

PUBLISHED EVERY THURSDAY

THE LOCKNEY BEACON

OFFICIAL PAPER OF THE CITY OF LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, December 15th, 1927

Number 13

WILL GIVE AWAY REGISTERED STOCK

Two Jersey Cows, Registered Hog and Two Pens of Chickens to Be Given Away in Lockney

The day is Tuesday, Dec. 20th. The place is on the main street of the city of Lockney, the hour is two o'clock. At that hour, on that date, at the designated place the merchants will give away one grand prize of one registered Jersey cow, to be more exact, Lillian Josephus from the Stansell and Sims dairy farm, two miles east of Floydada. The second prize is a registered Jersey heifer from the herd belonging to Judge Arthur B. Duncan of Floydada. The third prize will be one registered Duroc Jersey sow from Holmes Bros. Hilltop farm, located 11 miles south of Lockney. The fourth prize will be one of the best bred gilt from the Holmes Bros. farm. This gilt is the one that was donated to the Lockney Chamber of Commerce by the Holmes Bros. some time past. The fifth prize will be a flock of chickens consisting of 12 hens and a rooster from the poultry yard of H. P. Coleman, fancy poultry breeder. This pen of chickens are Partridge Wyandottes. The sixth prize will be a pen of 6 chickens and one rooster. This pen has not been selected, however, plans are underway to purchase the best that money will buy. Don't forget the time, date and place for it will be worth your while to attend.

TAX COLLECTOR HERE DECEMBER 22

People of Lockney and North and West Part of County Can Pay Property and Auto Tax Here Next Thursday

Tax Collector P. G. Stegall and his office force will move to Lockney next Thursday, Dec. 22nd, for the one day only, and will have the tax rolls of the county with them, for the collection of taxes from the people of Lockney and this part of Floyd county. The entire collectors force will be here the entire day, and ask that the people who want to pay their property and auto taxes to be here on that day. Mr. Stegall asks that all auto owners who wish to register their cars for next year on this day, be sure to have their head light receipts, and bring their last year's (1927) auto license receipt with them, or if the car was not registered in the county the past year, bring the registration receipt that they got elsewhere. The new auto numbers for 1928 will be issued at this time. People who are going away for Christmas or leaving the county for any purpose, who will not return before Jan. 1st can now get 1928 license plates at the office in Floydada. Mr. Stegall states that the Highway Department demands that all cars must be registered on or before Jan. 1st, and that there will be no extensions of time this year. The collector has no say in the matter, and people who do not register their cars on or before Jan. 1st will be subject to fine. The collectors force will be in the Directors room of the First National Bank all day Thursday, Dec. 22nd, and asks that those wishing to pay taxes at this time come in as early in the morning as possible, and avoid the afternoon rush. The commissioner's court at their session this week issued all equipment to light testing stations for the proper testing of lights, so that there will be no delays in getting your lights tested. Mr. Stegall states that under the new law Floyd county will receive an average of \$7 more on the car registered in the county this year than in the past, as a larger per cent of the money is retained by the county, and urges every car owner in the county to be sure to register their car in Floyd county, as this money goes on the roads in the county where the car is registered, therefore, if you register your car in Hale, Briscoe, Motley or some other county, the money you pay for the registration, that is retained by the county will go on the roads of that county, and will decrease the road money in Floyd county.

Remember the date, Thursday, Dec. 22nd, and come in the directors room at the First National Bank, Lockney, to pay your taxes.

SUNSET DRAMATIC CLUB WILL PRESENT PLAY AT SAND HILL

The Sunset Dramatic Club will present a three act comedy drama, entitled "Bashful Mr. Bobs," at the Sand Hill school auditorium (Friday) night, Dec. 16th. Everybody is urged to attend. The admission charge will be 15c and 25c.

SANTA CLAUS GETS CHILDREN'S LETTERS

Santa Claus is on His Road to Visit the Children of This Section, and He Has a Full Pack

This week the Lockney Beacon reaches you with twenty-four pages, and these twenty-four pages are filled with Santa Claus letters, County news and Christmas advertising. Old Santa has got a copy of the Beacon and knows just exactly what each little boy and girl in this section of the country wants for Christmas, and as his pack is full to running over this year, we venture to say the little tots will get everything that the heart desires.

POULTRY SHOW IS ON AT FLOYDADA

Largest Show Ever Held in Floyd County is Expected at Floydada This Year

Floyd County's Fourth Annual Poultry Show opens in Floydada, Thursday, Dec. 15th, at 10 o'clock a. m. Professor R. C. Mowrey, head of the Poultry Department of Texas Technological College has been engaged to judge the show and Mr. Alex Newman of Lockney will superintend. Mr. Edwin Heald of Floydada is clerk. According to late advice from the Floydada Chamber of Commerce, Mr. C. C. Powell of Hale Center made the first entry in this years show and Alex Newman of Lockney the second. Three hundred entries are expected and it is thought that this show will be the largest since the organization of the Floyd County Poultry Ass'n.

GETTING READY FOR ALL "COMERS"

Upholding Lockney's honor on the basket ball court, General Barker's Modeligh team are fast whipping into shape and will soon be able to give the fellow henries from the surrounding cities a real tussle. Field Captain Reece states that his squad has real ability and to watch the team practice from time to time would assure the spectator of as much improvement as that made by the Model A over the Model T. Early in the season, the boys were taken into camp by the Plainview Quintet, but coming back like a fresh masher on the West Texas Ballies, the boys demonstrated a remarkable improvement when the tide of victory was turned to Lockney on the Wayland College court. Personnel of the team consist of H. H. Nicholas, Gordon Denman, Suit Case Harris, Rosee Snyder, Hutch Hutchman and Captain Reece. The boys promise a real athletic treat to the people of Lockney and it behooves everyone to lend them their co-operation.

Music Memor Program Friday, Dec. 15th at 7:30

- 1. Orchestra—Director Miss Martha Cox.
2. Folk Dances—
1. Klappdansen—Swedish.
2. Shoemakers Dance—Danish.
3. Looby Loo—Singing Game.
4. Oats, Peas, Beans, Barley Grow—Singing Game.
Second and Third Grade Pupils.
3. The Gypsies Are Coming—Rogers Fifth and Sixth Grade Children.
4. From the Land of the Sky-blue Water—Cadman.
Roy Thornton and Jaunita Dagley.
5. Swedish Hazing Dance Fifth and Sixth Grade Pupils.
7. Folk Dances—
1. I See You—Swedish.
2. Dance of Greeting—Danish.
3. Kinderpolka—German.
4. Chirmes of Dankirk—German.
Second, Third, Fourth Grade Pupils.
8. Spanish Dance—
Music—La Paloma Fifth and Sixth Grade Girls.
9. Amaryllis—Old French Dance—Seventh and Ninth Grade Girls.
10. Sailors Drill—
Music Stars and Stripes Forever—Souza.
Fifth and Sixth Grade Boys.
Admission 25c for school children and 35c for others.

LOCKNEY CIRCUIT

J. N. S. Webb, Pastor Sunday School next Sunday at ten o'clock at Aiken. Preaching at 11 o'clock at Aiken by pastor. Preaching at Irick at 3 o'clock by pastor. League services at 7 p. m., at Aiken. Preaching at 8 p. m., at Aiken by pastor. You are invited to come to all these services.

Buy Firemen's Show Tickets

"Famous Santa-Clauses"



\$1 APPORTIONMENT PAID BY STATE

Third Payment on Scholastic Apportionment Mailed Out from Austin December 6th

To all County and City Superintendents and all Depositories: We are mailing out this week the third payment of one dollar on the apportionment of this year. This will leave twelve dollars to be paid after Jan. 1st. We anticipate that the entire payment of fifteen dollars will be made by June 1, 1928. During the last five years there has been no delay beyond the current year in the payment of each apportionment. The last payment on the per capita for the year 1921-22 was made in December 1922, more than three months after the close of the fiscal year. Owing to the fact that the text-book commission of 1925, on my recommendation, permitted contracts to expire without renewal where a sufficient supply of books was on hand, the cost of text-books for 1927-28 will be less than ninety cents per pupil. There are no new contracts this year and books are purchased mainly for replacement purposes. Invoices for all books purchased after April 1st of each year are dated as of September 1st, and bear interest after ninety days from that date which is Dec. 1st. On Dec. 1st of this year we paid bills for text-books amounting to more than \$400,000, thus saving the text-book fund an interest charge of \$2,000 per month. We shall be able to pay cash on the first of each month for the remainder of the fiscal year. A number of independent districts have not filed depository bonds and therefore the warrants for three dollars or one-fifth of the apportionment are being held until bonds are approved. Respectfully submitted, S. M. N. MARRS, State Superintendent.

TICKET SALES FOR FIREMANS FUND INCREASING FAST

Fire Department Receiving a Number of Books, Bring In Your Old Ones

Sale of tickets to the Isis Theatre by the Fire Department was fine the past week. These tickets will remain on sale for the remaining days of December. They cost you only 35c and are good for any picture show at any time during this month at the Isis Theatre. You will help the Fireman's Fund each time you buy one of these tickets and the department is deserving of your patronage. They are trying to give Lockney one of the best, if not the best, fire department of any town on the Plains, taking in consideration the size of the town. They ask you to please co-operate with them by buying your theatre tickets from them and wish to thank you for the past week's ticket sales. Remember they will be on sale up to and including Dec. 31st. You can buy them at the Stewart Drug Co., Lockney Drug Co., and Roy Griffith's Confectionery. If you have a number of books you do not care to keep, please tell one of the firemen and they will immediately call for them. A number of books were received the past week. Send in yours this week.

HERE MONDAY AND TUESDAY "HULA" TO BE SHOWN

Don't forget to see Clara Bow in "Hula" at the Isis Theatre, Monday and Tuesday nights. See this show by buying Firemen's show tickets on sale at drug stores and confectioneries

SANTA FE OFFICIALS VISIT IN LOCKNEY

Will Operate Cow, Sow and Hen Demonstration Train Over Lines in February—Will Be in Lockney February 18th

Messrs. R. H. Allison, Vice-President and General Manager of the Panhandle & S. F.; M. C. Blanchard, Chief Engineer; E. E. Machovec, Mechanical Superintendent, and J. C. Barton, Division Superintendent of the Slaton Division, were in Lockney Saturday afternoon, visiting with the Lockney business men, on a good will tour over this line of their railway. A meeting was called, and several of the business men met in the directors room at the First National Bank, where they were introduced to the officials, and spent about an hour conversing. The officials stated that their mission here was purely social, and as they were new men on this division they desired to get acquainted with the people along the line, and that they were also arranging to put on a "Cow, Sow and Hen" demonstration train, which would be in Lockney and Floydada on Feb. 18th, and that they wanted the train advertised, so that the people would turn out on that day. The train will be under the supervision of the Texas A. & M. College and the Santa Fe Railway, and will carry a large amount of pure bred cattle, hogs and chickens, as well as good lectures and demonstrators. The men expressed themselves as being pleased with our little city, and desired to place themselves and their railway company on record as being ready and willing at all times to help develop the resources of this section of the country. They were accompanied from Plainview by John Lucas, local station agent at Plainview, and Carl Goodman, banker.

STEER FEEDING INDUSTRY AT LOCKNEY

With an abundance of grain sorghums raised in this section every year, supplemented by the cottonseed products of the city's latest institution, the cotton oil mill, and this city affording two railroads that give desired transportation facilities, cattle buyers and feeders assert that Lockney is destined to become one of the leading cattle feeding points in West Texas. At present 400 steers are being fed at this place and facilities are being provided for 200 more. However, many times that number could be cared for as only a very small portion of the output of the mill is being consumed locally.

Spanish Club

Dec. 12, the members of the Spanish Club met in the Spanish room for their regular meeting. The house was called to order by the President, Emory Huggins, after which a report on "Ramony Cajal" was given by June Guthrie. Following this an article "El Ediccion" was read by the president. The business of the day was then attended to and the meeting came to a close. To those negligent members of the club who have not been attending the meetings, we wish to urge you to come. We need you.

MOVING LOCKNEY HATCHERY

The Lockney Hatchery is being moved to the McCollum building, formerly occupied by the Willys-Overland Co., where it will be put in operation in time to begin setting eggs by January 1st.

CATCH BUCK DEER NEAR LOCKNEY

Four Men Run Down Buck Deer With Car and Horse—Brought to Lockney for Exhibition

Floyd county was once known as the bappy hunting ground of the Indians during their stay in this section but since the reign of the cattle baron modern sportsmen have had few of the old time expeditions of which the Indians made this country famous, since the farmer came to gain his livelihood from the fertile soil of the county only wild geese and ducks remain to furnish the sport that has been enjoyed by the highest lords of the old country as well as the lowest peasant that were sold with the land. Time must be progressing backward or the impossible has happened. A party of men consisting of D. D. Pate, A. L. Richey, Seth Percy, and Warren Richey, while working in a field 10 miles northwest of Lockney, Wednesday afternoon, noticed a lone buck grazing close by. Utilizing a popular brand of automobile with a flat tire, these men succeeded in running down the well known denizen of the mountains to a point where he was easily caught by the use of a horse. The time consumed in capturing this stately beast was two hours, which is thought to be a record. The buck was the proud possessor of four prongs and the whereabouts from whence he came is still a mystery.

BAPTIST CHURCH

We expect to have all regular services next Sunday. Remember that the B. Y. P. U.'s have been moved up to 6:15 p. m., and preaching will be at 7. The time for the W. M. U. has also been changed to 2 p. m., Monday. Prayer meeting will be at 7 p. m. Wednesday. D. C. Hamilton will lead next Wednesday evening. At the morning service last Sunday we decided to pay off the notes that have been held against the pastor's home for eight or nine years. These notes with interest to Jan. 1, 1928 will amount to about \$670. A subscription was started and we now have \$638 subscribed and many of our flock have not been seen. These subscriptions have been taken with the understanding that not a penny will be paid on the notes unless we get enough to pay them off. We can't afford to do anything but pay them off. Almost enough has already been paid to interest to pay these notes. Let's make whatever sacrifice it takes and clear our church of all debt. We ought to do it for our Lord who has done so much for us. Pray earnestly over this matter and God will show you what you ought to do. C. J. McCarty, Pastor.

W. M. U.

The W. M. U. met at the church Sunday at 2 p. m., for the lesson in Talks on Soul Winning. We had a very interesting lesson. After the lesson we packed a nice box for the Orphan's home. Next Monday at 2 p. m., we meet in circles and each circle will have Bible study. Circle No. 1 meets with Mrs. Quay Cypert, Circle No. 2 with Mrs. Gene Simpson, and Circle No. 3 with Mrs. C. L. Anderson. All members are urged to be present and on time, and new members and visitors are always welcome. Come!—Reporter.

T. E. L. Class Met With Mrs. Harper

The T. E. L. Class of the Lockney Baptist Sunday School met for a social and business meeting Friday, Dec. 2, in the home of Mrs. J. H. Harper, with Mrs. Whitfill and Curb as joint hostess. The President, Mrs. Hickey, conducted the devotional from Matthew 18. After a short business session the social hour was entered into, which consisted of victrola music and several contests. Mrs. W. C. Hubbard and Mrs. A. A. Suits proved to be lucky in one of the contests and were presented with lovely vases. The hostesses served delicious sandwiches, cocoa and wafers to 15 members. Any ladies who are not in Sunday school are invited to join our class. Mr. Biggers is teacher, and a very capable one. You are sure to receive a blessing if you come.—Reporter.

Seniors Select Motto

At the regular Senior business meeting last Tuesday, the Seniors attended to all their old business, among them the selection of their motto. "No man is greater than his ideals" was chosen. Several mottos were discussed, but after careful consideration, the members decided that the official motto had the deepest meaning and greatest influence than any of the presented mottos. Other old business was then brought before the class after which a motion was made and seconded to adjourn.

CHRISTIANS WIN AT TRI-STATE SHOW

WALKS OFF WITH 1st, 2nd, 3rd ON OLD TOM—OFFERED \$500 FOR FINE BIRD, BUT REFUSES TO SELL

J. D. Christian of the Blanco community, south of Lockney, was a pleasant caller at this office Tuesday afternoon, while enroute home from Amarillo, with a truck load of turkeys, where he had been attending the Tri-State Poultry Show. Mrs. J. D. Christian, who is the turkey man on the Christian farm, entered twenty turkeys in the Tri-State show, winning fourteen premiums. The Mammoth Bronze turkey, which Mrs. Christian paid \$300 for last year won 1st in his class, and also won the grand champion, and Gold Medal. Mr. Christian was offered \$500 for the turkey, but refused to sell him at this time. The winnings of the Christian flock were as follows: 1st, 2nd, and 3rd Old Tom, Grand Champion and Gold Medal. 2nd, 3rd, 5th and 6th young tom. 2nd, 3rd and 5th old hen turkey. 2nd, 3rd and 4th turkey pullet. 1st on trio of turkeys. The winnings amounted to \$40 in cash, the gold medal and many ribbons. Mr. Christian sold stock to parties living in New Mexico, California and North Texas, and could have sold his Big Tom turkey at a neat profit, if he had been ready to let him go. Mrs. Christian has bought the best pullet turkey that Burk Bros. of Meyerdale, Pa. has raised this year, at a price of \$200, and the bird will be delivered at a future date. Burk Bros. held a record on their turkeys winning at 95 out of 100 in the big American shows, and are considered the World's Greatest Turkey Raisers and Dealers. E. C. Branch of Missouri and Walter Burton of Dallas, judged the show at Amarillo.

