




THOMPSON'S TOGGERY
The Store of QUALITY Clothing



IT WAS enough to Chistmas he'd thought, when he he
cave Sally gave Sally the inexpensive little
china dinner set, next Christmas I'll
give her something really nice. give her something really nice.
Something she can wear and enjoy.
Something expensive. It'll not be Something expenir Christmas budg-
practical to fit our
et, because by then $\mathrm{r}^{\prime \prime}$ be making more. The tide was
by next Christmas.
Well, it turned out all right. Fate
could have been less callous in the
direction to which it had turned the
tide. It was even worse this Christ
mas than it was last. At least Solly


Can we

- come in with a
of gay note to
sing out ...
Best Wishes?


## Farmers Co-Operative Association



Koeninger Grain Co .


May
countless blessings
bring true joy
you and yours
Chrisimins
Christmastime.

## Crescent Cafe

 Mr. and Mrs. O. L. McClendon

R
Pelt's School Store

| christmas <br> Bring You <br> JOY |
| :---: |
|  |  |
|  |  |

Chas. Cathey
LIFE INSURANCE


CHRISTMAS THOUGHT

CITY BAKERY
Mr and Mrs. Walter Teeter


## Gulf Oil Co.

Mr. and Mrs. Alton Hobdy
just a friendly way
OF EXPRESSING
TO YOU OUR MOST
SINCIRE GOOD WISHES
FOR A HAPPY CHRISTMAS AND THAT IT MAY BE
AN ESPECIALLY JOYOUS
ONE FOR YOU.

## Southwestern Sewer Co. <br> Dallas

## essings <br> Vernon Cook

## tore

Radio and Electric Repairs


훌
after Dec. 24th, we will close and shortly thereaiter move to our new location at Jundown. We cordially invite our friends te Visit us there.
A million thanks for the brsiness extended us in the past.

## Bairrington Cafe

Fat Bairrington


O'Donnell Telephone Co.

Another Christmas Season lets us pause to give thanks for anoher year of peace and prosperity in the most fortunate land on the globe.
True, everyone wonders what the morrow will bring, but thus it has been through the centuries. Looking back on the year as a whole, it has been a good one for most of us. It has been good because you have helped make it so.

Some old friends have slipped away this year, and left never-to-be-forgotten places in our memories. Some new friends have been made we welcome them.
All of us at The O'Donnell Telephone Company join in saying: "Merry Christmas and a Happy New Year."

## Sincerely,

Mrs. Bill W. Davis, Owner


heedlecriart patterms
Old-Fashioned Girl Design




When storing cotton wash
lothes, wash and put them away


SORE, CHAPPED LIPS?



## O. C. McBride And Sons

Cotton - Seed - Grain Ginners


## Shoemaker Insurance Agency Lloyd Shoemaker



Sumrow Station \& Grocery

At South "Y"


8 WE HOPE YOUR HOLIDAY overflows WITH YULETIDE Joy AND HAPPINESS.

BOOTHE
5c to $\$ 1$ Store

- these are days when we are all in a big hurry to get
home, for theres no place like home when the christ
mas wreath is glowing in the window. We are due
RIGHT NOW TO SAY OUR LITtLE PIECE-AN OLD REFRAIN, it IS true, but as warm and heartfeit as the first time we

MERRY CHRISTMAS

O'DONNELL UPHOLSTERING Shop Mrs. H. L. Wood
to our many new friends, to all our old friends, and to friends still to be.

- We wish to thank you most cordiclly for past favors, and look forward to still greater and better service

Harvey Castleberry
Your Windmill Man

Swinney Flower \& Gift Shop


## C. J. BEACH

Real Estate and Leases


## Cosden Station

J. F. Toler, Owner A. H. Pace, manager Wholesale and Retail


Wsumics.

