

# CHATTERGRAMS

BY JEAN SUITS

Whether you give glittering cut diamonds or staple groceries, dainty lingerie or long handled underwear, handkerchiefs faintly perfumed with concentrated French import or plain Woolworth products, it all totals up to Merry Christmas and a Happy New Year!

This idea of trying to give more luxurious gifts on Christmas than your friends give is out as far as cultured people are concerned. A small remembrance is all that is necessary in any case. But of course if you have sufficient money and wish to give a particular friend of yours something he has always wanted, I should say that you are a real story-book Santa Claus.

When the bank statement shows red with Christmas coming on I would advise you to send inexpensive cards and if your friends do not appreciate a remembrance of that sort, I should say they aren't worthy of your companionship. If you are wise enough to refrain from buying holiday gifts when you are financially unable, then your character commands the friendship of much nobler people than of those who show signs of distaste for having received a mere Christmas greeting.

The old village is all aglow this week with the many colored lights decorated trees, sleigh bells, snow and a real Santa Claus who comes to town every afternoon on an inspection tour. He shakes hands with the little fellows and talks to them about what they've been doing since his last visit.

The children try to get Santa in some embarrassing positions by asking him what their names are and where they live. The old fellow with gleaming white whiskers always replies the correct answer. Yes sir, old Santa is plenty smart and there isn't any use in trying to corner him 'cause he has been living here too long, and perhaps brought your own mother and dad toys when they were quite small!

After hobnobbing with the local natives I discover that most of them are going to be out of town all or part of the holidays. This writer will probably stay at home and warm the hearth because Santa didn't bring her any too much money the last twelve months. Oh, an average amount I presume for just a newspaper guy who isn't supposed to ever have any luck anyhow. Preachers, teachers and editors always get the "cobs" so I really didn't expect anything stupendous. But even at that I bet we three unfortunate groups of people have a colossal Christmas on account of we ain't use to anything expensive. Why, a stick of candy in Barber Pole strips would make me plenty happy!

As I sit here looking over my office desk I am amazed at my ability to even find the typewriter amid all the papers, magazines, dictionaries, (Oh, yes, we have some) hurriedly written copy, books, road maps, mats, cuts, and stationery. Folk, its wonderful to be endowed with a detective instinct. I know about where the typewriter is usually placed and all I have to do is start digging and if I didn't miss my guess, in less than five minutes the first thing I see is the word Remington (free advertising) in bold brass colored letters. Ah! I'm on the right track because the last kind I used was that flavor. This procedure is particularly true on press day.

Marjorie M. Welborn, that gal with a "Southern Accent," packed up her valise and left for her home in Indiana to spend the holidays. She says she is crazy about Texas but her home fireside burns brighter around Christmas time than any other.

### MERIWETHER HAS NEW FURNACE

The Baker Mercantile Co., has just installed a new Coleman gas floor furnace in the home of Geo. Meriwether, who was the first to purchase this popular means of heating the whole house at one time.

# THE LOCKNEY BEACON

Dedicated to the Interests of This Section, That No Good Cause May Lack a Champion

VOLUME 34

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, DEC. 20 1934

NUMBER 15

### BAKER PUMP COMPANY BANQUETS EMPLOYEES AT BAKER HOTEL

Fifty-One Guests, Salesmen, Department Heads and Stenographers Enjoy The Occasion

The Baker Pump Company, a division of the Baker Mercantile Co., banqueted their employees Monday night at the Baker Hotel. Fifty-one guests, salesmen, and stenographers were present for this occasion. The Baker Pump Co. are dealers and distributors of Peerless Pumps for irrigation purposes in Floyd county, the South Plains and Eastern New Mexico.

L. L. Machia, southwest distributor for Climax-Blue Streak and Chrysler engines, with headquarters at Fort Worth, was toastmaster.

Miss Hazel Ford gave a piano solo, followed by three vocal numbers by Misses Estell Hodel and Loeta Shelton, with Miss Ford at the Piano.

Artie Baker, head of the Baker Pump Co., gave his ideas of an "Efficient Organization" and introduced the employees of the various departments of the Baker interests composing the First National Bank, Baker Investment Co., First National Co., Baker Pump Company, Irrigation Manufacturing Co., and Baker Mercantile Co. Forty-six employees of the above named concerns were present and something like ten or fifteen were unable to attend.

The occasion of this banquet was for the purpose of bringing the employees together for a "school of instruction."

L. L. Machia, representing the Climax Engineering Co. of Clinton, Iowa, explained to those present the many advantages of the Climax, Blue Streak and Chrysler engines for power units in pumping water for irrigation purposes. The Baker Pump Co. are distributors for West Texas for these engines.

F. F. McConnaughy, Dallas, state distributor for Peerless Pumps, who has been in our city the past week conferring with Artie Baker, introduced Vernon Eiler, of Los Angeles, California, who is general manager and vice president of the Peerless Pump Co. Mr. Eiler explained the many advantages of the Peerless Pump and gave some interesting facts about irrigation in California. Following is a few remarks from the address of Mr. Eiler:

"In California water is pumped six hundred feet to irrigate alfalfa. The alfalfa is sold at \$14 per ton and the farmers make money. In the Lockney country you pump our water around one hundred feet. What a wonderful opportunity for irrigation.

"A well can be drilled and pump installed cheaper in this community than anywhere in the United States. When irrigation is thoroughly developed in this community and the South Plains country that lies within the shallowwater belt, it will bring prosperity and money into this country that has never been dreamed of. Without irrigation California would not be worth anything.

"A well and a pump on a farm in this country is the cheapest crop insurance in the world, even though it is only used once during the year.

"In order that we might build the best and most economical pump, we employ the best engineers that we can find. We sell one fourth of all the turbine pumps in the United States and our business is increasing each year."

The Baker Pump Co. has a splendid organization and it is growing in number of employees each week, and when the maximum is reached they will perhaps have over 100 people working for them. If we had more organizations of this kind in our community the unemployment situation would be taken care of.

More irrigation wells are going down each week in the Lockney country. The time is short to get a well in operation in time for the crop year of 1935. Contract for your well and pump and get



Photo by Frank Zornier

## MERRY CHRISTMAS

Time flies swiftly, and today we find ourselves on the threshold of another Christmas season. Already the atmosphere is charged with that unmistakable spirit of "good will toward men." The mellowing of hearts that have known their burdens in the months now past and gone is but an advance herald of the glad event but a little way ahead.

Through snow and storm and drought and parching temperatures as well as through skies that have not been without their sunshine, we come again to the season when all human worries are forgotten in one universal song of rejoicing, in one world-wide chorus of "Peace on earth." With the rejoicing comes the age-old custom of extending greetings and good wishes. And here we pause to carry out, in the happiest spirit

we know, our part of that joyful old custom.

Christmas finds some cause for happiness in every heart, regardless of how much or how long that heart has suffered. It is the one season of the year when mankind finds a childlike simplicity in the belief that the peace he feels in his own heart must rest upon the world at large, and that surely it must forever prevail. Christmas brings a new birth of Hope, and upon Hope alone is our future, and the future of the whole world founded.

We extended to everyone in Lockney and surrounding territory our heartiest wishes for a full measure of Hope and Faith, the greatest of all blessings. We trust the share of the substantial things of life—health and comfort will be a generous share. Whatever

their hearts crave, may they receive. We wish for you and yours the power to forget at this Christmas season all things that may have carried a cloud into your lives during the year now fast drawing to a close. We wish for you the power to forever remember the happiness past months have brought you. We wish for you a year ahead unmarked by a single cloud a year of prosperity, of comfort and contentment. May this Christmas bring you every blessing to which the human heart is a rightful heir, and may those blessings be abundant enough to keep you, and those about you, happy throughout all the years to come.

Editors and Publisher  
Lockney Beacon

### SEVERAL HURT IN ACCIDENT HERE SUNDAY

Several people suffer cuts and bruises received here Sunday night in a car accident on the Floydada-Lockney highway near Muncy. Floyd Barber jr. sustains deeper and more dangerous cuts about the face and head than any of the other victims.

The accident occurred when a Model A ford sedan owned by O. B. Fore and driven by one of his brothers, started to pass another car going toward Floydada sidestepping a car coming toward Lockney driven by R. E. L. Muncy. The Ford was completely demolished. The Ford turned over several times and landed in the borrow-pit.

Others riding in the car with the Fore boy were Floyd Barber jr., Carl McAdams, and Melvin Thompson.

There were seven people in the car with R. E. L. Muncy and they busy preparing your land for a crop. Don't wait, think it is going to rain, we have been doing that for 25 years. Make a crop sure thing by putting down a well.

received cuts and bruises. There was no one hurt in the third car.

All of the accident victims are reported to be getting along nicely.

### BANKHEAD BILL DEFEATED IN FLOYD COUNTY

The Bankhead bill did not fair so well in Floyd county and farmers said by their vote last Friday that they did not want it operative for the crop year of 1935.

The vote was 456 for and 603 against. In the Lockney-Ramsey box the vote was 19 for and 60 against. However, the vote over the United States in the cotton belt was almost nine to one for continuation of the Bankhead bill.

### FLOYDADA ATTORNEYS OPEN OFFICE IN LOCKNEY

Avres & Avres, attorneys of Floydada, have opened a branch office in Lockney and are located over the First National Bank. They will be in their Lockney office on Wednesday and Thursday of each week and will do a general practice.

### CASH CONTEST EVERY DAY PROVES VERY POPULAR

\$75.00 Payout For Friday's Contest. That is A Lot Of Christmas Money

Yes sirc, things are mighty lively in Lockney this week and will be for the remainder of the week and up to and including Christmas Eve. A Cash Contest every day is the cause of all this excitement. There were no takers Wednesday or Thursday (today) so there will be \$75 in the "pot" for Friday's contest, and if no one carries off the money there will be \$100 for Saturday's contest, and if no takers then, there will be \$125 for Monday. This will then be split up into five equal prizes and play will resume until somebody wins all five of them. Don't fail to come to Lockney every day and do your Christmas shopping and get tickets to this contest. Meet your friends here.

Mrs. Harding Nall, who under went a major operation at the Lockney Sanitarium last week, is getting along nicely according to her son, Joe Nall, this morning.

### LOCKNEY'S SANIARIUM AND CLINIC READY FOR BUSINESS

Dr's. Moved In This Week. Greer Drug Moved Last Week To Lower Story

Lockney's Sanitarium and Clinic is now ready for business. Dr's. N. E. Greer, and P. C. Anders, medical doctors and surgeons, and Dr. R. R. Wimberly, dentist have moved to this new location. They are occupying the upper story of the building formerly occupied by the Dyer Hardware & Furniture store. The Greer Drug Store is occupying the lower story, having moved their fixtures and stock last week. They have real nice quarters for their store.

The upper story of this building has been turned into a Sanitarium and Clinic. Workmen have been busy the past month arranging the building. All three doctors have nice offices on this floor. Six rooms will be fitted up to care for patients. An operating room is located to the rear and will be equipped with all modern instruments to perform operations. You will find an X-ray room fitted up with the very latest X-ray machine. In fact Dr's. Greer, Anders and Wimberly have left nothing undone to make this a complete sanitarium and clinic, and Lockney is fortunate to have such an institution located here. We are sure they will enjoy a splendid business.

According to the dope bucket the Lockney all stars are scheduled to beat the Floydada all-star in a grim battle on the gridiron at Floydada Christmas Day sponsored by the Legion Post. The game is to be called at 2:30 p. m. Proceeds will be for charity in both towns and in handling the city sanitarium improvement project here.

That old fighting spirit that has been maintained between the two towns for the last twenty years will flare-up again and the fans of this country will see another real football game as of old.

### CHARITY BENEFIT GAME AT FLOYDADA CHRISTMAS

Former Star Players Of L. H. S. And W. T. S. T. C. To Be In Line-up

Winfred Fowler and Jack Spence, both former stars of the high school here and W. T., will have charge of the team. Regular workouts will begin Saturday and continue every day until Christmas. Hugh Crutts has been working out the local boys since Monday who are going to play.

The line-up will consist of Mappings of Ralls, Zeke Brotherton of Silverton, quarterback, Fowler, Spence, and probably Pool of Amarillo, center, Burson, the farm owner at W. T. this year, Wheelock, and L. A. Stove, who have all either been star players at W. T. or they are playing there this year.

W. S. Woods, former player at Howard Payne, Carlton Cook, Demos Eiley who played on Freshmen team at W. T., Dummy Grubbs, Wagner Reeves, James Cox, Carl McAdams, Buster Broyles, and Turner. Three all of Lockney are top men on the gridiron and have had a number of years of playing behind them.

MEETING OF OLD AGE PENSION ADVOCATES

The Rev. J. Matt Harder will speak in the District Court room at Floydada at 2 o'clock Saturday evening, December 22nd, according to Tom W. Deen, Secretary.

Mr. Deen states that The Rev. Harder has something new to tell and asks that everyone interested in the Old Age Pension to please attend the meeting.

### HOPE LEASES SANDWICH SHOP

Wm. "Snuceler" Howell leased the Eller Sandwich shop on Monday from Demos Eiler and is now operating the business. He will be located by Eller.

# THE LOCKNEY BEACON

Established 1902

Published Every Thursday

TOM SUITS, PUBLISHER  
J. L. SUITS, EDITOR  
FRANK SUITS, ASSOCIATE EDITOR

Entered April 14, 1902, as second class matter at the postoffice at Lockney, Texas, by act of Congress, March 3, 1879.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Beacon will be corrected gladly upon its being brought to the attention of the publisher.

