

LAMB COUNTY LEADER

Official Newspaper of Lamb County, Texas

VOL. 1

Littlefield, Lamb County, Texas. Thursday, December 20, 1923

No. 34

Christmas

Number



Christmas is Coming

Yes, Christmas is coming, sometime. It is coming when Christmas is a life and not a day; when it is an abiding spirit and not one day in the year manifestation; when it is conduct and not a seeming; when it is a habit and not an exertion; when it is something within us and not without.

Christmas is coming when at all times we love to give more than we love to get; when we love to serve at least as much as we love to be served.

Christmas is coming when not only some homes but all homes are happy; when the spirit of good cheer binds all homes in its wonderful, warm and inclusive radiance and good homes are no longer bound within themselves.

Christmas is coming when all children can play; when all homes are sunny and warm; when all tables are spread with bounty; when all stockings are full.

Christmas is coming when our associated charities will no longer have to dispense dolls to the little daughters of drunken fathers; when men are not allowed to grow rich by robbing children and mothers; by demoralizing weak fathers and husbands.

Christmas is coming when men are brave enough and true enough to help their brothers stand up soldier-like and fight the sordid powers that seek their selfish pots of gold by bringing men to shame and women and children to suffering and want.

Christmas is coming when we allow no one to capitalize human weaknesses to beggar the individual and debauch public morals.

Christmas is coming when every laborer can look forward to an old age without fear; when widowed mothers do not have to live in dread lest some "benevolent" asylum will rob her of her children.

Christmas is coming when judges look for justice and not for loopholes and petty technical errors in the law.

Christmas is coming when men seek not to take unfair advantage one of another but to dwell in harmony, learning to love one another as He urges us to do; when men do not suffer commercialized gambling places;

when men no longer, with sunk-en eyes and fevered brain, clutch at each other's throats for gold; when stony faces no longer sneer at breaking hearts; when men are no longer set adrift on the water of misery by fickle fortune; when their wailing voices are no longer lost in the rumbling roar of greed.

Christmas is coming when frail human moths are no longer lured to flutter about false lights and drop at last, burned and bruised, on the cold gray stones of dissipation.

Christmas is coming when women no longer let themselves drift easily down the river of

foolish fashion which has its end in the sea of unrest and where the false god of envy waits.

Christmas is coming when we grow tolerant; when our wasting jealousies are woven in to love and helpfulness.

Christmas is coming when democracy is with rather than without our churches; when we follow the Master and not some sectarian interpreter of the Master; when all our churches grow through simple sincerity and as He would have us; become one in His name.

When every man is at his best every day in the year and just one day in the year, when we

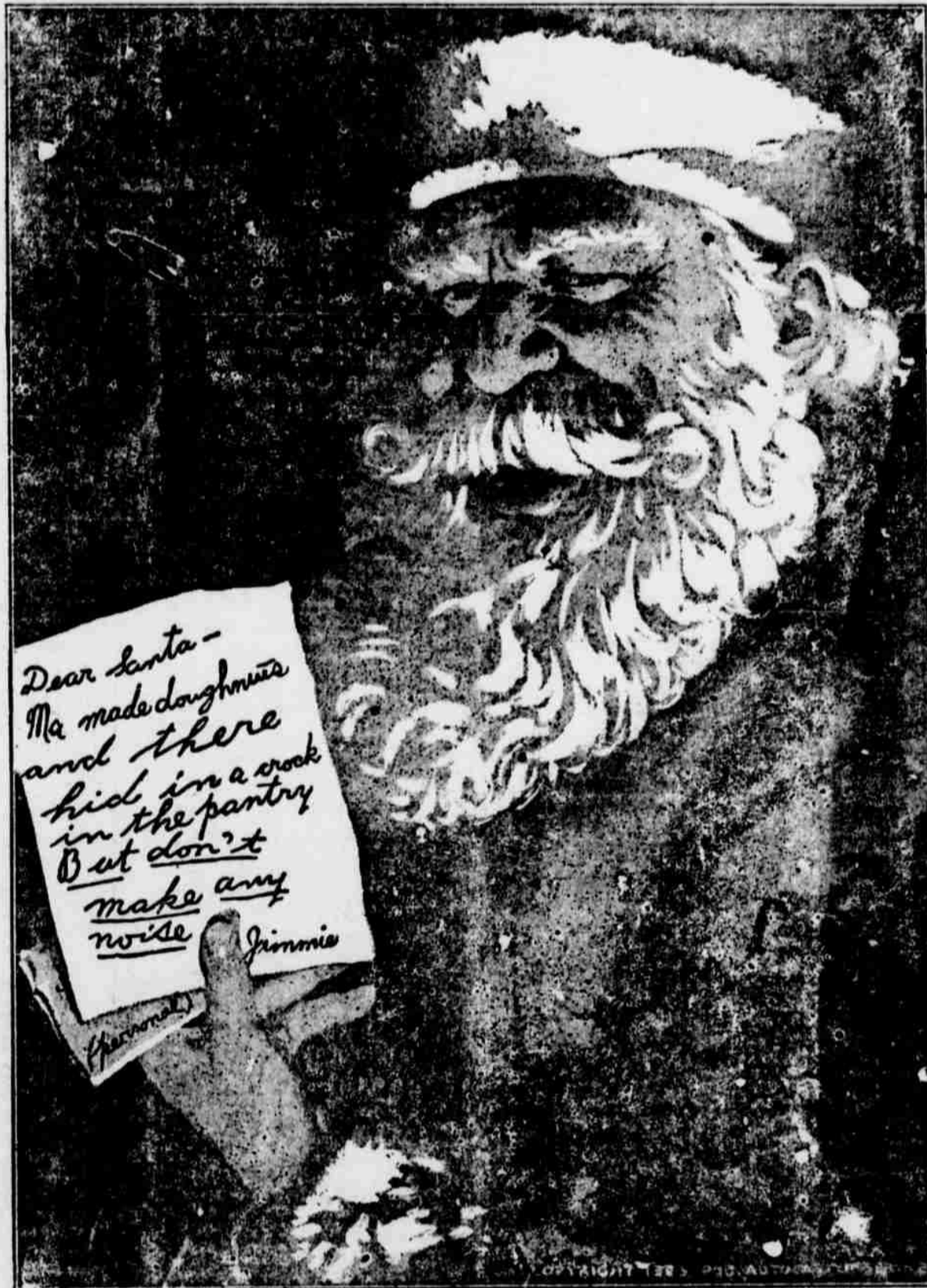
LIVE as Christ taught us to live, then will Christmas come.

