

The Floyd County Plainsman

VOLUME No. 8

Floydada, Floyd County, Texas, Thursday, December 24, 1936

NUMBER



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THE FLOYD COUNTY PLAINSMAN
Published Thursday of Each Week.

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NOTICE!

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

Miss Mattie Fern Fields, student of Draughon's Business College in Lubbock, arrived home Sunday to spend Christmas holidays here visiting with her parents, Mr. and Mrs. T. R. Fields. She has one week's vacation.

Lewis Hollingsworth, student of College of Mines, at El Paso, arrived Sunday to spend Christmas holidays here visiting with his parents, Mr. and Mrs. A. S. Hollingsworth, and family.

ALL STAR TEAM FOR DISTRICT 4-B WAS CHOSEN RECENTLY FOR 1936

The all star team for district 4-B was selected last Wednesday evening in a meeting held by the members of the conference. The teams are as follows:

First Team: Powell, Floydada, and Bourland, Flomot, ends; Clay, Flomot, and Craig, Paducah, tackles; Boone, Paducah, and Goolightly, Floydada, guards; Irack, Paducah, center; Allen, Floydada, quarterback; Light, Flomot, and Brian, Matador, half backs; Ammonette, Flomot, fullback.

Second Team: Moacham, Turkey, and Kinney, Spur, ends; Brown, Matador, and Craig, Silverton, tackles; Gafford, Turkey, and Garner, Spur, guards; McLaughlin, Turkey, center; Baker, Floydada, and Martin, Silverton, halfbacks; Brotherton, Lockney, fullback.

HARRY REEVES AND MISS DOROTHY SMITH WERE MARRIED MONDAY NIGHT

Miss Dorothy Smith became the bride of Mr. Harry Reeves Monday night with the marriage rites being spoken by Rev. G. W. Tubbs at his home about 7:30.

The bride is the daughter of Mrs. Veige Smith and Mr. Reeves is the son of Mr. and Mrs. H. Reeves, both of the Fairview community. The only attendants were the bride's sister and the groom's brother. They attended school in the Fairview school.

Mr. and Mrs. G. L. Kirk and son, Don, will spend Christmas in Plainview visiting with her parents, Mr. and Mrs. R. E. Kanistion, and his parents, Mr. and Mrs. W. W. Kirk.

Mr. and Mrs. W. B. Wells, of Amarillo, will spend Christmas here visiting with her parents, Rev. and Mrs. G. W. Tubbs.

LIONS CLUB ALL STAR TEAM WILL PLAY AGAINST AMERICAN LEGION TEAM

The Lions Club all star team will play against the American Legion all star team in a game to be played here Christmas Day, December 25, on the Woster Field beginning at 2:30 p. m. Admission will be charged with the proceeds being added to the Floydada High School Whirlwind team to buy sweaters.

Leo (Buck) Jackson, student of West Texas State Teachers College at Canyon and who is captain of the Buffaloes will coach the American Legion team. Most of the back field will include players from W. T. S. T. C.

Demp Cannon, Texas Tech student of Lubbock, and who is captain of the Tech Matadors, will coach the Lions Club all star team. His backfield will also have men who have played on the Tech team.

Both teams will have good men and the spectators will see an interesting game between the two teams.

LOCAL WEST TEXAS GAS COMPANY EMPLOYEES ATTEND COMPANY CHRISTMAS PARTY

G. L. Kirk and Miss Ruth Collins, who are the employees of the West Texas Gas Company, attended a Christmas party given in Lubbock Monday night for the employees of the company. The banquet was given at the Hilton Hotel.

MRS. L. J. WELBORN RECEIVED BROKEN ARM IN CAR ACCIDENT SUNDAY

Mrs. L. J. Welborn received a broken arm in an automobile accident Sunday afternoon about five o'clock on the Baker highway, six and one half miles southeast of Floydada. Mrs. W. L. Cannaday was out above the eye; Mr. H. E. Cannaday, who was driving the car, and Little Carolyn Ann Welborn, were uninjured except for minor bruises.

The accident was caused by missing a corner and the car ran into the bar ditch and a bridge. The automobile was a Chevrolet owned by Mr. and Mrs. L. J. Welborn.

Medical aid was applied at the Smith and Smith Sanitarium, after which Mrs. Welborn was taken to the Plainview hospital, where she will remain for treatment. Her arm is broken just below the shoulder. Her condition was improving yesterday afternoon according to a report received from Mr. Welborn.

Floyd Bell, student of Texas University at Austin, will arrive Thursday to spend Christmas holidays here visiting with his father, Fred Bell, and friends.

Billy Joe Welch, of Tulsa, arrived Monday to spend Christmas holidays here visiting with his mother, Mrs. A. J. Welch, and friends.

BORN—To Mr. and Mrs. Milton Sims, Saturday, December 19, a girl weighing nine pounds.

B. NICKOLS WAS ELECTED SCOUTMASTER FOR AMERICAN LEGION TROOP NO. 57

B. Nichols was selected to be the scoutmaster for the McDermott Post American Legion Scout Troop No. 57 in a meeting held by the post Monday night. Those serving on the scout committee were: B. Nichols, chairman; J. B. Turner, Frank L. Moore, John Maxwell, and J. C. Gilliam.

John Farris and O. P. Rutledge, Jr., will be the assistant scout masters for troop No. 57. A meeting will be held tonight for the boys in the troop at the First Christian Church annex.

During the meeting Monday it was decided to distribute Christmas packages to the needy children and families in Floydada.

The next meeting of the McDermott Post American Legion will be held Monday, January 4, at the local post.

Mr. and Mrs. Gene Collins and family left Tuesday morning for Leonard, Texas, where they will visit with his brother, and in Weatherford to visit her mother and sister.

Aubrey Stewart will spend Christmas in Eddie, which is near Waco, visiting with his mother, Mrs. Minnie Stewart.

Miss Cleo Birch, student of McMurry College in Abilene, arrived home Saturday to spend Christmas holidays here visiting with her parents, Mr. and Mrs. W. F. Birch.

Mr. and Mrs. W. M. Patterson and son, Gordon, of New Home, spent last week end here visiting with their daughters and families. Mr. Patterson returned to his home Sunday evening and will return to Floydada Thursday for Christmas. Mrs. Patterson and son will remain here and visit with relatives and friends.

P. J. Woodridge, of Amarillo, spent last week here attending to business and visiting with friends.

Mr. and Mrs. Madrell Williams left this morning for Clovis, New Mexico, where they will visit with her parents, Mr. and Mrs. R. L. Williams.

Mr. and Mrs. Wilmer Jones, Jr., left Sunday for Hamilton, where they will spend Christmas holidays visiting with his relatives.

Rev. and Mrs. John R. Freeman and daughter, Miss Wilma Gean, of Lubbock, will spend Christmas holidays here visiting with their daughter and husband, Mr. and Mrs. Dorris Jones.

Eddie Hahn spent from Sunday Morning until Tuesday in Dallas attending to business.

Frank Wardle, of Amarillo, who is the bookkeeper for J. C. Woodridge Lumber Company, spent last week here auditing the books at the local yard.

Buster Smalley, student of West Texas State Teachers College in Canyon, arrived home Sunday to spend Christmas holidays here visiting with his mother, Mrs. Ama Smalley.

Mrs. Haskell Connelley left Tuesday for Vernon, where she will spend Christmas holidays.

Truett Spence, of Taft, Texas, arrived home Saturday to spend Christmas holidays here visiting with his parents, Mr. and Mrs. J. T. Spence, and family.

Miss Sarah Davis, of Crosbyton, will arrive home Thursday evening to spend Christmas here visiting with her parents, Mr. and Mrs. L. J. Davis and family.

Miss Gertrude Davis, of Clovis, New Mexico, will arrive home Thursday to spend Christmas holidays here visiting with her parents, Mr. and Mrs. L. J. Davis and family.

Mr. and Mrs. H. O. Cline and children, Mrs. Harold Merrick and son and Mrs. Rehard Stovall and son left Sunday morning to spend the Christmas holidays visiting with relatives and friends. Mr. and Mrs. Cline and family will visit in Waco. Mrs. Merrick and son will visit with her parents, Mr. and Mrs. W. O. Johnson, of Windom, and Mrs. Stovall and son will visit with her mother, Mrs. P. C. Tyson, of Calvert.