NEW PRESIDENT PRESIDED MONDAY

Committees Appointed to Finish Budget. See About Smoothing Down Streets—Good Crowd Present

The Lockney Chamber of Commerce held its regular meeting at the Cozy Cafe, Monday at noon with 22 present. President Mason attended his initial meeting as president of the organization, however the initiation was incomplete as Arthur Barker's Ford coil unit failed to function as was expected. In his first speech to the organization, Mason stressed the importance of co-operation and expressed an appreciation to the membership for electing him to the presidency. A finance committee composed of Carl McAdams, President of the Security State Bank, Burton Thornton, Cashier of the First National Bank, and J. B. Downs, local real estate dealer were appointed by the chair to get the necessary appropriations signed up for the coming year. The program for the coming year was taken up and a committee appointed to select the most important work to be done by the organization in 1928. Matters pertaining to the Floyd County Poultry Show were taken up and discussed and the membership was also discussed and the membership was to help take care of the show that is to be held at Floydada this year.

Demonstration Club Prairie Chapel Home

The Prairie Chapel Home Demonstration Club met Tuesday afternoon, Dec. 13, with Mrs. Clayton Weathers. Officers to serve the coming year were elected as follows: President, Mrs. Clayton Weathers; Vice-president, Mrs. Emmett Tierce; Secretary, Mrs. Gene Tanahill; Reporter, Mrs. William Wood.

As our last meeting this year will be during Christmas week we decided to have a social meeting at the school house. All the members are requested to bring home made candles to serve on this occasion. A short program of readings, music and singing will be given before refreshments are passed. Friend, husband, the children and all of our neighbors will be welcome on this occasion. The date of this meeting is Tuesday, Dec. 27th, at 2 p. m. Our club voted to meet only once a month during January, February and March. Fourth Tuesdays in each month will be our meeting dates.—Reporter.

Lester Langford of Galveston, Texas, arrived Wednesday, to spend the holidays here visiting his parents, Mr. and Mrs. E. G. Langford.

### Letters to Dear Old Santa Claus

Kress, Texas,  
Dec. 6, 1927.

Dear Santa Claus:  
I am a very good little boy. I am 5 years old. I do not go to school, but little brother does. Now Santa I want a air gun, a tricycle and a lot of candy, nuts and fruits. Santa please bring me what I said.  
Your little friend,  
Otis Warren Pierce.

Kress, Texas,  
Dec. 6, 1927.

Dear Santa Claus:  
I am a very good little boy. This is my first year in school. I try to be a good boy. I mind my mother, father, and my teacher. Now I will tell you what I want Santa, I want a little tool chest, tractor, and car. Please bring me some nuts, candy and fruits.  
Your best friend,  
J. C. Pierce.

Aiken, Texas,  
Dec. 6, 1927.

Dear Santa Claus:  
I am a little girl 5 years old. I have a little sister one year old. She sure is sweet. Please Santa bring me a tricycle and baby doll and bed. Bring my little sister a rocky horse and doll and bed like mine.  
Your very best friends,  
Floriene and Shirley Miller.

Lockney, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
My name is Leota Shelton. I am in the fifth grade and am 10 years old. For Christmas I want a bicycle and some wool socks and gloves, lots of nuts, fruits and candy. I want sky rockets, fire crackers and roman candles.

Leota Shelton,  
Lockney, Texas,  
Dec. 11, 1927.

Dear Santa Claus:  
It is so near Christmas I thought I would tell you what I want. I want a glass bylo to sew far. I want a pair of high top house shoes and a game and lots of candy, nuts and fruits.  
Your friend,  
Lucille Harris.

P. S. Santa please don't forget my sister.  
Lockney, Texas,  
Dec. 11, 1927.

Dear Santa Claus:  
It is so very near Christmas that I want to let you know what I want

Christmas. I want a little glass bylo and a pair of wool socks, and a pair of house shoes. All kinds of fruits, nuts and candy.

With lots of love,  
Rachel Harris.

Lockney, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
I want a doll trunk and a little knife with a chain on it. I want a cap gun and a box of shells and a bugle and some fire crackers. I want some fruit, nuts, oranges, apples and candy.

Georgia Smith,  
Lockney, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
I want a tricycle and rocky horse, and fruit, nuts and candy.

Your little friend,  
Pat Woodburn.

Floydada, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
Please bring me a car, a train, an engine, and some candy and fruit.

Your friend,  
Raymond Colston.

Floydada, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
I am a little girl in the high first and I am writing you what I want. I want a dresser and two twin dolls and a little set of dishes and lots of candy, nuts and fruits, please.

Your little friend,  
Inez Jones.

Floydada, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
I am writing you a letter to tell you what I want for Christmas. I want a doll, a teddie bear, candy and fruit. I will save the rest for other little children.

Your little friend,  
Tinnie Bradford.

Floydada, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
What are you doing now? I want you to bring me a little car, and candy, apples, oranges and pigs toes for Christmas. I guess that is all.

Bye Bye,  
Ray Palvadore.

Floydada, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
I want you to bring me an air gun and shells, apples, oranges and bananas. I want you to bring me a little toy car that will go by itself.

Your little friend,  
Doyle Palvadore.

Floydada, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
I am a little boy six years old. I am in the first grade. I have been a good boy. Please bring me some candy, apples, oranges and an air gun.  
Your little friend,  
Moody Williams.

Floydada, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
It's nearly Christmas time now. I want you to bring me a doll buggy, doll bed, candy, nuts and oranges. That is all I want you to bring me. I have a little sister at home, please remember her.

Your little friend,  
Wanda Day.

Lockney, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
I will tell you what I want. I want a doll and a doll buggy and a little bed and a set of dishes and candy and a little dresser, that is all.

Your friend,  
Lockney, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
Christmas is nearly here. I will tell you what I want. I want a doll and a set of dishes and a doll swing, that is all I want.

Your friend,  
Elwana

Lockney, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
I am going to tell you what I want for Christmas. I am 9 years old. I want a pair of house shoes, I want a doll with eyes that will open and shut. I want a little stove.

Your friend,  
Chrystelle Leach.

Lockney, Texas,  
Dec. 7, 1927.

Dear Santa Claus:  
I have been a good girl, I am four years old. I want a watch, I want a doll with eyes that will go to sleep and I want some dishes too. I want a stove.

Your friend,  
Charlie Claude Leach

Lockney, Texas,  
Dec. 12, 1927.

Dear Santa Claus:  
I am writing you what I want for Christmas. You can bring me a doll and a little buggy to roll it in. You can bring my little brother a tricycle and please bring us some candy and oranges.

Your little friends,  
Grace Jewell and Edwin Pouge



## TO ALL OUR FRIENDS

We wish to thank the people of this community for the generous patronage given this institution during the past, and ask that we may be allowed to serve you in the future.

—We wish the most merry of all Yuletide periods and a New Year of happiness and prosperity.

### J. C. WOOLDRIDGE LUMBER CO.

HOME BUILDERS

M. L. WILLIAMS, Manager

Lockney, Texas

#### CHRISTMAS GREETINGS AND BEST WISHES FOR THE NEW YEAR



We wish to express our appreciation to the people of Lockney and surrounding country for the patronage that has been extended this firm during the past twelve months and invite a continuance of same during the coming year. We will be glad to supply you with your needs in the Coal Line, and buy your grain and feed stuffs.

We wish for you—

A VERY MERRY CHRISTMAS

— and —

HAPPY AND PROSPEROUS NEW YEAR

### SOUTH PLAINS GRAIN CO.

Phone 23

Lockney, Texas



We congratulate the people of Lockney and the Lockney country on the progress that has been made during the past year in this section, and express our thanks for the business that has been extended to this firm.

We have just equipped our plant with machinery for the unloading and threshing of your grain heads, and are now in shape to take care of this end of the business without delay or the labor that has been necessary in the past in unloading your grain heads. We invite you to visit our plant and see this wonderful labor saver in operation.

We wish for you—

A VERY MERRY CHRISTMAS

— and —

HAPPY AND PROSPEROUS NEW YEAR

### FARMERS GRAIN CO.

RAY C. AYRES, Owner and Manager

Lockney, Texas

Letters to Dear Old Santa Claus

Dear Santa Claus: I have heard you over the radio. I sure did enjoy it. I am in the third grade. How do you travel? We have made some presents for our mothers. I will tell you what I want for Christmas. I want a doll cedar chest and a ring and some fruit, that is all I want for Christmas.

had a pleasant year. I have tried to be a good little girl, but I know that at times I could have been better. I will try to be much better next year. Santa, I would like for you to bring me baby doll that will go to sleep, one that will say mama and that I can make clothes for. Then I would like to have a set of dishes to feed her out of and a little broom so that I can keep her house clean.

Dear Santa Claus: I want a doll, a buggy and some fruit. I will be proud of these toys if you can bring them. I am going to get my little brother a kiddie car. I know my little brothers will be proud of this kiddie cars.

Dear Santa Claus: Christmas is here and I wish you would bring me some candy, a bicycle, a coaster wagon, some apples, a car and I hope I will see you Christmas. Your little friend, J. W. Garner.

Dear Santa Claus: We have learned two songs about you. Miss Newman has been reading us about you, and we all have sure enjoyed it. All of us want you to come to see us and bring us a stocking full of candy and toys, and a Christmas tree.

Santa bring me a doll with some pretty clothes, bring mother some pretty handkerchiefs, bring brother a tricycle, some nuts, some candy, and bring me a ring. Bring me a pretty handkerchief too, and bring me some dishes. A merry Christmas to you and Mrs. Santa.

TOYLAND
Our Big Line of Christmas Toys has arrived and is now on display, ready for you to select those presents for Old Santa Claus for the Children, and the grown-ups, also. This is truly Toyland and we invite you to see our wonderful assortment of toys for the Christmas season.
JEWELRY GIFTS
There isn't anything more appropriate for Father, Mother, Sister, Brother, Sweetheart or Friend than Jewelry, and here you can find a large line of just the kind of Jewelry you will wish to use as a gift this Christmas. Come in and make your selection before the stock is broken.
GRIFFITH'S CONFECTIONERY

"PEACE ON EARTH GOOD WILL TOWARDS MEN"
ANGELS sang this refrain centuries ago near the little town of Bethlehem. Today it comes echoing through the years, carried to the corners of the Earth by the voices of Men.
IN THAT chorus is the voice of this Servant of the People, reaffirming on the Eve of Christmas its heartfelt wish of peace, good will for those it has served. In the house of this Servant a candle is lit and a Carol is sung; Faith in mankind is high; gratitude is deep for those we serve and call our friends.
AND THERE is great joy among us; the joy that springs from an opportunity to serve, and the joy of knowing that in our hearts we have striven to serve well. It is a joy shared by each officer and employee of this organization.
TODAY this Company wishes to publicly acknowledge the debt it owes to its hundreds of faithful employees, whose earnest labors during the year have made such service to you possible.
NOW it is the Eve of CHRISTMAS, and around the fire-place tonight there sit tens of thousands in the South Plains of Texas. From the star-lit Plains there comes ringing through the centuries again that Sweetest of Refrains. ITS charm lifts the voices of the world to rejoicing.
TONIGHT the management catches up the strain, a line-man, somewhere in the night, carries it on. ABOVE the drum of the power-house IT is heard. IT is the voice of 200 employees of this Company, singing from their hearts:
"PEACE ON EARTH GOOD WILL TOWARD MEN"
Texas Utilities Co.

Bargain Days Drawing to Close
The Bargain Days of the Lockney Beacon and Fort Worth Star-Telegram will close on SATURDAY, DEC. 24th, and until that date ONLY will we receive subscription to the Beacon and Star-Telegram for one year at—
\$7.45 FOR BOTH PAPERS
The Lockney Beacon and Dallas Semi-Weekly Farm News, until December 24th, will be \$1.50 for both papers for one year.
The Beacon and Wichita Falls Times (Daily and Sunday) until December 24th, will be \$3.75 for both papers for one year.
The Bargain Rate on the Beacon will also close on December 24th, and the regular rate of \$1.50 per year will again be in force. The \$1.00 rate on the Beacon is for paid in advance subscriptions, and applies only in Floyd and the counties that adjoin this county. No subscriptions received at this price outside of the above named territory.
The Lockney Beacon

## HOLIDAY FOOTWEAR

— FOR —

## MEN AND WOMEN

THE NEW ONES ARE HERE

## HARVEY SHOE CO.

PLAINVIEW, TEXAS

## HAMBURGERS

# 5c

SATURDAY, DECEMBER 17th  
ONE DAY ONLY

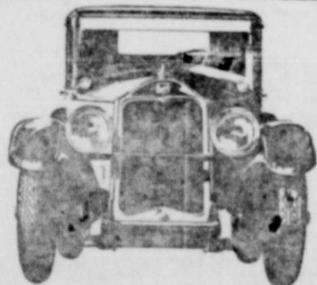
A Free Coca Cola To The  
First Fifty Customers  
POST OFFICE LUNCH  
ROOM

T. M. Conger, Mgr.  
Across Street Opposite Post Office

### Letters to Dear Old Santa Claus

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:



Make this Christmas last  
for thousands of miles

Buick for 1928 combines exquisite beauty with unmatched get-away, power and handling ease.

Step into our showroom today and select the model which is best suited to your family's needs. Pay on the liberal G. M. A. C. time payment plan. We'll make delivery on Christmas day—or whenever you prefer.

a Buick for  
Christmas  
CALLOWAY MOTOR CO.  
Floydada, Texas

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am a little girl. I think I have been a good girl. I am in the third grade. I am ten years old. I want a little baby doll and a little bed and a little doll house, nuts, candy, oranges and apples.

Your little friend,  
Anna Lou Griffith.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am a little girl. I think I have been a good girl. I want a little stove and a little table and two little chairs, nuts, apples, candy, oranges, bananas, fill my stockings full.

Your friend,  
Viola Mae Griffith.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am eight years old and I want a baby doll, doll buggy, a little cedar chest and also some nuts, oranges, apples and bananas, and don't forget my little sister and brother.

Dorothy Bennett.

Lockney, Texas,  
Dec. 13, 1927

Dear Santa Claus:

I am a little boy almost eight years old, and I want you to please bring me some rubber boots, a basket ball and a box of colored chalk. Also some candy and nuts.

Your little friend,  
Gerald Lackey.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am a little girl six years old and I want you to please bring me a little baby doll, a tub and rub board and house slippers and also some candy, fruit and nuts.

Your little friend,  
Emogene Lackey.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

What have you been doing? I have been a good little girl. We have a fire place in our room for you. I want you to bring me a baby doll, dishes, fruits, nuts and candy.

With love,  
Eva May Woods.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I heard that you were going to travel in an air plane. I think that would be a good way to travel. I want a foot ball, air gun, bow and arrow, and lots of fruits, nuts and candy for Christmas. We made a present for father and mother at school. I have a task to do morning and night, it is to feed four hogs.

With love,  
Hall Everett Nall.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am going to write you a letter. I have been reading about you in the paper. I am getting anxious for you to come. I want you to tell me how you travel. We have made a fire place for you to come through. Please do not forget to come through it. We are practicing a play for Friday night. I live two blocks from school. There are other little boys and girls living close to us. I want a big doll and a doll cradle for Christmas.

With love,  
Pauline Beall.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

Have all the little boys and girls been good? I am sure they have. My brother and I have been good too. I live in the country and I want to know if you will come to my house? I live two miles west of Lockney. In school we have been busy getting up a program. The program is to be Friday night. I wish you would bring me a big doll with hair, a baby blanket, a doll basket.

With love,  
Pauline Bybee.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I have been studying hard. We have been telling stories in our reader every morning. I have been working hard for my mother. I carry water for the cow after school. Dear Santa Claus, please bring me a red play car.

With love,  
D. C. Sevier.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I have been a good little boy. If you ever come to my house, it is east of the school house. I have heard you was coming in an air plane loaded with toys. Be sure you come to the school house in the air plane.

Your little friend,  
Morris Cunningham.

Lockney, Texas,  
Dec. 14, 1927.

Dear Santa Claus:

I am a little girl seven years old, and this is my first year in school. My little sister Eunice, and she wants a doll and ring too. Bring my little sister Bobbie, a doll, and my little brother a rattler. Don't forget mother and daddy.

Eloise Langley.

# GREAT EVENT

Our Mid-Season Merchandising Event is for beyond our expectations. If you want to get in on these Bargains you will have to hurry—Xmas is just Two Weeks away— Note the following prices and come early.

