



"Valley of the Giants", rugged outdoor action picture, filmed in gorgeous Technicolor, is the attraction at the Palace Theatre for Christmas Day and Monday, and Preview Saturday and Sunday. Mr. Hardwick states that one way he can show Palace Theatre patrons his appreciation of past patronage is to offer this exceptionally fine picture for their Christmas enjoyment.

Nite, Christmas Eve. No better entertainment could be selected for a Christmas program, and Mr. Hardwick states that one way he can show Palace Theatre patrons his appreciation of past patronage is to offer this exceptionally fine picture for their Christmas enjoyment.

in connection with the sanitarium work. This is not restricted just to the sanitarium, but is available to any physician in Spur. J. H. Miles, one of the most efficient technicians in Texas, is in charge of the laboratory and does all the work. Last week Dr. Nichols installed gas stoves in the sanitarium and gas is burned as a means of heat. This week the painters and paper hangers are finishing a new coat of paint on the woodwork and new paper on the walls of the rooms, office and main lobby. The Nichols Sanitarium has done much for the Times and has always favored us with their business.



DR. P. C. NICHOLS
Nichols Sanitarium

Dr. Nichols took charge of the sanitarium nearly 20 years ago and has been considered one of the most successful surgeons in Texas. He has had a vision of a great sanitarium and possibly he may realize his desires in the future. Just recently he installed a nice clinical laboratory

Spur Produce

The Spur Produce was established by the Lubbock Poultry and Egg Company in 1917. The late J. C. Miller was manager of this business for a number of years. Mr. Linsey was the second manager and served the trade territory for several years. Mr. Hubbard followed Mr. Lindsey and gave the public the best of service during his management. Then Mr. and Mrs. H. E. Blerdon had the management of the Spur Produce and did a good business for several years. They bought a mercantile business at

Glenn, and moved from Spur there. And are at this time enjoying a very good business.

The present manager is Carl Murry, beginning February 28, 1936 and is a wide awake citizen giving to the public the highest prices for their cream, chickens, turkeys and other produce. He is assisted in the business by Mrs. Murry, Marshall Powell and Raymond Ince as extra and Loyd Ball. With the assistance of this help Mr. Murry finds it very easy to serve his customers.

The Times appreciates this firm and the business that they have given us in the past.

Tri County Lumber Co.

The Tri County Lumber Company formerly owned and operated by the late P. H. Miller, was purchased in July 1934. This was among the first businesses established in Spur and has always had the reputation of giving the very best service in building service. They carry a good line of paints, varnish, wall paper and anything that you would need to build or remodel a home.

W. F. Gilbert, moved here from Jayton, when the Tri County Lumber Company purchased this business and under his management the business is enjoying a thriving business.

Mr. Gilbert is assisted by Bill Walton as bookkeeper and C. A. Powell.

The Dickens County Times appreciate the business that the Tri County has given them and through such businesses we are able to make the Times the best weekly paper in West Texas.

A Good Safe Place To Trade
B. SCHWARZ & SON
SPUR, TEXAS
"The Store Of Little Profit"

A Merry Christmas and a Happy New Year . . .

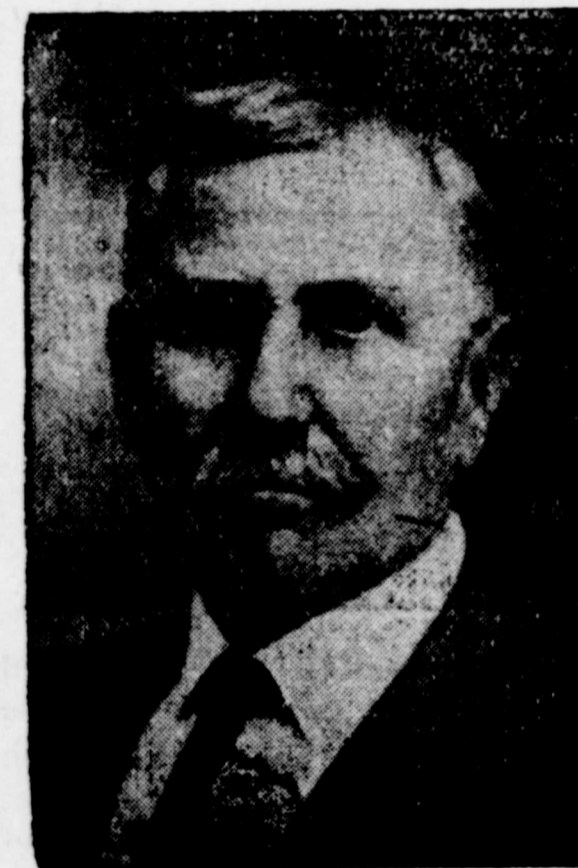
Bad times—good times—come what may, we'll always believe in the good old U. S. A. Though we pulled up our belts a notch or two, we're still on the job—Thanks to friends like you.

So to you over there—from us folks here, a real Merry Christmas and a Happy New Year.

Mrs. Winnie Putman, Mrs. Mary Verner
Mrs. Hamp Collett, Miss Vera Shepherd
Mrs. Opal McCormick, Carl Patton
Don Ramsey, Joe Dick Giddens
Mrs. James B. Reed, T. C. Ensey

and the extras who so ably assisted us during our peak periods

Mr. and Mrs. M. C. Golding
In Charge of The Management



L. N. RITER

Riter Hardware

L. N. Riter came to Spur in the spring of 1910 and established the Riter Hardware Company. The company had been organized in Hamlin where he had done business for six years, before moving to Spur. The town of Spur had just been organized when Mr. Riter came here and he has been one of the characters who has been very influential in the progress of our city.

There are several employees at the Riter Hardware who help people with their needs in the hardware line.

Riter Hardware is one of the Times' good customers and we appreciate the business dealing we have with them.

Hale's Wrecking Yard

E. M. Hale established the Wrecking Yard July 1936, this business is located on Trumbull Street. Mr. Hale does all kinds of repair work on engines, starters, and batteries. Also handles a line of tires and tubes and sells all kinds of new and used parts. In connection he does wrecker service. Employed at the wrecking house you will find Gene Allen and Poodle King, as mechanics.

The Times has enjoyed business dealings with Mr. Hale and it is business firms in Spur that help us to give our readers a good newspaper.

Hogan's Barber Shop

This business has been running in its present name the past four years. "Shorty" Hogan, the proprietor, has been doing barber work in Spur the past 15 years. Bill McClung, who is with the business has been in Spur 13 years and people know his work. Cecil Fox, the other member in the business, has been doing barber work in Spur 16 years. This shop has always remembered the Times and we are grateful to them.

Mrs. Emma Lee's Florist Shop

Nothing you could give brings with it more of the spirit of Christmas than a poinsettia plant.



Nothing could say your wishes and love more eloquently than beautiful roses.



Nothing is easier to buy from the standpoint of time, money or assured acceptance than flowers.

Place Your Order
Now
Phone 9

Malone And Son Second Hand Store

W. M. Malone & Son established the Malone and Son Second Hand Store in Spur March 7, 1928. They first located on Burlington Avenue, where they operated for several years. Recently they moved to the Perry Building on Fifth Street, where they have done a good business.

Mr. Malone has a good line of used furniture and stoves and extends an invitation to any one interested in buying used furniture to visit their place of business.

The Times congratulates Mr. Malone & Son on their ten years of business dealings in Spur. And appreciate the business that has been given them by this firm.

Bill & Roy Barber Shop

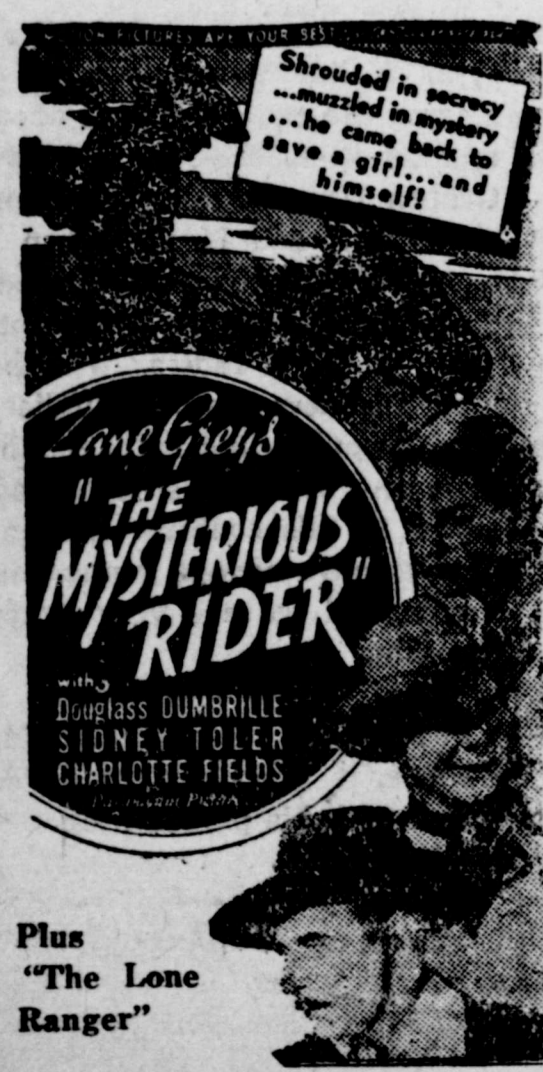
Bill Chambless and Roy Winkler opened this new barber shop six weeks ago. They first opened in the Perry Building on Fifth Street and recently moved to the Foster Building on Burlington Avenue. They have had a nice business since coming to Spur and are pleased.

The Times is glad to welcome every new business to Spur and through the business firms of Spur and Spur trade territory that we can give to our readers the very best paper that is possible.

