



**We Have a nice Line of Jewelry and Toys For The Christmas Trade**

Bring the kiddies to see the wonderful array of toys  
Select your Mother, Sister, Sweetheart or Friends a present from our stock of jewelry

**GRIFFITH'S CONFECTIONERY**

Let This **CHRISTMAS** Mean a Joyous Homecoming

REDUCED FARE TICKETS on sale to **TEXAS and LOUISIANA**

From points on the **FORT WORTH & DENVER CITY RY.**

Tickets on sale Dec. 20, 21, 22, 23, 24, 25 Inclusive  
Also Dec. 29, 30, 31 and January 1st.

Final Limit Jan. 7, 1929  
Return destination must be reached prior to midnight January 7th.  
Ask your agent for detail Fares

F. G. DAGGETT, G. P. A.  
Fort Worth, Texas

**SPECIALS FOR SATURDAY**

3 Pounds of Sugar FREE with each 3 pound can of Texas made Coffee, for Saturday only.

Price..... \$1.60

8 pound Bucket Compound..... \$1.15

Dry Salt Meat, per pound..... 17c

Smoke Meat, per pound..... 22c

Pure East Texas Ribbon Cane Syrup Per bucket..... \$1.10

Pecans per pound..... 20c

**WALKER BROTHERS**

**Give Her a Eugene Permanent Wave—**

SPECIAL PRICES NOW ON

**Lena Glenn Beauty Shop**

Plainview, Texas

**PROVIDENCE**

Dec. 12.—Messrs. R. C. Phillips, Tuffy Spence, Roy Bennett, and Horace Camp motored to Tulla Sunday.  
A few from here attended the box supper at the Aiken school house Friday night.  
Tuesday was our regular club day for the women.  
Mr. and Mrs. Bob Ratjin spent Sunday in the home of W. J. Taylor and family.  
Mr. and Mrs. Roy Clements visited with relatives in Plainview Saturday night.  
Mr. and Mrs. Roy Golden spent Sunday with homefolk.  
Mr. Venson Bennett spent Saturday night with his brother near Whitfield.  
Mr. and Mrs. Willard Phillips visited with Mr. and Mrs. Clarence Powell Sunday afternoon.

**ROSELAND**

Dec. 11.—Bro. H. D. Ashby filled his regular appointments Sunday morning and at 3:30 in the afternoon.  
Mr. and Mrs. W. A. Whitlock attended the Chamber of Commerce banquet at Lockney Thursday night. They reported a good time.  
Mr. and Mrs. Chas. Flack of Plainview visited Mr. and Mrs. Guy Sams Sunday afternoon.  
Miss Ida Barton spent the week-end at home.  
Mr. and Mrs. Edd Thornton visited Mr. and Mrs. Frazell Thursday.  
Mr. and Mrs. J. A. Darden of Lockney spent Saturday night in the Sims home.  
Mr. and Mrs. Geo. Beedy were Floydada visitors last week.  
Mrs. C. V. Ford and parents visited Mrs. S. V. Williams of Lockney Saturday.  
Mrs. C. H. Brown and children were Plainview shoppers last Wednesday.  
It seems everybody had planned to butcher hogs this week, from the complaint of wet weather. Everyone wishing for clear cold days. The damp days are also hard on cotton picking.  
Mr. and Mrs. Ervin Bennett were in Lockney Saturday.  
Little Miss Joyce Thomas spent Friday night with Doris Sams.

**RAMSEY**

Dec. 12.—Mr. and Mrs. W. J. King and children took dinner with Mr. and Mrs. Harley King, of Lockney, Sunday.  
Mr. Jack Murff of Brice spent Sunday at the home of his aunt and uncle, Mr. and Mrs. J. R. Davis.  
Miss Inez Visage entertained her friends with a party at the home of her parents Saturday night.  
Mr. and Mrs. Luther Rhine visited Mr. Rhine's parents, Mr. and Mrs. C. K. Rhine, at Plainview last Saturday.  
Mr. and Mrs. Stewart of the Allen community were guests at the J. R. Davis home Sunday.  
Miss Myrtice Meador had guests from Floydada at dinner Sunday.  
Mr. Milton Davis spent Monday night with Mr. Clyde Hill.  
Raymond Whatley of Lockney spent Saturday night at the home of his grandmother, Mrs. Louise Landrum.  
Miss Myrtice Meador visited Mrs. Luther Rhine Friday afternoon.

**SUNSET**

Dec. 10.—The rain that has fallen here last night and today will stop boiling for several days. The rain is a great benefit to late sown grain.  
Herman Gilliland was operated on last week in Lubbock for appendicitis. His father and mother are with him.  
Mr. and Mrs. R. M. Haverly and Mrs. Chas. Wilson took dinner with Mr. and Mrs. T. H. Bradshaw Sunday.  
Mr. and Mrs. Callahan spent Sunday with Mr. and Mrs. J. H. Upton.  
Mr. and Mrs. G. Milton and children took dinner Sunday with Mr. and Mrs. N. D. Clark.  
Mr. and Mrs. Brooks Browning spent the week-end in Friona visiting relatives.  
Mrs. Phegley and children were Lockney visitors Saturday.  
Mrs. G. Milton and Mrs. S. Yeary were Plainview visitors last week.  
The Baker School will put on a play at Sunset Friday night, Dec. 21. Everyone has a cordial invitation to attend.  
There will be a box supper given

**SMITH'S HATCHERY**

Smith's Hatchery will be ready for service about January 15 in a new building on the east side of main street, Lockney, Texas and I would be glad to have your co-operation. My purpose is to give the best service possible from America's leading hatchery.

Let us hatch your eggs. Early hatch means early chicks and early chicks means early money.

Yours  
J. Pollard Smith,  
Plainview, Tex.

**LONE STAR**

Dec. 11.—Rev. Strong filled his first appointment at the Methodist church on Sunday morning.  
Mrs. Bobbitt gave a birthday dinner for her little niece, Jaunita Reeves on Sunday. Six little girls enjoyed the occasion.  
Supt. Price Scott met with the citizens of Sterley this week to discuss plans for opening a school at Sterley.  
Mr. W. H. Workman and family spent Sunday with Mrs. Workman's parents, Mr. and Mrs. J. J. Frizzell of Muncy.  
Miss Lorene Workman spent the week-end with friends in Lockney.  
Mr. Tom Rankin returned from Arkansas Saturday, where he was called by the illness of his father. His father was improving when he left.  
Mr. Arnett has purchased a lot at Sterley and is planning to construct a twelve-room rooming house.  
Mr. Bert Bobbitt is building a garage for Mr. Dee Lemaster of Sterley.  
Mr. and Mrs. T. B. Cox spent the week-end with Mrs. Cox's mother, Mrs. Hooten of Tulla.

**LUTHERAN NEWS**

Dec. 10.—Mr. Golden and son were in Lockney Saturday on business.  
Mr. and Mrs. Heyermier are taking their baby to Plainview for treatments for fainting spells.  
K. Sannmann and family were in Plainview shopping, Saturday.  
There will be no tree or program at the school house this year on account of so few pupils.  
The Lutheran League young people gave Mr. and Mrs. Walter Laube a pounding Saturday night. A large crowd was present and all enjoyed the evening pleasantly. Mr. and Mrs. Laube were the recipients of many useful articles by their friends.  
Mr. and Mrs. Kennedy were in Lockney Saturday on business.  
Monday was a very disagreeable day in our midst.  
Mrs. Gene McCullough has been on the sick list the past week.  
Owing to the bad roads our mail man was late. The roads out our way sure do need to be looked after.  
The Ladies' Aid met at the church Dec. 2, and held a very interesting meeting.  
Dave Kennedy and family spent Saturday night and Sunday at the Zimmerman home.

**SAND HILL**

Dec. 10.—The P. T. C. Society re-organized Friday night. Mr. Edd Holmes was elected president for another year. Floyd Meecham vice-president; Miss Bonnie Mickey was re-elected secretary; Mr. A. R. Hanna, sergeant of arms. The P. T. C. is making lots of plans for the next year. The first play is to be given Christmas.  
At the P. T. C. meeting Friday night it was decided to have a community Christmas tree this year.  
The Home Demonstration Club is giving a book shower to the school library. The entire community is urged to help. If you have any books to give away please bring them to the Christmas tree.  
A large number of the young folk enjoyed a singing Sunday night at the home of Mr. and Mrs. Jim Holmes.

**LAKEVIEW**

Dec. 10.—Sunday school was well attended here last Lord's day.  
The Lakeview B. Y. P. U. rendered a program at Fairview last Sunday afternoon.  
The Laugh a Lot party at Mr. Lovel Jones was enjoyed by many. The proceeds from the party will be used to defray the expense of a new lighting system for our church.  
Several members of the Home Demonstration Club, attended the Christmas program at Floydada last Monday afternoon.  
Mrs. John Conway, Mrs. Jesse Patterson, and Miss Virgie Luttrell were Christmas shoppers in Lubbock last Saturday.  
Miss Thelma Kinnard spent last week-end with Mrs. Virgie Thomas of

**McCOY**

Dec. 10.—Mr. and Mrs. Fred Taylor and family of Floydada visited in this community Sunday.  
Mr. and Mrs. Buster Allmon and family visited in the Pharr home Sunday.  
Mr. Elmer Jackson motored to Idalou Friday of last week.  
Mr. Orval Payne visited in the home of Mr. A. W. Smith Friday.  
Mr. and Mrs. Clyde Bagwell visited in the home of C. D. Thacker Wednesday night.  
Messrs. Hal Ferguson and Jack Hurd and Miss Opal Smith were the Saturday night guests of Miss Louise

**BAKER**

Dec. 10.—Mr. and Mrs. R. P. Graves and family spent Sunday with Mr. and Mrs. Frank Hall.  
Quite a crowd took dinner with Mr. and Mrs. W. B. Jones Sunday.  
Rev. Jameson of Dougherty took Sunday dinner with Mr. and Mrs. W. H. Nelson.  
Meda Teafattler, Jewel and Winstan Woolsey, attended the social given at the home of L. Jones Saturday night.  
The seniors of F. H. S. put on a program here Wednesday night. Every one present enjoyed it very much.  
A play, "Out of Court", will be put on here Friday night, Dec. 14, by the high school students. A small admission will be charged for the benefit of the school. Everybody come.

With the tree in one corner, the lights on, faces aglow with the spirit of Christmas, nothing will bring more thrill than a new Living Room Suite. All the family will take pride in it.

**Two and Three-Piece Living Room Suites**

Priced Especially Low for Christmas Selling  
Then, in our stocks are hundreds of other appropriate, sensible items so suitable for Christmas giving—Floor Lamps, End Tables, Smoking Stands, Magazine Racks, Wall Pictures, Foot Stools, Sofa Pillows—and on through our big stocks.

**A Christmas Purchase of a Direct-Action Gas Range Carries with it a FREE CONGOLEUM RUG**

PLAINVIEW BRANCH  
**AMARILLO FURNITURE COMPANY**  
1107 Austin Street 1 Block West Santa Fe Depot  
Branch Stores All Over the Plains

**Special on Picture Framing—**

—the remainder of this month. We have several thousand feet of different kinds of picture molding.

Also just unloaded a carload of up-to-date furniture of all kinds.

**CRAGER FURNITURE COMPANY**

**DR. MILLARD F. SWART OPTOMETRIST**

OF LUBBOCK, WILL BE AT THE **LOCKNEY DRUG COMPANY** TO FIT GLASSES ON

**MONDAY, NOVEMBER, 19th**

ONE DAY ONLY

Dr. Swart will be in Lockney one day each month to Fit Glasses.