### MEN'S SUITS

\$15.95 Values Great Event	\$11.95
\$19.50 Values Great Event	\$16.95
\$22.50 Values Great Event	\$17.65
\$27.50 Values Great Event	\$18.95
\$29.50 Values Great Event	\$19.95
\$35.00 Values Great Event	\$24.95
\$37.50 Values Great Event	\$27.95



### MEN'S OVERCOATS

\$12.50 Values Great Event	\$8.95
\$19.50 Values Great Event	\$14.95
\$27.50 Values Great Event	\$18.95
\$29.50 Values Great Event	\$21.95
\$32.50 Values Great Event	\$24.95
\$35.00 Values Great Event	\$26.95
\$37.50 Values Great Event	\$28.45

### BOYS' SUITS

\$9.95 Values Great Event	\$7.50
\$12.50 Values Great Event	\$8.35
\$14.50 Values Great Event	\$11.35
\$16.50 Values Great Event	\$12.95
\$18.50 Values Great Event	\$13.95
\$24.50 Values Great Event	\$17.95



### BOYS' OVERCOATS

\$4.50 Values Great Event	\$2.95
\$6.50 Values Great Event	\$4.75
\$7.50 Values Great Event	\$5.95
\$8.50 Values Great Event	\$6.95
\$11.50 Values Great Event	\$8.95
\$12.50 Values Great Event	\$9.35

Just Opened Up Today, a Large Shipment of  
Ladies' and Children's Coats and Hats.

### XMAS GIFTS THAT PLEASE

Men's Lounging Robes	\$12.50
Men's Bath Robes	\$6.95
Men's Bill Folder	\$4.00
Men's Bill Folder	\$3.50
Men's Muffler, wool	\$1.95
Men's Four-in-Hand Ties	\$1.00
Men's Four-in-Hand Ties	\$1.50
Men's Four-in-Hand Ties	\$1.95
Men's Bow Tie and Handkerchief to match	\$1.00
Men's Silk Pajamas	\$4.95
Men's Silk Sox	59c

South  
Side  
Square

## Baker, Hanna & Co.

WHERE MOST PEOPLE TRADE

Floydada,  
Texas

Lockney  
6b  
No  
11  
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Specials at MORRIS'



Direct to items being sold out, the following prices will be in effect until next issue of the Beacon.

- 6 bars Palm Olive Soap 40c
No. 10 Apricots (again) 55c
1 lb. Bourbon Coffee, with spoon 40c
5 lb. bucket Peanut Butter 90c
Campbell's Pork & Beans, each 8c
6lbs. Good Rice 50c
10 lb. box Prunes 99c
100 lbs. Pure Cane Sugar \$6.60
Fancy, late Howes Cranberries, quart 22c
Everything for Your Fruit Cake.

FOR SALE—Ford truck, in perfect mechanical condition, starter and new casings, will sell or trade.—Grady R. Crager. 14-11-c

Fresh Milk Daily DELIVERY MORNING AND NIGHT PHONE 9008F14 Sam's Dairy

THE FAMILY HEARTH

Christmas time the loved ones gather about the family hearth in affection and festivity. What more to be desired and homelike than a glowing Natural Gas fire place, where the warmth of family festivity is reflected in the warmth diffused by this great new agency for your comfort.

No dirt, no ashes, no wood splitting or coal hauling. Comfort for all and ease and enjoyment for Father and Mother.

Have a Natural Gas fire place in your home this Christmas.



ROSELAND

Dec. 12.—Everything in our vicinity has been near the freezing point for the past week. We are beginning to warm up some during this warmer rainy weather. Very little rain has fallen so far, but we have hopes of more moisture soon.

Mrs. C. H. Brown left Thursday afternoon to attend her mother, Mrs. R. L. Conn of Henryetta and death had claimed her, when Mrs. Brown arrived. Mrs. Brown and son, Arthur, attended the funeral Saturday and returned home Sunday.

Mr. and Mrs. Bruce Whitlock spent Saturday night at the home of F. L. Marble and family.

Lewis Ables and Henry Watson of Cedar Hill, were in our community on business last week.

Mr. and Mrs. Hudson made a trip to Floydada Monday.

Bruce Whitlock and Horace and Hugh Marble made a hunting trip to the canyons last Sunday afternoon.

Mr. Reed Harper and Mr. Hawkins of Quitaque visited their families last Saturday and Sunday.

Mr. and Mrs. T. L. Byars were shoppers in Plainview Saturday.

Mr. Calvin Hilbern and family have moved near Lockney, but they were welcomed back to Sunday school at Roseland Sunday.

Next Sunday is regular preaching day for Bro. Jones Weathers, pastor of the Baptist church of this place.

Oscar Ryhee and Robert Smith spent Sunday with the Frizzell boys. Jewel Montague went to Plainview Saturday.

Born to Mr. and Mrs. Milford Smithemann, Saturday, Dec. 3rd, a girl.

Mr. and Mrs. C. D. McShee spent Sunday with Mr. and Mrs. F. L. Marble.

Mr. Phillips visited E. E. Hays Sunday.

Mr. Geo. Robertson's children and Miss Bena Cox attended a reunion at the home of their grandparents in Plainview Sunday.

We have a better attendance record at school this week, than we have had for several weeks.

SUNSET

Dec. 12.—The play, "Bashful Mr. Bob," which was given Friday night was a great success. All present enjoyed the fun which lasted from the beginning to the end. The proceeds will be used on the school ground.

Mr. and Mrs. Hubert O'Neal and daughter of Amarillo are visiting with Mrs. O'Neal's parents, Mr. and Mrs. R. L. Orman.

J. T. Cunningham, Jr., from the Fairview community took dinner with George Knierim Sunday.

Mr. and Mrs. P. L. Orman and family visited with Mr. and Mrs. Charlie Knierim and family Sunday.

Mr. and Mrs. Upton and son, Raymond, visited with Mr. and Mrs. Clark Saturday afternoon.

Oleta Orman spent Sunday night with Neva Orman.

Mr. and Mrs. G. Milton were Plainview visitors Friday.

Mrs. Haverty and daughter were Lockney visitors Saturday.

The school will give a play "His Best Investment" Wednesday night, Dec. 21. Every one invited to attend.

Mr. and Mrs. Truman Bradshaw went to Plainview Friday.

We will present our play, "Bashful Mr. Bob," at Sand Hill, Friday night, Dec. 16th.

FAIRMONT

Dec. 12.—On account of damp weather boll pulling will be delayed for a while.

School has started again after having stopped six weeks.

Mrs. Northcott has been sick for the last week but is much better now.

Floyd Smith and Clayton Northcott made a trip to McLain this week.

Neal Smith has been on the sick list, but we are glad to report he is up.

Walter Cobb and family took dinner with Geo. Pigg and family Sunday.

J. N. Landfair will go back to the hospital Sunday for another operation. This will be the third.

The people in this community are greatly benefitted by the new railroad at Quitaque. Coal and cotton seed are being shipped out.

Last week was a good hog killing week and a number of the people took advantage of it.

PLEASANT HILL

Dec. 14.—The box supper at the school house Saturday night was a good success. About \$54 was raised, and the money will be used for school ground equipment. We thank every one for their co-operation and help.

Winnie Ray Shelton spent Saturday night with Elizabeth Woolsey.

Misses Hazel and Lula Blankenship were Sunday guests of Miss Abil Lee Woolsey.

Roy Mara left Monday for Friona, where he will spend the winter. I am sure the young people will miss Roy very much.

Miss Corine Clark visited Miss Onie West Saturday night.

Mr. and Mrs. Blankenship and children were Sunday guests of Mr. and Mrs. Earl Odum.

Mr. and Mrs. Sidney West visited Mrs. Landers Sunday.

Mrs. Morgan and children visited in the Shelton home Sunday evening.

BAKER

Mrs. Wilkes was a Floydada visitor Saturday.

Nearly every child is back in school now, and school is in full way.

Mr. and Mrs. Tom Hall were Sunday guests of Mr. and Mrs. Camden.

Mr. and Mrs. Donaldson visited their daughter, Mrs. Camden, Sunday.

The Literary Club gave their regular program Friday afternoon. A good program was rendered.

The Sewing Club met with Mrs. Cardinal last Wednesday. In spite of the cold weather many were present, and all report a fine time. Hot chocolate and cake were served, and the guests declared it was the end of a perfect afternoon.

FAIRVIEW

Dec. 12.—We would be very glad to see some rain fall or snow just now. It is needed on the wheat.

Mr. Allen Peacock and family, Mr. Paul Peacock, Mr. Jack Smith, and Miss Georgia Holder took supper in the Fawver home Tuesday night.

Miss Maggie Graves took supper with Miss Opal Nelson Saturday night.

Jack Smith from Commerce visited part of last week in the Peacock home.

There was a party at Mr. Green's Saturday night. A large crowd attended and everyone reported a good time.

Tate Jones, Herschel Greenand, Georgia Holder ate supper with Maggie Graves Sunday night.

There was no preaching here Sunday, but the attendance at both Sunday schools, League, and B. Y. P. U. was large.

Mr. and Mrs. Cleave Sims and daughter, Jenn, of Floydada, visited Monday in the home of Mrs. Sims' sister, Mrs. W. F. Calpepper.

There will be a meeting of the Dramatic club in the auditorium next Friday night. All members are urged to be present. At the last meeting officers for the second quarter were elected. Those who were elected are: W. C. McClellan, President; William Beedy, Vice-president; Thelma Kinards, secretary-treasurer; Eugenia Hoffman, assistant secretary-treasurer.

Program committee — Sherman Stewart, Ralph Zachary, Ora Seogin. Social committee—Mrs. W. C. McClellan, Eugenia Hoffman, Gordon Rimmer. The program committee is arranging another play to be given soon after Christmas.

Mr. True Burson, a student in Tech, at Lubbock, was a visitor in our community Sunday.

Robert Reeves was on the sick list Monday of this week.

Walter Wilson of Plainview spent the week-end with his home folk here.

Rev. Patterson of Floydada will fill his regular appointments here Sunday.

Mr. and Mrs. Archie Cook and her brother, Carl Burgett, returned Saturday from an extended visit in Oklahoma.

There will be a fruit supper at the home of Mr. and Mrs. John Lawirack next Saturday night. Come and bring fruits or cake is the invitation extended to everyone.

CENTER

Dec. 12.—We are having a shower this morning. If it would only be a good season in the ground people would sure appreciate it.

Mrs. Montgomery and children took Sunday dinner with Mr. and Mrs. T. J. Gill.

Rev. Bost and family took Sunday dinner with Mr. and Mrs. Tivis.

Mr. Noland had a stock sale near Crosbyton Monday. Haven't heard the results.

Mr. Woolsey and Mr. Higgins will have their sale next Monday at the old Joe Foster place.

Mr. C. O. Spence was on the sick list Sunday.

C. E. and Miss Maude Meredith attended church here Saturday night.

Feed hauling is the order of the day this week.

Just a few more bolls to pull. Miss Winnie Wilson went to town after school yesterday.

BLANCO

Dec. 12.—There was a large crowd from Blanco attended the "Womanless Wedding" given by the Methodist Missionary Society Saturday night.

There is to be a Christmas program and tree at this place Saturday night, Dec. 24th.

A large crowd was present at Sunday school Sunday. We hope to see you present every Sunday.

Mr. and Mrs. Geo. Smith and family spent Sunday with Mr. J. B. Tinnin and family.

Mr. and Mrs. Rob Wetty and daughter, Betty Joe, spent the afternoon with Mrs. Wetty's mother, Mrs. A. H. Howell.

Miss Lepta Elgah and Kathryn Alexander were the Sunday guests of Mr. Gideon and Gaston Howell.

Mr. Sam, Alva and Misses Eura and Opal Smith motored to Plainview Sunday to visit Mrs. Hal Hamilton, his daughter and their sister, Mrs. Sam Smith is spending a few days with her daughter.

Mr. and Mrs. Ham Smith spent Sunday afternoon with Mrs. J. B. Tinnin and family.

Joe Thornton, who has been visiting relatives here, has gone to Plainview.

MAYVIEW

Dec. 12.—School opened again this morning after being closed three weeks for cotton picking.

Sunday School and B. Y. P. U. were well attended Sunday and Sunday night.

Rev. Patterson filled his appointment at this place Sunday night.

Miss Mary Lou Cardwell spent the week-end with home folks.

Rev. McCarty of Lockney will preach at this place Saturday night, Dec. 17th.

Mr. and Mrs. Aston and family of Joe Bailey visited with J. T. Campbell and family Sunday.

Mr. and Mrs. C. A. Smith spent Saturday night with Mr. and Mrs. A. B. Duncan.

Grace and Loyd Readhimer and Mr. W. T. Robertson and family took dinner with the McNeill's Sunday.

H. L. Handley and family were visitors in Joe Bailey Sunday.

Geo. Lotspeich and family moved to Dumas last Thursday.

There will be a program and Christmas tree at this place Saturday night, Dec. 24th. Old Santa has been invited to be with us and all the youngsters, especially, are looking forward to a joyous time.

STARKEY

Dec. 12.—We had Sunday school Sunday morning with a small attendance. We hope more people will come next Sunday.

Mrs. J. W. Howard and children attended church at Floydada Sunday.

Mrs. Clarence Smith who was operated on last Friday, a week ago, is expected home in a day or two.

Quite a few people from here attended the "Womanless Wedding" at McCoy Saturday night.

Bro. Jennings preached at Ralls Sunday morning.

Mrs. M. J. Reed and children who have been here visiting her brother, Mr. T. R. Atkinson, returned to their home in Oklahoma Thursday.

A few young people of this community visited in the home of Mr. and Mrs. C. W. Howard Sunday afternoon.

Miss Willie Mae Atkinson visited Miss Sallie Kattan Sunday.

Bro. Humphries preached at Petersburg Sunday morning.

Mr. Roy Atkinson spent the night with Mr. Olen Potteet Saturday night.

Mr. and Mrs. Lee Allmon spent Sunday with Mr. and Mrs. R. L. Kropp.

Mr. and Mrs. C. W. Howard spent Friday night with her parents, Mr. and Mrs. J. L. Elmore.

Born to Mr. and Mrs. O. E. Elmore of Abilene Dec 7th, a son. Mr. and Mrs. Elmore were formerly residents of this community.

Mr. and Mrs. E. A. Grigsby spent Sunday with Mr. and Mrs. Frank Morney.

Mr. J. L. Elmore visited relatives in Abilene this week-end.

Mr. and Mrs. S. C. Potteet visited in Ralls Sunday.

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Mr. and Mrs. S. C. Potteet visited in Ralls Sunday.

GOODNIGHT

Dec. 12.—Virgel Kell was kept out of school last week on account of a sore foot.

Mr. Cable is in McLean this week building a house, where he expects to move after Christmas.

Mr. Baker has moved here from Flomot.

Mrs. Wood was very sick last week, but is better today.

Theola Herrington is sick today.

Mr. and Mrs. Robinson of Flomot visited Mr. and Mrs. R. A. White Sunday.

The primary children were delighted Monday morning when on arriving at school they found a nice new stove and a warm fire to greet them. During the cold days last week they had to recite at the teacherage.

The Cable children went back to school today. They have been out some time pulling bolls.

S. W. Callihan of Claude, Texas, has been here for several days visiting J. F. Sewell. Mr. Callihan is the company in the firm of J. F. Sewell and Company.



OUR STORE IS FAIRLY RUNNING OVER WITH WONDERFUL GIFT - THINGS GATHERED FROM THE FOUR-CORNERS-OF-THE EARTH

Months of effort have been spent in selecting this most remarkable Christmas display we have ever presented. The artistic—the smart—the unusual at South Plains Drug Co. in such profusion that selection will be the easiest you have ever experienced.

Every kind of a present that would be appreciated by "HIM" or "HER" can be found in this wonderful array of presents, and each present is an individual, that will bring happiness to the receiver.

Christmas is at hand, and you should not delay any longer in securing the things you wish to present to Father, Mother, sister, brother, sweetheart or that special friend. A small deposit will hold your selection for you until Christmas.

SOUTH PLAINS DRUG CO., Inc. OLEN B. SCOTT, Manager PLAINVIEW, TEXAS

**J. O. ROGERS, M. D.**  
**Physician and Surgeon**  
 DIRECT MEDICATION  
 Special Attention to Diseases of Children and Chronic Diseases.  
 Office Phones 100 or 19  
 Res. Phone 146  
 Office over City Meat Market and Grocery

**RUSSELL ALLEN**  
**ATTORNEY-AT-LAW**  
 First National Bank Bldg.  
 LOCKNEY, TEXAS

**Mary Mitchell Henry, M. D.**  
**Physician-Surgeon**  
 Special Attention Given Obstetrics and Pediatrics  
 Office at Lockney Drug Company  
 PHONE 50

**Dr. S. M. HENRY**  
**PHYSICIAN AND SURGEON**  
 Special Attention Given to Women's Diseases.  
 Office Lockney Drug Co.  
 Office Phone 50—Res. 87  
 Lockney, Texas

Whether in the commercial, financial or professional, the specialist is the one who is mostly in demand because he has mastered his life in every detail.  
 The Optometrist is recognized and certified by the State. Have your eyes examined in one of the latest equipped re-fraction rooms in the South.

