



DAWSON COUNTY COURIER

Volume 6

Lamesa, Dawson County, Texas, Thursday, December 24, 1936

Number 49

Officials Ask Pedestrians To Observe Traffic Rules

Formal Opening Date Announced For Kline's Bakery

Plans have been completed for the formal opening of the new bakery building just completed to house the Kline's Bakery on North Main street, one-half block north of the square. Due to some delay in finishing the interior, the opening had to be postponed until after the holidays, but everything will be in readiness on Saturday, January 2, and an entertaining and interesting time is promised all who attend.

Hours of the opening have been chosen from 2:00 to 10:00 p. m. and special music and entertainment has been arranged for the guests. A special surprise feature has been promised, also, and everyone is invited to attend and participate.

An interesting feature of the afternoon and evening will be the opportunity to see 'behind the scenes' of a modern bakery. Attendants will show the visitors through the plant and explain the different equipment which will be in operation.

An advertisement announcing the gala affair is to be found on page three of the second section of this issue of the Courier. Turn to it and read the details of the entertainment.

Oil and Gas Leases and Assignments

J. L. Sybert to Humble Oil Company, oil and gas mineral lease on land in Dawson county, east one-half of section 16, block 34, December 10.

M. A. Hammett to Sun Oil Co., oil and gas mineral lease, land in Dawson county, northeast 1-4 of survey 63, Township 5, containing 160 acres, December 10.

L. F. Flud to R. V. Oberholzer, oil and gas mineral lease, land in Dawson county, all of north 240 acres of section 27, block M, December 12.

John Wristen to Sun Oil Company, oil and gas mineral lease, land in Dawson county, west one-half of survey 42, block C-41, public school land, containing 320 acres, December 10.

Federal Life Insurance Co. to G. Frank Aldrich, oil and gas mineral lease, land in Dawson county, all of the east one-half of section 5, block 6, township 36, containing 312 acres, less 0.03 acres taken by state highway, December 14.

W. A. Wagner to J. H. Divine, assignment of oil and gas lease, land in Dawson county, all of the north one-half of section 1, block 4, containing 320 acres, December 14.

Mary E. Gartin to Humble Oil and Refining Co., oil and gas mineral lease land in Dawson county, all of section 46, block 34, containing 640 acres, December 14.

L. D. Tucker to G. Frank Aldrich, oil and gas mineral lease, land in Dawson county, all of the east one-half of section 4, block 35, township 7, containing 320 acres, Dec. 14.

G. Frank Aldrich to Humble Oil and Refining Co., oil and gas mineral lease and in Dawson county, all of the east one-half of section 4, block 35, township 7, December 14.

Wm. J. Stanfield to Fuhrman Petroleum Company, oil, gas and mineral lease, land in Dawson county, all of west one-fourth of section 34, township 4, December 14.

E. Wasson to Fuhrman Petroleum Company, oil, gas and mineral lease, 100 acres, out of the west side of section 13, block 34, township 4, containing 100 acres, December 14.

R. V. Oberholzer to Ohio Oil Company, assignment of oil, gas and mineral lease, land in Dawson county, all of the north one-half of the south west one-fourth of section 126, block M, December 14.

RETURNS FROM ST. LOUIS
Mr. and Mrs. W. B. Collins returned home last night from St. Louis, where for the past four weeks he has been in the Barnes Hospital undergoing medical treatment. His friends are glad to see him improving and able to spend the holidays in Lamesa.

Mr. and Mrs. Paul Daimont and family of Seminole were shopping in Lamesa Monday.

The Courier has been asked by Chief of Police Jack Phinizy to remind pedestrians that the new traffic lights are to be observed by them the same as by the motorists. With motorists practically all now used to the signals it is very confusing for the pedestrians to run pell-mell across the streets in front of a line of moving auto traffic.

The lights were installed for the safety of the public and it should be their desire to take advantage of the protection afforded by the lights and cross the street only on the green lights.

Remember—it is just as much a violation of the law to jay-walk across the street while the light is red as it is to drive a car through a red light, and the same penalty will be assessed a pedestrian as a motorist. It is hoped that fines will not have to be resorted to in order to get citizens to observe these rules, but officials will have to fine those who insist in ignoring the traffic signals either in vehicles or on foot.

Help eliminate accidents by observing the following rules:

1. Always stop on a red light and wait for a green signal before going.
2. Always go on a green signal.
3. Left hand turns are permitted on a green signal.
4. No U-turns permitted on lights around the square.
5. A right turn is permitted on green and red lights, but in case of a right hand turn on a red light, the driver must come to a stop before turning.
6. No driver shall exceed a speed limit of 20 miles per hour within the city limits of Lamesa.
7. No center parking is allowed in the streets. All cars must park to the curb.
8. A short time for double parking will be allowed for loading and unloading purposes.
9. Pedestrians (walkers) must observe the signals the same as drivers; crossing the streets on green lights and stopping on red lights.

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County Cotton Crop Practically Harvested

A check of the cotton gins of Lamesa, Monday evening, revealed that 21,506 bales of cotton had been ginned by the six gins from this year's cotton crop. As it has been pretty accurately estimated that half of the Dawson county crop is being handled by the Lamesa gins, these figures indicate that over 43,000 bales have been gathered and ginned in the county up to this time.

Practically every farmer in the county is nearly through harvesting the cotton crop and there probably will not be much more than 45,000 bales ginned in the county this season. Cotton is coming in very slow this week and the gins will probably go on a part time schedule after the holiday vacation.

The last government report for the county showed that 40,928 bales had been ginned in the county prior to December 1.

COUNTY OFFICERS WILL BE INSTALLED JAN. 1ST

Installation of the county officers of Dawson County will be held at 10 o'clock, January 1st at the court house with retiring County Judge Philip Yonge acting as installing officer.

All incoming officers are urged to be on hand promptly at 10 o'clock in the county court room for this official installation. New officers who are to be installed include: W. M. Yates, county judge; J. W. Howell, Public Weigher; Miss Viola Thurston, county clerk; Buster Herndon, Tax Assessor-Collector; and Jack Aldridge, constable. Officers who were re-elected for their second (or more) term will also be installed at this time.

NEW MAN ON FORCE IN COUNTY AGENT'S OFFICE

W. E. Haskinson has been transferred to the Dawson County county agents office from the office of the Concho county agent. He will be in the soil conservation service of the local department, a position he occupied in his former location.

Clyde Buckalew spent Sunday in Midland with friends.



Yes, There's A Santa Claus

The Spirit of Christmas is indeed in the air in Lamesa trade territory — more so than has been visible in the past few years of more or less depressing times. Following a bountiful harvest, and with prospects for another good year, the citizenship is imbued with the spirit of the season, and their belief in Santa Claus has been renewed and reinforced this year.

The writer wishes that he had the editorial pen of some of our contemporaries, so that we might wax eloquent and soar to heights rarely attained by country newspaper scribes, but lacking that ability, we do not intend that our readers will be penalized by our shortcomings. We are going to use the classic editorial of Francis Pharcellus Church, originally published in the New York Sun on Dec. 21, 1897:

"We take pleasure in answering at once and thus prominently the communication below expressing at the same time our great gratification that its faithful author is numbered among the friends of the Sun:

"Dear Editor—
"I am eight years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in the Sun it's so.'
"Please tell me the truth. Is there a Santa Claus?"

VIRGINIA O'HANLON,
115 West Ninety-Fifth St.

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours, man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge.

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas—how dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies. You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody can see Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

"You tear apart the baby's rattle and see what makes the noise inside but there is a well covering the unseen world which not the youngest man nor even the united strength of all the strongest men that ever lived could tear apart. Only faith, fancy, poetry, love, romance can push aside that curtain and view the picture, the super-natural beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God, he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

Dawson County Will Lose Valuable Citizen

Merchants Use Courier Columns For Greetings

As has been the custom of the merchants of Lamesa, this issue of the Courier, the Christmas Edition, is being used to carry their Christmas messages to their friends and patrons of the trade territory. About ninety firms are represented in these various greeting ads and the Courier has been forced to publish the largest paper of its history in order to render this service to these Lamesa merchants.

The merchants of this territory have been exceptionally fortunate in having a good business the past season and they are not unmindful of the fact that the loyalty and patronage of the people of their trade territory are responsible for this condition. And these messages are not just idle words, but are each written or selected by these advertisers and intended as a personal message to you, the readers of the courier—their friends and customers—and you owe it to yourself and them to read every one of these merchants expressions of thanks, hopes and best wishes for all the people in the Lamesa trade territory.

We wish we might name each of these advertisers personally here, but at this time our forms are still open and others are planning to bring in their copy, and we would not want to leave anyone out.

The Courier management is proud to say that these greetings were sold by our regular force, without the use of any high pressure sales method, but merely by contacting the merchants and offering them the opportunity to use the space, and assisting them in the preparation of their copy. The response is evident—the merchants were truly anxious for the opportunity to show your feelings at this Christmas season.

Elementary School Children Spread Cheer To Needy

The children of the Lamesa Elementary school observed Christmas in a little different fashion this year. Some two weeks ago, they conceived the plan of helping the needy through voluntary contributions of small amounts of food stuffs. These contributions were made to each room and they were later collected into one lot where they were assorted and divided for distribution.