Whether the winter before us is to be open and mild, or long, stormy and fiercely cold, there is certainty of suffering where the poverty of unemployment has fallen with heavy hands. The people of the nation the state and of Lockney and surrounding territory each will need a heart of gold. Now is the time to make up your mind to that. There will be many in this community—men, women, and children—who must rely upon the compassion and partial openhandedness of the more fortunate for food and warmth. No matter the medium through which help comes whether from nation, state or organized bodies within the community, every individual is responsible for his own sympathies. The winter season is here, and with it must come a certain amount of suffering. You can do no wiser thing than to make up your mind right now that it is your duty as a good citizen to give as freely as it is within your means to give. And then give without begrudging the gift. That is the only kind of giving that really counts.

We noticed in the daily papers the other day where a newspaper office up north somewhere was held up and robbed of \$2,500. We admit it would be darn good news if you could find a newspaper office with \$2,500 laying around, but any robber that would show such poor judgement as holding up a newspaper office and expect to get anything of value, undoubtedly and beyond a doubt, would naturally be just a little "off balance". We are sure this money did not belong to the newspaper. It is our idea that one of their customers just dropped in on his way to the bank.

to make a deposit, and the newspaper wanted to make it appear that they really had money around their place of business, so sent out the news story about the holdup. Now if the story had been turned around and said that the newspaper office force held up somebody, that would have been more like it, but that would not have been news.

## "BRAIN JEWELS" FROM OUR EXCHANGES

The skunk's appearance is attractive enough. His coat is beautiful, but there is an atmosphere about him that is anything but pleasing. So it is with the social skunk.—The Rochester Reporter.

### Cleaning The Editor's Desk

An editor is submerged in a whirlwind of innocuous propaganda which in a year's time buries his roll-top desk until it loses its identity among bad verse and hopeless petitions which only if recognized would steam-roll the country's ills! Alas! when shall it be purged of such suffocating atmosphere?

But when ye Ed goes for a trip the mice begin to play. Threats, criticisms, praises, ideas, remedies, desecrations on rights and wrongs, press agent stuff, lobbyists' copy, tales of the past and predictions for the future. How To Become Anything In The World Series, humor, tragedy all trek across the old roll-top in a day, a neat trail to the waste-

## —and the Worst is Yet to Come



paper basket. It almost looks as if it would fall to staves in its emaciated condition having been gutted and left to perish by such an unmerciful act of brigandage.

But the old roll-top can take it or leave it alone... it sighs and turns its head to come back with a fresh gleam in the eye which for so long looked like the underside of an old peanut-buttered sandwich... it spreads abroad its wide mouth in sheathing the dust laden roll-top as though it wanted to hug the heavens for the joy in its cleanliness.—The Community Weekly.

If the men and women of Tulia would forget about the head of the procession and all get in line for a forward pull the old home town would make real progress.—The Tulia Herald.

"I'm headed for the last round, up!" said a left leg turkey as mother pulled him for hash the third day after Thanksgiving.—The State Line Tribune.

The bootleggers in the Abernathy territory need have no fear that the Review is going to expose them, or try and put them out of business, or anything like that. The reason is obvious. This newspaper knows it wouldn't accomplish a darn thing by doing so, because the officers of both Hale and Lubbock county never heard of the town of Abernathy, and it's just once in a blue, blue moon they ever show their faces around here. The Review, nor nobody else around here ever expects any too much law enforcement from county officers.

No sir, I ain't going to bother you. Why should I when our paid officers won't give us a visit only at election times.—Abernathy Review.

The business folks of Miami should not blame the people of this trade territory too sharply for buying away from home, unless they inform them by advertising in the local paper, of what they have to sell and at what price.—The Miami Chief.

A little girl with ragged shoes stood looking with hungry eyes her face pressed against the plate glass store window, at a large smiling doll that leaned against a dishes. Whatever the thoughts small table all set with small may have been that shaped them selves against the canvas of her heart they must have been sharp for her lips trembled just a mite as she turned and walked away. Someone older could have told her, although it would not have helped, that life has many plate glass windows and most of us are ragged little beggars outside.—Matador Tribune.

## "Light Stuff"

(Reading Time 2 Minutes.)

The average Texas citizen now lives 30 years longer than did his forefathers in 1800. He has in order to get his taxes paid.

There is good in all things, even hard times. Think what a war might be in progress if all the nations weren't broke.

What animal, asks a school-book, suffers most for the good of man? We know. It's the merchant who charges things.

Here in Lockney a nickel isn't supposed to be as good as a dollar, but it goes to church oftener.

Never try to disprove gossip. Your friends need no evidence and your enemies won't believe it.

One trouble is that most of the talk that goes around about capital and labor is from people who have never had any experience with either.

Chickens come home to roost and by the same token the Lockney man who thinks it smart to kid some sufferer about his ailment sometimes gets sick himself.

One out of every four people are now on the government payrolls and the other three are eager candidates.

A minister denounces betting because its a "means of getting money for nothing." It's even worse than that—it's a means of getting nothing for your money.

Its easy to tell the boss in a Lockney family. He's the one who gets to read the paper before it's wrinkled and mussed up.

Anyway, now when a congress man is re-elected even his bitterest enemies can't claim that it was because of all the free garden seed he sent out.

Half of the world is engaged in agriculture. That's how the other half lives.

Some Texas citizens who used to complain because they got silver dollars in their pay envelopes would now be glad to get any kind of dollars in them.

Making \$3,000 homes tax-exempt won't insure safety. What we need is a law to make them mortgage-exempt.

Another thing pioneer West Texas families didn't have to contend with was somebody misplacing the keys to the car.

But if Japan gets a fleet to equal to ours, she'll soon be demanding equal rights to meddle, too.

### HOLIDAY SAFETY

So that there may be no unhappy accidents around Lockney to mar this holiday season, these few "Christmas Don'ts" are offered, along with the hope that they will be observed by each and every citizen. Don't use lighted candles for decorating the Christmas tree if you have electricity in the house. Don't put the tree near a stove or fireplace. Don't leave a lighted tree unguarded at any time. Don't put lighted candles near window curtains, paper wreaths and decorations. If Santa must wear cotton

whiskers, make sure that he doesn't get near enough to a lighted candle to ignite them. Don't keep the tree until it dries out; move it by New Year's day. Don't fail to anchor the tree firmly so that the children in their enthusiasm cannot accidentally topple it over. They are simple rules, and you would think every one would remember and obey them. But they do not, and this Christmas will, beyond doubt, be made unhappy for many who will disregard them.

Mr. and Mrs. C. J. Taylor and son, James, plan to leave Monday night for Cumby, Texas, where they will be the holiday guests of Taylor's parents, Mr. and Mrs. J. H. Taylor.

## We Are Now Selling—Rubber Stamps

PHONE 92

## Lockney Beacon



## Before You Buy Fruits and Nuts For Christmas

Pay our store a visit and give us a chance to quote you prices.

We believe we can save you money.

We have—ORANGES APPLES

GRAPE FRUIT BANANAS

And Nuts of all Kinds

ROBERSON FEED & SEED STORE



## PLAINVIEW SANITARIUM & CLINIC

Thoroughly equipped for the examination and treatment of medical and surgical patients. Departments include X-ray, Pediatrics, Obstetrics, Dental and Eye-Ear-Nose and Throat.

GLASSES FITTED

## THANKS And Best Wishes

We have not yet failed to render to all who have called upon us every reasonable service to be expected within our line. We have no intention of letting this good record slip during the New Year. So, take from us our thanks and best wishes for a Merry Christmas, and trust us to give you pleasing service another twelve months.

Let us do your washing during the Christmas Holidays.

Leave word at the Baker Hotel  
Floydada Steam Laundry

## GENERAL INSURANCE

We write all lines of Insurance, make our office your headquarters when in Town

WE MAKE FARM LOANS.

## McAdams & Childers

## Your Christmas Goodies

We are ready to look after your needs in the way of—

CHRISTMAS FRUITS—NUTS—CANDIES

Everything Fresh—Everything Pure—Everything At Reasonable Prices.

FRESH SHIPMENTS OF ALL KINDS OF CHRISTMAS GOODIES CONSTANTLY COMING IN

We're Headquarters For Everything in That Line!

Telephone No. 10

## Hamilton Bros.

GROCERY

Mrs. N. E. Greer and Mrs. Doyle Greer accompanied Mrs. Delmar Ashworth to Lubbock Saturday where she left for Garmon to spend Christmas holidays as the guest of her mother, Mrs. Eppler.

Mr. and Mrs. Luther Harris and Mr. and Mrs. Fred Payne of Al-

buquerque, N. Mex., are here visiting friends and relatives.

Mr. and Mrs. Bill Downs are now living at the City Auditorium and taking care of the property.

Mrs. Doyle Greer will leave Sunday for Garmon where she will spend the holidays with her mother, Mrs. Stevens.

# THE STERLETTE

"THE SCHOOL OF HIGH IDEALS"

STUART DRAUT EDITOR  
KATHERINE DAVIS, PAULA HOWARD ASSISTANTS  
G. B. JOHNSTON SPORTS EDITOR  
ESTELLE BYARS SOCIAL REPORTER  
General Reporters—Ruth Draut, Sallie Myrtle Bobbitt, Ruth Slaughter, Juanita Reeves, and Myrtle Neal.

## The Keeping of The Christmas Spirit

As the Christmas holidays approach, we hear much about this thing called the Christmas spirit. We hear again the famous story of the birth of the Christ child, and the spirit that was shown on that memorable day when the wise Shepherds, guided by that strange light, sought the child and delivered gifts much appreciated. No doubt that was a time of great rejoicing.

The so-called Christmas spirit and ways of celebrating this season of peace and good will are quite unlike the quiet time pictured in the story so often told at Christmas. That was a joyous time; so is this particular season of the year. Today there is a much more extensive gift-giving and a more hilarious form of celebrating. But can you picture a scene otherwise in the age of the world. Because the celebration is so different we cannot say that there is a total absence of the Christmas spirit, that spirit of gift giving and creating as much joy for others as possible. It is true that there is often an attitude that is not even akin to the true commendable one, the prevalent spirit at Christmas is that which brings "peace on earth, good will to men." When Christmas is celebrated without this idea predominating, then this present happy season will cease to be the time of great rejoicing as it now is.

son will cease to be the time of great rejoicing as it now is.

Paula Howard  
Assistant Editor

Last Friday afternoon the high school classes of the Sterley school enjoyed an excursion to the canyons where they secured several small Christmas trees.

## Christmas Program

There will be a Christmas program Friday Dec. 21, consisting of plays and numbers representing all of the rooms and classes of the school. Everyone is invited to come and enjoy the program and the community Christmas tree which will conclude the program.

The following blanks are to be filled in with abbreviations of states. See if you can do it! If you can't, maybe we will tell you next week:

In the state of \_\_\_\_\_, there lies a lass,  
I love to go \_\_\_\_\_  
No other \_\_\_\_\_ can e'er I  
Be half so dear to \_\_\_\_\_  
\_\_\_\_\_ is blue and her cheek the hue  
Of shells where water swash,  
On her pink-white phiz there \_\_\_\_\_  
The least complexion \_\_\_\_\_  
\_\_\_\_\_ could I win the heart of  
I'd ask for nothing more:  
But I only dream upon the theme  
And \_\_\_\_\_ it o'er and \_\_\_\_\_  
I shun the task t'would be to ask  
This gentle maid to wed  
And so to press my suit, I guess \_\_\_\_\_ instead.

J. J. VAN DERVOORT  
Chiropractor  
Plainview

In Lockney on Monday, Wednesday and Friday Office hours: 9:30—11:30 a. m.

Dr. Joe McCollum Office

studying so much it's bad for you.

Miss Leona: Myrtle make a sentence using the words Trickle and narrative.

Myrtle: What do they mean? Miss Leona: Trickle means run, and narrative means tale. Myrtle thought a moment and said.

"The big yellow dog tricked down the street with a tin can tied to his narrative.

Persons  
Mr. L. A. Claborn went to Texline to visit his mother Monday.

Mr. and Mrs. T. F. Casey spent Sunday evening in the Bybee Home.

Mr. and Mrs. S. Kemp and Mrs. L. C. Howard of Olton, visited Mr. and Mrs. J. P. Howard Sunday.

Singing Sunday afternoon was well attended, several good singers were present.

There are several sick in community with colds.

Mr. and Mrs. L. A. Claborn celebrated their twelfth anniversary Saturday with a turkey dinner, being their wooden anniversary several nice gifts were received.

Those enjoying the affair were Mr. and Mrs. Woody, Mr. and Mrs. Bert Bobbitt, Mr. and Mrs. W. S. Rezrode, Mr. and Mrs. F. S. Byars, Mr. and Mrs. Roy Tinsley, Mr. and Mrs. Bruce Murgrove, Mr. and Mrs. E. C. McElyea, and Barney McDaniels, and the host and hostess Mr. and Mrs. L. A. Claborn. After dinner they all departed wishing Mr. and Mrs. Claborn many more happy anniversaries.

Miss Nova Griffith of Lubbock is here spending the holidays with her aunt and uncle, Mr. and Mrs. Watt Griffith.

# TEXAS-PLAINVIEW

Sat.-Midnite Sun. - Mon.

"I TOOK THIS BULLET OUT OF YOU ONCE... if you ever touch me again, I'll put it back into you!"



**'BEHOLD MY WIFE!'**

Feared once again with her sweetheart of "Ladies of the Big House"

**GENE RAYMOND**

H. B. WARNER • LAURA HOPE CREWS  
JULIETTE COMPTON • MONROE OWSLEY  
and CHARLOTTE GRANVILLE

A. B. P. SCHULBERG PRODUCTION  
A Paramount Picture

Admission 10 25c

## Christmas Greetings

## The Texas Utilities Company

# FOOTBALL

## XMAS DAY FLOYDADA 2:30 P. M.

Admission Adults 35c Children 15c

The American Legion  
Lockney & Floydada  
Sponsors an All Star football game

The Proceeds to be used towards the interests of the community welfare of each city.

