



0whispered greeting that warms
the heart of humantty. Merry
Christmas It echoes and re-
echoes back across the long
ages. It throbs through the
kenerations of llfe, whule klingenerations of life, while king
doms rise and fall, whille men men and nattons move like checkers on a checkerboard.
Merry Christmas I I strs the heart luke some
beautiful old memory. It quickens the pulse like a passlonate violin. We forget to play at grownup.
and In a moment we are all chldren again.
"Of all the old festivnis," says Washington Irving, "that of Christmas awakens the strongest
and most heartfelt assoclations. There 1s a tone
of solemn and sacred feelling that blends with our conviviality, and hefts the spirtt to a state
of hallowed and elevated enfoyment. From the early centuries of Christlanity the
annlversary of the birth of Christ has been cele England the festival was called "Christesmease," whland the festival was called "Christesmesse, "Chiss os mass." At fritst the time
of the festival varter to aiferent places. Some churches observed it in December, others in Jan-
nary, April, May. There is no historical record es to the exnct birth date of Christ. It seems pos-
sible, says Lullan Elchler In her "Custons of Mankind,", that December 25 was establshed as
the festivul day because it marked the beginning of the great wlater festival when Britons, Ger-
mans, and Gauls made merry in pagan fashlon Shrs, and Gauls replaced the merre old in pagan fent fashlon.
the customs of the old blendling into the customs ne symbols of the other.
The celebration of December 25 , as Christmas.
pread to various parts of the Christlan world. Later, ms the festival spread, differences in date
 Many of our popular holldays appear to have May nature festivals at one time. Easter and
Mery Hkely spring festivals; HalChristmas was orrginally a festival of the win-
ter solstice. At thls period of the year it was customary to hold great feasts in honor of the
ueathen gots, to dance and make merry. But the early teachers of Christlanity prohblted these
primitive festivites as unsulted to the character Yee the old festival was not discarded entirely.
to symbols and customs were adapted to the new testival tn celebration of the anniversary of
Christ's nativity. And so we find Christmas pat. pagan origin. The Yule log, the holly, and the It is sald that the first Christmas day fentival held in Britatn was celebrated by King arthur in the cetty of York, i. D. 521. Ht hasted seme were crafied upon the old, ans he new symbols were adaptation of old ones. The park was fanned tito name nod to has burned By the early Maddle ages, Chrrtatmus had become hiservec the day. Churches were decorated and quaint plays concerning the nitutity were enancted,
Cirols were suin to the streets apd tmages of and, of course, there were feast. In ene extrenely y liaborate. Sometimes they lasted
ntil Twelfth day, or Eppphany-twelve days after histmas, -Durlng this period there was no work asting and gny celebration.
Then there was a reaction, (bere poieralts)
 have thetr own partucuIar Christmas observances
the Germans have thers. But wherever and when-
ever Chrismas s celebrated, it is a day of rejole-
ing and good cheer. At one tme the customs and observances that
we assoctate with Christmas had a very deflitte
signiffeanee. Today they survive as part of our
soctal scheme.
 other great soctal activity. The old customs of
other lands, combltied with tender memories of
the frat Chrismass in this country, mane of the
bollday a rare inter incul hollday a rare interval of Joy and cheer which
find expression tn a semisoctal, semireleligious cele
bration. Everybody wishes everybody else a merry
 gay festivtties to which we are accustomed. They
were days ilike all the rest, devoted to work nnd
prayer. Governor Bradford wrote "Ye . prayer. Governor Bradford wrote, "Ye 25th day
begane to erect ye frst house for comone use
to recelve them and thelr goods." A few years atter this was written the Church of Eagland
estallsied Chrtstmas services In Doston.
Our Christmas celebration carries threads from many lands. People coming, here trom France,
Enyland, Geramany. Norway. Italy anl brought
thelr own customs with thema Our Christmas tree their own eustoms with them, Our Chirstmas tree
nind Santa Claus are tmported Our carols and
our stocking superstition came from across the our stocking superstition came from across the
ocean. Even our "Merry Christmas" belongs to
England Engiand.
Yet oun
Amertcean
 Jolly old Snita Claus with his tinkling slelgh
bells and pack of toys is very closely nassoctated
with the up thetr storkings in tighs glee, fully belleving
unat fanta will come down the chitroney and fill
them with good things. witll of Leem with good chmings, untill, of course, they are
old enough to separate fact from Infancy, or untll old enough to separate fuct from infancy, or untll
some cruel person shatters the benuatfol bellet.
santa came to $A$ mertea by way of Holland Tho Santa came to Amertca by way of Holtand. Tho
old Dutem settiers of New York brought with
them all the foyous and hospitable observances of

 Neolanas promptry grow a long white beard, belted
his fovial stoutnena ti a red cont, and made hile