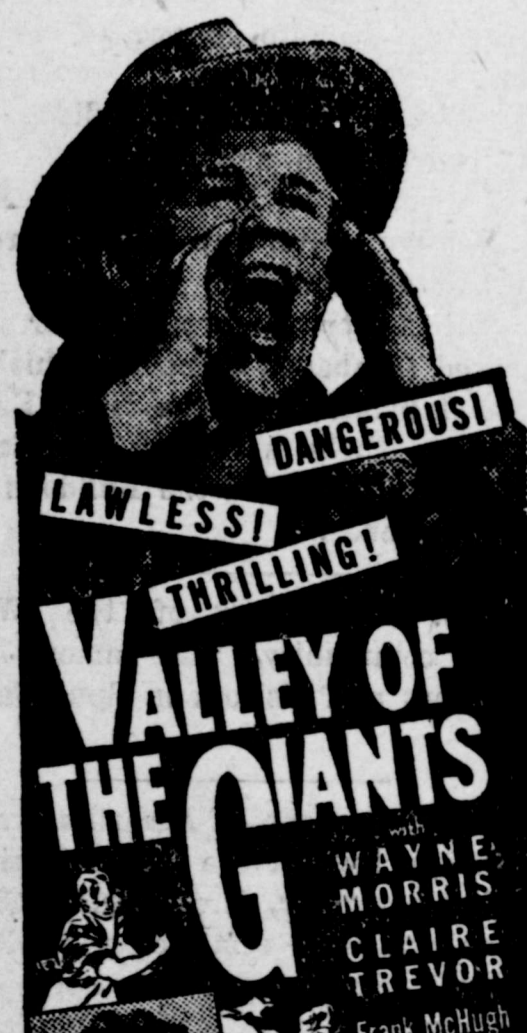
Your Christmas Entertainment . . .

PALACE THEATRE -- SPUR

Saturday, Dec. 24



Christmas Day
And Monday



Tuesday, Dec. 27th



Wednesday and Thursday
December 28 and 29



SOLVE YOUR CHRISTMAS PROBLEMS

with

A Good Safe Place To Trade
B. SCHWARZ & SON
 SPUR, TEXAS
 "The Store Of Little Profit"

Gifts

Give Her
**Exquisite
 Lingerie**

Buy Them
 Now...
**Only 3
 Days Till
 Christmas**

- Housecoats
- Gowns
- Pajamas
- Slips
- Robes
- Panties
- Brassiers
- Step-ins etc.

\$1.98, \$2.98 and up

This Christmas, make your gifts practical... a dress, coat or suit. Open Evenings Until Xmas



CHILDREN'S
COAT SALE
 Clearance 100 Beautiful Coats
 From Our Regular Stock

1/2 Price of
 Original Cost

\$9.95 Coats 1/2 Price \$4.95
\$7.95 Coats 1/2 Price \$3.95
\$5.95 Coats 1/2 Price \$2.45

Spring Toppers
 ADVANCE SHOWING
\$4.95 to \$9.95
 FOR THE HOLIDAYS

In flannels and new plaids. Smartest styles for spring. Priced low for Christmas selling. All sizes.

Pre-Holiday Clearance
 1/3 off Regular Price and More
DRESSES

A sensational clearance of 247 silk... wool and acetate dresses a month ahead of our regular sales of this type. These consist of this season dresses in misses and women's models in every fabric and color.

- Blacks
 - Wine
 - Brown
 - Blues
 - Greens
 - Sizes 11 to 48
- | | |
|------------------------|----------------|
| \$29.95 DRESSES | \$19.95 |
| \$24.95 DRESSES | \$16.95 |
| \$19.95 DRESSES | \$1.95 |
| \$16.95 DRESSES | \$10.95 |
| \$9.95 DRESSES | \$6.95 |
| \$7.95 DRESSES | \$4.95 |
| \$5.95 DRESSES | \$3.95 |



Advance Spring Showing
Betty Rose Coats and Suits

TOPPERS! COATS! TWO PIECE SUITS! COMPANION SUITS! THEY'RE ALL HERE!

In Joyous Gay Colors Prelude to a Very Gay Season

TOPPERS

Glorious new spring colors in these new Betty Rose toppers that you will love! Desert Gold, Honeytone, Rustan, Smart Green, Cheer Blue, Havanna Tan! Military styled, dramatically flaring back, squared shoulders, wee collars, stitched trimming... in fact everything you could ask for in a new spring coat at a much lower price than you would expect! Arrived in time for Christmas giving!

\$9.95 to \$16.95



New Glenbury DRESSES

A Sterling Creation

That will fill every day with color of extra smart Slub Poplins and Fancy Pique in new shades. Gorgeous patterns. Gay new Spring styles. New fashion details and trims. Guaranteed Washable

Sizes 12 to 44

\$2.98

Other Dresses 95c up



Like Finding Christmas Money
This Big Sensational Christmas Sale Women's Coats

Just Look At These Bargains



1/2 Price

- | | |
|---------------|---------|
| \$59.50 Coats | \$29.75 |
| 1/2 Price | |
| \$29.50 Coats | \$14.75 |
| 1/2 Price | |
| \$24.50 Coats | \$12.75 |
| 1/2 Price | |
| \$16.95 Coats | \$8.45 |
| 1/2 Price | |
| \$9.95 Coats | \$4.95 |
| 1/2 Price | |
| \$7.95 Coats | \$3.95 |
| 1/2 Price | |
| \$5.95 Coats | \$2.95 |
| 1/2 Price | |



Dear Santa: Don't forget the Christmas stocking!

EXQUISITELY SHEER Kayser Hosiery

We have for your selection all weights of exquisite hosiery—extremely sheer, medium and service weight. All popular shades. For every feminine name on your gift list at this special low price.

79c - \$1.00 - \$1.25

Glamorous Evening Dresses

Beautiful evening dresses of such exciting colors as dusty rose, cream, pink, black, blue, rose, orchid. All latest styles with hoop skirts, gathered bodice, dropped shoulders, all designed to meet 1939 fashion demands.

\$4.95 and \$9.95

CANNON Towel Sets

50c - 79c - 98c

Handsome sets that will delight the most fastidious! Each set consists of face-cloth, bath towel and hand-towel! In Jacquard, Reversible florals and in smart solid colors!

Durable Rugs

SPECIAL
\$1.98

Rich looking Beauty.

Attractive Chenille Bedspreads

All new patterns and popular shades in the favorite Chenille bedspread. A practical gift any woman would like to receive!

\$4.95 to \$9.95

"WHAT'S IN THE HANDBAG?"

Everything—in fact, the solution for "her" gift problem. Advance showing of new spring handbags in best quality suede, leather and patent.

\$1.00 and \$1.98

MEN'S Belt Sets

Genuine cowhide strap—chrome buckles.

\$1.00 Set

Man's Lounging Robe

Luxurious gift for a man! Rich looking! Smart Jacquard designs. Satin collar and cuffs.

\$2.98

MEN'S Dress Gloves

Popular Colors
98c

Bill Folds

All Leather
 A man's favorite! Two fold, slide fastener style... several attractive embossed designs. Convenient card and identification pockets.
98c

Men's Gift Suspenders

Exceptionally good quality at this low price. A nice gift for any man! Button or clip on styles!
49c

For A Practical Gift For Him, Give Shirts
 A special holiday assortment of exceptionally fine quality pre-shrunk shirts made from the latest shirting patterns. Solve your problem by giving him shirts, they're always appreciated.
79c - \$1.00 - \$1.49 - and \$1.95

TIES THAT'LL BRING HIM CLOSER

Ties—for those worrying about the smaller more troublesome gifts. All new patterns in all wool and silk ties.

25c, 59c to \$1.00

MEN'S BELT AND BUCKLE SETS

If you're puzzled over a new idea of what to give him—make it a belt and buckle set. Attractively wrapped in Christmas boxes.

\$1.00

Handkerchiefs GORGEOUS

When a Christmas card isn't quite enough! Beautiful, gay, or snowy white hankies. Lace trims, hemstitched, roll edges, pure linen, chiffons.

25c and 50c each
 Box of 3 25c to \$1.00

LADIES' "BEACON" Blanket Robes

Genuine Beacon label in each robe. All sizes now. Beautiful colors. Beautifully trimmed. A practical gift.

\$1.98 and \$2.98

MEN'S TIE AND HANDKERCHIEF SET

Silk tie and handkerchief. Wanted colors.

\$1.00 Set

Men's Pajamas

Assorted Styles and Colors
 For particular men! Good looking tailoring details! In comfortable slip over or button styles. Large assort.

\$1.00 \$1.49 \$2.95

CHRISTMAS SPECIALS IN FINE MUFFLERS

Fine quality Men's all wool Mufflers in fancy plaids and solid colors with fringed edges. If you're in search of something useful!

50c to \$1.00

Initial Men's Boxed Handkerchiefs

Men appreciate useful gifts! Solid white or colored woven borders.

3 in box 50c

Open Evenings Until 9 P. M. Until Xmas. Select Your Gift From the Gift Store

We will be closed Monday, December 26 to observe Christmas Day and to give our help a much needed rest.

THE DICKENS COUNTY TIMES

W. D. STARCHER
Editor and Publisher
MRS. W. D. STARCHER
Business and Advertising
Manager

Entered as second class matter at the Post Office in Spur, Texas, October 30, 1924, under Act of Congress, March 3rd, 1879.

Subscription price \$1.50 per year in Dickens and adjoining counties. \$2.00 per year elsewhere.

Advertising rates uniform to everybody in Spur country.

Mims Welding Shop

Possibly there is not any business in town that is rendering more individual service to the community in proportion to the field, than is John Mims with his welding shop. Mr. Mims has been in Spur eleven years and in his present location five years. He does both electric and gas welding and specializes in machine shop work. He has just installed a new lathe with all attachments and is turning out some difficult work in that line. The Times appreciates the business from the Mims Welding Shop, and we do not see how our town could get along without that business. Mr. Mims does no automobile repair work any more and is specializing in machine shop work.



F. W. JENNINGS

Brazelton Lumber Co.

This firm started with the opening of the town under the name of Brazelton-Pryor Lumber Company. F. W. Jennings took charge of the business in 1910 and has been taking care of it the past 28 years. The Dickens County Times has always felt we have a friend in this firm and the management. They handle all kinds of building materials, builders hardware, paints, varnishes and wall paper. They have stood by us in many ways and we appreciate them.