# WHY We Should Vote the Bonds at this time to Pave Highway No. 28 across Floyd County

West Texas Counties have for a number of years contributed to the building and maintaining of highways in East Texas. Floyd County last year sent, and will again this year send approximately \$75,000 to the highway department to be expended in the building of roads and highways in East Texas. The above amount represents the gasoline tax and the automobile tax paid in Floyd County. This condition will continue until such time as Floyd County meets the requirements of the highway department of Texas by voting bonds to pave highway Number 28 across the county. We have already builded and paid for the roads in East Texas by sending them our gas tax and automobile tax and have never got anything in return. Some of our friends say: "That we should wait and build our road out of the state bond issue that is being recommended and to pay for the same out of a gas tax to be levied by the next Legislature." Our answer is this, all members of the Legislature and the senate who favor the state bond issue and the gasoline tax, want the first money to be used to pay the counties that have voted bonds and built their roads. Again this will leave Floyd County out because the first money will be used to pay back counties in East Texas that have voted bonds and again we will have to wait until all the East Texas counties have been paid back their money to go on neighborhood roads. **Why not vote our bonds now and be ready to get our money back** out of the first state bond money and gas tax that is available and let us be on a equal footing with East Texas. And then we can get all our bond money back to build our lateral or neighborhood roads and we will be several years ahead of any other county on the plains, except Hale County, and we will not have to wait until East Texas is paid back and for the first time in the history of our great state, West Texas counties will get in on the first pot and be on equal footing with other portions of the state and have money to build our neighborhood roads at once without another election. Mr. R. S. Sterling chairman of the highway commission says for the counties to go ahead and vote their bonds and build their roads and when the state wide bond issue has carried, based upon the gasoline tax, the money will be refunded to the counties to be used in building their lateral roads. Let's do it.

Again Mr. Sterling said in his speech before the county judges and commissioners of Texas at Dallas a short time ago and which speech is being handed out in this county by those who oppose the bond issue and who are trying to befuddle the minds of the people. Let's quote Mr. Sterling (Page 5 and 6 of the pamphlet being handed out) as follows: "And, until the Plan is put into operation, **there need be no confusion whatsoever** on the part of counties that may be contemplating on voting or selling bond issues. Until supplanted, the present system will be continued in effect without change and without occasion for any interruption in the highway progress of the counties. If a county is considering a bond issue, it may go ahead with it, **assured that it cannot lose**, whether the system is changed or not."

And further, in this connection, let us remind you of the fact that if we do not vote the road bonds that we will again have to wait and repay East Texas out of the state bond issue and the gas tax before we get anything. When will West Texas quit falling into the clutches of East Texas, and look out for their own interest?

After a careful examination of the tax rolls of Floyd County we find that **seventy per cent of the road bond tax in Floyd County will be paid by the towns, railroads and other corporations of Floyd County and the non-resident land owners** leaving only 30 per cent to be paid by the resident farm owners of Floyd County. And further in this connection when the \$800,000 given us by the highway department of Texas, by and through state and federal aid, this being double the amount that we will pay, and in the end only ten per cent of cost of the road will be paid by the resident farm land and 23 per cent will be paid by the towns, railroads and other corporations and non-resident land owners, the state and federal governments paying the balance. Let's get our part and quit helping East Texas. As shown by statement on this page by the County Judge the average tax per quarter section of land will only be \$3.74 per year. One bundle of kaffir corn per acre will pay this when sold at a little less than three cents per bundle. Who can not afford to do this when the roads will help everyone in this county in markets, selling power, school and churches. It is a common thing to hear people say that Floyd County has more and better schools than any other county in West Texas, more and better churches and the best farm land in the world but that their roads are the unspeakable. Let's now do away with this road business while we have a chance to do it at so small a cost and we further have the chance of getting the money back if the state bond issue and the gas tax passes the next Legislature. Again we wish to quote Mr. Sterling, when a few days ago he was speaking before the committee of 31 who are planning the state bond issue and gas tax, sitting at Austin in the senate chamber of this state, addressing a member of the legislature who complained about his county not getting any aid, Mr. Sterling said: "**Your County has never done anything** by voting bonds and it may be a long time before your county gets anything if the state bond issue and gas tax passes." Are we going to be left in this condition and be looked on with scorn by the state highway department and not get anything even if the state gas tax does pass? Stop and think before it is too late.

The Hon. Wm. McGehee our County Judge and others have been before the highway department to get a state highway designated through Floyd County and the last time they were before the commission, they were informed that "Floyd County had never done anything to improve highway 28 already designated and state maintained, for them to go home and vote bonds and improve the highway already designated and then come back and we would get other designations. So let's vote the bonds, build this road, get the money back if the gas tax bond issue passes, to build lateral roads and then get other highways designated and built by the state gas tax if the same carries. Then every portion of Floyd County will be in reach of a designated highway and connected with all parts of the state by paved roads, which will give us improved conditions in every way. All to gain and nothing to lose.

Are we going to wait five or ten years and lose all improvements and that would come from better roads, and speculate on a gambling proposition that is just being discussed? Have you stopped to think that it will require several years to vote on a constitutional amendment if the legislature orders it before the gas tax and state bond issue can be put over?

## Facts and Figures About the Road Bond Issue

If proposed road paving bond issue of \$400,000.00 is authorized at election to be held on December 18th bonds and interest will be paid and bonds retired on dates and in amounts as per attached list.

Floyd County has an assessed valuation 1928 of \$11,439,764.00. Taking into consideration the large amount of Railroad mileage and other improvements I estimate that the assessed valuation of 1929 will be in excess of \$13,000,000.00.

The first tax collected to pay interest and retire proposed bonds will be based on the 1929 approved tax rolls.

For the benefit of those that desire to estimate tax rates required to take care of proposed bond issue I will add that I have carefully examined old tax rolls and find that the average increase in tax values for the past thirty years has been approximately \$250,000.00 per year.

Maturing dates	5% interest	Principal	Total Principal and int.
March 1st 1930	\$20,000.00	\$ 2,000.00	\$22,000.00
March 1st 1931	19,900.00	3,000.00	22,900.00
March 1st 1932	19,750.00	4,000.00	23,750.00
March 1st 1933	19,550.00	4,000.00	23,550.00
March 1st 1934	19,350.00	4,000.00	23,350.00
March 1st 1935	19,150.00	5,000.00	24,150.00
March 1st 1936	18,900.00	6,000.00	24,900.00
March 1st 1937	18,600.00	6,000.00	24,600.00
March 1st 1938	18,300.00	7,000.00	25,300.00
March 1st 1939	17,950.00	8,000.00	25,950.00
March 1st 1940	17,550.00	9,000.00	26,550.00
March 1st 1941	17,100.00	10,000.00	27,100.00
March 1st 1942	16,600.00	10,000.00	26,600.00
March 1st 1943	16,100.00	11,000.00	27,100.00
March 1st 1944	15,550.00	12,000.00	27,550.00
March 1st 1945	14,950.00	12,000.00	26,950.00
March 1st 1946	14,350.00	13,000.00	27,350.00
March 1st 1947	13,700.00	14,000.00	27,700.00
March 1st 1948	13,000.00	15,000.00	28,000.00
March 1st 1949	12,250.00	16,000.00	28,250.00
March 1st 1950	11,450.00	17,000.00	28,450.00
March 1st 1951	10,600.00	18,000.00	28,600.00
March 1st 1952	9,700.00	20,000.00	29,700.00
March 1st 1953	8,700.00	21,000.00	29,700.00
March 1st 1954	7,650.00	23,000.00	30,650.00
March 1st 1955	6,500.00	23,000.00	29,500.00
March 1st 1956	5,350.00	25,000.00	30,350.00
March 1st 1957	4,100.00	26,000.00	30,100.00
March 1st 1958	2,800.00	27,000.00	29,800.00
March 1st 1959	1,450.00	29,000.00	30,450.00

The above is figured on a 5% interest rate, however this may be changed when bonds are sold and a more desirable rate adopted which would amount to a saving of many thousands of dollars interest.

I estimate from the above interest and principal payments and 1929 estimated valuation that if Floyd County never increased one dollar in valuation in the next thirty years that an average rate of 21 cents on the \$100.00 would pay interest and retire bonds as they mature.

If the past history of Floyd County is any indication of its future the tax rate to meet all obligations on above bonds will not average as much as 17 cents on the \$100.00 assessed valuation for the thirty years the bonds are to run.

If we were to figure a tax rate for the first payments of principal and interest due in 1930 on present valuation it would require a rate of approximately 19 1/4 cents on the \$100.00 assessed valuation.

Our tax rate would however be figured on the 1929 assessed valuation which we can only estimate and I believe from my knowledge of improvements and other property subject to taxation in 1929 that my estimate of \$13,000,000.00 is a very conservative estimate, taking this estimate as a basis for taxation, and considering the amount to be raised for 1930 which would be \$22,000.00 I find that a tax rate of 17 cents would provide the required amount.

As to the amount of bond taxes each land owner would be required to pay on an average quarter section of land on present valuations in Floyd County based on an average of \$2,200.00 which is an average valuation at the present time of the quarter section in this County, multiplied by the rate required the first year 17 cents would be \$3.74 road bond tax on each quarter section the first year.

In further explanation of the above if we figure the maximum average rate of 21 cents the amount of tax per average quarter section would only be \$4.62, as a matter of fact our assessed valuation will undoubtedly increase in the future, but when such increase occurs the rate of taxation would be lowered proportionately as only a given amount of taxes would have to be collected each year as shown by the above table of the dates of payment which will be written into the bond order exactly as written above.

In preparing the above statement of facts I am prompted only by the desire that the citizens of Floyd County know the facts and I believe that it is my duty to give these facts and figures so that any one desiring to vote in the bond election can vote intelligently on the bond proposition.

I have carefully figured all of the above and had expert accountants verify each item and I believe same is absolutely correct, in fact I believe it strong enough that I have arranged with the First National Bank of Floydada to pay \$20.00 in gold to the first person that can show any gross misrepresentations or material error in the above statement between now and the election date Dec. 18th.

If any one desires to claim the above amount and can show the Bank officials my error or erroneous statement they are authorized to pay without consulting me in the matter.

Respectfully Submitted,  
Wm. McGEHEE.

Endorsed by the Floyd County Highway Committee.

THE FLOYD COUNTY HIGHWAY COMMITTEE.



A fine selection of fancy coats for the young men priced—  
\$4.00, \$5.00, \$6.00 & up

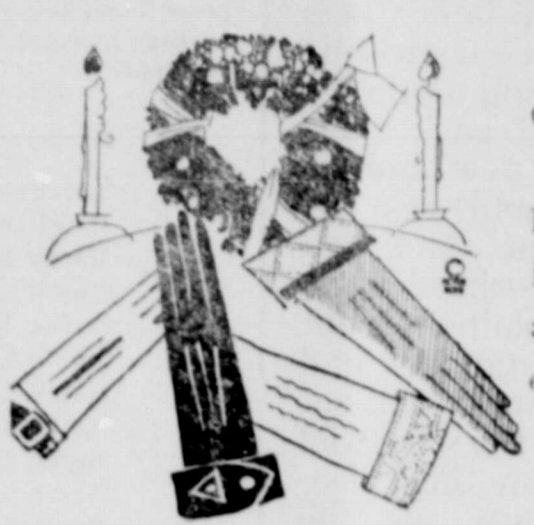
New shipment of Boy's Bradley Sweaters in excellent values. Pullovers \$2.75 to \$5.00

Drastic reductions in price of Men's heavy warm sweaters.

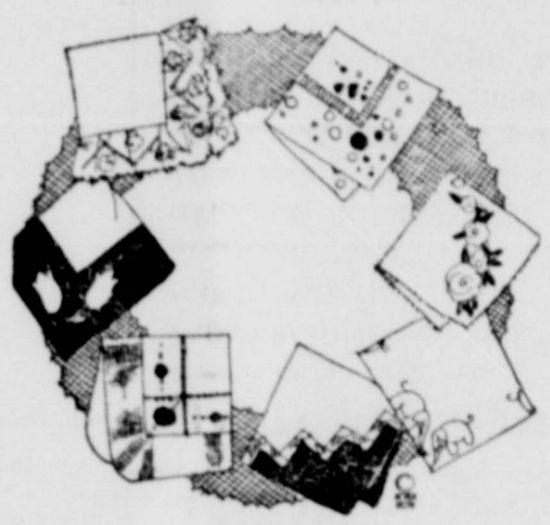
Slip into a  
**Bradley**  
and out-of-doors



Can a more useful gift be selected than these pretty silk ties. A beautiful line and the price is a trifle.



Christmas suggestions and our line is complete in every detail— attractively priced.



Every Size and Style for all the Family.



**BOYS' SUITS**—of the better kind—with two pair of pants—

\$12.00 Suits for	\$9.50
\$15.00 Suits for	\$12.00
\$17.50 Suits for	\$14.50
\$19.50 Suits for	\$16.00
\$22.00 Suits for	\$18.00

# Practical Gifts at Practical

We have a thousand items from which to make your selections. The weather changes the crops but our merchandise must stand the test of time. In fact everything in a large stock of goods is priced low just at the time you are winter buying. Do not fail to come and see our goods and easier to get waited on—We are



**MEN'S OVERCOATS**  
\$17.50 values now — \$14.95  
\$25.00 values now — \$19.50  
\$30.00 values now — \$24.00  
\$38.75 values now — \$32.00



Dresses are greatly reduced in price to close out fall Stock.  
Now showing new Spring Dresses and Hats.