Presbyterian Christmas

Next Sunday morning Christmas will be observed in appropriate manner at the Presbyterian church. There will be special music, under the direction of Mrs. G. M. Shaw and a program by the children of the Sunday School.

There will also be Christmas exercises and a tree at that church for the members of the Sunday School Monday night.

The Leader for good printing.



Dear Santa; Bring Us

We see once more the vision of Bethlehem—that homely manger in which there came to us the baby Jesus with wondrous eyes illumined by the soul of God. 'Tis Christmas time—another Christmas, with others yet to come and pass into eternity—and still with all the years there thunders down the ages the message of the Savior, "Peace on Earth, Goodwill to Man." The message: now remembered, now forgotten for the moment, but growing in power and strength with each succeeding generation. It is the inevitable, it is The Word, the avalanche of truth before which all obstacles must resolve themselves into their original elements to be merged into the current of divinity that sweeps ever onward for the salvation of mankind.

How better would be our weak humanity were we unable to read aright that word which came to us in all its fullness. We ponder of that infant child, we see the growth to manhood, we try to sense the underlying and determined standards in to whose image we are destined to shape ourselves.

We resolve again and then again more properly to reflect His great simplicity, His unconquerable courage and force. Here was determination in action, here was kindly sympathy in full expression, but here too was bravery and an uncompromising warfare on all that was hollow and a mockery. We fain would sense it, but we weakly fail.

Have we today one who lashes the money changers from the temple, or do we rather compromise with conscience for the cash? Do we lay up our treasures immoral or seek to hide them in the safe deposit vault? Do we act in superficial and only think in fundamentals?

What is this Charity that is left to us a heritage—surely but a guide post pointing down the lane of Justice which, once traveled, leaves the signpost far behind unneeded in the further march? Ah, Christmas time has little meaning if we cannot garner from it more than sentimental yearning of the hour.

It is the season of the child of course—the time for happy hearts—the strange enchanting

moment that thrilled us in the years gone by in the land of toys and the mystery of our Santa Claus.

But it is our season, too, even today. Aye, think in the sear and yellow leaf we are not too cold to write another letter, to watch with slipped feet by the burning embers for the gift we would prize so much. Then let us write:

Dear Santa: Bring to us bravery and give us understanding of our great complexities. What we want most is strength to do, courage to carry on, and love for humanity, based on understanding. Bring us this holy gift, for this Christmas time.

Between Friends

CUNDIFF MAKES HIGH SCORING ON HIS RED CHIX AT PLAINVIEW

E. C. Cundiff returned Sunday from attending the West Texas State Poultry Show at Plainview. He reports the attendance and exhibits cut down considerably on account of the bad weather, but otherwise a fine exhibit.

There were about 800 birds on exhibit, nearly half of them being of the Rhode Island Red variety, and coming from Texas, Kansas, and Arkansas.

Mr. Cundiff took over nine birds, placing seven of them in high classing, and capturing 505 points for display, only two breeders scoring ahead of him.

Ed Heald, of Munday, Texas was elected president of the "Red" Club for the coming year, while Mr. Cundiff was given the place as chairman of the executive committee. The meeting next year will be held at Munday, Texas.

M. R. Beecham, of Rochester, arrived Monday with a carload of household goods. He is moving onto the Stringfield land.



LAMB COUNTY LEADER

Published every Thursday afternoon at Littlefield, Texas.
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Advertising rates given upon application.

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JESS. MITCHELL,

Editor and Publisher

Subscribers who change their addresses, or fail to get their paper, should immediately notify this office, giving both new and old addresses.
Communications of local interest are solicited. They should be briefly written, on but one side of the paper, and must reach this office not later than Thursday noon of each week. The right of revision or rejection is reserved by the publisher.
Advertising that does not show in its text or typography that it is paid for must be marked as an advertisement. All local advertisements remain in this paper for the time specified or until ordered out. All notices, if matters not by whom nor for what purpose, if the object is to raise money by admission fee or otherwise, is an advertisement and when sent in for publication must be paid for at the regular advertising rate per line for each issue printed.
Obituaries, cards of thanks, and resolutions of respect will also be charged for at the same rate.
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Littlefield Leader will be gladly corrected upon its being brought to the attention of the publisher.

