

The Floyd County Plainsman



Merry Christmas

Students Home for Christmas Holidays

Of the many students who returned to their homes in Floydada to spend the Christmas holidays with their parents are: Davis, Jr., T. C. U.; Billy Smith, Oklahoma A. & M.; Hammonds, Lippert's Business School; L. V. Asstler, Texas Tech; Harmon, McMurray; Waldon, Baylor Medical School; Gamblin, Texas Tech; J. S. Ross, Texas Tech; Mary Anna Ross, S. T. C.; Walton Henderson, Texas Tech; Kathryn Daniels, W. T. C.; James Badgett, W. T. S. T.; Albert Matthews, T. C. U.; Sisson, W. T. S. T. C.; Irvin, T. C. U.; Joe Dolph Montague, Portales Junior College; Frank McMurray; Pete Woods, S. T. C.; Ferne and Forest, S. T. C.; Ferne Finkner, S. T. C.; Margaret Smith, T. W. C.; and Marilyn Fry, Texas Tech. D. P. Rutledge, John Tarleton Morse, S. M. U.; Jack M. U.; Worth Shipley, Baylor; and Irene Mathews, Colorado College.

Vernon Shaw Home From Hospital

Vernon Shaw returned home Monday of last week, after having a Dallas hospital for a week. He is able to be up and about within a few days.

MINOR TO RETURN FROM HOSPITAL TODAY

Minor, who has been in the hospital since December 15, is returning to his home today in company with his family through the Christmas season. Minor, having received a leg when he was hit by an auto, was taken to the hospital to have it treated. However, it will take several weeks for the bone to knit back together and he may be up again.

OLET DEALER ATTENDS MEETING IN OKLAHOMA CITY

Oden, accompanied by Parker, returned Monday from Oklahoma City, where he attended a Dealers and Managers meeting. The couple returned Sunday and spent Monday evening at home.

Frances Wester returned to home Thursday of last week

Frances Wester returned to her home Thursday of last week after spending some three weeks in Fort Worth with her uncle, Mr. and Mrs. T. C. Guthrie, who is attending school there.

Mr. and Mrs. Odell Winters are leaving today for Hillsboro

Mr. and Mrs. Odell Winters are leaving today for Hillsboro, where they will visit with Mr. Winters' relatives. They also expect to visit in Rising Star before their return home.

Miss Worth Shipley, daughter of Mrs. Bob Smith, arrived home Sunday for the Christmas holidays

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Methodist Pastor Talks to Lions Club Members Thursday

Rev. Jno. E. Eldridge, pastor of the Methodist Church, was speaker for the Lions Club Thursday of last week. Since the meeting was the last to be held by the Lions before the Christmas holidays, Rev. Eldridge took as his subject, the "Birth of Christ."

T. F. Huggins of Slaton, was guest of Coach Odell Winters at the meeting. The next meeting of the club will be Thursday, December 30.

Frogge Studio Remodels Reception Room

A complete remodel and interior decoration job has recently been finished in the Frogge Studio reception room, located in the Readhimer Building. The room has been done in pastel shades, with silver molding adding a gay touch. A modernistic, rounded counter, bearing the same designs also adds to the attractiveness of the room. The installation of indirect lighting completes the modernistic effect.

Herschel Hammonds Home From California

Herschel Hammonds arrived home last week from California, where he had been employed for the past few months in North Hollywood. Mr. Hammonds expects to remain with his parents, Mr. and Mrs. John I. Hammonds, until after the Christmas and New Year's holidays.

Gamblins Move Into New Residence Saturday

Mr. and Mrs. J. M. Gamblin moved Saturday of last week into their new residence on West Kentucky Street. The home, which is built in the typical "Old Colonial" style, has just recently been completed. Mr. and Mrs. A. S. Hollingsworth and family have moved into the residence on West Missouri Street formerly occupied by Mr. and Mrs. Gamblin.

Rolein Smith Assumes Management of Motor Inn

Rolein Smith, who has been employed at Smith's Blacksmith Shop on Main Street, has recently taken the management of Motor Inn Service Station, next to Oden's Chevrolet show rooms. Motor Inn was formerly operated by Marion Heald.

Mr. and Mrs. B. Hatley had as their guests Saturday night and Sunday Mr. Hatley's parents, Mr. and Mrs. J. A. Hatley of Dougherty, and sister, Mrs. Robert Ardry and son, Elree Ardry, of Quamado, New Mexico.

Mr. and Mrs. Odell Winters are leaving today for Hillsboro, where they will visit with Mr. Winters' relatives. They also expect to visit in Rising Star before their return home.

Miss Worth Shipley, daughter of Mrs. Bob Smith, arrived home Sunday for the Christmas holidays. Miss Shipley is attending Baylor Belton, at Belton, Texas.

Christmas Time



Oh, what joy there is in living on Christmas; What a charm there is in giving on Christmas. What a pleasure 'tis to see Children dancing merrily 'Round the decorated tree on Christmas!

Local Minister Conducts Funeral For Matador Ranchman

Rev. G. W. Tubbs, local Baptist minister, was called to Matador Saturday, December 18, to conduct the funeral services for G. W. Sigler, sixty-nine year old Matador ranchman.

The deceased, who passed away at his home near Matador Friday, in former years was a resident of Floyd County, where he was associated with Rev. Tubbs. His death was attributed to a heart attack.

Ann Carolyn Welborn Received Painful Injuries Thursday

Ann Carolyn Welborn, small daughter of Mr. and Mrs. L. J. Welborn, was painfully injured Thursday of last week when she caught her fingers in a built-in ironing board. Two fingers of the left hand were badly crushed, the tip of one being almost severed.

Local medical aid was rendered, and reports are that the child is rapidly recovering. It is believed that the fingers are properly knitting back in place.

A. L. Barker Back To Work Monday After Illness

A. L. Barker returned to his work, where he is employed with Bishop Motor Company, Monday of this week. Having been ill for several days, he was confined to his bed the greater part of last week.

MAYOR GIVES WARNING TO DRIVERS

As a warning to all who drive cars, the State Highway Patrol made a "raid" on careless drivers Saturday night and arrested a great number. Since this matter has caused the mayor much worry and time to straighten it up, he is issuing a warning to all to check lights, and to observe carefully driving regulations. The mayor hopes that all may cooperate with him in this respect.

MRS. JNO. A. HOLLUMS ILL AT HER HOME HERE

Mrs. Jno. A. Hollums, who has been ill at her home here for the past week, is reported to be unimproved. She has been unable to report to her work at the Duncan Abstract Office since the latter part of last week. Mrs. Hollums is suffering from a rheumatic condition.

Mrs. Maude Merrick had as her tie Thorp of Abernathy, and also tie Thorpe of Abernathy, and also Mrs. T. B. Stone and Miss Mary Leta Stone of Abernathy.

Miss Emma Lou McKinney, first grade teacher in the Olton schools, and Mrs. Clyde Snell and son, Harold, of Fort Worth, arrived this week end to spend the Christmas holidays with their parents, Mr. and Mrs. J. J. McKinney.

Misses Marilyn and Maxine Fry, students of Texas Tech at Lubbock, returned home Saturday to spend the seasonal holidays with their parents, Mr. and Mrs. R. E. Fry.

Football-Pep Squad Banquet Held Saturday Evening At Gymnasium

The annual Football Pep Squad Banquet, given by the Pep Girls as tribute to the Football Boys, was held at the Andrews Ward Gymnasium Saturday evening, December 18. Guests for the lovely entertainment included the football boys and also school officials and their wives.

The spacious gymnasium was converted into a gorgeous banquet hall, with tables placed, forming a huge megalophone. The entire hall bore drapings of green and white crepe paper. Bleachers were covered in solid green, giving them the appearance of a grassy mound. On one side the word "Team", cut in large letters from white paper, stood out on the green; on the other side the word "Pep". A touch of holly here and there added the Christmas motif to the decorations.

The long tables, which were covered with green and white strips of crepe paper, bore green and white candles placed in cedar holders. Lighting for the banquet was given by these many candles. At each place was placed a miniature Christmas tree in a red pot. Green and white nut-cups with delicious nuts also had their place on the table near the place cards, each card bearing the print of a pep-girl.

After the guests had been seated at their proper places in the banquet hall, the following menu was served:

- Fruit Cocktail
- Baked Turkey
- Dressing Peas in Potato Nests
- Cranberry Sauce
- Lime Salad
- Celery Curls
- Rolls-Butter
- Cherry Pie
- Coffee

