weekend



**25-50% OFF**  
most merchandise

**FRIDAY &  
SATURDAY  
ONLY  
NOVEMBER  
29 & 30**

**COME HAVE FUN  
SHOPPING WITH US**

**E**very Nook  
and **C**ranny

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

## Holiday Gifting TIPS

### WHAT TO GET FOR THE HOST

GIFTS FOR THE HOST OR HOSTESS SHOW CAN BE SIMPLE OR EXTRAVAGANT AS YOUR BUDGET ALLOWS.

**WINE CADDY:** Wine caddies and holders come in many different designs, from some that resemble a woman's clutch to suitcase-inspired designs.

**AFTER-DINNER TREAT:** Put together a basket of foods that can be served after dinner. Specialty stores often sell gift "towers" this time of year that package together delicious treats.

**GARDEN GIFT BASKET:** Although the cold weather is here, a garden gift basket can still make a welcome gift. Include flower seeds, fertilizer sticks, a garden trowel, a pair of gardening gloves and any other essentials you can think of.

**HOMEMADE TREATS:** Much in the way a hand-written thank-you note can convey how much you appreciate a gift, a handmade gift can tell a host that you were thankful to be invited to an event. It's also easy to create some simple garnishes and package them in a decorative tin or jar.

## Giving To Those Who Help

**H**oliday gift-giving etiquette can be confusing, especially when it comes to gifting those men and women who aren't necessarily friends or family members, but still help us out in a variety of ways. Deciding how to thank the people who intersect our lives by delivering mail or cleaning the pool can take a little ingenuity.

Gifting preferences often vary from region to region. What might be acceptable in a certain area of the country may be frowned upon elsewhere. For example, in urban areas cash gifts are usually appreciated, whereas rural, close-knit communities tend to give homemade gifts. The rule to remember, above all, is that if a gift is given with good intentions, it should be happily received. That being said, here are some general guidelines for gifting those men and women who help us throughout the year.

\* Determine your list. Think about the people with whom you interact regularly. The sanitation workers who pick up the trash twice a week and your mail carrier may take priority over the hairstylist you visit once every month or two.

\* Establish a budget. The holiday season can be costly, so set a firm limit on what you plan to give, perhaps between \$10 and \$20 each, and stick to that budget for each recipient.

\* Recognize that not everyone is allowed to accept gifts. Some service providers are not allowed to accept cash gifts or presents. Government employees, for example, may be prohibited from accepting cash gifts or gifts that exceed a predetermined amount. With this in mind, gloves or a gift basket may be your best option.

\* Gift a little more to personal care professionals. Your hairstylists, masseuse or anyone who performs more personal tasks for you may warrant a larger gift. Etiquette suggests giving a gift equal to the price of one session of service, even if that gift is cash. Therefore if your hair cut costs \$35, gift \$35.

\* Health and child care employees warrant special treatment. A private nurse, nanny or nursing home worker should be gifted for the holidays. Avoid cash gifts with health service providers, opting for a more personal gift that is a token of your affection and appreciation. If gifts are not allowed, consider making a charitable donation in the person's name.

## Everything They Want Is On Sale



Friday & Saturday, Nov. 29-30

## BLACK FRIDAY BLOWOUT

LG Flat Screen TVs



X-BOX 360's & SONY PS3's



Nextbook Tablets



Kindle eReaders



## STAVENHAGEN VIDEO

DOWNTOWN CLARENDON • 874-5081

 **RadioShack** SM



## Holiday Recipe

### INGREDIENTS

1 cup (2 sticks) butter (no substitutions), softened

½ cup sugar

1 large egg

1 tbsp vanilla extract

3 cups all-purpose flour

½ tsp baking powder

½ tsp salt

Frosting (optional)

# Bake Up a Batch of Christmas Sugar Cookies

**H**oliday 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 frost-



ing 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.

## SMALL BUSINESS WEEK

NOVEMBER 22-30

Fashionable  
Clothing &  
Accessories



**20%  
OFF**

Diamond  
Jewelry

**FREE  
Gift Card**

w/ purchase of \$50 or more

**10%  
OFF**  
Sterling  
Silver



Home Décor



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

**Henson's**  
Downtown Clarendon

★ ★ ★  
**SMALL BUSINESS**  
**SATURDAY**  
 NOV 30

**S**pearheaded by American Express in 2010, Small Business Saturday has rapidly entrenched itself into the holiday shopping tradition landscape.

The nationally recognized movement to celebrate and shop small businesses was created as a counterpart to Black Friday and Cyber Monday and has quickly gained progressive traction. Last year, more than 100 million shoppers supported the initiative, which features discounts, giveaways and promotions from some participating establishments. This year's event is slated for Saturday, Nov. 30.