More than one thousand pounds of supplies were turned in consisting of apples, oranges, potatoes, canned goods, beans, and even a few toys. These articles were divided and packed into fifty-five packages and delivered to fifty-five needy families of the city on last Tuesday morning. Most of the names of the recipients were suggested by the children themselves and thus they played the part of Santa Claus to their own neighbors, friends, and class mates who otherwise would not have been remembered this Christmas. The Chamber of Commerce and the relief office were also called upon to furnish names.

Although there were not enough packages to supply all who were actually in need, the children found a great deal of Christmas joy in doing the part they were able to do. It is the first time this kind of Christmas activity has been observed in the school. All contributions were purely voluntary and no pressure was brought upon anyone for them.

The children extend their thanks to Mr. E. V. Wilkes for the donation of a sack of potatoes and to Mr. Carl Rountree for the donation of a sack of beans.

GUY SIMPSON RECEIVES FIRST SHIPMENT OF CARS

Guy Simpson who will be charge of the new Buick automobile dealership recently opened here, is this week receiving his first shipment of the 1937 Buicks which he will have on display at his showroom on South Austin street Saturday.

Judge Philip Yonge, who has served Dawson county as County Judge since 1930, is moving to Sweetwater January 1st. Judge Yonge is entering the field of private practice in a partnership with the law firm of Beall, Beall and Beall of Sweetwater. The firm will continue practice under the firm name of Beall, Beall, Yonge and Neblett.

Judge Yonge came to Lamesa in 1924 and entered the practice of law in the firm of Garland, McGuire and Yonge. This firm continued until 1926 when Gordon B. McGuire was appointed District Judge of the 10th Judicial District of Texas; the firm name then being changed to Garland and Yonge. On January 1, 1930, Mr. Yonge was appointed to the office of County Judge of Dawson county, succeeding Dixie Kilgore who resigned to enter private business. Judge Yonge was elected to the office for three terms, but declined to run for a fourth.

Much constructive work has been done in the county during Judge Yonge's tenure of office, including the construction of two paved highways across Dawson county; much of the credit for which should go to Judge Yonge and his court, especially the securing of the right-of-ways at an early date in order that contracts might be secured. Dawson county has been far ahead of other counties in highway construction.

Judge Yonge's twelve years in Lamesa have proved him to be one of the most valuable citizens in the county. During that time he has served the people as leader in many capacities. Outside of his regular duties of office, Judge Yonge was an active leader and participant in practically all of Lamesa's civic activities. Attesting that fact it is noted that Mr. Yonge is now Commanding Officer of the American Legion post at Lamesa; President of the Dawson County Game Protective Association and a director in the 19th Congressional District of the State Wildlife Federation; President of Lamesa Chapter of the Officers Reserve Corp; Chairman of the Court of Honor of the Lamesa Council of Boy Scouts, and is an active member in the Lamesa Luncheon Club, Lamesa Country Club, Lamesa Polo Club, and Masonic and I. O. O. F. Lodges.

Mrs. Philip Yonge has also been very active in civic and social circles in Lamesa and has contributed much to the success of Judge Yonge here in Lamesa and Dawson County.

It is with deepest regrets that we see these fine citizens and capable leaders leave Lamesa and it is the sincere wish from their many friends here that they may enjoy success and happiness in their work in Sweetwater.

Cotton Tax Exemption Certificates Valueless

We are quoting below an excerpt from a letter received from the State Allotment Board which in turn quotes a letter signed by Mr. C. A. Cobb, Director of the Southern Division, concerning tax-exemption certificates, (bale tags) which have not been disposed of:

"These certificates were not at any time obligations of the government and there are no obligations of the law under which the government may pay any of such persons."

"Tax exemption certificates were valuable while the act was in effect only insofar as they provided evidence for the producer of his exemption from the ginning tax up to the amount of his quota. All certificates represented privately owned tax-free cotton and all transfers of such certificates were private transactions, even though under government supervision for purposes of safeguarding producers from speculation and fraud. With the repeal of the tax act, the tax exemption certificates ceased to be of further value. There is no justification for assuming that these unsold portions may be redeemed or paid for at a later date, and field representatives are requested not to make any statement either verbal or written, that may be interpreted to mean that they will become valuable by legislation or otherwise."

Mr. and Mrs. C. C. Coffee and son and Mr. F. M. Coffee of Big Spring spent Sunday here with Mrs. J. M. Medlin and family.

Christmas!

CHRISTMAS!

Christmas!

Now comes the high tide of the year, Christmas, when the human heart looks back upon the spent year and forward into the new one.

CHRISTMAS . . . the day

and season of

PEACE and JOY

May your Christmas echo and re-echo in tune with the spirit of the Founder of this glad day!

May you have peace and prosperity, health and happiness; this is our Christmas wish for you.

We will be closed all day Christmas Day

Bryant Coal & Grain Company

102 N. 1st St.

Phone 379

The Mistletoe Hunt

By FRANCES GRINSTEAD

"Bye-O Baby Bunting,
Daddy's gone a-hunting!"

WHEN the mothers of young children in the east Oklahoma countryside sing this nursery song to their little ones they may out of loyalty to Mother Goose add the next two lines:

"For to find a rabbit skin,
To wrap the Baby Bunting in."

But that isn't exactly what daddy does down there. When it comes the time of year that the baby needs warmer covering, daddy takes his gun and goes out to shoot down mistletoe! This he sells for the Christmas trade and buys Baby Bunting a different kind of raiment. For mistletoe, with its well-known holiday meaning, grows in abundance there and is always found high among the bare winter branches of the native elm. Little boys climb for it, of course, but the quickest way to gather it for commercial use is to shoot it down.

"Open season" for mistletoe hunting begins about the last of November and the demand increases steadily until Christmas. Truck loads of the green sprigs with their wax-white berries are driven to the cities of the north for the holiday trade. As the mistletoe is not always uniformly ripe at the time it is wanted, much "hunting" is required to find sprigs whose berries are at a stage to suit the demands of the buyers. At such times the roadsides may be strewn with discarded mistletoe, for the condition of the berries cannot be seen until the sprig has been shot down. But such waste is not lamented, for mistletoe is a parasite that reappears in abundance each year, however ruthlessly it may be treated.

© Western Newspaper Union.

Xmas

MEANING OF CHRISTMAS

THE first meaning of Christmas is that of generosity inspired by the great gift of God to mankind. The selfish sway of the world is broken at least for a time, and the Christ spirit is born in our hearts. Sometimes the exchange of presents is carried too far and becomes a burden instead of a pleasure; but anything that makes the world unselfish is beautiful and good.



Santa Is Calling You

TO WISH YOU

MERRY CHRISTMAS

FROM THE EMPLOYEES OF OUR

Lamesa Exchange

As Well As Our Entire Organization

Among the greatest pleasures of our Christmas season is the feeling of satisfaction we have with our friends and customers, and we want you to know that we value the confidence shown in this firm above anything else in counting our assets.

May we never lose sight of our constant aim which is to merit this confidence and good will, and strive earnestly and sincerely to improve the quality of our service in every way.

1936

The people of the entire South Plains are realizing more than ever that the telephone is a necessity rather than a luxury it was once considered. The present standard of business require that swift communication be available at all times, and our Lamesa organization is constantly on the alert to render that service for you.

1937

Old, Yet Always New ----
Simple, Yet Full Of Meaning -

IS OUR GREETING TO YOU . . .

MERRY CHRISTMAS

If we used a thousand words and a space many times this large we could not more adequately phrase our wishes for you at this season.

HAPPY NEW YEAR

When 1937 replaces 1936 on the calendar of time, it is our hope that you will have twelve months of happiness, abundantly filled with the success of all your plans.

LAMESA MACHINE SHOP

South Austin St.

W. B. Henry, Owner

Southwestern Associated Telephone Company

Dear Santa:
Please bring me an air gun, a football, a flash light, a scooter, a bicycle, a wagon, and a stocking full of fruit and puzzles.
Raymond Pearce.

stucco house 1-2 block south of the school.
With love, your friend,
Billy Schooler.

Dear Santa:
Please bring me a flashlight, a cat, a tractor, some candy, nuts, fruits and fireworks. I live in the grey

I have been a good girl, so please bring me a Shirley Temple doll and a buggy, and toy telephone.
With love,
Nan Zell.

Christmas in the Air

By Martha B. Thomas

OLD MR. SADDLER had the most unique and delightful ideas. Unquestionably he was the happiest man in town, though he hadn't much money, and lived in quite a modest way, in quite the smallest house. People loved to drop in for a chat. Old men came for a smoke by his fire-side. Women brought their children to spend the afternoon when they were busy. Mr. Saddler welcomed everyone as if he were a king in a palace.

One snowy day when every footstep creaked underfoot, and the whole world looked buried under white wool, several people on their way here and there dropped in to see Mr. Saddler. A bright fire crackled on the hearth. A green wreath hung above the mantel-piece. There was a distinct smell of a rich pudding having been recently cooked.

"This place has more Christmas about it," declared one guest, "than any place I've seen. How do you do it? After all, there's only one green wreath."

"Well, I hardly know how to tell you," said the host. "I guess it's just that I feel Christmasy . . . and maybe it sort of fills the room like steam from a pudding. I know," he smiled at them, "you think me peculiar at times, but it's what goes on in your heart that makes the outside you live in, pleasant. And here's another thing. Laugh if you like, I shan't mind. I like to think that all the happy chimes of church bells at Christmas keep traveling around the world until it's time to ring them again. Why not? And the fine songs and anthems and all the joyous laughter of children. We speak of planets being so many 'light-years' away from the earth . . . and sound taking thus and thus a time to reach a certain place. Well then," he smiled at them, "I guess I just sort of hear those things. Maybe I have a good receiving-set in my head. And perhaps I sort of," he waved a hand around, "broadcast my happiness here in this room."