# GIFT SUGGESTIONS

## For The Boy—

- SUIT
- OVERCOAT
- SHIRT
- TRICYCLES
- TIES
- FOOTBALL
- KIDDY CAR
- Pocket Knife
- Thurmus Jug
- RADIO
- Coaster Wagon
- AIR RIFLE
- BOOTEES
- SWEATER

- SUIT
- OVERCOAT
- LEATHER COATS
- STETSON HATS
- BATH ROBES
- AUTO ROBES
- FLORESHEIMS
- SHIRT
- UNDERWEAR
- HOUSE SHOES
- NECKWEAR
- BELTS

- BATH ROBES
- ROBE BLANKETS
- DRESSES
- COATS
- BED BLANKETS
- SWEATER
- BED SPREADS
- LEATHER PURSES
- HAT BOXES
- SUIT CASES
- HANKERCHIEFS
- HOUSE SHOES
- SILK UNDERWEAR
- SHOES
- SILK HOSE
- TOWELS
- SCARFS knit



HERE you get perfect service and easy terms with the 1929 electric Atwater Kent Radio. Come today!



# Christmas SLIPPERS



A BEAUTIFUL ASSORTMENT OF SLIPPERS for EVERY MEMBER OF THE FAMILY

Men's priced	\$2.00 to \$2.50
Ladies' priced	\$1.00 to \$4.00
Misses' priced	\$1.00 to \$1.85
Childs priced	85c to \$1.65
Infants' priced	65c to \$1.25

## Humming Bird FULL FASHIONED HOSIERY

A Well Chosen Gift

So delightfully sheer! So generous long! So dainty a heel line! So sturdy a toe-guard! You may be sure your gift of Humming Bird Full Fashioned Hosiery will be received with sincerest thanks.

At very popular prices—Chiffons and Service Weights, in colors chic as Paris itself. Two extremely popular numbers are:



## Men's Hosiery

A wonderful line of this article of which men never have enough—35c to \$1.00 per pair.

# Baker Mercantile

"The Store With The"

Lockney,

# Gifts

## Practical Prices

is from which it will be easy for you to weather has retarded the movement of merchandise must move regardless. Look over our wonderful line of Christmas merchandise—in stock of dry goods, hardware and groceries—the time you will do your Christmas and will come early as selections are better.—We are expecting you.



COATS for LADIES

Greatly reduced—priced to close out.

Childs \$6.50 Coats for \$4.50



FALL FELTS

\$6.00 values for \$3.65

## Suggestions

### FOR HIM

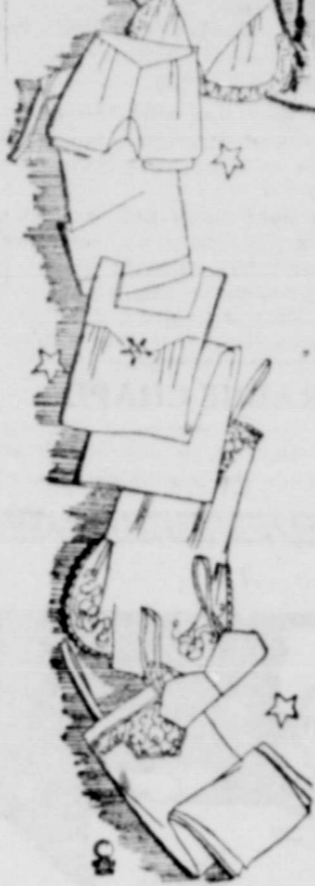
WINTER COAT  
OTHER COAT  
HAT  
ROBE  
OTHER ROBE  
SHIRTS  
TIE  
WEAR  
SHOES  
WEAR  
GLOVES

RAZORS  
BILL FOLD  
SURE-FIT  
CAP  
SWEATER  
PAJAMAS  
SILK SCARF  
Wool SCARF  
Hankerchiefs  
WOOL SOX  
GLOVES  
Wool Shirts  
GUN

### FOR HER

ROBE  
BLANKET  
GLOVES  
BLANKET  
SPREAD  
PURSE  
CASE  
HANDKERCHIEFS  
SHOES  
UNDERWEAR  
HOSIERY  
GLOVES  
Wool knitted wool

FACE POWDER  
FACE CREAM  
GLOVES  
SET OF DISHES  
SET OF SILVERWARE  
CARVING SET  
VACUUM CLEANER  
ELECTRIC IRONS  
GAS RANGE  
COLEMAN LAMP  
CLOCKS  
HAAG WASHER  
BED LAMP  
GLASSWARE  
LINOLEUM RUG  
PERCOLATORS  
CAKE COVER



We are showing the most varied and attractive line of Women's undergarments we have ever offered and while we cannot give prices in the space we have, you will be happy when you see them and make them your own.

**MEN'S CLOTHING**—the genuine Curlee Clothes priced at reductions for Christmas.

**JOHN B. STETSON**—The newest styles and Mallory Hats—See the \$5.00, \$6.00 and \$7.00 Mallories

"SURE-FIT" Brand—A fit For Every Head.

Coleman Instant Light Lamp for only \$9.50

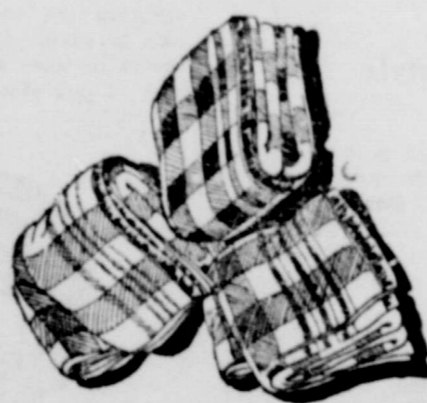
Beautiful Bed Lamp for only \$3.00



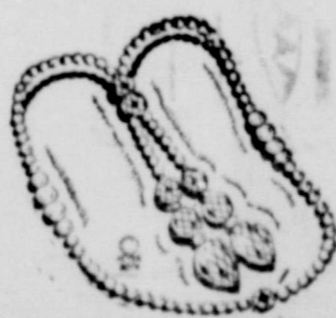
26 Piece Set Roger's Silverware, 50 year guarantee, price \$21.25

26 Piece Set Community Plate Silverware 50 year guarantee, price \$31.00

31 Piece Decorated Dinner set for only \$5.85  
2 Piece Carving Set for only \$1.65

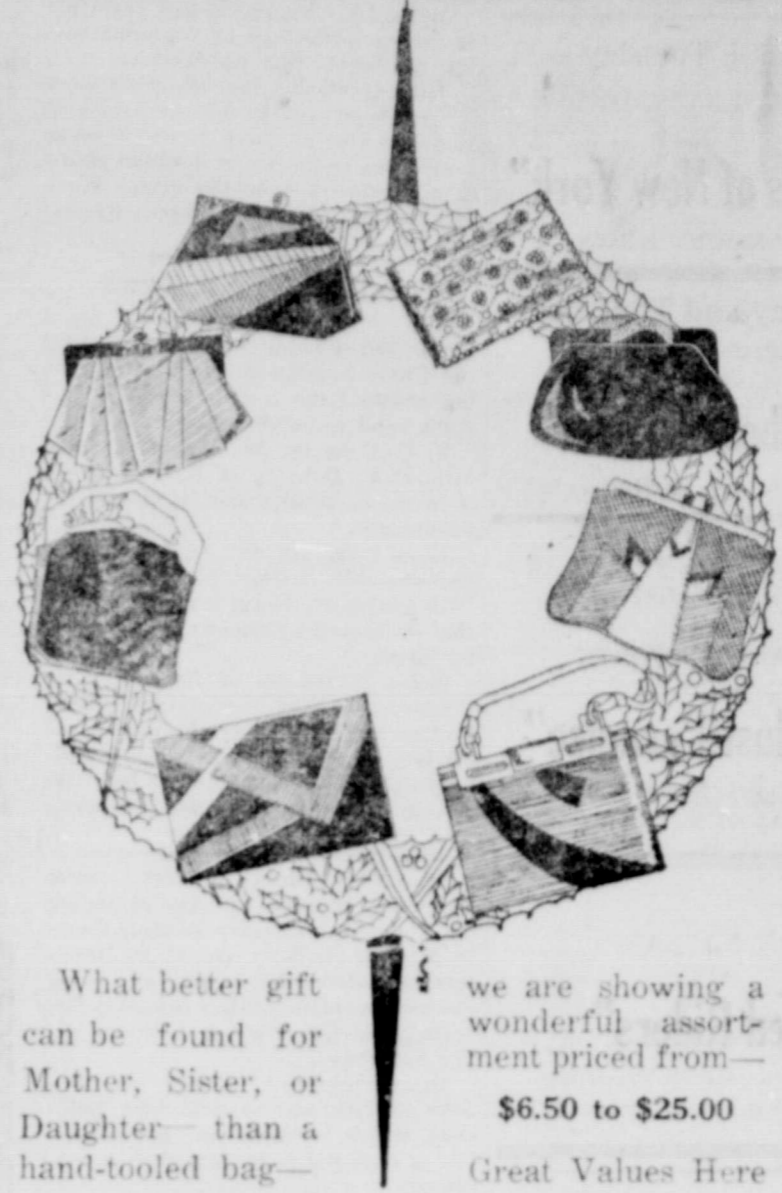


Cotton Blanket \$2.00  
72 x 80 cotton Blanket \$2.50  
66 x 80 Plaid cotton \$3.00  
66 x 80 part wool plaid \$4.00  
72 x 80 part wool plaid \$5.00  
Robe Blanket \$3.50 to \$6.50



A Beautiful Line of Costume Jewelry for Christmas Gifts

## GIFT BAGS



What better gift can be found for Mother, Sister, or Daughter—than a hand-tooled bag—

we are showing a wonderful assortment priced from—  
\$6.50 to \$25.00  
Great Values Here

### Carriage and Crib Toys



Funny old Peter Rabbit with a gingham shirt and little denim overalls and big bow tie! Trim Miss Kitty with her spick and span white apron over her prim little gingham dress. Made of felt and padded—they're guaranteed for more than twenty—even falls from crib to floor.



Priced—

\$3.00 to \$5.50



Eats that Make the Christmas Dinner a Joy

Phone 14—We Deliver

# Wible Company

With The Goods"

Texas



Who's Who TODAY

A Merry Christmas



Whatever of good cheer there may come to us at Yuletide is derived almost solely from thrift. It is very true that charity must account for a Merry Christmas—charity of the heart as well as of the purse—but in such instances, after all, THRIFT did it. Why not, with plenty of time ahead, lay your plan for a Merry Christmas every year—starting now! Saving does it—and we can help you save. With all these thoughts useful in mind, we wish you the heartiest goodwill of this Christmas season—and may your next year be your best—until the next.

VERY TRULY YOURS,

THE FIRST NATIONAL BANK

There is no Substitute for Safety

FAIRVIEW

Dec. 10.—Miss Minnie Wolverton has been visiting her sister, Mrs. Lee Rushing, the past week. Miss Inez Casey had as her Sunday guests, Mrs. D. C. Fulkerson, Miss Opal McWilliams, and Messrs. Leo and Frank Jamison. Miss Ora Scoggin of Hillcrest attended B. Y. P. U. and church here Sunday evening. Lakeview Senior B. Y. P. U. gave a program here Sunday afternoon. It was enjoyed by a large crowd. The Senior Sunday school class en-

joyed a party at the home of Mrs. Cooper Saturday night. Whitflat high school students will give three one-act plays at the school auditorium here Friday night, Dec. 14. Be sure and come. Mrs. W. B. Wilson and daughter, Winnie, visited relatives at Knox City Sunday.

PLEASANT HILL

Dec. 10.—School is just doing fine, all the pupils are busy as can be. Mr. and Mrs. Newal and Miss Fay Newal of Floydada visited Mrs. S. D. Scott Sunday.

Mr. and Mrs. Fred Battey and Mrs. Joe Evers and children were the Friday evening guests of Mr. and Mrs. Wilkes. Miss Vida Battey and Miss Laura Mayes spent Saturday night and Sunday visiting in the Scott home. Mr. and Mrs. Donothan spent Sunday visiting their daughter, Mrs. Tom Hall and family. We will present the play, "Leave It to Dad" Friday night, Dec. 21. A small admission will be charged, and the money will go to the school. All are invited to come. Miss Luella Lincoln attended the program at Fairview Sunday afternoon, which was given by the Lakeview B. Y. P. U.