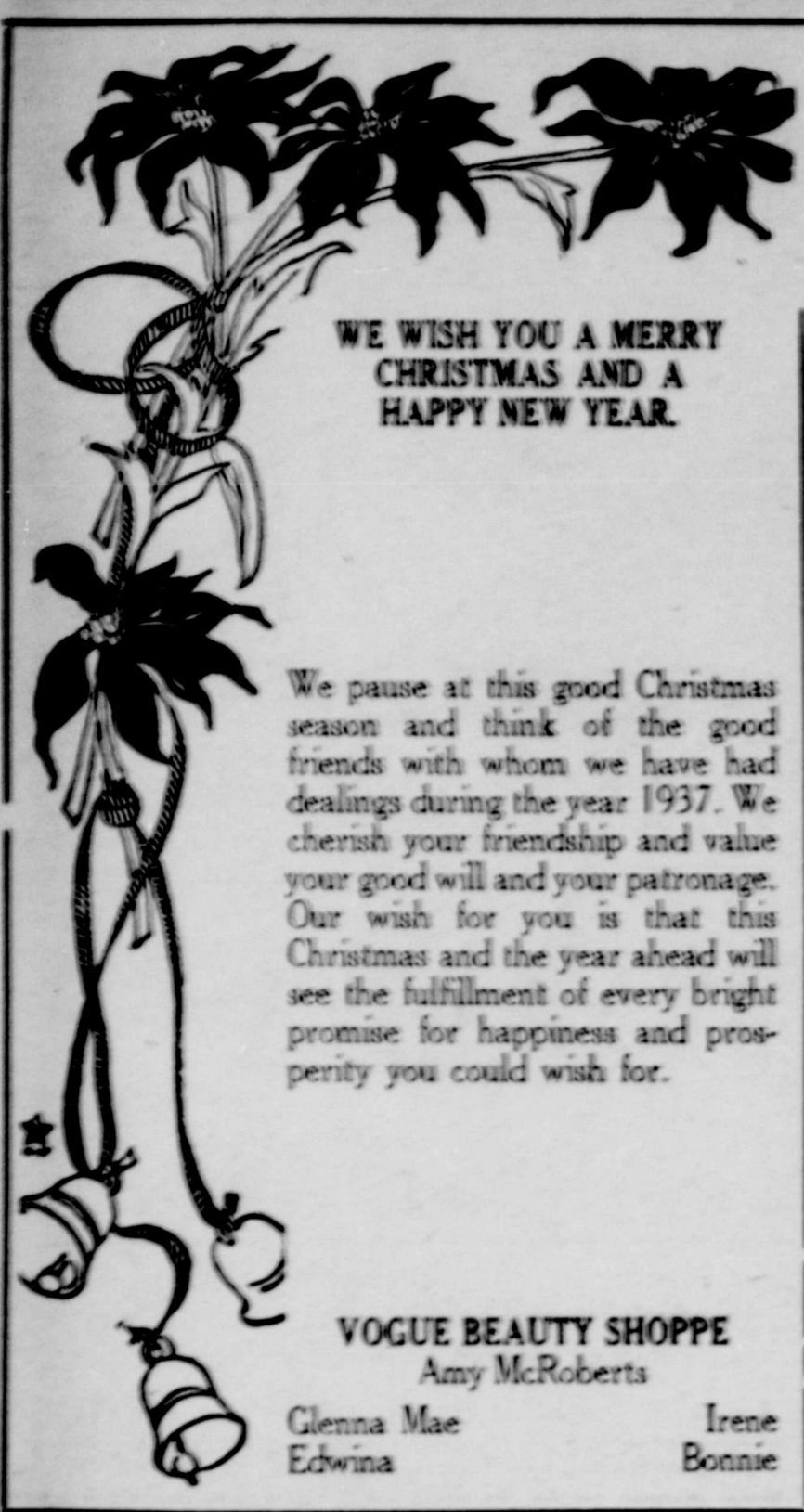
Immediately after the dinner, guests were entertained with the following program:

- Invocation—L. B. Williams.
- Toast to the Team—Marguerite Leonard.
- Response—W. H. McClung.
- Music—Marguerite Leonard.
- Token Presented to the Sponsors, Miss Reba Copeland and Miss Lois Pouts—Virginia Belle Womack.
- Tribute to the Coach—La Von Rainer.
- Response—Coach Odell Winters.
- Reading—Louise Willson.
- Music—Clyde and Claude Smith.
- Introducing Pep Leaders for '38-'39, Dorothy Dell Stovall, Pres., Sappho Ward, Vice-Pres., Gloria Hammonds, Sec., Josephine Troutman, Business Manager—Iva Meure.
- Talk—Hon. George Dupree, Lubbock.
- Song, "We're Loyal to You, Whirlwind Team"—All.
- Music—Ruth Kreis.

Willson-Rushing Home From Dallas Friday

J. M. Willson and Lee Rushing returned to Floydada Friday night from a brief trip to Dallas, where they attended to business. They were accompanied home by Mr. Rushing's daughter, Miss Juanita Rushing, and Alton Morse, both of whom are students at S. M. U. at Dallas.

Mr. and Mrs. O. K. Davis and family leave today for Knox City, where they will visit relatives.



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

We pause at this good Christmas season and think of the good friends with whom we have had dealings during the year 1937. We cherish your friendship and value your good will and your 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.

VOGUE BEAUTY SHOPPE
Amy McRoberts

Glenna Mae Irene
Edwina Bonnie

THE FLOYD COUNTY PLAINSMAN
PUBLISHED THURSDAY OF EACH WEEK
M. B. CAVANAGH PUBLISHER

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In Floyd County \$1.00
Outside Floyd County \$2.00

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NOTICE:
Any erroneous reflections 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.

Christmas Party Given At Home of Florrie Conway Friday Evening

A Christmas party, which consisted of a lovely dinner, was given at the home of Miss Florrie Conway Friday evening. Hostesses and guests were members of a young people's Sunday School Class of the First Baptist Church.

A general business meeting was held, then games were played by the group, after which a typical holiday dinner was served. The main course consisted of chicken salad on a lettuce leaf, English peas, Creamed potatoes, olives, hot rolls, and butter. A dessert of red and green jello, topped with a cherry, and served with cake lent the Christmas colors to the dinner.

At the close of the gathering, gifts were exchanged from a beautifully lighted Christmas tree. Each one present received a gift, and all presented gifts to their teacher, Mrs. Vernon Shaw.

Hostesses for the party were: Misses Florrie Conway, Vera Nell Marshall, Alene Warren, Mary Looper, and Mary Wilson Hicks.

Guests present were: Mrs. Vernon Shaw, and Misses Evelyn Hicks, Mariel Pagan, Dorothy Nell Swinson, Madeline Haney, Marine Ross, and Hazel Galloway.

Miss Jean Bain, who is teaching in the Meadow School, arrived here this morning to spend the holidays with her parents, Judge and Mrs. Kenneth Bain.

Miss Emma Louise Smith is expected to arrive today to spend a week's holiday season with her parents, Dr. and Mrs. Lon V. Smith. She is a student at Baylor University.

Judge and Mrs. Kenneth Bain are expecting as their guests this week end, Judge Bain's parents, Mr. and Mrs. J. A. Bain, of Silverton.

Mrs. Addie Thagard, who has been visiting with her son, Flynn Thagard, in Oklahoma City, is visiting here with her daughter, Mrs. Oliver Allen. She will remain until after the holidays.

Misses Ruby and Margie Norton left today for Brownwood, where they are to visit with their parents, Mr. and Mrs. A. F. Norton, formerly of Floydada.

Miss Bert Ione Smith and Mrs. Joe E. Smith spent Tuesday of this week in Lubbock.

Classified Ads

For best and cheapest monuments, either in marble or granite. See S. B. McCLESKEY. 52-4tc

We photograph any thing, any where, at any time. Frogge's Photograph Studio, 213 Readlimer Building, Floydada. 56-4tc

Door scrapes, floral sprays, wreathes designs, corsages, wedding bouquets, decorations. Leave orders at Arthur B. Duncan Abstract Company. Night Telephone No. 66. Hollums, Floydada Florists. 58-4tc

LANDS FOR LEASE
A few farm tracts to lease at reasonable prices for cash.
W. M. MASSIE & SONS.
Floydada, Texas. 11-4tc

We invite you to visit the greenhouse. PARK FLORISTS—Mrs. W. S. Goen. Phone 78. 66-4tc

LET BILL renovate your mattresses. W. E. (BILL) Yandell Mattress Factory, E. Grever. St. 50-5tp

Merry Christmas




FROM—
G. R. Strickland and Sons
DISTRIBUTORS—
Panhandle Refining Co.
AND ALL THE EMPLOYEES—
MARVIN HICKERSON, R. A. CANNON, HUGH AYRES, AND CLIFFORD GOLIGHTLY.




MERRY CHRISTMAS TO EVERYONE

To all our friends, fellow townsmen and the strangers in our midst, may the Christmas bells ring a message of hearty good cheer. May you find joyous happiness in the holidays, and the promise of more in the years to come.

TRIANGLE GARAGE



YOUR PLEASURE AND PROFIT MAKES OUR BUSINESS

In selling you a Chevrolet car, we confidently believe that we have sold you more genuine comfort and stability at a price not obtainable in any other make of automobile.

In view of the nature of our business, we wish you a very Merry Christmas and a most prosperous New Year.

Oden Chevrolet Co.

Make Your Home Brighter With Christmas Furniture



We are prepared to handle your last minute purchases and deliveries on all kinds of Furniture.

Furniture, Radios, Refrigerators, Chairs, Tables, Lamps, Smokers, Ranges, and Rugs, make delightful and useful gifts.

If short on money now, terms can be arranged to suit you.

Come in and see all the new things and get one of our nice 1938 calendars.

Merry Christmas to you all and thanks for your good patronage through 1937.

LAMPS AND SHADES

In our lamp department are dozens of new models priced from—

\$2.25 TO \$7.25



F. C. Harmon, Furniture

TAKE YOUR TEETH Shine like the stars!

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 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.

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Address _____

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General Practice—X-ray
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666

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and
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first day
Headache, 30 minutes
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SALVE, NOSE DROPS**
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By L. L. STEVENSON

Universal finger-printing means universal protection. Such is the belief of Edward P. Mulrooney, commissioner of the state department of correction. Commissioner Mulrooney rose from patrolman to commissioner of New York city's police department. Except for an interlude when he was chairman of the state liquor board, he's been connected with law enforcement all his life. But his interest in finger-prints is not connected alone with the identification of criminals. Identification of persons who have never committed crimes is just as important, he holds. For instance, in cases of great disasters such as sunken boats, fires, subway cave-ins, etc. Faces are often unrecognizable. Grief among families is increased when identification is tentative or doubtful. But with state files of finger-prints, certain identification is possible within a very short space of time.

There is no necessity for giving assurances that finger-prints would not be used for criminal identifications. Commissioner Mulrooney holds. No such assurance is given by the army or navy. Many banks require their employees to register their finger-prints. Visitors to state prisons, other than immediate relatives or clergymen, are required to register their finger-prints.

That the finger-prints of a child should be as important to parents as a photograph is another contention of the commissioner. By means of finger-prints, the identity of the child is completely safeguarded. Public schools, he holds, should require finger-printing just as they require vaccination. Where the prints are filed is unimportant, he added, so long as the prints are available to proper authorities.