The guests nodded. "Maybe you do," they said. "Anyhow we feel chock-full of Christmas."

Why Not Be Polite?
Jud Tunkins says politeness compels you to wish a man Merry Christmas even in cases where you may not honestly believe he deserves it.

TO ALL OUR FRIENDS— A MERRY CHRISTMAS!

* You have given us pleasure by letting us serve you, and at this season we derive added pleasure from wishing you a very MERRY CHRISTMAS and a NEW YEAR full of HAPPINESS!

DR. J. M. HARRINGTON
At Taylor-McCall Drug - Phone 143

WE HOPE THAT

1937

WILL BE THE YEAR OF FULFILLED HOPES

A bright and shining New Year is knocking at your door . . . and we hope that it is the knock of opportunity for you!

In gratitude for your fine patronage during the past year, we wish to extend our New Year's Greeting, coupled with our very genuine hope that 1937 will be a veritable gold mine of opportunity and accomplishment for you.

Jesse Carroll

RING UP THE CURTAIN Merry - Christmas And a HAPPY NEW YEAR

It is with deep sincerity, we extend to your our cordial greetings of the Season and our very Best Wishes for a Happy and Prosperous New Year.

The year of 1936 will soon be gone, but with us long remembered, for it has brought many blessings to us, and TO YOU, OUR GOOD FRIENDS, we feel indebted for a greater part of them. As we usher in the year of 1937, we should all look forward to increasing opportunities, and again sing "Happy Days Are Here Again."

Cicero Smith Lumber Co.

J. E. Haynes

C. L. Houston

Ward Pratt

1936

MERRY
CHRISTMAS
TO YOU

We Have a DOUBLE

1937

AND A
HAPPY
NEW YEAR

Greeting For You

As Time rolls along and the seasons come and go, as the Spring changes into Summer and the Summer into Fall and the Fall into Winter, there approaches the gladdest season of all. Christmastide, the time of peace on earth and good will toward men, when workaday plans and works are laid away for the finer and softer sentiments of the heart.

Now at this season of Christmas, we wish you to accept our sincere and heartfelt greetings and our genuine hope that the New Year will bring you a brimming measure of new and greater health, happiness and material prosperity.

VAUGHN CHEVROLET

OUR BOOKS FOR 1936

WON'T BALANCE —

—Until we make acknowledgement of your friendship and support during the year now closing, and take this means of expressing the hope that the New Year will bring you unlimited success and happiness.

MAGNOLIA STATION

Southeast corner square — Harlan Holt

CHRISTMAS JOY TO YOU AND YOURS

Valuing your friendship and loyalty as we do, we want to broadcast our Christmas greetings far and wide to each and every resident of this community, young and old alike.

We hope that your Christmas will be one of great joy and that your New Year will be full of the things that you most want.

Weekes Dry Cleaners

South Side

Phone 326

MAY YOUR CHRISTMAS BE

A HAPPY ONE!

In appreciation of the friendship you have shown toward us, we take this means of extending you the season's greetings, wishing you a very merry Christmas indeed and the happiest New Year you have ever experienced.

ARNETT MOTOR CO.

TO ONE AND ALL!

HAPPY CHRISTMAS

As the Yuletide comes again with its message of "peace on earth, good will toward men," we are moved to give that greeting which is always new, yet which is as old and substantial as the very spirit of Christmas—**MERRY CHRISTMAS!**

ASHLEY ELECTRIC SHOP

Mr. and Mrs. I. L. Ashley

Monk Meier

Slim Andrews

The Dawson County Courier

Entered at the post office at Lamesa, Texas, as second class mail, under the Act of 1879.

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JOE ALEXANDER, EDITOR

THE STORY OF DEMONSTRATION WORK IN TEXAS

(Editor's note: This is the first of a series of several weekly articles to appear in this paper concerning extension work.)

At the turn of the century when the unlimited power of the Mexican boll weevil was realized throughout the state, various plants were made to combat this pest.

The citizens of Terrell, Texas, disheartened by the agricultural crisis and demoralized business conditions generally, began search for better methods of farming. They were told of a settlement of discouraged rice farmers in Southern Louisiana who had found success through the leadership of one man. This man was Seaman A. Knapp, who at one time had taught agriculture in the Iowa State College of Agriculture and later acted as president of the same institution. His former friend in Iowa, James Wilson, was now Secretary of Agriculture and had appointed him as Special Agent to work with the Bureau of Plant Industry in studying the agricultural resources of the Gulf States. In their desperation these perplexed Texans invited Dr. Knapp to visit them and tell of his methods.

Early in 1903 he came to Terrell and enlisted the business men and bankers to put up funds as a guarantee to any farmer who would plant and cultivate his crop according to instructions which he would furnish. Walter C. Porter of Kaufman County accepted the conditions and became the first demonstration farmer. His crop was such a success that the money was not used.

The boll weevil had by this time become a national problem compelling recognition, and a mass meeting to discuss methods of control was held in Dallas in the fall of 1903. The Secretary of Agriculture and some of his Bureau Chiefs who attended the meeting were invited by Dr. Knapp to visit the demonstration being conducted on the Porter farm. As a result the farming methods used here were adopted by the Department of Agriculture as one means of combating the devastation caused by this foe of the cotton crop. Dr. Knapp was assigned by the Secretary of Agriculture to establish other demonstrations in Texas, using the same sound agricultural principles.

In this struggle against the boll weevil, we find the very beginning of the present day Extension Service and we see in this early origin the effective educational principle of teaching by doing—the demonstration method. The fundamental idea of the demonstration method of teaching is based on these three essential conditions: the success of the method proposed; the personal contact of the county demonstration agent with the demonstrator; the participation of the farmer in the actual demonstration of the scientific fact being taught.

For two reasons this idea has traveled more rapidly in the past 30 years than education usually goes. First, it came at a time of change from slow communication and transportation to the almost instantaneous communication and cheap, easy transportation of today. The inventions of the past quarter-century and the ever increasing number of all-weather highways have been the servants that have assisted Extension workers in carrying the demonstration idea to every state in the Union and to almost every agricultural county.

Second, the fundamental principle of demonstration work is based on such clear understanding of characteristics in the make-up of human beings, and their readiness—or slowness—to absorb new ideas, that the method itself contains the germ that makes it grow. A third, and just as vital, reason may be added: it is found in the energy and interest of the men and women who have caught the vision of Dr.

Knapp and his co-workers "to place rural life upon a higher plane."

Thus in the mysterious unfolding of events the boll weevil which came as a pest to harass cotton farmers, became the cause of the establishment of the Farmers' Cooperative Demonstration Work, which later was expanded to the nation-wide Extension Service, an organization that has devoted itself to rural life in all its phases. As Texas was the birthplace of this new educational idea that has been adopted by all the other states, this sketch of the work in our State begins with the immediate cause of its coming into existence as well as with the story of the accomplishments of the men who first began to carry this new gospel to desolate but doubting Texas farmers of that day.

(This article is made up of quotations and information from Bulletin B-93 with the same title issued by the Extension Service, A & M College, and the U. S. D. A.)

PERSONALS

Miss Grace Thurmond left Friday afternoon for San Antonio where she will spend the holidays.

Mr. and Mrs. Bill Creighton are the proud parents of a baby boy born in a local hospital Friday night.

Mrs. G. R. Phelps and children left Monday for Duke, Oklahoma, to spend the holidays.

A. G. Ingram and Mr. and Mrs. G. E. Ingram of Delano, California, are visiting Mr. and Mrs. C. E. Sumner and family.

Miss Beulah Burnett will leave Christmas day to visit relatives in Lubbock over the week end.

Mr. and Mrs. Jack Ladd and Miss Imogene Humphrey spent the week end in Stamford with relatives.

Mrs. Willard Cook of Fort Sumner is visiting her sister, Mrs. Jack Ladd this week.

Misses Frieda Ruth and Geraldine Smart, who are attending school at Fort Worth this year, are spending the holidays with their parents, Mr. and Mrs. M. E. Smart.

Miss Janie Ruth Davis, who is a student at Tech this year is spending the holidays with her parents, Mr. and Mrs. Deck Davis.

DR. V. L. LAWSON Dentist Oquin Building

IF YOU LOVE MOTHER, THEN TELL HER THIS

I AM 87 AND EAT AND SLEEP WELL.
GO TO CHURCH REGULARLY AND
OFTEN ATTEND PARTIES. I NEVER
FEEL TIRED. I TAKE VINOLIRON
TONIC REGULARLY AND THIS IS
WHAT KEEPS ME UP.
VINOL TASTES GOOD.
DRUGGISTS HAVE IT.



Get Your
VINOL Today at

Bryant Pharmacy

TO THE PUBLIC

I am back from Glenrose and am taking charge of the Princess Apartments. I am in position to take care of all coming from a distance, and to those that are unable to pay full price come on and we can come to some agreement. I am always ready to help the down and out. This is my only way to pay tithe, helping those who cannot help themselves. Office in Princess Apartments. I have bought this place and am here to stay. Yours very truly,

DR. S. E. SHOULTZ

WE GREET YOU AT THIS SEASON OF CHRISTMAS

We greet our hosts of friends, you who have made possible the growth of our business by your friendship and trade, with a wish that is sincerely dear to us, that you may have a Christmas of unalloyed joy and cheer and a New Year that will be full of hours and minutes of achievement, happiness and success.