Engind, too, has ite Santa Clinus The name
appears to be derived to slurred interretation
trom Snn Nicolans. the Engtith for which weold
 to sweep down the chlimely, and nil the atockings
 sint, though his personality urderwent some
strincing changes ns he traveled trom country to
country. In Holland he remalned St. Nitholas, ountry. In Holland he remalined se. Ntecholas,
but hts perosonilty was modifed by memories of
Woden, god of the elements and the harvest. He Woden, god of the elements and the harvest. He
becmeme the patron silnt of the chtidren of Vrance,
nithouzh it is Honhomume Noel (Father Christmas, onotimes called Pere Noel) who brings the kood
thinge for the chlidren In Gertiany the Christ-






Ten-Year Road-Building












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Will stop tomorrow

 CASCARA 8 QUININE


YOUNG PEOPLE

Wanted, Men and Ladies
$\qquad$
Grave Oversight
Made by Jonesey


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Sunday Dinner Sentiment How diner and neten to the reopr
Heavy Loads on Streets

"dandelion butter color"


To Be Frank About it
MILLIONS SPENT


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## STILL IN THE LEAD

In buying Turkeys, Chickens, Hides, Cream, Eggs and Other Produce A fULL LINE OF PURINA FEEDS. Always on hand for Poultry and Dairy ${ }_{\text {For }} \boldsymbol{B}$ Sanitation
In Preventing-Barrenness in cows, retaining afterbirth, calf scours, poultry disease, little pig diseases.
FRIONA FEED \& PRODUCE COMPANY
H. P. EbERLING, Manager.

## J. J. HORTON LAND C0.

To Trade for Small Farm Near Friona, or Cotton Farm Anywhere
800 Acres Best Wheat Land near grady, new mexico

Has four-room hquse, well and windmill and other improvements. 350 acres good early wheat - $\$ 6.300 .00$ incumbrance. WILL TRADE EVEN EQUITY
To trade for Plains land, two good farms, well improved, in Hopkins Connty. Brick and other city property in Sulphur Springs, county seat of Hopkins county. $\$ 5,500.00$ incumbrante on all. Valuation $\$ 35,000.00$ and well worth it. INSURANCE FARM LOANS SALES AND EXCHANGE ANYW HERE.


## To the Public:

I am now engaged in the Produce Business and am prepared to CHICKENS, TURKEYS, EGGS AND HIDES See Me at R. L. Hicks' Place, South of Railroad

## F. G. Angell

## If It's Land, See Us

Perhaps you want to sell-Then list with us.
Perchance you want to buy-There is nothing on the market superior to our ilstings. Thirty to fifty bushels per acre wheat land. Large or small tracts. Low price and easy pay ments. Write us, wire us, or better still, see us.
TURNER \& PARR LAND COMPANY
O. G. TURNER
J. W. PARR

## Fox Mercantile Company HEREFORD, TEXAS

## SPECIALS

## In Ready-to Wear

FROM NOW UNTIL CHRISTMAS EVE!


## 25 New Spring Dresses

Just received, in all the new shades for Spring, such as

## MOTHER GOOSE <br> MONKEY SKIN <br> grecian rose

 MEADOW PINKAlso the new blue shades, such as HYDRANGEA AND MAYFAIR
These models are all featured in Crepe-Back Satins and Flat Crepes.
EXTRA SPECIAL, FOR THIS WEEK ONLY ${ }^{\text {only }} \mathbf{\$ 1 3 . 9 5}$
(This includes values up to \$24.95)

## JERSEY DRESSES

One dozen Wool Jersey Dresses, in Tan, Blue and Red, sizes 16 to 42, Your choice for
$\$ 4.95$

# OUR BIG HOLIDAY SALE 

In shaping our Holiday Stock this year, we bought liberally in all lines that our customers might have a good assortment to \&alect from. In several lines we went unusually STRONG in order to get the very lowest prices from quantity buying, and our regular prices are lower than you will find usually in other stores on the same class of merchandise. In checking over, we find that we are overstocked in several lines, particularly in Diamonds and Ladies' Wrist Watches.

## We Must Reduce These Lines

We have decided that the best way is to cut prices to the very bottom. In order to help move the lines where we are overstocked, we are going to give big discounts on every line of merchandise in our store, except a few contract articles.