After listening to him, I've just about made up my mind to have my finger-prints put on record the next time I visit headquarters.

Strolling through Rockefeller center, I encountered Walter O'Keefe and in the course of a chat asked him how he got his first night club job. He said it came about through a case of mistaken identity. In 1925, he mistook Texas Guinan for a man and sent a humorous telegram to "Mr. Guinan," hopeful that the gesture would result in employment. At seven o'clock the next morning, his telephone rang and the famous mistress of ceremonies told him, "Come up tonight and see if you can be as funny on the night club floor." He did and evidently was because his name went on the pay roll.

A little later, I met Ferde Grofe coming out of a rehearsal. So I asked him about his start. He didn't reply directly but said that he received some of his most valuable musical training at family reunions. "Every time when, as a child," he continued, "I visited a relative I learned something more about music."

His earliest musical training was given him by his mother, Mme. Elsa Bierlich, a graduate of Leipsic conservatory. His father, Emil von Grofe, was a noted baritone, his uncle, Julius Bierlich, concert master of the Los Angeles symphony, and his grandfather, Bernard Bierlich, first violinist of that orchestra.

Having hopped from finger-prints to music, I might as well stay there a few lines more. So, B. A. Rolfe, who holds that the old saying, "No man is a hero to his valet" should be changed to "No musician is a hero to his dog." Trouble, his wire-haired terrier, is his constant companion on daily walks and hunting trips. But when music is involved, Trouble becomes inconstant. Rolfe blushes to report that when he starts playing the trumpet, Trouble flies out the door.

© Bell Syndicate.—WNU Service.

Ohio Man Gets License for an 1898 Automobile
Canton, Ohio.—William Pierce, Jr., has purchased 1937 license tags for his reconditioned 1898 "auto bug," giving Stark county claim to having issued plates for the oldest automobile in the state, and her-haps in the nation.

Pierce said the car had been in his family since the original purchase, nearly forty years ago. The "horseless carriage" was built in Norwalk, Ohio.

Postcard Delivered Over 26 Years Late

Cleveland.—A postcard arrived here from Brantford, Ont., 26 years and four months after it had been mailed and many years after both the sender and the addressee were deceased.

Postmarked April 14, 1911, the card arrived at the home of Mrs. Julia Easton, addressed to her father, who has been dead five years.

Alathean Class Held Christmas Party Thursday Afternoon

The Alathean Class of the First Baptist Church held its annual Christmas party Thursday afternoon at the home of Mrs. J. A. Grigsby. The program for the day was as follows:

Devotional—Mrs. W. F. Weatherbee.
Christmas Reading—Miss Ita Copprell.

A playlet—"Aunt Becky's Christmas Dream"—Members of the class.

Following the program gifts were distributed to all from a beautifully decorated Christmas tree. A lovely floor lamp was presented by the class to the teacher, Mrs. O. M. Conway. Sick members were also remembered with gifts from the class.

Refreshments of fruit, candy, and nuts were served to the following: Mesdames W. A. Amburn, J. A. Grigsby, J. L. Copprell, W. C. Sims, W. N. Paschall, J. E. Swinson, Jennie Bishop, A. H. Manning, I. E. Murray, J. T. Hinkson, S. T. Harris, O. M. Conway, C. B. Sims, J. R. Terry, J. T. Snodgrass, W. F. Weatherbee, and F. A. Montague, and Misses Oriene Copprell, Ita Copprell, and Dorothy Nell Swinson.

FIDELIS MATRON CLASS ENJOYS CHRISTMAS PARTY

One of the many gay Christmas parties was given Thursday evening of last week at the home of Mrs. E. L. Angus. Members of the Fidelis Matron Sunday School Class of the First Baptist Church were guests for the affair.

The house was beautifully decorated with the colors, blue and silver. The Christmas tree, from which old "Santa" took many presents, was decked with many glowing lights.

In keeping with the occasion, Mrs. Paul Jacobsen gave an impressive Bible story, after which gifts were exchanged, and special gifts presented to the class officials. Those receiving special gifts were: Mrs. Jno. Myers, Class teacher; Mrs. Ed Bond, Assistant Teacher; and Mrs. Frank L. Moore, Class President.

Refreshments of jello salad, date pudding, wafers, and hot spiced tea, were served to the following:

Mesdames J. D. McBrien, Jno. McCleskey, Jim Houston, Clarence Foster, Henry Cox, H. O. Cline, Walter Travis, Vernon Shaw, E. L. Norman, Frank L. Moore, C. W. Denison, Grover Smith, Jno Myers, Paul Jacobsen, R. C. Henry, Bill Scott, Connor Oden, B. Marshall, Lovell Jones, Ed Bond, and W. H. Cline.

Parnell Powell and Francis Rogers United in Marriage Saturday

Parnell Allen Powell and Francis Elizabeth Rogers, both of the Mount Blanco community, were united in marriage at the home of Rev. G. W. Tubbs, Saturday, December 18.

Attendants who heard the rites read by Rev. Tubbs, were a sister and a half-brother of the bride.

Miss Ola Hanna, who is teaching in the Lefores, Texas, schools, arrived home the latter part of last week. She will spend her two weeks vacation with her parents, Mr. and Mrs. A. B. Hanna of the Sandhill community.

The Gift Supreme



SAY MERRY CHRISTMAS

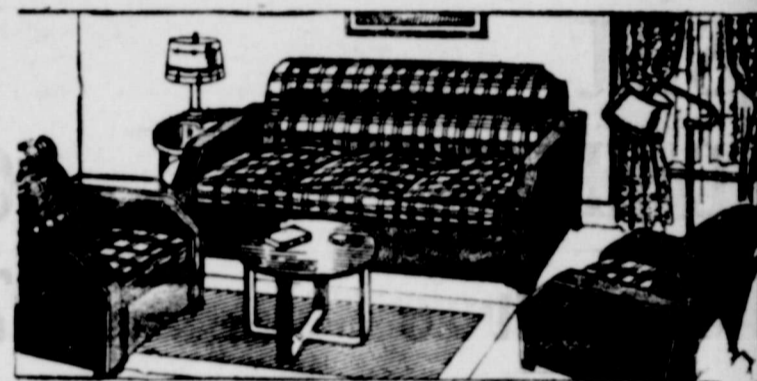
WITH A LOVELY GIFT OF FLOWERS

Let Flowers add that final holiday touch to your Christmas decorations, with Poinsettias, Begonias, Cyclamen, Primroses and Christmas Peppers.

LET US SAY MERRY CHRISTMAS BY SERVING YOU.

PARK FLORISTS

MRS. W. S. GOEN, PROP.



MERRY CHRISTMAS

We have all said Bon Voyage to armloads of gifts . . . The carolers are awake and break into song. The Christmas court is being opened . . . and Christmas is here . . . the happiest day throughout the year.

For this day, of all days, the members of our organization want to have part in the happiness, the gaily and the joy. To all we say . . . "Merry . . . a very Merry Christmas" and sincere thanks to you for making ours a merry one too.

Kirk & Sons



TO OUR FRIENDS:

We wish you a Merry Christmas, A Happy New Year, too; Good store of cheer throughout the year, Good Luck in all you do.

We are mindful, too, of the favors you have shown us in the past, and at this Yuletide season we want to thank you very sincerely for the business you have given us.

Sincerely yours,

FLOYD MOTOR COMPANY
Lee Wilkinson, Owner



A MERRY CHRISTMAS TO ALL

Here comes the yule log to light and warm the home, a symbol of Christmas which lights and warms the heart of mankind—throughout the world. As the rush of business comes to a close, while we observe this happiest of happy days, the members of this organization wish to extend to their friends and to all, sincere greetings for the happiest holidays they have ever known.

BROWN'S HOUSEHOLD SUPPLY

Martin E. Brown, George Quirk, Modrel Williams, L. Floyd Simpson



DRIVE-IN AND DRIVE-OUT . . . DAY-IN AND DAY-OUT

We have been meeting you, greeting you, and serving you in whatever way we could. We have come to enjoy greatly our dealings with you and to expect you to come in regularly when there is a chance to serve you, or just for a friendly call.

And now that it is Christmas again we take added pleasure in wishing that you may find in the glad season an opulence of joy and contentment, such as will make life happier for you all during the year 1938.

TEXACO SERVICE STATION



Christmas Cheer is Here

As, through the years, we again pause to thank our friends and to all of them sincerely wish

"A MERRY CHRISTMAS"

Martin & Company

McCORMICK DEERING FARM MACHINES



SEASON'S GREETINGS—

Your treatment of our business has been royal, and we hope Christmas crowns each and every one of you as Kings and Queens of joy and happiness throughout the new year 1938.

Be sure your clothes are cleaned the Boothe way—pressed the Boothe Cleaner way—so you will look your best during the Christmas holidays.

BOOTHE CLEANERS

Mrs. S. T. Harris and Miss Ruby Norton spent Saturday of last week in Plainview visiting Miss Studie Miller, who is resting well in the sanitarium there after an appendicitis operation.

W. O. Jones arrived home Saturday of last week from Jonesboro, Texas. He will remain here with his family until after the Christmas and New Year's holidays.

Richard Tubbs, freshman at Texas Tech at Lubbock, arrived home Friday of last week to spend the holidays with his parents, Mr. and Mrs. Clifford Tubbs.

Mr. and Mrs. W. I. Cannaday are expecting as their guests for the holiday season Mr. and Mrs. L. G. Stewart and daughter, Margaret, and son, L. G. Jr., of Wichita Falls, Texas. Mrs. Stewart is a daughter of Mr. and Mrs. Cannaday. They are expected to arrive Friday or Saturday of this week.

Miss Selma Louise Lider and Malcolm Lider are expected home Thursday of this week to spend the holidays with their parents, Mr. and Mrs. Geo. A. Lider. Both are students at Baylor University at Waco.