LAMESA POULTRY & EGG

Roy Hoback, Mgr.

North 1st Street

Phone 282

A NEW YEAR'S WISH TO OUR FRIENDS

Here's to 1937! May its promises that seem so bright in prospect turn into actualities under the careful efforts of all of us. May the opportunities that now loom so large be converted into achievements for greater peace, progress and prosperity. This is our New Year's Wish for you, our friends who have helped us to build this business on the foundation of service.

J. E. LILES & SON

Massey-Harris Tractors and Implements

Let the Merry Bells of Christmas Ring Out...

... let them ring out loudly and clearly ... and may their silver voices convey to you the things that are in our heart ... gratitude for friendship ... and the hope that this will be the gladdest Christmas you have ever had.

BALDWIN'S

"Lamesa's Leading Store"

R. C. OLIVER Monuments 603 East 3rd St. Big Spring, Texas

46 4tp

JOY BE WITH YOU!

We won't try to be original or clever, but we just want to give you a simple but sincere greeting for the season ...

MERRY CHRISTMAS

... in the hope that you will have the choicest blessings of the day.

PIERCE FURNITURE COMPANY

E. C. NIX and P. W. DuBOSE

We Buy, We Sell

List Your Property With Us

Real Estate - Oil Leases - Royalty

Day and Night

WRECKER SERVICE

LAMESA MOTOR COMPANY

Phone 76 - Night Phones 137 - 209



WE WISH FOR YOU
LIFE'S BEST THINGS

and a

MERRY CHRISTMAS
GUS RAGSDALE

TIME CAN NEVER DIM
NOR CUSTOM OBSCURE

THE SINCERITY OF

MERRY
CHRISTMAS

Therefore, with our whole heart and in the spirit of the season, we hasten to bid you "Merry Christmas." It is in our heart, through our great gratitude for your generosity and your good will, to wish you the very merriest of all the Christmases you have ever known.

AND... a New Year filled to the brim with the realization of your fondest dreams, accomplishment, achievement, and a full measure of happiness and prosperity.



COUNTRY CORRESPONDENCE

ACKERLY
Hazel Ward, corres.

Sunday school was not so well attended Sunday due to so much sickness in the community. Rev. Waldrop filled his regular appointment at the Baptist church.

Rev. Thomas of Colorado was a visitor in Ackerly Saturday.

Etta Lee Reed is ill with pneumonia this week. We are hoping she will soon recover.

This community was saddened by the death of Mr. Britten who died last Thursday. Mr. Britten has been a resident of this community for several years and was loved by all who knew him. We deeply sympathize with the loved ones.

Mrs. Reece is visiting her mother in Colorado who is ill.

Mrs. J. T. Cook of Big Lake is here visiting her parents, Mr. and Mrs. Graham.

J. D. Bryson of Wilson and his brother from Mexico were visitors here Saturday and Sunday.

Mr. and Mrs. Coleman and children left this week for Mathis where they will visit for a while.

Mr. and Mrs. Will Woods and sons left Saturday for Littlefield where they will visit for a while.

The school put on a Christmas program Friday and school was dismissed until the 28th for Christmas.

The play that was to be put on last Thursday night was put off due to so much serious illness in this community.

KLONDIKE

Louise Foster, Correspondent

Brother Priddy of Anson filled his regular appointment at the south side church Sunday morning.

Brother Strickland, our district missionary preached Sunday night.

Mr. Wilson of Sweetwater met with us and rendered a program. There were visitors from all over the county present.

E. L. Eoff and family have gone to Anson to spend the holidays with friends and relatives.

Mr. and Mrs. O. C. Harris have gone to Mt. Vernon to spend the holidays.

Jean Duff, who is attending school in Stephenville is home to spend the holidays with her parents, Mr. and Mrs. L. A. Duff.

Miss Hazel Self who is teaching school at McClintic and Miss Ruth Self who is a teacher in the Three League school are here to spend the holidays with their parents, Mr. and Mrs. John Self.

Miss Mattie Phenix talked to the club girls and their sponsor, Mrs. Wayne Webb, about giving gifts for Christmas. Gifts that you make for a friend or a member of your family are personal and will make the receiver happy. These gifts show more loving thought because they require personal planning and labor than things you buy at the store.

Miss Phenix told us that to be fully happy Christmas we should give something to some one that will not get much just because of the Christ spirit. He gives nothing but worthless gold who gives from a small sense of duty, but he who gives a slender mite, and gives to that which is out of sight, that thread of the all-sustaining beauty which runs through all and doth all unite, the hand can not clasp the whole of his aims.

Each club girl was presented with a gift from Miss Phenix.

The meeting adjourned and the next meeting will be held December 29.

Miss Elizabeth Rice left Friday afternoon for Fort Worth where she will spend the holidays with relatives.

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prompts them, and is anxious to be of greater service to all.

Through the columns of this good paper we send you one and all this wish: To old and young, with the years behind and the years ahead, years that show but a span in the centuries since the Light first shone from Bethlehem upon the paths of service, humility and sacrifice, and gave to all ages a spirit that has made them one; to young and old, treading with gladness the lighted paths, even not always knowing whence the Light comes—to all a Merry Christmas and a Happy New Year.

J. A. Wheeler and family.

"MY SKIN WAS FULL OF PIMPLES AND BLEMISHES"

Says Verna Schlep: "Since using Adlerika the pimples are gone. My skin is smooth and glows with health". Adlerika washes BOTH bowels, rids you of poisons that cause a bad complexion. Bryant Pharmacy - Morris-Cleveland Drug Co.

Club News

MIDWAY HOME DEMONSTRATION CLUB

The Midway home demonstration club met December 17 in the home of Mrs. A. S. Riddle for the club Christmas party. Each member received a gift from the tree. The club and friends presented Mrs. Roy Pounds with a beautiful bridal shower. There were 46 at the party.—Reporter.

KLONDIKE 4-H CLUB

The Klondike 4-H Club met December 15 in the Klondike gym. Miss Phenix met with us and showed us how to wrap Christmas packages. Our next meeting will be in the gym on December 29th.—Reporter.

KLONDIKE HOME DEMONSTRATION CLUB

The Klondike home demonstration club will have their Christmas party December 29th at 2:30 o'clock in the home of Mrs. R. W. Mitchell. All women are invited to come and bring a gift.—Reporter.

KLONDIKE 4-H CLUB

The meeting was called to order by Marie Duff, Tuesday, December 15, at the Klondike school building. Miss Phenix met with us.

The Story of Christmas in other lands was told by Geneva Endinger. The poem, "The Christmas Visitor" was read by Bairlee Page. "Silent Night, Holy Night" was sung by the girls with Miss Phenix leading.

Miss Mattie Phenix talked to the club girls and their sponsor, Mrs. Wayne Webb, about giving gifts for Christmas. Gifts that you make for a friend or a member of your family are personal and will make the receiver happy. These gifts show more loving thought because they require personal planning and labor than things you buy at the store.

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NOTICE

We have the latest thing in stalk cutters for all makes of tractors, and team drawn. We build to last. Simple and cheap.
2-Row \$25 3-Row \$35 4-Row \$50 and \$55
We build them to suit your work. See us before you buy.

CITY BLACKSMITH SHOP

F. E. Patterson, Prop.

GREETINGS
of the
SEASON

At this season of contemplation, when the spirit of Christmas is in the hearts of mankind, we realize just how fully we are dependent on your good will, friendship, and loyal patronage for the success of our business.

With a heart full of gratitude we give you our unbounded good wishes for a

MERRY CHRISTMAS

and a New Year packed with happiness and material prosperity

Monk--Mayfield

Allis-Chalmers Dealers

G. B. Mayfield

Harvey Monk

A Brand New Fuel
FLASH
Tractor Fuel

More Power

Less Dilution

Cheaper Operation

Smoother Operation

Odorless

Not Taxable

After months of research and experimenting in laboratory and actual tractor operation we are refining the ideal tractor fuel.

A TRIAL WILL CONVINCE YOU

ASK FOR IT BY NAME

ACCEPT NO SUBSTITUTE

Sold in Dawson County

BY

Cope Oil Co.

H. R. COPE, Manager

Phone No. 239

Distributors

Lamesa, Texas

Howard County Refining Co. Products

WILLIAMS GROCERY

Sparenberg, Texas



We wish to take this method of thanking the many good friends and patrons for the splendid business we have enjoyed the past year and hope each and everyone a Merry Christmas and a Happy and Prosperous New Year.

OVER AND OVER
AGAIN AND AGAIN
But Never More Sincerely . . .
You Have Head the Words,

MERRY CHRISTMAS

The very words live and breathe with the spirit of the season. In all sincerity and gratitude for your good will and consideration in the past, we extend you our cordial and heart-felt greetings of this good season of the year.

May your Christmas be good and may the New Year deal kindly with your dreams and ambitions.



LAMESA NATIONAL BANK

Luke's Christmas Money

by Martha B. Thomas

LITTLE LUKE, watching his father splice rope, was suddenly struck with an idea. "It's just one strand after another, isn't it dad?" "Yes, just one strand after another that makes the rope that holds the ship. It's the way most things are accomplished, boy, when you come to think of it."