Hairgroves Hatchery And Feed Store

This business was started by Mr. Crockett more than ten years ago. Dee R. Hairgrove bought the business in 1931 and started out like he had always been at the job. The business increased until the building would no longer accommodate it, and the past August a new and much larger building was erected. Mr. Hairgrove has a very completely equipped hatchery and brooder, operates a good mill and carries a very complete line of feeds for poultry, dairy cattle and range stock. He has always been a friend to the Dickens County Times and has always given us a nice business.

Gulf Service Grocery

This is just what the name indicates. It is a Gulf Service Station with all Gulf Refinery products and carries a nice line of groceries with it. The business was started in May, 1937 by V. E. Skains and it has been going in high ever since. Mr. Skains personally is in charge of the business at this time, but Cecil Beasley has been directing the business most of the past year. The Gulf Service Grocery always remembers the Dickens County Times when in need of printing material.

The Red Front Drug

A. C. Hull, who was formerly High School Principal of Spur, bought an interest in the Red Front Drug Store in the fall of 1936. The late C. R. Elkins owned the business before that time. Mr. Elkins' health failed and Mr. Hull became the store manager in 1932 and assumed all the responsibility of the business. He bought the remaining interest in 1934. He purchased the building of the present location about eight months ago and moved the store into its new home last August. The Red Front Drug has always remembered the Dickens County Times in a business way and we want to say thanks to them.

The City Drug Store

This business was purchased by Dr. T. H. Blackwell in 1931. Joe Long, the present manager, has been in charge of the present business the past seven years and has made a real drug store of it. In 1935 Mr. Long bought an interest in the business and then newly arranged the store to accommodate the needs of the public. Today you can have a feeling of pride when you visit that store because you are treated with a smile and receive courteous treatment. When in need of visiting the City Drug has remembered us, and we want to express our appreciation for this business.

Busy Bee Cafe

This business is operated by W. M. Copeand and was started about five years ago. The cafe is operated in the front of the building and a domino parlor is conducted at the back. Mr. Copeand keeps a nice civil place and the cafe serves as good meals as any cafe. The business has been very nice to the Dickens County Times, and we appreciate the kind consideration given us.

The Safeway Store

This is one of the most modern grocery stores found in Texas. The business was installed in our city about ten years ago and has gained in favor every year. C. R. Walthal, the present manager, has been in charge for about four years and he has been a very successful manager. The business has six regular salesmen to take care of the store and the market. They moved into their present location about 18 months ago and have enjoyed a very excellent patronage. Their business slogan is, "Distribution without waste", and they try to follow through on that principle. They try to be a community store and always take part and support all community interests. The Safeway Store has always remembered the Dickens County Times, and we feel we have a friend in that institution.

The Spur National Farm Loan Ass'n.

This is a business that has meant a great deal to our country, especially to our good farmers. James B. Reed is the secretary-treasurer and took charge of the business in 1931. The Spur Farm Loan Association has been the means of many people being able to buy farm homes, and during its history there have been very few loans foreclosed. In fact, they are a little slow on foreclosures because the membership and stockholders are farmers. The Spur Farm Loan Association has often remembered the Dickens County Times is a business way and we are very grateful to them.

Ericson Grocery

Lester Ericson, son of the late Joe Ericson, foreman of the Swenson interests here, was practically reared in Dickens County, spending the summer here and attending school in El Paso. After moving to Spur and engaging in the shoe business, Lester sold his interest in the shoe shop and was employed by the Spot Cash Grocery for ten years. He opened a grocery store January 2, 1932 in the Luce building, where he established his trade. In 1933 Ericson bought the meat market owned by Lewis Rickles. He moved his grocery store and meat market to the Godfrey building that in the early days, was used for the Ford agency. Floyd Barnett is salesman at the Ericson Grocery and Mrs. Ericson, helps part time. They have a nice line of fancy and staple groceries and good meats. The public receive the very best attention when they trade at this modern grocery store. The Times appreciates Mr. Ericson as one of Spur's young business

men of the town, and enjoy the business that they have had from his firm.

Clinton Barrett, student in A. & M. arrived the first of the week to spend his vacation here with his parents, Mr. and Mrs. L. R. Barrett and other relatives and friends.

James Hill Perry, of Hollywood, California, will arrive in Spur the last of the week to spend Christmas with his parents, Mr. and Mrs. Hill Perry and sister, Mrs. Roy Harkey.

TIMES CLASSIFIED ADS PAY

Jimison Barber Shop

Walter Jimison, after barbering at the Simpson Barber Shop for seven years, bought the Schrimsher & Stack Barber Shop from Shorty Hogan in October 1933 and started business for himself. He is located in the Cowan building and has a nice four chair shop. He has had a good business since starting and with the assistance of Cecil Addy give the public the best to be had in the barber line.

This shop is a friend to the Dickens County Times and we hope for them a very Merry Christmas and a Prosperous New Year.



May we have the pleasure of wishing one of the greatest and one of the grandest Merry Christmases of all, and may the holidays hold an abundance of joy and Merriment to the whole family.

CITY GROCERY



At this glorious season, the time of peace and good will, good cheer, and good fellowship, Simpsons wish you the best Christmas you ever had, the best health, happiness and prosperity, now and in the future.

Simpson Barber and Beauty Shop



For years it has been our good fortune to be your Texaco dealer. In our many contacts, we have made hundreds of friends and customers. It is with the most sincere appreciation of your confidence and patronage that we wish for all A Most Joyous Christmas and A Very Happy New Year.

TEXACO STATIONS

E. C. McGee, Agent



Dear friend, this is a greeting that comes from the heart—a very Merry Christmas and a Happy Prosperous New Year to you! And we add with all sincerity it has been a real pleasure to have been of service to you. The knowledge that we have enjoyed your good will has helped us to do our best to meet your expectations. So we begin another year with renewed determination to strengthen your confidence in our ability to serve you as efficiently in the future as we have in the past.

SPUR BAKERY



The spirit of Christmas calls us to a better appreciation of old associations and the value of old friendships. May you have a Christmas replete with all the joys life can muster.

Frank Speer Red & White Store
DICKENS, TEXAS

Best Wishes

We Greet You . . .

We Thank You . . .

for all the expressions of confidence and kindness you have shown toward us during the past year and pledge ourselves anew to every effort toward rendering a better, more efficient service for our customers and our community than ever before.

RITER HARDWARE

Red Tag Sale

ONE DAY ONLY
SATURDAY

Also we will give away a \$19.75 Inner Spring Mattress . . .

FREE! FREE!!
Saturday

- 1936 Chevrolet Pick-Up
 - 1936 Ford Pick-Up
 - 1937 Chevrolet Truck
- All in good condition going at a real bargain.

SPECIAL CANE BOTTOM CHAIRS 98c

Spur Furniture And Mattress Factory

Happy CHRISTMAS To All



Mr. and Mrs. Hollis Atkeison
 Harold Newberry C. B. Lane
 Horace Hyatt

FOODS CLOVER FARM STORES MEATS

City Grocery

In March 1925 the City Grocery opened for business, at that time it was owned by McClanahan & Son. In 1928 Preston McClanahan bought his father's interest and has operated the store since. Abb McClanahan is manager of the City Grocery and is a wide awake little groceryman. They are one of the Red & White stores in Spur and do a big business.

Harry Patton has charge of the meat department and with his many

years of experience in handling meats knows just how to please the customers with their orders.

This business is located in the Cowan building on Burlington Avenue. They invite new people to come in and get acquainted with them and let them help them with their grocery buying.

This is another customer of the Dickens County Times and it is through the business firms of the town that helps us give the public what they want in news and advertising.



HENRY ALEXANDER

Henry Alexander And Company

This is another of the nice stores in our city. It is in a class that any city would be proud and Spur is fortunate to have a store of this type. The business started in Spur in January, 1932, in the building by the City National Bank and then moved to the present location in September of that year. This store features men and women's wear of the higher qualities and people who enjoy that type of merchandise always feel free to visit this store. The store has a good sales personnel which is a good asset to any business. The Dickens County Times wants to say "thanks" for the business received from this store, and warrant that it has been appreciated.

Spur Barber Shop

Ernest George bought new equipment in May 1928, and opened the Spur Barber Shop, in the building where the Johnston Grocery is located at present. After two years of business there he moved in the Powell building, where he has been located since. Ernest has a nice four chair shop and with the assistance of two efficient barbers, D. J. Dyess and Lewis Crouch, give the public the best of service. He has always had a good business and is fair in dealing with his customers.

We count this business among our many business friends of Spur and appreciate Mr. George and his personnel.

Spur Grain & Coal Co.

This is another business that started with the opening of the town. W. M. Hazel, who formerly operated a wagon yard and feed supply house, took charge of the business in 1920 as proprietor and operator. He has enjoyed a good patronage during his management of the business. The business has carried a good line of stock feeds, dairy feeds, poultry feeds, garden seeds and a big yard of good coal. In addition to these lines, Mr. Hazel operates a good feed and meal mill and a fine hatchery and brooders. The Times feels that we have a friend in this business and have appreciated the patronage received from it. No one has extended a more friendly relationship to us than has W. M. Hazel.

Gruben Drug and Jewelry Store

This is another very nice business of its line. The store was opened November 24, 1909, just 24 days after the opening of the town. Mr. and Mrs. W. C. Gruben own and operate the business, Mrs. Gruben having to look after the store sales while Mr. Gruben repairs watches, clocks and jewelry. They handle a beautiful line of jewelry including a big line of fine silverware. The town of Spur is most fortunate in having a store of this type. Mr. and Mrs. Gruben have been very considerate of the Dickens County Times and we acknowledge their consideration and friendship.

Western Union Office

People who have never lived in a town without a telegraph office, probably do not know the value of our Western Union office. Mrs. Carol Cobb is the local manager and operator, taking charge in September, 1937. Mrs. Cobb has proven to be one of the most efficient operators the Western Union office has ever had, and there is no limit to the extent of her accommodations. We certainly appreciate the kind consideration we have received in service at the Western Union office through Mrs. Cobb's kindness.

Crate Snider, of New Orleans, La., will arrive in Spur Friday to spend the Christmas holidays with his parents, Mr. and Mrs. G. H. Snider.

Mr. and Mrs. C. D. Bird, of Matador, were shoppers and visitors in Spur Monday.