The Lockney Post contributes their share of the receipts to improvements on the City Auditorium and beautification of the grounds.

Buy Your  
CHRISTMAS  
CANDIES  
AT CAVE'S

You'll find a most excellent stock of

Fresh... Delicious  
Candies

Christmas  
Mix --- 15c pound

Chocolate  
Drops --- 15c pound

Yankee Peanut  
Brittle --- 15c pound

Jelly Beans -- 15c lb.

Lemon Drops - 15c lb.

Peco  
Flakes ----- 20c lb.

Assorted Flavors  
Chocolates --- 20c lb.

Pound Box  
Chocolates ----- 25c

2 1-2 Pound Box  
Assorted Nuts, Fruits, etc.  
Chocolates ----- 69c

Merry Christmas To  
All

Ask your friends to meet you at

**CAVE'S**  
PLAINVIEW

## Our Christmas Message

As we enter upon the gay Holiday season it brings to mind the fact that Christmas comes but once a year, and with it brings sentiments that are all too prone to be neglected by business in general.

So for this Christmas, we are resolving anew our long established principle of making every effort and every act throughout the New Year one of thoughtfulness and consideration for our friends and business patrons.

And again throughout 1935 we will be guided by one single purpose—to treat everyone of our customers alike... rich or poor... young or old... big or little you'll get square dealing honest merchandise and sincere courtesy here.

Just now, we are extending you our compliments and best wishes for your health and success with.

GREETINGS OF THE SEASON  
Christmas Cakes for the Holiday Season

## City Bakery

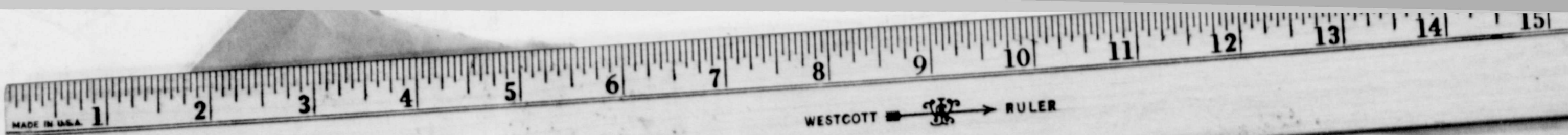
G. H. PHENIS, Prop.

## BYRON JACKSON IRRIGATION PUMPS

We appreciate the liberal Patronage we are receiving in the Lockney community and other parts of Floyd County where we are installing complete wells equipped with up-to-date, durable, efficient pumping equipment. Twenty five years continuous experience in Drilling and installing irrigation machinery in the South Plains territory we believe qualifies us to advise correctly in this line of work. We are in the business for life and carry a full line of irrigation machinery at all times. Take a look at our Byron Jackson Pumps installed on the farms of Jake Griffith and John Carbel just north of Lockney. We will be installing irrigation plants near Lockney each week until we catch up with wells now under contract.

If you are contemplating irrigation we would be glad to make estimates on complete turnkey job.

SEE, GREEN MACHINERY COMPANY, PLAINVIEW, OR OUR LOCAL REPRESENTATIVE, WM. McGEHEE, LOCKNEY



**CEDAR BROADCASTING**  
 Editor—Doris Cypert  
 Asst. Editor—Geraldine Brown  
 Reporters—Flake Dillard, Alton Love, Mabel Brand, and Hilard Lee Rofferty.  
 Community  
 Mr. and Mrs. H. L. Rafferty and family and Mr. and Mrs. Robin Fortenberry spent Sunday with Mr. and Mrs. T. J. Gill of Center.  
 School  
 This is an original poem written by Delbert Dillard, a pupil in the sixth grade.  
 Christmas  
 Christmas comes but once a year. And this we are so glad to have. To all it brings a mighty cheer To little children far and near.  
 Santa Claus is a jolly old man His hair is white, and his cheeks are tan.

He drives his reindeers to his sleigh In which the packages are wrapped in colors gay.  
 Jokes  
 Teacher: Santa Claus will soon be here for it isn't long until Christmas. How many clauses are in that sentence, Paul?  
 Paul: Three.  
 Teacher: Why?  
 Paul: Well, Santa Claus, Santa Claus will soon be here, and it isn't long till Christmas.

**FUNERAL HELD FOR CEDAR HILL MAN**  
 Funeral rites were held Friday afternoon at 2:30 for Elliot Higgins, 61, of Cedar Hill at the Floydada Baptist Church with Bro. Griffin of Abernathy officiating. Higgins died Thursday at his

home following an illness of two weeks. He and his family have been living at Cedar Hill the past six years engaged in farming. Prior to that time they lived at Greenwood, Texas.  
 Burial was in the Floydada Cemetery.  
 He is survived by his wife, two daughters, Opal, and Irene; one son, Bernie, all of Cedar Hill; four sisters, Mrs. Bristow of Rotan, Mrs. Roy Brown, Mrs. Noah Brown, and Mrs. Annie Campbell of Cedar Hill; and two brothers, Purdy Higgins of Cedar Hill, and Lewis Higgins of Alpine who was unable to attend the funeral.  
 Pallbearers were: Bishop Wittington, Sid Brown, Bob and Monroe Smith, and Clarence Strickland.

Five of the flower girls were Higgins' nieces, Mrs. Dozer Dillard, Mrs. Tom Fortenberry, Misses Naomi and Elwanda Smith all of Cedar Hill, Mrs. Milton Dudley of Silverton and Miss Edna Easley, who is a teacher in the Cedar school.  
 Other out-of-town relatives attending the services were Mrs. Higgins' mother, Mrs. McCarty, and Mrs. Kingsley, a sister, of Greenwood, and two sisters, Mrs. Bernice Montgomery and Mrs. Annie England of Altus, Okla.

**CARD OF THANKS**  
 Words cannot express our heart felt thanks for the many thoughtful deeds of kindness, the beautiful floral offering and to every helping hand during the illness and death of our husband, father and brother, Eliot Higgins. Your words of comfort will ever help us bear our sorrow. Where trouble comes to you, may you have the help and comfort that has been showered on us.  
 Mrs. Higgins  
 Bernie, Opal, and Irene  
 Brothers and Sisters.

**AIKEN NEWS**  
 Mr. and Mrs. Walter Allen spent the week-end with relatives in Amarillo.  
 Mr. and Mrs. Edd Whitfill of Lockney visited for a while Sunday afternoon with Mr. and Mrs. Hop Weathers.  
 Mr. and Mrs. Jesse Richardson and children visited her parents Mr. and Mrs. J. D. Hagar at Lockney Sunday.  
 Mr. and Mrs. Hugh Tilton of Ellen spent Sunday with Mr. and Mrs. H. M. Owens.  
 Born to Mr. and Mrs. Johnny Clark Dec. 13 a daughter. She has been named Johnny Earline. G. M. Tate is attending Federal Court at Lubbock this week.  
 Miss Diatha Swift of Plainview spent the week-end with her parents, Mr. and Mrs. Orian Swift. Barney and Cecil Newton of Bellview, visited in the D. D. Bovele home Sunday.  
 Mr. and Mrs. J. M. Hamby visited in Plainview Sunday.  
 The Aiken Girls Basket Ball team played Lockney Friday, and were victorious by a score of 45 to 37.

holidays when children are made to rejoice at the name of Santa Claus and older people enjoy giving and receiving gifts. Let us not forget the greatest gift that the world has, the gift of God, which is Jesus the savior. We leave Christ out of Christmas and we have no Christmas. Some people think they haven't had any Christmas unless they can have some whiskey. I say you are not honoring the name of Jesus and bringing judgment upon your self. Lets celebrate Christmas by trying to present Jesus to some person that does not have him as Savior.  
 We want to urge that you bring your Bible with you to Sunday School. Study them before you come then as we study together in the classes the lesson will mean much more to us. The Bible is the Word of God. It teaches us how to be saved and how to live. Be in your place with your Bible.  
 A. L. SHAW, Pastor

**METHODIST CHURCH**  
 Sunday School at 9:45. We did not reach our goal last Sunday but are getting nearer to it. Let every Methodist in Lockney, and all others who enjoy worshipping with us, be present at 9:45.  
 There for the Morning Service "A Christian's Christmas". You are urged to hear this message.  
 Leagues at 6:15 p. m. Let all children and young people find their places in one of the three Leagues and enjoy the fellowship of these groups.  
 At 7:00 p. m. there will be a special Christmas program. You will enjoy this program and it will help you to get more out of the week that is to follow.  
 Go to church Sunday.  
 H. H. Hamilton, Pastor

**FUNERAL HELD FOR INFANT HERE MONDAY**  
 The infant son of Mr. and Mrs. Leslie Gilbert died Monday morning at the Plainview Sanitarium and funeral services were held here at the home of Mr. and Mrs. Arthur Cox Monday afternoon. Luke Priba, minister of the Main Street Church of Christ, officiated at the rites. Burial was in the Lockney Cemetery under the direction of Crager Funeral Home. Mrs. Gilbert is in the Plainview Sanitarium and is getting along nicely.

**THE GIFT STORE**

A visit to our store will convince you that the most appropriate gifts are those of usefulness and duration. Below is a list of articles that will long be appreciated.

- Maytag Washer
- Atwater Kent Radio
- Crosley Radio
- American Heater
- Perfection Cook Stove
- Florence Cook Stove
- American Kitchen Cook Stove
- Aladdin Lamp
- Weaver Aluminum
- Porcelain Ware Utensils

Special price on entire Stock of Dishes.

**Baker Mercantile Co**

"A Better Place to Trade"

**Merry Christmas**

May we take this occasion to extend to you and yours our sincere wish for every joy that Christmas can bring and as we stand on threshold of 1935 we would like to say that it is our desire to cement the ties of friendship and to go hand in hand with you through a year filled with worthwhile accomplishments and marked with a full measure of prosperity for all.

**SUNDAY DINNER**

**35c**

An especially big dinner for the day

**BIG CHRISTMAS DINNER**

We are preparing an elaborate dinner for this occasion. Come eat with us.

**Cozy Cafe**

**Classified Ads**

NOTICE—I will sharpen razors, and scissors for 25c, work guaranteed.—Gordon Crocker, Commercial Barber Shop. 11-tf

ARTHUR B. DUNCAN ABSTRACT COMPANY Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt, efficient service on everything in the line of land titles.—S. E. corner of public square, Floydada, Texas Mrs. Maud E. Hollums, Manager.

Floyd County Abstract Co., R. C. Scott, Mgr. Your Abstracts certified to date for Fed. Land Bank and Home Owners Loan Corp. 30 years experience. Room 1, First Nat'l Bank Bldg. 22-tf

"Better Flowers at Hollums, Floydada Florists. Leave your orders with Mrs. Counts, at Cozy Cafe.—Hollums, Floydada Florists" 11-tf

NOTICE—If you are considering installing an irrigation unit see Wm. McGhee for estimates on cost and other information that might be of interest to you. 25 years experience in irrigation qualifies him to render advice that might be of value to you. No charge for this service. 9-tf

DALMONT Nursery has a good stock of rhodes in all varieties and sizes. Hardy fruits that bear as often as they should. Also Cash Register, Computing Scales, shelves, copiers, 3 head of colts, team, Jersey hull. Want to trade for truck, crusher or coupe car.—Dalmont Nursery. 11-tf

FOR SALE—Haag washing machine, OCI shoats, and good milch cows.—See T. B. Williams 7 miles North of Lockney. 14-2tp

FOR SALE—Or Trade, 1 span good smooth mouth mules. 2 used DeLaval cream separators. 4 used coal heaters.—Baker Merc. Co. 14-tf

FOR SALE—Or Trade, three head of horses and one-row farm outfit. Sell or trade for car or milk cows.—H. P. Parker, 10 Mi. north Lockney, Rt. 1. 14-2tp.

FOR SALE—White Persian Kittens, real Xmas present for your children, wife or sweetie.—H. P. Coleman, Box 28 Lockney. -1tp

LEAVING for Houston Dec. 30 by way of Fort Worth. Can take three passengers. Phone 111. 15-1tp.

LOST—9 x 12 linoleum rug between Jake Griffith place north of town and city limits. Finder please bring to Beacon Office. 15-1tc.

LOST—Two and one quarter inch brass windmill cylinder between town and Lee Pope's place 6 miles S. W. Finder please bring to Beacon office and receive reward. 15-1tp

WANTED—A young man or young woman commercially inclined to train for Civil Service and Court Reporting. Wonderful opportunity for those who qualify Write Box RL, Herald Office, Plainview, Texas. 15-1tc

**AT THE BAPTIST CHURCH**  
 Sunday School 9:45 a. m.  
 Preaching service 11:00 a. m.  
 B. T. S. service 6:30 p. m.  
 Preaching service 7:30 p. m.  
 W. M. S. will meet Monday evening.  
 Wednesday at 7:00 p. m. choir practice, followed by prayer meeting and teachers meeting.  
 We are nearing the Christmas

**May Your Yuletide be a happy one**

If it is to have any real meaning the goodwill which men exhibit at the Yuletide season must be an outgrowth of goodwill felt all during the year; and service rendered at Christmas should be but the holiday expression of daily acts. It is our satisfaction that we chart our yearly course by the compass of Goodwill, and measure our lives by deeds of helpfulness. It is easy and natural for us to wish you a

**MERRY CHRISTMAS AND HAPPY NEW YEAR**

We thank you sincerely for your many favors of the past year and pledge you our best efforts toward improving our service to our customers and our community.

