

## Individualize <br> YOUR SELF <br> This is what you get when ordering your suit from this shop. <br> You will like our cleaning and pressing service to. <br> Merry Xmas <br> Happy New Year <br> Brooks Dry Cleaners <br> CHRISTMAS SPEC A 1

We would suggest that you do your Christmas buying beChristmas eve so you will get a better selection and not be in a hurry. That last minute buying is nerve racking. Below list a lot of items that you will want for Christmas.
 Truck load of hand picked Roam Beauties and Winesap Colorado apples that we purchased especially for Christmas. See them

## COOKING APPLES

ORANGES California and Texas, big supply Sat. -Buy Early All kinds of nuts and Christmas Candies-Buy here, save money We make special prices to Churches, Schools and Clubs on Christ mas Fruits, Nuts and Candies. Bring your list to us. Truck will be in Saturday with load of No. 1 Colorado Irish Spuds and Colorado Beans (the kind that cooks.). Special price off o the truck for the one day only

## Apple Cider <br> 60c

Colorado Honey-Comb and Strained. Also pound squares Kiln Dried Yams. Nice ones. Buy your supply at a saving in price. Get your Christmas tree bere. Some real nice ones.
Complete line of Feeds of all kinds. Let us know your wants

## Roberson Feed \& Seed Store



## Cox Hardware \& Furniture

The New 1936
Kitchenkooks are Here
They bring the Convenience, Effeciency,
and Cleanliness, of the City Gas stove to the
Farm and Ranch Home-
Come in and look them over-a price


## NEW

Perfection

Buy Her A MAYTAG
EASY PAYMENT TERNS
USED ROR SALE-
Good Used
Good Used
Good Recen pal Heat
tioned W

Baker Mercantile Co.



The Gladest Season In
father times calendar

We really have enjoyed our opportunity of serving you
during the closing year and wish for you at the gladest season in Father Time's calendar - Christmas - the choicest joys May it bring much happiness to you and your family.

## Sinclair Service Station

Jobn Maming

ery joy this Christmas tide
Within your home and heart abide
To be the year you've dreamed abou
Wishing you a Very Merry Christmas, and
Frank L. Moore
GIVE GLASSES FOR CHRISTMAS
A particularly appropriate gift for some one in your family.
Good Eyesight is Priceless and Glasses are a constantly ap-
preciated Gift. Ask about our gift certificate plan.
DR. C. M. CLOUGH
Plainviews. Only Exclusive Optometrist
715 Broadway-Mra. Clough, Assistant-Plainview, Texas

## Christmas Greetings

sure in extend ing most hearty Christmas greetings to all citizans of Floyd County We trust that this Christmas will find each one enjoying the greatest abundance of good health, happineas and poace, and that when the New Year breaks, it will bring Pros-

Sherifif's Office

## "BRAN FENEM"

FROM OUR EXCHAMESS
"The true test of a man's judg-
ment is not what he stands for but what he falls for."-Brisco
County New. "Work on the WPA or get off the Relief," was a statement
issued by the relief officials a few issued by the relief officials a few
days ago. That's going to make
it hard mat days ago. That's going to make
it hard on a lot of folks. They find out just a few short days be
fore Christmas 'that there ain't ony Santa Claus anymore."
and

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-Pinky Martin-State Line Tri-
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## Abraham Lincoln: "If I wer read, much less answer, all th

to read, much less answer, all the
attacks made on me, this shop might as well close. I do th
best I know how-the ver

$\qquad$ -Daily Dozen Is there anything more di
ing to hear than the fellow out any real complain
howling? But how
when you hear the pe think has every the bright side of life Nu think gets the mosi life? -The Tulia Herald.
$\qquad$
$\qquad$
$\qquad$ drink of water. W
d the grasshoppers horses and were hoes to see which harness. -Daily Breez

##  <br> 空 <br> a hospital wo when a patient requat. ${ }^{\text {SSopital }}$ treatment they would go to some City; however, these ideas changed and Wiest Texas. present, is will equipped petent Doctors and Nurs. the people are proud of these institutions. The Plainview Sanitarium \& Pkes this means of thank| friends for their suspport, and |
| :--- | :--- |
| aturday |
| wish you a Mery Christmas and | PLAINVIEW SANITARIUM <br> Pennington Motor Co. <br> Wants Your Business

Phone 57

## YOUR CHRISTMAS <br> Goodies <br> Our store is chock full of Holiday ood suggestions, and we are ready to look atter all your needs in the <br> CHRISTMAS

FRUITS - NUTS - CANDIES
Everything Fresh - Everything
Pure Everything at
Reasonable Prices.
FRESH SHPMENT of ALL KINDS of CHRISTMAS GOODIES ARE CONSTANTLY COMING IN

We are headquarters for everything in that line!

Good Will Toward All
As on that first Chrietmas when the three Wine
Men bore gifte, so on this Chrietmase 1935, do we give in the spirit of rejoicing
To you and yours we w
good health and happinees.

Taylor's Grocery \& Market



- Oleta Thornton


## OUR CASH CLEARANCE SALE

Is Still In Progress-Many

NEW PERFECTION COOK STOVE OR NEW PERFECTION OIL HEATER

## Dyer Hardware \& Furn.

# Merry Christmas And Happy New Year 

It is a genuine pleasure at the holiday season to depart from the usual cares of business to wish to you a Merry Christmas and that the New Year bring you much Happiness and a full measure of prosperity Thanking you for your past and future business.