**DR. WILSON KIMBLE**  
 Floydada, Texas  
 Phone or write for appointments

**A. C. GOEN M. POLK GOEN**  
**GOEN & GOEN**  
 Real Estate Loans an Insurance  
 Farm Lands, Ranches and City Property

First Texas Joint Stock Land Bank  
 Houston, Texas. 6% Farm Loans.  
 Quick Inspection and prompt closing of loans. Call us about your loan.  
 PHONE 170  
 Surginer Bldg. Floydada, Tex.

**WILSON STUDIO & ART SHOP**  
 FLOYDADA, TEXAS  
 PORTRAITS, VIEWS, PANORAMA VIEWS  
 KODAK FINISHING, ENLARGING, ART PICTURES AND FRAMING  
 Have Your Abstracts Made By  
**ARTHUR B. DUNCAN**  
 The Old Reliable Abstract Man  
 Floydada, Texas

**Call Us Collect**  
 When You Want To  
**Sell at Auction**  
 Specializing in Farm, Live-stock and Merchandise sales  
**W. H. SEALE**  
 Floydada, Phone 120  
**JOHN McDONALD**  
 Lockney, Phone 9020F3  
**AUCTIONEERS**  
 Cups Furnished Free

**THE BEST OF SERVICE**  
 Let us look after your  
**CLEANING - PRESSING**  
**ALTERATIONS**  
 We give prompt and efficient service, and guarantee to please you with our work. Phone us at 114 or Call on us in the rear of Roy Griffith's confectionery.  
**D. F. McDUFFEE**

**City Market**  
 For Quality and Service  
 None Better  
**E. L. Marshall Phone 101**

**Letters to Dear Old Santa Claus**

Mickey, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a Christmas ball, my baby sister wants a doll. My sister Katharine, wants a doll buggy. I want a rubber ball and a dress for Christmas. Now you know what I want.  
 Your little friend,  
 Zelma Powers.

Mickey, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am going to be a good girl. I can't hardly wait for Christmas to come. I want you to bring me apples, nuts, candy, oranges, and bananas. I want you to see the poor little boys and girls.  
 Your little friend,  
 Marie Powers.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want you to bring me a doll for Christmas and a doll buggy for Christmas. Then bring lots of nuts, oranges, apples, candy. Bring me a china set and a little table.  
 Good bye, love to Santa,  
 Doris King.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 Be sure and don't forget me. Christmas is near. Will you bring me a box of water colors, ball, new dress, candy and nuts of all kinds.  
 Your little friend,  
 Mary Edith Boyle.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl 5 years old. I want a doll and doll buggy. I have been a good girl this year. I have a little sister 15 months old that wants a doll and doll buggy.  
 Yours truly,  
 Floriene and Shirley Miller.  
 P. S. We want some candy and nuts.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I wish you would bring me a little tricycle, a little wagon too, and some candy, nuts and all kinds of fruit. I will not ask for any thing more.  
 Your little friend,  
 Gerald Corothers.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl nine years old. Please bring me a doll, nuts, apples, oranges, and candy.  
 Your little friend,  
 Stella Mae Baker.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 Please bring me ukelele, some oranges and nuts. I will thank you very much. I wish you much joy and warm welcomes.  
 From,  
 Mary Helon Elmore.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl eight years old. I am in the second grade. I go to school at Baker. I want you to bring me a little doll buggy, a telephone, some nuts and candy. I would like very much to have a big doll.  
 Your little friend,  
 Marie Finley.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 We are two little girls in the seventh grade. We are writing you what we want for Christmas. We want two little mama dolls just a like and a doll buggy to carry them in and two sacks of candy and two apples, and two oranges.  
 From your little friends,  
 Annie Graves and Lela Jones.  
**ARTHUR B. DUNCAN**  
 Have your Abstracts made by  
 The Old Reliable Abstract Man.  
 Floydada, Texas

**GRADY R. CRAGER**  
 UNDERTAKER & EMBALMER  
 Hearse To All Parts Of The Country  
 Day Phones 126 and 121 Night 79  
 It. Crager Furniture Company  
 Day and Night Service  
 Lockney, Texas

**PIANO TUNING**  
 We have an expert Piano Tuner and Repairman.  
**PLAYER PIANOS A SPECIALTY**  
 All Work fully guaranteed.  
**J. W. BOYLE & SON**  
 PLAINVIEW, TEXAS

**Practical GIFT Hints**



**Stationery**  
 Conklin Pen and Pencil Sets  
 Perfume Atomizers

**Toilet Sets**  
 Manicure Sets  
 Pipe Sets  
 Memory Books  
 Box Candies

**Kodaks**  
 Smoking Sets  
 Brunswick Phonograph and Records  
 R. C. A. Radio

**WE HAVE OUR CHRISTMAS GOODS ON DISPLAY NOW. COME AND LOOK.**  
**LOCKNEY DRUG CO.**

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl seven years old. Please bring me a doll, candy, nuts and oranges.  
 Your little friend,  
 Erma Jane Baker.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I have been a very nice little boy this year, and my mother lives away off. So please come to see me. I wish you would bring me an all-day sucker, a climbing monkey and a little wheelbarrow to carry them in.  
 Your little friend,  
 Paul Peacock.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 Please bring them to the Baker school house.  
 Your little friend,  
 Lillian Graves.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a stocking full of toys, some candy, apples, oranges, and nuts. I have been a good little girl, so please bring them.  
 Yours truly,  
 Allene Gilliland.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a wash tub, a cook stove and a doll. I want a stocking full of toys, some candy, apples, oranges and nuts. Will you please bring them?  
 Yours truly,  
 Inez Gilliland.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 I want you to bring me an erector set, a sweater, and some candy, nuts, and fruits.  
 Your friend,  
 Milton Adams.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 Please bring me a little red rocker and doll, oranges and candy too.  
 Your friend,  
 Naomi Graham.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 Please bring me a little wagon and pair of red mittens, oranges and apples too.  
 Your friend,  
 Marvin Graham.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 I have been a good little boy. I am 6 years old. I am in the first grade and like my teacher fine. I want you to bring me some fruit and nuts, etc., and a ball and bat, a bugle and a cap gun and shells.  
 Love,  
 Joe Smith.

Lockney, Texas, Dec. 12, 1927.

P. S. I am sleeping with one eye open until you get here.

Dear Santa Claus:  
 I have been a good little boy and will tell you the things I would like to

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want an air gun, blocks, ball and a little wagon.  
 Your friend,  
 Bobbie Ewing.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl 4 years old. I am looking for you to come to see me Christmas. I want you to bring me a little piano, also a little cook stove, apples, oranges, candy and nuts. I do not care for another doll as I already have seven.  
 I am as ever your good little girl,  
 Wanda Lou Stevenson.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a stocking full of toys, some apples, oranges, candy, and nuts. Will you please bring them?  
 Yours truly,  
 Gladys Gilliland.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a stocking full of toys, some candy, apples, oranges, and nuts. I have been a good little girl, so please bring them.  
 Yours truly,  
 Allene Gilliland.

Floydada, Texas, Dec. 12, 1927.

Dear Santa Claus:  
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 Your friend,  
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Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 Please bring me a little wagon and pair of red mittens, oranges and apples too.  
 Your friend,  
 Marvin Graham.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 Please send a scooter and wagon, and Sandy Andy race track, tinkler toys, Felix dog, cork guns, fish pond, dump truck, thank you. Please send these things Christmas.  
 Your friend,  
 F. Lloyd Sherman.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a wrist watch, a cart, table and chairs, a doll and bed, and a basket for Christmas.  
 Your little friend,  
 Burdine Person.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want some candy and nuts and a little airplane, a bicycle and fire crackers, and sparklers and sky rockets and matches.  
 Your little friend,  
 Charles Beall.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 Santa will you please bring me a doll with a bottle in its hand with some pretty clothes and a set of dishes? Good bye Dear Santa, hurry and get here.  
 I love you,  
 Martha McReynolds.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I am a little girl 14 months old. Please bring me a doll, some blocks, candy, nuts and fruit.  
 Marie Taylor.

Lockney, Texas, Dec. 11, 1927.

Dear Santa Claus:  
 Santa if I promise to be a good little girl, will you bring me a doll? I want a buggy and house shoes, too.  
 I love you,  
 Mary Ruth Thornton.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want a little purse. I want a little ring. I want some apples, candy, some oranges and some nuts.  
 Your little friend,  
 Thelma Pearson.

Lockney, Texas, Dec. 11, 1927.

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 Your little friend,  
 Thelma Pearson.

Lockney, Texas, Dec. 11, 1927.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 I want some candy and nuts and a little airplane, a bicycle and fire crackers, and sparklers and sky rockets and matches.  
 Your little friend,  
 Charles Beall.

Lockney, Texas, Dec. 12, 1927.

Dear Santa Claus:  
 Santa will you please bring me a doll with a bottle in its hand with some pretty clothes and a set of dishes? Good bye Dear Santa, hurry and get here.  
 I love you,  
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 I love you,  
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Lockney, Texas, Dec. 11, 1927.

**FLOYD COUNTY ABSTRACT CO.**  
 R. C. SCOTT, Manager  
 Abstracts of Title to all Lands and Town Lots in Floyd County  
 Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.  
 Room 7, First National Bank Building  
 Floydada, Texas



**"But My Project Requires Capital"**

BUSINESS projects great and small are founded on the firm basis of capital—that's a world-wide fact. Here you will find the intimate interest manifested in your project that has been an earmark of First National Banking since its establishment. Careful courteous consideration of every problem presented to us has marked our progress from the first.

**THE FIRST NATIONAL BANK**  
 A SAFE DEPOSITORY FOR YOUR MONEY  
 "There is no Substitute for Safety"

# OUR BIG SALE

*Our Big Sale is going full and if you have not shopped during this sale you are missing great savings*

Do Your Christmas Shopping at Sale Prices  
 Floydada, Texas **BAKER CAMPBELL CO.** Floydada, Texas

**Letters to Dear Old**

**Santa Claus**

Dear Santa Claus:  
 I am seven years old. I want a doll, I want a little phone, I want some house shoes.  
 Your little friend,  
 Dorothy Glan Leach  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I noticed you wanted little girls to write you again this year, so I will tell you what I want you to bring me. I would like a little doll house, a piano, a baby doll head, a little car, a scooter and some fruit and nuts.  
 Your little friend,  
 Mary Bess Hamilton.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Will you please bring me a Tom Mix cow boy suit, tinkler toys, a school globe, an indoor croquet set, and a double propeller airplane, some nuts, apples, grapes and candy.

Your little friend,  
 Clyde Hamilton.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want an iron cannon that will shoot steel bullets and a dummy to shoot at, a foot ball suit, a foot ball and a little electric train. Lots of candy and nuts too, please.  
 Love,  
 Harris H. Ball.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a coaster wagon, a little car and that is all.  
 Love,  
 Gordon Fore.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a sleepy doll with curly hair, a doll buggy and that is all but a set of dishes.  
 Love,  
 Nina Mae Mudgett.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Please bring Mary Alice a little middle sized trunk and a little wash-

ing machine, a little girl's mop and some skates. Thank you for the presents you brought me last Christmas.  
 Mary Alice Baker.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a Tom Mix cow boy suit, a cap, sweater and a pair of skates.  
 Harold Ormon.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a doll, a doll boggy, bed, candy and peanuts. I want a sleepy doll and skates.  
 Leona Dagley.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a little billy goat, a wagon, some harness and some toys, please.  
 Cecil Gentry.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a cow boy suit and a pistol, please.  
 Love,  
 Jimmie Ward.  
 Lockney, Texas,  
 Dec. 7, 1927.

little table and chairs, a doll dresser and a ball.  
 Lovingly,  
 Billie Jean Biggers.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a little wagon, a little car and some nuts in thin shells, that's all Santa this time.  
 Love,  
 J. W. Ballard.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a wagon, air gun, skooter, skates, a car tractor, horn, a little bicycle and a ball.  
 From  
 James Whorton.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I just want a little car and a little wagon. Hurry to my house Santa.  
 Carl Nall.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I am writing so you will know what

I want you to bring me. I want a pair of roller skates, a dump truck, fruit, nuts and candy.  
 Your little friend,  
 Gordon Lynn Lovell.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I am writing this letter telling you what I want. Please bring me a sleepy doll, lots of candy, nut and oranges. I guess that is all for this time.  
 Sincerely yours,  
 Jessie Hill.  
 Be sure and don't forget my little sister to Old Santa.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a sleepy doll and a buggy.  
 Mary Beth Trussell.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Please bring me a little flash light, a Jack knife and a pair of nut crackers and Santa don't forget to bring lots of fruit, please.  
 Your little friend,  
 Billy Whitfill.

Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Bring me a teddy bear and a little horse on wheels. Thank you Santa.  
 Your little friend,  
 Charles Neil Whitfill.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 All I want is a bottle tot baby doll that costs \$2.59 and one box of sparklers.  
 Your friend,  
 Glenna Whitfill.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a toy wagon and then I want a Chevrolet Coach, then I want a little book, then I want a little toy bell and a little box of stationery and I want a little fiddle, a telephone and I want a doll to Santa Claus.  
 Charles Virden  
 Lockney, Texas,  
 Dec. 11, 1927.

Dear Santa Claus:  
 Please bring me a watch and little wagon, oranges, apples and candy too.  
 Your friend,  
 Worn Graham.



We desire to express our appreciation for the business that has been extended to this firm during the last year, and sincerely thank the people of Lockney and the surrounding country for same.

We are glad to serve you at all times, and can supply you with your needs in the Coal line. We want to figure with you on your grain crops, when you have wheat or grain heads to sell.

We sincerely wish for you—  
 A VERY MERRY CHRISTMAS  
 — and —  
 HAPPY AND PROSPEROUS  
 NEW YEAR

**Lockney Coal & Grain Co.**  
 Phone 60 Lockney, Texas

Dear Santa Claus:  
 I want a sleepy doll and a doll buggy and little dishes.  
 Lovingly,  
 Georgia Belyeu.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Bring me a sleepy doll, a doll bed, some candy and nuts.  
 Geneva Holland.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a little car, a little airplane, and lots of nuts and candy.  
 From,  
 J. E. Huggins.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Will you bring me a little wagon, a car that will race and that is all.  
 Granville Clark.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 Please bring me a big doll, a doll buggy and a set of dishes. That is all I want for this time.  
 Love,  
 Imogene Carter.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want apples, oranges, candy and some colored pencils.  
 James Cope.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a steam shovel, a little tractor, a truck, and nuts and candy. Please don't forget me.  
 Love,  
 Leland.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a horn and a little car I can ride in, a little cannon and some nuts and candy, please.  
 Bruce Dines.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a sleepy doll, some candy, oranges, apples and nuts, a piano, a buggy, knives and forks, and some candy and nuts.  
 Ineta Fay Roberson.  
 Lockney, Texas,  
 Dec. 7, 1927.

Dear Santa Claus:  
 I want a sleepy doll and a cradle, a little set of dishes, a coaster wagon, a



We wish to take this opportunity to thank the people of Lockney and the surrounding country for the generous patronage accorded to this firm during the past twelve months, and to invite a continuance of their patronage.

We wish one and all the very Merriest Christmas and may the New Year bring you much prosperity and happiness.

A full line of "Everything to Build Anything" is our motto, and we expect to live up to this motto in the future, even more than we have in the past.