CENTER

Dec. 10.—A drizzly day again, sure wish it would come a good rain and clear up so we could finish the cotton pulling. The greater part of the crop would be finished up this year with open workable weather. Mr. and Mrs. McAda and Mr. and Mrs. Claude Carpenter took Sunday dinner with C. O. Spence and family. Mr. Bryant and family, Mr. and Mrs. Marion Carpenter spent Sunday at Floydada with Mrs. Jim Pitts, who was operated on at the Smith and Smith Sanitarium. Mrs. Veach is doing better now. It seems that she may soon get strong again. Mr. and Mrs. Jordan and daughters and Mr. J. W. Cole took Sunday dinner with Mrs. Montgomery and children. Mr. J. W. Cole spent Sunday afternoon visiting his cousins, Mr. and Mrs. Mitt Bullard. Mrs. D. M. Fields and daughter, Mary, took Sunday dinner with Mr. and Mrs. Gill. Mrs. A. A. Tubbs and children took Sunday dinner with Mr. and Mrs. Jer-nigan. Hansel McAda went with Burl Huckabee Sunday. Mr. J. W. Cole attended his aunt's funeral at Lockney last Saturday. Miss Doris Spence visited Mrs. Tom Nolan Saturday night. Mr. and Mrs. A. L. Spence and Rev. and Mrs. Merle Weathers took Sunday dinner with Mr. and Mrs. Mankin. Misses Bernice Mankin and Alma Montgomery visited Miss Doris Spence Sunday after singing. Friday was hog killing day about Center. Messrs. Boss, Miller, Jordan, and Mrs. Montgomery butchered that day. Some flu round about. No one very sick yet.

NEULAN

Dec. 10.—Hubert Lee Hunten took dinner with Leonard Carden Monday. Mr. D. J. Carden, Ollie Carden, and J. O. Krunz made a tour of the South Plains last week. Another bad drizzly spell is on hand and from all appearance may get worse. There is still a right smart of cotton yet in the field and some feed to be gathered in this community.

GOODNIGHT

Dec. 10.—Two cars were stolen in Quitaque Saturday night. A Ford sedan belonging to J. T. Persons and a Ford belonging to a negro. No news of the cars have been heard as yet. Mr. John Taylor and son, Webber, made a business trip to Matador Saturday. The W. M. Winton family visited in Flomot Sunday. Virgil Elliott spent Sunday with Gerdis Cogdill. The boys report a dandy time. Irene Reeves is ill this week, but is better at this writing. Mrs. C. I. Keisling and daughter, Gladys, and Tommie Ramsey, went to Floydada Friday. Mrs. R. C. Cogdill was real sick last week, but is doing nicely now. Her daughter, Mrs. John Boyles, of Quitaque, visited her while she was sick. The Vernie Purcell family were in Quitaque Saturday. Mrs. Gus Smith was a Floydada visitor Saturday. Mr. John Taylor was a Silverton visitor Sunday. Mr. and Mrs. A. E. Kent of the section house, went to Quitaque Sunday evening. Mr. and Mrs. Gus Smith and daughter, Marie, attended the show in Quitaque Saturday night. H. E. Baker was a Quitaque visitor Saturday. The Doc Merrill family were guests in the C. I. Keisling home Sunday. Mr. and Mrs. Otis Purcell and family went to Lubbock Sunday. Mr. and Mrs. John Taylor were in Floydada Friday. Miss Alta Winton spent Saturday night with Miss Iva Roberson. Mr. and Mrs. Gaston Cogdill visited in the Frank Roberson home Sunday. Little Harold Keisling is very sick at this writing. Mrs. Henry Kell and Mrs. Perkins and son of near Turkey, visited the gravel pit Sunday.

ANTELOPE

Dec. 11.—Bro. Landtroop was here Saturday night and Sunday, but it seems that most of the people were a sleep on the job, because there were only two or three out Saturday night. Mary Frances Garner of Spur was visiting her mother, at Dougherty,

and Marguerite Aston this week-end. Mr. and Mrs. John Aston spent Sunday with Mr. and Mrs. J. I. Campbell at Mayview. Mr. and Mrs. Bill Audrey of Roaring Springs spent the week-end with her mother, Mrs. R. S. Moore. Mr. and Mrs. Willis Striblin of Floydada were visiting friends here Sunday. Miss Opal Nelson and Miss Maeell Smith, visited friends and relatives at Lakeview this week-end. Mr. Bud Poole was seriously hurt one day last week, when he was kicked by a mule.

PRAIRIEVIEW

Dec. 10.—We are having some more rainy weather. The farmers would like to see fair weather for awhile so as to get the crops out of the fields. The crowd at Sunday school Sunday was small. Next Sunday is church day. Come and bring some one with you. The B. Y. P. U. Union will discontinue for the next quarter and re-organize again the first Sunday in April. Mr. and Mrs. Tom Puckett of Bradshaw, are visiting in the Wood home. They will return home this week. Mr. and Mrs. Perry Wood visited a while Sunday afternoon in the Le-master home. Mattie Lee Hudgin spent Thursday night with Marie Gamble. Mr. O. J. Kennedy, the "Health O' Health" man was in our midst the past week. The box supper at the school house Friday night was a great success. A sum of \$29.25 was profited, which will be used for equipment for the school. The 4-H Club girl met Tuesday morning with their local leader, Mrs. Willie Sammann. A very interesting meeting was held and the girls drew names for the Christmas tree, which is being held at the Plainview auditorium next Saturday afternoon for all 4-H Club girls of Hale county. Mr. and Mrs. F. S. Shearer visited Sunday with Mrs. Shearer's parents, Mr. and Mrs. Marr, of Lockney. Mrs. Rhinehart has been on the sick list the past week. Mr. Aycock and Mr. Churchwell have returned from Rio Grande Valley. Mr. Aycock's daughter and children, Mrs. Goldie Bogard, returned with them for a visit. We are going to have a Christmas tree at the school house Christmas Eve night. Come and bring the kiddies, for we are sure Old Santa will be there. Miss Thelma Cross was sick a few days the past week. Willis Edelman has been teaching in her place. Novie and Lucile Wood visited Sunday afternoon with Ethel and Marie Gamble. The Prairieview Home Demonstration Club met Tuesday, December 4th, with Mrs. L. R. Bishop. Subject, "Christmas." Ring, Christmas bells, the story repeat, tell of the star that led to his feet, show us the shepherds kneeling with kings, while high in the heavens the first carol rings, through the trumpets of time the great words stand still, "Peace on earth, to men good will."

AIKEN

Dec. 12.—A light shower of rain fell over our community Monday. The musical program which was rendered at the school house Saturday night by Mrs. Birdsong, who is our music teacher, was very entertaining and enjoyed by all those who were present. The Methodist pastor, Bro. Cornack, has moved into our community. The parsonage will soon be completed. Miss Jewel Elam took Sunday dinner with Lorene Hartley. Mr. Pipes of Plainview took Sunday dinner with the Shugart family. Mrs. McReynolds and Mrs. Laddy visited in Lockney Monday. Mr. Haehurst and family visited friends near Plainview Sunday. Mr. Robert Jones and family; also Mr. and Mrs. Bill Mullings attended church at Floydada Sunday. Bro. B. H. Warren of Wayland College filled Bro. McGahee's appointment here Sunday. C. M. Meredith and family visited homefolks Sunday. Miss Hastings' pupils gave her a handkerchief shower last week. Many pretty handkerchiefs were given. She certainly thanks all those who gave the gifts. Mr. Elam and family visited in the McReynolds home Sunday evening. A large crowd attended B. Y. P. U. Sunday night. We had a splendid program. We urge all the young people to come be with us in these services. Our boys and girls played Prairie Chapel Friday. The score of boys games was 20-21 in favor Aiken boys. The girls game was 16-25 in favor of Prairie Chapel. Miss Laura Mae Terrell visited with Mr. and Mrs. Hutchinson Thursday evening. Miss Hastings was a Plainview visitor Saturday. Mrs. McAvoy visited in Plainview Monday. Program for the Woman's Missionary Society Dec. 17th. The regular lesson taken from the Missionary Voice. Leader—Mrs. Webb. Song: Devotional Topic: The Outlook for the Kingdom, Joel 2:25-28, Mark 1:16

20.—Mrs. Stewart. Prayer.—Mrs. Morris. Topic: Catching Step With the Youth of Today.—Mrs. L. A. Cooper. Topic: How Shall Age Keey Step

With Youth.—Mrs. Warren Reed. Song. Topic: Christian Stewardship—Rev. J. E. Stephens. Benediction.

Four Reasons for doing Business with this Bank

- 1—RELIABILITY 3—ABILITY TO HELP YOU 2—ACCOMMODATION 4—CONVENIENCE

Four Mighty Good Reasons Why You Should Make this Bank Your Financial Headquarters

WHY NOT INVESTIGATE TODAY?

The Security State Bank

WHY NOT TRADE HERE—

We appreciate your business and want it. For your cows and chickens we have maize, Kaffir Barley Chops, Oat Chops, cotton seed meal, bran, Shorts, O. B. Mixed feed, Tankage and Alfalfa hay, also other feeds.

We handle only the best Colorado Coals. Come in and see us.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas

SPECIAL HOLIDAY FARES

GO HOME FOR CHRISTMAS



via Tickets on sale Dec. 20th to Dec. 25th, inclusive, also Dec. 29th, 30th, and 31st and January 1st, 1929. Final return limit January 7th, 1929. Between all points in Texas and to destinations in Louisiana. For rates, routes, reservations, etc. see— D. E. COX, Agent

Or write: T. B. Gallaher, General Passenger Agent Amarillo, Texas

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

The utilities of a city are combined in your motor car



YOUR automobile is something like a miniature city. There is an electric light and power system, a water system, a fuel system.

In the new Ford, you will find each of these systems of the latest design and best materials. Every part has been made to serve you faithfully and well at a minimum of trouble and expense.

Take, for example, the generator—one of the most important parts of the electrical system which supplies the current for lighting and for engine ignition.

In the new Ford, the generator is of the power-house type and is distinctive in many features. It has been specially designed to prevent most forms of trouble. Oiling is necessary only once a year. About the only thing you need do is to have the charging rate changed as the seasons change.

Closely allied to the electrical system is the ignition system. It, too, is of new mechanical design in the new Ford. There is but one high tension cable and that connects the coil with the distributor. Even cables from the distributor to the spark plugs have been eliminated. Special care has also

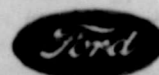
been taken to make the distributor water-proof, thus preventing short circuits from rain, etc.

The entire electrical and ignition systems of the new Ford are so simple in design and so carefully made that they will give you surprisingly little trouble. Yet that doesn't mean they should be neglected. Certain little attentions are needed from time to time.

The storage battery should be given water and the connections kept clean. The generator charging rate should be changed as indicated. Spark plugs should be cleaned at regular intervals. Distributor points should also be kept clean and the distributor cam given a light film of vaseline every 2000 miles.

These are just little things, but they mean a great deal to your car. You can have them looked after at very small cost by the Ford dealer when you take the car in for oiling and greasing.

A thorough checking-up at regular intervals will lengthen the life of your car and give you many thousands of miles of carefree, economical motoring.



FORD MOTOR COMPANY

COUNTY BRIEFS

CEDAR

Mr. and Mrs. Roscoe Lackey went to Quitaque Sunday evening to visit Mrs. Lackey's mother, who has been poorly for several days.

Mr. and Mrs. Roscoe Lackey went to Quitaque Sunday evening to visit Mrs. Lackey's mother, who has been poorly for several days.

Maytag washer for their wives.

BLANCO

Dec. 10.—Mr. Clyde Snell spent the week-end with his parents.

IRICK

Dec. 10.—Everyone is sorry to see this bad weather start in again.

school house Sunday night.

PLEASANT VALLEY

PLEASANT VALLEY Dec. 10.—Mr. and Mrs. O. L. Lowrance of McCoy, visited his brother, W. E. Lowrance, Saturday night and Sunday.

MUNCY

Whiteflat school, visited in Starkey neighborhood last Saturday. Miss Rattan for the past three years has taught in the Starkey school.