MRS. GARRETT ENTERTAINS SUNDAY SCHOOL CLASS TUESDAY

The True Blue Girls Sunday School Class of the First Baptist Church was entertained with a Christmas party at the home of Mrs. Bob Garrett Tuesday afternoon.

The party opened with a bible game contest. Readings were given by little Jean Kay Jacobsen and Roberta Garrett. A contest was enjoyed in winning gifts from the Christmas tree.

Christmas decorations were used throughout the living room. The fireplace was decorated with red and white tapers against a background of snow and white and silver bells with a center of red and silver poinsettia.

Refreshments were served from a table laid with Madeira with a center of holly and poinsettias. Red tapers burned in silver holders. Place cards were red jingle bells tied to colorful kerchiefs and mint packages.

Those attending were: Allie Belle Baker, Joy Cardwell, Billie Johnston, Eugenia Martin, Wanda Withers, Frances Ruth Garrett, Mary Lynn Stanley, Ireta Jones, Georgia Cothran, Nelda Fagan, Mattie Lee Womack, Dorothy Wisdom, Mary Frances Jones, and Doniece Cline.

LARGE TREE SET UP FOR COMMUNITY—ALL CHILDREN INVITED

A huge Christmas tree, which in reality is a pole with many cedar limbs nailed to it, has been set up on the southwest corner of the Court-house square. Two hundred many colored lights make the tree a beautiful sight. It will be much more beautiful Thursday evening, when it is laden with gifts for all the children of the community.

All children under fifteen years of age, including the colored and Mexican children, are invited to be present to receive their bags of fruit, candy, and nuts. Santa Claus himself is expected to be present and deliver the gifts.

A short program will be rendered, beginning promptly at 7:30, after which the gifts will immediately be distributed. All are urged to be on time.

The Community Christmas Tree is being sponsored by the civic organizations of the city, including the '22, '29, and '34 Study Clubs, the Lions' Club, and the Rotary Club. Other organizations and individuals have also made generous donations.

Samuel Rutledge returned to his home here the latter part of last week to spend the Christmas season with his parents, Mr. and Mrs. O. P. Rutledge. It is likely that he will remain here for the remainder of the year under the employment of his father.

Charles Huckabee, Jr., returned to Floydada last week to be with his parents, Mr. and Mrs. C. C. Huckabee through the Christmas and New Year's holidays. Charles is a student at Texas Tech.

Kenneth Bain, Jr., arrived in Floydada last week end to remain with his parents, Judge and Mrs. Kenneth Bain, through the holidays.

Miss Ruth Rutledge is spending the holidays with her parents, Mr. and Mrs. O. P. Rutledge. Miss Rutledge is employed as assistant to the matron at the girls' dormitory at Texas Tech.

Brady Thomas, assistant coach, left today for Brownwood to spend the Christmas season with his parents.

Miss Lois Founts is among those leaving today. She will spend the Christmas vacation in Haskell with her parents.

Among those who left this week to spend Christmas away from Floydada, is Mrs. Harold Merrick and son. Mrs. Merrick left Wednesday for Honey Grove, Texas, where she will visit with her parents, Mr. and Mrs. W. O. Johnson.

Rev. and Mrs. Jno. E. Eldridge left Tuesday for Valdosta, where they planned to spend the Christmas holidays. Going by way of Lake Charles, Louisiana, they were to visit there for a short time with relatives. They will likely be away two weeks.

STUDENTS HOME

Mrs. G. R. May, accompanied by her son, George Reid, and Mr. and Mrs. Earl Edwards, returned home Saturday of last week after having been away for four days visiting in Waco, Denton, and Dallas. Coming home with the group were Miss Bert Ione Smith, Miss Ruby Harrison, and Miss Iva Elmore Smith.

The three girls are students at C. L. A. at Denton, Texas. They will remain here until January 3, at which time they are to return to school.

Miss Chlotilde Abernathy left last Friday for Lubbock, where she was to attend to business for several days.

T. E. L. Class of First Baptist Church Entertain Thursday Evening

The T. E. L. Sunday School Class of the First Baptist Church entertained their husbands Thursday evening with a Christmas party, at the home of Mr. and Mrs. G. N. Shirey. Beautiful Christmas decorations lent seasonal touch to the sitting.

Opening the program, Misses Mary Wilson and Florrie Conway gave the devotional. Then the entire group joined in singing "Silent Night". To complete the program Mrs. Lon Smith gave the "Story of the Magi".

All participated in playing games, and refreshments were served to the members and their guests.

Class members present at the entertainment included: Mesdames G. C. Tubbs, Alma Goughly, C. P. Looper, E. P. Nelson, Lee Howard, O. M. Conway, Robert Abernathy, J. A. Burrus, J. W. Chapman, E. F. Stovall, P. G. Stegall, L. A. Marshall, G. R. Strickland, H. O. Pope, Glad Snodgrass, I. W. Hicks, Bertha Gilbert, and G. N. Shirey, hostess.

Husbands who were guests were: J. W. Chapman, E. P. Nelson, G. C. Tubbs, Glad Snodgrass, L. H. Marshall, H. O. Pope, C. P. Looper, Robert Abernathy, I. W. Hicks, and G. N. Shirey.

Others present were: Misses Florrie Conway, Mary Wilson and Evelyn Hicks, La Nell and Edith Shirey, and June Chapman.

Self-Starter Class Of First Christian Church Has Christmas Party

Members of the Self-Starter Class of the First Christian Church enjoyed an annual Christmas party at the annex of the church Wednesday night, December 15.

Christmas tree decorations were used, and an exchange of gifts was made, thus adding to the giving spirit of Christmas.

Refreshments of pop corn, apples, and candies, were furnished and served by the men of the group.

Members of the class present at the gathering were: Mr. and Mrs. Walter Newell, Mr. and Mrs. Jno. H. Reagan, Mrs. Jno. N. Farris, Mr. and Mrs. J. C. Wester, Mr. and Mrs. Harry Morekel, Mr. and Mrs. O. P. Rutledge, Mr. and Mrs. Lon M. Davis, and Mr. and Mrs. Ed Brown.

Out-of-town guests were Mr. and Mrs. J. W. Buchanan of Jasper, Missouri, who are holiday visitors of Mr. and Mrs. Harry Morekel.

Y. W. A. HAD CHRISTMAS SOCIAL MONDAY EVENING

The Y. W. A. met at the First Baptist Church Monday evening for their annual Christmas social. Serving as hostesses were: Misses Fannie Bolding, Nell Swinson, Ina Sims, and Bernice Patton.

The playing of games, with Mrs. Modrel Williams in charge, was enjoyed by the entire group, after which numbers were drawn for the exchanging of gifts. Gifts were taken from a Christmas tree, fittingly decorated.

Those present were: Mesdames Vernon Shaw, Modrel Williams, Harold Merrick, and J. B. Grundy, and Misses Faye Newell, La Vell Edwards, Agnes Porter, Bernice Dallingler, Evelyn Hicks, Modelle Haney, Alene Warren, Vera Nell Marshall, and the hostesses.

HOME OF CLARA BELLE YEARWOOD SETTING FOR STUDY CLUB PARTY

The 1934 Study Club met Tuesday evening at the home of Miss Clara Belle Yearwood, and members enjoyed their annual Christmas celebration.

Sprigs of holly served for the principal decoration of the reception room, which was lighted by candles. A large, brightly lighted Christmas tree, from which the gifts were taken, also served as decoration.

MISS MILLER RECOVERING—MAY RETURN HOME SOON

Miss Sudie Miller, who underwent an appendicitis operation in the Plainview Hospital December 13, is rapidly recovering. Doctors have stated that she may return to her home here Friday or Saturday of this week if her condition continues to be satisfactory.

Mrs. A. D. Cummings is substituting in the high school during Miss Miller's absence.

Mr. and Mrs. C. M. Lyles, and daughter, Cloy, spent the week-end visiting in Merkel with Mrs. Lyles' brothers, H. B., Houston and Austin Robertson and their families. They were accompanied home by her son, Albert, who is attending McMurray College, Abilene.

Mr. and Mrs. D. M. Shaw and daughter, Louise, of Croaboy, spent Saturday in Floydada visiting with Mrs. Shaw's sister, Miss Louise Hyatt

Guy Ash, former photographer at Plainview, spent Sunday visiting in Floydada with his daughter and son-in-law, Mr. and Mrs. Bruce Frogge. Mr. Ash is now located with Reeves Studio and Engraving Plant at Lubbock.

J. F. Solomon of Memphis, spent the week end in Floydada visiting with his mother, Mrs. J. S. Solomon.

CROSS CHILDREN MAY HAVE WOUNDS

Watch for upset little breath, fretfulness, loss of around nose and arms. They are round worms. White's Cream has safely and for years, rid the worms and toned the White's Cream Vermifuge recommends.

WHITE DRUG CO. ANY DRUG STORES



YULETIDE GREETINGS

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

FLOYDADA MOTOR COMPANY
Orvil W. Harris, Manager



JUST A CORDIAL FRIENDLY GREETING

We cannot close the year satisfactorily to ourselves without an expression of gratitude to who have made our business possible.

In a spirit of thankfulness we extend greetings and our very best wishes for the holidays.

In the hope that we may be privileged to serve all our old friends and many new ones, well, during 1938. We are making plans for a better service and values than we have given the past.

ARTHUR B. DUNCAN ABSTRACT COMPANY
Mrs. Maude E. Hollums, Manager



MERRY CHRISTMAS

Gifts are on their way, carried on the wings of friendship and love. Wreaths are hung and candles lighted. Business doors swing shut and mankind turns homeward for gaiety, happiness and peace. We pause to thank all for their patronage so generally bestowed this year. Every member of this firm joins to extend joyous greetings of the season, wishing you and yours, "Merry Christmas".