BUILDING MATERIAL  
**HIGGINBOTHAM-BARTLETT CO.**  
 G. A. BARTON, Manager LOCKNEY, TEXAS

# Ladies Spring Suits and Coats

Last week we announced the arrival of advance spring dresses. This week we are pleased to say that we have in a shipment of smart new Spring Coats and Coat Suits. Snappy new numbers in poret twills, charmeaus, flannels and novelty mixtures. Mannish little suits in double and single breasted models. Dress and sport styles in coats. If you are in need of a spring suit or coat, for personal use or if you wish to make an ultra desirable gift, come in and see us. Wonderful values for—

**\$16.50 to \$29.50**

## LADIES' COATS

Beautiful coats of venice cloth with shawl collars of Manchuria wolf, fancy silk lined—

**\$39.50 and \$49.50**

Genuine wyandotte buckskin suede coats in shades of blue, castor, copper, etc., shawl and mushroom collars of deep nap mandel fur, heavier and seal plush. Further trimmed with tuck and stitching—

**\$16.50, \$22.50 and \$26.50**

All wool velour coats, full lined, attractive and servicable—

**\$12.45 and \$15.50**



## FURS AT A BIG SACRIFICE—50% SAVING

As you know nearly all coats have fur collars so furs have not been in great demand, so we have decided to clean up our stock of furs by making a price on them regardless of their value. As furs are not a temporary fad or style, but something you can use years hence, it will pay you to buy at these bargain prices. The new spring suits have no fur so you can use a goodlooking fur at an advantage when you "Doll Up" in the Spring. Genuine Stone martins, victoria fox, Jap martin, Jap mink and squirrel. Both single and double choker styles—

## 50% OFF ON OUR ENTIRE LINE OF FURS



## ADVANCE SPRING DRESSES

Flat crepe dresses in the new spring shades. Rose glow, lucern blue, castillian red, crane gray, rose bisque, etc. Beautiful new styles in solid shades with touches of hand painting and embroidery and the new duotone coloring. Smart attractive and very moderately priced—

**\$9.95, \$16.50, \$18.50 and \$26.50**

## LADIES' AND MISSES' SWEATERS

Plain and fancy knit, slip-over and coat styles. Double and single breasted. All wool, warm and good-looking—

**\$2.98 to \$9.50**

## LADIES' HATS

Mid-season hats in the new spring colors, made of taffeta, faille, metallic cloth, etc. Chic stylish hats, becoming and beautiful—

**\$4.35 and \$5.50**

## LOUNGING ROBES FOR MEN AND LADIES

Luxurious silk robes, solid color quilted robes. Plain and embroidered and beaded satin robes—

**\$12.50, \$16.50, \$19.50, \$22.50, \$26.50**

Check robes in a wide variety of styles and colors \$3.50 to \$12.85. Comfort robes in bright colors and subdued shades \$3.85 to \$7.50



## MEN'S SUITS

Snappy new numbers in all wool fancy twills and smooth weaves. Flawlessly tailored suits which fit and wear exceedingly well. Shades of gray, tan, blue and brown. Stripes, checks and self colored patterns. Also the ever popular servicable dressy blue serge. Suits with one and two pairs trousers—

**\$22.50, \$24.50, \$29.50 and up to \$49.50**

## OVERCOATS AND TOP COATS

All wool coats in fancy figured, striped and plaid patterns. Also solid colors—

**\$12.85, \$13.75, \$19.50 and up to \$37.50**

## ALL WOOL LUMBERJACK SPECIAL

Fancy stripes, checks and plaids. Also solid colors—

**\$6.50 and \$7.50 values \$4.90**

## MEN'S SWEATERS AND LUMBERJACKS

All wool sweaters in slip-over and coat styles. Abaker knit, plain and fancy knit. Solid colors and fancy designs—

**\$3.50, \$3.95, \$4.20 and up to \$12.50**



## GIFTS FOR BABY

Blankets in dainty colors and attractive designs—

**\$1, \$1.45, \$2.25, \$2.95, \$4.35**

Three piece zephyr sweater suits, in red, tan, and white—

**\$4.75**

Silk Quilts, plain and floral patterns, with solid borders—

**\$2.95 to \$3.95**

Quilted silk robes, in flesh pink with touches of blue embroidery—

**\$4.85**

Shirred silk caps in blue, pink and white—

**\$1.85 to \$2.50**

Knit silk and wool caps—

**59c to \$1.35**

Hand embroidered dresses, exquisitely dainty—

**\$1.75, \$2.50 and \$2.75**

All kinds of Baby books and toilet sets for baby and other novelties and toys. All very moderately priced.

## FANCY SILK PILLOWS

Taffeta and satin pillows, in lovely colors made with "Kapak" fillers.

Specially priced **\$2.95**

# Jacobs Bros. & Company

PLAINVIEW

TEXAS

## WANT COLUMN

**BIG JUICY HAMBURGER** 5c, Saturday, Dec. 17.—Post Office Lunch Room.

**NOTICE**—For all kinds of wind mill and pipe work, and also gas pipe fitting.—See D. A. Rosenberg at Higgin Botham Bartlett Lumber Co., or call Phone 55. 10 4c

Lots of blooming plants and cut flowers at new greenhouse in Floydada this Christmas.—Mend E. Hollums, Florist.

**FOR SALE**—My store fixtures, 6 foot floor case, 6 feet counter case, 1 upmirror shelving and counters.—Floyd Huff.

**FRANCO**—AMERICAN Toilet Articles can be obtained at the office of Baker Mercantile Co.—Mrs. D. P. Carter.

**BUY** your theatre tickets from the Fire Department and help the boys buy their sweaters.

Fresh Jersey milk cow for sale.—See Dr. Greer.

**WANTED** washing or house cleaning. See Mrs. Cheek in the old Floyd residence. 11-pd

**FOR SALE**—Ford truck, in perfect mechanical condition, starter and new casings, will sell or trade.—Grady R. Crager. 14-11-c

**BIG JUICY HAMBURGER** 5c, Saturday, Dec. 17.—Post Office Lunch Room.

**FOR** the convenience of users of Franco-American face creams, toilet water, perfumes, face powders, bath powders, etc., I have a supply at the office of Baker Mercantile Co. Users of these products are not satisfied with other lines.—Mrs. D. P. Carter.

**BUY** your theatre tickets from the Fire Department and help the boys buy their sweaters.

**BIG JUICY HAMBURGER** 5c Saturday, Dec. 17.—Post Office Lunch Room.

**BUY** your theatre tickets from the Fire Department and help the boys buy their sweaters.

**FOR RENT**—Light house keeping rooms with bath.—See D. C. Lowe. 11-pd

**FOR SALE** or **TRADE** the Home Laundry. For particulars call or write J. R. Davis, Box 130, Lockney, Texas. 13-11-c

Will gin at Aiken on Wednesday and Friday of each week.—Lockney Gin Co.

## COUNTY BRIEFS

### PROVIDENCE

Dec. 13.—Proceeds of the box supper at the Providence school house Friday night amounted to \$28.75. Miss Louise Lindeman and Miss Nadine White ran as the prettiest girls for the cake, which was won by Miss Lindeman.

Mr. and Mrs. Brock Jones attended Sunday school at Whitfield Sunday morning.

Gledys and Roy Smith of the Snyder community attended the box supper here Friday night.

Mr. and Mrs. Lee Bennett were shopping in Plainview Saturday afternoon.

A few young people went to a party in the Whitfield community Saturday night.

The Lone Star boy's basket ball team came over Friday afternoon and played ball, Lone Star losing.

We have had some cold weather the past week. Most of the time the weather has been ideal for field work. Boll pulling is about finished in this community and stacking feed is now the order of the day.

A few young people of this community attended singing at Whitfield Sunday night.

Aubrey Cunningham spent Sunday evening with Clifford Damron.

Mr. Charles Powell and Misses Thelma and Doris Bennett attended B. Y. P. U. at Whitfield Sunday night.

### McCOY

Quiet a few were out to see the "Womanless Wedding", given by the Methodist church last Saturday night.

Rev. Brown filled his regular appointment at the Methodist church Sunday and Sunday evening.

Mr. and Mrs. G. M. Gamblin and family visited in Plainview.

Mr. and Mrs. Geo. Smith and family visited relatives.

Mr. Tim Nixon, Misses Minnie and Verna Nixon motored to Lubbock last Sunday.

Verna Nixon is visiting her sister, Mrs. O. L. Lawrence, of Brownsville. Lucille Fairchild visited in the Jackson home Sunday.

Mr. Vernon Gibson of Crosbyton was in McCoy Sunday evening.

Miss Lucille Raley is visiting her sister Mildred Raley.

Rev. R. C. Tennyson from Fort Worth will preach the Dedication sermon at the Baptist church next Sunday, Dec. 18th.

### PRAIRIE CHAPEL

Dec. 14.—The Prairie Chapel Seniors will present a play on the night of Dec. 30th.

**Mr. and Mrs. Zeb Baker** and daughter, Jonnie Lee and Mr. Baker's parents, Mr. and Mrs. H. N. Baker, all of Dallas, will spend the holidays here with Mrs. Zeb Baker's parents, Mr. and Mrs. E. M. Whorton.

Miss Mildred Walter of Canyon Normal, Joe Maye and Ada Foster, Travis and Juanita Cowart, of Texas Tech., Opal Carthel of Gunter and Edwin Boedecker of Canyon will soon be home for the Christmas holidays.

Walter Whorton, who has been a student of Lipper's Business College is at home now.

Mrs. C. H. Huffman and Herman spent Monday with Mr. and Mrs. Will Cooper in the Aiken community.

A good shower Sunday afternoon shrank a lot of long faces. Prairie Chapel hopes Santa Claus will bring us a great joy for Christmas.

Friday evening, Dec. 22nd, Prairie Chapel will have a community Christmas tree at the school house. The teachers are preparing a short program for the occasion.

Miss Thelma Thompson will spend Christmas with her parents and a sister at Eldorado, Okla.

Prairie Chapel basket ball girls won the game played with Aiken Friday. The score was 26 to 8. Aiken boys won from our team with a score of 11 to 8.

Mr. and Mrs. J. B. Teaff and family went to Floydada Saturday afternoon.

Mr. and Mrs. William Wood have moved in their new adobe house. The house has two good sized rooms and two small rooms six feet square, one of these has a concrete barrel and milk trough, the other a concrete bath tub, and all floors are concrete, this was done because the building will be used for a garage when their ship comes in. With the exception of door and window frames, they did all the work themselves.

The Prairie Chapel Home Demonstration Club will meet Tuesday afternoon with Mrs. Clayton Weathers. Club officers to serve next year will be elected at this meeting.

All club members interested in meat canning should save the recipes given by Miss Bass and printed in last week's Beacon.—Reporter.

### RAMSEY

Dec. 13.—The Dramatic Club at Ramsey have begun work on the plays, "Corageous Men" and "Bride Maid," which they expect to put on about the 23rd.

Mr. Clyde Hill visited in Hollis, Oak last week-end.

Mrs. W. J. King called on Mrs. Luther Rhine Monday afternoon.

Mrs. J. D. Williams visited her daughter, Mrs. Hamilton, at Floydada, a few days last week.

Mr. Raymond Whitley spent Sunday afternoon at Lockney with his mother, Mrs. Whitley.

Miss Alvie Smalley who has been absent from school on the account of illness was able to start back to school Tuesday.

### IRICK

Dec. 12.—The little showers that fell Sunday and Monday night helped the wheat considerably.

Rev. McCarty preached here Sunday afternoon.

Mr. and Mrs. H. D. Ashby and daughter, Opal, spent the week visiting relatives at Roscoe.

Mrs. L. H. Trotter's little son underwent an operation last week and is doing nicely.

Mr. and Mrs. L. G. Blanton spent Sunday visiting in Lockney.

Several young folk from this community attended the sermon at Aiken Sunday night.

Mrs. R. V. Bond spent the week-end with her mother.

**REWARD**—Lost 10x10 tent. Liberal reward will be paid for its return to T. B. Hill, Lockney, Texas.

## Letters to Dear Old Santa Claus

Aiken, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I am nine years old. Please bring me a ball and some fire crackers, a police car, and sparklers, and horns. Please don't forget my brother.

Your friend,  
Clifford Wingo.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

How do you travel? I want a doll, and a set of dishes. I am not asking for much for I want you to visit all the girls and boys.

Your little friend,  
Reba Savage.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I have been a good boy. I hope you are well. How do you travel? I want a shetland pony, I want a horn and a banjo, and a daisy six gun.

Your little friend,  
Doyle Pennington.

Lockney, Texas,  
Dec. 13, 1927.

Dear Santa Claus:

I wonder what you travel in? I don't know whether I have been a good girl or not, but I try to be good. Some times I forget and don't mind mother. We are going to make a present for our mother and father. I want a doll with curly hair and blue

eyes, a doll buggy to match. Remember the other little folks.

Your little friend,  
Katie Pittman.

## WHAT'S DOING IN WEST TEXAS

Brady—An article giving publicity to Texas and West Texas' Turkey Industry in general and to Brady's Turkey Trot in particular, released by the publicity department of the West Texas Chamber of Commerce, was given good play in the December issue of the "National Republic" magazine, a Washington, D. C., publication. Two pages were devoted to reading matter and illustrations, besides editorial mention made of the article, and besides two pictures on other pages directing attention to the story.

Galveston—The Jean Lafitte Hotel has opened for business here, and was built by a plan thought to be unique in hotel construction. Instead of selling shares, rooms in the building were sold at \$1,000 each to various citizens.

Olton—The Olton Chamber of Commerce was recently host to a Father and Son Banquet, honoring the local stock judging team of Olton High School, which won premier honors in stock judging at Texas Technological College in a recent competition.

Lubbock—Representatives from fifteen South Plains towns attended the secretaries association meeting here Dec. 6. Manager Wade of the West Texas Chamber, Joseph Leopold, manager of the Southern Central Division of the United States Chamber of Commerce, and John Boswell, manager of the Extension Bureau of the Dallas Chamber of Commerce, were principal speakers. Ralls won the prize for having the largest delegation of chamber officials present.

Copperas Cove—Small grain around this section is thriving. The cotton crop was completely picked by the last of November, as there was no "top-crop" this year. Turkeys in the section have been particularly profitable and the holiday markets are being supplied with many birds from here.

Big Lake—A systematic tree planting program has been underway here by the commissioners' court. Much improvement on the Reagan County courthouse lawn has been made by sodding grass, setting evergreens, and flowers.

Marfa—Movements of cattle to the Corn Belt and other sections are being made daily from Marfa and adjoining towns of the Big Bend district. Record shipments are underway all over the West.

Stamford—Tribute to the West Texas Chamber of Commerce for a "Banner Year of Service," especially as reflected on the South Plains and Lubbock country, is paid in the initial issue of the Lubbock Chamber of Commerce magazine, termed "The Hub." The magazine will make its appearance the tenth of each month.

Midland—The six-story Thomas oil office building here was filled one week after it opened and now has a waiting list. Midland now has 39 oil companies with either offices or representatives in this city. A second petroleum building of 12 stories is to be erected especially for oil companies using Midland as operating headquarters. T. S. Hogan, wealthy operator who recently bought over \$450,000 worth of property in Midland, will erect the building. Wyatt C. Hedrick, prominent Fort Worth designer, will draw plans for the structure.

Paducah—The first western union message ever to be sent from this city went to the West Texas Chamber of Commerce December 1 as a tribute to that organization's efforts in obtaining telegraph service here. The telegram was the result of five year's work on securing the project. Paducah is herself proud of that week by also granting a natural gas franchise and by cutting over on a new telephone system.

Woodson—A \$600,000 bond issue for construction of paved roads in several directions, centering on Woodson, has been voted in Throckmorton County. The roads will give a direct route from Wichita Falls through Throckmorton, Schackelford, and Taylor counties to south and Southwest Texas.

Sweetwater—The last of the West Texas Chamber of Commerce district conventions for 1927 was held at Sweetwater November 30, when delegates from central Texas convened to hear Governor Dan Moody, principal speaker. Ten other sectional meetings have already been held this year in districts whose host towns were: Stanton, Baird, Crosbyton, Childress, Alpine, Cloudcroft, New Mexico; Wellington, Perryton, San Saba, Bowie.

Result—If visualization is complete the way will seem brighter, however, if oblivion is experienced, go to the center of a dry lake, dig one hole four feet wide, six feet long and six feet deep, then crawl in the hole, pray to the Lord to bless those good people that were kind enough to animal flesh to put up with you while an inhabitant on earth, and then pull the hole in after you while praying.

**FOR SALE**—5 dining tables and a gas range, at a real bargain. Call them at Hill's Confectionery.

**FOR SALE**—A bargain if taken at once, my residence two blocks west of Security State Bank. J. H. Henson.

## DR. S. T. COOPER CHIROPRACTOR

Three year graduate of the Palmer Method. Office in residence on South 4th street. Phone 172.

