
arrai $\mathbf{B}_{\text {(0neme }}$ Dee



## CHRISTMAS

## Is Many Things...



IT is colored lights and Christmas carols; the wistful look in childrens' faces. It is the planning of meetings with relatives and friends and the giving of gifts . . the buying of something especially nice for those whom you love . . . all you can afford; perhaps a little more . . . it is the season of Christmas ... you feel the spirit in your heart and you want to buy and to give

Your home merchant has been thinking of Christmas, too. He knows you will probably spend more within the next three weeks, than in the past two or three months. In most cases he purchased months ago, hoping the crops
would be favorable and that you would come to his store.

He knew the city stores would bid for your money with almost every conceivable merchandising scheme. But, on the other hand he depended on your loyalty to your community to justify extra purchases and perhaps extending his credit to the limit.

CHRISTMAS is here and your home merchant has the merchandise. The same friendly people you have known for years are ready to serve you. Your home merchant is depending on your purchases to stay in business, to pay
salaries and taxes to support schools; so he will have money to support his church, support fund drives, the football team, the Boy Scouts and all the other movements to which he pays in the betterment of his community.

TRY SHOPPING IN YOUR COMMUNITY before you try elsewhere. If your home merchant does not have the items you want, ask him to get them. You will get prompt service, he will make a fair profit, and you will buy at a fair price. He will be happy to serve you and grateful for your loyalty to your home community!

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$\star$ COME IN NOW
make your selections! We will gladly keep you gifts until Christmas!

## $\star$ FINE NEW TOYS!

to gladden the hearts of children Christmas morn!


caner


SHOP EARLY
For a
Happy Christmas!



Infant wear and clothing for boys and girls

We invite your visit

SUZIE'S TOTS TO TEENS \& IN-BETWEENS
I23 MAIN STREET CHILDRESS, TEXAS
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ON AUTO INSURANCE is a good reas B BUREAU!
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sen. Plainview.
Local residents attending were
Mr. and Mr. Walter Evans and
family Mr. Mrd Mrs. Elmo Jack-
son. Mr. and Mrs. Kelly Jack
son, Mr. and Mrs. C. T. Gaines.
Conny Jackson and sons. Mr * PRE.HOLIDAY VISIT

## NOW OPEN!



fore returning to her home. She
had spent the past two weeks a
the bedside of her brother, Clif
Dis.
Mrs Fred
Mred G. Simpson and son
Fimpon spent Thanks.
gring Day with the former's
granddaughter and family, Mr
and Mrs Paul McVahan of
tefield They continued on to
Mape and spent the rest of th
hoiday week end in theme home o
her daughter and family, Mr
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SALEM'S