To Wish You All the happiness of a bright and cheery Christmas season.



May the New Year be one of Prosperity

ELLIOTT APPLIANCE

Mr. and Mrs. C. H. Elliott

CHRISTMAS FIRE HAZARDS...



That very Christmas Tree, of which you and the kiddies are so proud and happy this Christmas, may be the source of the blaze that will destroy your home.

Protect yourself and family by insuring your home and furniture against Fire. Fire insurance nowadays is too low priced for you to take the chance. See me today.

And whether you are insured or not, be doubly careful this Christmas.

CLEMMONS Insurance Agency



We Say... MERRY CHRISTMAS

To The Good People of Spur And Surrounding Counties

During the year now closing we have greatly enjoyed serving you. Without your loyalty and patronage we would not have been "in business", so to speak, but through your good will and friendship we have enjoyed the feeling that our efforts to serve you will have received your approbation. It is therefore at this Merry Christmas Season, that we wish to greet and wish you well. You, our friends have made our progress and growth possible, and we would feel ungrateful indeed if we failed to wish you from the bottom of our hearts—A Merry Christmas and A Happy New Year.

Whittacre-Milam Variety Store

Mr. and Mrs. T. E. Milam



With Every Good

Wish For A Happy Holiday Season

JIMISON Barber Shop

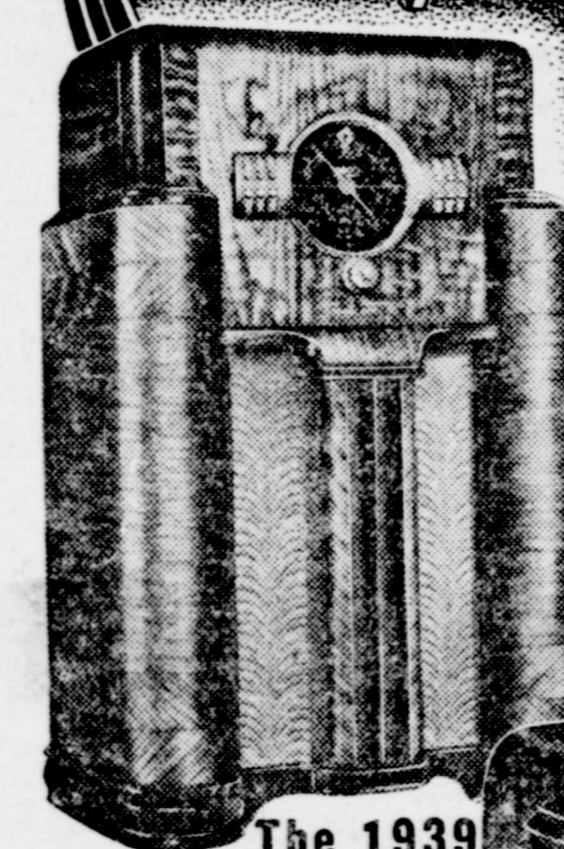


Many warm greetings and wishes sincere for a Merry Christmas and a Happy New Year.

MUSSER Lumber Yard

The Ideal FAMILY Set-Up ZENITH

The Radio You Can Afford For Every Room In The House!



Individual Reception for Every Room!
 Individual Control for Every Person!

The 1939 ZENITH WITH RADIORGAN with Foreign Reception For The Living Room \$94.95

TABLE MODEL \$16.95



7 RADIOS For The Price You'd Pay For 1

ONE FOR EVERY ROOM in the HOUSE! Now every member of the family can enjoy his own personal radio... his own choice of programs, in any room of the house. Investigate this new Zenith family set-up today! Everyone can afford it!

GRUBEN RADIO AND APPLIANCE

Business Men Have Been Kind To Us

When a business firm winds up a year it is always difficult to say just what has been the cause of its success. But with the Times we do not believe there is a business firm in Spur that has not contributed toward our welfare the past year. Words will not permit us to express our appreciation for the business and the kind consideration in many instances that has come our way during the year just closing. It is a great encouragement to us, and we want to stay right in there and work and cooperate with you to make our town and community a greater place surrounded with better environment. No greater people is found anywhere than is found in the Spur country and we want to join in keeping up the ideals and continue to be a neighbor with you in the future.

Wooten Grocery Co.

The Wooten Grocery Company, a fine wholesale firm, has meant much to us. They established a wholesale grocery business here in 1928 with Mr. Fulps as manager. The present manager, B. C. Johnson, took charge of the business October 1, 1930. November 1, 1930, they bought the wholesale department of Bryant-Link Company and moved into that place where they continued business for two years. They moved into their present location at the corner of E. Harris and Trumbull Avenue in 1932. They organized the Red and White Stores in the spring of 1931 which

has meant a good saving to the people of this country. They are enjoying a good business, and they have always remembered the Times when in need of printing and advertising.

Spur Service Station

The Spur Service Station was built sometime after we came to Spur. The present proprietor, Joe Allison, took charge of the business in November, 1932, and for the past six years he and Mrs. Allison have worked diligently to serve the people with their business. It is a complete Texaco Station with a full line of Texaco products. They make a specialty of washing, greasing and polishing cars, and with the equipment they have they can make an old car look like a new one. They have always remembered the Times in their printing needs.

Spur Tailors

The name of Spur Tailors is one of the oldest business names in our city. The business was originally founded by Ira Sullivan many years ago. Two partners, Ousley and Dunwoody, bought the business and moved it into Block 27. The present owners, Mr. and Mrs. Jno. A. Moore, bought the Ousley interests January 1, 1930, and the following September bought the remaining interests from Mr. Dunwoody. They have been conducting the business on the basis of friendship and efficient service ever since. They built a new home for the business one year ago and moved into their present location. It is known as the "Friendly Shop" and when they need printing and advertising they have been very generous with us.

Ramsey Garage And Service Station

This is probably the oldest automobile hospital in Spur in point of service, and yet it is one of the most up to date in equipment. The business was founded in 1916, and a few years later the nice business home was built. W. C. Ramsey is in charge. The business has a good auto repair department, a good service station with a full line of Phillips 66 products, and a good battery service department. Then if your electric motor becomes unwound, you can get it re-wound at the Ramsey Garage in the latest methods. We have always enjoyed business from this firm.

H. P. Gibson Insurance

H. P. Gibson started in the insurance business while he was with the City National Bank. Later he severed his associations with the Bank and made insurance his main business. He handles loans, bonds and writes a good line of all kinds of fire insurance. December 1, 1937, The Gibson Insurance and the Clemmons Insurance agencies were consolidated and since that time the business has been run under the name of Clemmons Insurance Agency. The Clemmons Insurance was founded by Sam T. Clemmons in 1919. After his death Mrs. Clemmons and her son carried on with the business. The son, Sam T. Clemmons, became district agent for the companies he represented and Mr. and Mrs. Gibson and Mrs. Clemmons now look after the local office. They represent good firms and give the best of service. They have accommodated the Times often in a business way, and we appreciate it very much.

Godfrey & Smart

This firm is now in its 26th year as sales people for Ford cars. The business was originally known as Bachelor and Godfrey and later Godfrey and Powell, J. D. Powell having purchased Mr. Bachelor's interests. Mr. Powell then withdrew from the

business and Mr. Godfrey carried on individually until after the close of the World War when V. C. Smart became a partner in the firm. The firm recently received a telegram of congratulation from the Ford Motor Company at Detroit complimenting them on their 25 years record in business. They have the sales and service of the Ford automobiles, Ford trucks and Lincoln cars. They have never forgotten the Times when they need our products and service.

Spur Furniture And Mattress Company

This firm was started by S. C. Fallis in 1932 and has been of great benefit to the community. To date Mr. Fallis stated that he had manufactured around 3,500 mattresses for people in Spur country. He sells new and used furniture and can furnish most any home with the desired lines of furniture. Formerly he was engaged in painting and paper hanging and still does that work. His mattress work takes in inner spring work, and when he needs printing he remembers the Times office.

Martin Fruit Stand

Two years ago J. P. Martin established the Martin Fruit Stand located on Burlington Avenue. After operating this business one year he formed a partnership with Bill Kyle, who for sometime had been associated with Bell's Cafe as cook.

They handle a complete line of fresh fruits, candies, nuts, and fresh vegetables.

They appreciate their old customers and extend an invitation to new ones.

The Times wants to express their appreciation to the Martin Fruit Stand for their business.

Lacie's Beauty Shop

Mrs. Clarence Alexander established the Lacie's Beauty Shop in Afton in July 1938. She moved her shop to Spur in November 1936, operated it in her home for sometime. She sold the shop and made an extended visit with relatives in California, after returning to Dickens County she bought equip-

ment and opened a shop in the Alexander-Hurst Barber Shop in October 1938.

Mrs. Alexander is assisted by Mrs. Pearl Brooks and Miss Onnie Moore, both experienced operators. She stated that they were enjoying a good business and well pleased with the business she has had during the fall months.

The Dickens County Times appreciates the nice business given them by Mrs. Alexander. She is part of the Times and it is one of the best weekly papers in West Texas. It is through cooperation of the individual business that makes the Times what it is. Many thanks Mrs. Alexander.

Alexander-Hurst Barber Shop

Clarence Alexander established his barber shop in July 1935, and operated the shop under the name of Alexander Barber Shop until January 1st, 1937, when Andy Hurst bought half interest. They are enjoying a good business in their line of shaves, haircuts, massages and tonics of all kinds.

They ask the public when in need of their service to call at their shop and they guarantee to please.

They also extend to every one a Merry Christmas and a very happy New Year.

We appreciate the business from this establishment the past year and hope to be able to give to our readers a bigger and better newspaper through the coming year.

Miss Mary Copeland, of Austin, will arrive in Spur Friday to spend Christmas with her parents, Mr. and Mrs. C. D. Copland and other relatives and friends.

Mr. and Mrs. Johnnie Estes, and little daughter, Rita Ann, will spend the Christmas holidays here with her parents, Mr. and Mrs. J. I. Mecom and Miss Rita Mecom.

Mr. and Mrs. R. E. Dickson left this week for College Station, where they will spend a few days before going to Galveston to spend Christmas with her mother, Mrs. J. H. Grace.