Editorial

Low Aims Like Low Towers Are Quickly Realized.

How To Build Up Our Town

Building a community is everybody's job. The home owner, the landlord, the merchant, the housewife, the minister, the doctor, the school principal, the governing board, the civic societies, the policemen, the firemen—in fact, everyone with a distinct home interest must play his part. The local newspaper is the point of contact through which these various elements must function and express themselves. The home town publication is a mirror of the life of the community, inspiring, suggesting, helping, and usually sacrificing a great deal to the general work of upbuilding. It is the concentrated reflection of the home town interest, as opposed to activities in its midst, whose sole aim is to take the home town dollar out of town and attach it to the bank account of some foreign corporation.

The appeal of the foreign corporation for the home town dollar is usually an appeal to cupidity camouflaged as safe and economical buying. For the most part it is made in secret—direct by mail—the circular, the booklet, the disguised mimeographed letter systematically prepared by expert mail salesmen, with the usual "follow ups" destined to extract and carry away to the distant bank account the money of the unthinking. The very secrecy of the appeal is its own condemnation.

It is amazing to note how slow is the average newspaper reader to appreciate the value of frank and open newspaper advertising. Not only in this way is the housewife enabled to learn what the market has to offer, but in the frank open advertisement lies an absolute security from exploitation. Newspaper advertising is the housewife's weekly insurance. The day has passed when the advertiser dare be dishonest. The statements in an advertisement are shouted from the housetops. They are too easily checked up. They become the guarantee of service and of honest dealing. The direct-by-mail appeal is like the secret whisper passed from ear to ear but without any general publicity that ensures complete honesty of statement. As a rule, its underlying principle is sinister. To supplement and become a part of any well-organized campaign it has its value, but standing alone it should arouse suspicion rather than confidence.

Governor Pinchot explained that the new wage award to miners must be carried by the operators and that coal prices to the public must not be raised. What were you paying for coal three months ago, and what is the price today?

You can buy a wonderful apple in a New York Fifth Avenue shop for twenty-five cents.

A New York girl was recently fined \$5.00 for smoking a cigarette on a ferryboat. She should have gone to the Ritz.

Don't get depressed if some one thinks you are too insignificant to be noticed. Bankers, business men and cotton growers are trying to arouse the whole nation to cope with the little bollweevil. Even an insect can make an impression on the world if it does its bit efficiently.

Really, said the Briton, this American idea of advertising the fact of a banana shortage is most extraordinary. Why not wait until a new crop comes in? Also, there doesn't seem to be much reason in pitying a fish, does there now?

Step on the Information Gas

To provide a better understanding of the economic factor underlying motor transportation in every part of the world, the first International Motor Transport Congress ever held in the United States will be convened in May, 1924, in the city of Detroit. The congress will be under the auspices of the National Automobile Chamber of Commerce. Delegates will attend from all quarters of the civilized globe. The conference is to last for days.

The automotive industry is of first economic importance in this country, whatever it may be abroad, and it will be well for those who have their millions invested in it to have brought home to them the fact that the great American market for the automobile is the American small town and the American farm.

The teeming millions in the great cities might lead the unthinking to imagine that all the motor cars in the world are bought by the rich city folk, but actually the city consumption is small as compared with that of the country. More nearly seventy than fifty per cent of all of the cars manufactured in this country, we are told, are bought in towns up to 5,000 population. The sooner the manufacturers have this fact driven home to them the sooner will they see the necessity of giving greater aid to the small town local dealers, many of whom do such yeoman work in the stimulation and creating of a market for the manufacturers they represent. Some manufacturers with forward vision fully appreciate what the local dealer is doing, but others fail to sense his importance and do not appreciate his effort.

Great as is the absorption of motor cars in the country, it would be even greater if the average local dealer could afford to cover his potential market more intensively. What he needs is backing to the limit, and no more constructive work can be done at the coming conference than the work of bringing before the industry the actual truth regarding the cultivation of the small town motor market, the backbone of American consumption, of everything that is worthwhile.

When the Scotchman returning from a visit to London was asked how he liked the town he said it was wonderful but that the people were not honest. He bought a box of matches—1,000 for a penny—and found the box contained only 982. We wonder what he would say of our political promises before election and political performances afterwards. Don't forget the season of political docility is at hand. Gather your roses while ye may.

We saw a soldier the other day—that is, he had been a soldier in the great war. Now he is selling needles from house to house—needles—made in Germany. Surely the housewife finds herself on the horns of a dilemma.

16 Year Old Boy With Bride of 46



Even though his dad, Postmaster Joseph Tucker, of South Essex, Mass., is asking investigation and annulment of his boy's marriage, Nathan S. Tucker, 16 years old, says he wooed and won and loves his 46-year-old bride, who was Mrs. Susan O. Simpson, wealthy widow and owner of a big hotel in New York.
Pictures show youth and his bride—also photo of bride's summer home at Gloucester, Mass.