WILL BE CLOSED CHRISTMAS DAY

CONSUMERS FUEL ASSOCIATION

LOOPER'S

THURSDAY, FRIDAY, SATURDAY

Fresh Sausage PER POUND .15

Peanut Butter 32 Ounces For .25

Crackers .16

Bananas PER DOZEN .15

Oranges PER DOZEN .15

SYRUP 1/2 GALLON BUCKET .27

CAKES PER POUND .10

Grape Juice PINT BOTTLE .17

Jello ANY FLAVOR .05

Hominy PER CAN .05

Spinach NO. TWO CAN .08

Mince Meat THREE BOXES .25



MERRY CHRISTMAS AND HAPPY NEW YEAR

It is with real pleasure that we extend our best wishes for a Merry Christmas and Happy New Year. And at the same time may we thank you for your cooperation during the past year.

The helpful spirit which you have shown has inspired us to do our best to serve you well.

FINKNER MOTOR COMPANY
Geo. M. Finkner, Owner



MAY CHRISTMAS BRING YOU—

A grand feast,
With Turkey for the oldest,
And "Goodies" for the least.
Then when Christmas is o'er,
May New Year's bring many blessings more.

JONES' MARKET



Fireworks COMPLETE LINE SPECIAL FOR Christmas

LAYER CAKES AND LOAF CAKES 50c

WESTER'S QUALITY BAKERY

SEASON'S GREETINGS



At this season of the year we pause to thank our patrons and friends for their patronage and good wishes. In turn we wish them every success and happiness. For the future we pledge ourselves to strive ever to serve in more complete and satisfying ways. A Merry Christmas to all.

MAGNOLIA SERVICE STATION, No. 1

A. J. CLINE, Manager



MERRY CHRISTMAS

Christmas without Greetings would be dreary.

Life without shoes would be weary. There is no present quite so useful as a comfortable pair of shoes. It is one thing that will bring satisfaction every day in the year.

RAINER SHOE SHOP
South Side Square

HELP KIDNEYS

To Get Rid of Acid and Poisonous Waste

Your kidneys help to keep you well by constantly filtering waste matter from the blood. If your kidneys get functionally disordered and fail to remove waste matter, there may be poisoning of the whole system and body-wide distress.

Warning signs or too frequent urination may be a warning of some kidney trouble.

You may suffer nagging backache, persistent headache, attacks of dizziness, "grit" up nights, swelling, puffiness under the eyes—feel weak, nervous, all "washed out."

In such cases it is better to rely on a medicine that has won country-wide acclaim than on something less favorably known. Use Doan's Pills. A multitude of grateful people recommend Doan's. Ask your neighbor!

DOAN'S PILLS



YULETIDE

May the song the shepherds sang find a happy echo in your heart on this joyful Yuletide. And may health, happiness and all the blessings of success and prosperity be yours through the coming year.

**SHARP'S MOTOR SERVICE
Will Be Closed Saturday.**

**School Holidays
Begin Noon Thursday,
Dec., Twenty-Three**

According to school officials, local schools will dismiss Thursday, December 23, and the seasonal holidays will begin for the students at noon on that day.

Holidays will continue until after New Year's, and as announced by A. D. Cummings, superintendent, school will not take up until Monday, January 4.

Students were very well pleased with arrangements, since for the past few years, they have been required to return to school before New Year's Day.

Mrs. C. C. Huckabee and Mrs. Myrtice Rainer spent Friday of last week in Lubbock.

OLD SANTA CLAUS—
*Some don't believe in him because he makes them spend.
They like to borrow, but never lend.
That Christmas cheer
Which permeates this time of year.*

*They are tight-fisted cynics, these.
They never know how presents please
The little kids, and others;
The sisters and the brothers;
The care-worn dads and weary mothers.*

*They never learned to live
Because they never learned to give.
You've got to plant before you reap.
If all you get you keep
Your soul gets barren, sterile, sour.
It takes the power
Of cheerful giving
To give a zest to living.*

were so many little ones, and after all, he didn't really belong. He'd get by. He knew where he could get a paper route right now, if he only had a bicycle.

"I know where there's a bicycle standing useless in an attic corner," said Mrs. Greene. "It belonged to my sons. You shall have it."

His shining eyes made the whole night seem brighter. They left together.

There was more than the bicycle. It seemed a shame, Mrs. Greene



And Before Long She Heard the Boy's Whole Story.

said, for mittens not to be used, and these books, now, and—well, why not? Mary would be scandalized, and her sons might not understand—but there was their room, never opened now—

"Listen, lad," she said. "I've been aching my heart out for a son. And you need a home. Couldn't we give ourselves to each other for a Christmas present? Won't you be my son?"

"Gee!" cried the boy, voicing a wonder of love and gratitude. "You can sure have me, and Merry Christmas! Merry, Merry Christmas, Mother!"

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**X-Ray Burn Hazard
Is Reduced by
New Baffle Method**

**Treating Cancer Enhanced
by Increased Radiation**

NEW YORK. — A new method of decreasing material-ly the dangerous X-ray burns which have long been a hazard in the treatment of cancer and other malignant growths by these piercing radiations was described before the meeting of the American Physical society here recently by Dr. G. Failla, physicist of New York.

One possibility of the new method is that better treatment of deep-seated cancer will be achieved, according to Doctor Failla, because the present limitation of the amount of radiation which can be given a patient is determined by the burning power of the rays on the skin. Any method to reduce the skin burning from X-rays will allow more potent radiation treatment.

Damaging Electrons Eliminated.

Doctor Failla, long known in this country for his basic contributions to medical X-ray therapy, told how he is now cutting out much of the secondary electrons which are an essential part of any X-ray beam. It is these charged particles of electricity which actually split apart the atoms of the skin and produce ionization in them. It is ionization which causes the skin reddening and damage even though seemingly adequate protection is afforded by heavy shields of lead.

The lead shield, Doctor Failla points out, protects other parts of the body than the point where the radiation is desired, but, of necessity, the opening for the X-rays allows any electrons also in the beam to come through.

How New Method Works.

Doctor Failla's new method takes advantage of the fact that when electrons strike matter they are deflected at large angles. By setting up a system of baffles or stops a beam of X-rays containing only the desired gamma ray type of radiation can be attained. The deflected electrons are caught by the baffles.

"The advantage of the use of X-ray beams stripped of secondary electrons," said Doctor Failla, "is apparent in X-ray therapy, since the ionization is reduced."

**Animal's Ears
Are Best "Mikes"
Scientists Find**

PRINCETON, N. J.—Quantitative measurements on the ears of guinea pigs show the animal ear to be a far more effective microphone than those constructed mechanically, according to the announcements of Profs. Ernest G. Wever and Charles W. Bray, of the Princeton University Department of Psychology.

Small currents arising in the cochlea of the inner ear and measured on an oscillograph provide an accurate measurement of the response of the animal to sound, and the results of recent experiments show that the animal is capable of responding to tones of a wide range of frequencies, even though these tones be faint, whereas it is a fact that mechanical microphones must sacrifice sensitivity or range.

**Find Sex Hormones
Will Influence Eggs**

WOODS HOLE, MASS.—Male sex glands of unhatched chicks were caused to develop decidedly female characters by injecting the female sex hormone substances theelin and theelol through the eggshells, in experiments reported before the meeting of the Genetics Society of America here. The research was carried on by Dr. B. H. Willier of the University of Rochester and Dr. T. F. Gallagher and F. C. Koch of the University of Chicago.

The theelin and theelol were injected in rather heavy quantities. From day to day, eggs were removed from the incubator, opened, and the developing embryo dissected. The ovaries of the chicks that would have grown up to be hens were not affected. Neither were the left sex glands of the chicks that might have been roosters. But the right sex glands developed, surrounding their characteristic male tissues, other tissues just as characteristically female.

**Boys "Cry Babies"
as Much as Girls**

NEW YORK. — Little boys cry just as much as little girls.

So Dr. Catherine W. Brackett of the Child Development Institute here has learned by timing the crying of pre-school youngsters.

Between the ages of eighteen months and four years, the average child spends 2.5 per cent of his days—or nights—crying. That makes an average crying time of 96 minutes a day.



THE closing clock strikes . . . Christmas in the store is ended. Christmas in the home has just begun. The throng is homeward bound. . . to loved ones . . . to share in their joys and happiness. We join the throng and await the dawn of the year's happiest morning. But not until, with all others in this organization, we add our voice to the chorus of "Merry Christmas to one and all."

HAGOOD'S DRY GOODS COMPANY



MAKE IT A **Sunbeam** CHRISTMAS

GIFTS THAT ALWAYS PLEASE

Sunbeam MIXMASTER — The food mixer preferred by women everywhere. Does all the tiring arm-work of cooking and baking — \$23.75.

Sunbeam SILENT Automatic Toaster — The most perfect toasting. Fully Automatic toaster made. With sparkling, 5-compartment Buffet tray — all in special, colorful, cellophane wrap ready for the tree — \$13.95.

Sunbeam IRONMASTER — The fastest-heating, easiest-to-use, Automatic iron made. Double-Automatic with thumb-tip Heat Regulator up in the handle, conveniently marked for all types of fabrics — \$8.95.

Sunbeam COFFEEMASTER — The new easy way to make more delicious coffee the Vacuum way in half the usual time. Unbreakable, styled to the minute. Complete with Automatic table stove — \$11.75. Or with matched service set including tray, sugar and creamer — \$17.95.

Texas-New Mexico Utilities Co.

**Best Wishes
For A
Joyous
Christmas And A
Happy New Year**

★ ★

West Texas Gas Co.

"Gas Is Your Quick, Clean, Economical Servant"

**IT IS WITH APPRECIATION AND GOOD-WILL
THAT WE WISH YOU A MERRY CHRISTMAS
AND PROSPEROUS NEW YEAR.**

We also desire to thank all our customers and friends for the happiness and success of 1937, which were made possible by your patronage and friendship, and we crave a continuance of that valuable asset, Good-Will, during 1938.