Mrs. W. A. Bell and daughter, Mrs. C. W. Barrett and sons, Billy D. and Joe, were visitors in Abilene Monday.

Mr. and Mrs. Lester Ericson and sons, Joe Ellis and Lane, spent Sunday visiting in Stamford, Albany and Throckmorton.



Merry Christmas! Your kind cooperation has made possible our unusual success and we appreciate it. This is the season when we like to renew our friendship for a coming year . . . May it bring to you every thing you desire, GOOD HEALTH and HAPPINESS.

CITY DRUG COMPANY

Merry

Christmas



This is our eighth holiday greeting to you; the patrons and friends of Spur Tailors; and if possible we appreciate your loyalty and friendship eight times as much. Let us look forward to the New Year with renewed hope and increased confidence in our neighbors.



You are Cordially Invited To Call Again

SPUR TAILORS
"The Friendly Shop"
Phone 18



GREETINGS

Best Wishes . . .

Christmas time is one of those rare occasions when our thoughts turn from the more material things of life to the nobler, more beautiful ones . . .

. . . to our loved ones and our personal friends . . .

. . . to our business friends and associates . . .

. . . to the happiness we can bestow rather than that which is bestowed upon us . . .

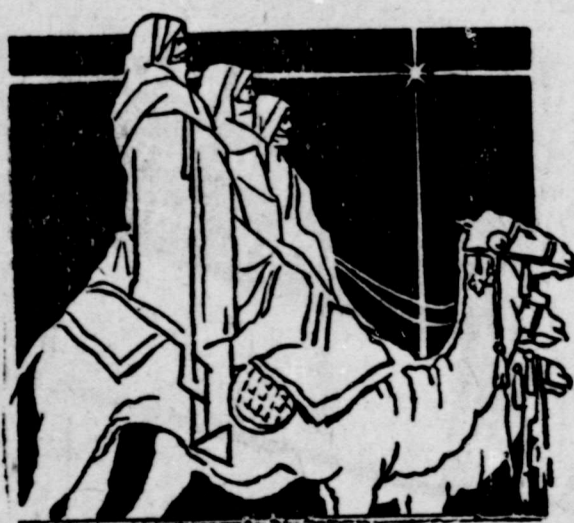
We realize that were it not for the good will and friendly feelings of folks like you, we would not have been privileged to enjoy many of the happinesses which have been ours this year.

As an expression, therefore, of our genuine appreciation of your good will, we extend to you our most sincere good wishes for a

MERRY CHRISTMAS AND A HAPPY NEW YEAR

Eric Ousley

Merry, Merry Christmas to You . . .



Gas — Oil — Washing — Marfak
Lubrication — Candy and Drinks
COMPLETE GUARANTEED CAR SERVICE

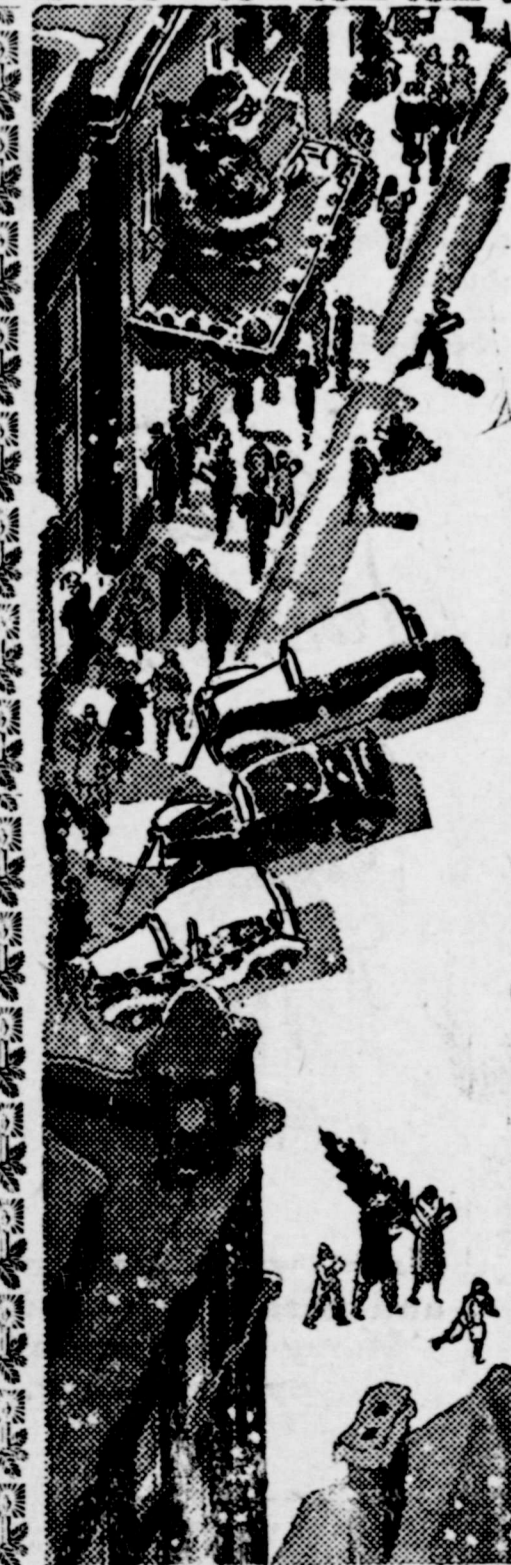
SPUR SERVICE STATION

Mr. and Mrs. Joe Allison, Mgrs.



We wish to extend to you Christmas Greetings and good will, and may boundless holiday cheer be ever yours . . . To our ever widening circle of friends we are especially grateful this year.

NEWBERRY SERVICE STATION

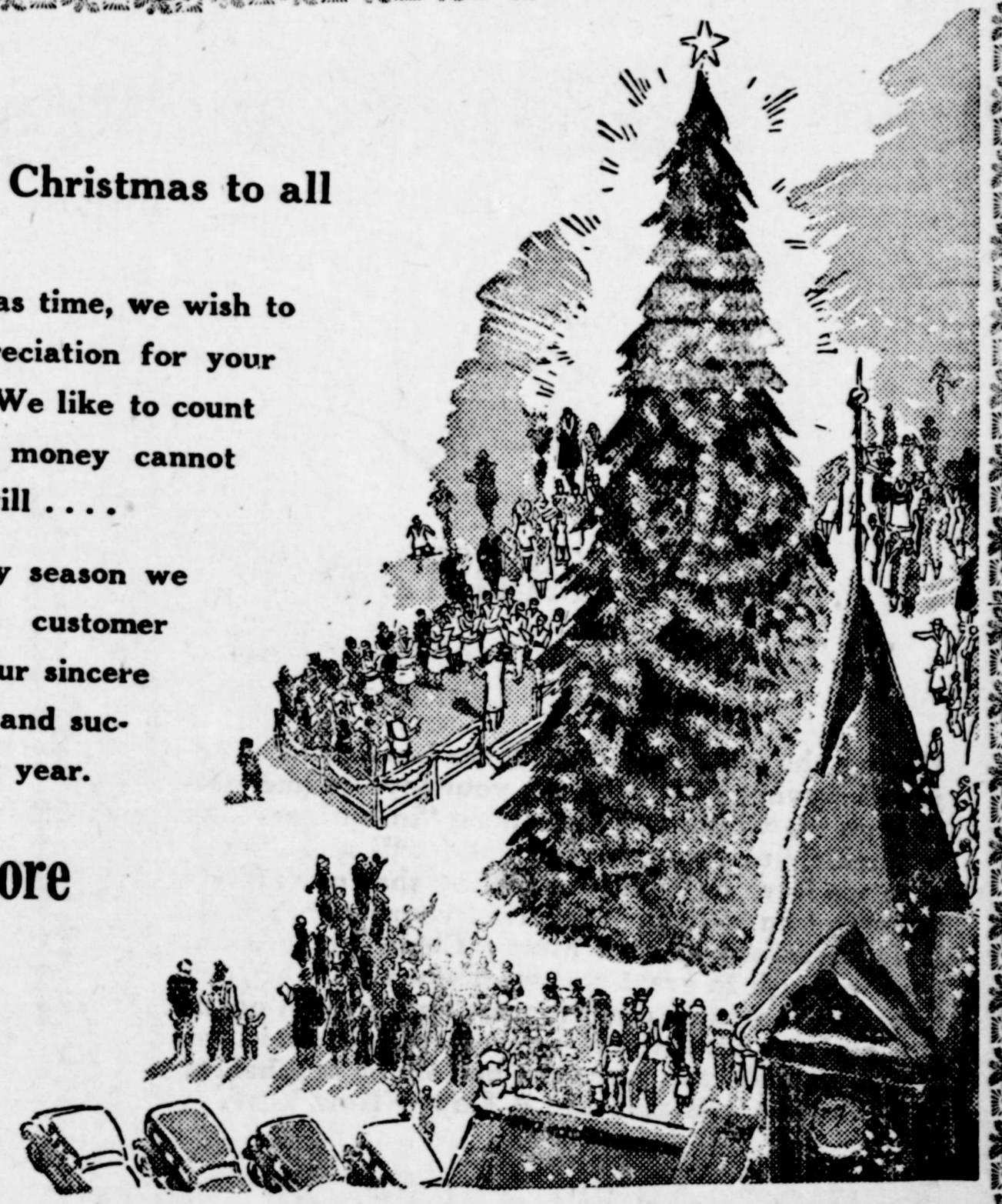


A Merry Christmas to all

At this Christmas time, we wish to extend our appreciation for your cooperation . . . We like to count the only one that money cannot buy . . . your good will . . .

And so at this holiday season we extend to you, not as customer alone, but as a friend, our sincere wishes for your happiness and success throughout the coming year.