Mr. and Mrs. Fred Brown and Mr. and Mrs. Edd Brown spent Friday in Lubbock visiting with Mrs. Susie Flannery, who is ill.

Miss Selma Louise Linder and Malcolm Linder, students of Baylor at Waco, arrived home Saturday to spend the Christmas holidays here visiting with their parents, Mr. and Mrs. Geo. A. Linder.

GREAT preparations were in progress for the annual Christmas reunion at the Thomas home in Glendale. Lauris was decorating the living room with streamers of red and green and hanging bells and mistletoe above the doors. The holly wreaths were already hung and father had arranged the colored lights on the evergreens in the front yard the night before.

"Will be home for Christmas." "Johny"

Mother had proudly read the telegram aloud to the family and all were simply bursting with holiday enthusiasm, for Johny was really coming home.

All was hustle and bustle in the kitchen of fragrant odors. Mother was wholly surrounded by delicious sour cream cookies which she was busily tinting in the Christmas colors of red and green. The refreshing aroma of the traditional cardamom seed and of the spices, was most pleasing. Even little Tim was



Johny Stood, Against, Taking in the Whole Situation.

privileged to aid in this glorious Christmas preparation.

When things were well on their way toward completion, mother sent the children into the living room. "I want you to pack all the gifts in that large box the grocer brought," said mother, "and wrap that holly paper around it so it will look more Christmas-like."

"All right mother," they shouted, in a chorus of happy voices, as they scampered in. They had glorious fun amongst the gifts slyly peeping beneath the sides of the gaily colored wrappers and feeling to try and guess the contents. Mother chuckled within as she heard the merry peal of laughter and happy confusion.

"Soon now, my children," said father, "we shall hear the train whistle which is to bring our Johny home."

Johny had mentioned that he did not wish to be met at the station and his desires had been duly respected.

Instead of a train roaring and buzzing on an airplane.

"Oh, I bet Johny is coming by plane," shouted Lauris. "I just bet he is, too," cried Tim, all excited.

"I wouldn't be surprised," grinned father, knowingly.

There was a rush to the frosted window to see if anything was in sight.

"Oh, mother, look at poor old Mrs. Johnson sitting all alone over there in her window seat. Doesn't she look lonesome though?" said Bonny Jean.

"Let's invite her over for the evening," suggested mother. "She was telling me the other day that her son, Joseph, would not be home for Christmas."

"Yes, let's," they all chimed in, beaming with the Christmas spirit.

"That's a very fine idea," agreed father, smiling kindly. "You run over, Tim, my boy, and ask her if she would care to join us."

"Oh boy," shouted little Tim, chuckling at the opportunity of getting out to throw a snowball.

Some moments later, the dear little lady was in their midst, smiling her gratitude toward each one of them.

"It was kind of you to offer to share your Christmas with me," she said. "It has been pretty lonely this year without my boy."

Just then the door burst open and in stepped Santa Claus. The children almost wrecked him in their excitement. He dropped his heavy pack and shouted, "Merry Christmas," with all the strength and energy he possessed.

Mother couldn't stand the suspense another moment. She tore off his mask and hugged and kissed him hungrily.

Johny stood, aghast, taking in the whole beautiful situation. The brilliantly lighted tree, the star of Bethlehem gleaming at its peak and little Tim jingling a rope of sleighbells all in his honor.

But the best was yet to come, for he opened the door and in stepped a tall, handsome soldier, his face flushed with a happy holiday smile, his garments covered with the Christmas snow.

"Hello mother," he said, as he rushed into the out-stretched arms of the smiling Mrs. Johnson.

After all questions had been satisfactorily answered, Lauris began singing at the top of her voice, "When Santa Comes Marching Home." The others sensing the grand idea, joined in with a jolly good spirit of fun, in the combined Christmas reunion.

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Mrs. J. R. deCordova, of Lubbock, who is attending a beauty school, spent Friday night here visiting with her parents, Mr. and Mrs. N. Williams.

F. C. Harmon, Jr., student of Murry College in Abilene, spent home Thursday to visit with his parents, Mr. and Mrs. F. C. Harmon and friends.

Miss Ruth Jenkins, of Sherwood, Texas, arrived home Saturday to spend the Christmas holidays here visiting with her parents, Mr. and Mrs. J. B. Jenkins.

Miss Maxine Ross, student of land College at Plainview, spent home Thursday to visit with her parents, Mr. and Mrs. R. C. Ross.



Our Wish.....

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO YOU.

Duncan Abstract Company
MRS. MAUD HOLLUMS, MANAGER



ALL'S WELL

At Midnight of Christmas Eve, our wish you is that your own private sentry can announce our wish for you: Midnight, A Merry Christmas and All's Well.

DAILY'S CONOCO SERVICE STATION



TO ONE AND ALL "MERRY CHRISTMAS"

If your Christmas can be one half as happy and satisfying as we are wishing it for you, it radiate a joy to carry you all through the new year to come. . . We thank you for your patronage and all your good wishes.

BISHOP MOTOR COMPANY
Authorized Ford Dealer
J. B. Bishop, Owner



GREETINGS

To all our fellow men we send greetings and the wish for the best kind of a Merry Christmas, Happiness and Health

RADIO ELECTRIC COMPANY



CHRISTMAS GREETINGS

We have found that friendship in business counts for much and we are grateful for yours.

We desire to convey the season's best wishes for a Merry Christmas and a Happy New Year.

JONES' MARKET
Edgar Jones Manager



WISH OF SINCERITY

To all our Fellow Citizens we wish a Hearty, Merry Christmas.

SAM'S BODY AND FENDER WORKS

Rid Yourself of Kidney Poisons

Do you suffer burning, scanty or too frequent urination, backache, headache, dizziness, loss of energy, leg pains, swellings and puffiness under the eyes? Are you tired, nervous—feel all unstrung and don't know what is wrong?

Then give some thought to your kidneys. Be sure they function properly for functional kidney disorder permits excess waste to stay in the blood, and to poison and upset the whole system.

Use Doan's Pills. Doan's are for the kidneys only. They are recommended the world over. You can get the genuine, time-tested Doan's at any drug store.

DOAN'S PILLS

First National Bank
Member Federal Deposit Insurance Corporation

Let Cavanaugh Do Your Printing.

STARKEY BAPTIST CHURCH ANNOUNCEMENT

The following service will be conducted at the Starkey Baptist Church Saturday and Sunday:
 Preaching Saturday night at 7:30, conference immediately following.
 Sunday school Sunday morning at 10 a. m.
 Preaching at 11 a. m.
 Community Singing at 2 P. M.
 B. Y. E. U. at 6:00 p. m.
 Preaching at 7 p. m.
 Everyone is cordially invited to attend all these services.
 REV. G. W. TUBBS, Pastor.

Mrs. T. W. Whigham, of Lubbock, arrived Tuesday night to spend Christmas here visiting with Mr. and Mrs. E. E. Hinson. Mr. Whigham will spend Christmas day here, also.

Miss Selma Louise Linder and Malcolm Linder, students of Baylor at Waco, arrived home Saturday to spend the Christmas holidays here visiting with their parents, Mr. and Mrs. Geo. A. Linder.



GOOD HEALTH

In this season of good wishes, we give you our wish for the greatest blessing of all . . . Good Health to you and yours. May happiness, health and prosperity be yours in ever increasing abundance. Merry Christmas.

RAINER SHOE SHOP
 South Side Square



SANTA SAYS

Old Santa's on the way, and as the sleigh bells jingle out a Merry Warning, we pause to listen and sing out, as he does, "Merry Christmas, good health and happiness to all."

BOOTHE CLEANERS



A THOUGHT FOR YOU

It is our hope that the patronage we have enjoyed during the past years have been justified by the services we have rendered and that our services may be improved to warrant your continued good will through the years to come. To all—Merry Christmas.

HULL & MCBRIEN



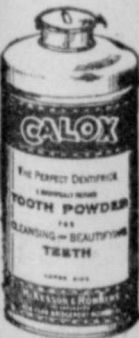
MERRY Christmas



These two words have behind them all our good wishes for your future and our gratitude for your many kindnesses to us through the years of the past.

GOEN & GOEN

Real Estate and Insurance — Boothe Building



CLEAN and WHITEN TEETH with Calox, the Oxygen tooth powder which penetrates to the hidden crevices between the teeth. Pleasant, Refreshing, Protects the gums and is economical to use.