RICHARD LLOYD JONES SAYS

Don't Be a Knocker



You can trust the thoughtless to knock the thoughtful. No good work is safe from misconstruction. Every saint has had his defamer, that which made him a saint was the power to rise above the untruths hurled at him by those who could not themselves create truths.

The negative forces in life's world always oppose the positive forces; but in the whirl of their events and the tress tomorrow, the world, in its desire to honor those who push good forward, is glad to forget those who pull backward.

Those who follow the lines of least resistance, who glide away from the difficulties of life, who seek only personal ease and comfort, are always quick to condemn those who labor for a common good and for the benefit of the many.

The man who lacks an accurate eye and a steady aim can make a loud noise with blank cartridges but he makes a poor soldier. Those who produce nothing attempt to justify their own inertia by criticizing those who do produce something.

When criticism is observation, it is constructive; when it is jealousy, it is destructive. The one seeks to correct; the other to contemptuously destroy. Criticism becomes noise when it seeks not to antagonize but to foster a good work.

Truth at all times is service. When criticism attempts to rectify error, improve judgment and refine public taste, it becomes a public benefactor. Criticism becomes stunted when it exhibits the weakness of a thing only to suggest something better.

The criticism that counts is the criticism that builds and encourages good effort. The criticism of those who can do the thing criticised less well or not at all has little weight and is soon forgotten.

The critic suggests something better; it is the "knocker" who condemns and offers nothing in return.

Every conqueror must some time meet his master. That is the law of progress, and his master will be the critic who can do better.

Copyright, 1923, by Richard Lloyd Jones

Every large merchant in New York made a thorough test of his advertising during the pressmen's strike. They got out circulars by the million they produced their own advertisements and obtained widespread distribution. When the strike was broken they swarmed back into the newspaper columns with larger space than they ever had used. The strike was more beneficial to the newspaper proprietors than they realized. It demonstrated the selling power of newspaper advertising.

Local taxes are the best of all investments. Every dollar spent adds more than a dollar to the value of the home—when it is spent thoughtfully.

Our Christmas Days as They Used to Be

SOMETIMES it seems as if the "elder days" were the best. Think of their Christmas! Where is the grace and generosity of those times? The warm welcome, the large cordiality, the mellow fun of innocent celebrations?

Perhaps we look back through the softening glow of distance, but there is a romance, a delicate, the flavor of something which indeed seems lost to us now.

How the neighbors rode through the snow on horseback to large gatherings! How the pretty girls were muffled in furs and furs, skimming over the road in sleighs! How the bells rippled and rang! And how the wide doors flew open to greet these guests!

Light of candles . . . breath of pine wreaths . . . sprigs of holly . . . and the high thrill of holiday thoughts.

Laughing faces . . . graceful and the Virginia reel in the evening.

It is a handsome thing to think about. Let us try to insert some of this gentle beauty and spirit into our Christmas day. We have not the leisure and spaciousness of those times, but hearts can reflect just as truly the invisible yet invincible power of love and loveliness!—Martin B. Thomas.

(Copyright, Western Newspaper Union)

There are two sides to every question, but marriage is often a one-sided affair.

When we hear a woman say that all men are alike we wonder how she found it out.

Three Cars in One!

A wonderful business car for dad—big loading space for samples, grips, tools, anything—by removing rear seat and upholstery! A wonderful closed car for the whole family—both seats adjustable forward and backward to accommodate everybody, tall and short! A wonderful vacation car for next summer—seats and upholstery make up into full-sized bed! More service at less cost! Come and enjoy a free demonstration.

NEW Overland \$695
CITY GARAGE, Agent
Littlefield, Texas

YOUR HOME PAPER Is A Mighty Good CHRISTMAS GIFT

For your Boy or Girl away at school or work. For your Brother, Sister, Cousin, Uncle, Aunt or any friend or relative who knows us folks Back Home, or anyone whom you may wish to interest in this new country.

Unless you have been in their position, you have no idea how they crave the news from back home—how eagerly they scan every line of the home paper. Really, they are far more interested in the paper from back home than are some of the home folks.

And then, how many are the folks back where you came from, whom you would like to move out here. Your home county paper will convince them. Dozens are here now because some friend sent them this paper—you may be one of them.

The HOME PAPER Contains more News in one issue than you will write in a dozen letters. It costs less than your postage and stationary for a letter.

52 Times a Year Your friends will be reminded of your thoughtfulness. Each week as he or she reads the interesting things of the folks and country out here, they will silently thank you.

LAMB COUNTY LEADER
Your Home and County Paper, \$1.50 a Year
JESS. MITCHELL, Editor, Littlefield, Texas

Your Christmas Dinner

—will bring more enjoyment to you if served in your own home. If this is not possible this Yule Tide, now is a good time to resolve to be in your own before another Christmas day comes again.



We offer you No. 1 Building Material to completely improve a raw piece of land—house—out-buildings—well—equipment—wire—posts—etc.

F. A. BUTLER LUMBER COMPANY



Christmas 1923

CHRISTMAS GREETINGS

As children we come again to Christmas—to the spirit of peace on earth, good will among men—to a big brotherhood.

This hallowed day is short—too short, but it is our merriest, because we are experiencing the joys of giving—that creed brought to us hearily two thousand years ago, when the Star of Bethlehem shined forth above a manger-cradle in the land of Judea.