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



**WITH OUR  
 THANKS  
 FOR YOUR  
 TRUST...**

*Receive a*  
**NO CHARGE**  
 Safety Deposit Box,  
 for the 1st year  
*when you open a new  
 checking or savings  
 account this month.*



**HERRING BANK**

123 S. Kearney • Clarendon, Texas • 874-3556

Member  
**FDIC**



WILLOW TREE ANGELS  POCKET KNIVES



POO-POUR!



FRESH HOLIDAY ARRANGEMENTS

CHRISTMAS DECOR

POO-POUR!

CHRISTMAS DECOR

POO-POUR!

CHRISTMAS DECOR

POO-POUR!

# Country Bloomers

ONE STOP CHRISTMAS SHOP!



LET US CREATE  
 SOMETHING  
 UNIQUE FOR YOU!



**Country Bloomers**  
**FLOWERS & GIFTS**

Clarendon, Texas • 806.874.2508  
[www.countrybloomers.com](http://www.countrybloomers.com)



CHRISTMAS DECOR



GREENLEAF PRODUCTS

CHRISTMAS DECOR

POO-POUR!

CHRISTMAS DECOR

POO-POUR!

CHRISTMAS DECOR

POO-POUR!

November 29 &amp; 30

*Ladies' Specials for***BLACK  
FRIDAY****AND SMALL BUSINESS SATURDAY****BUY TWO PAIRS  
GET ONE  
FREE!****ROCK & ROLL  
COWGIRL JEANS****\$20  
OFF  
ALL  
BOOTS****\$5<sup>00</sup>  
OFF  
LADIES'  
TOPS****CORNELL'S  
COUNTRY STORE***...So Much More Than A Feed Store.*  
[www.CornellsCountryStore.com](http://www.CornellsCountryStore.com)  
903 E 2nd in Clarendon • 806-874-6773Extended Hours On Friday & Saturday  
Open From 8 a.m. Til 8 p.m.**free lay-a-way & free gift wrap**

## Holiday Recipe

### INGREDIENTS

#### DOUGH

3¾ cups all-purpose flour

1 tbsp cocoa powder

4 tsp ground ginger

1½ tsp ground cloves

2 tsp ground cinnamon

½ tsp baking soda

1 tsp salt

1¼ tsp freshly ground  
black pepper1 cup unsalted butter, at  
room temperature¾ cup plus 2 tbsp granu-  
lated sugar

1 large egg

½ cup blackstrap or other  
dark molasses

2 tbsp light corn syrup

#### GLAZE

1 cup confectioners' sugar

2 tbsp water

## 'Tis the season for gingerbread cookies

**T**he holiday season is dominated by tradition. Families typically have their own unique traditions, but certain practices are so widely popular that they have become synonymous with the holiday season. Such is the case with certain foods, including gingerbread cookies.

Gingerbread cookies can be enjoyed year-round, but many people only enjoy this tasty treat during the holiday season. For those who can't wait to indulge in gingerbread cookies this year, consider this recipe for "Soft Glazed Gingerbread" from Elisabeth M. Prueitt and Chad Robertson's "Tartine" (Chronicle Books).

### SOFT GLAZED GINGERBREAD

Yields 12 to 20 cookies

To make the dough, stir together the flour, cocoa powder, ginger, cloves, cinnamon, baking soda, salt, and pepper in a mixing bowl. Set aside. Using a stand mixer fitted with the paddle attachment, beat the butter on medium-high speed until creamy. Slowly add the granulated sugar and mix on medium speed until the mixture is completely smooth and soft. Stop the mixer and scrape down the sides of the bowl with a rubber spatula as needed. Add the egg and mix well.

Add the molasses and corn syrup and beat until incorporated. Stop the mixer again and scrape down the sides of the bowl. Add the flour mixture and beat on low speed until a dough forms that pulls away from the sides of the bowl and all the ingredients are well incorporated. Remove the dough from the bowl, flatten it on a large piece of plastic wrap into a rectangle about 1 inch thick, cover the dough with the plastic wrap, and refrigerate overnight.

Preheat the oven to 350 F. Line a baking sheet with parchment paper on a nonstick liner.

Unwrap the dough and place on a floured work surface. If using a plaque with a design, roll out the dough 1/3-inch thick, lightly dust the top with flour, press your cookie molds over the dough, and then cut out the shapes with a small knife and place on the prepared baking sheet, spacing them about 1 inch apart. Alternatively, using the mold as a guide, cut around it with a small knife, flip the mold over so the design is facing you, and place the dough over it, pressing it into the design. Unmold the shapes onto the prepared baking sheet, leaving about 1 inch between them.

If using a patterned rolling pin, lightly dust the lined baking sheet with flour and transfer the dough to the





SOFT GLAZED GINGERBREAD

pan. Lightly dust the top of the dough with flour and roll it into a rectangle about 1/3-inch thick with a plain pin. Then, using the patterned pin, roll over the dough with enough pressure to ensure a clear impression of the design. Trim the sides with a small knife. It is not necessary to cut into smaller sizes before baking.

