



# All Hertford Is Ready to Welcome the Most Joyous and Gladsome Time of the YEAR!

CHRISTMAS TIME is time for joy. Smiles on all faces are revealing the happiness inside. Children are just waiting for the big day... and Santa's arrival. Bustling preparations for family dinners are going on. The crisp silence of the snow is being broken by the carolers' songs.

CHRISTMAS TIME is time for giving. The most self-centered person is spending most of his time trying to decide between a doll and a kitchen set for his little niece. Others are planning to bring comfort and happiness to those not quite so fortunate as themselves.

Careful savings of months are being spent in gifts for others. Coins are clicking in the chimneys of those red-nosed, bell-ringing Santas.

CHRISTMAS TIME is time for shopping. Shoppers are finding sympathetic help from clerks who, themselves, are scheming surprises for loved ones. Merchants, throughout Hertford, are striving to help with complete stocks, extra salespeople and extra savings. Throughout Hertford stores, the spirit of Christmas is reigning. CHRISTMAS TIME is almost here and Hertford is already prepared to make it joyous and gladsome.

**Hertford Merchants Are Ready To Help You In Your Christmas Shopping**