CHRISTMAS

No doubt this season of the year
A host of friends will wish you cheer,
And we are glad to help along
With Merry Christmas Good and Strong.

Yellow House Land Company

Arthur P. Duggan, Sales Mngr.



CHRISTMAS

The oldtime heartfelt greetings
Are better than the new,
So we're wishing Merry X-mas
To every one of you.

Sadler's Drug Store



CHRISTMAS

For you and yours we are hoping that
So much good will and cheer
May accumulate at Christmas that
They'll last you all the year.

Littlefield State Bank



CHRISTMAS

Among the other greetings
These few words small appear
But just enough to hold a wish
For old-time Christmas cheer.

Lamb County Merc., Co.



CHRISTMAS

Know you're busy, so are we
Yet, to friends we want to say,
We wish you many blessings
This coming Christmas day.

White's Restaurant



CHRISTMAS

With all kind thoughts these words
are sent,
We trust they will convey,
The hearty wishes that are meant
For you this Christmas Day.

Shaw-Earnest Co.



CHRISTMAS

To you and all of yours we wish
A Christmas full of cheer,
And may you all be sure to have
A prosperous New Year.

R. D. Borough, Groceries



CHRISTMAS

Here's for a merry Christmas
The best in many a day,
May Santa scatter his blessings
Of joy along your way.

Littlefield Grain Co.



CHRISTMAS

When Christmas shall its gifts be-
stow
May it bring its best to you,
The gift of peace, of angel's song
And the gifts of friendship true.

Littlefield Service Station



CHRISTMAS

We are sending the same old message
Quite in the same old way
Pledging the same old friendship
With greetings for Christmas day

BEISEL BROS.



CHRISTMAS

May Christmas leave at your ad-
dress
Lots and lots of happiness,
Enough of health, enough of
cheer
To last you thru the whole New
Year.

F. A. Butler Lbr. Co.



CHRISTMAS

May Christmas Day at your house
Be jammed full of cheer,
And may you and yours to zether
Spend a glad New Year.

Littlefield Tailor Shop



CHRISTMAS

We'd like to find a fitting rhyme
To send to you this Christmastime,
Yet rhyme or prose cannot express
How much we wish you happiness.

*Stokes & Alexander
Drug Company*

LOCAL HAPPENINGS

Monte Bowron reports the sale of a Deleo light plant to Mrs. A. P. Duggan.

AMHERST GARAGE
J. H. WARD, Prop.
Repair all Makes of Cars
All Our Work Guaranteed
Oils, Gas and Accessories
Ford Agency
Call and See Us

HALSELL LANDS
70,000 ACRES
Surrounding Amherst, a new town on the South Plains, in the center of Lamb county and on the main line of the Santa Fe Railroad.
Deep Rich Soil and Level Land
No Rocks, Gravel nor Washes
Pure Water at Shallow Depth
Fine Climatic Conditions
Above the Boll Weevil Belt
Best Cotton Land in the State
Alfalfa and Diversified Farming
PRICE: \$25 per acre, 15 yrs. time, only 6 per cent interest.
R. C. HOPPING
General Agent
Littlefield, Lamb Co., Texas

The Higginbotham lumber yard will be closed Christmas day.
FOR SALE: Peanuts.—G. Wiebe, 2tp.
FOR SALE: Sorghum 5 cents a bundle.—A. L. Schellenberg, 1tp
A. L. Morris, of Vinson, Oklahoma arrived Monday and is starting improvements on his recently purchased Yellow House land south of town.
Mrs. McKnight was taken to the Lubbock hospital Monday. She was accompanied by Mrs. Bertie Cosgrove.



Christmas Dinner
Littlefield Cafe
December, 25

MENU

Salad	-	Corn
Boiled Ham	-	Cranberry Sauce
Fish	-	Potatoes
		Turkey
		Oyster Dressing
		Desert
Cakes	-	Pies
		Fruit Salad

Price, Fifty cents
MRS. B. R. GAULTNEY
[Make Reservations Early]

Ross White and Julian Joplin are expected home the last of this week from Grubs Vocational School.
Two new members, Lorena Barber Sauls and R. C. Hopping were initiated into the O. E. S. at its regular meeting Tuesday night.
C. O. Rawlins, of Lubbock, shipped in a new Moline tractor Monday. He is improving land six miles south of town.
Taxi Service.—Littlefield, Service Station. Adv.
The Littlefield Auto Company report Ford sales as follows: touring car to A. H. Arnett; coupe, H. L. Smith; coupe, Albert Taylor.

Mrs. Harry Wiseman and children left Sunday for Weimar, Texas to spend the Christmas holidays with relatives.
Autos washed and shined. \$1.50.—Littlefield Service Station.
The Littlefield orchestra is planning giving a recital during the holidays. The date will be announced later.

D. A. Alford, of Plainview has accepted a position as salesman with the Butler lumber Co.
Start your car with a Hot Shot battery these cold days.—Littlefield Service Station.
Herman Greener, of Falls county arrived last week and is establishing a residence on his recently purchased Yellow House land.
E. S. Rowe returned Sunday from Waco, where he went as a local delegate to the Masonic School of Instruction, receiving a certificate of proficiency in the esoteric work of that order.