Bake the cookies until lightly golden along the sides but still soft to the touch in the centers, 7 to 15 minutes. The timing will depend on the size of the individual cookies, or if you have made a single large patterned piece that will be cut after baking.

While the cookies are baking, prepare the glaze. In a small bowl, whisk together the confectioners' sugar and water until smooth.

When the cookies are ready, remove from the oven and let cool in the pan on a wire rack for about 10 minutes. Then, while the cookies are still warm, using even strokes, brush a light coat of glaze on the top of each cookie, evenly covering it. Let the cookies cool completely. When the glaze dries, it should leave a shiny, opaque finish. If you have used a patterned pin to make a

single large plaque, cut into the desired sizes with a small, very sharp knife. The cookies will keep in an airtight container in a cool place for about 2 weeks. They do not freeze well, however, as the glaze becomes watery when they are thawed.



NOVEMBER 29 & 30

MEN'S SPECIALS FOR

**BLACK  
FRIDAY**

AND SMALL BUSINESS SATURDAY



**\$20  
OFF**  
ALL BOOTS



**\$5<sup>00</sup> OFF**

PANHANDLE SLIM & ROUGH STOCK WESTERN SHIRTS

**CORNELL'S  
COUNTRY STORE**

...So Much More Than A Feed Store.  
[www.CornellsCountryStore.com](http://www.CornellsCountryStore.com)  
903 E 2nd in Clarendon • 806-874-6773

Extended Hours On Friday & Saturday  
Open From 8 a.m. Til 8 p.m.

**FREE Lay-a-way & FREE gift wrap**

## Did You Know?

THE PROJECTED COST OF GIFTS IN "THE TWELVE DAYS OF CHRISTMAS," ADJUSTED FOR INFLATION, IS

**\$107,000**

## The Holidays by the Numbers

**T**he holiday season is significant for a variety of reasons. In addition to its religious significance, the holiday season is when many retailers enjoy their greatest successes. To understand just how much business Christmas can bring in, consider the following figures.

**20:** The percentage of annual sales jewelry stores indicate are made during the month of December.

**150,205:** The number of clothing and accessories stores open in the United States as of 2009.

**27.2:** The amount, in billions of dollars, spent during the December 2010 holiday retail season.

**983:** The amount, in millions, of Christmas tree ornaments imported from China between January and September 2011.

**34.87:** The average cost of real Christmas trees as of 2011, Artificial trees sell for an

average of \$70.55.

**4.0:** The percentage the National Retail Federation expects retail sales to increase this year.

**2012:** The year when holiday retail sales were the weakest since 2008. According to MasterCard Advisors SpendingPulse, sales in the last two months of 2012 increased by just 0.7 percent from the previous year. Some financial analysts blamed Hurricane Sandy, an epic storm that caused billions of dollars in damage along the eastern coast of the United States, for the small increase in consumer spending.

**24:** The percentage of U.S. retail sales made by only the Northeast and mid-Atlantic states.

**8.4:** The percentage growth of online sales from 2011 to 2012. Online sales generally make up about 10 percent of total holiday business.

**70:** The number, in millions, of poinsettia plants sold in the United States each year.

**74:** The percentage of adults who say the female head of the household is most likely to wrap all of the family's gifts.

**3:** The number of years a store-bought Christmas fruit cake can be kept fresh if it is refrigerated.



C'mon in to

# Straight Off the Ranch

for small Business Weekend

116 S. Kearney, Clarendon

Handmade Leather Goods • Home Décor • American Hats

**PENDLETON**  
WOOLEN MILLS

Travel Cases and  
take alongs

**STORMY KROMER**  
MERCANTILE

Hats, Vest, Shirts,  
and more

**American**  
HAT COMPANY, INC.

Felt, straw, bands,  
and ribbons

**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**

# Make it Merry!

## Fun for boys & girls!

**NO AGE LIMIT**

YOMEGA YOYOS

**\$13<sup>95</sup>-\$18<sup>95</sup>**  
SALE

REGULAR \$19<sup>99</sup>-\$29<sup>99</sup>



**LARGE SELECTION  
OF MY LITTLE PONY  
MERCHANDISE**

**JOHN DEERE  
MONSTER TREADS  
& MORE**



**STOCKING STUFFERS \$2<sup>99</sup> & UP**

**Henson's**  
Downtown Clarendon

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

### AFTER THANKSGIVING EVENT • NOV. 29-30

**Ace Savings up to**

**50%  
OFF** AND  
MORE

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

**ACE**  
The helpful place.

**DEWALT**



**99<sup>99</sup>**

DeWalt 20 Volt MAX  
Lithium Ion Cordless  
Compact Drill/Driver Kit  
Includes 2 batteries, charger  
and case. 2385455  
Case may vary.