SECTION 2-8 Pages

PUBLISHED  
EVERY  
THURSDAY

# THE LOCKNEY BEACON

OFFICIAL PAPER  
OF THE CITY OF  
LOCKNEY

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

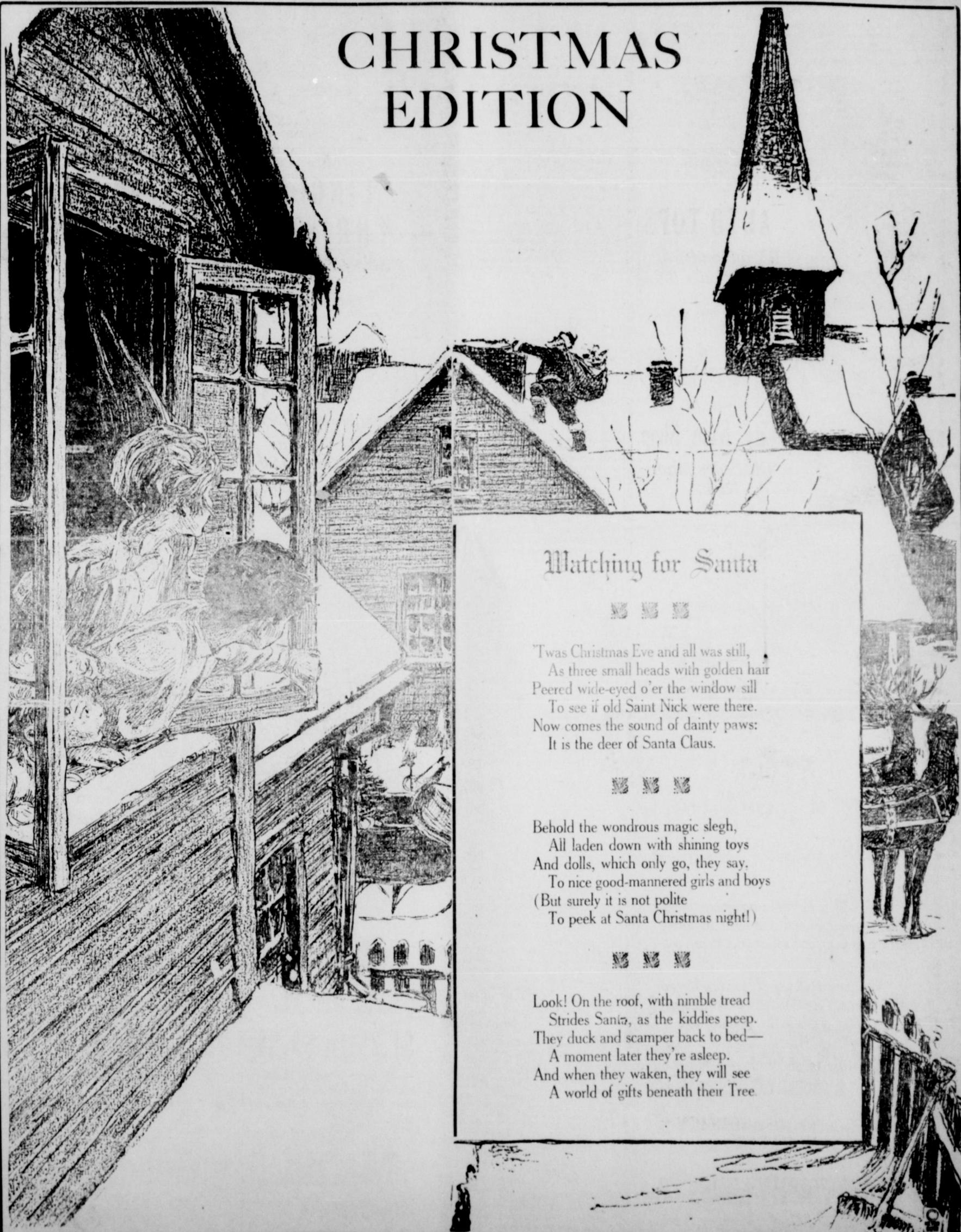
Heart of the Best Farming Section of the Plains

VOLUME TWENTY-SEVEN

Lockney, Texas, Thursday, December 15th, 1927

Number 13

## CHRISTMAS EDITION



### Watching for Santa



'Twas Christmas Eve and all was still,  
As three small heads with golden hair  
Peered wide-eyed o'er the window sill  
To see if old Saint Nick were there.  
Now comes the sound of dainty paws:  
It is the deer of Santa Claus.



Behold the wondrous magic sleigh,  
All laden down with shining toys  
And dolls, which only go, they say,  
To nice good-mannered girls and boys  
(But surely it is not polite  
To peek at Santa Christmas night!)



Look! On the roof, with nimble tread  
Strides Santa, as the kiddies peep.  
They duck and scamper back to bed—  
A moment later they're asleep.  
And when they waken, they will see  
A world of gifts beneath their Tree.

**Letters to Dear Old Santa Claus**

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I want a speed cop bicycle.  
With love,  
Charles M. Henry.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I have been a real nice little girl. I do not suck my fingers any more, and I try to mind mother and daddy.

... I want you to bring me a sleepy doll. Then too I would like to have a tricycle and a cedar chest. Of course, I would like some candy and fruit too. I love you lots, Santa, so please do not forget me on Christmas Eve.

Lovingly,  
Eloise McRee.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little girl six years old, and I am going to be nice. I want you to bring me a doll and a cedar chest. I want you to bring me lots of fruit and nuts and candy. I don't want you to forget my little sister, she is eleven

months old, and I want you to bring her a doll.

Your little friend,  
Lena Fay Wofford.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I have been a good girl this year. How do you travel? We have been working hard. We are going to help you by making some thing for our mother and father. I want a doll, buggy, and a bottle of perfume for Christmas.

With love,  
Muriel Trussell.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I want you to bring me a big sleepy doll, a set of tin dishes, a fountain pen, ink, note book and note book paper.

With love,  
Margie Brasher.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I have tried to be a good girl. I do what the teacher tells me to do. Please tell me how you travel? I heard you are going to travel in an air plane this year. I wish I knew. What have you been doing? Are you busy with your toys? I would be if I were you. I would tell you what I want for Christmas. I hope you get around to all the poor boys and girls, and have a merry Christmas for them.

With love,  
Iwana Simpson.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
How are you? I am well and I am trying to be good, so you will come to see me. I want a dolly, a tricycle, and a story book. I am five years old.

Your little friend,  
Artie Ine Moreland.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little boy seven years old. I go to Providence school. I'll tell you what I want you to bring to me Christmas. I want a dump bed truck, a cap pistol, an apple, orange, some candy and some nuts. I am expecting to see you at Providence at the Christmas tree. Please bring my toys.

Davis Cassle.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am trying to be a good girl. I want a doll with furniture. I live in Lockney. Don't forget the fruit, nuts, and candy.

With love,  
Evelyn Beck.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
Please bring me a fire truck, a story book, candy, oranges, apples and nuts. I am going to school this year. I am six years old. I am in the first grade. I wish you a merry Christmas.

J. H. Hanna, Jr.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
When you come around my way please stop at my house and leave these things. I want a ring, and some doll clothes, candy and fruit. A merry Christmas and a happy new year.

Your little friend,  
Esther Graham.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little girl 7 years old and have been very good to help mother work. I want you to please bring me a baby doll, a doll cradle. Please bring me lots of candy, apples, nuts and oranges. I also wish you a merry Christmas.

Your little friend,  
Geraldine Byars.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I have been a good little girl. I want you to bring me a little rocking chair, a big ball and a pair of red top boots, some candy, nuts.

Your little friend,  
Joyce Floyd.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I want you to bring me a mama doll, some apples, candy, nuts and all good things to eat. Don't forget papa, mama and mother, and Dear Santa don't forget little sister. Don't forget my two uncles Arthur and Aubrey, bring them something nice. And you can bring me a little tub and wash board, so I can wash my doll clothes, as I have five dolls to wash for. Now Santa don't forget my little baby sister.

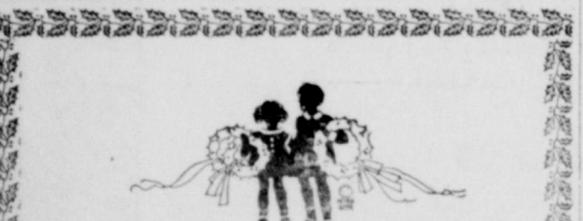
Your little friend,  
Janneah Vonda Lacey.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little blue eyed curly headed. I am almost 2 years. Santa I want you to bring me a little by-la baby doll, a doll buggy, candies, and fruits.

Yours sincerely,  
Dora Fay Lackey.



**AUTO TOPS**  
Warm and Cozy  
as your own living  
room are--  
**TOPS**  
and  
**CURTAINS**  
made by  
**City Shoe Shop**  
"Old Soles Made  
New"



MAY THIS CHRISTMAS  
BE YOUR MERRIEST

We wish to express our appreciation of the business extended to this firm during the past year, and solicit your future patronage.

We carry a full line of Building Material, Paints, Varnishes, etc, and can supply your entire needs in the building line.

We wish you and yours —  
A VERY MERRY CHRISTMAS  
— and —  
A PROSPEROUS AND HAPPY  
NEW YEAR

**FLOYD COUNTY LUMER CO**  
Phone 9 Lockney, Texas



**MAKE IT A LINGERIE CHRISTMAS**

WITH such lovely things to select from the gift seeker will be "pound wise" to decide on lingerie for every feminine friend on her gift list. Such lovely wisps of dainty georgette and glove silk undies in delicate shades sponsored by Paris. Here are some of the values.

Crepe Night owns—  
\$2.45 to \$8.75

Georgette Step-ins \$2.95

Munsingwear Bloomers—  
\$1.58 to \$1.98

Hosiery \$1.95 to \$2.95



AT MARTIN DRY GOODS CO. Men's Shop are a hundred and one things to buy for HIM. All have that excellent Christmas quality.

**\$1.25 to \$3.50**

—will buy a splendid Broadcloth or Madras Shirt; a gift that HE will be delighted with.

Cravats . . . 50c to \$2.50  
Mufflers . . \$1.00 to \$5.00  
Hosiery . . . 50c to \$2.00  
Slippers . . \$1.00 to \$2.50  
Sweaters . . 95c to \$11.85  
Belts . . . . 50c to \$1.00  
Gloves . . . \$1.00 to \$4.95

**Martin Dry Goods Co.**  
"The Store With The Goods"  
FLOYDADA TEXAS

Letters to Dear Old Santa Claus

Dear Santa Claus: I am a little girl four years old. I have tried to be good and help mama lots, so please bring me some fruits, and candy, a little set of china dishes, wash tub, rub board, and a stove, and I guess that will be all, but if you have more than you can carry why just leave it for dady and mama. From your good friend, Mary Johnston.

Dear Santa Claus: I have been a pretty good boy this year. If you are around here I wish you would leave a few things. If you don't work hard when you are around here you might be late getting thru, because there are lots of boys and girls who live close to me. If you come to our house I wish you would leave a target to kill these rats. Your friend, Cecil Cook.

Dear Santa Claus: I have tried to be a good boy, so please bring me some rubber boots, a truck, a set of tools, candy, nuts and bananas. Your little friend, Archie Floyd Keys.

Dear Santa Claus: Why don't you hurry up and come to see us? Will you bring me a real by-low baby doll and a string of beads and Elmer Ruth wants a doll, a duck and some house shoes, and we both want lots of candy, nuts, apples and oranges. Thank yob Santa Dear. Your little friends, Ruby Lee and Elmer Ruth Baker.

Dear Santa Claus: I am so glad Christmas is nearly here again. I am looking forward to a great time. You sure did surprse me the other day in Floydada, I didn't expect to see you so soon after the report over the radio, that one of the reindeers was crippled. But now you are going to be here, please bring me some toys, fruits, nuts and candy, and please remember by little sister, she wants a "dollie" sure. With lots of love, Monroe O'Neil Shurbet.

Dear Santa Claus: I am just a little 5 year old girl, and I am so anxious for Christmas to come again. I want a dog on rollers, and be sure he has on a collar with ornaments on it, and I would like some nice peanuts, candy, and nut Hersheys. I am not asking for much this time, as I still have all the toys that you brought me last year, and Santa don't forget that we are going to move before Christmas, for I am going to hang up my stockings, our home will be next door to Gordon. Lots of love, Bonnie Fay Goodrich.

Dear Santa Claus: I am a little boy five years old. I have tried to be very good this year, but sometimes mama and papa have to correct me. I want you to bring me a knife and lots of fruit and candy. Lots of love, Jimbert Bobbitt.

Dear Santa Claus: I have tried to be very good this past year. I want you to bring me a doll and a purse and lots of fruit and candy. Please remember all my little friends and every little child. Lots of love, Sallie Myrtle Bobbitt.

Dear Santa Claus: I am a little girl six years old today. Many of my little friends were at my birthday dinner yesterday. All during the last year, I have tried to be a good litle girl, and I hope you will remember me this Christmas. I want a doll, a purse, and lots of fruit and candy. Please remember the little boys and girls that helped me celebrate my birthday and every boy and girl. Lots of love, Jaunita Reeves.

Dear Santa Claus: I want for Christmas a bycicle, a pair of wool socks, and lots of nuts and candy, and sky rockets and other fire works. Love, Leona Shelton.

Dear Santa Claus: I am a good little boy. just two years old. Please bring me a dump truck, a little chair and a drum. I

want lots of candy, fruit and nuts. Don't forget that I will be at Granddady and Grandmother Teaff at Lockney, Texas. Your little friend, Kenneth Ellwood Teaff.

Dear Santa Claus: I have been a good boy and want you to bring some Christmas presents. I live four blocks from the school house. I want an air gun and an air plane. Lots of love, Hollis Harris.

Dear Santa Claus: I hope it snows so you can come to see us. My, I suppose you have been busy making toys for the boys and girls. I want a doll with hair, a bed, and doll buggy. I like lots of apples, nuts and candy. Merry Christmas to you. With love, Cornelia Ballard.

Dear Santa Claus: How are you going to come? You can not come in your sleigh, if it does not snow. I have been a good boy. We have been making things for our father and mother at school. I want you to bring me a football, a air gun, candy, nuts for Christmas. With love, J. P. Williams.

Dear Santa Claus: I have read about you in the paper. I heard that you are going to come in a air plane this Christmas. I am very anxious for you to come. I want a stocking full of candy, a steel dump truck, a saddle for my horse. With love, Paul Teuton.

Dear Santa Claus: I want to tell you that we have been practicing a program for Christmas. This is what I want you to bring me, a set of dishes and a doll. With love, Annie Mildred Cheek.

Dear Santa Claus: I have been a good boy this year. I carry water for mother. How do you travel? I help wash and clean the dishes. I want a football for Christ-

mas, a riding horse and a little car too. With love, Lorne Crosswhite.

Dear Santa Claus: I think I have been a good boy. I sure have been seeing you a lot in the newspapers. I want a electric train for Christmas. I would like nuts, candy and fruit, too. With love, Guy W. Phenix.

Dear Santa Claus: I want a car and a bicycle. I still like fruits, nuts, and candy. If you have enough of these please remember me. We are having pretty weath-er. I hope it snows so you can come. With love, J. W. Dines.

Dear Santa Claus: I have tried to be good boys and helped mother and daddy when we could. Will you please bring us some toys. I, Edward, wants a pistol, horn and watch, Elvis and Oscar each want a train that runs on a track. Bring little sister a baby doll and don't forget mother and daddy. Thank you Santa, Edward, Elvis and Oscar Clark.

Dear Santa Claus: I have been hearing about you in the Lockney Beacon. I am anxious for you to come. I sure do love you. Dear Santa how do you travel now? You won't have to bring any thing to mother and daddy because I have a little gift for them in school. I want a doll and a mattress for Christmas. With love, Dorris Fields.

Dear Santa Claus: Please bring me a baby doll that goes to sleep and a Sandy Andy dumper, and I want some candy, nuts and a banana, please. Lots of love, Mary Beth Bennett.

SOMETHING To Crow About! MONEY in the bank! The depositor started with small sums, that quietly accumulated, until he had achieved a neat little nest egg—something to crow about. The Security State Bank LOCKNEY, TEXAS

Dear Santa Claus: I hope you will get to come around to every ones house at Christmas night. If you can come at the east end of the school house. Now I want to tell you what I want for Christmas. I guess I better close. With love, James Guinn.

Dear Santa Claus: When you come will you please stop at my house. I want a doll in a basket and a ring. I want a watch for my brother and a set of dishes. I want lots of fruit. I wish you a Merry Christmas and a happy new year. Your little friend, Ruth Feagan.

Advertisement for Waller Motor Co. featuring an image of a tire and text: We wish to express our appreciation for the business given us during the past year Hap-py New Year. Michelin Tires and Tubes Conoco Gas Conoco, Amalie and Mobiloil Oils Batteries, Repairs, Storage and Other Accessories WALLER MOTOR CO. THE BEST OF SERVICE

Advertisement for W. M. Martin featuring the text: HEY, FOLKS! I am asking for your Christmas Trade. Let me insist—Yes, Plead with you with tears in my eyes as big as Walnuts to please, for your own sakes—and for my sake—and for goodness sake—come in and buy from Little Willie. That's me. W. M. MARTIN At Lockney Drug Company



We extend the season's greetings to the people of Lockney and the surrounding country, and wish all a very Merry Christmas and Happy and Prosperous New Year.

We appreciate the patronage that has been given us during the past year, and invite you to call on us when you have any kind of grain to sell.

### HOME GRAIN CO.

(Formerly Less Floyd Grain Co.)  
Buster Armstrong, Manager

### COUNTY BRIEFS

#### PROVIDENCE

The wheat farmers were glad to see the rain which fell Sunday afternoon. It will help the wheat some. The box supper was well attended Friday night at the school house. There were \$26.76 taken in.

Mr. and Mrs. Bob Ratjin attended singing at Whitfield Sunday night. Mr. Lowton Taylor from Plainview attended the party at Williamson's Saturday night. Mr. Herman Ratjin attended the singing at Whitfield Sunday night. Those from here who attended the party at the Williamson home Saturday night were: Messrs. Wyatt and Harold McLaughlin, Bill and Roy Bennett, Joe Phillips, Charlie Powell.



Christmas is a time for the expression of kindly sentiment. Permit us then to express our hearty good wishes, and the hope that in the years to come our relationship may be even more cordial than in the past.