**Taylor's Grocery & Market**

**Granada Theatre**

Plainview, Texas

**SATURDAY DEC. 22**  
 Adults 20c—25c

5 Great Players Yet we defy you to name the one that plays the title role.

**YAMA THIEF**  
 MARY CARLISLE  
 "OH SAILOR BEHAVE"  
 BUCK JONES in "The Red Rider"

**SAT. MIDNIGHT DEC. 22**  
 Sun. & Mon. Dec. 23-24  
 Now They're Hill Billies!

**No Fooling!**  
 The fierce Wolfenfeld Clan was after them with guns!

**Best WHEELER ROSE WOOLSEY "Fit to kill" in KENTUCKY KERNELS**

The world's greatest nuts—in the story of a Bluegrass feud.

with MARY CARLISLE "SPANKY" McFARLAND NOAH BERRY

Directed by George Stevens. Story, screen play, music and lyrics by Bert Kalmar and Harry Ruby.

Added—All Technicolor Comedy "Grandfather's Clock"

New Cartoon "The Magic Fish" Lowell Thomas Announcing Latest Fox Movie-tone News.

**TUES. DEC. 25**

In Person  
 "The Laugh Round-Up"

30 Great Stars including Hubert Dyer & Co. With Ernie James and His Southern Gentlemen. On the Screen.

"The Silver Streak"

Featuring the World's Fastest train with Sally Blane and Wm Farnum.



**GOOD THINGS TO EAT**

pudding rates as high with December appetites as it did with the authors of old, which is very high indeed! A perusal of the "Familiar Quotations" of the indefatigable Bartlett reveals that this delectable product of the cook's most skillful art was the theme of such famous men as Pope (who claimed a solid pudding is better than empty praise!), of Gilbert who deemed that "Life is a pudding full of plums," and of Cervantes who gave as the most-quoted one of them all—"The proof of the pudding is in the eating!"

An ancient proverb gives us the rule for December puddings—Cold pudding settles one's love" and for appetite, there is

the immortal description of the Cratchit's pudding in "A Christmas Carol!"

For recipes there are many, and especially delicious are these. May you all be "puddin' heads!"

**Date Graham Pudding**

- 1 1/2 cups graham flour
- 1-2 teasp. salt
- 1-2 teasp. soda
- 1 teasp baking powder
- 2 cups pasteurized dates sliced
- 1-4 cup butter
- 1-2 cup molasses
- 1-2 cup milk
- 1 egg

Mix the dry ingredients without sifting. Mix the dates through the flour with the finger tips. Melt the butter; add the molasses, milk

and beaten egg; stir this mixture into the dry ingredients. Fill well-greased molds two-thirds full of the batter. Cover tightly. Steam for 2 1/2 to 3 hours. Serve with hard sauce or a liquid pudding sauce. 8 to 10 servings.

**Butterscotch Rice Pudding**

- 1-3 cup rice
- 1-2 cup cold water
- 3 cups milk
- 2 tbsps. butter
- 1 cup brown sugar
- 1-4 teasp. salt
- 1 tbsp. plain gelatin

Wash rice and cook until nearly tender in a double boiler with two cups milk scalded and salt. Meanwhile cook together in a shallow pan brown sugar and butter until it becomes very dark brown but not burnt. Add this to the rice and milk and finish cooking until rice is tender and caramel melted. Pour cold water in bowl, sprinkle gelatin on top of water, add one cup of hot milk and stir until dissolved. Add gelatin to hot rice mixture and turn into mold that has been rinsed in cold water and chill. When firm, unmold and serve plain or with whipped cream or a fruit sauce. 6 servings.

**English Plum Pudding**

- 3 cups flour; 1 tsp. salt; 1-2 tsp. all-spice; 1-2 tsp. cinnamon; 1-2 tsp. nutmeg; 2 cups stale bread crumbs; 2 cups seeded raisins; 6 eggs; 1 cup currants; 2 cups brown sugar; 1-2 cup chopped figs; 1 cup shredded candied orange fruit peel or citron, orange and lemon mixed; 2 cups chopped beef suet; grated rind of 1 lemon; 1 cup grape juice or sweet pickle syrup.

Sift together the flour, salt and spices, add the bread crumbs, raisins cut into halves, currants, sugar, suet very finely chopped, shredded candied peel, figs and lemon rind. Mix thoroughly, then moisten with the well beaten eggs and grape juice. Turn into well oiled moulds of tin cans.

Canned puddings may be kept as long as one wishes. It is better to use the steam cooker. Fill No. 2 cans about 3/4 full. Line sides of tin cans, top and bottom, with butter paper cut to fit. Oil the paper before placing in the can. Butter paper does not break as easily as oiled paper.

Cover top of can with heavy wrapping paper which has been oiled. Steam for 1 hour and 15 minutes with petcock slightly open. (Have water in cooker at least half way up the sides of

cans.) When puddings are removed from cooker, remove paper cover. Place over top of pudding the oiled butter paper which has been cut to fit the can.

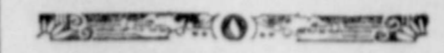
**Crude Toys for Children**

Simple or crude toys like box blocks, nested cans, floor boats, stick horses, and sand, often give a child more chance to use his imagination than do more elaborate, complex, and expensive toys.



**Just Like Old Santa**

"Don't bother children tellin' 'em dar ain't no Santa Claus," said Uncle Eben. "Dey has been hearin' dat ever since dey kin remember, but 'round he comes, punctual every year, jes' de same."



**Christmas Pudding**

As to who invented the Christmas pudding very little is known, except that, in the opinion of the average healthy boy, it was a good idea, who ever thought of it.

Wishing for You  
good health, contentment,  
Peace now and for the  
years ahead.

J. R. Yearwood  
Floydada, Texas Plainview,

**VISIT THE HOME FOLKS THIS CHRISTMAS  
REDUCED ROUND TRIP HOLIDAY FARES TO  
PRACTICALLY ALL POINTS IN THE  
UNITED STATES**

Tickets on sale between all points in Western States from December 13th to January 1st with final return limit of January 15th, 1935.

**CONVENIENT SALE DATES AND LIMITS TO  
POINTS IN THE EAST AND SOUTHEAST  
FOLLOWING ARE EXAMPLES OF ROUND TRIP  
FARES BETWEEN LOCKNEY  
AND**

First Class	Coach
\$22.90	Denver \$17.16
10.30	Dalhart 7.71
7.05	Amarillo 5.27
3.75	Childress 2.79
8.00	Wichita Falls 5.99
12.55	Fort Worth 9.41
13.80	Dallas 10.35
21.65	Houston 16.25

**COMPARABLE FARES BETWEEN OTHER  
POINTS**

Consult K. L. Canning Agent, For full information  
**BURLINGTON LINES IN TEXAS**  
(Fort Worth and Denver City Ry.)  
(The Wichita Valley Ry.)

Certified Quality



Factory Sealed for Christmas

\* Famous Holeproof Hosiery is now finer, more beautiful than ever... through new improvements just perfected! Quality certified by test of Better Fabrics Testing Bureau. Clear, shadowless... and sealed in transparent wrap—Fresh, unhandled, perfect. Packed in gift boxes... and in each, an Authoritative Guide to Color Harmony of Costume and Hosiery. An exquisite gift! Special—

3 pairs in handsome Holiday box for \$2.85  
2 pairs in same packing, \$1.95  
In a still sheerer chiffon, 3 pairs for \$3.25

**HOLEPROOF HOSIERY**

"Always Something New"  
**The Fashion Shoppe**

**Boy! And Are We Having Fun At Lockney**

**\$25 CASH CONTEST EVERY DAY**

Don't miss a single day. Come and bring your tickets.

This is just an enlargement on our regular

**FELLOWSHIP DAY PROGRAM**

**During The Holidays**

Trade with these merchants in Lockney and get your tickets for the contest

**FILLING STATIONS**

- Ozark Service Station
- Sinclair Service Station

**GARAGES**

- Ford and Busby Motor Co
- Messimer Garage
- A. O. Fielder Motor Co.
- Lockney Auto Company
- Pennington Motor Co.

**CREAM STATIONS**

- Huggins Produce
- Lockney Poultry & Egg Company

**DRY GOODS**

- E.L. Ayres
- Baker Merc. Co.
- Fashion Shoppe
- Lockney Bargain Store

**GROCERY STORES**

- Hamilton Grocery
- Taylor Gro. and Market
- Piggly Wiggly
- A. L. Rains

**HARDWARE & FURNITURE**

- Cox Hardware & Furniture
- Baker Merc. Co.
- Dyer Hardware

**LUMBER CO.**

- Higginbotham Bartlett Co

**FEED STORE**

- Arthur Roberson

**IMPLEMENT HOUSES**

- Hammonds & Co.

**INSURANCE**

- Frank Perkins
- McAdams & Childers

**CAFES**

- Cozy Cafe

**DRUGSTORES**

- Greer Drug Store
- Lockney Drug Co.

**BAKERY**

- City Bakery

**WHOLE SALE OIL**

- R. L. Maggard
- Henry Hodel

**ICE**

- Lockney Ice Co.
- GAS COMPANY

- West Texas Gas Co.

**BANK**

- First National Bank

**DENTIST**

- R. R. Wimberly

**PHYSICIAN**

- N. E. Greer
- P. C. Anders

**VARIETY STORE**

- Robert Ayres

**OIL MILL**

- West Texas Cottonoil Co.

**NEWSPAPER**

- Lockney Beacon

**BARBER SHOPS**

- Palace Barber Shop
- Commercial Barber Shop

**YULETIDE PARTIES AND YULE TREES FEATURED**

**Santa Has Already Visited Several Social Clubs and S. S. Departments; Other Parties Planned for this Week end**

Yuletide parties in the resplendent colors of red and green motivating the Christmas atmosphere and cedar trees illuminated with strings of colored lights and ornamented with spangling metallic decorations were features of the pre-holiday festivals here this week.

Santa has already visited a number of social clubs and Sunday School Departments at their annual Christmas trees.

Everyone seems to be in a whirl of holiday entertainment and all antcipating the visit of Saint Nicholas Christmas eve and at some firesides it will be

Christmas morning.

**Social Club Has Tree**

That Jolly Good fellow was a visitor at the home of Mrs. Pete Shurbet Monday afternoon at 3:30 when she entertained the club members with a Christmas tree and party.

As soon as the guests arrived they were asked into the kitchen where they found plates already prepared in the festive motif. Plate favors were miniature burning candles with a foundation of white marshmallows.

The decorated tree held many novelty gifts wrapped in red, and white tissue paper and tied with contrasting ribbons for the members.

Guests were: Mesdames Raymond Meriwether, T. J. Honca Jr., Howard Cox, C. J. Taylor, and Winfred Cooper, Misses Rowena Ewing, June Guthrie, Jeane

Suits and the hostess.

**S. S. Has Kid Party**

Short pants, socks, and windsooties were worn by the lads and gingham dresses, anklets, and big bows were donned by the lassies at a kid Christmas tree party Tuesday evening given by the Young Peoples Department of the First Baptist Church at the home of Rev. and Mrs. A. L. Shaw.

The house was ornamented with red and green rope and tingling silver bells. The Christmas tree in the background was the center of attraction. Streamlined motor cars, Doll buggies, bugles, dresser sets, handkerchiefs, toy telephones, Joe Penter's Goo Goo duck, dolls, and whistles adorned the tree.

Santa Claus arrived about two hours after the party had begun, wearing his coat of red trimmed in white fur, and greeted all of the little kiddies. All of the wee tots giggled and giggled as they clasped Santa's hand and told him what good children they had been the past year.

After the toys were distributed and Saint Nick had sped away in his jingling sleigh, popcorn balls were passed to about 50 guests. Miss Lena Moore directed the games played during the evening.

**Aiken S. S. Has Xmas Party**

The young married peoples class of the Aiken Methodist Church were entertained with a Christmas party by Mrs. Fred Lam and Mrs. Ralph White at the home of Mrs. Lam. Christmas decorations were used throughout the entertaining rooms and each guest received a gift from a miniature tree.

Progressive "42" was played during the evening. A salad course was served to the following guests: Mr. and Mrs. Clyde Farish, Mr. and Mrs. Henry Schacht.

Mr. and Mrs. Lee Sims, Mr. and Mrs. A. P. Langfeldt, Mr. and Mrs. Ralph Brown, Mr. and Mrs. Arthur Strickland, Rev. and Mrs. Ollie Apple, and the hosts and hostesses.

**Junior Dept. Plans Party**

The Junior Department of the Baptist Church is planning to have a Christmas tree and exchange gifts Sunday morning at 9:45 in the basement of the church during the regular Sunday School hour. They also plan to have a short program quite in keeping with the holiday season according to the teacher, Mrs. A. L. Shaw.

**Buffet Supper Given By Classes**

The T. E. L. and Bethany Sunday School classes of the Baptist church entertained about 60 guests with a Christmas buffet supper last Thursday evening in the basement of the church. Names were drawn the Sunday before and gifts exchanged from a lighted tree. The basement was decorated in the holiday colors to produce the Christmas spirit.

The two classes presented the pastor and his family, Rev. and Mrs. A. L. Shaw, with a set of china dishes.

**Senior-Junior Yuletide Party**

Miss June Guthrie, sponsor of the Lockney High School Seniors, is planning the annual Senior-Junior Christmas party to be held at the gymnasium Thursday evening of this week. The gym will be decorated in red and green tinsel, silver bells, and colored lights. At one end of the court there will be a tree adorned with a profusion of colored sparklers, spangling ornaments, and packages.

The school faculty and members of the junior and senior classes will be guests for the occasion.

**Study Club Has Christmas Tree**

The El Progreso Study club had an annual Christmas tree and social Wednesday afternoon at the home of Mrs. Arthur Barker. The Yuletide motif was carried out with red tapers on either end of the mantel creating a cheery atmosphere. The decorated tree contained little remembrances for the guests.