Protect your radiator from freezing. We have the alcohol.—Littlefield Service Station.
FOR SALE. Some good young work mules and some young milk cows.—W. O. Gray, 41-2 mi., W., Littlefield. 34-tfc
Mr. and Mrs. J. C. Whicker left Friday for Chicago, Indianapolis and other eastern points to spend the holidays with relatives and look after business interests.
During the past week several have taken the suggestion of sending the Leader to friends and relatives for a Christmas present.
Miss Nell Ruth Earnest, who is attending C. I. A., will spend the Christmas holidays with home folks.

Beauty of the Snow at the Yule Season
THE beauty of snow is not on wide, glaring expanses, on level, unbroken plains. The eye could not endure, nor the heart accept, the blinding monotony of such conditions.
The beauty of snow lies in contrast. Who has not seen long, bluish shadows creep over it at sunset? Or marked with delight, the thin pencilings of bare branches shifting over its surface by moonlight? Snow requires changes, interruptions, so to speak, to bring out its character. The ruggedness of hills makes the valleys yet more peaceful. The stark, rough "glory of the trees" lends decision to a landscape; the thinnest, wind-whipped edges weave patterns of indescribable frailty on the pages of the snow.
So it is with Christmas. We could hardly live up to Christmas every day in the year. The whole meaning would become worn and threadbare through constant association. When it does come, it should stand out by contrast, in great and shining beauty. The worries, faults, failures and disappointments of the months just gone should lend the proper "shadowing," so that the purity of the day stands out in white distinction.
And if the heart must ache a little, as all hearts do no matter how great the happiness, let the pain be the pencilings of branches on the matchless page of Christmas, giving it added beauty and character.—Martha B. Thomas.
(© 1922, Western Newspaper Union.)

Magic of Christmas Sweeps Entire World
THE magic of Christmas lies over the world today, changing the dreary commonplace events of yesterday into things of wonder and delight and filling the earth with happiness and joy and cheer. It permeates the whole earth from end to end and mankind in every land and in every clime responds to it in the fullest measure. For into our hearts at this time there comes a beautiful something that raises us above ourselves and brings us to greater heights than we ever reach at any other time. For with the magic of Christmas time man buries self in trying to promote the happiness and well-being of others and in doing this finds greatest happiness for himself also. For it seems as if the more we give of love, of service and of ourselves the fuller grows the store from which we draw upon and the richer we grow in the things that make for our own happiness. Let us then allow the magic of Christmastime to fall upon us so deeply that it may not only stay with us at this time but through all the days to follow.—Katherine Edelman.
(© 1922, Western Newspaper Union.)

UNDER THE OUTSIDE
GRASS keeps green under the snow. Delicate blossoms hide away in ugly seeds. Who can believe the twisted apple-tree will be lost in a surf of pink petals in the spring?
There must be many a warm and true heart cased in a frosty exterior.
If we believed more in the covered, and less in the covering, we should make Christmas a day truly bright with peace and good will.—Martha B. Thomas.
(© 1922, Western Newspaper Union.)

Bringing in the Yule Log for a Merry Feast
ONE of the most delightful of the Christmas ceremonies was bringing in the Yule-log. According to an English writer, this was a massive piece of wood, frequently the rugged and grotesquely marked root of a tree. It was drawn through the forest with shouting and laughter, while each wayfarer reverently saluted it, since he knew it to be full of good promises and that its flames would be burnt out old wrongs and heart-burnings. As it came into the great hall, the living room of the old castle, each member of the family sat upon or saluted it in turn, and sang a Yule-song, after which all drank to a Merry Christmas and a Happy New Year. A favorite Yule-song began with:
Welcome be ye that are here,
Welcome all, and make good cheer,
Welcome all, another year,
Welcome Yule.
—P. R. Sweet.
(© 1922, Western Newspaper Union.)

A FAIR EXCHANGE
Laura and Tommy often had important discussions on serious subjects. Christmas evening found them in grave colloquy. There seemed to be a slight ambiguity about who gave them gifts, God or their father. It was a matter which could not be settled. Finally Laura said in a superior tone:
"You know, Tommy, that daddy isn't our only father; we have two."
Tommy appeared surprised. "Who's the other one?" he asked.
"God!" answered Laura succinctly.
Tommy gave the occasion much reflection. Then he said earnestly:
"Well, I wish Daddy would go to heaven for a while and let God come down and stay with us—I'd like to get acquainted!"—M. E. Thomas.
(© 1922, Western Newspaper Union.)


Your County Paper—only \$1.50 a Year

MEBANE COTTON SEED



The Genuine Pedigreed Mebane Planting Seed are sold only in the sack bearing registered Trade Mark and signature of A. D. Mebane—like cut.
Price \$2.50 Per Bushel
We have a limited quantity of this seed bought for March delivery. Place your order now.
In order to secure the Genuine Mebane Seed, demand THE RED CIRCLE Trade-Mark.
Littlefield Grain Company
Distributor

For Smokers' Christmas

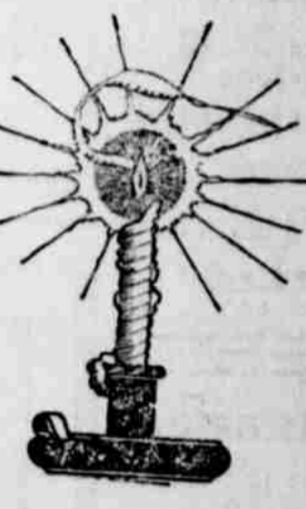


Cigars - Pipes - Tobacco Humidors - Smoking Sets

His favorite brand is to be had here—fresh new shipments of all high grade tobaccos. Christmas is not Christmas for a man unless tobacco is included among his gifts—or a pipe—or a nest of ash-trays. You'll find them all here.