TRY CALOX AT OUR EXPENSE
 What Calox will do for your teeth is easily demonstrated by you in your own home at our expense. Simply fill in the coupon with your name and address and mail it to us. You will receive absolutely free a test can of CALOX TOOTH POWDER, the powder more and more people are using every day.

FREE TRIAL COUPON

McKisson & Robbins, Inc., Fairfield, Conn.
 Send me a 10 day trial of CALOX TOOTH POWDER at no expense to me. I will try it.
 Name _____
 Address _____

Announcing
LOW LONG DISTANCE RATES all day Christmas
all day New Years

To make it easier for friends to exchange holiday greetings, the telephone company this year will keep its lower night and Sunday rates in effect ALL DAY Christmas and ALL DAY New Year's Day. Instead of having to call Christmas Eve to get the lowest rate, you can call any time after 7 p. m. Christmas Eve, including all of Christmas Day . . . and for a similar period at New Years.

SOUTHWESTERN BELL TELEPHONE COMPANY



RACHEL'S CHRISTMAS LIGHT
 "WONDER if Harris would car? Shall I do it, then ask him afterward?" Rachel Stanton, the morning of Christmas eve, looked admiringly at the brilliant tree in the pleasant living room, then hurried to brush snow from Harris, who, stamping in "I've cleaned the driveways to barns and road but will have to do it again today. What were you saying?" he was interrupted by Rachel.

"The radio announces that the snow plow from Warnon has stuck at the corner and will have to be dynamited out. No one can get through highways farther than the crossroad's corner," Rachel hurried to the telephone's jangling.

"It was Martha calling. She and Gene and the children started here but are blocked in at a home of kind strangers. I wish we could get food to the Harrison family in the Bottoms. They have no telephone, no near neighbors, and would freeze if they tried to get here through high drifts. Such a winter! It looks as though our Christmas will be 'we two,' she sighed at the color-lighted tree.

"Well, I see I'll have to shovel out the driveways again," Harris announced, pulling on jacket and gloves.

Later when he went inside to warm his fingers he heard Martha humming and was thankful that she was cheerful over the disappointment of Christmas eve without her relatives. Odors of savory food and the attractive table with Christmas colors, were inviting as he stamped in after evening chores were finished.

"Tonight will be the worst so far this winter. The wind's rising and snow blowing. A terrible night. Surely no one would venture on highways—why—where is the tree? Did you dump it outside because our company didn't come?" he looked, to be sure Rachel was sane,



The Visitor Pointed Toward the West. "That Light Guided Us."

then at the empty corner where the tree had stood.

"Yes, the radio announced the temperatures will be lowest of season, so far."

"The tree, Rachel! Did you throw it out?"

"That's exactly what I did—only didn't throw—" a shout from outside sent Harris quickly to the door.

"Come in from the terrible blizzard, you poor frozen—how did you get here?" Rachel helped Harris unwrap five shivering visitors, Mr. and Mrs. Harrison and children.

"Oh, it's been terrible getting here. But it was either to freeze and starve at home or risk getting here," Mr. Harrison wheezed. "But, how did you?" Harris began.

"Outside—see the dogs. We hitched them to the sled. The blessed creatures helped us over drifts which are now frozen."

Steaming food was lapping milk and broth near the kitchen range.

"How did you find the direction—the way in blinding snow?" Harris looked puzzled.

"Well, we got to the top of King's Ridge in the pasture, and came toward the light. The light near your grove, back there," the visitor pointed toward the west. "That light guided us."

"What light?" Harris stammered.

"Harris, dear, will you please carry our Christmas tree back into the house? I carried it outside this morning to the grove and put food on it for birds, wild ducks and any other wild animals that need food and shelter. Then, tonight, I hung that large lantern with the strong light on top the tree to guide whoever might need it.

Merry laughter rang into the night as nuts were cracked and corn popped. Christmas morning Mr. Harrison helped keep snow from driveways and a path to the grove where the children carried food to a stack of fodder which the men had placed for the wild animals.

"Snow may be drifted high outside. But kindness inside of me needs never be blocked so it can not be scattered and be a guide to others," Rachel mused after the happy Christmas of the worst winter.



When Christmas Grew
 He was a small boy named Tim who had never been more than ten miles from his home in the Ozark hills. His teacher said he couldn't even bound Arkansas, his own state, but what his teacher didn't know was how well he knew the mountain "crick" and the hill slopes circled with green-gold, pine trees that bounded his father's tiny farm. He also knew what it took to keep a family of six children and that for as long as he could remember his father's farm had scarcely been able to produce enough to stretch over every need.

It was just before Christmas time that he heard his father tell his mother that if there was to be anything "extra" to give the day its meaning for the children, he'd have to get the ax and hack out a few ties. Her face went white, for she knew what that meant. So often had they been forced to remain on the hacking of a few ties to be sold to the railroad for dire necessities that practically all their timber available for that purpose was gone. And trees don't grow overnight. She could tell by the look on her husband's face that he was taking a desperate and back-breaking chance of finding a few logs tough enough for the commission man to buy.



As she looked out of the window and saw the passing cars of winter "tourists" on the new scenic road the government had built through the hills, she wondered by what magic folks could come to own automobiles and take time off like that to go traveling. But she hadn't many moments to spare on such thoughts, for her husband had returned to say that the ax was gone. Could one of the children have taken it? Or what with the new road so near and strangers riding through the hills, had someone made off with it?

The father had borrowed an ax from a willing neighbor but on the day before Christmas he was silent as he unhitched his team in the wagon lot. Christmas tomorrow and he had been forced to bring back the load from town. The commission man had been truly sorry, for he did need ties; yet none of these were large enough.

He crept up to a window, lost in the sense of failure that made him ashamed to walk to his own door. There an odd sight straightened him. Inside were Tim and his mother joyously trimming a Christmas tree. Tim raced to the door to keep the younger children from bursting gleefully into the room and learning its great secret.

When the father entered the house, no one asked him about the ties. "Dad, dad!" Tim shouted. "Do you know those red berry trees that grow way up the crick? A awful hard to get to, but when I found 'em I thought they were so purty I took some to school. The teacher said, 'that's holly' and then I read about holly and learned that folks will pay for it to have it for Christmas. So I gathered a lot of it and made a holly stand up on the new road just hoping they would. And dad, they did buy it! Stopped their cars and said, 'Why it's holly; who would have thought we'd find it here!' They wanted so much I had to work awful hard getting it, but gee, it was fun! I wanted to surprise mom and you, and now I'll tell you both that I made \$7.82. There's \$20 right now in that bureau drawer left after buying our Christmas. Gee dad, I love this old farm! It's got lots of surprises on it yet. This one ain't the last one."

The father brushed a tear from his eye and kissed his wife. Then he shook hands with Tim. "You're the kind of son a man can be right proud to own," he choked.

"But dad, will you forgive me?" the boy suddenly implored.

"Why Tim, forgive you what?" the father asked in surprise.

The boy led the way to the kitchen. "You see dad, I just had to have it?"

The father pretended to frown as Tim pointed and then he winked. "Well, being as it's just about Christmas for us, as well as the rest of the world, I guess I'll have to overlook it." For there in a far corner of the room stood the ax. It was Tim who had borrowed it.

FIDELIA MATRONS SUNDAY SCHOOL CLASS HAD CHRISTMAS PARTY WEDNESDAY

The Fidelia Matrons Sunday School Class of the First Baptist Church had their annual Christmas party at the home of Mrs. E. L. Angus, 615 West California Street, last Wednesday afternoon. A lovely refreshment plate was served by the hostess.

The home of Mrs. Angus was beautifully decorated with Christmas decorations using blue and silver. The Christmas tree was adorned with decorations using the blue and silver ornaments and lights. The dining room center piece was a small Santa Claus riding in a sleigh with six reindeer pulling the sleigh, which was sitting on a mirror reflector. A miniature decorated Christmas tree was also on the table.

Beautiful decorated gifts were presented to each guest from the Christmas tree.

Leo Jackson, student of West Texas State Teachers College at Canyon, arrived home Saturday to spend the Christmas holidays here visiting with his parents, Mr. and Mrs. Andy Jackson and family.

Miss Iosh Hinson spent last week visiting with her aunt in Lubbock, Mrs. T. W. Whigham. She returned home Sunday and was accompanied by Mr. Whigham, who spent the night and Sunday morning here visiting with Mr. and Mrs. E. E. Hinson and attending to business.