WANT COLUMN

LOTS OF BEAUTIFUL POT Plants, also cut flowers for Christmas presents. Visit our greenhouse during the holidays.—Hollums, Floydada Florists.

High Quality Low Prices PIGGLY WIGGLY

Table listing various food items and their prices, such as Uvalde C. Honey for \$1.39, Pure Pork Sausage for 17 1/2 c, and Figaro Smoke Salt for 75c.

Special Saturday Only With each pound of Brown's Delicious Marshmallow Cakes assorted at 33c we will give you one package Saltine Flakes Absolutely FREE. Notice to all Patrons After next Sunday, the 16th we will not open our market on Sunday morning.

PIGGLY WIGGLY HELPS THOSE WHO HELP THEMSELVES

LIBERTY

Dec. 12.—Eugene and Carl Lee Gilly visited Alvis Bean Sunday.

W. T. S. T. C. News

Dec. 10.—The second social meeting of the Floyd County Club took place Tuesday evening, Dec. 4, at the home of Mrs. Mitchell Jones.

HARMONY

Dec. 10.—The rain has again delayed the threshing which started again last week.

STARKEY

Dec. 11.—Miss Helen King spent last week with Mr. J. W. Burgett and family.

Women's Missionary Society The Women's Missionary Society met at the church Monday afternoon at 3 o'clock.

Baptist Church

The pastor will preach Sunday morning on "My Prayer for the Members of this Church."

WANTED—Your produce.—Knox Produce, Phone 62. STREET SALE—I will hold a public auction on the streets of Lockney next Saturday afternoon.

FOR SALE—One 10x20 granary, in A1 condition.—See Dorsey Baker. SAVE fuel bills this winter by having Oriental Stucco put on your house.

FOR SALE—6 room house, windmill and water works and some good furniture, to be moved.—See Pete McDonald.

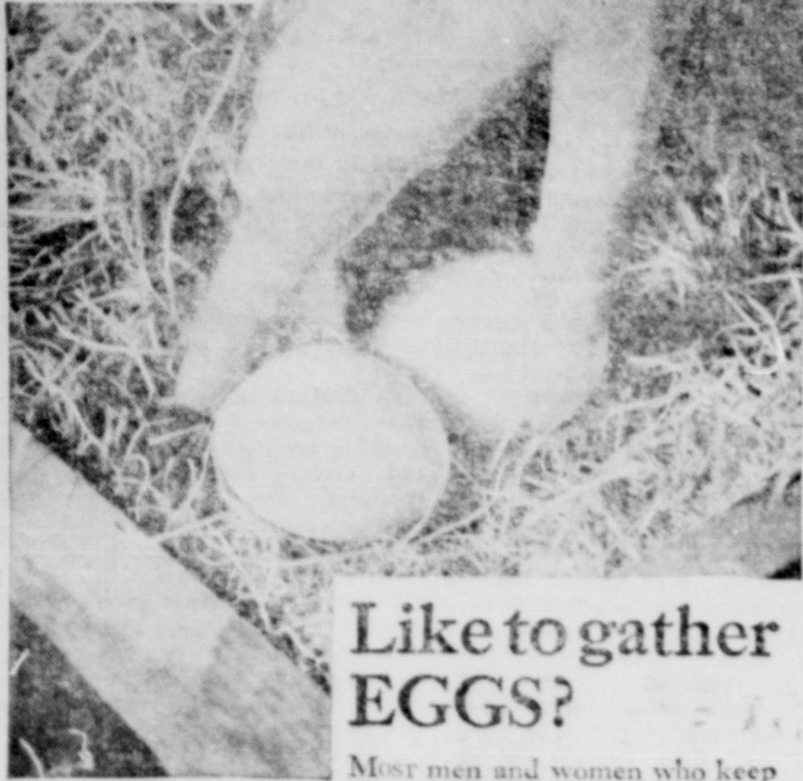
TATE-LAX SWEET OR BITTER For Rheumatism, neuralgia headache constipation, liver and stomach trouble, and kidney disorders.





# EGGS

that you know are good because your hens lay them . . . . .



## Like to gather EGGS?

Most men and women who keep a back-yard flock do so because they like to "fuss with chickens"—and because they like EGGS—eggs that they KNOW are good. Superior Orange Egg Mash has made a big hit with these folks. It gets RESULTS—keeps them busy at their favorite sport—gathering eggs! Insures plenty of good, fresh eggs for the home table—with some to sell to friends who really appreciate good eggs.

There's a Superior Feed dealer near you. See him now for Superior Orange Egg Mash.

Merchants Produce Co.



## Letters From Little Tots To Santa Claus

Matador, Texas, Dec. 7th, 1928.

Dear Santa Claus: Please bring me a doll and buggy, and a stove and a pair of shoes for my doll, and my brother a car and a top, and Frances and grant some cracker jack and some candy and oranges.

Frances and Grant

Floydada, Texas, Nov. 27th, 1928

Dear Santa Claus: This is what I want for Christmas: I want a toy trumpet, a Uncle Wig-gly game, a set of blocks, tractor, harrow, rake, coloring set, spelling slates, growling grizzly bear, a blow-out, a Christmas stocking.

Louis Hudson Newell

Floydada, Texas, Dec. 7th, 1928

Dear Santa Claus: I sure do appreciate the gifts you brought me last Christmas. I have tried to be a good little girl all this year. I am seven years old and in the third grade. I want you to please bring me a golden haired, sleepy eyed doll, and anything else that you want to bring.

I love you lots,

Route 5 Dorothy Jess Smith

Floydada, Texas, Nov. 28th, 1928

Dear Santa Claus: I will write you a few lines tonight as I did not want to be forgot this Christmas. I wish you would bring me a nice little doll for Christmas. I will be a very good girl if you will bring me a doll. I have two little sisters and two little brothers. Well, I won't keep you long reading my letter, so I will close.

As ever, your little friend,

Edith Hilling

Floydada, Texas, Dec. 7th, 1928

Dear Santa Claus: Please bring me a box of water colors and a sleepy doll, and some nuts, candy, oranges and apples.

From your little friend,

Odessa Graham

Floydada, Texas, Dec. 7th, 1928

Dear Santa Claus: I am writing you a letter to tell you what I want. Please bring me a car, a gun, and a airplane, and a dinner bucket, and please send my little brother, Tomnobe, a airplane, a set of blocks, a gun, and a wagon.

From Owen Emert.

## GIFTS OF JEWELRY



**For Hearts Desire CHRISTMAS GIFTS**

Jewelry makes about the best gift I know of and the best place I know of to buy it is right here at my shop in the Lockney Drug Co.

Come and look over what I have and compare quality and price with any other place and I think you'll see that this is a good place to trade.

**W. M. Martin**

Buy a nice mantel clock for your mother or wife. See them in my window.



# where SHOPPING is a DELIGHT

- |  |     |  |               |
|--|-----|--|---------------|
| Sardines, large oval can, each   | 13c | Cheese, full cream, per pound                        | 33c           |
| Salad Dressing, Paramount brand, 2 jars and a nice Whipping Cream bowl all for | 59c | Sliced Bacon, per pound                              | 32c           |
| Coffee, Brazos 3 lb can <b>\$1.48</b> 1 lb can                                 | 52c | Bar Candy, seven for                                 | 25c           |
| And a Japanese Calendar Free With Each Can                                     |     | We will have many other specials tagged for Saturday |               |
|  |     | COMPOUND, any brand 8lb bucket                       | <b>\$1.18</b> |
|  |     | COMPOUND any brand 4 lb. bucket                      | 59c           |

Don't fail to do your Christmas shopping at our store. We have everything in the way of Christmas wants.

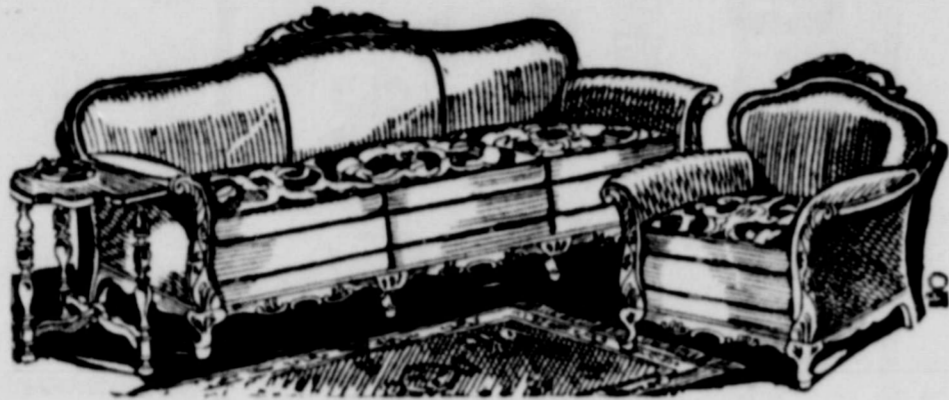
OUR CAR WILL BE GIVEN AWAY ON THE 24TH DAY OF DECEMBER

# HELPY-SELFY

A LOCKNEY INSTITUTION

Owned and Operated by C. H. & Son

# CHRISTMAS means SOMETHING FOR THE HOME



Steel cut Velour Living room suites, in three pieces and charming designs. Also a nice line of Bed Room and Dining Room Suites, and extra pieces, such as tables, rocking chairs, chairs, cedar chests, magazine stands, etc.

LOOK AT HOME BEFORE YOU GO ELSEWHERE TO BUY

**Cooper Brothers Hardware**  
Hardware and Furniture

### Letters From Little Tots To Santa Claus

Floydada, Texas, Dec. 6th, 1928.  
Dear Santa Claus:  
I want you to bring me a doll and a set of dishes. I also want you to bring me some nuts, fruits and candy. Don't forget mamma and daddy. I am eight years old and am in the 3rd grade.  
Yours truly,  
Irene Cardinal.

Floydada, Texas, Dec. 5th, 1928.  
Dear Santa Claus:  
I want you to bring me some fire crackers and a french harp. I want a Tom Mix suit. I am ten years old. I am in the fourth grade. Do not forget my father and mother.  
Yours truly,  
Fred Armond Cardinal.

Floydada, Texas, Dec. 5th, 1928.  
Dear Santa Claus:  
I am a little boy six years old. I will try to be very good if you will bring me a wagon, a tricycle, and a

ball. Santa please bring me some nuts, candy, and fruit. Santa, please don't forget Mother, Daddy, Thomas, and Audrey.  
Your little friend,  
Robert Louis Camden.

Lockney, Texas, Nov. 26th, 1928.  
Dear Santa Claus:  
I have moved in my new house and I need lots of new toys to fill my play room. I have been a mean boy, but will be a nice boy until Christmas. Then after Christmas I will be as mean as ever. Could eat some mints if you have any. Please bring a

green police pup.  
Your friend,  
Robert Willard McColliam.  
By Uncle Tab.  
Lockney, Texas, Nov. 30th, 1928.  
Dear Santa Claus:  
I want a teddy bear and little truck, and candy, fruit and nuts. Hope you will come to Lockney early this Christmas.

Floydada, Texas, Dec. 5th, 1928.  
Dear Santa Claus:  
I want you to bring me a car and a coaster wagon. Please don't forget mamma and daddy. I am in the first grade. I am eight years old.  
Yours truly,  
Virgil Keiley.

Floydada, Texas, Dec. 6th, 1928.  
Dear Santa Claus:  
I am a little boy 8 years old. I wish you would bring me a pair of boots, a ukelele, and a box of stationery. My teachers name is Miss Laura Mayes. Please bring her something nice.  
Your little friend,  
Roy Wilkes.

Floydada, Texas, Dec. 6th, 1928.  
Dear Santa Claus:  
I want you to bring me the tootsie toy set and a box of candy. Please don't forget mamma. I am 8 years old. I am in the 4th grade.  
Yours truly,  
Myra Nell Evers.

Floydada, Texas, Dec. 4th, 1928.  
Dear Santa Claus:  
We are two little girls, Elba Rowena and Jackie Mareba. I, Elba Rowena want you to bring sister and me a little table with two chairs. We want the table big enough to eat off of and the chairs big enough to set in. Jackie wants a doll and some toys to help entertain her while I am gone to school for she is just 2 years old, but I am 7 and I go to school and am in the 2nd grade. Santa you can bring me anything else that you think would suit, but sure would like to have a pretty comb, brush, and mirror set to call my own. Santa I still have my little player piano you brought last Christmas and it still plays. You might bring me a sewing set as I want to learn to sew and Santa don't forget to bring us lots of good things to eat for Jackie and me sure do love fruits and candy.  
Elba Rowena and Jackie Mareba Carden.