A cold wind blew around the fish shed back of the wharves. Other men were busy, too, tying snood-knots on trawls, hoping a good day would come for fishing tomorrow.

Luke walked away and up the hill. Christmas coming in a week! He knew his father and mother had been busy planning something for his happiness then. But what had he done? Nothing at all. He stood stock still, his thoughts all mixed up in a queer way, with the strands of rope that made the line, the hundreds of snood-knots the fishermen were tying. "Just one thing done, and then another to make the whole," he reflected.

Then, walking slowly again he seemed to see two one-dollar bills folded away in his pocket-book. And trailing back from the money a row of different pictures of himself, working hard to earn those two dollars. Planting seed potatoes in the spring, hoeing them, weeding in the hot sun, even watering his own plot when the weather was dry. Then, in the fall digging them up. Selling them . . . for two dollars. One bit of work after another. What next? He took more steps. Money was earned by the work of one person to buy something which was the work of another. Luke smiled. He knew "what next," very well indeed.

So, on Christmas morning, though Luke was delighted with his own gifts, he had an almost dizzy pleasure in watching his father and mother unwrap a pair of bedroom slippers and an apron he had given them. "My potato money!" he shrieked. "I got it by doing one thing after another . . . just the way the rope grows, strand after strand."

Luke's father looked puzzled, but his mother kissed him and said "Merry Christmas, dear!"

© Western Newspaper Union.

Blow in Christmas

In Denmark on Christmas morning they "blow in the Jul" at dawn from church towers, playing Christmas hymns to the four points of the compass.

Let The Glad Christmas Carols Ring Out!

MERRY CHRISTMAS
TO YOU
AND A HAPPY NEW YEAR

Here's our true Christmas wish:
that the season will be the sweetest you have ever known, that you will be visited by all the objects of your heart's desire, and that the remembrance of Christmas 1936 will long abide in your memory.

BRYANT--LINK CO.

Serving West Texas Over 50 Years



Joyous Christmas Greetings!

As Christmas approaches and the world is flooded with the spirit of that first Christmas 1936 years ago we hasten to extend our season's greetings to you!

With our whole heart we wish for you an abundance of your dreams come true . . . we wish for you the realization of supreme happiness in the real spirit of Christmas.

Coca-Cola

Bottling Company

Lamesa,

Texas



Holiday Greetings

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

In gratitude for your friendship to our organization, we offer you the season's best greetings, flavored with the sincerity of our appreciation.

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

Dr. J. C. LOVELESS HOSPITAL

Used Cars

Good Clean Model A's \$75 up
1935 V-8 Fords \$375 up

SPECIAL

1934 Master Chevrolet Touring Sedan,
clean \$375.00

And many more bargains

Guy Simpson

Christmas Belongs To Everybody

- * The birthday of the Founder of
- * Christmas belongs to young and
- * old, rich and poor, to everyone,
- * child or adult. All of us look for-
- * ward with eagerness to this great
- * day.

As Christmas 1936 comes, we extend you the season's best
best greetings and express the hope that it will bring you
enough joy to last all through the days of the New Year.

Jack McLaughlin

Goodrich Tires

FARM Auction SALE

L. C. Owen, Owner

A. C. Farley farm located 17 miles south-
east of O'Donnell, 1 miles West of Mes-
quite School House.

Wednesday, Dec. 30

Sale starts at 1:00 p. m.

LIVE STOCK

- 1 grey mare mule, wt. 1100, age 10.
- 1 black horse mule, wt. 1200 age 9
- 1 grey mare, wt. 1300, age 10
- 1 black horse, wt. 1,000, 6 years old.
- 1 grey percheon colt, wt. 1000, age 4 yr.
- 2 Jersey yearlings

Stock all in good condition.

IMPLEMENTS

- 1 P & O single row lister
- 2 single row cultivators
- 1 farm wagon
- 1 pony disk plow
- 1 double section harrow
- 2 four row knifing outfits for tractor

POULTRY

- Six dozen chickens

HOUSEHOLD FURNITURE

- 1 piano
- 4 coal stoves
- 2 oil stoves
- 4 complete sets of beds
- 1 wardrobe
- Different varieties of canned vegetables.
- Numerous other articles not listed
- 30 bushels of half and half cotton seed

L. C. OWEN, Owner

G. C. Grider, Auctioneer Charles Nunelly, Clerk.

MUNGER

Elsie Lee Dickerson, corres.

Rev. Robert Smith filled his regular
appointment Sunday and Sunday night.
He delivered some very interesting ser-
mons.

Rev. Foster of Lamesa filled his
regular appointment Sunday afternoon.
Everyone is invited to come and hear
him on each first and third Sundays
of the month.

Mrs. Ruby Black, daughter of Mr.
and Mrs. J. W. Sharp arrived Satur-
day night from Indiana to spend the
holidays with them.

Mrs. J. W. Sharp Jr., mother under-
went an operation Sunday at a Lamesa
hospital.

Mr. and Mrs. Charlie Norris and Mr.
and Mrs. John Ferguson attended sing-
ing at Woody Sunday.

Dorothy Lee Maxwell is spending this
week with relatives in Grandview.

LOCAL NEWS ITEMS

R. E. Echols, who is attending John
Tarleton at Stephenville this year is
spending the Christmas vacation with
his parents, Mr. and Mrs. R. E. Echols.

Miss Hattie Emma Yates, who is a
student at John Tarleton at Stephenv-
ille this year, is spending Christmas
holidays with her parents, Mr. and
Mrs. W. M. Yates.

Mrs. O. C. Speck left Sunday for Hot
Springs, New Mexico, to spend the
holidays with her parents.

Mr. and Mrs. Emmett Peterson and
son visited relatives in Hobbs, New
Mexico, Sunday.

O. C. Speck and daughter, Maxine,
visited relatives in Hobbs, New Mexico
Sunday.

Miss Opal McNew and Clyde Bailey
spent Sunday afternoon in Lubbock.

Miss Irma D. Palmer of O'Donnell
was a guest of Minnie and Glen Cope
Sunday.

J. C. Duff will spend the holidays in
Lubbock and Hobbs, N. M. with rela-
tives.

Mr. and Mrs. Lawrence West left
Sunday for Fort Worth where they
will spend the holidays.

Miss Ruth Lee Stuart, who is a stu-
dent at Hardin-Simmons at Abilene
this year, arrived Friday to spend the
holidays with her parents, Mr. and
Mrs. Bernie Stuart.

Miss Bobbie Dee Hull who is attend-
ing school at Abilene this year is spend-
ing the holidays with her parents, Mr.
and Mrs. Dee Hull.

Gordon Holmes and Carlton Os-
borne left Sunday for Houston where
they have employment.

Mr. and Mrs. J. D. Freeman of Aus-
tin are guests of Mr. and Mrs. O. D.
Holloway this week.

L. J. Dugger, who is attending Tech
this year will spend the Christmas
holidays with his mother, Mrs. Alpha
Dugger.

Miss Elizabeth Arnett attended the
Sane Souci dance in Lubbock Friday
night.

Miss Evelyn Burnside arrived Friday
to spend the holidays with her parents
Mr. and Mrs. Tom Burnside. Miss
Burnside is attending Texas Tech at
Lubbock this year.

Mr. and Mrs. B. K. Gambill of San
Angelo were business visitors here
Sunday.

Mr. and Mrs. J. H. Pierce spent Sun-
day in Seminole.

Mr. and Mrs. H. V. Williams and
daughter, Marguerite Ruth, and Mr. and
Mrs. Truitt Rivers left Sunday to spend
the holidays with relatives in Center
and Jefferson.

Mr. and Mrs. Ray Morris will spend
the Christmas holidays with relatives
in San Marcos, Texas.

Miss Ruby Farley, who is attend-
ing Tech this year is spending the
holidays with her parents, Mr. and
Mrs. J. R. Farley.

Miss Minnie Cason left Wednesday
for Cleburne where she will visit rela-
tives.

Mr. and Mrs. Marvin Hamilton and
son Gene left Wednesday for Pales-
tine, Texas, to spend the holidays with
relatives.

Mr. and Mrs. Quinton Collins will
spend Christmas with Mr. Collins' mo-
ther, Mrs. J. M. Collins of Merkel.

Mr. and Mrs. John H. Arnett of
Colorado spent Sunday afternoon here
with Mr. and Mrs. W. D. Arnett.

Mrs. Lura Henson, and son Owen,
will leave Saturday for Big Spring to
make their home.

Mr. and Mrs. W. D. Arnett and

daughter, Miss Elizabeth, will spend
Christmas in Colorado with Mr. Ar-
nett's mother, Mrs. D. N. Arnett.

Kirk McKinnon, student in Hardin-
Simmons at Abilene this year, is spend-
ing the holidays with his parents, Mr.
and Mrs. Fred McKinnon.

Miss Georgia Mae Williams, student
in C. I. A. Denton, is spending the
holidays with her parents, Mr. and
Mrs. J. R. Williams.

Mr. and Mrs. Roy Hoback and Mr.
Jack Rutledge of Lubbock made a bus-
iness trip to Big Spring Wednesday.

Mr. and Mrs. Clyde Backenstoss of
Lubbock spent a part of the week here
on business.

Mr. and Mrs. Guthrie Allen Jr. of
Brownfield will arrive Thursday to
spend Christmas with Mr. Allen's par-
ents, Mr. and Mrs. Guthrie Allen Sr.