### DYER MOTOR CO.

and Chester Williams; Misses Nela and Nadine White, Thelma and Doris Bennett and Viola Cassel. Miss Louise Lindemann spent Saturday night and Sunday with Misses Nela and Nadine White. Mr. Bill Bennett is the proud owner of a new Chevrolet touring car. Mr. and Mrs. Willard Phillips were visiting relatives in Plainview Monday. Mr. and Mrs. Author Hermeyer and Mr. Ewald Sammanns spent the afternoon in the Ratjin home Sunday.

#### LONE STAR

Mr. and Mrs. W. B. Hatchett visited in Hereford the latter part of the week. Rev. Webb filled his appointment at the Methodist church on Sunday. The Parent-Teacher's Association met on Friday night. The school children gave a short Christmas play. Mrs. Stevenson presented a number of her pupils in readings and a short play. The program was much enjoyed by those present. Mr. J. D. Johnston and Mr. G. B. Johnston spent Sunday visiting their mother in Ralls. Mr. J. H. Phillips returned Saturday from Hot Springs, N. M., where he had been for his health. The Lone Star basket ball boys played the Providence boys on Friday afternoon. The score was 16 to 8 in favor of Providence. Mr. T. J. Jarboe and family spent Sunday in Floydada. Miss Ruby Wall is spending the week with Mr. and Mrs. T. J. Jarboe.

#### SAND HILL

Dec. 12.—The Sunset Dramatic club will present the play "Rashful Mr. Bob" at the school auditorium Friday night, the 16th. This is a fine play.

be sure and don't miss it. Miss Ola Hanna returned from Glen Rose last week. She resumed her duties in the class room Monday morning.

The school will have a Christmas tree Friday afternoon the 23rd. The community is invited to attend.

Mmes. Ross and Jackson are putting up several new swings on the children's play ground.

From Mrs. Glenna Jackson's room Doris King and Billie Green are on the honor roll this month, both have a straight "A" card.

Mr. and Mrs. Ralph May and Mr. and Mrs. Smith Mickey of Plainview visited Mrs. Eva Mickey Sunday.

The singing Sunday night at the school auditorium was splendid. Every one is invited to attend these singings every Sunday night.

#### AIKEN

A light shower fell in this community Sunday afternoon. The people would appreciate a real good rain.

Miss Laura Mae Terrel spent the week-end with home folk.

A large crowd attended B. Y. P. U. Sunday night. We invite every one to come and be with us when it is possible for you to come.

Miss Addie Sugart visited with home folk Saturday and Sunday.

Several of the ladies in this community attended the Methodist conference held in Plainview Tuesday.

Miss Dialpha Swift visited home folk Sunday.

Mr. Robert Jones and family visited in Floydada Sunday.

Rev. R. E. Bost and family spent Saturday afternoon in the Meredith home.

On Tuesday night, Dec. 20, a box supper will be given at the school house. The purpose of this supper is to raise money to be used for the

school. Remember the date and come.

Plainview—A two hundred thousand dollar pavement program in Plainview for 1927 was completed Dec. 1, which gives the city twenty additional blocks of high type brick on concrete pavement, making a total of seventy-five blocks of pavement in the city at this time.

Buy Firemen's Show Tickets



We desire to express our appreciation of the many courtesies that have been extended and the liberal patronage we have received during the past year, and solicit a continuance of your business throughout the coming year.

We wish for all a Christmas tide filled with joy and happiness, and may the New Year bring you much prosperity.

### Pioneer Hardware Co.



### How to Play BRIDGE

Series 1927-28 by Wynne Ferguson

Author of "PRACTICAL AUCTION BRIDGE"

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#### ARTICLE No. 8

The other evening the writer had the pleasure of playing at one of the New York Card Clubs where the informatory double is not recognized nor played. After the game was over, there was a spirited discussion as to the merits and demerits of the informatory double. Most of the objections were based on specific instances where the use of the informatory double was disastrous; but, upon analysis, every one of these cases proved only that the player in fault had used the informatory double without a proper understanding of what he was doing. First understand what you are doing, and then if you don't get good results give up the theory. But it is hardly fair to condemn anything without a fair trial.

For years the English refused to try out the informatory double, but during the last year they have finally capitulated and now think it is the greatest addition to the game since its inception. The following hand, given as problems in the preceding article, are examples of the problems the English are meeting in their study of the informatory double and should prove interesting and instructive:

Answer to Problem No. 7  
Hearts—9  
Clubs—K, J, 8, 2  
Diamonds—K, Q, 3  
Spades—J, 9, 8, 5, 4

No score, rubber game. Z dealt and bid one spade. If A doubled one spade (informatory), and Y passed, what should B bid? He has a choice of two clubs or one no-trump. B should undoubtedly bid one no-trump in preference to two clubs. The no-trump bid offers a better chance for game and is sound because A-B between them should have at least a double stopper in the spade suit. Some players may think the one spade double should be passed by B in the hope that the bid can be defeated. However, such practice is unsound. Even when the opponents have most of the high cards, it is surprising how often a suit bid of one is made, due to a singleton or void suit in the dummy. Therefore be careful about trying to defeat a suit bid of one. Wait until two or three are bid before making a business double with the type of hand held by B in this problem.

Answer to Problem No. 8  
Hearts—K, 7, 6, 2  
Clubs—A, Q, 10  
Diamonds—K, Q, 4, 3  
Spades—K, 6

No score, rubber game. Z dealt and bid one no-trump. A doubled, Y passed and B bid two spades. If Z passed, what should A bid? Should he pass or bid two no-trump? A should pass and not even consider a two no-trump bid. Such a bid may get him into serious trouble. In the first place, A's informatory double is unsound because he isn't prepared for the spade bid, either to properly assist the bid, if made, or to bid two no-trump over such a bid. For that reason, A should have passed one no-trump.

Don't ever make an informatory double unless prepared for any bid partner may make in answer to the double. Such a double only gets you and your partner into hot water. By "prepared for any bid," is meant either help for any bid or a hand of such a type that another bid may be made if partner bids the weak suit. In this example hand A overbid two spades with two no-trump, was doubled and lost 500 points. It is such bidding that gets the informatory double in disrepute, but the fault is not with the informatory double but with the misuse of it.

Answer to Problem No. 9  
Hearts—9  
Clubs—K, J, 8, 2  
Diamonds—K, Q, 3  
Spades—J, 9, 8, 5, 4

Hearts—10, 9, 8  
Clubs—A, K, Q, 4  
Diamonds—7, 3  
Spades—K, 10, 4, 2

No score, rubber game. Z dealt and bid one club, A bid one spade, Y doubled and B passed. What should Z bid? Should he regard the double of one spade as informatory or as a business double? In either case, what should he do? Such a double is a business double and shows that B thinks he can defeat the one spade bid. Any double made by a player after his partner has bid is a business double and intended to defeat the contract. In this instance it looks as if A is in bid so Z is in the happy position of choosing between a big penalty or a sure game and rubber at no-trump. The state of the score would have some bearing but the writer would be inclined to let the double stand and try for the penalty. There is a difference of opinion on this point. Some players, the English in particular, argue that any double of a bid of one is informatory, whether or not partner has bid, but such a view seems unsound. The best results will undoubtedly be obtained by following the writer's viewpoint.

Answer to Problem No. 10  
Hearts—K, 7, 3  
Clubs—Q, J, 10, 9, 7  
Diamonds—9, 7  
Spades—8, 5, 2

No score, first game. Z dealt and bid one no-trump. A and Y passed and B bid two spades. If Z bid two no-trump and A passed, what should A bid? Should he lead his partner's spade suit or take a chance on his own club suit? A should open the eight of spades. The club opening is tempting and should be made if A held less than three spades, but not otherwise. B bid spades for one of two reasons, either to play the hand at spades if he won the bid or to have that suit led if Z bid two no-trump. For that reason A should play a partnership game and follow B's more or less explicit directions, that is, to lead spades.

Answer to Problem No. 11  
Hearts—A, J  
Clubs—5, 7, 6, 3  
Diamonds—A, K, 10, 9, 8, 7, 2  
Spades—none

Hearts—K, Q, 10, 9, 8, 4  
Clubs—10  
Diamonds—Q  
Spades—10, 8, 4, 3, 2

No score, rubber game. Z dealt and bid one heart (a questionable bid). A bid one spade, Y two diamonds and B two spades. Z and A passed and Y bid three hearts. B and Z passed and A bid three spades, Y bid four diamonds, B passed and Z bid four hearts. All passed and A opened the king of clubs and all followed suit. A then led the seven of hearts. How should Z plan the play of the hand?

Z should first take six rounds of hearts, trying to coax a diamond discard, if possible. In any event, he should then lead the queen of diamonds and overtake in the dummy with the king. He should then lead the ace and if the jack of diamonds is only guarded once, Z will make the balance of the tricks. It is bad play for Z to try to cross-ruff the hand. By so doing he cannot make more than three odd unless the diamonds break and he has given up valuable information. By leading out six rounds of trumps, he makes his opponents guess as to what cards to hold and in this way may force one or more diamond discards. In any event, he must boldly try for game for there is no other way unless the diamonds fall as indicated.

### ANNOUNCING

#### THE OPENING OF THE AL SMITH DAIRY

We wish to announce that we have opened a new dairy in Lockney. We will appreciate a portion of your patronage.

WE DELIVER MILK TO YOUR DOOR

— FOR —  
**10c PER QUART**

We ask you to give us a trial—as Service and Satisfaction is our Motto.

A. J. SMITH, Prop.

### ANNOUNCEMENT

We have purchased the Dray Line of C. K. Bennett and will conduct the business in the future.

#### Haul Anything at Anytime

Call us at Phone No. 10 when you have any hauling that you want done. We will appreciate your patronage and give you the very best of service at all times.

### CITY TRANSFER CO.

Conde Davis, W. A. Brewster, Z. T. Wiley  
Proprietors  
Phone No. 10 Lockney, Texas

# ISIS THEATRE

Program Week Commencing  
**Monday, December 19th**

**Monday and Tuesday—**  
CLARA BOW AND CLINE BROOKS

## "HULA"

NEWS

**Wednesday and Thursday—**  
ANTONIO MORENO AND DOROTHY GISH

**"Madame Pompadour"**

COMEDY "NO PUBLICITY"

**Friday—**  
DOLORES COSTELLO

**"The Heart of Maryland"**

A stirring romance of Civil war days, picturizing Lincoln and Lee.  
COMEDY "NIFTY RAGS"

NEWS

**Saturday—**  
FRED HUMES

## "Border Cavalier"

ANDY GUMP COMEDY NEWS

## Letters to Dear Old Santa Claus

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
When you come around my way driving your eight little reindeer, will you leave these things? I want a little doll, and some oranges, and some apples. I wish you a Merry Christmas and a happy new year.  
Your little friend,  
Gladys Howell.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am writing you telling you what I want. I am a little girl five years old, and please bring me a by-lo baby doll, and lots of candy, nuts and oranges. And please do not forget

my little sister, Nadine.  
Sincerely yours,  
Pauline Hill.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little girl five years old. I hope you won't forget me this Christmas. I want a little piano, a big doll, a little by-lo doll, a doll bed, some sparklers, candy, nuts and fruits.  
Your little friend,  
Helen Ruth Gruver.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
We are little girls 5 and 7 years old. We have been good girls so we want you to bring us each a sleepy doll, a doll buggy, a little dresser and a pair of house shoes. This is enough for this time.

Lots of love,  
La Juana and Gwendolyn White.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I think I have been very good. I would like for you to bring me a doll bed and a little doll chair. Please bring Forrest a little tricycle, and something nice for baby brother. Bring me some nuts and bring me some candy.

Lots of love,  
Dorothy Whitfill.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a little girl eight years old and in the second grade. Santa I want a baby doll. I still have my big doll that you brought me last Christmas. I want a set of dishes. I wish you would bring my little baby brother a big ball and truck. I want some nuts and candy and fruit too. I want some fire works also. Remember mother and daddy. Please do not forget the poor orphan children.

Lots of love, your friend,  
Lola Frances Lovell.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
How are you? Well Santa Claus I am going to tell you what I want at Christmas. I want a pistol, a little train and a violin. And be sure you do not leave out the candy, nuts and fire works. Santa Claus our chimney is too small for you to come down in it. Mother will have the chairs out of the way and she will have the door open, so you can get in at it. Santa Claus I am in the third grade, and I think I have been a good little boy.

Lots of love from your friend,  
Clyde Lovell.

Lockney, Texas, Dec. 13, 1927.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
Please bring me a wagon and a tricycle and a french harp and a little car. I am in the third grade. Please bring me some oranges, an apple, nuts and candy.

Good bye, love from,  
Banyard Carthel.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
Please bring me a doll and a doll buggy. Bring me a little coaster wagon too and a picture book, and some candy, nuts and fruit.  
Your little friend,  
Benie Jean Beall.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I was a good little girl. I am in the third grade. I want a box of stationery. I am nine years old. I want a doll house. My little sister wants an iron and wants a big doll and she wants a doll buggy. My other little sister wants a doll buggy too and a big doll.

I am your little friend,  
Louise Boedecker.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am writing you a letter. Please bring me a doll buggy and some dishes and nuts and candy and a doll for my little sister.

Lots of love,  
Winnie Lou Harrison.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
How are you? I am trying to be a good boy. Please bring me a fire truck and a patrol wagon. I will thank you very much.

Your little boy,  
Jarmin Cromley.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am writing you a letter. I am trying to be a good boy. I want an air gun and a car. My little brother Cleo Jones Carthel wants a car.  
From Edwin Ranis Carthel.

Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus:  
I am a good boy in school. I want you to bring me an air gun, a coaster, and a steam shovel, and some nuts and fruits, candy, and I think that is all I want this time.

Collis Wilborn Tanahill.



If you can see through the magic lens of a child's round-eyed wonder, you can trip in a toy shop to a land of enchantment, you can also share the pleasure and happiness which is theirs at Christmas time, if you would make sure of their continued happiness, and that their memory of you will be pleasant, we invite you to investigate the contract outlined here:  
**\$100.00 Each Christmas for 12 years in event of natural death.**  
**\$200.00 Each Christmas for 12 years in event of accidental death.**  
**\$120.00 Each Christmas for life in event of Permanent Disability,** all premiums cease and no deduction from face of policy at death.  
**PROFIT SHARING POLICY,** a low guaranteed rate for 20 years then profit sharing thereafter.  
**FULL RETURN PREMIUM** if death occurs. 20 years every premium returned to assured in addition to face of policy.  
**\$1,000.00 payable to assured in event of accidental death of beneficiary.**  
**TRUST CLAUSE,** Income cannot be assigned or commuted by beneficiary. Increased by excess interest. Non-taxable. A Santa Claus check for your loved ones, a will that cannot be broken.

ISSUED ONLY BY THE  
**National Security Life Insurance Company**  
W. W. ANGEL, District Manager, Lockney, Texas

### GIFTS of Goodness

THE Old cry of "What Will I Give Him?" is answered by "Something from Guthrie's." Here are several sparkling items, replete with quality that will really make for a Merry Christmas.

- SILK HOSE
- MUFFLERS
- FOULARD TIES
- LINEN HANDKERCHIEFS
- KID GLOVES
- BROADCLOTH SHIRTS

**E. GUTHRIE & CO.**

### BUY YOUR JEWELRY

10, 25 and 50%  
Discount on Everything  
(Except Pens. Pencils. Books and Victor Merchandise)

**WILSON KIMBLE**  
The House of Confidential Credit  
FLOYDADA, TEXAS



Toyland is now ready for the Christmas shoppers and the extensive assortment we have to offer this year will meet every desire for the children and many items for the grown-ups. Bring the children, let them have a look at Toyland.