Lockney, Texas, Nov. 30th, 1928.  
Dear Santa Claus:  
Please bring me a tricycle, some candy, and nuts.  
Your friend,  
Lenna Merle Devoll.  
Lockney, Texas, Nov. 30th, 1928.  
Dear Santa Claus:  
I would like a bicycle, steam engine, and a 14-trumpet french harp, some candy, nuts, and fruit.  
Thanking you,  
Thomas Sherman.  
Lockney, Texas, Nov. 30th, 1928.  
Dear Santa Claus:  
I am eleven years old and in the sixth grade. Please bring me a wrist watch, some candy, and nuts.  
Your friend,  
Clera DeVoll.  
Lockney, Texas, Nov. 30th, 1928.  
Dear Santa Claus:  
I want you to bring me a little machine, a box of water colors, and a pretty mamma doll.  
Your friend,  
Elaine Arceneaux.  
Lockney, Texas, Dec. 2, 1928.  
Dear Santa Claus:  
I am a little boy nine years old. I want a box of marbles, a French harp, and some oranges and candy. Please bring my little sister and brothers something nice too.  
Thank you,  
Your little friend,  
Edward Clark.  
Lockney, Texas, Dec. 5th, 1928.  
Dear Santa Claus:  
I am a little girl and I am seven years old. I want you to bring me a doll, a little lamp, a set of dishes, a stocking with candies, fruits, grapes, doll dresser, doll machine, a box of handkerchiefs, a set of ball and jacks.  
Terrissa Lawton.  
Aiken, Texas, Dec. 3rd, 1928.  
Dear Santa Claus:  
I want you to bring me for Christmas a Christmas stocking and a air gun. I live in a big white house and I am in the second grade. This is all I want.  
Your friend,  
Fred Morris.  
Lockney, Texas, Dec. 9th, 1928.  
Dear Santa Claus:  
Will you please bring me a baby doll, and a bed and a little vanity to carry on my arm. I go to school and mind my teacher well.  
Lots of love,  
Your little friend,  
Doris Sams.



# BIG XMAS SALE

Thousands of folks are taking advantage of this mighty Christmas Sale to buy Useful Gifts.

It's the Biggest Sale in Years

## Prices Slashed

Sale Closes Dec. 24th

# C. R. Houston Company

Floydada, Texas



## Baker-Campbell Co. STORE-WIDE SALE



—is still going—everything reduced. For this week we are reducing every dress to exactly—

### 1-2 PRICE

Buy now while the price is One-Half. These Dresses Must Go

\$1.95 ..... ALL MILLINERY ..... \$1.95

## Baker-Campbell Co.

Floydada, Texas

A Great Christmas Merchandising Exposition



# E. L. AYRES, DRY GOODS

## ANNUAL

# DECEMBER SALE

OPENS FRIDAY, DECEMBER 14 AT 9:30 A. M.

Ginghams  
One Lot Ginghams  
6c

A big stock of fine seasonable up-to-date Men's and women's clothing, shoes, Millinery, Piece Goods, etc., to be thrown on public sale at E. L. AYRES DRY GOODS, Lockney, Texas, at prices that will bring men and women for 50 miles around. One Grand, Glorious, and gigantic sale of BARGAINS. Sensational is a mild

term. Read on down, prepare to come. Note the prices. A sale to be remembered for many years. At the very time you need the merchandise we offer it on sale at big reductions—everything is marked in plain figures. It will be a continuous stream of joy to every man, woman and child who steps inside.

**SALE OPENS**  
FRIDAY, DECEMBER 14, 9:30 A. M.

**LOOK FOLKS! — Did You Ever See Prices Like These?**

OUTING  
36-inch Outing—a good heavy one  
15c

MUSLIN  
36-inch Bleached Muslin  
10c

MUSLIN  
08c

HOSE  
Men's Cotton Hose  
07c

MENS OVERALLS  
Heavy Weight Blue Overalls  
98c

SHEETING  
9 Sheet Sheeting  
29c

UNIONS  
Men's Unions—Good Heavy Weight  
98c

SHIRTS  
Our in-Suiting  
39c

SHIRTS  
Boy's Shirts—Sizes 6 to 12  
39c

9-4 BROWN SHEETING  
29c

SHOES  
FOR THE ENTIRE FAMILY  
At Substantial Reductions

HATS and CAPS  
—make dandy Christmas gifts. Our entire stock is reduced.  
BUY NOW!—At Big Reductions

**WAIT!**  
Spend no money for anything or anywhere until you witness this SALE at E. L. AYRES, Dry Goods, house bargains. A clean cut bargain event. Come, See, Buy—Absolutely nothing reserved. Come prepared to buy, and bring your friends.

Ladies' Ready-to-Wear  
FOLKS!—We have cut the heart out of prices on these fine garments  
COME!—Look Them Over

MEN'S SUITS  
Hart Schaffner & Marx Suits—the very best that money can buy. They all go on Sale  
1 Lot to Close-out at \$19.95  
1 Lot to Close-out at \$24.95  
1 Lot to Close-out at \$14.95

RIGHT IN THE HEART OF THE CHRISTMAS SHOPPING SEASON THIS GREAT SALE COMES! THE GIFT GOODS WILL GO IN A HURRY! COME BEFORE IT IS TOO LATE! NOW IS THE TIME TO OBTAIN YOUR WANTS AT THE VERY LOWEST PRICES SAVE MONEY AS WELL AS YOUR PATIENCE BY SHOPPING EARLY.

**FREE!**

COME PEOPLE!—Be on time Friday. Get Tickets as you enter. Friday will be the BIG DAY at the SALE.  
First Item will be NICE FLOOR LAMP.  
Second Item will be NICE SMOKING STAND.  
Third Item will be Women's SILK HOSE.  
Fourth Item will be MEN'S BELT.  
Fifth Item will be MEN'S TIE.  
Sixth Item will be DRESS PATTERN.  
Seventh Item will be one-half doz. TURKISH TOWELS.  
Eighth Item will be MEN'S SILK HOSE.  
DRAWING WILL TAKE PLACE AT 10:00 A. M.

Gifts For Boys—  
TIE SETS  
SWEATERS  
SHIRTS  
HOSIERY  
HANKERCHIEFS

Gifts For Mother—  
BED SPREADS  
BLANKETS  
ROBES  
TOWEL SETS  
TABLE COVERS  
PURSES  
BREAKFAST SETS  
GLOVES

Gifts For Girls—  
HOSIERY  
PAJAMAS  
SCARFS  
LINGERIE  
GLOVES  
ROBES  
BAGS

Gifts For Men—  
TIES  
MUFFLERS  
ROBES  
SHIRTS  
PAJAMAS  
HOSE  
GARTERS  
HANKERCHIEFS

We want to RAISE MONEY. To do so we have decided to throw our entire stock on sale to the buying Public right at his season of the year when most merchants are asking big profits, we are offering the GREATEST BARGAINS ever seen in this town.

SHOP BEFORE THE GRAND RUSH!—Buy Something useful! Buy something that will be longest appreciated—Buy and put away for Christmas. The Finest Merchandise that money can buy—Fine Clothing—All kinds of Shoes—Ladies' very best Ready-to-Wear—All kinds of fine Piece Goods in Silks Woolens, Fancy Suitings, Staple Goods in lovely new Prints, Ginghams, Sheetings, Domestic, Outings, Towels, Men's and Boy's Underwear, Hats Neckwear, Hosiery, Etc. Store will be closed all day Thursday—COME FRIDAY, DECEMBER 14th, 9:30 A. M.

A Remarkable Sale. A great and Mighty undertaking. Be here when the doors Swing open and the Flood Gates of Prosperity Fly Back, for a Royal Welcome is extended to All. Come and Save DOLLARS

LOCKNEY,  
TEXAS

**E. L. AYRES, DRY GOODS**

LOCKNEY,  
TEXAS

Letters From Little Tots To Santa Claus

Dear Santa Claus: Please be good to everyone Christmas and bring me a bye-to-doll, a little broom, a ring, house shoes, and plenty of fruits and nuts. I thank you very much. Heeps O' Love, your little friend, Sammye Ruth Anderson.

Dear Santa Claus: Will you please bring me a tricycle, a little tractor with a disk harrow and wagon behind it. Also lots of fruit and nuts. I have tried to be a good boy. Lots of love, Jimmie Sams.

Dear Santa Claus: Please bring me a coaster with a brake on it, a bucket of candy, some nuts and some fruit. Please don't forget me Santy for I am a good little boy, 8 years old. Jack Busby.

Dear Santa Claus: I am a little boy. I am in the second grade. Please bring me some toys and story book. Percy Tate.

Dear Santa Claus: I am a little boy five years old. Please bring me a little bus and a picture book. My last Christmas tractor is good yet. Kenneth Tate.

Dear Santa Claus: I have been a good little girl. Please bring me a tricycle, a doll and a doll bed. Your little friend, Lucy Ella Cheek.

Dear Santa Claus: I am a little girl 6 years old. I am going to tell you what I want for Christmas. I want a rubber doll and an embroidery set, a sewing machine, a set of doll dishes, a piano, a violin, a doll buggy, and some candy, nuts, apples, and oranges. Your friend, Allene Gilliland.

Dear Santa Claus: I am going to tell you what I want for Christmas. I want a doll, a stocking, and some oranges, apples, nuts and candy. Your friend, Inez Gilliland.

Dear Santa Claus: Please bring me a pump gun that will shoot B. B. shots and some fruit and lots of nuts, a ball, that's all. Archie Bybee.

Dear Santa Claus: Will you please bring me a pump gun that shoots B. B. shots, a little red car and lots of fruit and nuts, bring Lorse and Mary Ann some nice things too. Your friend, Wayne Bybee.

Dear Santa Claus: I am a little girl seven years old. I want you to please bring me the Christmas stocking in Sears and Roebuck catalogue, also some candy and nuts. That is all I will ask for because I want you to remember all the other little girls and boys with presents. With love, Sallie Myrtle Bobbitt.

Dear Santa Claus: I am a little boy six years old. Please bring me a truck, toy pipe, and a cow boy suit. I hope you will bring all the orphan boys and girls something. Now Santa I want you to remember my aunts down East and my mamma and uncle, and my mother and daddy. Your little boy, Robert Patton Gordon.

Dear Santa Claus: I am six years old and in the first grade at school. Please bring me a doll and a little basket for it to sleep in, some house shoes, a little purse, a cedar chest, a little dresser, a set of dishes, and pans, and some fruit and nuts. Please don't forget the needy little boys and girls. Your little friend, Evelyn Stalcup.

Dear Santa Claus: We are two little sisters. I am 4

THE MOST CHARMING OF CHRISTMAS GIFTS

SHOP NOW Just 10 More Days

LADIES' AND MISSES' Underthings

Night gowns of excellent quality, rayon, tailored and fancy trimmed styles, priced at— \$1.79 and \$2.65

Bloomers of fine quality, lustrous, rayon. Generously full cut and well reinforced. Pretty light shades, and priced— 98c, \$1.25, \$1.35 and \$1.65

Step-ins and French Panties, unusually attractive. 1.35 to \$2.35

Combinations suits, in flesh and peach. \$1.35 and \$1.65

Women's and Misses Coolie Coats and Smocks. The fancy flowered crepes coolie coats vie with the tailored fast colored print smocks in popularity. We have a nice selection of both. \$1.98 to \$2.48

Handbags and Purses—in various shapes and novel leather treatments. Some have vanities. Priced at— \$1.48 to \$8.50

HANDKERCHIEFS—she never has too many. Choose from a big and attractive assortment. 5c to 85c each

Boxed handkerchiefs— 25c to 85c

Rayon costume slips in light shades of dark colors. Made with double hems— \$1.25 to \$3.50

Pongee Slips— \$2.35

Flapper petticoats, rayon jersey, with fancy hem— \$1.75

Baronette satin kimonos in shades of rose, gold, copen and black— \$6.50

GIFTS INDIVIDUAL, CHARMING, PRACTICAL

IN every nook and corner of this store you will find suggestions that will help you to remember everyone on your gift list with something welcome, lasting, practical.

NEARLY everything in our store is giveable—useful and practical things for personal wear or for home use. This is the logical place to do most of your Christmas, and your regular shopping.