## Quick Service Sta.

R. E. Hargis, Owner

| Weekly news analysts |
| :--- |
| New Spy Ring Data Revives Probe; |
| Tax Hike Bugaboo Frighteris Some; |
| Berlin Red Vote Tightens Issue |

WITCH HUNT
 most
the
Bolste
Bory
by tr
imp
impor
moved
mot

| Some Frightened | mitted for guidance.ALTHOUGH FORMALLY ad- |
| :---: | :---: |
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| argument for boosting taxes on |  |
|  | The western powers placed no time limit for the Soviet union |
|  | comake colabion on wcontinethe tone of the rote, as |
|  |  |
|  |  |
|  |  |
|  |  |
|  | adopted. FROM BEGINNING |
|  | reterd as detailed proot that theSoviets have pursued in Berlin a Soviets have pursued in Berlin abpolicy of systematic violation of all quadripartite agreements. |
|  |  |
| HOWEVER, industrialists, lead ers of the big labor unions, accountants and economists have been re |  |
|  |  |
| quested to give their view on what, if anything, congress should do about | quadripartite agreements. <br> POTATOES: |
| profits, estumated at a record 20 | No More DoubtThere was no longer ang doubt. |
|  |  |
| business," or small, independent corporations be given special ex-emptions under any excess profits tax plan. |  |
|  |  partment of agriculture even surggested that tarmers tack it up in |
|  |  |
| GOLDEN FI |  |
| Page Jason | the barn for quick reference The department found, after a |
| The "golden fleece," subject ofone of mythology's most romantic. colorful stories, crashed the world | survey among 3,300 housewlves, that farmers and shippers w.vuld |
|  | hat farm and sher see to that |
|  |  |
| colorful stories, crashed the world press by proxy as a result of a row over custody of its namesake. | cleane of medium size, mar ied by tew eyes." iight in color, un. |
| The efecee symbol ot one of the | by few eyes, light in color, un.damageen- and of such quality thatthey will cook up oft. mealy andevenly throughout, without falling |
|  |  |
|  naped" by the city of Dijon. |  |
| THE GOLDEN feece-of which small replicas were awarced aneknights-was kept in Dijon, France |  |
|  |  |
|  | and handle, and best <br> or judging individual portions-the |
| after the order was tounded by Philip the Good, Duke of Burgun. |  |
| Mary of Burgundy tod |  |
|  | diling injuries", to potatoes. Sard the ITeparment IS PRETTY good evidence |
| The feece remained in Vienna |  |
|  |  |
|  |  |
| Austrig is asking for itit bact. Bowthe goud Burgundians of Dijon |  |
|  |  |
| $\begin{aligned} & \text { have petitioned the city council to } \\ & \text { urge the French government to re- } \\ & \text { fuse the Austrian bid and to re- } \\ & \text { tain the fleece in Dijon. } \end{aligned}$ |  |
|  |  |
|  |  |
|  |  |

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ROBOT EAR


## Washinston Disest Baukhage Finds Old Dates Of Interest in Year 1948


 RAIN-MAKER:


Polio Poster Girl



| By BAUKHAGE News Analyst and Commentator. |  |
| :---: | :---: |
| WASHINGTON--New Year's day according to an ency-clopedia which I once remember consulting, is celebrated in the |  |
| western world by merrymaking and, theoretically at least, in the meeting of old friends. |  |
| (themember when we took the idea of New Year's "calls" seriously, |  |
|  |  |
|  |  |
| consecutively so that the one pair of gloves and one silk hat, which wepossessed collectively, could serve for all. In that day and place both |  |


| Today I have been meeting some dates of 1948 <br> The first 1 have to record is Jan |  |
| :---: | :---: |
|  | that she and her husband are going |
|  | Television is most unkind to what should have been a most telegenic subject. |
|  |  |
| hav | over the eity of brotherly love |
| seeond session of | on the d erueial |
| (the historic | hal at soctoeck that |
| the word Mid | We had witnessed a stirring ai |
|  | ) |
|  | niear, unhesitating voice which |
|  |  |
|  | the longest |
| Mage election | ¢or Taft. Stass |
| January 7 (iny birthday) | JUNE 24.1 was lokking over |
| was "a bright sun shing |  |
| the shadows beneath it are |  |
| dark." ${ }^{\text {d }}$ | didate were those of the humani- |
| \% the President de. | tarian, the protecoro of the weak, |
|  | dren, of the common man.". Per.- |
| s 1998 legt legistative propos- | what the chice was to be than the |
| arsicularly his tax | ${ }_{\text {ate }}^{\text {tigures the pa }}$ It was late |
| and anti-inflation headed today for |  |

## Qualified Public Servant

## Doetor Shortage




## News 0 mission




## Baldwin's

Lamesa's Leading Store


## Yeager's Jewelery and Gift Shop

Lasmes

## South Plains <br> Woodworks

Lubbock Highway Phone 170W


with its sweet joy of planning and doing for someone you love.
We hope this Christmas brings you more true happiness than any that have gone before.