Mr. and Mrs. C. M. Townsend and
family spent the week end in Clovis,
New Mexico with relatives.

Mrs. W. K. Crawley and sons are
spending the holidays in Throckmorton
with relatives. Mr. Crawley will join
them there Thursday for Christmas.

Mr. and Mrs. Roy Cole of O'Donnell
announce the arrival of a baby boy,
born Sunday afternoon at a local hos-
pital.

Miss Opal McKay of Pampa is spend-
ing the week with her parents, Mr. and
Mrs. W. O. McKay.

Mr. and Mrs. Joe McCluskey of
Throckmorton are spending Christmas
with Mrs. McCluskey's parents Mr. and
Mrs. C. Baldwin.

Cecil Medlin, who is a student in
Tech this year, is spending the holi-

days with his mother, Mrs. J. M. Med-
lin.

Miss Jackie Gilstrap of Hillsboro is
here to spend the Christmas holidays
with her mother, Mrs. Jesse Gilstrap.

Lamar and Thomas Cole arrived
Tuesday to spend the holidays with
their parents, Rev. and Mrs. E. F. Cole.
They are students in Howard Payne
College at Brownwood.

Mr. and Mrs. O. Rhoades and daugh-
ter Verleen and Miss Onieta More-
land spent Sunday evening in Big
Spring.

Mr. and Mrs. Audrey Cox left Sat-
urday for Seymour to spend the holi-
days with relatives.

Mrs. Cuba Womack of Lubbock is
spending Christmas with her parents,
Mr. and Mrs. J. P. Moreland and fam-
ily.

FARMS

FOR SALE

PRICES ARE ADVANCING
Buy Before They Go Higher
Have good prices on farms in
Dawson, Lynn, Borden, Martin
and Howard Counties

R. L. GILBERT

506 S. 1st St. TEXAS

Modern Way Grocery

"Best for Less"

First door East Army Store

2 lbs. Crackers	14c
Gallon Prunes, limit	23c
8-lb. pail Swift Jewel Lard	\$1.10
5 10c cans Vienna Sausage	25c
9 5c Potted Meat	25c
Prince Albert	10c
Reg. 20c large Cocoa, 2-lbs.	9c
48-lbs. real Flour, buy now	\$1.55
We hope you say 'Papa, pass biscuits' and Hill Billy Flour and Coffee, plenty of both.	

Lots of nice Christmas trees

Fancy prices on Oranges, Delicious
apples and bananas

We Pay Top Prices for Eggs—B. W. Fields

HERE ARE THE WINNERS IN THE "BETTER LIGHT--BETTER SIGHT" ESSAY CONTEST

as selected by the judging committee composed of three prominent
individuals—one school teacher, one newspaper man and one busi-
ness man.

\$100 Grand Prize to:

Ellmita Buckley Eagle Pass

\$75 Prize to:

George Seaman, Jr. Fort Worth

\$50 Prize to:

Louise Street Graham

\$25 Prizes to:

Oma Bishop Arlington

Frances Head Snyder

Nora Mae Roberts Henrietta

Leatrice Sanders Wink

\$10 Prizes to:

Marie Chandler Burleson

Florence Clatt Eastland

Hazel Hampton Azle

Jack Holland Graham

Christene Holt Olden

Evelyn Lee Sweetwater

Mary Etta Schmidt Fort Worth

Earl Turner Breckenridge

Ozell Willis Graham

Margaret Wood South Bend

\$5 Prizes to:

Freddie Lou Barber Midland

Louine Bostick Gorman

Charlie Fay Bowles Lamesa

Melton Brown Breckenridge

Jimmie Carlisle Breckenridge

Dorothy Jean Glover De Leon

David Hale Grand Prairie

Jesse Earl Hardin Fort Worth

Desmond Hatcher Electra

Melvin Holt Olden

Genevieve Litteken Wichita Falls

Elvin Mitchell Colorado

Dorothy Parker Gorman

Helen Norris Porter Fort Worth

Ellen Seden Big Spring

Mildred Shirley Burleson

Frank Stampfi Monahans

Mary Etta Stevenson Odessa

Faye Thompson Gorman

Mary Jo Walsh Wichita Falls

We thank the many local students who submitted essays in
our Better Light—Better Sight Essay Contest. Checks for
the amounts opposite their names have been sent to the
winners listed above by the judging committee.

TEXAS ELECTRIC SERVICE COMPANY
C. E. CAMERON, Manager

Dr. and Mrs. J. M. Harrington were guests of Mr. and Mrs. E. W. Nahns on Christmas Sunday.

Mrs. L. E. Tidwell and son Roy Mac left Sunday for Tolar to spend the Christmas holidays with relatives.

Save Your Poultry

Reduce the death rate in your poultry flocks by using Franklin Avian Mixed Serum. This serum is a preventative

Morris-Cleveland Drug Co.

CHRISTMAS PARTY GIVEN BY MRS. ED FLEMING

Mrs. Ed Fleming was hostess to a group of the younger set last Thursday with a Christmas party honoring her two sons, Billie and Bennie Ray. After a number of games had been played, refreshments of pop corn balls, angel food cake and punch was served to about thirty-five guests. The honorees received many pretty gifts from their friends.

Mr. and Mrs. Buster Sharp of Hobbs, New Mexico, spent Sunday with Mr. and Mrs. A. D. Crow.

MERRY CHRISTMAS TO YOU

Sincerely and whole-heartedly we express the season's greetings to you.

We wish for you a Christmas that will long live in your memory as a day of great happiness.

We wish for you a Christmas that will leave nothing lacking, that will be full and complete with all the things of your heart's desire.

And we would fail to give complete expression to our feelings if we did not include our hope that the New Year will be good to you in every way.

PLAZA HOTEL

THE BEST THINGS OF CHRISTMAS ARE FREE!

The cheery greeting... the neighborly handclasp... the smiling faces of loved ones... the friendliness... the comradeship.

In this spirit we greet you at this glad-some season, and express the hope that Christmas will extend in memory all through the days of the New Year.

J. H. STANFIELD

Want Ads

FOR SALE

FOR SALE: 1 section of stock farm, 11 head Hereford cows. See R. W. Kelly, Rt. A. Wilson community. 1tp

FOR SALE: 2 good mares, 6 and 7 year, 2 mules, smooth mouth, prices reasonable. C. L. Roberts, at Nu-Way Mattress Factory, back of Princess apts. 49 2tp

FOR SALE: a good 1/2 section of land, fair improvements. Will take a car in at right price. See J. C. Camp. 47tp

FOR SALE: Good well improved home, Elwanda Heights in Lamesa, six rooms, six lots, lights, gas, city water, three room servant quarters and garage. Lots fenced for poultry and cows. A good buy. If interested write Wm. A. Wilson, Olney, Texas. 47 3tp

FOR SALE or Trade: Will trade good late model Buick car for Sudan seed, maize, hegari, or livestock—J. H. Baldwin. 44 tpc

FOR SALE: Several good used Maytags. Allen Hardware. 34 tpc

Read the life of Colonel Goodnight, one of the most colorful pioneers of West Texas. Written by Laura V. Hamner. In book form, \$1 per copy. On sale at Courier office. 1tp

FOR SALE OR TRADE: New and used sewing machines \$10.00 and up. Cash or payment plan. Phone 344. Second door north First National Bank. Singer Sewing Machine Agency. 39 tpc

FOR SALE: 160 acres, 150 acres in cultivation, 6 miles north of Lamesa, priced to sell. Will accept trade terms or cash. Inquire at Courier office. xx

FOR SALE: Helpy-sely laundry, seven machines, doing \$75 per week. A. W. Fuquay, Tahoka, Texas. 46 4tp

FOR SALE: Mammoth Bronze Turkeys Toms \$5, hens \$3. J. M. Slover, 8 miles southeast of Lamesa, Star Route 2. 46 4tp

FOR SALE: Two extra good fresh cows with heifer calves. Also beautiful Shetland mare, saddle and bridle. H. D. Pace, 9 miles on Big Spring pavement. 48 2tp

FOR SALE: 10,000 bundles of hegira, see J. E. Boatright, on Motor Route C, three miles east of Woody. 48 2tp

FOR SALE: Teams, tools, feed, etc., with privilege of renting farm—S. A. Jackson. 1tp

FOR SALE: Four Jersey milch cows, some overstocked household furniture, one four wheel trailer. T. H. Braswell, 3 miles south, 1 mile west of Sparenberg. 1tp

FOR SALE: Well equipped blacksmith shop 10 miles south on old Big Spring highway. 48 2tp

FOR SALE: Jackets for men and boys. The price will surprise you—Scott's Tailor Shop. 49 2tp

FOR RENT

FOR RENT: Vacuum Cleaners by hour or day Phone 344. Second Door north of First National Bank. Singer Sewing Machine Agency. 39 tpc

FOR RENT: Electric or treadle sewing machines by week or month. Phone 344. Second door north of First Nat'l Bank. Singer Sewing Machine Agency. 39 tpc

FOR LEASE: 156 acre farm six miles southwest Lamesa. Address 408 North Travis Street, Lamesa. 48 2tp

LOST

FOUND: 2 mules, black and grey. Owner notify J. G. Rogers on Tom Key place, 3 miles west of Lamesa, Seminole Road. 1tp

STRAYED OR STOLEN: 1 white horse wt. about 950, branded on left thigh; 1 brown mare mule, wt. about 1000. Liberal reward. Notify Billingsley Mule Lots or J. R. Westmoreland. 1tp

WANTED

WILL BUY Sudan Seed. Want clean seed in bulk—Ed H. Miller, Lamesa National Bank Bldg. 47 3tp

LOOKING BACKWARD AND LOOKING FORWARD

As we look back upon 1936, we are thankful for your consideration during the year and wish to express our gratitude.