Classified Ads

LANDS FOR LEASE
 A few farm tracts to lease at reasonable prices for cash.
W. M. MASSIE & BRO.
 Floydada, Texas. 11-11c

Door creeps, floral sprays, wreaths designs, corsages, wedding bouquets, decorations. Leave orders at Arthur B. Duncan Abstract Company, Night Telephone No. 69. Holjums, Floydada Florists. 30-11c

All parts for some cars. Some parts for all cars. Harris Brothers. 39-11c

We invite you to visit the greenhouse. **PARK FLORISTS—Mrs. W. S. Goen.** Phone 78. 46-11c

Rex Brown, student of Texas Tech at Lubbock, spent last week end here visiting with his parents, Mr. and Mrs. R. Fred Brown.

Mr. and Mrs. Hal Drace left Tuesday for Waco, where they will spend Christmas holidays visiting with relatives and friends.

Mr. and Mrs. Fred Brown and Mrs. Edd Brown spent Friday at Lubbock visiting with Mrs. S. Flannery, who is ill.

Kinder Farris, student of the University of Texas, will arrive to for the Christmas holidays. He is son of Mrs. John N. Farris.



MERRY CHRISTMAS ! AND A HAPPY NEW YEAR

STRICKLAND & SONS

Panhandle Refining Company Phone 289 Distributors Phone 289



I'M A NEW WOMAN THANKS TO PURSANG

Yes, Pursang contains elements of proven value, such as Organic Copper and Iron, which quickly aid nature in building rich, red corpuscles. When this happens, the appetite improves. Nervousness disappears. Energy and strength usually return. You feel like a new person. Get Pursang from your druggist.

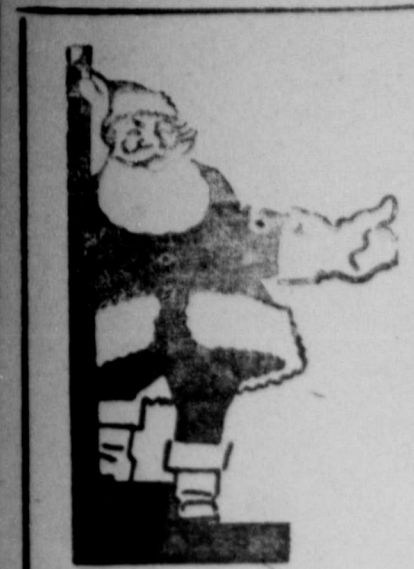


Our Employees Join In Wishing Everyone A Most Merry Christmas And A Joyous And Prosperous New Year!

West Texas Gas Co.
 GOOD GAS WITH DEPENDABLE SERVICE



Miss Vergie Luttrell spent Sunday in Lubbock visiting with Mr. and Mrs. Baster Slaughter.



CHRISTMAS GREETINGS

As the year 1936 is about to pass into history, and we turn our thoughts towards the New Year, it is well that we remember our friends and patrons and wish them all happiness for the New Year and in some measure express our thanks for their patronage in the past.

MAGNOLIA SERVICE STATION No ONE

A. J. Cline, Manager



MERRY CHRISTMAS HAPPY NEW YEAR

The New Year will soon appear—The present will be remembered as the past. In the past may you remember the good. In the future may your joys be many and life worth its tolls. Our wish for you is a Happy Christmas and the New Year full of joy.

THANK YOU

for the favors and patronage during 1936—May we serve you during the NEW YEAR!

LUTHER FRY TAILOR

JOY TO THE WORLD

A MIRACULOUS gift was presented to the world that first Christmas so many years ago. Joy came to the world through the birth of the Saviour. It is in celebration of His birth that we pause in a spirit of good will.

TO You and to yours, we wish a Merry Christmas and great happiness.

To You!

With the snows and crisp December days come our greetings of the season. To you . . . all of you . . . we wish the merriest Christmas ever. Health, happiness and success in full measure . . . and may all your hopes come true.

MOTOR INN SERVICE STATION

B. C. PATTON

NEWELL PARKER

DISTRICT 4-B FOOTBALL SCHEDULE FOR 1937 WAS MADE RECENTLY

The conference schedules of the ten high schools that are included in the membership of district 4 class B recently were set as follows:

September 10, Matador vs Balls at Matador; Spur vs Snyder; Floydada vs Crowell at Floydada.

September 17, Matador vs Crowell at Crowell; Spur vs Rotan; Paducah vs Chillicothe at Paducah; Floydada vs Roscoe.

September 24, Matador vs Silverton at Matador; Spur vs Lubbock; Paducah vs Crowell; Floydada vs Plainview; Quitaque vs Estelline at Quitaque.

October 1, Matador vs Turkey at Turkey; Floydada vs Estelline; Spur vs Flomot at Flomot.

October 8, Matador vs Plainview at Matador; Paducah vs Silverton; Lockney vs Quitaque at Lockney.

October 15, Matador vs Spur at Matador; Lockney vs Floydada; Silverton vs Estelline; Quitaque vs Turkey at Quitaque.

October 22, Matador open; Spur vs Silverton; Paducah vs Flomot at Flomot; Floydada vs Turkey; Lockney vs Estelline.

October 29, Matador open; Spur vs Quitaque; Paducah vs Estelline; Floydada vs Flomot at Flomot; Lockney vs Turkey.

November 5, Matador vs Flomot; Paducah vs Floydada; Lockney vs Silverton; Turkey vs Estelline.

November 11, Matador vs Floydada at Floydada; Spur vs Paducah at Paducah; Lockney vs Flomot; Silverton vs Quitaque.

November 19, Matador vs Lockney; Spur vs Estelline; Paducah vs Quitaque; Turkey vs Flomot.

November 25, Matador vs Paducah at Matador; Spur vs Floydada at Spur; Flomot vs Quitaque; Silverton vs Turkey.

T. E. L. SUNDAY SCHOOL CLASS WERE ENTERTAINED WITH CHRISTMAS PARTY

Mrs. E. F. Stovall entertained the members of the T. E. L. Sunday school class of the First Baptist Church last Thursday evening at her home. Beautiful Christmas decorations were strung about the rooms. A Christmas tree, which was decorated in red and green decoration, was the center of attraction. A lovely refreshment plate was served with a small bunch of holly being used as the plate favor.

A song, "Silent Night," was sung, after which Mrs. O. M. Conway led the prayer. A scripture reading was given by Mrs. I. W. Hicks, which was followed by a Christmas reading, "X Equals Christmas," by Mrs. J. H. Myers. Sixteen members and guests were present.

Miss Fernie Finkner, student of Texas Wesleyan College in Fort Worth, arrived home Saturday evening to spend Christmas holidays here visiting with her parents, Mr. and Mrs. George Finkner, and friends.

Miss Audrey Farris, of Lubbock, arrived Monday to spend the Christmas holidays here visiting with her mother, Mrs. John N. Farris.



But Once a Year
HELEN WATERMAN

"THANK goodness," said Martha Goodwin, bustling about her kitchen, "Christmas comes but once a year." She wiped back a loose wisp of graying hair with a weary gesture. "But it will be fine seeing you again, Lad," she murmured, thinking of her distant son. "Now, let's see. Those star cookies you're so fond of—" She glanced at the hurrying clock.

Loud shrieks of laughter under her window interrupted her thoughts. Those new neighbor children again. If they were dirtying up her freshly swept walk! She strode grudgingly to the porch. There was a path in the snow from their yard, around hers, and back again to their own, where all four of them had apparently trudged, pushing a snow ball, across her walk in two places. A tussel started suddenly, and they were all tumbling about in the snow, shrieking at the top of their voices.

Martha scolded shrilly at them, and they stood up, an abashed little line of star steps. "The ideal! On Christmas, too!" Martha chided. "Whatever is the matter with your ma, that she lets you make such a racket?"

"She's sick," answered the oldest girl.

"Sick! Then all the more reason why you should keep still. Shame on you." The little group stood like statues.

Martha tucked in the wisp of hair. "You children come in here and sit still while I work, and I'll

tell you a story," she invited. "Mind you wipe your feet."

"I suppose it should be a Christmas story," Martha began. "Do you know about the shepherds and the wise men?"

"Yes'm," they chorused. "We go to Sunday school," added the oldest girl.

"Then," Martha asked her, "shall I tell you about Santa Claus?"