## The Fair Department Store

117 E. Main St .- Lamesa

## ©ibings of 1 out



May the Christmas star shed its radiant light on you and your tamily as we celebrate once more this glorious Event.

## Price - Black Clinic

 Price Hospital- It inn't always stylish to be old
fashioned, but there are times when wiver enumine-and Chisismas is moof them. Yes, folks, we wish you anold fashioned Christmas this year the best one of them all!


## South Plains

 Monument $\mathbf{C o}$.Marvin Collier and Son
Lubbock

MDEX..-PRESS WANT ADS HAVE FARMERS INTEREST COSTS BUT TWO CENTS A WORD
 -TOWARD ALL MEN

## Herbert Browder Monument Shop

Phone 5902 -- 2512 Texas Ave
Lubbock

## *

HOLIDAY SEASON
In This Joyous Season of Christmas
we want to renew all out old friendships, want each of you to feel your importance to us, and to realize that without you the story would have been quice different. A very Merry Christmas to all of you, friendly people of this

## Lydick Roofing Co.

424 AVE. N. ...Phone 5577 ... Box 1675 LUB3OCK
Over 50 Years in The Southwest
Old Eashioned Yuletide

welcome to EAT - A - BITE

STEAK -- WAFFLES Scrambled Eggs and 1014 MAINDDICHES
The Good Morning Place of Lubbock"


Chirismas


1948
May true happiness come to you and yours on this Day of Days.

Edler Furniture Co.
Everything for the Home -. New and Used
Mr. and Mrs. Alton Edler and Dale 1515 19th Street, Lubbock
Cor Chistmas


1816 Ave Q.
Lubbock
Phone 2-8088


A Chustmas（bteeting

In this changeless season of Christmas we greet our friends and neighbors with that change－ less message of cheer．．．

## CORNER DRUG STORE

Mr and Mrs Bill Ellis

E．T．Wells，Mgr．
MERRY CHRISTMAS！


## Higginbotham－Bartlett Lumber $\mathbf{C}$ ．

## 

By HELEN PETRONE
JANET opened the door to JNET opened the door to her
apartment，thinking as she did so so
that at had been only a week since

 prevalen．thetic toward the plight o
ing getmpt Craig Norris，newly mar－
Janet and
ried and homeless，had cleared it ried and homeless，had cleared
out，partitioned it off into two s
rooms and rented it to them rooms and rented 1t the them，
That was just 13 months ago，Janet
remembered，dropping her gloves on remembered，dropping her glo
the table and lighting the lamp
the same gesture．They had the same
married
enough t enough
ing on
eramped
Just
quarrel
cramped for quarters themselves
Just a week ago they had the
quarrel that had sent Craig from
the apartment．It had been a blow


Good Health！Good Cheer！
BOYDSTUN＇S
Variety store


Just to
remember you
in this
friendly way．
Proctor Barber and Beauty Shop





The Employees of
West Texashauslompamy wish you a
Merry Christmas


And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Savior, which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward


flood your home with ioy! It's Christmastime again! A happy Holiday to all!

Highway Garage
4. 94


First NationalBank of O'DONMEL

## Smith Grain Co.

South Dallas St. Phone 358


## Powell's

## Dairy Products Inc.




$\underset{\text { Lamesa }}{\text { Dry Goods }}$ Co.
Dry Goods
Lamesa

m ALL OF
YOU,
A SEASON
BRIMFUL
WITH
HOLDAY
JOY.

## Collin's

## Me Christmas

Glad thoughts
And pecisisubibes
Are happily combined
To make this
Christmas Greeting
The warmest kind.