Looking forward into the days of the New Year, we see evidence that good efforts will be worthily rewarded, that progress and prosperity will make this land and this community its abiding place. Full steam ahead — with confidence, courage, and co-operation.

DAVIS FURNITURE COMPANY

North 2nd Street

Phone 87

Swastika Club Has Christmas Party

Gathering around a brilliantly decorated tree at the Olen York home, members of the Swastika club had their Christmas party Wednesday afternoon, with Mrs. York as hostess.

Games of 42 were played before gifts were taken from the tree. A covered dish luncheon was served at the close of the afternoon to: Mesdames Joe English, Thebert York, Guy Wilemon, Nelson Williams, Connally Baldwin, Jap Baldwin, Adrian Hamilton, Joe Bailey Whitlow, Nelson Norris, Durwin Echols, Frank Pritchett, and the hostess.

Members of the Methodist Missionary Society of the Methodist church who attended the Harvest Day programs and covered dish luncheon at Lubbock last week were Rev. and Mrs. M. M. Beavers, Mrs. J. L. Syper, Mrs. V. O. Key, Mrs. W. L. Marr, Mrs. Walter Jones, Mrs. Roy Hoback, Mrs. Leonard Scott, Mrs. A. G. Bearden, Mrs. Herbert Dunn, Mrs. Payne Wilkes and Mrs. John Allen, Jr.

MRS. HENRY McQUEEN ENTERTAINS CUB SCOUTS

Mrs. Henry McQueen entertained the Cub Scouts of Troop 17 with a Christmas party Tuesday night at her home on South Sixth street.

From a tree aglow with light each Cub received a gift. After a number of games and contests the hostess served delicious refreshments of hot chocolate and sandwiches and candy to the following: Cole Lambeth, Robert Kirk, Delbert Breeding, H. L. McQueen, Jimmy Stanfield, Charles Dial, Jimmy Horton, Dale McIlroy, Jimmie Billingsley, and the Den Chief J. D. Dyer.

MISS LILLIAN ADAMS BECOMES BRIDE OF CECIL FIELDS

Mr. and Mrs. Joe Adams of Patricia announce the marriage of their daughter Miss Lillian Adams to Mr. Cecil Fields, Sunday evening at 5 o'clock at the home of Rev. Wheeler, pastor of the Patricia Methodist church.

For the wedding the bride wore a beautiful grey suit with accessories to match.

Mrs. Adams is well known in Lamesa and is a graduate of the Lamesa High School, finishing with the class of 1935. Mr. Adams is first sergeant of the local CCC camp and is a graduate of the Roby High School. They will make their home in the Ritz apartments.

WANTED TO TRADE: Some nice young Shetland ponies, that are gentle natured, some are broke, also have a few very nice Arabian young stock. Would trade this stock for feed, good bundles or heads. Address P. O. Box 37 Gail, Texas. 47 3tp

HOGS WANTED: Will pay top prices for hogs every Saturday. Shipping to California—Lee Billingsley. 44 tpc

MISCELLANEOUS

MATTRESSES: We rebuild your old mattress or build new ones. All made to order. 16 years experience. Location North 4th street, across from Jacobs Gin. Lewis Mattress Factory. 44-4p

UNIVERSAL MILLS FEED: Laying mashers, hog feed supplement, tankage, yellow corn and chops, oats, cow feeds, bran, shorts, seed wheat and turnip seed. Sacks for sale. Located 10 doors north First National Bank. J. C. Billingsley. 1tp

SEWING Machines repaired, any make. Four and half years in same location. Second door north First Nat'l Bank. Phone 344. 39 tpc

IF YOU have hat trouble see us—Scott's Tailor Shop. 49 1tp

McILROY'S CHIROPRACTIC CLINIC

Office phone 304
Resident Ph. 305
Lamesa, Texas

Holiday Bargains In USED CARS

1936 model Ford coupe
1936 Terraplane sedan
1929 Chevrolet tudor sedan
1929 Ford tudor sedan
1928 Buick 4-pass, coupe, clean, priced right.
1929 Buick 4-door sedan
1932 Ford V-8 coupe, priced to sell.
1929 Chevrolet coupe, ready to go, priced right.

Other Used Car Bargains
DAY & HACKLER USED CAR EXCH.

Across Highway from CCC camp

READ THE COURIER WANT ADS

WE KNOW WHAT WE WANT TO SAY—

—But somehow we lack the right words to make our meaning exactly clear

We want to convey to you how we feel about you at this season, and the best we know how to do is to fall back on the old reliable words that even after all the years continue to be sweet with meaning —MERRY CHRISTMAS!

LAMESA GROCERY

W. H. Strange — Clyde Burkhart
Ogden Strange

Hello, 1937

Goodbye, 1936

Welcome to the world, New Year! With you, you bring untold opportunities, countless promises, hopes, plans, dreams, and ambitions. What we do during your reign is to a large extent dependent on ourselves, but the months and weeks, days and hours and minutes you come bringing are the stuff of which life is made, the material out of which happiness and success are made.

We wish to extend to all our friends and customers our cordial and genuine wish that 1937 will prove to be the Land of Heart's Desire.

Kenneth Cox



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

West Texas Gas Co.

Good Gas With Dependable Service



We would be ungrateful indeed if we did not express our appreciation for all the favors you have accorded us, and extend our hearty good wishes for a joyous Yuletide.

We want all our friends and customers to know how much we appreciate your patronage and good will, and all our new patrons to know that you can continue counting on us for the very best service we know how to render.

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

CLARK-McDONALD DRUG

THE REXALL STORE

Mrs. J. H. Clark - Hugh Lott - W. D. Perkins
Twain McMahan

LETTERS TO SANTA

Dear Santa:
Please bring me a football and a car and some fruit and nuts.
Your friend,
J. E. Lackey.

Dear Santa:
Please bring me an air gun and a cowboy suit, and a wheel-around, some candy, fruit and nuts.
Your friend,
C. L. Tomlinson.

Dear Santa:
I have been a good boy, so I hope you can bring me a BB gun, and some candy, fruit and nuts.
I love you,
J. C. Durham.

I am a good boy, and I am in the

second grade at school. Will you please bring me a train, and track, two men boxing, a pair of skates, a shot gun, a tractor, ten horses, a dump truck and some boots. Thank you for the presents.
Essig Arnold.

Dear Santa:
I have been a good boy, so please bring me a truck that has lights, and a drum, and some BB shot to go with my gun. Please don't forget me Santa.
Billy Dale Yarborough.

Dear Santa:
Please bring me a trunk, a doll, some doll clothes, and a little lamp.
With love,
Peggy Sue Cummings.

Dear Santa:
I have been real good, and I would like for you to bring me a baby doll, a

pair of skates, and some candy, fruit, and nuts.
With love,
Joyce Mae Thompson.

Dear Santa:
I live in an orange colored house 4 blocks from school. Please bring me a 17-piece cooking set, a set of dishes, a rocking chair, and some fruit, nuts, and candy.
your friend,
Billy Maxine Simpson.

Stomach Gas

One dose of ADLERIKA quickly relieves gas bloating, cleans out BOTH upper and lower bowels, allows you to eat and sleep good. Quick, thorough action, yet entirely gentle and safe.

ADLERIKA
Bryant Pharmacy

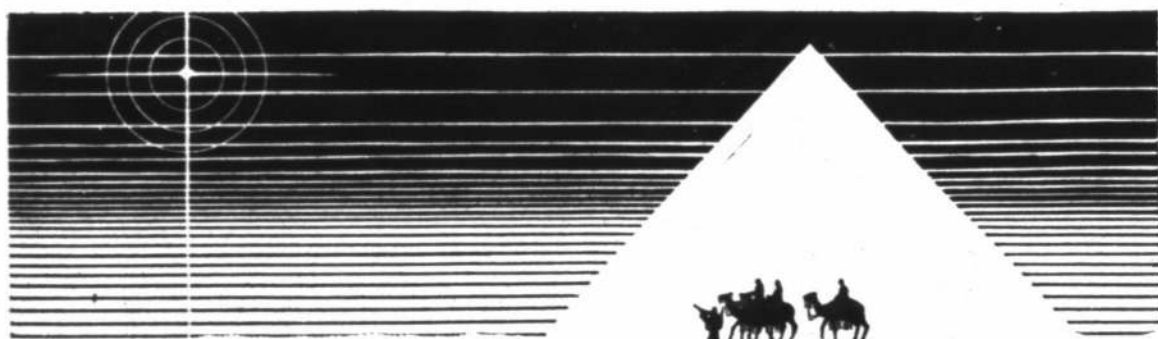
Greetings Friends - Merry Christmas!

We wouldn't feel right at all unless we took this opportunity to give you our sincere greetings and best wishes of this glad season.

The growth of our business has been made through the loyalty of our many friends, and we are grateful from the bottom of our heart for your good will.

At this season of good will, when the peaceful spirit of Christmastide pervades every heart, we want to express this hope: that this will be the jolliest and happiest Christmas that has ever come your way.