**STEVENSON'S VARIETY STORE**

285-DEC-27

**Letters to Dear Old**

**Santa Claus**

Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Please come to see me. I am a little girl, have light blue eyes, and I am pretty good. I go to school, I love my teacher and I mind my mother. I live seven miles from town, but I am sure you can get out this far. I want a little baby doll and a little doll cart for her.  
Nita Lue Craft.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I am a little boy and I am very good. I help Daddy pick cotton when it isn't too cold, and I help mother some. I don't go to school. I want a little air gun and a ball, and I would like to have some fruit to, but there are lots of other little children, so I will not ask for any thing more.  
Love,  
Jack Lesley Craft.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I want a by-loo baby, a story book, and some nuts and candy. I am anxious for Christmas to come.  
Gladys Pratt.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I want some caps for my pistol and an air gun and I want a french harp

and a knife and a watch and beside the candy and some apples and oranges and some nuts.  
Yours truly,  
Miller Barnes.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Santa, for Christmas I want you to please bring me some candy, nuts, and all kinds of fruits, a doll, a little piano and a package of construction paper, some paste, and craolas.  
Yours truly,  
Odell Reasonover.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
For Christmas, I want you to please bring me some candy, nuts, and apples, a little car, a little wagon, a jackie-in-the-box, and some paste. I will hang up a stocking for you to put them in.  
Yours truly,  
Raymon Reasonover.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Christmas, will you please bring me a doll bed, a doll, doll clothes, some construction paper, and some dishes, a doll house and some doll, furniture candies, nuts and fruits.  
Yours truly,  
Helen McMillan.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I am six years old and have lost two teeth. I want a bye-loo baby doll, little machine, a wardrobe and some

doll clothes. Give the little orphans some presents.  
Lost of love,  
Mary Elizabeth Broyles.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I am a little boy, 6 years old and I want you to hurry up and come and bring me a tool chest and some tools, and a toy tractor and some fire crackers and lots of good things to eat. Well, I'll be a good boy till Christmas.  
As ever, your friend,  
Wayne Russell.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I am a little girl seven years old and I want you to bring me a set of dishes, a stove, a piano, doll bed and a doll buggy and some candy and apples oranges, bananas and nuts. Well, I will be a real good little girl until you come.  
As ever, your little friend,  
Vergie Russell.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
Please bring me lots of candy and nuts and a doll boggy, a little piano, and a stove and a set of dishes and a fairy book. Well, that is all. I will be a good girl until you come.  
As ever, your little friend,  
Bonnie Russell.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
I am a little girl six years old. Please bring me a ukelele for Christ-

mas. I would like to have an Uncle Wiggly game too. Be sure and go to see all the poor little children and fill their stockings full.  
Love,  
Dorothy Jess Smith.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
I am writing you tonight to tell you what I would like to have for Christmas. I have been a pretty good boy and am not going to ask for very much. I would like to have a drum, a steam shovel and a little truck with a drop bed. Now be sure and stuff my stockings with fruits and candy and nuts, and a few fire crackers. Now don't forget my teacher, Miss Luna. Hoping you won't have any trouble getting here.  
Crawford Johnston.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Please bring me a coaster wagon, a bicycle, some candy, apples, nuts and oranges.  
With love,  
Jack Cox.  
Lockney, Texas, Dec. 13, 1927.  
Dear Santa Claus:  
Please bring me for Christmas a pastry set, a set of dishes, a purse, a wrist watch, some beads and a doll. We want some candy and lots of nuts.  
With love,  
Helen Ruth Busby.  
Lockney, Texas, Dec. 13, 1927.  
Dear Santa Claus:  
I want you to bring me a doll, a doll buggy, a doll bed, and some good cats.  
I love you lots Santa.  
Louise Pace.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
I hope you are on your way. Bring me a bicycle and a air gun, some apples, candy, some oranges, and a wagon.  
With love,  
Keith Witte.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
Please bring me a little iron truck and a steam shovel, some candy and fruits.  
With love,  
W. G. McDonald.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
I want a pony, some candy and fire crackers.  
With love,  
Charles Robinson.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
I want a mother doll, a ring, a sewing machine and some candy, some apples and some oranges.  
With love,  
Kathleen Wilson.  
Lockney, Texas, Dec. 11, 1927.  
Dear Santa Claus:  
I am going to write you a letter and tell you what I want. I want you to bring me a top, a byccle, and a ball for Christmas. I hope you are on your way, but I hope I see you before you leave and I surely thank you for the toys you bring me. I hope I see you before next Christmas. Good bye dear Santa Claus.  
I love you,  
Henry Ballard.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Will you bring me a top, a bicycle, a train, a coaster wagon, a bunch of apples and some nuts.  
Your little friend,  
Keith Jackson.  
Lockney, Texas, Dec. 12, 1927.  
Dear Santa Claus:  
Please bring me a chair, bring me a doll with a buggy, some candy and a set of dishes.  
Your little friend,  
Dorthey Cheek.

Lockney, Texas, Dec. 13, 1927.  
bring me some toys. I want a coaster wagon, a bicycle, some nuts, and candy. I guess I had better close.  
With love,  
Darrell Good.



**Do Your Marketing At Home**

JUST call NUMBER TEN and give your order, and you will receive the same high quality etables you would have selected personally.  
**EVERYTHING FOR YOUR TABLE; GROCERIES, VEGETABLES AND FRUITS**

**RILEY & BREWSTER**



Everything your child will need in the school room in the way of school supplies. Send the children to us and they will receive prompt and efficient consideration at all times.

**STEWART DRUG CO.**

Member Texas Qualified Druggists' League



**WINTER IS COMING**

Buy your coal now and avoid possible disappointment next winter when it may be scarce.

**We Have Plenty of Feed For Your Cows And Chickns**

**We are in the Market for your Grain**

—PHONE 23—

**SOUTH PLAINS GRAIN COMPANY**

**Ozark Filling Station**

**GOODYEAR TIRES AND TUBES**

Gas, Oils, Greases and Automobile Accessories

"The Best of Service With a Smile"

**We Appreciate Your Business and Try to Merit Same**

**JACKSON BROS., PROPS.**

Phone 138



**Make Christmas Merrier with Furniture Gifts**

Everyone Appreciates Some Item of Furniture

IS THERE anyone you know of, friend or in your own family, who does not need a piece of furniture for some nook or corner of the house? Nothing that you could think of would be so heartily appreciated or practical. You'll find remarkable values listed here.

- Bedsteads, Dressers, Kitchen Cabinets
- Day Beds, Congoleum Rugs, Etc.

Also a good line of Shelf Hardware, Variety Goods, Books and Pictures

**J. F. SEWELL & CO.**

OUR CASH PRICES WILL SAVE YOU MONEY



We wish to thank the people of Lockney and the Lockney Trade Territory for the generous patronage they have extended to this shop during the past year, and solicit a continuance of same. We guarantee to please you and give you the best of service and work at all times.

Expert attention given to all Cleaning, Pressing and Alterations.

LADIES' WORK A SPECIALTY  
We wish for all—  
A VERY MERRY CHRISTMAS  
— and —  
A PROSPEROUS AND HAPPY  
NEW YEAR

**D. F. McDUFFEE, The Tailor**  
Phone 114 Lockney, Texas

**Letters to Dear Old**

**Santa Claus**

Dear Santa Claus:  
I wish for a pony, a car, a set of A. B. C. blocks, an air gun, a story book, lots of candy and nuts, a coaster wagon and a train.  
Your little friend,  
Noal Scott.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I am ten years old, and in the 4th grade. Please bring me a cap pistol, and fire crackers and any thing else if you want to. I have tried to be a good boy this year and have made all A's since I have been going to school this year.  
Your friend,  
Fred Day.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I think you are on your way. I want you to bring me some apples, some nuts and some candy. I want a horn, a pocket knife and a watch.  
Your little friend,  
Marvin Brotherton.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I have been a real nice little girl. Please bring me a little stove, piano, and doll and doll buggy. Now be sure and bring my little cousin, Melba the same, you will know us because we will be sitting side by side at the Christmas tree.  
Your friend,  
Lillie Farrel Hamilton.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Dear Santa I have been going to school, and I have learned two Christmas songs. How do you travel? I think you travel in a sleigh, but I have heard that you were going to come in an airplane this Christmas. I want an automatic pistol, and some nuts and candy.  
With love,  
Morris Scott.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Are you still living? I have been a good boy. I know three kinds of ways you can travel. I will name them, you can travel in an airplane, in a boat or on a sleigh. I want you to bring me an air gun and a steel car with a man. I like nuts, candy and fruit.  
With love,  
Delbert Witte.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
I've been a good boy in school. I bring my lessons up, I am good to my teacher. I live four miles in the country, it's a new house, a whole lot of land around it. I want apples, nuts and a gun for Christmas.  
Your little friend,  
Rayburn Spence.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Santa Claus, do you like to make toys? Santa you sure are nice to us, Santa Claus, do you come in an airplane, or do you come in a sleigh? Santa Claus, if you weren't here I don't know what I would do. I want a air gun, top, football and a track. Merry Christmas to you.  
With love,  
Murriel McGonigal.  
Lockney, Texas.  
Dec. 13, 1927.



We wish to thank the people of Lockney and surrounding country for their generous patronage during the past year, and solicit a continuance of same. We hope to even serve you better the coming year than we have in the past.

We wish for you and your  
A VERY MERRY CHRISTMAS  
— and —  
A PROSPEROUS AND HAPPY  
NEW YEAR

**PALACE BARBER SHOP**  
Deck Wells, Prop.

grade, and I want some sparklers and a little police car and a little train and some fire crackers and some caps.  
Your friend,  
Billy Day.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I am a little girl 6 years old. I have been sick the last week, but hope I am well to enjoy Christmas and hope you may bring me a mama doll and a little set of dishes and some nuts and candy and any other toy you wish to bring me. I have a little baby brother 8 months old, wish you would bring him a rattle and some candy.  
Yours truly,  
Eulin Anderson.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I want you to bring me a little train and some nuts, candy and oranges and a little toy gun and some caps. I would like to have a tricycle, but don't feel like you could carry one very good, so hope to be well and go to the Christmas tree at Liberty. Hope you will be there if we have one as I haven't never seen Santa Claus.  
Darwin Anderson.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
Thought sister and I would write you a letter and tell you what we want you to bring us for Christmas. I want you to bring me a coaster wagon and a watch and chain and sister wants a ring, a little doll and a set of dishes. And we both want some fruit, candy and nuts.  
From your best friends,  
Mildred and Orville Shearer.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I want to tell you what I want for Christmas. I want a ring, basket ball and a set of dishes. I also want some candy and nuts. Don't forget the other poor boys and girls. I have been a very good girl.  
With best wishes, your friend,  
Estelle Hodel.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I have tried to be a good little girl and I want you to bring me a small doll and a doll cradle, some fruit, nuts and candy. I hope you won't forget my little girl and boy friends.  
With love, your little friend,  
Georgia Fae Belyou.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I have been a good little girl. Please bring me a table and two little chairs, doll and doll buggy. Be sure and bring my little cousin Lillie Farrel the same, you will know us for we always dress just a like.  
Your friend,  
Melba Turner.  
Lockney, Texas.  
Dec. 12, 1927.

Dear Santa Claus:  
I have been a real nice little girl. Please bring me a little stove, piano, and doll and doll buggy. Now be sure and bring my little cousin, Melba the same, you will know us because we will be sitting side by side at the Christmas tree.  
Your friend,  
Lillie Farrel Hamilton.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Dear Santa I have been going to school, and I have learned two Christmas songs. How do you travel? I think you travel in a sleigh, but I have heard that you were going to come in an airplane this Christmas. I want an automatic pistol, and some nuts and candy.  
With love,  
Morris Scott.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Are you still living? I have been a good boy. I know three kinds of ways you can travel. I will name them, you can travel in an airplane, in a boat or on a sleigh. I want you to bring me an air gun and a steel car with a man. I like nuts, candy and fruit.  
With love,  
Delbert Witte.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
I've been a good boy in school. I bring my lessons up, I am good to my teacher. I live four miles in the country, it's a new house, a whole lot of land around it. I want apples, nuts and a gun for Christmas.  
Your little friend,  
Rayburn Spence.  
Lockney, Texas.  
Dec. 13, 1927.

Dear Santa Claus:  
Santa Claus, do you like to make toys? Santa you sure are nice to us, Santa Claus, do you come in an airplane, or do you come in a sleigh? Santa Claus, if you weren't here I don't know what I would do. I want a air gun, top, football and a track. Merry Christmas to you.  
With love,  
Murriel McGonigal.  
Lockney, Texas.  
Dec. 13, 1927.

**WE THANK YOU**

FOR THE WONDERFUL WELCOME YOU GAVE US. WE ARE GRATEFUL AND ENTHUSIASTIC WITH OUR BEGINNING.

**Appreciation Specials for Saturday**

<b>Sugar</b>	(LIMIT ONE)	15 POUNDS	<b>\$1.00</b>
<b>Cabbage</b>	From Roswell, N. M.	POUND	<b>3c</b>
<b>Macaroni</b>	AND SPAGHETTI	BOX	<b>7c</b>
<b>Coffee</b>	BLUE AND GOLD	3 POUNDS	<b>\$1.33</b>
	Cup and Saucer		
<b>Soap</b>	PALM OLIVE AND ALL	10c SO/1P	<b>19c</b>
		3 FOR	
<b>Postum</b>	LARGE SIZE		<b>18c</b>
<b>Spuds</b>	No. 1 IDAHO	15 POUNDS	<b>35c</b>

TIRES AND TUBES—WE ARE CLOSING THEM OUT BELOW COST

**CANDY, FRUIT, NUTS—**

and many other things that you will need at low prices.

**Northcutt Grocery**

LOCKNEY,

TEXAS

**ANNOUNCEMENT**

We wish to announce to the farmers of the Lockney country that our gins will run only—

**Tuesday and Thursday**

OF NEXT WEEK, AND

TUESDAYS, THURSDAYS AND SATURDAYS  
of the weeks following. Farmers will please take notice.

McCLESKEY GIN CO.,  
LOCKNEY GIN COMPANY  
PATTERSON & THORNTON

# Big Sale Now Going On

A chance to buy Christmas presents at a real bargain. Big crowds are taking advantage of the Harvest in Savings offered at this sale

## E. L. AYRES DRY GOODS

LOCKNEY, TEXAS

### Letters to Dear Old Santa Claus

Floydada, Texas, Dec. 13, 1927.  
Dear Santa Claus: Please bring me a sleepy baby doll, that says mama, a little purse and some little house slippers and if it isn't asking too much, would like to have a little piano. Please don't forget my fruit, nuts and candy.  
Your little friend,  
Maurine Hart.  
P. S. Please do not forget Santa Dear, it is my birthday too.

Floydada, Texas, Dec. 13, 1927.  
Dear Santa Claus: I live at Pleasant Hill. We are going to have a Christmas tree at the school house, I guess I will see you there. I will tell you what I want now I want a doll, doll buggy, a set of dishes, and Santa don't forget the other kiddies, and don't forget to bring the fruits, nuts and candy. Be sure and bring my things to the Christmas tree.  
Your little friend,  
Eflie Mae Shelton.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus: Gee! I hope you haven't forgot me because for this Christmas I want a little broom and some dishes, little baby doll, and a little red rocking chair. Then I would like to have some apples, oranges, and all kinds of nuts, and please don't forget the negro toes.  
I love you lots,  
June Thornton.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus: I sure do want you to come to see me cause I want a lot of things. I want a little dog that skates on ice and a little play air plane and I would like to have tin lizzie, a horse pulling a little red wagon and lots of oranges, apples, nuts, please don't forget all of these things.  
I love you lots,  
Hollis Thornton.  
Floydada, Texas, Dec. 13, 1927.

Dear Santa Claus: Please bring me a little doll, a ring, doll trunk, some fruits, nuts and candy. Remember my two little sisters.  
Waunita Lybrand.  
Floydada, Texas, Dec. 13, 1927.

Dear Santa Claus: I have tried to be a good little boy this year, and I am going to tell you what I want for Christmas. I want a tool chest, a ball, and a little car. I also want some candy, nuts, and oranges. Please don't forget the little boys and girls.  
Your little friend,  
Francis Thornton.  
Floydada, Texas, Dec. 13, 1927.

Dear Santa Claus: I am a little boy nine years old and in the third grade. I want you to bring me a bicycle, and a little wagon for Christmas. I sure am anxious to see you Christmas Eve. Don't forget mother and father.  
Alvis Bean.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus: I am going to write you a letter and tell you what I want for Christmas. I am a little boy ten years old, and go to school at Liberty. Santa I am going to hang up my stocking Christmas Eve night and I want you to bring me lots of fruit, candy and nuts, and remember my little brother and sister too.  
Your little friend,  
Jack Wright.  
Lockney, Texas, Dec. 13, 1927.

Dear Santa Claus: Santa I want you to bring me a doll and my little brother a wagon. Remember my mother, daddy and sister too.  
Vieta Dunlap.  
Floydada, Texas, Dec. 13, 1927.

Dear Santa Claus: My name is Eugene Gilly, and am eight years old. I go to school at Liberty and am in the third grade.  
Eugene Gilly.

### CHRISTMAS SPECIAL HOT SHOTS SATURDAY ONLY

- New Crop "Emerel" Walnuts, lb. . . . . 19c
- Fresh Cocoanuts, each . . . . . 9c
- Good Clean Pinto Beans, lb. . . . . 7 1-2c
- "Eatmor" Cranberries, gallon . . . . . 85c
- \$1.50 size Meat Smoke . . . . . 99c
- "Arizona" Grape Fruit, each . . . . . 4c
- 25 lbs. Sugar . . . . . \$1.78

Full line of Confectioners Candies at all times

### Cash Grocery

WE SELL FOR LESS Lockney



This Store is Headquarters for Santa Claus Supplies  
Candies, Cigars, Jewelry, Toilet Sets  
Manicure Sets, Silverware,  
Fountain Pen and Pencil Sets, Columbia Phonographs  
Records, Both Large and Small, Little Specialty Records  
For the Children.

Stewart Drug Co.

WISHING  
OUR FRIENDS  
THE  
Merriest Christmas  
Possible  
and  
PROSPERITY  
Through-out the coming year  
Lockney Cotton Oil Co.