Her face clouded a little. "Mother told us that," she answered soberly.

"Oh," said Martha. She dusted the flour from her hands and turned to baste the turkey. Four pairs of eager eyes watched her every move. The doorbell rang.

"Laddie! Good heavens," cried Martha, slipping off her apron, and rushed to the door.

But instead it was a telegram: "AWFULLY SORRY DARNING BUT I JUST CAN'T GET AWAY STOP DO TRY TO HAVE A MERRY CHRISTMAS STOP GO ON A SPREE AND I'LL FOOT THE BILL STOP EXPECT TO BE ABLE TO GET DOWN FOR NEW YEAR'S AND WILL EXPLAIN EVERYTHING THEN LOVE LADDIE"

Martha Goodwin read it twice. Then she smoothed the straying wisp of hair and went back to the kitchen.

"Well," the older girl was explaining, "it's sort of like a chicken, I guess, only ever so much bigger." The four children, looked up as Martha entered. "Why, what's the matter, Mrs. Goodwin?"

"My son—I was expecting him—he isn't coming."

"Gee," came a sympathetic chorus. "And you'd fixed everything so nice and—Christmas."

"I'm not going to have it spoiled," Martha decided. "Here,"

she said and draped the holly wreath over the youngest's arm. "You," she said to the next one, "carry the potatoes, and you take the mince pie—careful, it's hot—and you," to the eldest, "take the vegetables. I think I can manage the turkey."

"But where are we going?"

"Over to your house. Weren't you about to miss out on Christmas dinner?"

"Dinner first, then presents," she suggested, and when, having eaten all they could hold, they gathered about the holly, she found a crudely wrapped present for herself. It was a picture scrapbook, somewhat smudged.

Were those tears in Martha Goodwin's eyes? Surely not, for she was smiling.

"Why, thank you," she exclaimed. "Such a lovely surprise! My," she added, "I do wish Christmas came more than once a year."



The Guilty Gift
Martha B. Thomas

SAM LINCOLN walked slowly along the street gazing into store windows. An icy wind caught him at the corners but he hurried across to the next curb intent on his mental shopping.

He was thinking hard of Cora, too. Though not a word had been spoken between them on the subject, it was quite understood that he should buy her warm gloves, a warm sweater and stockings for Christmas. He'd saved a fair amount for this very purpose.

When you gave up your city living for the country, you thought in terms of wool. Cora needed all these things. Her gloves were worn down to thin spots. Her sweater had been mended a good many times and her stockings—well, Cora just laughed about them. Cora would. She had made fun of every hard thing about changing their home, from the dreadful wheezy pump in the kitchen, to the way the floors slanted in the bed rooms, so that no pencil would stay on a table, and books continually slid off on the floor. Cora was a thoroughbred and a good sport.

Sam looked at a green sweater. That would be becoming to Cora's light curls. Or that cheerful red one. Nice on snowy winter mornings. The very chickadees would sing with pleasure at sight of her in that sweater. He took a few steps toward the shop door when his eye fell on a black-and-yellow silk kimono.

Of course he would not get it; just inquire the price so that he might look at it.

The moment Sam touched a reverent hand to the exquisite silk he was lost. Thrifty, hard-working Sam! How could he have done such a thing? And so calmly, too. "Please wrap it up," he had said. The price had been reduced in order to sell quickly. He walked out of the shop with the light bundle under his arm, and slunk by windows filled with warm woolen clothes . . . the kind Cora so sorely needed.

All the way home on the train his heart sank lower and lower. He



"You're So Lovely I Want to Kiss You Very Hard."

felt so chilled and miserable at the thought of his weak behavior, that Cora rushed at him as he opened the door, exclaiming, "My dear, what dreadful thing has happened to you?"

They had an excellent if frugal dinner. Cora chatted happily of this and that, looking unusually pretty and gay. Sam tried to meet her laughter, but actually shivered along his spine. Idiot! Fool! Wretched unspeakable lunatic that he was! Would a yellow-and-black Chinese kimono keep Cora warm? It would not.

Justice demanded that he confess. Cora would be kind, and that would hurt more than anything. Cora would be kind . . . and keep right on feeling cold on the crisp mornings after Christmas. But he must do it . . . muddle through it somehow.

After dinner he came close to Cora muttering something about a gift, and how darned sorry he was . . . and please, please not to look at him so sweetly.

Cora unwrapped the bundle. Sam waited. The lovely shining thing fell to the floor with the lights gleaming on it.

"Oh . . . oh . . . ! I never in all my life saw anything so magnificent! For me? Surely, surely not for me, Sam? But how I'd adore it! I'm sure I wouldn't mind anything if I knew such a gorgeous garment were hanging in my closet. But of course you're teasing me . . ."

"No," said Sam heavily, "it's your Christmas present. I feel like a cad. I know you need the warm things . . . don't be so darned sweet about it!" he commanded crossly.

Cora flung on the robe, and threw her arms around Sam's neck. "I don't know why you're acting this silly way . . . but if you're so dead set on warm things . . . a whole box came this afternoon from Uncle Horace."

Sam sank weakly into a chair. "You're so lovely I want to kiss you very hard."

"Why not?" inquired Cora, resplendent in the yellow-and-black kimono. "This is simply the most wonderful thing you ever did for me."

Dr. and Mrs. Smith will entertain the club Thursday, January 14, at the home, 1020 South Wall Street.

Mrs. Fred Wimberly left Tuesday for Shreveport, Louisiana, to spend Christmas holidays visiting with her parents. She accompanied her brother and sister from Fort Worth. Mr. Wimberly is spending the Christmas holidays in Amarillo visiting with his mother and brother.

Let Cavanaugh do your printing.

FLOYDADA BASKET BALL TEAM WON AGAINST PLAINVIEW IN GAME THURSDAY

The Floydada basketball team won their first game of the season against Plainview last Thursday evening to a total of 14-18. The game was played on the local field in the R. C. Andrews Ward gymnasium.

Lineup for the Floydada team was as following: E. Ray Smith, center; Orba Miller and Irvin Allen, forwards; James Roy and Dee Adams, guards.

Obie Wilbanks, of Lockney, was referee.

Minkey Pool, of McMurtry College in Abilene, was coach of the Plainview team, who lost one man last year. Plainview has a good experienced team.

Floydada's team showed good playing ability and has a chance to lead in victories for this season.

Floydada's schedule for January is as follows:

January 1, Pampa here; January 4, Crosbyton here; January 8-9 Quitaque tournament at Quitaque; January 11, Texas Tech Freshmen at Lubbock; January 13 Crosbyton at Crosbyton; January 22-23 Matador tournament at Matador.

Lions Club Played Against Rotarians

Following the Floydada-Plainview basketball game the Floydada Lions Club played against the local Rotary Club in a volley ball game. The Lions Club were victorious to a total of 3-2.

The following players started the game:

Lions Club: Bill Daily, Claude Hammonds, Francis Wester, T. F. Huggins, L. D. Brittan and Woody Guthrie.

Rotary Club: J. C. Wester, Clarence Travis, Charles Newton, A. D. Cummings, W. A. King, G. C. Tubbs.

WESLEY GIRLS SUNDAY SCHOOL CLASS HAD CHRISTMAS PARTY FRIDAY NIGHT

Members of the Wesley Sunday School Class of the First Methodist Church met at the home of Mrs. N. W. Williams, at 215 West Houston Street, last Friday evening for their annual Christmas party. Beautiful Christmas decorations added colors to the rooms. Red blue and green colors were used to decorate the tree which included decorations of colored electric lights, colored balls, and roping of various colors.

Mrs. Edd Johnson and Mrs. Reed Officer assisted Mrs. Williams as hostesses with the social.

The program was opened by the group singing "Silent Night," which was led by Mrs. E. S. Randerson and Mrs. R. L. Henry. Mrs. Tom Shaw gave the devotional, which was followed by a prayer by Mrs. J. E. Eldridge. A reading, "My First Christmas" was given by Bobbye Jean Medlin, after which Louise Wilson read "A Sensible Christmas." "Joy to the World" was sung by the group, after which Santa Claus arrived and presented the gifts to the guests.

A lovely refreshment was served by the hostess. A miniature Santa Claus was attached to the handle of the cup for a favor.