**LOWE'S FAMILY CENTER**  
US 287 WEST • 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: \_\_\_\_\_



### 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 29, 2013.**

## Did You Know?

Candles were once used to decorate Christmas trees.

## O Christmas Tree

**M**any Christmas traditions are older than some celebrants might think. The tradition of lighting up a Christmas tree, for example, dates back to the days before Christmas lights.

Before electric-powered twinkle lights were invented and even before electricity was discovered, people used actual candles to adorn the Christmas tree. As one can imagine, having an open flame next to a dried-out tree was risky, so it was customary to keep a bucket of water next to the tree in the case of fire. As if fire wasn't enough, the tinsel used to decorate trees was made from strips of silver and even lead – something that is now known to be a health hazard to adults and children alike.

Although we've come a long way since candles and lead, even now trees that are overly dry and decorated with lights that have frayed wires can just as easily lead to fires. Plus, plastic tinsel can be a choking hazard for children and pets.

One Christmas staple that has lost its status as a safety hazard is the poinsettia plant. It has long been thought that poinsettias are poisonous to people and animals. While there is some toxicity to the plant, it would require the ingestion of hundreds of leaves to get a toxic dose of a plant's poison.

## Saints' Roost Museum Christmas Party

Sat., Dec. 7 • 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*

**LIVE BAND:**  
*The Night Life*

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

# GET READY TO ROLL THIS HOLIDAY SEASON



## With new Tires from

**DAYTIME**  
Johnny  
806.874.0213  
806.662.5985

**317 W. 2nd • Box 666  
Clarendon, TX 79226**

**NIGHTS**  
Nathan  
806.336.1166  
Dustin  
806.662.6336



# Buy Local or bye bye local

## top 10 Reasons to THINK LOCAL - BUY LOCAL - BE LOCAL \*

- 1 Buy Local – Support Yourself:** Studies show when you buy from an independent, locally owned business, more of your money is used to make purchases from other local businesses – continuing to strengthen the economy of the community.
- 2 Support Community Groups:** Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.
- 3 Keep Our Community Unique:** Where we shop, where we eat and where have fun – all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place.
- 4 Reduce Environmental Impact:** Locally owned businesses can make more local purchases requiring less transportation and contributing less to pollution.
- 5 Create More Jobs:** Small local businesses are the largest employer nationally and provide the most jobs for the economy.
- 6 Get Better Service:** Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.
- 7 Invest In The Community:** Local businesses are owned by people who live here, are less likely to leave and are more invested in Donley County's future.
- 8 Generate More Taxes:** Local businesses contribute taxes to our school, college, town, and county. When you shop in the big city, other places get the tax benefit.
- 9 Buy What You Want:** Tens of thousands of small businesses nationwide selecting products based on their customers, guarantees a broader range of product choices.
- 10 Encourage local prosperity:** Studies show entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their distinctive character.



a message from

**Country Bloomers**  
**FLOWERS & GIFTS**  
Clarendon, Texas • 806.874.2508  
[www.countrybloomers.com](http://www.countrybloomers.com)

\* SOURCE: <http://sustainableconnections.org/thinklocal/why>

The CLARENDON CHAMBER of COMMERCE presents the 2013

# Christmas BAZAAR

SATURDAY DECEMBER 14

2 PM TO 8 PM

DONLEY COUNTY  
ACTIVITY CENTER

COME  
SHOP  
WITH  
US!

DRAWINGS  
EVERY HALF  
HOUR FOR  
PRIZES  
AND GIFT  
CERTIFICATES!

GIFT  
WRAPPING  
SERVICE  
AVAILABLE  
AT THE  
SHOW!

BRING  
THE KIDS  
TO VISIT  
THE  
HAPPY  
TOY  
MAKER!

HAVE  
PHOTOS  
TAKEN W/  
**SANTA  
CLAUS**  
FROM 5  
TO 7 P.M.

CLARENDON VFD  
FIRETRUCK TOUR  
AT 5 P.M.

FOR INFORMATION CALL:  
**940.655.4220**  
or **806.626.8158**

**Clarendon**  
T E X A S

## PARTICIPATING VENDORS INCLUDE:

Sandy Anderberg	Stuff It Taxidermy	Henson's
Kevin Johnson Bits & Spurs	The Cowgirl's Home	Farm Girl Frosting
Wild Wine Collection	Campbell Online Marketing	Hippy Heart Headbands
Pink Zebra	Straight Off the Ranch	Don Stone Signs
Simply Sweetz	Big Texas Hair & Highlights	Alexis' Treasures
Amanda's Country Whims	Every Nook & Cranny	Burrow's Buckles & Spurs
Saints' Roost Museum	Diva Bling	Buffalo Gold - Herd Wear