Stokes & Alexander Drug Co.

A Carpenter



The young Carpenter of Nazareth was a worker who loved joyousness and beauty, even as His heart overflowed with sympathy for the weary toilers who passed before his workshop door.
He may have been a man of many sorrows, but it is equally true that He was also a man of many joys. They welcomed Him at wedding feasts; children went to him instinctively; the common people heard his magic words that lightened their burdens, and the wise men listened to Him attentively because he had a secret beside which their knowledge was as dust before the wind.
The centuries have rolled by and His command survives—to love one another. And it was He who taught us that the greatest is he who serves most.
Obeying these commands, let us all open our hearts to the beauty in the world and the loveliness and essential goodness of the men and women in it.
May we all learn that those who give most and that those who offer themselves completely in service to their fellows find their hearts flooded with peace which passeth understanding.
On His birthday let each one of us dedicate our lives to carrying forward His message of peace on earth, good will to all men.
December 25
Littlefield State Bank

R. D. BOROUGH
Sells Groceries
Buys Cotton, Cream, Butter, Eggs and all kinds of Poultry.....
See us before Buying or Selling

HURRY! HURRY!
You Will Have To Hurry!
To get one of the 25 Choice Labors in League No. 684, just now placed On The Market

- Four miles from Littlefield.
- Perfect land.
- 100 per cent agricultural.
- In the school district.
- Just a little cash, balance 15 years time, at six per cent.
- You can find no better.
- Six tracts sold the first day.

YELLOW HOUSE LAND COMPANY
LITTLEFIELD, TEXAS

Dr. P. W. Pillans
Office at Drug Store
Residence Phone, No. 37
Littlefield -:- Texas

Pearce & Kemp
ATTORNEYS AT LAW
Suite 6, Burrus Building
LUBBOCK, -:- TEXAS

Well Drilling
Domestic and Irrigation
20 years successful experience on the Plains of West Texas.
See me for prices & date.
T. P. WRIGHT

E. S. Rowe
ATTORNEY AT LAW
See me for
LAND LOANS
Office in State Bank Bldg.
LITTLEFIELD, TEXAS

BEST COAL
For the Money
Try It!
W. H. Heinen, Prop.

Parker's Eats
Home Made Pies
Hamburgers
Pop and Bud
Coffee & Cereals
For the Phone
Call It to You

Restaurant & Market
Orders at all hours of the day
Soda & Cold Drinks
Bread & Pastry
WHITE Restaurant

O. K. Transfer
Small or Big Hauls
Express, Freight or Baggage
Phone 51, or leave order with H.-B. Lumber Co.
O. K. Yantis
Littlefield, -:- Texas

Truck Hauling
Ranch Hauling a Specialty
No Loads Too Large
Nor Too Far Away
Will Go Any Time and Any Place.
If you need hauling call
R. S. BELL
The Truck Man

TRY
The New Barber Shop
On the wrong side of the street
Shaves and Haircuts
Almost complete
Shampoo's and Tonic's
That make you look neat.
For further information, See
Shirley & Arnold

INTERESTING DATA REGARDING COTTON GROWTH AND YIELD

More than 40 varieties of cotton have been tried out at the Lubbock experiment station, according to R. E. Karper, superintendent. The resulting experiments of this station are of considerable value to local farmers in planning their cotton crops for the coming year.

Planting the Durango, Rowden, Kash, King and the Mebane 304 varieties on the same date:

they all receiving the same amount of rainfall and cultivation, and the soil conditions being identical, it is interesting to note the difference in results.

The Burnett and early Mebane opened early and will yield about one-half bale per acre. The Acala and Mebane 304, the Kash and Lone Star opened about 90 per cent. The Bennett, Snowflake and Durango opened about 65 per cent, and showed a yield of approximately one-third bale per acre. The Rowden opened about the same as these last named varieties and will make about the same yield. The Bennett and Express varieties showed less openings of any of the plantings.

Mr. Karper inclines to the opinion that cotton will not change its date of maturity with different climates, tho the staple will shorten with the season. He also states that the size of the stalk grows less as the altitude increases.



CHRISTMAS Suggestions

Candy and Cigars in Holly Packages
Dolls Stationery
Fireworks
Black Narcisse, Houbigants, Cotys, Djer Kiss, Mary Garden Three Rosers and many other Perfume sets.
Conklin and Eversharp Pen and Pencil Sets.

See Our Goods Before Buying

SADLER DRUG STORE
"Quality and Service"

MAGNOLIA GASOLINE

Magnolene Oils and Greases
"The Dependable Lubricant"
Real Quality Products
Demand them from your Dealer
Magnolia Petroleum Company
G. W. Hargrove, Agent. Littlefield, Texas

FOR QUICK SALE!