## Patterson Gin Co.

## In All Sincerity

$\qquad$
$\qquad$ and beautiful creations.

But the best element of the Yuletide season is the spirit

$\qquad$
$\qquad$
$\qquad$ met with a fair measure of success. The good will of our patrons is the thing we most value at Christmas and all other

## Lockney Gin Co.

Ed Whitfill, Manager

## THE STERLETTE



To you who have made the growth of our business possible you who have been our neighbors for years, to you whom we merry, merry Christmas.

It is a wish that we cannot fully express, that you find your elf on Christmas morning blessed with more happiness than sou have ever bur gladness as you will remember to the last day of your life.
May the good old day be one of peace, health and good will for you.

May we call your attentions to our Christmas Holiday Bargains

GREER DRUG STORE

We trust that we will be privileged to serve you in 1936 as we have in 1935 , which is drawing to a close.

MERRY CHRISTMAS TO ALL
Ford \& Busby Garage
Just Between Friends

HAPPY CHRISTMAS AND PROSPEROUS NEW YEAR

Hamilton Bros. Grocery

appointment at the Method
church Sunday.
Mr and Mrs Hop Weathers
visited his uncle, Mr and Mrs Sa
Ewing of Move Sunday
visited his uncle. Mr and Mrs San
Ewing, of McCoy Sundry
Mr and Mrs Walter Allen and
family spent the weekend in


Just Bander friend When it comes to friends and Christmas, words fail telexthanks for the favors during the year, express our hopes that our pleasant relations will be continued into the future, and
to Quant
funeral
Morrison.

## It's A Good Old Town After ALL

As we see the holly wreaths and the bright Christmas lights and observe the folks rushing here and there, buying presents and showing other signs of Christmas, we pause to think "It's a pretty good town after all', and right away we catch the spirit of the season-and say "Heads-up," business is going to be better, our property values will come back when we again produce abundant crops in this county. At this moment we are thinking 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

Feed "PAYMASTER" Cottonseed Products For Profit

## Perfect Good-Wiil



## With Greatful Appreciation

deration, and we want to extend to one and all our sis

Paula Froward, Lucille Wilson,
Dortha McDaniel, Myrtle Neal.
an average of 9
the past month.

## First Grade Royce Mosley, Margaret Clan Billy Gene Johnson born, Geneva Ruth Ford, Juanita Tin Glen. Thurman Davis.

 Forrest Second Grade Forrest Casey, Oletta WinstonJoanne Reagan, Joseph Wilson


All Items Listed Below Are Priced Surprisingly Low

> | >  CANDIES | FRUITS | DOLLS > |
| :--- | :--- | :--- |

Christmas Mix Chocolate Drops Fancy Assorted
Peanut Brittle Peanut Brittle
Orange Slices
Jelly Beans Jrange Beans
Joccoanut Bon Bor Coconut Bon Mons
Fancy Put Clusters
In fact a complete line

## Piggy Wiggly

## Happiness and Joy $\mathrm{T}_{0}$ You At This Christmastide!

the hope of ourmas wish is joy and happiness to ynd
heal all of our heart that peace of hope, faith and lovs will make you glad with the gladness of good will to men.

Christmas comes and gooa, but there is an abiding pre-
sence to stand ndighbors of us.
Accept our wishes for a happy, happy Christmas, Ac-
We wish for
cept our greengs as all the grecting of a fryend
you all the good thines that come to anyone.
Floydada Steam Laundry


Lockney, Floyd County, Texas
THE LOCKNEY BEACON


COSMETIC GIFTS
 selection of cosmetics from our two amous ines of beaucy
aids - Charme and Boyer. Everything in these wo products
are at your command at a reasonable price.-Beauty gifts are
VoGue beauty shoppe

##  <br> CHRISTMAS GREETINGS

MAY GOOD FORTUNE Come To Your House To Stay!


First National Bank


边
$4 a^{2}$

"NEWS" In June-
Landslide in December
Over $\$ 3,000,000$ Worth of Zenith Frenower Farm Radios Now Sold

50c A YEAR
POWER OPERATING COST A BIG HIT
NO DRY BATTERIES


Lowie McMurry, Agent

## Good $=$

Turkish Hand Towls

Luncheon Cloths

Bedspreads and Pillow Cases

Gloves and Hosiery

Linen Handkerchiefs

Linen Scarfs
Baker Mercantile Co.

PALACE

## ES Pulcimy

FLOYDADA
-". "uman



OurPre Xmas PROGRM SUNDAY NIGH
10 O'ClOCK $^{\prime}$


Christmas Day Dec. 25


DIGK POWELL
RUBY KEELER


## PALACE FLOYDADA <br> Special! <br> MID-NIGHT SHOW CHRISTMAS NIGHT

 DEC. 2511:30 P. M. postivesy only ties shown



 GiEEMING
Best Wishes For 1936

## Winfred F. Newsome

County Attorney

## Merry Christmas

TO ALL

Geo. B. Marshall<br>硅

## Hati Chinstmar gyons



| MEN'S |  | LADIES |  |
| :---: | :---: | :---: | :---: |
| Shirts |  | Silk Pajamas | Silk Hose |
| Pajamas | Hats Suits | Silk Slips | Silk Dresses |
| Gloves | Top Coats | Silk Panties | Leather Jackets |

## E. L. AYRES Dry Goods

Why not get your 1936 FORD V-8 in time for Christmas?