MR. AND MRS. O. P. RUTLEDGE ENTERTAINED THE OWL'S 42 CLUB THURSDAY

The Owl's forty two club was entertained last Thursday evening by Mr. and Mrs. O. P. Rutledge at their home, 302 South White Street. A lovely buffet supper was served by the hostess, after which games of forty two was played.

A Christmas tree, beautifully decorated with red and green lights, roping, snow, tinsel and many colored balls, formed the center of attraction in the decorated rooms. The yuletide motif was further carried out with decorations throughout the rooms using the Christmas colors, with red predominating. The table was centered with a miniature tree decorated with red and green.

As the guests entered the home of Mr. and Mrs. Rutledge Santa Claus met them and ushered each person to their chair. The exchange of gifts was the feature of the entertainment.

Enjoying the affair were: Mr. and Mrs. Edd Brown, Mr. and Mrs. R. E. Fry, Mr. and Mrs. Geo. A. Linder, Mr. and Mrs. Lou M. Davis, Mr. and Mrs. R. C. Henry, Mr. and Mrs. A. J. Foley, Dr. and Mrs. George Smith, Mr. and Mrs. Harry Morekel and the host and hostess, Mr. and Mrs. Rutledge.

Dr. and Mrs. Smith will entertain the club Thursday, January 14, at the home, 1020 South Wall Street.

Mrs. Fred Wimberly left Tuesday for Shreveport, Louisiana, to spend Christmas holidays visiting with her parents. She accompanied her brother and sister from Fort Worth. Mr. Wimberly is spending the Christmas holidays in Amarillo visiting with his mother and brother.

Let Cavanaugh do your printing.

Mr. and Mrs. R. L. Teeple and son, Leighton, left Monday morning for Amarillo, where they will spend a week visiting with their daughters and families, Mr. and Mrs. Jess Adkins, Mr. and Mrs. Vern Nelson, and Mr. and Mrs. Harold Hamm.

Lieutenant Dan Jenkins and wife of Shreveport, Louisiana, will arrive here to spend Christmas holidays here visiting with his parents, Mr. and Mrs. J. B. Jenkins. Lieutenant Jenkins is employed at Barkdale Field, near Shreveport.



Yuletide Greetings

An old-fashioned greeting in the good old-fashioned way . . . a Merry Christmas and a holiday season full of health, happiness and a goodly store of good cheer to you and yours.

Westers' Quality Bakery

MERRY CHRISTMAS AND A HAPPY NEW YEAR

We have found that friendship in business counts for much and we are grateful for yours. We desire to convey the Season's best wishes for a Merry Christmas and a Happy and Prosperous New Year.

FRANCIS WESTER'S CLEANERS

Francis Phone 66 Marcella

ANNOUNCEMENT!

We have assumed the management of the Helpy-Selfy Laundry from Mr. and Mrs. Eulan Williamson. We will give you good service and satisfactory work. Your business will be appreciated.

HELPY-SELFY LAUNDRY
Mr. and Mrs. H. E. McNutt

Merry Christmas and we will appreciate your business throughout the New Year.



AND A MERRI-O

The sincere feeling of our Christmas wishes for you can't be fully conveyed by words. The best that we can say, is that we wish you a Happy Holiday Health and a Merri-o!

G. C. TUBBS, INSURANCE AGENCY
First National Bank Building
Phone 162

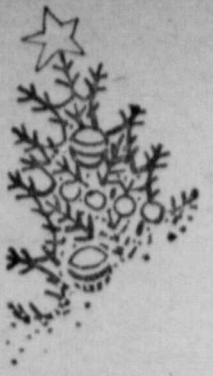
MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR!

We are very mindful of our debt to the customers and friends who have favored our business a debt of gratitude which we can never fully repay. We feel that we would be ungrateful if we failed to seize this opportunity and eagerly wish you Merry Christmas and a Very Happy New Year.

We solicit your continued business for the coming New Year.

J. C. WOOLDRIDGE LUMBER COMPANY
Courtesy, Quality and Price.

CHRISTMAS GREETINGS



JUST AN OLD
FASHIONED GREETING
MERRY CHRISTMAS

May the day bring you a
wealth of Happiness and Joy,
rewarding you with all the ob-
jects of your best desires. Let
me thank you, also, for your
trouage during the year and
hope that your New Year will
be a good one.

CONEY ISLAND
JIM SHURET, OWNER

FLOYDADA INSUR-
ANCE AGENCY

Insurance of all kinds. Your
inquiries and business respect-
fully solicited.

W. H. HENDERSON
OWNER



GREETINGS
SEASON'S

At this time, when all the
world relaxes from the excite-
ment and tension of everyday
business life—when on every
day business life—when on
every hand one sees practical
demonstration of the true
Christmas Spirit of "Good Will
Toward Men"—It is fitting
that this company should
bring to its many friends and
customers the sincere Christ-
mas Greetings.

BARKER
BROTHERS



A
Christmas
Light

On another Christmas
eve many centuries ago
a guiding light led the
wise men to the humble
stable where a King was
born. The light has
always expressed the
spirit of Christmas, and
in this soft and mystic
glow we bring our wish
for happiness, health
and a Merry Christmas.

EDWARDS GRAIN
& ELEVATOR
COMPANY

Time for Christmas Dollies



The Christmas Quilt

by
Blanche Tanner Dillin

THE snow was beautiful but
made one feel somewhat
lonely, Nancy Atwell thought
as she stood at the window watch-
ing the falling snow. For an in-
stant she regretted refusing the
urgent invitations of her two brothers
and two sisters to spend the holi-
days with them. Each of them
had been insistent, but were all so
far away it was out of the ques-
tion, financially, and she didn't
want them to furnish the money—
and then for years she had spent
Christmas here in the Connecticut
hills with grandmother and she
couldn't imagine it seeming like
Christmas any place else.

Peggy North her old and dear
friend, had written that she could
not get away for the holidays, so
hoped that Nancy could be with
her.

Nancy had done little toward any
sort of festivities and had left put-
ting up the decorations until the
last minute. In fact she hadn't
bought anything new—the old ones
would do well enough. Perhaps
she might just as well go up to the
attic now and see what there was.
It might seem more like Christmas
with some decorations around.

As she opened a drawer in an old
chest her hand touched grand-
mother's old quilt—"Grandmother's
happiness quilt," as she al-
ways called it. It was just such a
day as this so long ago, when sit-
ting at grandmother's feet down
in the "setting" room she had
heard the history of the pieces in
the quilt. There was no place here
in the attic to look at it, so togeth-
er with wreaths and garlands of



She Had Heard the History of the
Pieces.

tinsel she carried the quilt down to
the room where she had heard its
history for the first time, and
spread it out on the bed.

Here was a piece from the dress
grandmother had worn when
grandfather proposed. Here was
the piece of grandmother's wed-
ding dress—others from Christen-
ing robes, party dresses, wedding
dresses and dresses worn on other
happy occasions—some almost in
shreds, but still enough left to re-
call the stories to Nancy as Grand-
mother Atwell had told them. How
grandmother had loved telling
them and how she had laughed at
some memory. Nancy had com-
mented on what a happy life
grandmother had had. No one ever
had a happier one, grandmother
assured her. How cheerful, unself-
ish, grandmother had been, never
dwelling on her own troubles, but
ready to help others in theirs.

Nancy recalled the times grand-
mother had been the means of
making the path a little smoother,
the pain less keen by the gift of
something Nancy especially want-
ed or the fulfilling of some cher-
ished plan of Nancy's. And when
Nancy was left alone in the old
home and grandmother sent for
her she must have guessed just
how much Nancy wanted the rest
and quiet the hills would give her.
Nancy never forgot the smile and
embrace with which grandmother
greeted her—no rehearsing of
painful experiences, but plans im-
mediately made for happy days in
the future. Nancy's loss had been
grandmother's as well, but grand-
mother had never let others know
the shadows that crossed her path.

What a satisfaction it must be to
be able to help others as grand-
mother had. Then Nancy saw how
she could do the same, in a meas-
ure at least. First she could give
Anna a vacation over the holidays.
Next she would wire Peggy she
would be with her over Christmas.
As she laid the quilt away after
carrying out her plans, deep grate-
tude filled her heart for if she
hadn't found the quilt she would
never have known the happiness
she now felt.