Speer's 5c to \$5 Store





E. C. McGEE

Texaco Company

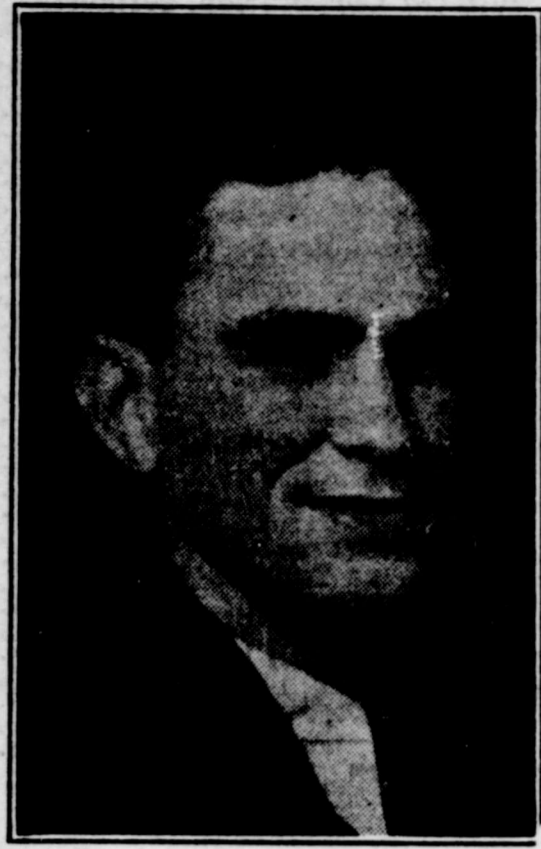
E. C. McGee has been consigned for the local Texaco Company for the past six years, prior to this Mr. McGee handled the Magnolia products here for eight years.

The Texaco Company wholesales gas and oil, and are having a good business.

The personnel of this establishment are: Fred Harper, bookkeeper; three truckers, Walter Barclay, Shorty Powell and Oscar Elmore.

The Times wants the business of the town to know that they appreciate every firm and this week we are giving the columns to them in appreciation of the many favors shown us during the past years in making our paper "first in advertising, first in readers and first in news."

Mr. and Mrs. Luke Rosamond, of Lubbock, spent the week end here visiting with relatives and friends.



DICK SPEER

Speer's 5c to \$5 Store

This store opened for business June 9, 1927, and was known as Speer's Variety Store. The fixtures of the J. T. McCulloch store were used to start the business. Mr. and Mrs. Speer worked hard and saved all the money they could and soon were able to enlarge their stocks and extend the business. Later they bought the Gambill bankrupt stock and moved into the O'Reilly building. They moved to their present location in 1935. They carry one of the largest stocks in variety store merchandise all the time. Approximately 2,500 different lines are carried in this store. This store has been very kind to the Times office, and we appreciate the entire personnel very much and the business given us.

Spur Laundry-Cleaners

The Spur Laundry-Cleaners is one of the biggest businesses in Spur, having moved from Clarendon, Texas, and opened for business. Mr. and Mrs. Dave Wilson have been here since the opening and January 12, 1935, Leonard Wilson moved to Spur. The Wilson Brothers have one of the most modern laundries to be found in West Texas.

On November 1, 1935 they established the cleaning plant and Helpy-Selfy laundry. Mr. and Mrs. Johnnie Gray have charge of the cleaning department. Wilson Brothers have three trucks that pick up laundry not only in Dickens County but adjoining counties.

At this time they employ seventeen people, making this one of the largest pay roll institutions that Spur has.

The Times appreciates this business and wish to express their thanks to Wilson Brothers for the patronage given them during the years that they have been in business here.

O. P. Meadow And Son Grocery

In 1930 O. P. Meadow & Son established their grocery in Spur, on March 2, of this year they added a nice line of groceries and at this time have one of the most complete groceries and fruit stands. They handle fresh vegetables, fresh fruits, groceries and candies.

Mr. Meadow and his son, Gussie are always on the job to give their customers the very best service.

It is through the businesses of Spur and Spur trade territory that the Times gives to the people of this country one of the newsiest papers to be found in West Texas.

Henry's Food Market

Mr. and Mrs. J. W. Henry have been operating a grocery store in Spur, since September 20, 1935. They first opened a grocery business in the Hale building on July 1, 1936 then moved to the Perry building, where the Safeway store is located now, and stayed there one year. Then they moved to the Luce building where they were temporarily located until their present building on Burlington Avenue was completed and on September 1, they moved into it.

Mr. and Mrs. Henry carry a line of fancy and staple groceries and cured meats.

S. A. Lawrence is salesman for them and they are giving the people the very best in service.

The Times extends thanks to Mr. and Mrs. Henry for the business given them during 1938 and hope them the very best year in 1939.

Thomas Shoe Shop

This business was established in December, 1937. Tyree Thomas is owner and operator of the business and is enjoying a nice patronage from the people. He has been in the work for about ten years and is very efficient and careful in taking care of people's shoe repair work. We appreciate the business we get from this firm.

Consumers Oil And Gas Association

S. E. Boothe, manager of the Consumers Oil and Gas Association, established this business in August 1929 at the present location. Mr. Boothe has been a resident of Spur since December 1909 having moved here when the town was one month old, he moved to this country from Milano, Milam County, Texas.

Mr. Boothe is wholesale and retail dealer for gas, oil, kerosene, tires, tubes and all kinds of accessories.

Employees of the Consumers are: M. O. Hill, trucker, A. L. Hill, helper, Dob Hunter, bookkeeper, Skinny Walker, deliveryman and Cecil Caplinger, helper.

This establishment has been a very good customer of the Times for the past several years and we hope that Mr. Boothe's business continues to grow as the years go by.

Slim Foster's Cafe

Slim Foster's Cafe, one of the oldest cafes in Spur, was established in 1925. Owned and operated by Mr. W. P. Foster, Sr. This cafe first located on Burlington Avenue, where he stayed a number of years. Mr. Foster bought the building where he is located at present and moved to the new location October 25, of this year.

He is assisted by his daughters, Mrs. Raymond Powell and Miss Billie Foster. Mrs. Francis Davis has been an employee of the Foster Cafe since 1929.

They give the public the best in foods and are having a good business.

The Dickens County Times wishes to thank Mr. Foster for the business that he has given them during the past year.

Dr. O. R. Cloude

Dr. Cloude moved to our city in 1935 and started his profession to helping people regain health. He is a graduate of one of the best schools in Texas in his line. He has purchased a nice home on East Third Street just south of the little park and has his office in an apartment there. His is one of the best chiropractors found in Texas. Dr. Cloude has always remembered us.

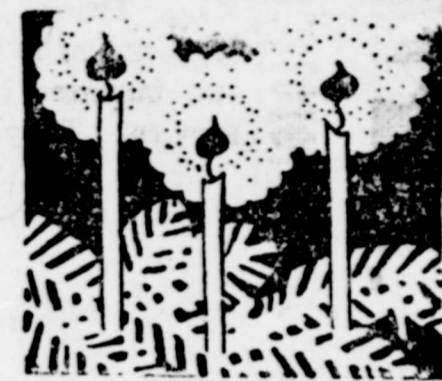
Use Times Want Ads to Sell, Buy or Rent!



May the spirit of Christmas stay with you throughout the coming year, and guide you to greater health, wealth and contentment than you have ever known. That is our Christmas greeting to all.

D. J. HARKEY

Abstractor



At this season we wish to express our sincere thanks for your liberal patronage . . . our entire personnel wish you all a merry Christmas and a prosperous New Year.

THE FAMOUS

Geo. Shadid, Mgr.

Merry Christmas

As the light of the old year fades we wish you A Merry Christmas And A Happy New Year

Campbells Mortuary

MERRY CHRISTMAS...

As Christmas with its wonderful spirit of Good Will and Good Cheer draws near, it is natural that our thoughts should turn to those who have contributed to our success and to our enjoyment . . .

Your cooperation and loyalty has made it possible for everyone in our organization to enjoy more thoroughly the wonderful Christmas season . . .

We should value friendships such as yours . . . and we do. We only wish it were possible to grip your hand warmly and say "Thank You!" But, since we cannot, we send you this greeting and with it our sincere wish that you will enjoy a very Merry Christmas and a New Year brim full of good things and happiness . . .

JOHNNIE KOONSMAN

Mrs. Alva Smith Cafe

Mrs. Alva Smith and her husband, Alva Smith, deceased, opened a cafe known as Chili King, located on Burlington Avenue in June 1934. Mr. Smith was killed by an explosion of a gasoline tank April 12, 1937. Mrs. Smith continued the business and December 1st, 1937 moved to the building on the corner of Burlington Avenue and Fifth Street, where she opened the Nu-Way Cafe.

The personnel of the Nu-Way Cafe are Mrs. Orie Smith, head waitress, John Oliver, cook, Mrs. Annie Brashers, extra waitress and Olan Brewer, dish washer.

Mrs. Smith operated one of the most up-to-date cafes in town and serves the best of foods.

It is businesses like Mrs. Smith's that the Times is able to give to the people of this trade territory one of the best papers in West Texas. And through the columns of this week's paper we wish to thank Mrs. Smith for the business we have enjoyed from her during the year of 1933.

Mr. and Mrs. H. F. Bryan, of Slaton, spent the week end here, the guests of Mr. and Mrs. T. E. Milam.



We heartily extend you our best wishes for the merriest of Yuletides, and express our appreciation for your loyalty and cooperation during this past year.

Ed Glazner & Son
Glenn, Texas

We appreciate our friendly associations during the past season, and with more pleasure than we can say, we wish you all the Happiness and Prosperity that Christmas and the New Year can bring

C. A. Gladish
DRY GOODS
AND GROCERIES
Dickens, Texas



W. R. WEAVER

West Texas Utilities Co.

This firm established an office in our city in 1928. They bought the properties of the Spur Light and Power Company and since then has extended lines to Dickens, Afton, Glenn and McAdoo in this county. W. R. Weaver, the present manager, has made a great number of friends personally and for the company. This firm today is serving 165 towns in West Texas. The personnel of the local office is very efficient and they run business on the basis of giving service. They have always been friendly toward the Times office and we appreciate them.

Johnston Grocery

Established under the name of Launder's Grocery this store opened for business March 1st, 1928. Dalton Johnston came to Spur from Matador and was a salesman for Mr. Launder's.