FARMERS GRAIN COMPANY

**GREETINGS AND SINCERE GOOD WISHES
FOR A MERRY CHRISTMAS**

During the past year it was our good fortune to add many new customers and to more strongly impress our old ones with the quality of our workmanship. But we look toward the New Year with enthusiasm and a strong determination to make it the best year since we have been in business.

In all sincerity we thank those who made our business possible in 1937 and wish each of you the happiest, best and most prosperous year in 1938 you could possibly wish for yourself.

LUTHER FRY



GOOD-WILL TO ALL

Great Good Cheer, Prosperity, Health and Glad Tidings—We wish them all to everyone in this season of Peace and Good-Will toward all men.

Merry Christmas to Everyone.

F. N. CLARK, SHERIFF



HOLIDAY GREETINGS

MAY CHRISTMAS BRING YOU GREAT JOY AND THE NEW YEAR BRING YOU SUCCESS

As you go onward through the days of the New Year may they be increasingly full of happiness and worth-while achievement for you, sweetened with the memory of a Christmas overflowing with peace and contentment.

WILLSON & SON LUMBER COMPANY



IN WISHING YOU A MERRY CHRISTMAS

It is also our desire that the Gods of Happiness, Joy, Success and Sunshine may come to you with the dawn of the New Year and remain throughout 1938. May our business dealings be as pleasant in the future as they have been in the past.

G. C. TUBBS INSURANCE AGENCY
First National Bank Building



GREETING YOU WITH WORLDS OF GOOD WISHES.

May it be the Merriest Christmas you and yours have ever spent and may the dawn of the New Year open to you new opportunities, greater happiness, better health and more wealth than you have ever experienced before.

This is the wish that we send to our friends and in the same message we include our heart-felt thanks for your favors of the past and express the hope that we may continue to serve you in the years ahead.

McDONALD—GILLIAM HARDWARE
HOMER McDONALD J. C. GILLIAM



If all our Christmas wishes
For your future come true
You will have wealth, health and
happiness
And success in all you do.

J. R. Yearwood



Christmas In The New Home

by BLANCHE TANNER DILLIN

"THE first Christmas in our new home," Janice Wray announced joyously as she stepped across the threshold of Stewart's and her new home. "Christmas in our new home," Stewart echoed, switching on the light. "Oh, isn't it just grand!" exclaimed Janice. "I'll say it is—but slow up—slow up, Janny! I've got about all my arms will hold, without taking you aboard." Stewart warned her as Janice attempted to throw her arms about him. "Oh, keep quiet! You're just as excited as I am—so why pretend?" Janice answered with a toss of her head.



Stewart put his packages down and then with his arms around her he assured her. "You bet I am, Honey. I think it is wonderful! Stupendous!" And just because they were so happy, they both laughed. "Come on—let's get busy with the tree," Stewart suggested. "Right!" agreed Janice, "just as soon as I change my dress."

The tree must be neither too large nor too small. Some time had been consumed deciding just the proper size for a Christmas tree for two. They were to be alone this Christmas—the first Christmas in their new home; there was no doubt about that, for they had definitely decided that when they purchased the house. And now here they were ready to trim the much-discussed tree.

"Isn't that star lovely?" Janice said as Stewart placed it at the top of the tree.

"Yes. But I thought you had planned on something else," Stewart replied.

"I changed my mind," was all Janice said. She didn't tell him she couldn't think of a Christmas tree without a star at the top. They always had one on the tree "at home."

"Thought you weren't going to get any red balls," she reminded Stewart.

"I changed my mind," Both laughed at Stewart's echo of Janice's answer of a moment before.

"Mother would love this silver ball," Janice hung the ball where it caught the most light.

"Wouldn't Bess love this blue ball!" Stewart picked up the large blue globe.

"Our dads would enjoy that open fire—and Bill those spruce boughs over the mantel"—Bill, the older brother of Stewart, loved anything from the woods.

And so each thing reminded them of someone's fondness for it, or of some of the happy times of former holidays.

"Well, I guess that's all for now," Stewart said when the decoration of the tree was finished and he and Janice stood admiring it. Janice made no reply to her husband's remark at first.

"All but the presents," she said hesitatingly.

"Oh, we can put those out later," Stewart suggested.

"But I mean the ones for the family," she explained.

"Didn't you distribute those today?" Stewart asked in surprise.

"I thought it would be more fun to take them together."

"Stewart stopped and kissed her. "I think so, too, honey—so let's go."

"Wait until I get my hat and coat."

"And I'll bring the car up to the door."

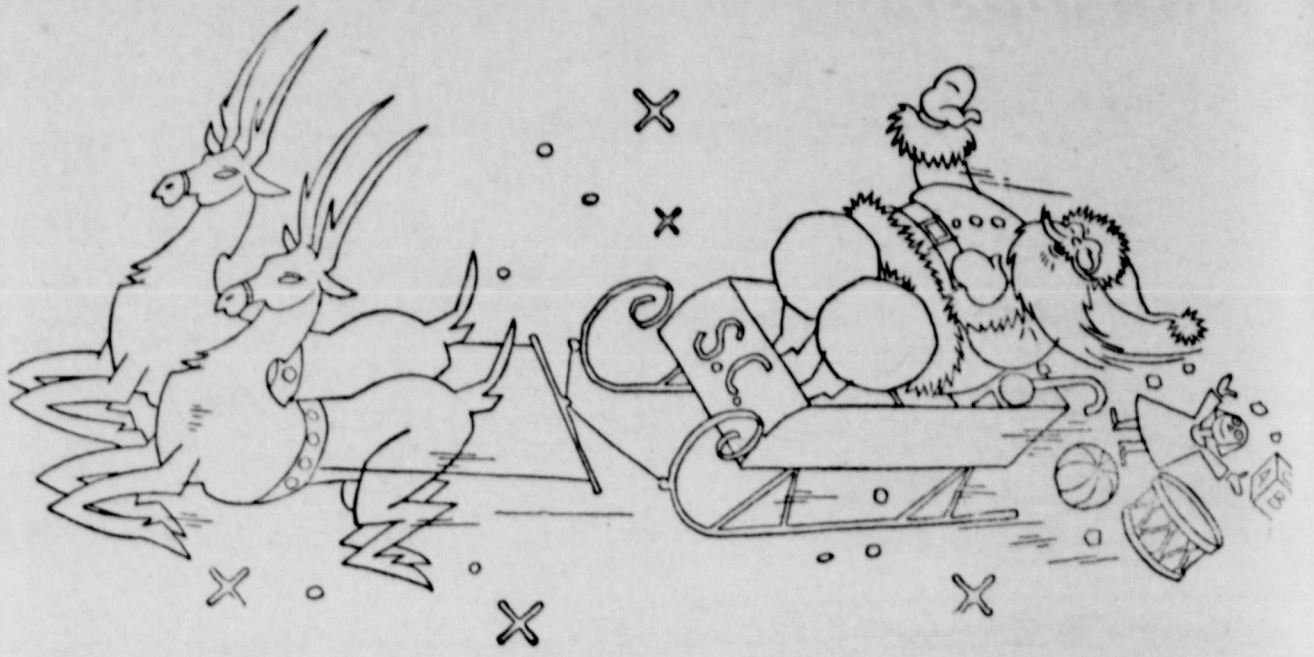
When Stewart returned to the room Janice was placing packages under the tree.

"Janice, doesn't it seem to you there is something wrong with the tree?" Stewart asked suddenly.

"No," Janice walked all around the tree looking at it critically. "No," she said the second time—then suddenly—"Yes, Stewart, there is something wrong—something missing—the loving sharing of decorating the tree. Our families would so have enjoyed it. We trimmed it just for ourselves. It does seem selfish."

Then after a moment's silence she cried: "I have it! Suppose we leave the presents here and invite our families here for a good old-fashioned Christmas eve celebration. What do you say?"

"I say—great! Here goes," and Stewart hurried toward the telephone.



The Last Chance To Christmas Shoppe

MERRY CHRISTMAS

CHRISTMAS IS HERE—Have you purchased your gifts? We have a lovely display of practical gifts for you to select from that will enable you to give gifts to all your friends and relatives at a very small cost.

GIVE THEM A GIFT THEY'LL ENJOY, AND REMEMBER YOU GRATEFULLY FOR. THESE SUGGESTIONS HAVE EVERY QUALITY FEATURE THAT MOTHER, WIFE, SISTER OR DAUGHTER LOOK FOR—PLUS GOOD VALUES FOR YOU WHO DO THE SHOPPING.

GEORGEOUS LINENS

MOST PRACTICAL OF ALL GIFTS.

Luncheon Sets, Dinner Cloths, Bridge Sets, Buffet Sets, Pillow Cases, Towel Sets, Vanity Sets.