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W. N. BREWSTER AND BILL DAILY HAD CHARGE OF LIONS CLUB PROGRAM THURSDAY

The Lions Club met last Thursday
at noon for their weekly meeting and
luncheon at the McDermott Post
American Legion hall with W. N.
Brewster and Bill Daily in charge of
the program. Mr. Daily was master
of ceremonies and the first talk on
the program was given by Mr. Brew-
ster, which was an educational talk
on patriotism. Mrs. Lon V. Smith
gave a short talk, after which Paul
Potet and his F. F. A. string band
rendered several musical numbers.

There was a good attendance at
the meeting last Thursday. R. W.
Cottern, was a guest at the luncheon.

MRS. LOOE MILLER ENTERTAINED SANS SOUCI BRIDGE CLUB IN SILVERTON

Mrs. Looe Miller was hostess to the
Floydada Sans Souci Bridge Club at
her home in Silvertown last Wednes-
day afternoon. A lovely Christmas
luncheon was served. Christmas
decorations were strung about the
rooms and on the Christmas tree.
Gifts were exchanged by the mem-
bers.

Those present were: Mrs. Marvin
English, Mrs. Bill Daily, Mrs. A. E.
Guthrie, Mrs. George McAllister, Mrs.
Terrell Loran, Mrs. Jack Deakins,
of Floydada, and Mrs. Wilson and
the hostess, Mrs. Miller.

Mrs. Goen will entertain the club
at her home Wednesday, December
30.

Lon Davis, Jr., arrived Saturday
evening from Fort Worth, where he
has been attending Texas Christian
University, to spend Christmas holi-
days here visiting with his parents,
Mr. and Mrs. Lon M. Davis.

Wilbert Mathews, student of Texas
Christian University at Fort Worth,
arrived home Friday night to spend
Christmas holidays here visiting with
his parents, Mr. and Mrs. A. H.
Mathews.



Crown your Christmas joys with the peace
and beauty that comes of contact with the
spiritual side of this, our most universal
holiday. With children taking part in
Christmas Eve programs, young voices
blending in some of the world's finest music
on Christmas morning, and—wherever you
attend—the telling of the story of that first
Christmas, a story that will never die,
renew old memories and enjoy again the
true beauty of Christmas.

TEXAS
UTILITIES COMPANY

Christmas Eve in the Market Place

By Louise Abney in Christian Advocate

THE market place on Christmas
Eve . . .

Things and things for sale . . .
Tinsel baubles, gilded toys
Along the Christmas trail!

Jostling crowds of shoppers;
Trees of fragrant pine
And Douglas fir and silver spruce;
A never ending line
Of eager noisy vendors
Crying out their wares:
"Whoever buys on Christmas Eve
The Christmas blessing shares."

Southern smilax, holly wreaths,
Sprigs of mistletoe . . .
Everywhere the falling flakes
Of starry Christmas snow;
Throngs of hurried shoppers,
Children's eyes aglow,
Reminiscent of a Light
That shone—long ago.

Vendors in the market place
Bid you come and buy . . .
There was once a Gift that came,
Priceless, from the sky!

A Manly Christmas Husband

By
Gertrude H. Walton

"A BORESOME holiday! If
only I had invited Fred to
come here with me,"
Manly jerked his hat from a rack
when Julia, his sister, rushed into
the hall:

"Manly, please come with me to-
night to the dinner party at Judge
Thompson's. Horace has just tele-
phoned he can not get here until
too late. Roads blocked with
snow and cars because of the
blizzard yesterday. Our first
big spread in this burg. We're
so new and this is our first oppor-
tunity to meet many prominent
citizens of Palas City. Judge
Thompson's dinners are annual
affairs and he gives special in-
vitations to new-comers of the
city."

"I don't care much about the
party. But so much in the papers
about the Willis Graham's family
who will be at the Judge's. Gra-
ham is the big shot who made mil-
lions from his washing machine

patents. He's sort of a god in
these parts. He has no son—but
some daughters. Maybe, when I'm
through college old Graham might
remember a Manly boy, for an
engineer or in his office."

Manly's parents had gone South
for the winter and Julia had urged
her brother to spend the holidays
with them because she and Horace
would be a bit lonely since recently
settling in the thriving factory mu-
nicipality of Palas City.

In evening clothes Manly was
nearest satisfied with himself as
being "well groomed," than in any
other attire. Somehow, the black
dinner coat, light vest, brilliant
studs in the spotless shirt front,
illuminated the sparkle of his
brown eyes and enhanced the man-
liness of his form. Upon arriving
at the ancestral estate of Judge
Thompson's, Manly was bewildered
when the Judge, with unusual cere-
mony, introduced them as "Mr.
and Mrs. Horace Linn, new resi-
dents of Palas City!"

"Sh! They think you are my hus-
band. Don't make them any wis-
er. Horace and I are strangers,
you know, here," Julia motioned.

Not knowing whether Julia had
planned to pass her brother off as
her husband, or whether it was a
surprise to Julia, as well as to
himself, Manly played "hus-
bandly faithful" beside Julia. But
it seemed that every place
Manly stood or sat, Patricia, one
of the Graham daughters, was
near, kindly gracious, but aloof.
When he asked her to dance she
quickly assented, as though she
feared he might never ask for an-
other dance.

"She thinks I
am married.
Huh! A Manly Christmas husband,
indeed! Dum it all! Why did Julia
get me into this jam? She will
have to un-jam me," he snorted to
himself.

The next morning's mail brought
Manly an invitation to a party at
Willis Graham's for the Graham
daughters!

"Of course, you'll go. A secret!
No, not a secret any longer be-
cause the secret has been long
enough," she teased. "I whispered
to Patricia, at the party, that you
were my brother and to introduce
you to others of the younger
groups, and to Mr. Graham. She,
however, promised secrecy to all
but Mr. Graham. Since she did
not introduce you to others, not
even to her father, I believe she
enjoyed the brother-husband affair
and planned a party to reveal the
secret to her father and guests.
No, her interest in you began be-
fore I told her you were not my
husband. She was raving about
my husband's eyes, and hair, and
form, and clothes and—"

After the party at Patricia's, the
Christmas holiday failed to be
boresome. For with Patricia's pep
and promises, Manly looked for-
ward to the days after college, of
becoming a Manly husband, in
truth.

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who design America's finest cars

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more Dependable
Longer Wearing

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U. S. ROYALS	U. S. TIRES
6.00x16	4.50x21
\$19.60	\$5.00

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You'll be safer on Royals

PALACE

FLOYDADA, TEXAS

MIDNIGHT, CHRISTMAS NIGHT, DECEMBER 25—11:45
BORIS (Frankenstein) KARLOFF in Edgar Allen Poe's

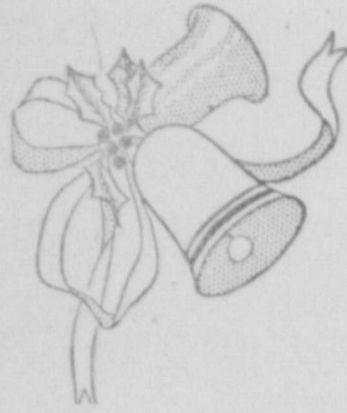
"THE RAVEN"

(FRANKENSTEIN) KARLOFF! (Dracula) Lugosi! Goose P...
Edgar Allen Poe! The triumvirate of terror! Together they give
this hair raising, horrendous thrill triumph!



We wish you a Merry Christmas and a Happy and Prosperous New Year.

L. G. WITHERS CAFE



WISHING YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR

It is our hope that the patronage we have enjoyed during the past year has been justified in our service to our friends. We wish to thank our friends for their patronage and wish for them each a MERRY CHRISTMAS and a more prosperous NEW YEAR.

Magnolia Service Station 2.

H. O. CLINE, MANAGER, PHONE 37

South East Corner of Square, Floydada, Texas



MERRY CHRISTMAS AND A HAPPY NEW YEAR

Throughout the year we have striven for the opportunity to serve—life's finest gift—if our efforts have pleased our reward is complete.

May your Christmas be joyous, your New Year prosperous—and when another year has rolled around may it find us associates and friends.

STYLE SHOPPE

"Always Showing Newest Things First."
MRS. MOLLIE A. MORTON, OWNER PHONE 17

MR. AND MRS. CALVIN STEEN ENTERTAINED THE PLAMOR BRIDGE CLUB

Mr. and Mrs. Calvin Steen were hosts to the Plamor Bridge Club last Thursday evening at their home, 200 East Kentucky Street. A lovely Christmas dinner was served by the hostess. The dining table was decorated with many beautiful Christmas decorations, using candles, favors and the color was carried out in the meal. Games of cut-throat bridge was played with Mr. John Hammonds and Mrs. Richard Stovall winning high score.

