



Valuable assets cannot all be shown in figures. Among our most valued assets are the good will and friendship of our patrons. The spirit of the season brings to us renewed appreciation of old associations and the value of new friends. May your Christmas be very happy is the wish of

SIMON'S



To those whose Friendship has meant so much to us we extend the Season's Greetings.

Mrs. Jake White



Because we cannot see each of you personally we take this way of sending our Christmas Greeting and Best Wishes for a Happy Holiday Season.

Davenport & Blanchard



Just An Old Fashioned Greeting: This means is taken to acquaint all friends, wherever they may be, with Good Wishes for Christmas and the New Year. To Gentlemen and Ladies, and to all Persons in general, are sent Greetings, Felicitations and all manner of Good Wishes, too tedious to enumerate here. It is hoped heartily for you that your Christmastide be a pleasant and merrie one, and in the New Year you shall prosper mightily. —as printed in the London Times in 1821.

ROBERSON'S DRUG STORE
ON THE CORNER HERTFORD, N. C.



May the ship of Good Fortune at Christmastime hold a cargo of contentment and sail with you throughout the year.

Hertford Hardware & Supply Company



Just to greet our friends, to extend good wishes, to thank them for past kindnesses and to wish them as we wish you—Life's Best in a Very Merry Christmas.

CHAPPELL MOTOR COMPANY



It's with sincere pleasure and cordial good will that we wish you a Merry Christmas.

JOE & BILL'S SERVICE STATION
"Where Service Is a Pleasure"



Now listen, old friends, It's Christmas today, And it doesn't matter What other folks say—

To us it is jolly And merry and gay, Because folks like you Have made it that way!

WALKER'S
'Round the Corner



J. C. Blanchard & Co.

"Blanchard's"
Since 1832

Year after year it's the same old greeting, but time makes that greeting no less sincere, and so we again send our message wishing you a Merry Christmas and Abundant Happiness.



It's been good—mighty good—to know you and do business with you. We've enjoyed serving you during the year and we now sincerely wish that this Christmas season will find you happy and prosperous.

CAROLINA HARDWARE CO.
"The Farmer's Friend"



Best Wishes at Christmas and may Good Times and Good Fortune be with you at Christmas and follow you throughout the year.

Hertford Banking Company



Weather does not matter if hearts are warm and we can again wish our old friends A Very Merry Christmas.

SOUTHERN COTTON OIL CO.



As Christmas rolls around our thoughts revert gratefully to those who have made possible our progress. We extend our heartiest greetings.

Linwood Skinner



Whether it's a White Christmas—or a Green One—May it be a Merry One.

Riddick's Cleaning Works



To Our Many Friends: It is appropriate that we should pause in the year's busy work to observe with fitting reverence the anniversary of the Christ Child.

And in keeping with the old custom that symbolizes Peace on Earth and Good Will toward Men, we take this way of extending our sincerest greetings of the season.

DARDEN BROS.
Phone 36



The True Christmas Spirit is expressions of good will and not found in the glittering tinsel friendship the season brings. And of the Yule tree, but in the true may we add to the many you will receive our own greeting and hope that peace, prosperity and happiness will be yours.

MAJOR & LOOMIS CO.



May this joyous Christmas season be but a forerunner of the happiness and prosperity that will be yours throughout the year.

One Stop Service Station
Phone 78