## Lamesa Tin and

 Radiator ShopIf it's made of sheet metal, we can make it. All work is
Guaranteed to Customer's Satisfaction
Phone 64411 N. 2nd St


Hearty greetings, and a sincere wish
for your happiness on Christmas Day.

## Standifer Hospital



## A Salute

to our friends and a big, hearty Christ. mas wish to you all, this merry, merry Christmas season.
Looking back over the year calls to mind our greatest source of pleasure has been our contact with folks like you.

# The House of FLOWERS 

Tahoka


It has been a pleasure for all of us to serve you during the past year. And we just want to let you know that we value your friendship and patronage... and that we wish you and your families a very pleasant Christmas season.



MA MAY THIS CHRISTMAS SEASON BRING YOU MANY BLESSINGS AND MUCH JOY AND HAPPINESS.

## Singleton Appliance



The magic spell of Christmas is everywhere . . . no corner too remote! We ex. tend hearty Yule greetings to all our friends.

## ELLIS Chevrolet Company

Arthur Miller of Union, II., ad-
mires the new heater reecnity in-
stalled in his milk houş.
the conversison of electric milk cool-
er compressors into heat pumps. er compressors into heat pumps.
Most farmers, however, are in teost farmers,
terested primarily in "spot heat-
ing"-that is warming only the spe ting -that is warming only the spe-
ing
cific places in which they happen
to be working at the moment. This is be working at the moment. This
is a relatively simple job and can
be cone by placing heat lamps di
rectly above or adjacent to she be done by placing heat lamps d
rectly above or ajajecent to the space
to be warmed.



Milk House Heaters Solve Farm Problem House Walls in Winter Nobody enjoys working in a cold
milk house. But until very recently milk house. But until very recently,
farmers could do little about it-ex-
cept, perhaps, add another layer
to cept, perhaps,
to their alrea
bulky clothing. Experiments conducted in the last two or three years, however, have
helped solve the milk house heating
problem. One type of equiment deproblem. One type of equipment, de-
veloped as a direct result of such
agricultural engineering experi-
 five feet high and produces a tem
perature range of between 40 and
80 degrees.
Other new developments along this
line include the use of small hot waOther new developments along this
line include the use of small hot wa-
ter radiator which are connected to
standard dairy water heaters, and
 Marge dried her hands and knelt
to gather little Denny in her to gather little Denny in her arms.
"I know he has, dear." she said,
making herself look at him Since makt Januarsy when the horrible car
las
accident had thaten Joe accident had taken Joe away from
her, she'd had difficulty in yooking
at Denny. Denny had Joe's rumpied Denny. Denny had Joe's rumpled
dark hair, his dark eyes, the deep
cleft in his chin. A sob caught in M
sa
h
his
is
be
a have a tree this Christmas. Dady
isn'there to help decorate it, and
besides. Santa will come without
a Christmas tree," "I'll help decorate "it," Denny
said. "I did last year.",
Marge pressed Denny close. "I
know, dear-" she said. Poignant Marge pressed Denny close. "I
know, dear-" she said. Poignant
memories of last Christmas crowd-
ed ed her so that she couldn't talk for
a moment. She could see Joe teeter
ing on the ladder to put the star in a moment. She could see Joe teeter
ing on the ladder to put the star in
the top of tre tre.
"I can help. "I can help, Momm "You could, dear, but we don't
want a tree with Dady gone. Somecomes to you-you'll understand why Mommy didn't want a Christ
mas tree!', She rose to her feet
hurriedly feeling a rush of tears. mas tree. She rose ruh of tears.
hurriedly feeling a rush of teand
"'Il get your wwaps. Denny, and
you can play outside in the, snow you can play out
for awhile."
Shadows lengthened in the little
house before it came to Marge with frightening realization that it had
been all of three hars ben all of three
ny'd left the house.
"Deny
"Denny-DENNY", She ran o
on the porch and down the step,
her slim unprotected feet and le
sinking her slim unprotected feet and legs
sinking into the deep sow that had
banked there. "DENNY (1) banked there. "DENNY-!" The
eeho of her voice came back to her
in mocking horror across the white in mocking horror a aross the whit
stilinness of the little yard. A cold wind swept against her a
she stood at the gate looking up
and down the street and callin she down the street and callin
and d'w
Denys's name. It was a horrible
moment, one in which she knew moment, one in which she kne
she must have aged twenty years,
and one in which she saw in hear
and and one in which she saw in heart
wrenching clarity her unfainess
to Denny in harboring an self-cen-
ter 2o Denny in harboring a self-ce
tered grief over her loss of Joe
the extent of his safety, his protect tion, his veritable happiness.
A familiar wagon made the tur A familiar wagon made the turn
at the end of the street, and Marge
recognized old Oliver and his load recognized old Oliver and his load
of Christmas trees. His chant rang
out again, "Buy your Christmas tree out again, "Buy your Christmas tur
now! On-l.y two dollars.
Marge shrieked against the win "Oh, don't-please don'the Then
she saw Denny- little brown garbed
Denny sitting Denny sitting up in the seat by old
Oliver! The wagon stopped by the gate,
and old Oliver grinned as Denny
climbed down into Marge's, reachclimbed down into Marge's, reach-
ing arms. "He likka th' ride.
He. Marge didn't give him a chance
to talk, "Do you have our tree,
Oliver?" she asked. Oliver?" she asked.
Old Oliver chuckled and jumped
down from the wagon. "All'a week I've hat your tree," he said.
"Just put it it the yard,", Marge
told hime "Why, "oust put it in the yard," Marge
told him. "Why, Denny and I
couldn't do without our tree!"
BEAT the high cost of print,
next job; our low overhead
is the the ing by letting the Index figure your