A beautiful Christmas tree was decorated with various colored lights and balls. Gifts were presented to each guest from the tree. Those present were: Mr. and Mrs. Jack Henry, Mr. and Mrs. John Hammonds, Mr. and Mrs. Richard Stovall, Mr. and Mrs. Luther Fry, Mr. and Mrs. Homer Steen and the host and hostess, Mr. and Mrs. Calvin Steen.

Mr. and Mrs. Homer Steen will entertain the club at their home, 115 North First Street, Thursday, December 31.

MR. AND MRS. RALPH GROVES ENTERTAINED WITH CHRISTMAS PARTY

Mr. and Mrs. Ralph Groves were hosts at a Christmas party given last Thursday evening at their home for their friends. Beautiful Christmas decorations adorned the rooms with a Christmas tree, which was decorated, was the center of attraction. Gifts were taken from the tree and presented by Miss Evelyn Groves. Refreshments of candy, fruits and nuts were served.

Those present were: Mr. and Mrs. Will Walker, Mrs. Anna Smalley, Mrs. Sam Thurmon, Mr. and Mrs. Doan Hill, Mr. and Mrs. W. H. Hilton, Mr. and Mrs. Jim Eubank, Mr. and Mrs. P. O. Conner, Fred Bell, Mr. and Mrs. R. M. McCauley, Mrs. Lee Howard and the host and hostess, Mr. and Mrs. Groves.

FLOYDADA FIRE DEPARTMENT ENTERTAINED WITH CHRISTMAS PARTY

The Floydada Volunteer Fire Department entertained several of their families and friends with an enjoyable Christmas party last Friday evening at the department's hall at the local city hall. L. D. Brittain was master of ceremonies.

The hall was beautifully decorated with roping, lights, and various ornaments, using the Christmas colors of red and green. The outside of the hall is lighted with colored lamps.

The welcoming address was given by Fire Chief Vern Elliott, with Mayor Glad Snodgrass giving the response. The congregation sang "America," which was led by Garland Glover. Floydada Chamber of Commerce Quartette, Roy Holmes, Garland Glover, Woodie Guthrie and Claud Hammond, sang "Silent Night." Miss Evelyn Elliott gave a Christmas reading, after which refreshments of cake, coffee and hot chocolate was served.

Santa Claus arrived and presented each guest with a lovely gift from the Christmas tree.

MISSSES JUANITA AND GLENNA MAE SHURBET GAVE CHRISTMAS PARTY

Misses Juanita and Glenna Mae Shurbet were hosts at a Christmas party given for their friends at the home of their parents, Mr. and Mrs. Jess Shurbet. Lovely refreshments was served by the hostesses. Gifts were presented to the guests from a beautiful Christmas tree.

Those taking part in the social were: Miss Jack Thurmon, Miss Edwina Christian, Miss Mary Joe Scott, Miss Bonnie Dale Fyffe and the hostesses, Misses Glenna Mae and Juanita Shurbet.

Misses Maxine and Imogene Roy, students of Wayland College, arrived home Thursday to visit with their parents, Mr. and Mrs. J. L. Roy.



CHEERIO!

With the snows and the crisp December days come our greetings for a Merry Christmas and a Hearty Cherrio.

REDD'S FRUIT STORE
ALVA REDD



Cheerio!!

THIS good wish for happiness and prosperity in all your undertakings. May happiness, health and wealth be yours in ever increasing abundance. Merry Christmas to one and all.

PURITY BAKERY

Milton Sims W. T. Klebold



IN APPRECIATION WE THANK YOU!

The holiday season affords us an opportunity to thank our many friends and customers for their patronage during the past 12 months and earnestly solicit your continued patronage during the coming year.

We wish you and yours a very Merry Christmas and a Happy New Year

SCOTT GIN COMPANY
C. T. (Bill) Scott, Manager

9,000 BALES OF COTTON HAVE BEEN GINNED IN FLOYD COUNTY

There have been 9,000 bales of cotton ginned in Floyd County this season according to a report received from Fred Bell, special agent for the department of commerce. This shows an increase to the number of bales ginned at this time last year, which was 6,615.

Floydada three gins have ginned 2,231 bales of cotton by Tuesday of this week.

MR. AND MRS. J. C. GILLIAM ENTERTAINED FRIENDSHIP BRIDGE CLUB MEMBERS

Mr. and Mrs. J. C. Gilliam was hosts to the Friendship Bridge Club at their home, 413 West Houston Street, last Friday evening. A lovely Christmas dinner was served by the hostess. Games of contract bridge was played.

Beautiful Christmas decorations of red and green were used throughout the house. The dining room center piece was a small Christmas tree, which was decorated in beautiful ornaments. A large Christmas tree was in the entertaining room. Gifts were exchanged by the members.

Those present were: Mr. and Mrs. L. T. Bishop, Mr. and Mrs. B. K. Becker, Mr. and Mrs. Walton Hale, Mr. and Mrs. A. B. Keim, Mr. and Mrs. J. A. Arwino, and the host and hostess, Mr. and Mrs. Gilliam.

Dr. and Mrs. Guthrie will entertain the club Friday, January 1, at their home, 614 West Kentucky Street.

MRS. T. P. COLLINS ENTERTAINED WEDNESDAY LUNCHEON CLUB

Mrs. T. P. Collins entertained the Wednesday Luncheon Club last Wednesday afternoon at her home, 423 West Virginia Street. Christmas decorations of red and green were used about the rooms. Lighted tapers were placed on the table. Christmas tallies and favors were used.

A Christmas tree was loaded with beautiful decorations and gifts, which were presented to the guests. Games of contract bridge was played.

Those present were: Mesdames J. A. Arwino, W. L. Fry, A. B. Keim, Walton Hale, Richard Stovall, C. L. Minor, L. T. Bishop, T. P. Collins and John Reagan.

Mrs. Bishop will entertain the club Wednesday, January 17, at her home, 225 West Houston Street.

WOODMAN CIRCLE MET LAST WEDNESDAY AFTERNOON FOR CHRISTMAS PARTY

Members of the Woodman of the World met last Wednesday at the home of Mrs. N. A. Armstrong, 418 West California Street, for their Christmas tree. They had as their guest, Mrs. Jannie Garner, who is the district manager, and resides in Post.

A business was conducted and an election of officers was held. A short program was presented, after which gifts were exchanged.

Those present were: Mesdames R. M. McCauley, J. C. Dickey, J. D. Starks, John Coppell, F. O. Conner, W. H. Hilton, Sam E. Thurman, C. Sarginer, Grady Conner, Jannie Garner, L. H. Lewis, Annie Steen and the hostess, Mrs. Armstrong.

The next meeting will be held at the home of Mrs. Hilton Tuesday, January 5.

Mrs. George Smith left Thursday for Fort Worth, where she visited with her daughter, Miss Margaret Smith, who is attending Texas Wesleyan College. Miss Smith accompanied her mother home Saturday to spend Christmas holidays here visiting with relatives and friends. Mrs. Smith spent Thursday night in Monday visiting with her sister.

John Kimble, student of Texas Tech, spent last week end here visiting with his parents, Dr. and Mrs. Wilson Kimble.

Miss Mary Lomper spent last week end in Lubbock visiting with her sister, Mrs. Floyd Simpson.



WE WISH YOU A MERRY CHRISTMAS AND A VERY HAPPY AND PROSPEROUS NEW YEAR.

MASSIE WHOLESALE GROCERY



WISHING YOU SUCCESS

At this season of the year we pause to thank our patrons for their assistance in the pursuit of our successful business, and wish them every success in the turn.

A MERRY CHRISTMAS TO ALL.

FARMERS GRAIN COMPANY



MERRY CHRISTMAS—HAPPY NEW YEAR

These words have behind them all our good wishes for your future happiness—mixed with gratitude for your loyal support in the past.

Our New Year Resolution: To continue to serve you the very best of our ability and to do everything possible to meet your ultimate satisfaction.

SEE THE NEW 1937 PLYMOUTH NOW ON DISPLAY IN OUR SHOW ROOM.

FLOYD MOTOR COMPANY
Plymouth—Dodge Dealers