## Diamonds

Last week we put on a special on Diamonds that moved a lot of this merchandise, and in order to give our diamond customers a further opportunity to buy diamonds cheap, we are going to place on sale Lot. No. 2. This consists of about 72 diamonds in the latest style rings, in single stones, and fancy dinner rings. We also have a good assortment of the latest styes in Diamond Bar Pins. These diamonds range in price from about $\$ 200$ down. We also carry a bunch of loose stones in larger sizes, and can make some good prices if you want a larger stone. Our prices here will average about onethird off regular price:
$\$ 200.00$ Diamond Rings, Sale Price
$\$ 135.00$ \$175.00 Diamond Rings, Sale Price \$150.00 Diamond Rings, Sale Price \$125.00 Diamond Rings, Sale Price $\$ 100.00$ Diamond Rings, Sale Price \$75.00 Diamond Rings, Sale Price \$ 50.00 Diamond Rings, Sale Price
\$ 40.00 Diamond Rings, Sale Price
$\$ 120.00$
$\$ 100.00$
$\$ 85.00$
$\$ 65.00$
\$ 50.00
$\$ 33.00$
$\$ 27.50$
\$ 30.00 Diamond Rings, Sale Price

##  <br> LADIES' WRIST WATCHES

Here we have an unusual assortnent of brand new watches in the latest style cases, and the prices below will convince you that this is a real watch bargain sale. Every one of these watches guaranteed a time keeper. About 100 watches will go in this sale. \$50.00 Wrist Watches, Sale Price _-_-_-_ $\$ 37.50$ $\$ 35.00$ Wrist Watches, Sale
$\qquad$ 825.00 Wrist Watches, Sale \$25.00 Wrist Watches, Sale
Price 820.00 Wrist Watches, Sale Price _ \$12.85

This is a line of watches we have old for vears, and is one of the very best lines on the market today. Don't overlook this opportunity to buy a wrist watch right They make nice Christmas pres. ents.


We give our old friends and cus tomers from Friona and Parmer county, as well as the new comrs a special invitation to come to see us during this Big Sale.


## Bar Pins

This line will average about $1-3$ off. Nice, blue white, snappy stones in the latest mountings. $\$ 170.00$ Bar Pins, Sale Price ......... $\$ 115.00$ $\$ 150.00$ Bar Pins, Sale Price . . . . . . . . $\$ 100.00$ $\$ 130.00$ Bar Pins, Sale Price . . . . . . . \$ 90.00 \$105.00 Bar Pins, Sale Price …....... \$70.00 $\$ 90.00$ Bar Pins, Sale Price .......... \$ 80.00 \$80.00 Bar Pins, Sale Price .......... \$ 55.00 $\$ 60.00$ Bar Pins, Sale Price ......... \$ $\$ 0.00$ \$ 40.00 Bar Pins, Sale Price ......... \$ 26.00 \$ 30.00 Bar Pins, Sale Price …...... \$ 20.00 \$ 20.00 Bar Pins, Sale Price .......... \$ 13.50

## China and Glassware

Our stock here represents the best assortment we have ever had. Dinner sets in China. Tea, Utility and Novelty sets in both China and Glass, with a large assortment of single pieces will be found here, and at prices that will starthe both the natives and the new comers:
$\$ 60.00$ Dinner Sets, Sale Price
$\$ 40.00$
$\$ 10.00$ Dinner Sets, Sale Price .......... $\$ 26.00$
\$30.00 Dinner Sets, Sale Price . . . . . . . . 822.50 $\$ 20.00$ Dinner Sets, Sale Price . . . . . . . $\$ 15.00$
Here we have lots of Gifts that will last (till you break 'em). Many of our customers find it profitable to look this line over in selecting inexpensive individual gifts.

## Leather Goods, Jewelry and Novelties

Thisline includes Purses, Bill Folds, Cigarrette Cases, Rings, Cuff Links, and various articles of Jewelry, Toilet Sets, Manicure Sets, Shaving Sets, Vanities, Mesh Bags, Pearls and miscellaneous articles that make splendid gifts -this line will average about one-fourth off.

Don't wait till the last minute to make your selections. "Now is the accepted time," saith the writer of this ad. He is about out of ink, otherwise he would write more at length. However, he will be sticking around to tell you in person the things he couldn't write, when you come in. Everything in our entire stock will be cut in price, except a few contract articles, mentioned above. This Sale will begin Friday, December 17th and continue until January 1st.
W. H. RAY, Manager


## CHATTER Volume 1, No. 5



To All Our Patrons and Friends:

Greetings and Best Wishes for a Merry Christmas, With a Bright and Happy New Year

## "THE YULE TIDE"

-Will be bright and cheerful if the home is warm and cozy. But no matter how favorable all other conditions may be, there will be little pleasure in the "Yuletide" if the stinging cold is allow to sweep in through openings caused from a poor grade of material. OUR MATERIALS ARE A-1 AND OUR WORK MEN ARE FIRST CLASS, AND OUR TERMS ARE SATISFY ING. TRY THEM

## Rockwell Bros. \& Co.

o.. R Lame

LUMBER

Manager


That Back-Breaking, Arm-Twisting, Muscle-W earing, EenrgyWasting Labor About the Barn and Home! RETURN ALL SUCH WORK TO THE LITTLE I. H. STATIONERY ENGINE and prolong your life by enjoying it, and enjoy your life by prolonging it!

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