Mr. Johnston being a wide-awake groceryman bought the stock of merchandise January 8, 1934, made it a Red & White Store and under his management has one of the most up-to-date grocery stores that you will find. Mr. Johnston a native Texan, was born in Hill County in 1883 and was reared in Coke County.

Fred Kinney is salesman for the Johnston Grocery.

B. H. Connally operates the meat market, having leased it from R. L. Benson about one year ago. He handles a line of fresh meats at all times.

With this complete line of fresh meats and fancy and staple groceries this firm is having a good business and extends an invitation to the public to call them for any needs in the grocery line.

We wish to thank Mr. Johnston for the business that he has given us during the past year. It is through the business people of Spur trade territory that makes it possible for the Times to be one of the leading country newspapers, and we hope that in the future that we will be able to cooperate with merchants and strive to make Spur one of the best towns in West Texas.

Jack Jones, student in A. & M. came in the first of the week to spend Christmas with his parents, Mr. and Mrs. Luther Jones and friends.

Mrs. Mary Jones and Mrs. Jeff Whatley, of Jayton, were holiday shoppers in Spur Monday.

The City Office

Few people consider the service rendered by our City Office. The City Commission have been very considerate in their duties and have employed the most efficient help in Texas to assist the people in that office. Mr. Green, the Manager, is plenty capable in his line and he is economical in his methods. Miss Sibyl McDaniel knows everything about any part of the clerical work and Miss Nedra Hogan is proving a most efficient bookkeeper. The people should be proud of the personnel in our entire city government. The City Office has been nice to us.

Texas Pacific Coal And Oil Company

Harvey Hines local agent of the Texas Pacific Coal and Oil Company, took over this business in August 1936. Mr. Hines moved to Spur from Plainview. He has had a nice business with the T. P. products.

Jesse Jones is truck driver for Mr. Hines.

The Times extends congratulations to Mr. Hines in his business and hope that 1939 will be his banner year. We are all looking forward to the coming year to be a good business year, and hope that we can give to our readers and customers a much better newspaper than heretofore. We appreciate Mr. Hines as one of our progressive citizens.

Ebb Smith Grocery

In October of this year Ebb Smith bought the Terrell Hale Grocery located on Burlington Avenue. This firm is known as the Ebb Smith Grocery.

Mr. Smith has a line of fancy and staple groceries and also meats. He has had a nice business the two months that he has been in charge of the store.

He is assisted in waiting on the trade by Mrs. Smith.

The Times carried an ad on the business changing hands and appreciates the business that Mr. Smith has given us.

Mrs. Sam Clemmons and little daughters, Elizabeth and Sue, are in Spur to spend the holidays with her parents, Mr. and Mrs. Ned Hogan and Mrs. Pauline Clemmons.

Gulf Oil Corporation

The Gulf Oil Corporation, formerly known as the Gulf Refining Company is one of the oldest agencies in Spur. H. A. Boothe, Consignee, has been operating the local business for the past seventeen years. This is a wholesale concern. Mr. Boothe was the first dealer to deliver to the rural district their oils without cost, prior to this time the farmers had to pay one dollar to get their oils delivered. Mr. Boothe is assisted by his son, Julian.

We appreciate the business that has been given us from this business and hope that in the future to make the Times not only the biggest weekly in West Texas, but the best.

Wilson Fruit Stand

M. Wilson has been operating a fruit stand in our city since September, 1937. He carries a nice line of

fresh fruits and nuts. He is loyal to a great number of friends since coming to the city in every respect and has made it his home.



To All Our Many Friends . . . Young and Old Alike . . .

We wish the season's greetings with the hope that our friendships increase throughout the coming year. May 1939 bring you more prosperity is our wish to all.

Milt Good Cafe and Service Station



Greetings...

We Wish You A

Merry Christmas

And A Happy New Year

Not through custom, not because of any hope of gain or profit, but purely because we feel that way about it, we give you our very best wishes for a Happy Christmas and a New Year filled to overflowing with the accomplishment of all the things that are dearest to you in your dreams and ambitions.

JOHNSTON GROCERY

Happy NEW YEAR

The good will of the Christmas season reminds us of your good will throughout the year, for which we give you our heartfelt thanks. May happiness, prosperity and great success attend you throughout the New Year.

SPUR LAUNDRY - CLEANERS



A Merry Christmas AND A HAPPY NEW YEAR

To you we bring the age-old Christmas greetings, assuring you that many of us will be on the job Christmas Eve, Christmas Night and Christmas Day so that you may have continuous light and power. Regardless of holidays, night or day, rain or shine, we strive to make your Electric Service as nearly perfect and continuous as possible.

(A) Contributing a payroll of \$1,200,000 to our employee-citizens in West Texas; (B) helping you to shoulder the tax burdens rapidly increasing until now Your Electric Servant's annual tax contribution approximates one-half million dollars; and (C) all with net average electric rates ONE-THIRD LOWER than just ten years ago. . . .

These are (A, B and C) things we believe you want to know about your own West Texas electric servant—performing material things that will help to make 1939 a friendly, prosperous year for us all.

West Texas Utilities Company

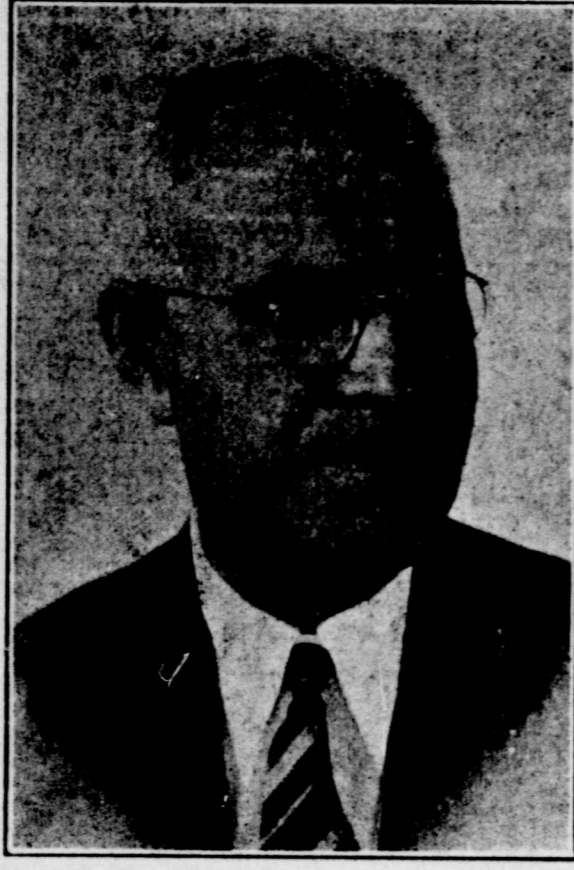
Musser Lumber Co.

W. H. Meadows arrived in Spur, October 25, 1909 from San Angelo, and was here five days before the lots went on sale, which was November 1, 1909. The lots for the W. C. Bowman Lumber Company had been picked out and next day after the sale of lots were cleared and building of the yard begun. Mr. Meadows stated that helped grub the mesquites off and killed the prairie dogs. The yard has been under his management since.

About ten years ago Musser Lumber Company bought the yard from W. C. Bowman and at this time they carry a nice line of wall paper, paints, varnish and building materials.

Seaman Reynolds, a long time employee assists Mr. Meadows with the yard.

The Dickens County Times wishes for this long time establishment many more years of prosperous business and such firms as this have helped build our town and communities.



M. C. GOLDING

B. Schwarz & Son

One of the most successful business in our city that has stood by the Dicken County Times during the better days and the lean days has been none other than B. Schwarz & Son. They have been with us 100 per cent, whether we were right or wrong, telling us of our short comings but still stood by us like a brother. That is one test of true friendship. We appreciate Mr. and Mrs. Golding not merely from a business standpoint, but must add, for their loyalty. Mr. Golding has been just as loyal to Spur and the people of Spur country. He has rendered untold service to this community and he has been very active in civic movements.

He served as Rotary director, Rotary president, Chamber of Commerce director and the past two years as president of the organization doing a very fine service in his office. B. Schwarz & Son is one of the largest stores in West Texas and they handle outstanding lines of merchandise.

Albin Grocery

Albin Grocery under the ownership and management of John Albin, is one of the newest grocery stores in Spur.

John has been engaged in the grocery business for several years, he was formerly interested in the New Deal and worked for one year and a half with Ericson's Grocery as salesman.

His building is new and his line of groceries are fresh. He is assisted by Mrs. Albin.

The Times commends John on being one of the most progressive grocery men in Spur and appreciates the business that they have had from this firm.

Junior Foster Cafe

Last week W. P. Foster, Jr., took over the cafe that was formerly operated by his father, before moving to his new location. Roscoe McCombs operated this cafe for a short time. It is located across the street from the Spur Motor Company. Junior stated after the first of the year that the building would be enlarged and that they would have an up-to-date cafe. He is assisted by his mother, Mrs. W. P. Foster, who gives the public the very best in home cooked lunches, shortorders, hamburgers, coffee and bottle drinks.

The Times wants to congratulate Junior on the management of the cafe and hopes that he will have one of the outstanding businesses in Spur during the next year.

Smith's Beauty Shop

This business is owned and operated by Mr. and Mrs. Virgil Smith. Mrs. Smith started the business nine years ago, long before there were any state regulations in regard to beauty shops. Mr. Smith later took a course in the work and joined Mrs. Smith and they have enjoyed a nice business. The Times has always been treated kindly by these good people and they have given us practically all their business.

Spur's Show Houses

These include the Palace Theatre which is known all over West Texas as one of the nicest and best, and the Spur Theatre which is a smaller show. The Palace Theatre was built in 1928 under the management of E. M. Remington. Mr. Hardwick took charge of the business in 1935 and has been making a special of giving the people excellent programs. Spur people enjoy shows they are glad to ask their friends to see and the theatres are of a type they are proud to have

their friends to enter. The Palace and the Spur are among our best friends and we appreciate them greatly, and thanks to Mr. Hardwick for every consideration given the Dickens County Times.

Mr. and Mrs. Oscar Allen and Miss. Carrie Allen, of Breckenridge, accompanied Mrs. Harry Patton home Sunday and visited with friends here Monday. Mrs. Patton was called to Breckenridge to be with her mother who was ill. She stated that she was much improved at this time.