A program consisting of a play let presented by Mrs. Henry Hodel and Mrs. Sam Miller was featured during the afternoon with the following numbers appearing: Dutch dance by Sally Ruth Patterson and Jerry Nell Suits; folk dance by Barry Barker, Marvin Jones, Sally Ruth Patterson and Jerry Suits; reading, "The Night Before Christmas," by Virginia Norris. All of the selections were accompanied at the piano by Mrs. J. L. Suits.

Sprigs of holly were used as plate favors.

Hostesses were: Mesdames Arthur Barker, L. L. Honea, Ralph Ashworth, Clyde Applewhite, Watt Griffith, Henry Hodel, O. E. Stevenson, Sam Miller, and Alex Norris.

For Results advertise in the Lockney Beacon. If you have lost found or want to sell anything advertise in this paper, and you will get results.

Mr. and Mrs. W. R. Broadhurst and little son Charles Wayne of Gruver, Texas. Spent the past week end with home folks. The latter's parents Mr. and Mrs. C. W. Murphy. They left Monday for Maxwell, New Mex., to spend a month or six weeks before returning home. C. W. Murphy Jr. accompanied them to Maxwell for a few days.

**MINERAL WELLS**—Christal, \$1.00 box for 50c.—W. R. Same 15-2tp

Dr. and Mrs. R. R. Wimberly will leave Saturday for Dallas and enroute will stop at Sweetwater to spend a few days. They plan to be gone a week.



Nineteen Hundred and Thirty-Four years ago, the KING OF PEACE was born into the world to save mankind, promote peace and establish good fellowship throughout the world. In co-operation with this great principle we rejoice in the privilege of extending greetings to everyone throughout the land and wishing for all a most enjoyable Christmas celebration and a New Year filled with peace and prosperity.

Yours For Better Service During  
Nineteen Hundred Thirty-Five

**Lockney Auto Co.**



If it is to have any real meaning the goodwill which men exhibit at the Yuletide season must be an outgrowth of goodwill felt during the year; and service rendered at Christmas should be but the holiday expression of daily acts. It is our satisfaction that we chart our yearly course by the compass of Goodwill.

**MAY THE NEW YEAR BRING YOU:**

Good prices for your products, full reward for your labor, friends that are true, health and happiness in your home.

**COX RADIO SERVICE**  
MARVIN COX



Your hair will respond beautifully to proper care!

**SHAMPOO AND WAVE SET 50c**

**SPECIALS**  
\$1.75 permanents 2 FOR \$2.00  
\$5.00 permanents 2 FOR \$5.00

A regular, weekly shampoo will keep your scalp healthy and clean, and do wonders for your hair. At this price you can afford it.

**VOGUE BEAUTY SHOPPE**

LYNNA JAYE GRAVES, Operator  
Lockney, Texas Phone 16

**Holiday Greetings**

May the Joys of Christmas Warmth and good cheer be reflected throughout the New Year.

Christmas is more than a Holiday — it is a Heritage of Happiness in the hearts of men. Down through the centuries it has brought the beautiful benediction of "Peace on Earth; Good Will to Men." And each year it brings us anew the pleasure of wishing you with our whole heart, "A Merry Christmas and Abiding Happiness Throughout the New Year."

JOE McCOLLUM, Postmaster  
Geo. Newman, Assis. Postmaster  
MARTHA MERIWETHER, Window Clerk

**We Greet You**

At the end of the Old Year our kindest thoughts and best wishes turn to those who have in some way contributed toward our support during the time gone by!

It may be a kind word, an expression of confidence by your patronage, or just a good thought for us . . . but in whatever measure you have supported us this year, we want you to know that we appreciate it . . . so at this cheery Christmas season we take occasion to express this gratitude and wish for you an abundance of good things.

**Patterson Gin Company**  
**Home Grain Company**

R. L. PATTERSON, Mgr.



We thank you sincerely for all the courtesies, the evidences of good will your friendship and patronage have signified to us during the past twelve months. Accept our best wishes for your enjoyment of a happy Yuletide and prosperous march throughout 1935.

**FRANK MESSIMER GARAGE**

**It's A Good Old World After All**

As we see the holly wreaths and the bright Christmas lights and observe folks rushing here and there, buying presents and showing other signs of Christmas, we pause to think "It's a pretty good world after all" and right away we catch the spirit of the season . . . and at this moment we are thanking kindly of our friends and take pleasure in sending out this message of good wishes.

**JOY TO YOU AT CHRISTMAS AND MAY A HAPPY NEW YEAR BRING YOU EVERYTHING WORTH WHILE**

*Frank Perkins Agency*  
Insurance and Bonds

COLLEGE STUDENTS ARRIVE HOME FOR HOLIDAYS

Campus To Get Rest While Home town Is Filled With Students

The college campus will not be haunted by hurly burly feet rushing to and from classes for two whole weeks and the hometown will be filled with saucy college students putting on the ritz for the fireside folk.

neck tie with a blue shirt. And Helen will probably roll her R's and incidentally show the home boys how she can roll her eyes ere she departs for the campus.

More students from here are enrolled at the West Texas State Teachers College at Canyon than any other school in Texas. Texas Technological College is second in representation from Lockney.

weekend are: Misses Virginia Hohlaus, Martella Graves, Frankie Dodson, Ruth Stapleton, Faye Cook, and Leona Shelton; Floyd Ewing, Weldon Dodson, and Kenneth Hohlaus.

Texas Tech students of Lubbock home for the holidays are: Miss Mary Leda McAdams, Glen and Wood Stevenson, Ben Whitfill, Herman and Owen Thornton, and R. C. Mitchell.

College of Industrial Arts Misses Patricia Patterson and Agnes Cooper will arrive Friday from CIA at Denton to spend about ten days visiting their parents, Mr. and Mrs. R. E. Patterson and Mr. and Mrs. Luther Cooper.

Oklahoma A & M Chester Mitchell, who is a junior at Oklahoma A & M at Stillwater, will be here this week-end to spend Christmas with his parents Mr. and Mrs. T. B. Mitchell.

Texas University Royce Brooks of Texas University will probably be here at some time during the holiday as the guests of his parents, Mr. and Mrs. T. B. Brooks. Royce is a sophomore at the university this year having attended the teachers' college at Denton last year.

For Results advertise in the Lockney Beacon. If you have lost found or want to sell anything advertise in this paper, and you will get results.



Again we come to that glad holiday season which marks the passing of another year, a year that has in many instances been unkind but has at the same time brought us much to be thankful for.

We have learned that not all pleasures come from material things. And that what ever material losses may have been sustained have been more than compensated by a more fuller understanding of the great truths taught by the Man whose coming gave origin to this great occasion.

To us wishing you a Merry Christmas seems a little selfish for we know that if a word of appreciation from us to you will help to brighten the days ahead that we will receive a great deal of joy from the knowledge of having spoken those words and for us Christmas will be made a little happier.

We hope that 1935 will be good to you and your. And may the Spirit of Christmas be with you always.

Lockney Gin Co. ED WHITFILL, Mgr.



Sincerely We Say A RIGHT MERRY CHRISTMAS

We appreciate your business friendship and the patronage you have entrusted to us during 1934 so it is a real pleasure to extend greetings at this glad season.

PALACE BARBER SHOP

Use Sleigh Bells for Jolly Christmas Game

It is a new and exciting game to play at a Christmas party. First borrow a set of sleigh bells. They are not as easy to find as in the old days.

The idea is simply this: It is possible to suggest, then control the action of a person who does not know what is in your mind, but must find out through the sound of the bells. Here is the way to do it:

Send one of the guests from the room. The remainder decide what he must do. For instance—go to a certain table, pick up a book, take it to another table and place it near the lamp. Here are four separate acts in succession.

The person outside is called back. Somebody has been chosen to be the manipulator of the bells. He must use a nice judgment in using them, ringing softly when the act approaches what is in the minds of all; ringing loudly as the perplexed player moves away.

Try it. Use subtle gradations of sound to guide your experiment. Without a word being spoken he will at last be guided to do what has been secretly agreed upon. Loud ringing when he is far from his goal or going when he is near the doing of what is required.

Christmas Bells! and Joyous Wedding Bells!

With a jerk the great Christmas train came to a stop and the next moment Sylvia and Bob were filing their way through the happy, smiling Christmas passengers laden with parcels, boxes, suitcases and good will!

Of they hopped and hurried through the blinding snow storm to the house on the side of the hill, the old familiar homestead of Sylvia Bronson. There it stood in its snowy coat and Christmas welcome—much the same as when she had left it but a year before.

Bob acquiesced by a tighter grip of Sylvia's arm and a genial smile of understanding. Stamping and brushing the feathery flakes from them, they opened the door and were almost smothered with greetings and shouts of "Merry Christmas" from the whole family.

What a sight! Christmas bells! Wedding bells! The tree itself was one glittering mass of lights and miniature bells—bells of gold and bells of silver. Even beneath its branches stood a huge bell-shaped container simply loaded down with Christmas gifts—wedding gifts—all for this one night of nights!

George—Would you be alarmed if I kissed you while you are under that mistletoe? Grace—Yes, but it would be a still alarm.

A CHRISTMAS SMACK



Good King Wenceslas Good King Wenceslas, immortalized in the well-known carol, was really a Bohemian prince who died in A. D. 935. His name should properly be spelt "Wenceslaus."

Santa Claus Is Popular "Dat gen'tman Mistah Santa Claus," said Uncle Eben, "is sho' popular. Nobody else could carry around so much valuables wifout sooner or later bein' hijacked."

When Christ Was a Child It is good to be children sometimes, and never better than at Christmas, when its mighty founder was a child himself.

Little Christmas Trees They haven't yet invented the collapsible Christmas tree for the little flat, but the cedars and spruces grow more illiguntia.

Giuseppe's Christmas Was a Grand Revelation

CHRISTMAS was approaching and Giuseppe was lonesome. There were others in the school from foreign lands but no one spoke Giuseppe's language.

Christmas had been so much fun in Italy. In the province where Giuseppe lived, a tree decked with oranges was the center of their Christmas festivities. All the relatives came to a big feast on Christmas day, and afterwards old and young danced around the orange tree, and, of course, some folks had a miniature manger with St. Joseph and other figures.

"I don't see how I am ever going to stand it," Giuseppe told his mother. But she had smiled and said, "It will be all right, son. You'll see."

Then Christmas preparations began at school. There were carols to be sung—carols in five languages, and Giuseppe was to sing the carols of his country, all by himself. Giuseppe was very proud. There was a play with the manger and the wise men, shepherds, angels and Mary the Virgin, and Joseph. Giuseppe could hardly believe his ears when he found he was to be Joseph. And after the program there was the tree.

"It was grand, wasn't it?" Giuseppe said to his mother and father as they walked home together, and mother and father agreed.—Florence Harris Wells, C. Western Newspaper Union.

PURITANS AND CHRISTMAS

THE Puritans regarded Christmas asavoring of popery and preferred their own celebration of Thanksgiving. In 1659 the General Court of Massachusetts enacted that "anybody who is found observing, by abstinence from labor, feasting or any other way any such day as Christmas day shall for each and every such offense be fined five shillings."

The Green Christmas Tree

In order to keep the tree green all the time it is on display, cut a small piece from the base of the tree so that a new surface is exposed. Then set the tree in its support with a small pan containing water in the center so that the base of the tree is resting in the water all the time. Add an aspirin tablet to the water and prepare to have a flourishing tree this year.

SEATS SELLING FAST FOR "THE BRAT"

Proceeds To Go For Auditorium Curtains and Scenery

Reserve seats are going fast for "The Brat" which is to be presented at the grammar school auditorium by the Little Theatre under the auspices of the American Legion. The proceeds of this play will be used by both organizations for scenery and curtains for the City Auditorium.

Seats are on sale at the Lockney Drug. Don't miss this big production of the year and the Lockney Little Theatre's first performance. Special arranged songs and dances between acts. Its a Rip Snortin' play from the rise of the curtain to the grand finale. The production is under the direction of Mrs. O. E. Stevenson.

Do your Christmas shopping in Lockney Big Cash Contest each day until Christmas Eve.



WE ARE THANKFUL

For the patronage and friendship that you have extended to us during 1934. Now as this great holiday season is with us and another year about to dawn, we renew our pledge of service to you and wish for you a

MERRY CHRISTMAS And HAPPY NEW YEAR LOCKNEY WELDING & MACHINE COMPANY L. C. DENT



We wish to thank you for all past patronage and earnestly solicit your future business.

Highest Prices Paid—Cash Huggins Produce Phone 100 Lockney, Texas



Some say there's no sentiment in business. But we are not out merely for business. We regard our customers as friends whose good will is our best asset. We are happy to have served you, and it is with genuine pleasure that we wish you a Merry Christmas and all good things for the New Year.

E. L. Ayres Dry-Goods

WISHING YOU ALL A MERRY CHRISTMAS. We pause at this good Christmas season and think of the good friends with whom we have had dealings during the past year. We cherish your friendship and value your good will and patronage. Our wish for you is that this Christmas and the year ahead will see the fulfillment of every bright promise for happiness and prosperity you could wish for. MERRY CHRISTMAS HAMMONDS & COMPANY

# A GOOD WISH

## Sincerely Made

Whoever makes a sincere wish will do his best to bring that wish to fulfillment. And when we wish you a Merry Christmas and Happy New Year we want you to know that it is no idle custom of ours but deep down in our heart we hope you catch the Spirit of Christmas Day . . . and spend a season of joy and happiness that will resound in your memory throughout 1935.