MORE SO than ever before, our merchandise has taken on a Holiday appearance. Every department is making a gift appeal with worthy goods dressed up with Christmas trappings. But, with no advance in our prices.

HOSIERY—is more popular than ever for practical gift giving. Whether for dress wear or for general service, nothing you could select answers better the call for useful gifts. Good hosiery is the only kind we sell and the only kind it pays to buy.

Women's pure thread silk hose in all the popular shades and black. Silk to the very top, priced per pair— \$1.65, \$1.95 and \$2.35

SILK SCARFS—in georgette and crepe-de-chine. Painted and plain. Lovely pastel shades. \$1.75 to \$4.35

PAJAMAS—two piece and two toned trim. Extra good quality jersey. They make very desirable gifts. Prices are— \$2.85, \$3.85 and \$4.75

SPECIAL HOLIDAY DISCOUNT

On All Ladies' and Misses' Coats, Dresses and Slippers The woman or miss who has planned to spend a portion of her Christmas money for a new coat or dress will be glad that her choice has necessarily been late. For, prices are now lowered for just one good reason—to speed up the selling and rush them on to service.

DRESSES Your choice of four groups \$5.30, \$9.60, \$15.40 and \$22.80

COATS Your Choice of Five Groups \$5.85, \$9.90 \$14.85 \$17.70 and \$23.85

We offer a very attractive assortment of styles in pumps, straps, and ties at Special Holiday prices. Box heels and high heels in black kid and

satin as well as the season's high shades of brown, wine and blue. Prices range from— \$2.03 to \$8.87

JACOBS THE SUPER VALUE STORE PLAINVIEW

years of dand sister is 15 months old. We want a little rocker just alike, and a doll and cedar chest, and all good things to eat, anything you want to bring will be all right.

Your little friends, Jamacah and Geneva Lacey.

Dear Santa Claus: I am writing you to tell you what I want. Please bring me a bye-to baby doll with lots of candy, nuts, and fruit. Don't forget my little sister. I am a good girl six years old.

Your friend, Pauline Gill.

Dear Santa Claus: I am writing to tell you what I want. Please bring me a bye-to baby doll, with lots of candy, nuts, and fruit. I have a little sister two years old. Please bring her a doll with lots of candy, nuts, and fruit. I am a good girl, eight years old, like my teachers.

Your friend, Clyde Lovell.

Dear Santa Claus: I am a little girl seven years old. I go to school at Prairie Chapel and am in the high first grade. Now Dear Santa I think I have been a good lit-

Your little frierd, Jessie Hill.

Dear Santa Claus: I am a little boy ten years old. I go to school at Prairie Chapel. I am in the fourth grade. Now Santa I think I have been a good little boy, so please bring me a basket ball and an air gun and don't forget the candy, nuts, and fire works. Santa Claus do hurry up and come. I can hardly wait. Santa I have a little brother, please don't forget him. Santa Claus I will have the door or window open, and the things out of your way. Don't forget the orphan children.

Your friend, Lola Gladys Lovell.

Dear Santa Claus: I am a little girl nine years old. I go to school at Prairie Chapel. I am in the third grade. Dear Santa now I am going to tell you what I want: Santa I think I have been a good little girl, so please bring me a doll, and a doll cook sove, any thing else you want. Santa please do not forget the candy, nuts, and fruits too. Santa I

have a grandmother in East Texas, be sure you don't forget her. Santa I have some more kinfolks in East Texas, be sure you don't forget to bring them something. Remember mother and daddy. Santa remember the poor orphan children. Santa please do not forget my little brother also, Santa hurry up and come I can hardly wait, now Santa this is all I am going to write, it is school time.

With lots of love from, Lola Frances Lovell.

Dear Santa Claus: Will you please bring me a doll buggy and a story book. Please bring me candy, nuts and fruits. Your friend, Almeda Workman.

Dear Santa Claus: I am writing to you to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Dear Santa Claus: I am going to tell you what I want for Christmas. I want a doll that sucks a bottle, a little buggy, and a little red rocking chair. I want some candy, oranges, pecans, apples, lemons, and bananas.

Your friend, Viola Mae Griffith.

Dear Santa Claus: I am writing to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Dear Santa Claus: I am writing to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Dear Santa Claus: I am writing to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Dear Santa Claus: I am writing to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Dear Santa Claus: I am writing to tell you what I want for Christmas. I want a doll that has a bottle in it hand. I have been picking cotton all that I can. Well, I don't know anything I want only I want some fruits of all kinds. I have tried to be a good little girl. I am in the fourth grade. Yours truly, Anna Lov Griffith.

Practical Gifts at Practical Prices

Nothing more appropriate than a beautiful dress for Christmas. Silk hose, and Gloves are at unusual prices for the quality. Useful gifts are now appropriate and are appreciated more in time to come. Silk neckwear for the men, hose and gloves. Shirts are always appreciated. Make our store your headquarters for all Christmas shopping.

E. GUTHRIE & COMPANY

Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am a little girl nine years old. I am in the third grade. I go to school at Baker. Will you please bring me a little dresser and some house shoes. Do not forget the nuts and candy.  
 Your little friend,  
 Lillian Graves

When some nerve gets squeezed by slip of the spine Vital energy's reduced along that nerve line. Distress of the body will appear here and there. Spinal adjustment gives the needed repair. All that is needed is just the bare hands, This the Chiropractor's trained to do. He understands.

DR. C. J. McCOLLUM  
 McCollum Building Locust Street



**OLD DOC BIRD SAYS:**  
 —it is about time you were buying that gift for that particular person you love, and Stewart's Drug is waiting for you to select it from his big Christmas Stock. Come in today and make your selection.

**STEWART DRUG COMPANY**

**HOKUS-POKUS SPECIALS**

**Saturday**

- Oranges, size 288, doz ..... **23c**
- White Swan Coffee ..... **\$1.73**
- Cookies Per pound ..... **33c**
- Buy your Christmas Candy, lb ..... **21c**
- Tomato Soup, 3 for ..... **25c**
- Palm Olive and other soap ..... **6c**

One Dollars Worth Free to Him who is too Poor to Buy

**G. S. MORRIS**

**TO THE PUBLIC**



All Gold Coffee in 1 and 3 pound cans, absolutely guaranteed. Buy a can, use it—if you are not pleased bring the can back and get your money.

The year is now closing and we request you to pay your bills.  
 Some pay their bills when due,  
 Some when overdue,  
 Some never do,  
 How do you do.  
 After Sunday, December 16th our Market will be closed on Sundays.

**RILEY & BREWSTER**

**Letters From Little Tots To Santa Claus**

Floydada, Texas, Nov. 29th, 1928.  
 Dear Santa Claus:  
 This is what I want for Christmas: Baby doll, sewing set, doll buggy, kitchen set, a ball, a doll dresser, and a Christmas stocking, a fairy tale book, and a old maid game.  
 Bettie Frances Newall.  
 Floydada, Texas, Nov. 28th, 1928.  
 Dear Santa Claus:  
 I think I hvae been a good little boy this year and I wish you would bring me a coaster wagon, and I want some fruit, nuts and fire crackers.  
 G. W. Lotspeich.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 Please bring me a sleepy doll and a box of water colors, a little doll bed, a teddy bear, and some nuts, candy, apples and oranges.  
 From your little friend,  
 Altamarie Graham.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 We are two little boys and we go to school. We want you to bring us a car, airplane, horn, rolling horse, and a top.  
 From Oliver and Earnest Emert.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 Please bring me a train, merry-go-round, a car, a air gun and please bring my little brother Elroy, a rubber doll, a bear, swing.  
 From Lov Emert.  
 Floydada, Texas, Nov. 28th, 1928.  
 Dear Santa Claus:  
 Please bring me a gun, tinker toys, dump truck, some oranges, apples, nuts, and candy.  
 Rt. 5. Burl Eugene Hatley.  
 Floydada, Texas, Nov. 28th, 1928.  
 Dear Santa Claus:  
 I want you to bring me a tricycle and gun. Some apples, oranges, and nuts.  
 As ever,  
 Route 5 Delmer Dwain Hatley.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 Please bring me a set of dishes, a baby cradle, and fruit.  
 Your little friend,  
 Bernice Colston.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I want you to bring me a little tractor, "dial" drill, a little bar, wagon, and a little rake. Santa don't forget to bring some apples, oranges, candy, and nuts.  
 Your little friend,  
 Gerald Carathers.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I wish you would bring me a tractor, truck, plow, and a rake.  
 Your little friend,  
 Raymond Colston.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am a little boy six years old, I have been a good boy. Please bring me a pop gun, and also bring me some candy and nuts.  
 Your friend,  
 Verne Graham.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I go to school at Baker. I am in the low first grade. Please bring me a baby doll, a suit case full of clothes for her, and a toy telephone. Don't forget the candy, fruit, and nuts.  
 Lovingly,  
 Lov Nelson.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I will write a letter to tell you what I want. Please bring me a new trunk and a pretty doll. Be sure the doll you bring me will open and shut her eyes. I'd like very much to have some candy, oranges, and nuts.  
 Your little friend,  
 Marie Finley.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am 7 years old and in the second grade. I am a good boy. I want a tractor and plow that goes with it, and I would like to have a watch that runs.  
 Your friend,  
 Moody Williams.  
 Floydada, Texas, Dec. 5th, 1928.  
 Dear Santa Claus:  
 If you have a lot of toys, I would like to have a doll buggy, a little dresser, and some doll clothes. My baby sister wants a doll, a doll buggy, and some little dishes, and a little stove. Please dear Santa bring us some nuts, candy, and all kinds of fruits. I am nine years old and my

Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I want a doll, doll buggy, and a dresser for Christmas. Please bring some nuts and all kinds of fruit.  
 Your little friend,  
 Inez Jones.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am a little girl six years old. I go to school. I am in the low first Please bring me an iron, a wash tub, and some candy, apples, oranges, and nuts.  
 Your little friend,  
 Alta Fay Teafattiler.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am a little girl six years old. I wish you would bring me a set of cooking vessels, some apples, candy, oranges, and nuts.  
 Your little friend,  
 Opal Colston.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 I am a little boy nine years old and in the third grade. I wish you would bring me an air gun and some B. B. shots for it. I would also like to have a pair of gloves with fur around the top. Don't forget the candy, apples, and nuts.  
 Your little friend,  
 James Tgafattiler.  
 Floydada, Texas, Dec. 5th, 1928.  
 Dear Santa Claus:  
 I want you to bring me a doll that goes to sleep and a little fountain pen, and some paper.  
 Sarah Elizabeth Strain.  
 Floydada, Texas, Dec. 6th, 1928.  
 Dear Santa Claus:  
 I want you to bring me a chiffarobe and a doll with sleepy eyes. I would like to have some little dishes, some fire crackers, and fruits of all kinds.  
 Yours truly,  
 Vee Billington.  
 Floydada, Texas, Dec. 7th, 1928.  
 Dear Santa Claus:  
 Will you please bring me a doll and a set of dishes, a machine, and bring nuts, candy, and fruits, and bring mother and father some nuts and candy.  
 Your little friend,  
 Erdie Peck.  
 little sister four. Don't forget all the little boys and girls.  
 Your little friends,  
 Ruby Lee and Margaret Camden.  
 Dear Santa Claus:  
 I am a little boy 10 years old. I am in the 2nd grade. I want you to bring me a ring and a fountain pen, and all kinds of fruits and nuts. Do not forget my mother and father.  
 Yours truly,  
 S. P. Farrow.  
 Dear Santa Claus:  
 I want you to bring me a ball and a tricycle. Please don't forget my mother and father. I am in the primer. I am 6 year old.  
 Yours truly,  
 Bobby Cardinal.  
 Dear Santa Claus:  
 Please bring me a ball, an air gun, and five packages of fire crackers, and lots of oranges, apples, candy, and nuts, and other things. I am in the third grade, I am eleven years old.  
 Eldon Howry.  
 Dear Santa Claus:  
 Please bring me an air gun, a portable, and a tool chest, and fire crackers, and lots of apples, oranges, and nuts of all kinds.  
 Earl Dillard Scott.  
 Dear Santa Claus:  
 I am a little boy 10 years old. I am in the 2nd grade. I want you to bring me a Tom Mix suit, tool chest, fountain pen, and all kinds of nuts. Don't forget my father and mother.  
 Mayen Kimble.  
 Dear Santa Claus:  
 Please bring me a scooter, and a set of dishes, and some candy, and a doll.  
 Your little friend,  
 Lena Kathryn Scott.  
 Dear Santa Claus:  
 Please bring me a horse and a ball and bat, and plenty of fire crackers, be sure and put in some skyrockets.  
 J. R. Strain.  
 Dear Santa Claus:  
 I want you to bring me a tricycle and a ball. I am 5 years old, I am in the primer. Please don't forget my mother and father.  
 Yours truly,  
 Curtis Kelley.