"Denny, dear," she said thick-
Iy, "we're not going to have a tree Hy, "we're not going to have a tree
this Christmas. Dadyd isn't here
to help decorate it, and besidesSonta wecorate it, and besides- without a Christ-
mas tree."
and Joe had explained to him the
first time they'd bught a tree just
the kind they liked. It had to be so the kind they liked. It had to be so
tall and os obig around. It had to be
cedar with clusters of blue berries cedar with clusters of blue berries
on it. Old Oliver always had the
kind of tree they wanted.
Litte Denny ran into the kitchen kittle Denny ran into the kitchen
Lrom the front room.
"Mo "Mommy, there's. ol' Oliver,",
he said. "Mommy, he has our said., "Mommy, he has our
Marge dried her hands and knelt

N. SALEH'S And Family


Herman Grocery and Market

Phone 158


"OLD-FASHIONED *,
CHRISTMAS!"
WE HOPE YOU HAVE
ONE, AND THAT THE
THOUGHT OF
SUCH A DAY BRINGS
YOU A FLOOD
OF HAPPY MEMORIES,

We sincere appreciate your past
Business and solicit your Continue Business and solicit your Continued Patronage in 1949

## Fritz Service Station

FISK TIRES AND TUBES
Delco and Autolite Batteries Gulf Gas, Oil and Products

tidwell's grocery and MAC'S MARKET Your Neighborhood Store


"Trade Goes Where Invited, Stays Where Treated Best" SPECIALS FOR THURSDAY AND FRIDAY Pecans 1629 c Sugar $10 \mathrm{lb} 85^{\circ}$ Candy lb 69c Chocolate Covered Cherries 1 lb bx Oranges 25c rent unat om

Candy lb 29c Coffee 51c

Roast lb 43c<br>beEf CHUCK HAMS Cured half or whole $1662 c$

FOLGERS 1 lb Reg. or Drip
TRADE WHERE MA SAVES MONEY FOR PA WE RESERVE THE RIGHT TO LIMIT

##  <br> Peace and <br> Good Will <br> fellowship and good will towerds all is Christmes <br> That it may be a truit is our ardent uih <br> LAMBERT'S GROCE And Market <br>  <br> Our Most Hearty CHRISTMAS


H. and S. Auto and H. Supply Store

# SEASON GREETNGS 

As the Spirit of Christmas unfolds itself over the countrysid
we add our greetings and best


# City Service E APPLIANCE 

## Burl Koeninger



At This Holiday Season We Desire to Express to you our sincere appreciation of our pleasant business relations and extend to you and yours our best wishes for a Merry Christmas and a happy and Prosperous New Year.


[^0]:    Anniversary Highlights Book's Effect