We send you this greeting and good wishes with much gratitude for your favors of the past, and from the bottom of our heart sincerely wish for you and yours

A VERY MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR

### South Plains Grain Co.

J. H. Hohlaus

Miss Marjorie M. Welborn, her parents at Cynthia, Ind. music teacher in the local school. She will go via Shreveport, La., and Memphis, Tenn., to visit spend the Christmas holidays with friends.

## Christmas Trees

By MARJORIE HAYES in Boston Herald

NEARLY every one has a Christmas tree nowadays, but if you had been a child in America a hundred years ago the chances are that you might never have seen one. The custom was universal in England many years before it was very common here, except in communities of German or Scandinavian settlers. For it was in Germany that the Christmas tree had its origin. There are several different legends in regard to it. Here is one which dates from the Twelfth century:

An English monk named Winfred who had gone as a missionary into Germany, came upon some priests about to sacrifice the young prince Asulf to the god Thor beneath the "blood oak." He stopped their ceremonies and ordered them to cut down the oak, whereupon a young fir tree appeared in its place which Winfred told them signified the tree of life, or of Christy living. From that time Germans who became Christians made the fir a part of the Christmas festival, decorating it with gilded nuts and apples to shine like stars.

The two trees most commonly used for Christmas trees are the spruce and fir. They look very much alike, but



Spruce Twig, Showing the Cones Hanging Downward.

the spruce is likely to shed its needles after two or three days in the house, while the fir remains in good condition much longer. There are several ways in which you may distinguish them, first the cones. Those of the spruce hang downward while the cones of the fir are held erect. This will not be much help to you in selecting a Christmas tree, however, as they are usually not old enough to bear cones. But if

# A Merry Christmas and a Happy New Year To All

In extending to you our wishes for a joyful Christmas season we do not forget to thank you for the patronage and other marks of good will you have bestowed upon us during the twelve months now coming to a close.

We appreciate the confidence of the public, and make it our aim always to merit the trust reposed in us. We take pleasure in serving the needs of the community in our full line and invite your patronage on a promise that courtesy and quality shall be our constant offering to you.

While you are enjoying the prosperity of the New Year let us be of assistance to each other.

Ride on FEDERALS This Christmas

## We Meet All Tire Prices Ozark Service Station

Lockney, Floydada and Plainview

W. M. Cobb left Saturday for his home at Lake Providence, La., after spending several days with his daughter and family. Mr. and Mrs. E. E. Dyer. He stopped here enroute home from Phoenix, Ariz., where he has been for two months visiting his son.

D. E. Cox, Mr. and Mrs. Howard Cox, and Mr. and Mrs. Harve Pennington went to Amarillo Sunday to meet Mrs. D. E. Cox who has been in Ohio, Ind. and Ill. the past month visiting friends and relatives.

### To Our Friends Everywhere:

We come again at the glad Christmas season with a deep feeling of gratitude to all our friends we greet you. With thanks for your loyalty during the past year and promise to fully merit your continued favors. May the holiday season bring you happiness in abundance.

## The First National Bank

Lockney, Texas



With a wish for your happiness I greet you. With thanks for your friendship and good will I greet you. I greet you with a wish that your disappointments fade to nothing, and your happiness increases.

As the morning of Christmas breaks over the roof of your home, I wish happiness, peace, prosperity and lightness of heart for you.

### E. R. Harris

Commissioner Precinct No. 2

you examine a twig of the spruce you will find it covered with little horny projections in which the needles are set.

The spruce tree is pyramidal in shape, the long cones hanging from the branches near the top. The needles are arranged in spiral rows around the stem, these at the top pointing sharply upward. They have three or four distinctly angled sides. Some common varieties are the red, black, white and Norway spruce. Spruce timber has been used a great deal of late years for wood pulp.

Fir trees in various sections of the country are the balsam fir which grow abundantly in the mountains and which we find displayed in our markets at Christmas time. The fir is shaped much like the spruce, but the needles are flat and blunt, and usually spread feather-wise from two sides of the stem only. They are dark green above and silvery beneath. The dark purple cones stand erect glistening with balsam near the top. Balsam also exudes from the trunk, and is used for medicine. The fresh needles are used as a stuffing for sweet-smelling balsam pillows.

Another evergreen sometimes used as a Christmas tree is the hemlock. It is more slender than the spruce, with feathery waving branches which grow very close to the ground. The needles are arranged in two flat rows on the twigs, and have tiny stems. They are



The Balsam Fir is Shaped Much Like the Spruce.

soft, and silvery underneath. The cones are tiny, growing at the ends of the twigs. The bark is used in tanning leather. Wreaths made of branches with little cones on them are very lovely.

Mr. and Mrs. W. E. Perry who reside south of Plainview visited relatives at Lockney Sunday.

## 2,993 THANKS:

To the 2,993 voters who cast their ballots for me in the First Primary, July 28th, 1934 I wish to express my sincere thanks.

As the year 1934 draws to a close I also wish to express my thanks to the citizens of Floyd County for the wonderful assistance and co-operation you have given me as Tax Collector of Floyd County. I have enjoyed working with you and I trust that the service that I have rendered has met with your approval and satisfaction.

On January 1st, 1935, as you know the office of Collector and Assessor will be combined, it being a newly created office and after above date will be known as The Assessor and Collector of Taxes.

I want you to know that I appreciate the honor you have bestowed upon me and the confidence you have placed in me in electing me your first Assessor and Collector of Taxes. In placing the two offices together it has increased the duties and the responsibility of the office and I assure you that I will appreciate your continued co-operation and good will that I have enjoyed in the past.

I will continue to render the same type of service and will endeavor to improve the service in the office. Assuring you that I am at your service at all times, be it day or night, I want you to call on me.

Wishing everyone a Merry Christmas and a prosperous New Year:

I am, yours truly,  
**Frank L. Moore**

Assessor and Collector of Taxes, Elect.



Misses Rowena Ewing and June Guthrie will leave Friday afternoon for Amarillo where they will spend the week-end visiting friends.

Santa All the Year Is Found to Be Good Idea

SANTA CLAUS comes in July as well as December to those who need him in Columbia, Mo. Last Christmas a dollar given anonymously by a group of children was used by the Welfare society there to start a fund for year-round needs.

These are some of the things the fund has paid for: glasses to replace those broken by a boy whose mother washes to keep him in school; means of getting a crippled girl to and from school; shoes for the old horse used by the society when there is hauling to be done; the cane a grandfather needed to help him get about; fares of a trachoma patient and a tubercular child who were sent to hospitals; soap and a razor for a young man who wanted to clean up so he could try for a job.

Regular donations to the society may be spent only for food, fuel, clothing and shelter; these all-year gifts, though badly needed, would have been impossible but for the dollar from the children "to use any way you want" that gave welfare workers the idea of the Santa Claus fund.—Frances Grinstead.

Christmas in Christ's Land Is Without Snow

LITTLE Christian children who live in Jerusalem or who are traveling there with their parents will not have a snowy Christmas. Snow almost never falls in Palestine, for the temperature is seldom below 38 degrees.

Most of the people in the country where the infant Jesus was born do not celebrate Christmas, however! For only a few of them are Christians; most are Moslems or Jews. There are some Christmas trees in Christian homes, and gifts are exchanged among those who observe Christ's birthday.

Yet there is probably no place in the world more appropriate to visit at Christmas. The Holy Sepulchre is in the old part of the city, and at Bethlehem, six miles south, is a great church that has replaced the humble inn where Christ was born.

—Frances Grinstead.

IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

When we eat too much, our food decays in our bowels. Our friends smell the decay coming out of our mouth and call it bad breath.

What makes the food decay in the bowels? Well, when we eat too much, our bile juice can't digest it. What is the bile juice? It is the most vital digestive juice in our body.

When our friends smell our bad breath (but we don't) and we feel like a "jipped bum", don't use a mouthwash or take a laxative. Get at the cause. Take Carter's Little Liver Pills which gently start the flow of your bile juice.

Landrum Post No. 141.



Wishing You All

Christmas Joys

May your happiness sparkle as do the lovely trinkets which beautify the Christmas trees; may your laughter ring out with hearty delight as the sound of silver bells; may there be nothing lacking during this glad season to bring you a full measure of Yuletide satisfaction.

AT CHRISTMAS TIME



"Henry, what were you conversing with the ashman about?" "Why, Helen, I was trying to coax him to smoke those cigars you gave me for a Christmas present."

The Need of Santa Claus "If there were no God it would be necessary to invent him," said a well-known writer. There is no Santa Claus in our grown-up world, but we

Gift Suggestions

- WOMEN'S TOILET SETS: Cora Nome Powder and Perfume—\$3.00, Cora Nome Compact and Perfume—\$4.00, Evening in Paris Sets—\$4.00, Evening in Paris Sets—\$5.00, Shari Toilet Set with Beach Bag—\$12.00, Bibles and Testaments—20c to \$5.00, Palmars Compacts with Perfume or Lipstick—\$3.50. MEN'S TOILET SETS: Lavender Shaving sets—\$1.00, Colgates shaving sets—\$1.00, Palmolive shaving sets—\$1.00, Yordley shaving sets—\$3.25, Evening in Paris—\$1.85, Men's Zepper Bag toilet sets \$3.00 & \$4.00, Cock Tail set—\$7.50, High Ball serving set—\$4.50, Wine Set—\$1.25, Brush sets—\$2.50, Brush sets—\$3.50. STATIONARY: Lord Baltimore—75c, Cas-de—\$1.00, Symphony Lawn with Fountain Pen and Ink, in Brown and Silver—\$4.50, Fountain Pens and Pencils—39c to \$12.00, Glazo Cuticle Sets—\$1.00 to \$2.50, Cutex Cuticle Sets—\$1.00 to \$3.50. CIGARS 5 CENTS: Rothenberg & Schloss, 25—\$1.25, Eltora, 25—\$1.25, Roi. Tan., 25—\$1.25, Roi. Tan., 50—\$2.50, Locera, 25—\$1.25, Lovera, 50—\$2.50, H W F 25—\$1.25, H W F, 50—\$2.50, Van Dych, 25—\$1.25, White Owl, 25—\$1.25, Portina, 25—\$1.25, Donalds, 25—\$1.25, Cnancelors, 50—\$2.50, N & M, 25—\$1.25, Chancelor, 10c, 25—\$2.50, Chancelor, 10c, 50—\$5.00, Travis Club, 10c, 25—\$2.50, Travis Club, 10c, 50—\$5.00, Robert Burns, 10c, 25—\$2.50, Robert Burns, 10c, 50—\$5.00, Drunkleas Kaywoodi'e pipes—\$3.50, Kaywoodi'e Imperial—\$1.50, Kaywoodi'e Yellowhole—\$1.00. PANGBURNS CANDY: 2 lb. Basket—\$3.50, 1 lb. Basket—\$1.50, 2 lb. Assorted Nuts—\$2.00, 1 lb. Assorted Choc.—\$1.50, 1 lb. Ragtime Choc.—\$1.50, 2 lb. Nuts Assort—\$3.00, 1 lb. Fruit Nut—\$1.50, 1 lb. 100 Pieces Assort—\$1.50. LADIES AIR MAID HOSE—\$1.00. GIFTS FOR BABIES: Baby Brush sets—\$1.00 to \$2.50, Baby Books—\$1.00 to \$2.50, Baby Bath Sets—75c.

Lockney Drug Company

The Rexall Store

Lockney,

Texas

Merry Christmas

and

May the NEW YEAR Bring

PROSPERITY

WHY NOT

After Your Xmas Dinner

ATTEND

The American Legion Sponsored

FOOTBALL GAME

AT FLOYDADA

West Texas Cottonoil Co.

have found we should find as one of the most beloved characters in the world of childhood, which is peopled with legends of the child's own making. The enchanting belief in Santa and his reindeer, his paunch and his pack filled with toys will never hurt a child. The cynical grown-ups, who have too completely lost their belief in him and his kind, need your help.

Demand for Christmas Toys

Children are still running true to form in their requests to Santa Claus. The girls still want dolls, play furniture and toy household appliances and the boys want cowboy suits and mechanical toys year after year.

Children Like to Buy

Children take pride in being able to buy their own gifts for members of the family and for friends. Often mothers find their ingenuity put to a severe test to find ideas enough to go round in the necessarily limited price range.

Poinsettias

Poinsettias require a temperature that does not fall below 65 degrees Fahrenheit. While the plants are blooming, the soil should be kept quite moist.

Christmas Is Ireland's Greatest of All Feasts

IN NO country is Christmas looked forward to with greater anticipation than in Ireland. For centuries the coming of the Christ Child has been hailed with unbounded joy by the people of the Emerald Isle.

Many stories associated with Christmas are repeated year after year around Irish firesides. An old legend tells that sometimes on Christmas eve Mary and the Christ Child wander abroad seeking shelter. Fearful lest they might seek in vain, as they did in Bethlehem long ago, a lighted candle is placed in every window to guide them to a place of refuge. These are left burning through the night, gleaming into the darkness, guiding any wanderer that might be abroad; for the legend also tells that the "Mother and Child" may come in almost any guise.

All the world remembers Ireland at Christmas, for her children are scattered in every land. A steady stream of gifts and good wishes come pouring into her gates. Families divided by stretching seas are reunited in spirit, as the bridge of time and space is broken by the old happy greeting, "A Merry Christmas and a Bright New Year."—Katherine Edelman.

THE EARLY BIRD



"Mother's afraid I wasn't going to give anything to her." "How do you know?" "She sent her Christmas gift to me last week."



Rev. I. N. Demy says:

I have found nothing in the past 20 years that can take the place of Dr. Miles Anti-Pain Pills. They are a sure relief for my headache.

Sufferers from Headache, Neuralgia, Toothache, Backache, Sciatica, Rheumatism, Lumbago, Neuritis, Muscular Pains, Periodic Pains, write that they have used Dr. Miles Anti-Pain Pills with better results than they had even hoped for.

