## A Joyous Christmas and A Happy New Year To All Our Readers



BUILDING 'BOOM HERE GAINS IMPETUS AS WINTER BEGINS
Rapid Growth of City and County Evidenced With Construction of Many New Structures, Including Utilities Compman Plant, for Electric Lights. Im-

WEATHER



VERYONE had wished for snow and now it was snowing with a white, calm dignity all its own, and a cheery merriment about it so much in keeping with the season. Snow was not unusual. They had all seen plenty of it before but they wished for it because it was Christmas time and snow at Christmas time was lovelier than at any other time of the year. It seemed so fresh, so new, so clean. There was a new-found wonder every year in snow at Christmas.

$\%$HE AIR was crisp and keen and alive. There seemed to be new life in the air, new, joyous life. There was a new-found wonder every year in the crisp air of Christmas time.

W.REATHS hung in the windows of houses, lighted Christmas trees could be seen, busy people were being busier than ever, taking around presents, arranging presents at home, filled with the light-hearted joy of the Christmas rush and excitement. There was a new-found wonder every year in the busy days around Christmas.

OHILDREN were on their way to bed, thinking of nothing save Santa Claus, who would soon be speeding across the roofs of the world with his fleeting reindeer, ready to pick from his overflowing pack, presents for them. There was a new-found wonder every year in the boundless generosity of Santa Claus and his merrily understanding reindeer.

2OUNG people who had grown older came back home for Christmas. Every corner, every store, every house had its childhood memories for them. They felt happily young again. Their thoughts danced and skipped. There was a new-found wonder every year in coming home for Christmas.

7HERE was laughter in the hearts of everyone, so that everyone felt young. Laughter is the secret of youth. All who know this secret know perennial youth. There was a new-found wonder every year at Christmas in discovering this glowing truth.

TuOR THE wonder of Christmas is the wonder of the beauty of the usual, elevated and enhanced into the unusual. For the spirit of Santa Claus and his never-failing reindeer speeds not only over the roofs of the world where children dwell but into the hearts of everyone.

LARGE VELVET HAT IN STYLE;
WHITE VELVET PARTY FROCKS



When You Catch Cold Rub On Musterole

$\qquad$
Grove's

Tasteless Shill Tonic | A Body Bulider for Pale, |
| :--- |
| Dekcate Children. 60 e | -

Snowy linens are the pride of every housewife. Keep them in that condi-
tion by using Red Cross Ball Blue in
your laundry. Forgetfulness begins to work in
nbout 24 hours ; but that isn't prompt

## Boschee's Syrup

 Soothes the Throat
irene newman
aRANYLLLE MePaRLAMD-Chier MARY K. CRAWFORIness, Manager Assistant
TRENE CAMPBELL getilene harris
MARY ReEve
JUANITA $\begin{aligned} & \text { Senior } \\ & \text { OURRY }\end{aligned}$ Class Reporter FRANK TRUITT
Sophomore
DAYton HANso
Freshman
WAYDE WRIGHT

## basketball captain hurt



|  | $\frac{\text { gave several interesting numbers. }}{\text { IMAGINE: }}$ | They have not even captuk banner for one time yet. |
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| ad of posts and had the mis. |  |  |
| his ankle. | Marie Wilson a chlef cook and | for anything for myself, only pleas |
| It is not known just how bad |  | sive mother a sweet son-in-law." |




FOURTH GRADE REPORT
 nd everywhere he went the gum
was sure to go.
Went with him to short-hand
clase, economics club meeting.
ang Junita. In the business ses- bandle."
tion Thelma Saunders was accept-
vi into the club. The club decid- montezimas-tomanias


| Sylvia of the Minute * Helen R. Martin |
| :---: |
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belng directed toward anyone but her elef. Her whole attltude to thls tan tentative erpertinental. When hise
was not regarding whe wide wide
veed wonder and currosity, her tace
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orn
Thelr

## ntirely mattere to fice. Evidenty, they

 took her aute tor grantentanin! did not take them
Just now her aleren observation took
Jthe fact that Mr. Schwencktonss

 her recert violent erying: that
mee was not enting noy supper.
Reachlog




## merang ge und eat tot ter

Aunt Rosy never missed a chanc



## nere in her young stse

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## Thiss balt ellicted no reply tron

 Mr. schwenckton's manitestity ty toche Nen Luzzie's.stekiy interest a tellahe Yootro weteomer rim 0 ned to meet him secret that way ${ }_{i}{ }^{2}{ }^{2}$ can't thank," responded Mr Schweeckton reflectively, "of any teel
lat tround tere that wouldntt be too Ach I dont know: she atn't
 Tgheducated that way,", oung men to be sum

 Collier, Florence Easton, Mary Boland, Sophie Tucker and Boland, Sophie Tucker and
other famous singers, actors, broadcasters and public broadcasters and public LUCKY STRIKES delightful and of no possible injury to
their voices?
For the answer we turned to
medical men and asked them medical men and asked them
this question:

"It's toasted"

№ Throat Irritation-№ Cough

## ATwATER Kent RADIO

It's good<br>after Christmas, too<br>-and look at the new prices!

Whan you buy your Christmas radio, you home-and keep on doing
Atwater Kent Radio is that kind of radio You want to be sure, too, that you are getting your full
Atwater Kent Radio is that kind of radio
Already more farms have Atwater Kent Radio than any other. If you are missing it, is not Christmas the time to put it there-for the whole family times over in satisfaction?
Through the months, the years, every day will renew the pleasure of the first day and gratitude 4.0


Atwater Kent Radio Hour aery Sunday nigar

Canada and United States Linked By New Submarine Telephone Cable


International Cable More Than Doubles Capacity
for Handling International Telephone Calls.
 With Humor

SUPPORT

what she missed


Farmers Find Walnut
Trees Profitable Crop
Colds
. swaw


GOOD CHEER


Headaches from Slight Colds

OAK floors
are not expensive


## ,

## rough going Corn Belt all-rubber arctic

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|  | Rubuer Footwear |


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"I get tit thro
the old man's
out tomant gether



DR. J. W. HENDRIX
chiropractic masseur
Residence Phone 92 Hereford, Texaa
Second Floor Lambert-Buckner Building
REE CONATLTATION AND ANALYNIS.

## Wishing You

And all our patrons the very Merriest Christmas and Happiest nd Most Prosperous New Year you have ever experienced And May This Happiness and Prosperity Be Continued. By Your Regular Use of Magnolia Products J. C. Wilkison, Agent.

Season's Greetings and all good wishes for your happiness and
prosperity in the New Year.
FRIONA STATE BANK Friona, Texas


TO OUR FRIENDS -
Sweet is the joy of Christmas,
Deep is the breath of prayer,
Glad is the heart of friend-
ship,
Rockwell Bros. \& Co.
Once again the Joyful Christmas Season gives us the opportunity to send our heary good wishes to those whose friendship we cherish

May the happiness of the Holiday Season demain with you throughout the year-the best you have ever known-in peace and prosperity.

The City Drug Store
Friona