Mr. and Mrs. J. A. Legg, of the Croton community, were among the holiday shoppers here Saturday.

Dr. O. R. Cloude

GRADUATE CHIROPRACTOR

External and Internal Baths 2 1/2 Blocks East of M. E. Church

SPUR, TEXAS Magnecol-Dietetics

G. L. JENNINGS MOTOR CO.

Will make you special prices this week on good used cars. Be sure to see us.

G. L. JENNINGS MOTOR CO.

Dickens, Texas, at the Y



A MERRY CHRISTMAS AND A VERY HAPPY NEW YEAR ALEXANDER - HURST BARBER SHOP



At this glorious season, the time of peace and good will, Gulf Oil Corporation wishes you the best Christmas you ever had, the best of health, happiness and prosperity, now and in the future.

H. A. Boothe CONSIGNEE

To Our Friends . . . Everywhere

Merry Christmas

Each year we greet the Christmas season with greater gladness because it is then that we take time to tell our friends that though distance be great and cares many we, nevertheless cherish their friendship. We count your friendship as one of the most valued possessions of the old year. We wish you happiness and prosperity for the coming year, but most of all we hope that our friendship may continue to grow through the spirit of mutual service during the new year.

DOBKINS GINS Glenn and Roaring Springs



We heartily extend to you our best wishes for the merriest of

Yuletides, and express our appreciation for your loyalty and cooperation during this past year.

Ramsey's Garage and Service Station



A MERRY CHRISTMAS TO ALL

At this timely season, we wish to voice our appreciation for the continued business and the confidence shown us during the past year.

We wish you a full measure of the Season's Greetings, a happy and prosperous 1939 and the hope of continued pleasant relationship throughout the New Year!

Spur Security Bank



The good will of the Christmas season reminds us of your good will throughout the year, for which we give you our heartfelt thanks. May happiness, prosperity and great success attend you.

GODFREY & SMART

Hogan and Patton

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Thacker-Godfrey Co.

Another new business in Spur is the Thacker-Godfrey Furniture Company. They opened their doors for business October 8, have done a good business since. Mr. and Mrs. Cecil Godfrey moved here from San Angelo and Mr. Godfrey is manager of the store.

Mr. Thacker is with the Thacker Supply at Roaring Springs.

They handle a complete line of new furniture, Westinghouse Appliances, Philco radios, and Maytag washers. Mr. Godfrey is assisted by J. L. Sechrist, radio mechanic and repairs furniture.

The Times has had a nice business from this firm since they have been here and are glad to welcome Mr. and Mrs. Godfrey to our city.



GEORGE GABRIEL

The Fair Store

This store was instituted in 1933 by George Gabriel. Mr. Gabriel bought the fixtures of the Stone Department Store and then put in a new sock of merchandise direct from the factories. The business started off good from the very first and the Fair Store is one of the fine stores in our city. About eight months ago Mr. Gabriel bought the main buildings of Bryant-Link Company, had them remodeled to suit his ideas and moved the Fair Store into the present location. The Fair Store has been very nice to us and we appreciate their business considerations and personal friendship. Mr. and Mrs. Gabriel have a host of friends in Dickens and Motley counties who wish them success and happiness.



WANTED—A middle-aged woman for house work. Work half day each day. Will furnish room. Stay nights. Box 24, Spur, Texas.

START THE NEW YEAR RIGHT
You can make big money taking prospects to the famous Medina Valley if you have a car and will WORK. Next four months the ideal time for this work. Write for full details, including compensation, mileage, etc. Box 38 care this paper. 1t

WHY SUFFER—With aches and pains when D. N. Ragsdale's Alease Salve will relieve you. P. O. Box 815, Spur, Texas. 4tc

FARMS FOR SALE—Spur trade territory, reasonable cash down payment, balance payable in annual payments over a period of ten to twenty years at 5% interest. James B. Reed, Room 5, Spur Security Bank Building. tn

For generations...

ELGIN
AMERICA'S GRANDEST GIFT AT CHRISTMAS

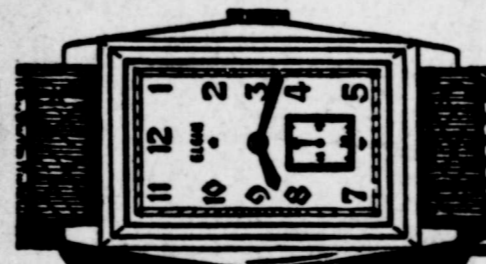


See our complete stock of newest Elgins. Best values in 74 years!

It's part of the Christmas tradition—that thrill that comes with Elgin-giving. In leading American families Elgin has been the gift for generations. See our new gift Elgins today!



Lovely Elgin "American Beauty" with 15 jewels. \$33.75



Elgin "Crescent" \$65.00 17 jewels in solid gold.

Gruben Drug And Jewelry Store



Buy For 2 Days Closed Monday Dec. 26th.

Flour
Kitchen Craft 12 lb. bag 39c
24 lb. bag 69c
Harvest Blossom 48 lb. \$1.00 sack

Powdered or Brown Sugar	Pound Box	7c
Whole Green Beans	Jax Brand No. 2 Can	10c
Tendersweet Corn	Extra Standard 3 No. 2 Cans	25c
Our Favorite Peas	Early June 3 No. 2 Cans	25c
Delicious Soda Crackers	2 lb. Box	13c
Blackbeauty Popcorn, 2 lbs.		19c
Mammy Lou Meal, 10 lb. bag		25c
Assorted Flavors Jell-Well, 4 pkgs.		15c
Chocolate Covered Cherries, pound box		20c
Popular Brands Cigarettes, carton		\$1.47
Prince Albert Tobacco, 16 oz. tin		69c
Tendersweet Pumpkin, 3-No. 2 cans		25c
C. H. B. Cucumber Pickles, 22 oz. jar		20c
Ruby Catsup, 14 oz. bottle		10c
Lipton's Tea, 1/4 lb. can		23c
Popular Brands Wash Clothes Whiter With Rinso, small box		9c
Lux Toilet Soap, 3 reg. bars		20c

Sugar Pure Cane 10 lb. cloth bag **49c**

Spry Blend in Half the Time	3 lb. can	49c
Crisco All Purpose Shortening	3 lb. can	49c
Snowdrift	3 lb. can	49c
Little Cook Dates	7 1/2 oz. Package	10c
Mince Meat Little Cook	3-9 oz. pkgs.	25c

Coffee	
Airway 3 lb. bag	42c
Edwards Pound Can	22c
2 lb. can	43c

Apples

Extra Fancy Winesaps	138 size Dozen	25c	Full Box	\$2.35
Fancy Winesaps	198 size Dozen	15c	Full Box	\$1.95
Yams	Fancy Quality		5 lbs.	19c
Celery	36 size		Bunch	10c
Potatoes	Washed Russets	10	mesh bag	29c
Late Howe Cranberries, Pound				20c

OPEN TILL 9:00 P. M.

Candy

Helen Harrison Ass't Chocolates, 3 lb. tin	\$1
Chocolate Drops, 2 lbs.	25c
Broken Mix, 2 lbs.	29c
Jelly Beans, 2 lbs.	25c
Stick Candy big 5-oz. stick	5c
Orange Slices, 2 lbs.	25c
All Regular 5c Bar Candy, 3 for	10c

Nuts

Emerald Walnuts, lb.	19c
Fancy Brazil Nuts, lb.	23c
Soft Shell Almonds, lb.	23c
No. 1 Quality Mixed Nuts, 2 lbs.	35c
Fancy Halves Shelled Pecans Pound	55c

Fancy Fat Sausage	lb.	19c
Hens Pork Loin	Chops or Roast	lb. 19c
Dressed and Drawn Each Bologna	Sliced or Piece	lb. 10c
Mince Meat	In Bulk	lb. 15c
Dry Salt Jowls		lb. 7 1/2c
Beef Roast	Seven Cut	lb. 15c
Fresh Oysters		pt. 25c



A Christmas Message of **GOOD WILL** and **BEST WISHES** For Peace Throughout Your Life

WARD FUNERAL HOME

Vascoe H. Ward — W. W. Willard



Merry Christmas

It has been a pleasure to have served the People of Spur and its trade territory the past year and our entire organization wish for you and your families a most joyful Yuletide.

Engleman Farmall House



Life....

Is so full of hurry and bustle that we don't have time to take proper notice of one another.

Christmas....

Is a "STOP" signal that gives us an opportunity to tell our good friends how much we have appreciated their business.

All Of Us....

Here at Allen Auto Supply "STOP" to say Merry Christmas to you and yours.

ALLEN AUTO SUPPLY

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Our Favorite Peas	Early June 3 No. 2 Cans	25c
Delicious Soda Crackers	2 lb. Box	13c
Blackbeauty Popcorn, 2 lbs.		19c
Mummy Lou Meal, 10 lb. bag		25c
Assorted Flavors Jell-Well, 4 pkgs.		15c
Chocolate Covered Cherries, pound box		20c
Popular Brands Cigarettes, carton		\$1.47
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Ruby Catsup, 14 oz. bottle		10c
Lipton's Tea, 1/4 lb. can		23c
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Coffee	
Airway 3 lb. bag	42c
Edwards Pound Can	22c
2 lb. can	43c



California Sun-kist Oranges
Richest Juice... Finest Flavor
288 size, 2 dozen 35c
1/2 box \$1.79
Texas Oranges
Large 96 size 3 for 10c

Apples

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All Regular 5c Bar Candy, 3 for	10c

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Fancy Brazil Nuts, lb.	23c
Soft Shell Almonds, lb.	23c
No. 1 Quality Mixed Nuts, 2 lbs.	35c
Fancy Halves Shelled Pecans Pound	55c

Hens

Dressed and Drawn Each

59c

Sausage

Pork Loin

Bologna

Mince Meat

Dry Salt Jowls

Beef Roast

Fresh Oysters

Chops or Roast

Sliced or Piece

In Bulk

Seven Cut

lb.	19c
lb.	19c
lb.	10c
lb.	15c
lb.	7 1/2c
lb.	15c
pt.	25c

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