Countless American housewives would no more think of keeping house without Dr. Miles Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering.

At Drug Stores—25c and \$1.00. DR. MILES' ANTI-PAIN PILLS

Mr. and Mrs. Herchel Carthel of Tulsa were in Lockney Wednesday visiting friends.

Mr. and Mrs. Raymond Meriwether and baby left Wednesday morning for Running Water, Texas, where they will spend the holidays as the guests of Mrs. Meriwether's parents.



No Finer Gift than a GAS Refrigerator!

If your home still lacks the joy of modern refrigeration, someone near and dear to you can be made very happy this Christmas. A Gas Refrigerator will not only solve one of her greatest kitchen problems, but will thrill every member of the family with the better quality and variety of foods it will make possible.

The new Air-Cooled Gas Refrigerator is the latest word in automatic refrigeration. Operating entirely without moving parts, it is permanently noiseless and trouble-free. And it costs less to operate than any other type of refrigerator! The food savings alone will make it the best investment you ever made.

Go in, or call, today, your nearest Electrolix Gas Refrigerator dealer.

Note: Gas Appliances are eligible for modernization loans under the National Housing Act.

West Texas Gas Co. 6000 GAL. NET WEIGHT SERVICE

### A Little Cat Lost

A Christmas Story  
by  
Martha Banning Thomas

"PETER, that little boy in the apartment on the first floor has lost his kitten again!" Good heavens! Peter whipped the paper over to the financial sheet. "That makes the fourth time, doesn't it? I hope you're not hinting that I go

but this cold night and hunt for it." "No-o-o, but I talked to his mother today, and she said Allan's Christmas would be ruined if they couldn't find that kitten. She said that he wouldn't look at the tree they brought. She said that to divert his thoughts, she gave him a present beforehand—a large toy dumpcart. He put it on the floor and went to the window. He just stands there, Peter, looking sad looking." "Why don't his own parents go out and scour the neighborhood? I don't quite see where we come in." "They have, Peter. But the boy's father is away all day, and has had to work late all this week. His mother can't leave the child alone down there, and he's too little to walk far... and she can't push the cart through all this snow." "Um-m-m... well, I see that more snow is expected tonight." "Peter!"

Down went the paper with an irritated rustle. "Say it out loud, Mary! You want me to get out of my house slippers, put on my coat, and get chilblains hunting for somebody else's cat?"

Mary sniffed. "I've been out until I had to get dinner," she said. "I know you don't want me but..."

A door in the lower hall opened. A childish cry came up the stairs. "My kitty! He'll be all cold and hurted! My... kitty!"

The outside hall door shut. "There goes his mother. She didn't even ask me to stay with Allen."

"It's got so now a man can't have a moment's peace in his own house, even on Christmas eve," rumbled Peter. In a minute he was ready to go out. "You're a darling!" beamed Mary. "I'm ready to choke you!" said Peter, smiling in a cross, ruffled way. Mary ran downstairs to stay with Allen. Peter slammed out the door.

The streets were still deep with snow. All day and all night it had fallen. The trees bent under it. The bushes were hidden beneath a white burden.

Mary stayed for an hour with Allen. At the end of that time there was the sound of much merriment on the walk. Two persons came in the hall, pounded on the door.

"That's Mum-

mie!" cried Allen. "And I know she's got kitty!" It was Mummie. It was Peter. It was kitty. "Found the poor little thing hunched under a box in the back yard of a store! Well, boy... take your cat, and Merry Christmas!"

On the way upstairs again, Peter's arm crept about Mary. "That woman is a good little scout. Lots of pluck. I guess when you have a kid... you like to please him... even if it's a great nuisance. Glad you told me. What say, Mary, we have our tree this minute? I'm bursting with good will, and I feel like presents!"

So they had their tree. And Allen had his kitty.

### Christmas Cookies

Christmas cookies are among the best pleasures of this great holiday, both in the preparation and the feasting.

### A Christmas Reunion

By Helen Gaisford

CHRISTMAS DAY! But not the happy chimes of former years rang through the little town. A week ago, the tolling bells had meant another death, but now the fever was so devastating that not even that slight notice was paid the victims.

To the tired doctors and nurses, crushed in from surrounding cities, Christmas meant only another day dawdling after another sleepless night. Dr. Dickason, passing through an improvised ward, spoke to the nurse.

"You'd better get a cup of coffee, Miss Wilson, and I'll try to find a relief. When did you sleep last?"

"I came down two days ago," she answered, "but it does not matter. There is too much to be done for me to sleep now. I do believe your treatments are getting results, and please, doctor—I want to see it through."

"You're a plucky girl, but I must warn you not to break down your own health. I suppose I need you too much to insist as I

should." He finished one examination and passed to the next patient.

"Do you realize today is Christmas?" he asked. "All over the world people are going to church, and eating fine dinners, and exchanging cards and presents."

"And we are keeping Christmas in the best way of all," she answered. "In service."

"You're right. Christmas doesn't mean much to me, anyway."

"It does to me. This is my birthday, besides."

"Your birthday?"

"Yes, I was a Christmas baby. Why, doctor, what's the matter?" He seemed to shake himself back to normal. "Excuse me. It's just—well, you startled me for a moment. You see, I had a daughter once, born on Christmas."

"Oh, I'm sorry. Did she die?"

"No, I lost her another way. Her mother and I were very young when we married—not even of age. Her people were opposed to the match, and took her away from me. I have always felt that if we could have been together she would have made the effort to live, but she died when the child was born, and her people blamed me. But, here, I'm bothering you with my personal affairs."

"No—go on. What became of the baby?"

"She was sent to an aunt, out west—who married a man named Wilson, who adopted the baby. 'Why,' she exclaimed, 'it looks like my birthday and Christmas present this year is a real, live daddy!'"

Doubt as to Gift  
In case of doubt, give the Christmas stocking the benefit of the doubt.

### Santa's Joined the "Caterpillar Club"

By Earle Hooker Eaton

THE motor car now goes so fast, That reindeer days are largely past, And airplanes swift may do the work Of Santa who will never shrink

The job of giving girls and boys Their sleds and dolls and other toys: For Santa has a parachute, And "bails out" on the chimney route, For just like "Lindy," he's no dud— He's joined the "Caterpillar Club!"

If reindeer throw a shoe or two, And fail to get the cargo through; If motor cars blow out a tire, Or get all messed up in the mire; And Santa Claus is in despair, He merely flies up in the air, And if the airplane fails him too, He drops straight down the chimney flue, For just like "Lindy," he's no dud— He's joined the "Caterpillar Club!"

### Isis Theatre

#### PROGRAM

Week Beginning  
SUNDAY DECEMBER 23RD  
Sunday & Monday, Tuesday  
"The Captain Hates The Sea"  
With Victor McLaglen and John Gilbert and all star Cast  
Comedy and Cartoon

Wednesday & Thursday  
Jean Arthur and Donald Cook  
"Most Precious Thing In Life"  
Comedy and Cartoon

Friday and Saturday  
Johnny Weissmuller and Maureen O'Sullivan  
"Tarzan and His Mate"  
Chase Comedy



### WISHING YOU ALL A MERRY CHRISTMAS



### MAY THE STAR THAT LED THE WISE MEN OF THE EAST GUIDE YOU TO THE GREATEST HAPPINESS AND PROSPERITY YOU'VE EVER KNOWN

At this Merry Christmastime we take the opportunity of expressing our kindest thoughts and best wishes for a New Year of happiness and prosperity for all. May the spirit of Christmas and the worthy resolutions we all make at the New Year remain with us during every day of 1935.

We greet you, we thank you for all of the expressions of confidence and kindness you have shown toward us during the past year and pledge ourselves anew to every effort toward rendering a better, more efficient service.

- J. H. HOHLAUS, Mayor.
- Mrs. J. H. ANDERSON, Secretary-Treasurer
- J. W. FOX, Water Superintendent
- BURTON THORNTON, Alderman
- OLIN RIDINGS, Alderman
- D. E. COX, Alderman
- A. R. MERIWETHER, Alderman
- JOE McCOLLUM, Alderman

## It Is Time To Do Your Christmas Shopping

And we have just the Gift that will be Appropriate and appreciated

### SUGGESTIONS

- Perfection Cook Stove
- Superfex Oil Heating Stove
- Living Room Suite
- Bed Room Suite
- End Tables
- Occasional Chair
- Rocking Chair
- Magazine Rack
- Smoking Stand
- Electric Iron
- Silverware
- Percolators
- RCA Radios
- Bicycles
- Tricycles
- 22 Rifles
- Wagons
- Shotguns

And many other useful gifts too numerous to mention.

You can do your Christmas Shopping here for the entire family.

## Come Early and get First Choice Greetings

As Christmas with its happy spirit comes to the world once more, we rejoice that not only this community but the country at large looks to the future with confidence and hope. Under our national leadership the prospects for a prosperous 1935 are most encouraging.

And so it is with cheerful hearts that we extend to all our friends at this time sincere good wishes for a

MERRY CHRISTMAS AND A HAPPY NEW YEAR

## Dyer Hardware & Furniture

### The Yule-Log With Their Initials, in the Grate

JACK BARTON was helping unload the Yule log when he noticed the carved initials "DLJB" and the surrounding heart. With a shock it brought back memories of the day, so long ago, when he and Dora had picnicked in the woods, and he had carved those letters there.

The lighting of the Yule log was an impressive part of the little town's Christmas Eve celebration. As the flames caught it up, Jack watched Dora there across the hall. He wondered whether she had noticed the initials. And then he saw her brush her hand across her eyes, and suddenly leave the room.

Everyone else was too engrossed in the festivities to notice, and presently he, too, stole out.

He found Dora in a parked sedan, sobbing. Gently he opened the door and came in beside her. She sat up hurriedly and dried her eyes.

"Did you see it, too?" he asked.

"Yes," Dora answered. "I suppose I'm silly, but it seemed as if all the past was burning there."

"By jove," said Jack, "that is a thought."

"What?"

"All the past did burn there, Dora. There were some jolly times, but there were a lot of misunderstandings, too. Let's carve our initials on another tree, and start all over again."—Helen Gaisford.

© 1935, Western Newspaper Union.

### London Likes Pudding

Twelve hundred tons of plum pudding are consumed in London at Christmas.

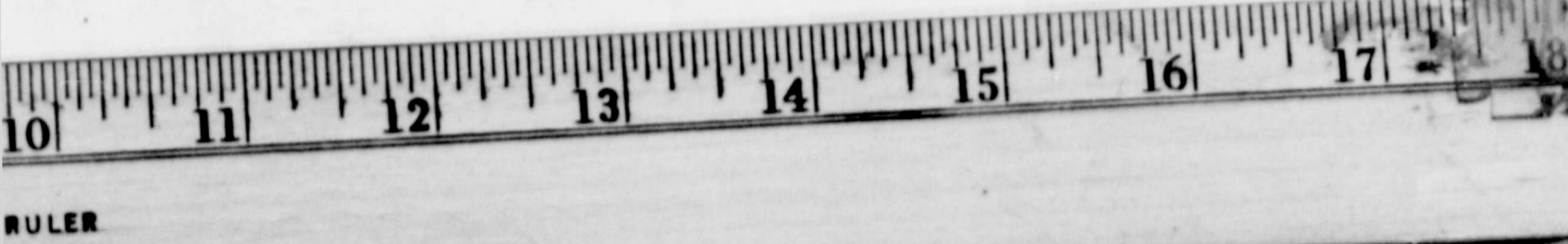
## We Greet You---

With the coming of another Christmas Day we want to pause long enough to extend to you the Season's Greetings—A Merry, Merry Christmas and a Happy New Year. And, too, may we say a word of thanks for the business you have so kindly sent our way during the year now drawing to a close. This business has been, and is, sincerely appreciated—and we sincerely hope to number you as a friend and customer through the years to come.

So, with a feeling of gratitude, we wish you a most joyful Christmas, and hope that 1935 in its entirety, may be full of happiness for you.

## Sinclair Service Station

JOHN MANNING



**Dr. R. R. Wimberly**  
Dentist

PHONE NO. 62—W  
Office Over First National Bank  
LOCKNEY, TEXAS

**HONOR ROLL FOR 3RD MONTH OF SOUTH PLAINS SCHOOL**

**First Grade**  
Rex Smitherman, Jimmie Knox, Pally Smitherman.

**Second Grade**  
Betty Greer Jarnagin, Billy Jack Ray.

**Third Grade**  
Ruby West, Opal West, Lucile Stephens, Elizabeth Daniel.

**Fourth Grade**  
None

**Fifth Grade**  
Frances Feld, Charline Leach, Marvin Yeary, Pauline Jarrett, Ruth Marie Allridge.

**Sixth Grade**

Mary John Lanham, Joy Martin.

**Seventh Grade**

Lucille West, Muriel Fay Phegley, Ruby Jewel McClendon.

**Eighth Grade**

Audra Ray, Mary Jo Horn, Lillian Milton, Dorothy Jean Leach.

**Ninth Grade**

Trula Mae Phegley, Inez Gililand.

**Tenth Grade**

Maxine Jarrett, Mildred Deavenport, Chrystelle Leach.

**CHRISTMAS SEALS**

Again there has appeared throughout the country those bright

little harbingers of the holiday season called "Christmas Seals." They have become familiar to Lockney citizens as the means by which some 2000 tuberculosis associations throughout the land, all affiliated with the Red Cross, raise funds to carry on their work. It costs but a penny to attach one of these little stickers to the letter or package you mail today, but a few cents to put one on every letter and every package. And yet those pennies help in one of the noblest fights ever waged for humanity—the fight to cure, to prevent and to ultimately wipe out tuberculosis in America. Your duty is clear, and you are urged

not to overlook it. Buy and use Red Cross Christmas seals.