320 Acre Farm
2 1-2 miles of Littlefield. As fine as can be found here. Plenty of water
Improved, but priced as Raw Land

THE
Neal Douglass Land Co.
of Littlefield, Texas



F.O.B. DETROIT **\$685** FULLY EQUIPPED

Lower Priced Than Ever Before

THE many desirable qualities inherent in the Fordor Sedan commend this car to the consideration of every discriminating motorist.

When, in connection with these qualities, the low price of the car is considered, the value of the Fordor Sedan becomes unique. In it you obtain, at the lowest possible cost a car of snug comfort, good appearance, and high utility.

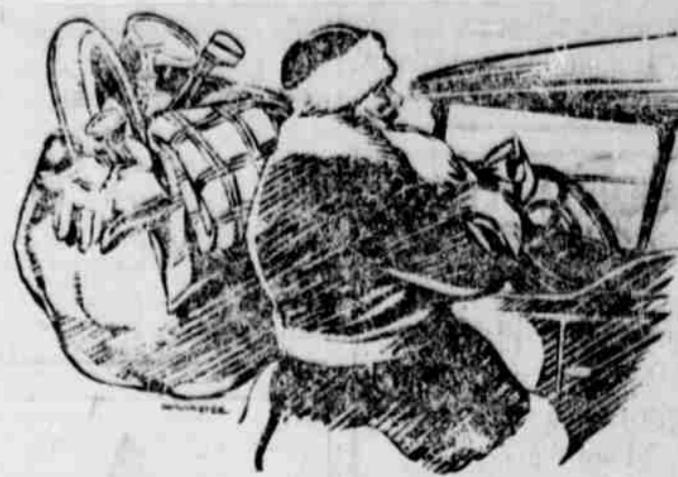
Its convenient operation, dependable performance, and long life are well known. The style of its appearance, the attractive comfort of its interior, are exactly in line with the present-day demand.

You can buy this car through the Ford Weekly Purchase Plan

Littlefield Auto Co.

General
CARS - TRUCKS - TRACTORS

The Leader for Good Job Printing.



To Make Motorists Happy

Owners of motor cars appreciate gifts of accessories at Christmas time. Equipment for their cars seems almost a personal gift to them.

Racine and Pennsylvania Vacuum Cup Casings, a set of wrenches, sun visors, a new set of spark plugs, are some of the many suggestions and practical gifts which cannot fail to please.

Come in and let us help you in your selections. Remember us for Oil and Gas; Service of any kind.

Littlefield Service Station

MACHINE SHOP and General Blacksmithing

Fix Anything Make Anything Disc Rolling, Boilers Reflued
Actylene Welding and Lathe
Work of All Kinds.

We have the Largest Turning Lathe on the South Plains and are equipped to do all kinds of machine work.

Agents for Rumley Tractors and the Emerson Brantingham Implements.

BEISEL BROTHERS

Littlefield, : : : Texas



THE WELL FILLED BASKET OR CHUCK BOX

--Always appeals to the children on Xmas; they naturally expect more than at any other time. When it is bought at a Cash Store you know you get something fresh and get it for less dollars, and, after all, these are really the only two things to consider--Quality and Price.

The writer bought 50 cents worth of pork sausage for his family the other day, and did not have enough to go around. For this he paid 25 cents per pound. The next day he bought 50c worth at 20c. per pound, and had some left over. It seems a hint to the wise should be sufficient.

Our store is full of Xmas Candies, Nuts, Fruits, Extracts and Spices--everything for the fruit cake--and the prices are right. We have many useful things for Christmas gifts. Your money spent here will be almost like a donation to Buckner's Orphans Home.

With thankful hearts for the many blessings we have received in the past, we wish you the compliments of the season and hope old Santa will be generous toward you.

Brannen-Squires Cash Store

"Credit makes enemies; let's be friends"

MINNIE VEAL.

The stock men have been having trouble with their stock during the snow, several head having been lost.

The community is planning to have a X-mas tree, which all will enjoy.

The boys organized a basket ball team last week, and will soon be ready to play.

There are about eight dwellings being built here and prospects for more.

The people have been disappointed because they couldn't get their cotton out, but there are plenty of hands here to gather it as soon as the weather is settled.

G. H. Matthews, son and wife from Eastland are visiting here during the holidays.

John Weaks has been visiting his brother Joe the past week.

LIGON

Mr. Gordson, auditor for the L. T. & I. Co., returned to Dallas Sunday.

Mrs. E. W. Green and children returned to Lubbock Sunday after a few day's visit in Ligon.

Alvie Harris, A. G. Davis and H. J. Knox are assisting with the Ligon gin.

The Ligon school teacher was snow bound at J. P. Robertson this week.

To Our Patrons

Owing to it taking up so much time of our shop force in handling storage cars effective December 24th the following storage charges will be assessed on all cars and trucks:

CARS	
Daily	\$.25
Weekly	1.50
Monthly	5.00
TRUCKS	
Daily	\$.35
Weekly	2.00
Monthly	6.50

ltc - Littlefield Auto Co.

Uncle John's Jash

MAY THE PEALS OF JOY AND LAUGHTER PUT THE "DIN" IN YOUR CHRISTMAS DINNER.