ROBE HER IN WARMTH FOR CHRISTMAS

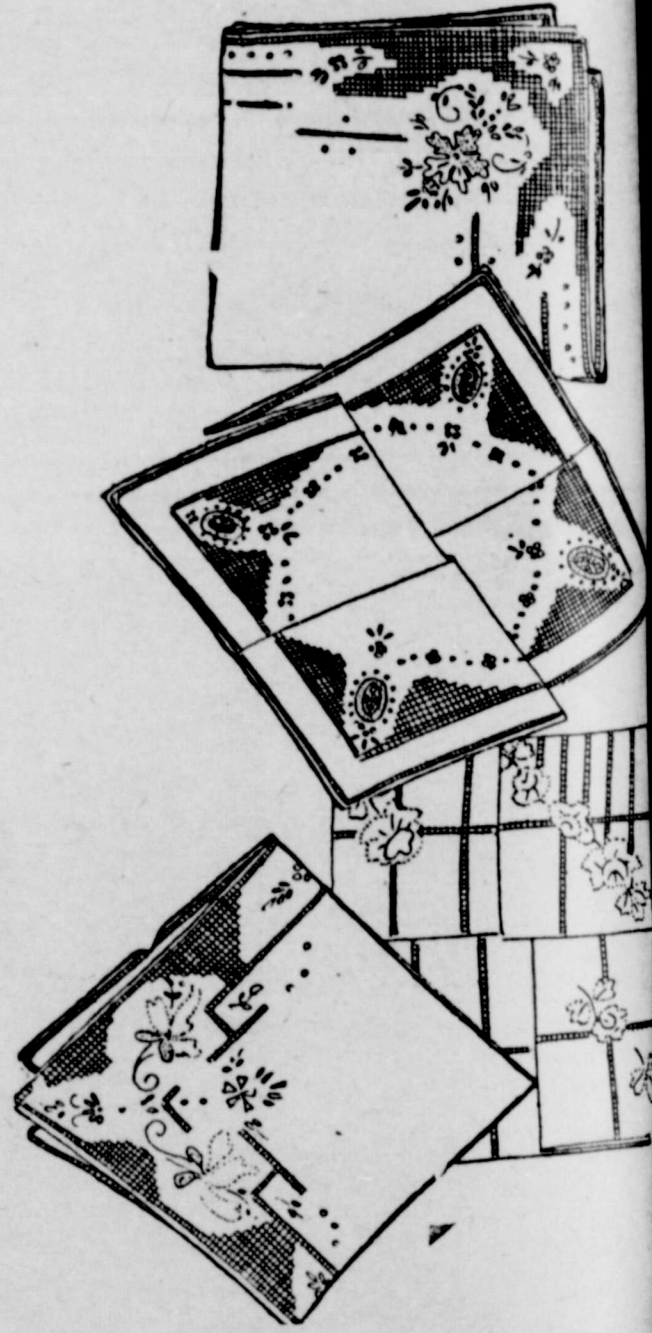
You'd gladly spend this little for a gift that will bring her more than one winter's luxurious comfort. They come in Wools or Silks.

PAJAMAS

WARM TO SLEEP IN—A WELCOME GIFT. Pajamas she can lounge in, too.

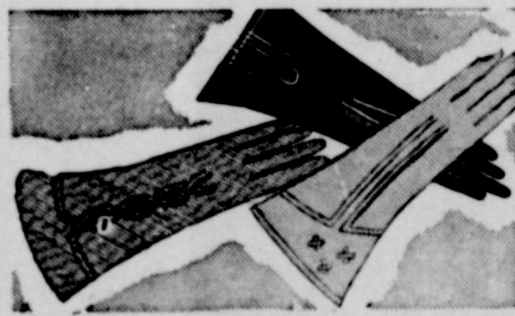
HANDKERCHIEFS

You've never seen such elaborate handkerchiefs at such a moderate price. Buy "gobs" of them for yourself.....for giving. Handmade linen. White and assorted colors.

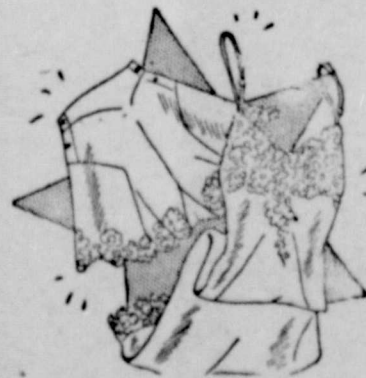


GLOVES—A SEASONABLE GIFT

—yet always appreciated. In all the new colors.



LADIES SCARFS IN ALL THE NEW STYLES AND COLORS.



MAY WE SUGGEST SILK LINGERIE

For the young lady, the thrill of exciting, new lingerie is as much a part of Christmas as the tree itself. Moderate in price.



GIVE HOSIERY

But be sure it's the sheerest—clearest — and best wearing hosiery she ever wore.



PURSES

The gift they long enjoy all the new colors. Some every girl or lady can use.

STYLE SHOPPE

Mrs. Mollie A. Morton, Owner

"Always Showing Newest Things First"

Phone

Announcing LOW LONG DISTANCE RATES



ALL DAY CHRISTMAS ALL DAY NEW YEAR'S

Over night and Sunday rates will be kept in effect ALL DAY Christmas and ALL DAY New Year's Day this year. Instead of having to call Christmas Eve to get lowest rates, you can call all Christmas Day, and all the next day, Monday. The same lower rates will apply for a similar period at New Year's.

SOUTHWESTERN BELL TELEPHONE COMPANY

and Canadian
rates only.)



A MERRY CHRISTMAS

During the Christmas Season . . . We never fail to realize that it has been the patronage of our friends which has contributed to our success. To show we extend the Season's Greetings, and say "MERRY CHRISTMAS" and "HAPPY NEW YEAR."

EDWARDS GRAIN AND ELEVATOR
COMPANY



REJOICE, 'TIS CHRISTMAS

BACK across the span of centuries; back more than nineteen hundred years, to the little town of Bethlehem, gleams a silvery light that has directed the steps of mankind. The source of that light is unlimited, even through the centuries that stretch ahead. It is an unflinching beacon. . . It is Christmas, an occasion for rejoicing. To all we say "Merry Christmas."

TOM W. DEEN, COUNTY JUDGE

Two Little Dolls In Blue



"AREN'T the dolls beautiful?" exclaimed Joan to her mother, as she gazed upon the finished product of the "Two Little Dolls in Blue" which Dorothy May had ordered from Santa Claus. "They are quite the loveliest I have ever seen," spoke mother. "I do believe that you have put your very heart and soul into their fashioning."

Joan had spent many days and nights, too, stitching a loving holiday thought into each tiny garment. The dainty materials had been transformed into things of beauty. The dresses of pale blue silk with bonnets and slippers to match, had proclaimed them the "Two Little Dolls in Blue!"

"Oh, won't Dot love them?" beamed Joan, as she again eyed the dolls from head to foot with a happy smile of complete satisfaction.

"I dare say this will be her happiest Christmas, one that she will never forget," said mother.

Christmas eve, with its bright lights and cheer, was in full progress and the two little dolls in blue were being fondled by one of the happiest little girls in the world.

Rocking in her own tiny chair Dorothy May began singing a lullaby to the dolls, wholly oblivious of the attendant surroundings. It was such an adorable sight that the others had stopped their celebrations and were beaming upon her with transformed emotion.

The spell was broken when Dorothy May suddenly stopped singing and called out, "What shall I name the 'two little dolls in blue'?"

"Well," said Joan, smiling thoughtfully, "since they are dressed in blue and are two very important little ladies, why not call one Alice Blue and the other Eleanor Blue?" And so the dolls were named.

On Christmas morning in another house around the corner, Bonny Jean awoke with the joy of the holiday and shouted, "Mother, did Santa come and did he bring me a big baby doll with curls and eyes that open and shut?"

"Yes, dearie, Santa came and brought you a very pretty doll."

Then spying it, seated beneath the tree dressed in scarlet finery, Bonny Jean clasped it to her breast. Upon close inspection, she soon learned that it was the same sort of doll she had always received, only with new features.

Just as she was about to burst into protest at her bitter disappointment there came a rap upon the door and a kindly neighbor was saying, "Merry Christmas." Then with a happy smile—

"What is the matter, little girl? Hasn't Santa Claus come yet?"

"Oh, yes, he came, but he brought me the same old rag doll again. I thought sure it would be a real one this year, because I'm nine, you see."

"Oh, I am so sorry," said Dorothy May, with true feeling and thinking of the two beautiful dolls which Santa had left for her. Then with a happy Christmas thought, she whispered something very lovely to her mother.

They all went right over to the big house on the hill nestled under its burden of Christmas snow. Bonny Jean forgot all about the rag doll when she glimpsed the great tree through the holly wreaths in the window. But when she saw the two little dolls in blue sitting beneath it her joy was unbounded. She clasped her hands and danced with glee. "Such darling dolls!" she gasped, breathlessly.

"Their names are Alice Blue and Eleanor Blue," said their little mistress, proudly.

"I want to give you one of them, Bonny Jean; which do you like?"

With unbelievable surprise, her eyes fairly dancing with joy, she clasped the beautiful doll in her arms and asked, "Is—it—really—mine—for—keeps?"

"Really and truly for keeps," said Dot.

Dorothy May explained it all to her mother after the happy little girl had left, that somehow she just did not miss Eleanor Blue very much when she saw how happy she had made Bonny Jean.

In her heart she felt that it was truly "more blessed to give than to receive," and hugging the one little doll closely, she whispered, "Merry Christmas, Alice Blue."

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BROTHER-IN-LAW OF MRS. L. H. NEWELL IN DALLAS HOSPITAL

J. W. Pitts, brother-in-law of Mrs. L. H. Newell of Floydada, is in a Dallas hospital suffering from a heart ailment. He will likely be required to remain there for some time. Mr. and Mrs. Pitts, who have been in this part of the country visiting relatives for several weeks, make their home in California.

Let Cavanaugh Do Your Printing.

Mrs. L. H. Newell, who recently returned from Dallas, where she visited relatives, is ill at her home here.

Mrs. Grover Smith, Mr. and Mrs. Bob Smith, and Miss Bernice Holt spent Thursday of last week in Lubbock.

Frank L. Moore spent Friday of last week attending to business in Lubbock.

Delbert Eubank made a business trip to Lubbock Thursday of last week.

Wishing you Happiness at Christmas and throughout the New Year

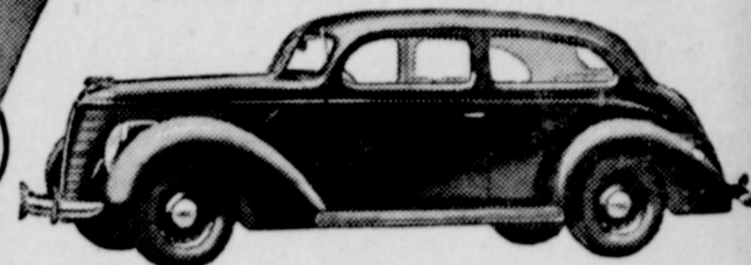
MRS. O. M. CONWAY
County Treasurer

THE DE LUXE 85 HORSEPOWER



DE LUXE FORD V-8 . . . 112" wheelbase; 85-horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Mohair or Broadcloth upholstery; Walnut-finished trim; Twin horns, tail lights, sun visors; Clock; 6.00" black tires, white side-walls are extra; 8 body types; 6 colors.