Mr. and Mrs. T. J. Hooea Jr. returned last Thursday from Cleborne after spending the week with Hooea's grandfather, T. J. Hooea Sr., and Mr. and Mrs. Geo. Randall.

**DR. GROVER C HALL**

EYE, EAR, NOSE AND THROAT SPECIALIST  
Office in Plainview Sanitarium and Clinic

**GIVE GLASSES FOR CHRISTMAS**

The sole value of any lens, lays in the skill of the man who prescribes it.

**Dr. C. M. CLOUGH**

Plainviews Only Exclusive Optometrist  
Mrs. Clough, Assistant



715 Broadway

Plainview, Texas

**BILLY NATION'S DANCE STUDIO**  
All types of dancing taught. Studio located next door to the Brooks Dry Cleaners. Phone 123.

**THE HOUSE OF HAZARDS**



By MAC ARTHUR

**"REG'LAR FELLERS"**



© The Associated Newspapers

**THE MAIN THING ON MAIN STREET**

By L. F. Van Zelm

**Daily Buzz**  
MAIN STREET'S SPORTING PAPER

**THE FAMOUS GROUCH CONTINUES**

ED BEERE AND GUS NEWCOMBE ARE STILL MAD AT EACH OTHER.

ED IS SO DAMN SORE AT GUS THAT HE'D RATHER HANG ON THE TROLLEY STEP WITH HIS SORE FOOT THAN SIT INSIDE WITH HIS ENEMY.



**'SMATTER POP— Certainly, Absolutely, Positively!**

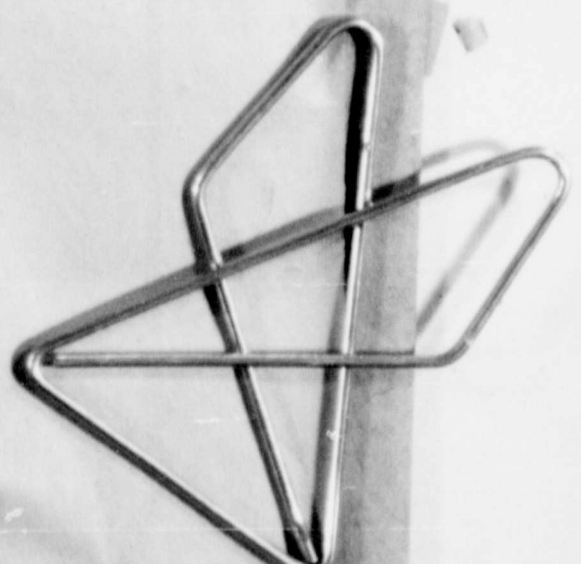
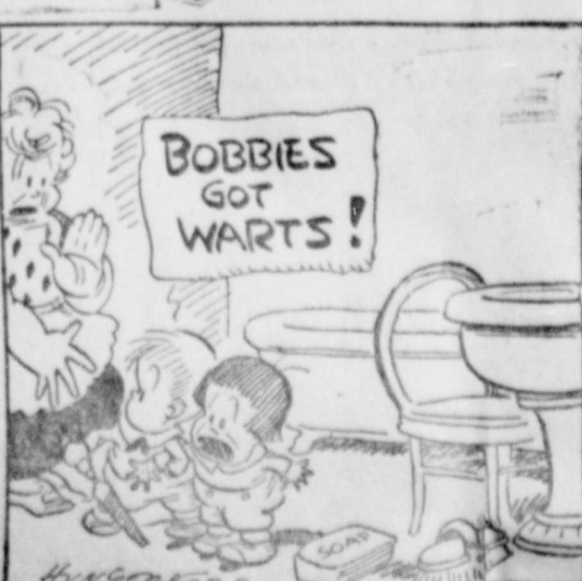
By C. M. PAYNE



© The Bell Syndicate, Inc.

**SNOODLES**

By CY HUNGERFORD



**CANDY RECIPES FOR CHRISTMAS**

A box of candy is a Christmas gift that can be given anyone whether a close friend or an acquaintance but slightly known, and to a child or an adult. Besides having a universal appeal, homemade candy is inexpensive to make, although it brings the highest prices when bought. There is an individual attention given to handmade things which is considered well worth paying more for. Homemade candies are at their best when freshly made while many commercial varieties are equally good if not better after a certain amount of "ripening" by time. The recipes following are given, not for present making for Christmas, but to add to such directions as will be in readiness when the time for making candies comes. They belong to the "tried and true" type of recipes.

**Sea Foam Candy**

3 cups light brown sugar  
1 cup water  
1 tablespoon vinegar  
Heat to boiling point, stirring gently. Then boil without stirring until it forms a hard ball when

tested in cold water (248 degrees). Remove from fire and when it stops bubbling, pour gradually on to the stiffly beaten whites of 2 eggs, beating lightly all the time. Continue beating until spoonfuls will stand alone when dropped on to waxed paper. While beating, flavor to taste. Chopped nuts can be added if liked. Put in a few drops of almond extract also, if nuts are added. Bits of chopped citron or candied fruits may be included. The results are considered quite as satisfying as French bonbons. They may be left in irregular shapes in bonbon size or they may be deftly shaped and be boxed in these forms. Or the candy can be chocolate coated.

**Barley Sugar Candy**

2 cups granulated sugar 1 lb.  
2 tablespoons water, or just enough to moisten.  
Cook until clear without stirring and until a little will crack (300 degrees) when dropped in cold water. Flavor with lemon juice. Pour into buttered pan and when almost stiff, cut into long narrow stripes. Twist these and dust with confectioner's sugar. Place on paraffine paper to dry. The candy can be varied by using

different flavorings and different colorings. This is a good candy for children as it is one of the purest kinds made.

**AYRES & AYRES ATTORNEYS**

Of Floydada, have taken offices over First National Bank in Lockney. Will be in Lockney offices Wednesday and Thursday of each week. General Practice



Designed in 8 sizes: 34, 36, 38, 40, 42, 44, 46 and 48. Size 38 if made in the large view, will require 3 1/2 yards of 35 inch material. If made with long sleeves, 4 1/2 yards.

**MORNING FROCK**

Pattern 8365—This pleasing model may be made with or without the bertha portions, and with the sleeve in wrist length, as in the small front view, or short as shown in the large view. The long sleeve may be finished with buttons or snap fasteners, and turned up on the arm for convenience in working.

Plaits at the seams give added fullness. Satin, percale or other cotton prints as well as linen or tub silks may be used for this neat morning frock.

For PATTERN, send 15 cents in coin (for each pattern desired), your NAME, ADDRESS, STYLE NUMBER and SIZE to Patricia Dow, (Lockney Beacon), pattern Dept., 115 Fifth Avenue, Brooklyn, N. Y.

In days gone the perfect lady brought a gloss to her finger sheaths by grooming with a buffer. The liquid veneer put on with a brush was considered "speedy." We're using all kinds of polish now. The up-to-daters are back to the natural coloring.

**"Lone Wolf's" Tracks in the Christmas Snow**

WHERE he stood—"The Lone Wolf" halfway down the hillside midst a snow-covered landscape, the moon and stars disclosing his tracks and shadow figure upon the glistening sheet of ice-coated snow. He gazed hungrily toward a small group of houses huddled together at the foot of the hill, a faint light gleaming from their windows.

As Mary Louise was absorbed in turkey-dressing, cranberries, recipe books and Christmas spices, her thoughts wandered to this beautiful picture—"The Lone Wolf." For many years she had longed to possess it, but her husband did not approve, so she had done without it.

Mary Louise brushed away a tear as she thought of the coveted picture and then promptly forgot all about it in her loving efforts to make her family happy on Christmas.

When all was in readiness and the tree beautifully trimmed, Mary Louise called in the family for the Christmas celebration. How the children danced and tore about the toy-strewn living room! How dear old John absorbed himself in his brand-new smoking outfit!

Was Mary Louise to receive nothing? Turning, she saw John tucking up the most adorable bit of tapestry he had ever seen—"The Lone Wolf"! Just the thing for that great empty wall space! "Merry Christmas, Mary," said John, as they all stood gazing upon "The Lone Wolf" with his tracks in the snow.—Alice B. Palmer.



**Christmas Radio Skit That "Went Over" Big**

"WHY don't you try a radio skit for XYZ?" Dick Hassel had written his mother, Grace.

Grace tried it and was as much surprised as anyone when it was accepted, to be broadcast at seven o'clock, Christmas eve.

Mrs. Hassel had been greatly disappointed when Dick, for lack of finances, had to give up studying for the ministry and had gone to work in the big city. Recently he had written that he had a new job, a surprise, that he would tell Mother Grace and Father Jim about at Christmas.

Because Grace had always pictured Dick as the popular young minister, she featured the idea in her play, with the beautiful organist as his sweetheart.

Christmas eve Jim tuned in on XYZ. Promptly at seven came the theme song; then, to their amazement, a voice strangely familiar:

"This is station XYZ."

Then another voice: "Our play this evening, 'The New Minister,' is written by our announcer's mother, Mrs. Grace Hassel. Our popular announcer, Dick Hassel, will take the part of the minister."

"Of all things!" Grace exclaimed. "The young scamp!"

"No wonder your skit went over so fast," Jim grinned.

"Now, listen! We're missing it," Grace happily admonished as the young minister's voice announced that the audience would join in singing "Joy to the World."—Florence Harris Wells.

**CHRISTMAS CAROLS**

THEY are originally a liberation from the religious austerity of the Puritan era. Percy Dearmer, writing in "The Oxford Book of Carols," says: "The carol, by forsaking the dimless contemplative melodies of the church, began the era of modern music, which throughout has been based on the dance."

**Cheese Rind for Birds**

In a recent discussion of the best way of feeding birds in the garden, one experimenter put forward the rind of a Stilton cheese as the supreme Christmas food! Birds of many sorts, especially the robin, are greedily fond of it. They have a desire for fat and the cheese provides this in association with other virtues. If we feed birds for the sake of watching them as well as comforting them, the rind, if preserved in more or less unbroken form, has the advantage that it cannot be carried away and attracts five or six species of bird if no more.—London Spectator.

**A Colorful Set of Bowls**

No modern kitchen is complete without a nest of bowls in a color corresponding to the color scheme of the kitchen. If you know of a person without this delightful kitchen help, it might be a suggestion for a Christmas or birthday gift.

**Make Children Happy**

The citizen who makes a child happy Christmas time often learns that he gets a lot of happiness out of the transaction for himself.

**Needs No Ceremony**

A real man is not able to make a transaction out of his charity.

NOTICE—We know who the parties were that took the guns from our residence last Sunday. If they will return them nothing will be said about it, otherwise arrest and prosecution will be made.—G. H. Phenis.

**LEGION TO BRING XMAS CHEER TO NEEDY**

At a joint social meeting of the American Legion Auxiliary and Landrum Post 141 Tuesday evening at the club room it was decided to send nuts and fruits to the needy children of this community whose parents are unable to fill their wee stockings on Christmas

morning. Many a little heart will be made glad to think Santa Claus did not forget.

**FUEL ASSOCIATION ELECTS OFFICERS**

New officers were elected for the coming year for the Consumer's Fuel Association Wednesday afternoon at a meeting held at the City Auditorium. R. T. Spence was elected president, R. W. Smith director of the north side, W. Cooper director of the west side, Lester Hones director of the east side, and J. E. Watson director of the south side.



**MAY THE DAY BE MERRY:**

Health, happiness, and the good will of man is our wish for you in this Christmas season. We also take this opportunity in expressing our gratitude to our patrons of the past

**Brooks Dry Cleaners**

Phone 91 Lockney, Texas

**MAY YULETIDE JOY BE UNCONFINED**

Then the fire glows on the Hearth and the happy family gathers to observe the Festive Yuletide, May your cup of joy bubble over. That's our wish at this jolly season of the year, and with it we add the hope that your joy will be as abundant throughout the New Year.

**Hotel Dry Cleaners**

**ONE HORSE POWER**



Is worth \$133 in determining the value of pumps, when the U. S. Buys pumps.

If a pump uses one horse power less than another then the pump is worth the \$133 More. If Peerless pumps will save you Horse power it is worth more, yet it sells for the same price.. And is Built to Last.

No pump Co. Will Say Peerless is not the Leader in Turbine Pumps.

Go see N. T. A. Byars, W. H. Pope, W. E. Miller, Arch Crager, Karl Sammann, B. F. Worthington and L. P. Cox wells and check their gas bills with any pump sold and note the saving.

A carload of PEERLESS PUMPS Just Received.

**Baker Pump Co.**

Distributors for Peerless Pumps and Climax—Blue Streak And Chrysler Engines.



No words can convey the depth and sincerity of our greeting when we say "Merry Christmas and Happy New Year" to all of you. We hope that all of your hopes will be fulfilled in 1935.

Although our firm is a new one, yet its early success has been gratifying to us and we extend sincerest thanks to all who have given us our good start. We hope to serve you better than ever in 1935.

**Ford & Busby Motor Company**



It is our hope that the patronage we have enjoyed during the year has been justified in our service to all whom we have served. We thank you and wish you a MERRY CHRISTMAS and the very best of success and happiness during the NEW YEAR.

We have Ditching Machines for Irrigated Farm. Come and see them.

**G. B. Harris BLACKSMITH SHOP**

**Christmas Greetings**

**TO THE PEOPLE WHO MAKE THIS BUSINESS POSSIBLE**

To You we owe our success.  
To You we acknowledge our obligations.  
To You we send this Christmas message and in the true spirit of the season extend

Christmas Greetings and Good Wishes For the New Year

**HENRY HODEL**  
Sinclair Agent