**Gifts For Every Purse That Are Sure of a Cordial Welcome**

We have prepared the greatest Christmas selection in our history.

We have hundreds of gifts from the leading nations and have combined price, style and service in such a way that choosing a gift here will become a pleasure instead of a great dread.

And don't forget that our label adds distinction to any gift of good taste and discrimination.

Gift suggestions sketched above are briefly described as follows:

GIFTS FOR WOMEN	GIFTS FOR MEN
Vanity Cases \$2.50 to \$50.00	Scarf Pins \$.60 to \$35.00
Enameled Compacts \$7.50 to \$25.00	Link Buttons \$.75 to \$100.00
Novelty Bracelets \$1.50 to \$12.50	Leather Bill Folds \$1.00 to \$10.00
Pearl Necklaces \$5.00 to \$75.00	Gold Emblem Button \$1.00 to \$75.00
Beautiful Bead Bags \$10.00 to \$75.00	Silver Belt Buckle \$1.50 to \$10.00
Tooled Leather Bags \$5.00 to \$18.00	Gold Emblem Rings \$6.00 to \$20.00
Renaud's Perfume \$1.00 to \$25.00	Gold Pocket Knives \$1.25 to \$15.00
Diamond Bar Pins \$100.00 to \$500.00	Men's Pocket Watch \$12.50 to \$50.00
Diamond Dinner Rings \$25.00 to \$5,000.00	Gold Waldemar Chain \$7.50 to \$75.00

**GIFTS FOR THE HOME**

- SETH THOMAS CLOCKS  
\$12.00 to \$50.00
- SESSION AND GILBERT  
40% to 50% Discount.  
\$4.90 to \$10.00
- PORCELAIN AND REAL HAND PAINTED CHINA  
42 Piece Set \$18.00 to \$95.00
- SILVERWARE  
26 Piece Set \$16.50 and up.
- Books for the old and young for the home library.

10% Discount on Practically everything in the House

**Wilson Kimble Optical & Jewelry Company**  
 "The House of Confidential Credit"  
 Floydada, Texas

**HEAL THOSE SORE GUMS**  
 If you suffer from Sore Gums, Bleeding Gums, Loose Teeth, Foul Breath, or from Pyorrhea in even its worst form, we will sell you a bottle of Leto's Pyorrhea Remedy and guarantee it to please you or return money. This is different from any other treatment, and results are certain—Stewart Drug Co.

# LAND! LAND!

We have land to Sell and to Lease for Farming, Stock Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties

**W. M. MASSIE & BRO.**  
 Floydada, Texas

**S. T. Cooper, D.C., Ph. C. CHIROPRACTOR**  
 (PALMER METHOD)  
 Office upstairs next to First National Bank.  
 No charge for spinal analysis.  
 Phones: Office 191; Res. 172

**AYRES & PAYNE**  
 ATTORNEYS AT LAW  
 General Practice  
 Booth Bldg.  
 FLOYDADA TEXAS

Have your Abstracts made by  
**ARTHUR B. DUNCAN**  
 The Old Reliable Abstract Man.  
 Floydada, Texas

**FIRE WORKS**  
 See us for your fireworks, toy balloons, toys, and dolls.  
**SOUTH PLAINS ART CO.**  
 607 and 621 Ash St., Plainview, Texas

**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

**GRADY R. CRAGER**  
 UNDERTAKER & EMBALMER  
 Hearse To All Parts Of The Country  
 Day Phones 126 and 121 Night 77  
 In Crager Furniture Company  
 Day and Night Service  
 Lockney, Texas

**Protect Your Family and Business**  
 With the right kind of insurance We write all standard policies. 365 days a year service to the policy holders—Southwestern Life Insurance Co.

**FARM LOANS**  
 We are in position to make farm loans at 6 per cent interest on good improved farms in Floyd and adjoining counties, with liberal annual option, you pay no agents commission.  
 Room 2 1st Nat'l Bank Bldg.  
 Phone No. 96  
**W. R. CHILDERS and W. C. ROBERSON**  
 Agent

## BIG REDUCTION

— IN —  
**FISK**  
 TIRES AND TUBES  
 Get our Prices before buying and trade in your old Tires.  
 BRING US YOUR  
**VULCANIZING**  
 OR PHONE 800 FOR  
 FREE ROAD SERVICE  
**WELLS TIRE CO.**  
 PLAINVIEW, TEXAS

## Letters From Little To Santa Claus

Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 I am a little girl 9 years old. What I want for Christmas is a doll and pair of house shoes, apples, oranges, and bananas.  
 With love,  
 Dorothy Bennett.

Aiken, Texas,  
 Dec. 6th, 1928,  
 Dear Santa Claus:  
 Please bring me some fruit, please bring me a little car and a ball, and a little tractor, and a little shooting gallery. I am in the 2nd.  
 From your friend,  
 Hugh McReynolds.

Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 I will write you a letter and tell you what I want for Christmas. I am a little boy 6 years old and am in the first grade. I am going to school at Pleasant Valley. For Christmas I want a tractor and a harp. I want some candy, oranges, and nuts.  
 Your little friend,  
 Jack Craft.

Aiken, Texas,  
 Dec. 6th, 1928,  
 Dear Santa Claus:  
 I am a little boy eight years old. I want you to bring me a little truck with candy in it. I want a little gun and some fruit and nuts. And don't forget my baby sister.  
 Your friend,  
 Jeff De Rusha.

Floydada, Texas,  
 Dec. 4th, 1928,  
 Dear Santa Claus:  
 I want you to bring me a big doll that will walk, go to sleep, say mamma, and with black curly hair, also a doll buggy to ride her in. Bring my little brothers, Luther, John and Jack, a pedal bike and ball, and bring Luther a doll so he won't take mine, and lots of good things to eat.  
 Odessa Lov Kuydendall.

Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 As Christmas is so near, I will tell you to be sure and come to see me. I am a little girl eight years old, and I want a sleepy doll and a vanity. I go to school at Pleasant Valley. We are going to have a Christmas tree. I guess you will come and see our Christmas tree and all the boys and girls.  
 From Nita Lue Craft.

Lockney, Texas,  
 Dec. 6th, 1928,  
 Dear Santa Claus:  
 I want you to bring me a stocking full of toys and a good story book and a doll bed. Santa Claus I do not want you to forget what I told you to bring me.  
 Your friend,  
 Ruby Williams.

Lockney, Texas,  
 Dec. 8th, 1928,  
 Dear Santa Claus:  
 I have been a good little girl this year and if you have them to spare I would like to have a little doll and suit case and tricycle, and lots of candy, fruits, and nuts. Please don't forget my little sister, she wants a doll and kiddie car.  
 With lots of love,  
 Hellen Ruth Bennett.

Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 I want a table and two chairs, doll

**DOLLS**  
 2—FEET HIGH—2  
**\$1.19**  
 South Plains Art Co.  
 607 Ash St. Plainview, Tex.



*I Save You Money On Repair Work and Wiring*

No matter how large or how small the job of installing fixtures or wiring, from complete buildings to single rooms, my experience can save you money.

LET ME FIGURE ON YOUR JOB

I shall be glad to give you an estimate without obligation. All work guaranteed to conform to the insurance and building codes.

**Geo. F. Kinyon**  
 In Beacon Office Phone 92



*The House that Grew...*

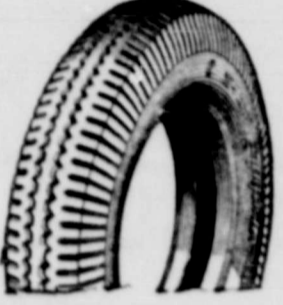
Sometimes the old house just naturally has to expand. You can make the extra rooms at low cost by partitioning with Sheetrock, the fireproof wall-board.

Sheetrock, which we sell and recommend most heartily, is made of pure gypsum rock, in great, broad sheets. Saws and nails like lumber. Decorates perfectly (all joints concealed). Let us show you a sample and estimate for you.

**SHEETROCK**  
 South Plains Lumber Company

bed and a bye-to-doll, fruits, nuts and candy. Don't forget my little brother, Fred.  
 Your friend,  
 Mary Jewell Huggins.  
 Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 I want a train and a tool box, and a horn.  
 Your friend,  
 J. E. Huggins.  
 Lockney, Texas,  
 Dec. 7th, 1928,  
 Dear Santa Claus:  
 I want some house shoes, sweater, and a big doll, fruits, nuts, and candy.  
 Your friend,  
 Emma Lois Huggins.

**How Many Bargain Tires Are Real Bargains?**



Isn't it better to pay a little more for a tire you know than to ride in fear and trembling on a "bargain" tire?  
 "Bargain" tires are short lived, and in the end you've lost everything including your temper—and nothing to show for it.  
 Buy United States tires from us—ride comfortably and save money.  
**Messemer Garage**  
 Lockney, Texas

Lockney, Texas,  
 Dec. 8th, 1928,  
 Dear Santa Claus:  
 I have been a good boy and what I want for Christmas is a pair of house shoes, tricycle, and a train, nuts, apples, oranges, and bananas. Don't forget the other children.  
 With love,  
 L. D. Bennett.

**For Real Life INSURANCE**  
 See A. J. Cooper  
 The Southwestern Service Man of Lockney.

READY NOW— TO HELP "OPEN UP" and Develop this rich South Plains Country with a

**CONVENIENT Freight and Passenger SERVICE**

Sleeping Cars to Wichita Falls, Fort Worth and Dallas

SCHEDULE:  
 Lv. Lockney 8:28 p. m.  
 Ar Wichita Falls 2:45 a. m.  
 Ar. Fort Worth 6:35 a. m.  
 Ar. Dallas 8:10 a. m.

**THE DENVER ROAD**

*New Features of— The Outstanding Chevrolet of Chevrolet History — a Six in the price range of the four!*

The Outstanding Chevrolet has a marvelous new six-cylinder, valve-in-head engine whose perfected design represents over four years of development and testing on the part of Chevrolet and General Motors engineers. It has numerous advancements typified by a non-detonating, high-compression cylinder head—gasoline pump with filter, and automatic rocker arm lubrication. It provides performance the like of which was never before available in the low-price field—marvelous smoothness, tremendous reserve power, and sensationally swift acceleration—all with an economy averaging better than 20 miles to the gallon of gasoline!


Its marvelous new Fisher bodies display a new order of beauty, smartness and luxury.

Additional new features by the score—each an impressive example of automotive progress—contribute to outstanding performance, quiet operation, long life, ease of control and economical ownership.

We cordially invite you to

**COME IN TODAY FOR COMPLETE INFORMATION**

**DYER MOTOR CO.**  
 QUALITY AT LOW COST



**CHEVROLET**

visit our showroom and secure complete and detailed information regarding this great new car, which will be ready for delivery beginning January 1st.

**Other Outstanding Features**

- New heavier crankshaft statically and dynamically balanced.
- New hot-spot manifold.
- New AC gasoline pump with filter.
- New carburetor with accelerating pump.
- New larger chromium plated brass radiator shell.
- New type thermostat cooling system control.
- New two-beam headlamps with foot button control.
- New parking lights inside headlamps.
- New theft-proof Delco-Remy Electrolock.
- New semi-automatic spark control.
- New flat type, slender rim steering wheel with large horn button in center.
- Beautiful new Fisher bodies.
- Chromium plated radiator.
- AC gasoline pump and filter.
- Hot-spot intake manifold.
- Adjustable driver's seat in all closed bodies.
- Water temperature indicator on dash.
- Semi-elliptic shock-absorbing springs.
- New 4-wheel brakes, safe—positive—quiet.

**The COACH \$595**

The Roadster	\$525
The Phaeton	\$525
The Coach	\$595
The Coupe	\$595
The Sedan	\$675
The Sport Cabriolet	\$695
The Convertible	\$725
Landau	\$725
Sedan	\$595
Delivery	\$400
Light Delivery	\$400
Chassis	\$400
1 1/2 Ton	\$545
Chassis	\$545
1 1/2 Ton Chassis with Cab	\$650

All prices f.o.b. Flint, Mich.