THE STANDARD 60 OR 85 HORSEPOWER



STANDARD FORD V-8 . . . 112" wheelbase; 85 or 60 horsepower engine; Improved Easy-Action Safety Brakes; Center-Poise Ride; All-steel body; Broadcloth or Mohair upholstery; Mohair extra in "60"; Mahogany-finished trim; One tail light, sun visor; Twin horns; 3 body types; 3 colors.



Merry Christmas

OUR CHRISTMAS WISH FOR YOU
IS FULL OF SINCERITY

May this joyful season find you blessed with the presence of your loved ones, happy in your work, secure in your home, ambitious for the future, and full of the spirit that makes Christmas the greatest day on the whole calendar.

BISHOP MOTOR COMPANY

Merry Christmas

Another Christmas, brings with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close.

To one and all we extend greetings—Wishing for all a Happy Christmas, and a Merry one.

This Bank Will Be Closed All Day
Saturday, December 25.

The First National Bank

A FEAST OF GOOD THINGS FOR YOU



We wish for all our friends a feast of health, wealth, and happiness during Christmas and throughout the New Year.

STAR CASH GROCERY

Floydada's Oldest Food Store

Carl Minor

H. C. Stanley



**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 toils.

**FRANK L MOORE
Assessor and Collector**



**WISHING YOU
ALL CHRISTMAS JOY**

For our community . . . out nation . . . and all men . . . We can wish only the greatest Christmas Joy.

We sincerely thank all those whose good-will and patronage has made our business success possible in the past and we invite a continuation of the same.

STANSELL—COLLINS COMPANY



**A MERRY CHRISTMAS
A HAPPY NEW YEAR**

Just the same old greeting at the Yuletide season, but into those words go our sincere wish for your happiness, your health, and your future prosperity.

We wish to take this opportunity to express again our appreciation to you who, through your co-operation and patronage, have made our business possible.

**FLOYDADA INSURANCE COMPANY
W. H. Henderson, Owner
Phone 273**

A Happy Christmas



Real Christmas Joy
by Blanche Tanager Dillin

IT WAS foolish to waste time and material making them, John Carlson told his mother when she said she would like to make some "gingerbread dolls" for the Christmas display in the window of his bakery. No one was interested in such things any more.

Yes, he was a very good son to her—he had given her a good home. She had nothing to worry her now—no responsibility. But she would enjoy making the dolls; that wouldn't seem like work. She would furnish the materials and make them in her own kitchen. Of course if she wanted to make them she could, John said.

That he was wrong, John had to admit. "We have never had so much interest shown in the window display and never sold more than we have since we put those gingerbread dolls in the window," John told a customer who had returned for a second purchase of dolls. Hulda Carlson had made not one type of doll, but different ones, and grouped them into families. "Her idea of grouping them into families is new. That's what attracted attention," the customer said.

When John told his mother this, she smiled. It was the love and happy thoughts—glad memories—



"That's What Attracted Attention," the Customer Said.

which went into the making that was the cause, she told herself. Her children had loved the sweet bits she had made for them at Christmas. Her children and grandchildren had outgrown such pleasures, but weren't there others who would enjoy those things? There proved to be many. And what joy it had brought her. No profit in money, but large dividends in joy—real Christmas joy—that of serving and giving happiness.

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CHOOSING a Christmas turkey of the right size this year will assure every guest plenty of delicious meat and at the same time avoid the usual post-Christmas series of turkey hash meals, according to Miss Annabelle Robinson, associate in home economics education at the College of Agriculture, University of Illinois.

A general "rule of the thumb" is to allow three-fourths to a pound of dressed turkey for each guest. If the bird is to be served with dressing, the 3/4 pound allowance probably will be ample. If there is no dressing, more meat will be needed, and the larger allowance will be the safest.

At the above rates a 15-pound turkey will feed approximately 20 people, while a 10-pound bird will be sufficient for 13 guests. Since many families do not plan to have more than five or six at the Christmas table, even smaller birds probably will be in demand. However, it usually is better to get a bird weighing at least ten pounds dressed, since smaller turkeys do not develop as fine a flavor.

Unless the size of the turkey is entirely out of proportion to the number of dinner guests enough will be left for only one or two meals of cold turkey, Miss Robinson said.

Whether the turkey is chosen from the home flock or bought at a market it should be a fat, plump bird and preferably a young one. The skin should be smooth and clean, and the breast and thighs plump and meaty. The bird should be reasonably fat, since the fat imparts a better flavor and prevents the dry, tasteless flavor common to turkeys in poor flesh.

15 lbs.

20 GUESTS

10 lbs.

13 GUESTS

Merry Christmas



Greetings.....

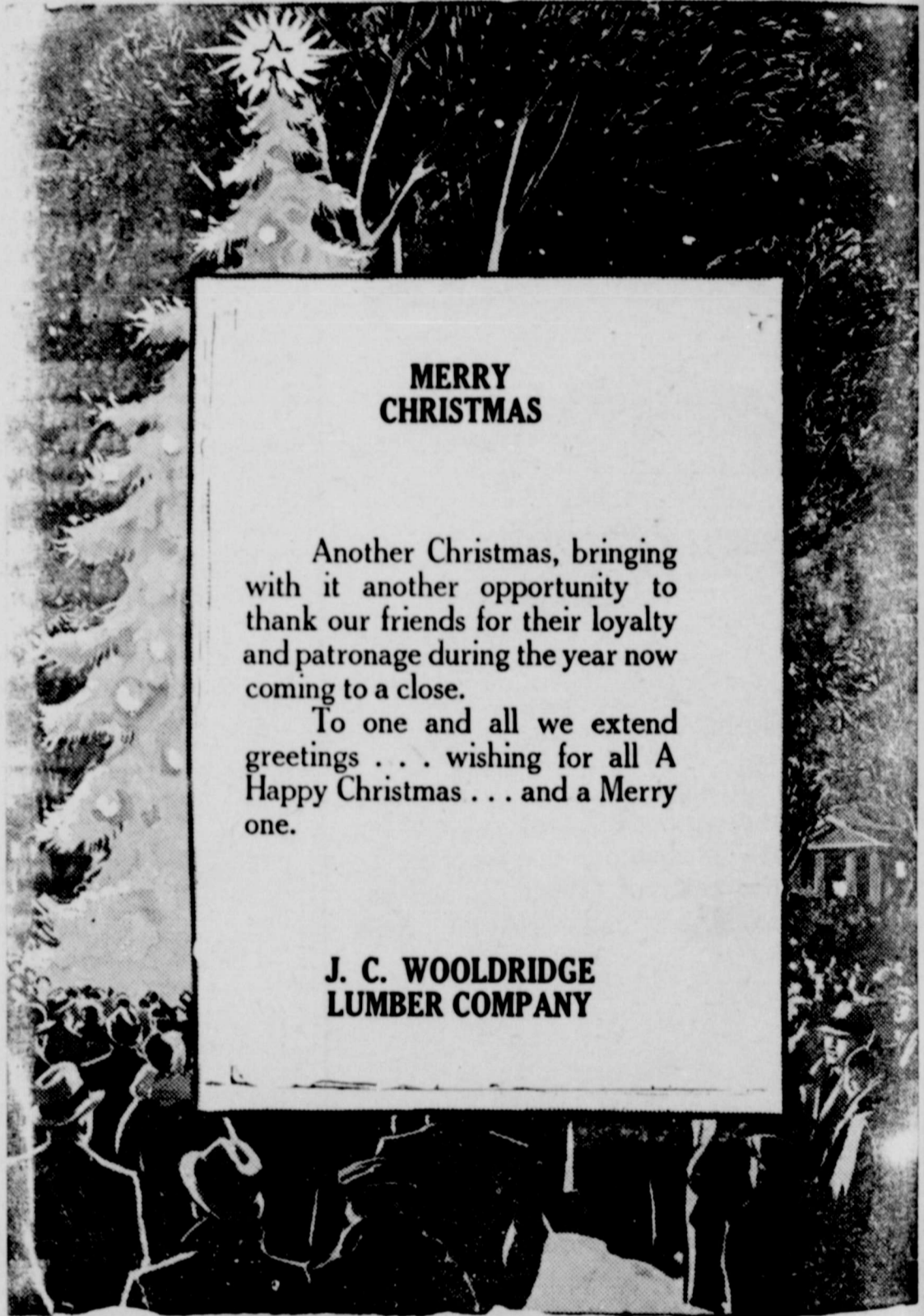
At this time we wish to thank all of our friends and customers for every kindness shown us in the past. Without your kindly assistance, we could do nothing. We have at all times tried to show that appreciation in the price and quality of our service.

RADIATOR, WELDING AND MECHANICAL WORK OF ALL KINDS

We are equipped to do your Radiator work. We can do all classes of welding work and Automobile Repair. Call us when you need service.

FOR THAT LAST MINUTE CHRISTMAS PRESENT We suggest a New Hot Water Heater for your car. We carry replacement parts for water heaters and other automobile accessories.

**CLINE'S AUTOMOTIVE REPAIR COMPANY
Frank Cline, Manager**



MERRY CHRISTMAS

Another Christmas, bringing with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close.

To one and all we extend greetings . . . wishing for all A Happy Christmas . . . and a Merry one.

**J. C. WOOLDRIDGE
LUMBER COMPANY**



Merry Christmas, Folks

Please accept this hearty, sincere greeting that your CHRISTMAS may be merry and your NEW YEAR filled with happiness.

At this season of the year we want to stop long enough in our business activities to express our thanks for the many kindnesses that have been shown us during the past year, and extend each of you greetings of the season.

LET US CONTINUE SERVING YOU DURING 1938

Magnolia Service Station No. 2

H. O. CLINE, MANAGER

PHONE 37