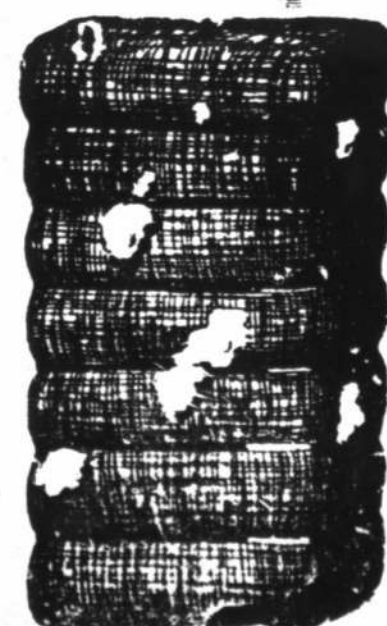
McDonald Gins



WE WANT TO EXPRESS OUR APPRECIATION AT THIS HOLIDAY SEASON FOR THE SPLENDID PATRONAGE WE HAVE ENJOYED THIS YEAR. ESPECIALLY DO WE FEEL PROUD OF THE BUSINESS WE HAVE RECEIVED SINCE WE ACQUIRED THE PROPERTY OF THE WEST TEXAS GIN IN LAMESA. WE HAVE DONE OUR BEST TO SERVE YOU WELL, AND WILL CONTINUE THE SAME POLICY AS LONG AS WE REMAIN IN BUSINESS.

WE WISH ALL OUR FRIENDS AND CUSTOMERS A MERRY CHRISTMAS, A HAPPY NEW YEAR AND A PROSPEROUS 1937

TINSLEY GIN



THOSE DELICIOUS
DIXIE CREAM DOUGHNUTS
10c PER DOZEN AT
Kline's Bakery
or order through your grocery

Lots of Good
USED CARS
at a bargain
\$75 to \$150
6 Nice Model A's included
WESTERN WRECKING CO.
Across street from Oil Mill



Your Treatment of our business has been royal and we hope that Christmas crowns each and every one of you as kings and queens of joy and Happiness!

LEROY SERFACE
Phillips "66" Station

We Wish You

MUCH HAPPINESS

For 1937!

A big share of our assets is the good will you have shown toward us. As the New Year begins, we place your friendship as the greatest single item on the inventory of our business.

We are grateful for this, so therefore we greet you in all sincerity at this season and express the hope that 1937 will be good to you in every way.

COX HELP-YOURSELF LAUNDRY

Mr. and Mrs. Claude Cox - Phone 109-J

THE BEST YET!

That's the Kind of a Christmas We Hope
You Have

As our greeting, let us express the wish that Christmas 1936 will be the sweetest Yuletide that has ever come to you. May you and all those who are dear to you be richly blessed with the season's best, and may the New Year be a period of new and greater happiness.

CAVERN CAFE

"Pete" Cambridge - Cliff Townsend

T. L. Harris

**RALPH NASON RECEIVES
BROKEN LEG IN ACCIDENT**

Ralph Nason, foreman for the Higginbotham Ranch interests, had the misfortune to have a leg broken last Thursday afternoon, while he was tending to some stock at the company barn north of the Lamesa Compress. A mule kicked him, breaking his left leg just below the knee. He was taken to a local hospital where the broken member was set. Saturday afternoon he was removed to the Dal-Pase Hotel where he makes his home.

CAR REGISTRATIONS

The following new cars have been gistered during the past week:
1937 Studebaker Custom sedan to C. W. Key, December 15
1937 Regular Ford sedan to F. R. Mock, December 15
1937 Chevrolet master sport sedan to Jack McLaughlin, December 15
1937 Chevrolet deluxe sedan to Carson Echols, December 15
1937 Chevrolet master coach to J. B. Yarbough, December 16
1937 Chevrolet deluxe sedan to Jewell Looney, December 15
1937 Ford Tudor deluxe to W. T. Webb, December 16
1937 Chevrolet master town sedan to W. G. Truitt, December 16
1937 G. M. C. pickup to B. F. Abbott, December 16
1937 Terraplane Deluxe to L. M. Thornton, December 17
1937 Ford tudor to P. R. Knoble, December 18
1937 Terraplane Broughm to J. B. Whitlow, December 18
1937 Ford Fordor touring to T. F. Stokes, December 18
1937 Chevrolet deluxe master sedan to A. V. Williams, December 18
1937 Chevrolet master town sedan to S. J. Jordan, December 19
1937 Ford Fordor touring to W. D. Thorp, Jr., December 19
1936 Lincoln Zephyr to Dan Davis, December 19
1937 Ford Tudor with trunk to W. V. Lawrence, December 17
1937 Ford touring to M. K. Kidd, December 19
1937 Buick sedan to E. R. Yates, December 20
1937 Chevrolet Master coupe to Clyde Adams, December 21
1937 Ford tudor to J. L. Rudeseal, December 21

CARD OF THANKS

We take this method of thanking our many friends and neighbors and Dr. Smith for every act of kindness shown us during the sickness and death of our darling baby and brother.
Mr. and Mrs. W. A. Lewis and children.
Mr. and Mrs. Earl Holcomb and family.
Mr. and Mrs. F. H. Ham
Mr. and Mrs. T. J. Ham and family.
Mr. and Mrs. H. A. Ham
Mr. and Mrs. Hubert Speck and family.
Mrs. Bettie Ham and children.

George Gable attended the San Souci dance in Lubbock Friday night.

Dear Santa Claus:
I am a little boy three years old. I have been a good little boy and I want you to bring me a little car with a bell on it, a flashlight, a steam shovel and some Tinker Toys. Please Santa don't forget little Jim.
Timmie Lee Thurman.

Dear Santa Claus:
I want a bicycle for Christmas. I want a ball for Christmas, and some peanuts and other nuts and some fireworks and skyrockets and some baby giants for Christmas.
Your friend,
J. W. Buckalew.

Dear Santa Claus:
I am a little boy seven years old. I wish you would bring me a set of tools for Christmas, some nuts, oranges, apples and candy and bananas.
Your friend,
James Newton Dudley.

Dear Santa Claus:
I want a cowboy suit, and a watch and a six shooter, handcuffs and a billy club.
Your little friend,
H. T. Todd.

Dear Santa Claus:
I want two guns and two scabbards and handcuffs and chaps and hat and watch.
Your little friend,
Joe W. Toombs.

Dear Santa Claus:
How are you? I want you to bring me a watch and scabbard and six shooter and a cowboy suit and hand cuffs.
Your little friend,
B. L. King.

Dear Santa Claus:
I have tried to be a good boy so you would bring me some nice things for Christmas. I would like a tommy gun and wooden wagon please. Remember the other little children too.
Thanks,
Howell Lynn Boyd.

Dear Santa Claus:
I am eight years old. I have been a fairly good girl this year. Please bring me a baby doll, a cook and baking set, a french harp and a lunch basket, also bring me some apples, nuts and candy.
Juanita Cherry.

Dear Santa Claus:
I am a little boy 4 years old. Please bring me a cowboy suit with the spurs, a jinetling, a tractor that winds up and a train that will run, and an airplane that will run.
Now hurry and come.
Kenneth Ray Medlock.

Dear Santa Claus:
I am a little girl 8 years old. Please bring me a Shirley Temple doll and a little lamp, and some games and a puzzle, and some candy and nuts, and please don't forget my mother and daddy.
Betty Jean Stanfield.

Dear Santa Claus:
I want a baby doll and I want a ever-sharp pencil and fountain pen and some nuts and candy.
Joyce Fillpot.

Dear Santa Claus:
I want a baby doll and a pencil box and some candy and nuts.
Doris Marie Fillpot.

Dear Santa Claus:
I want a baby doll and doll buggy and some candy and some nuts.
Betty Jo Fillpot.

Dear Santa Claus:
I want anything you have and some candy and nuts.
James Morton Fillpot.

Dear Mr. Santa Claus:
I think I have been a good girl this year, and I know mother and daddy have been good.

Please bring me a big doll buggy, and a big paper doll house. Take all the other little children something nice too. Oh yes, that little accordion in Weaver's window, please try to bring that.

Love, love, love,
Patsy Joan Rountree.

Dear Santa Claus:
I want you to bring me a doll and a doll buggy, and a pair of house shoes a doll bed and a pair of pajamas.
Your friend,
Billie Kidd

Dear Santa Claus:
Please bring me a doll with hair, a pair of skates, pair of gloves, some house shoes, and some candy and nuts
With love,
Juanenna

**1936-1937
OUR
APPRECIATION
IS SINCERE!**

Let us thank you for your business favors in the year now closing, and express the wish that 1937 will be the year in which your dreams come true.

**PRUITT
SHOE SHOP**

**HERE IS OUR CHRISTMAS MESSAGE
TO YOU**

We hope that the good day of Christmas 1936 will find you enjoying health, happiness and peace. We hope it will bounteously bring to you the fullest satisfaction of any Christmas you have experienced.

SINCLAIR SERVICE STATION

Earl Henderson, Mgr.
Dallas at S. 2nd Phone 83-M

**MAY THE TRUE JOYS OF THIS
CHRISTMAS SEASON BE YOURS
THIS CHRISTMAS MORNING!**

The Christmas season brings us again to a more complete realization of the fact that confidence in our fellow men are absolutely essential to human happiness. It is the season of retrospection when we take into account the joys as well as the sorrows of the past year, and although the experiences of 1936 have brought us many difficulties and trials, we come again to that happy day of celebration observed thru-out the civilized world with hearts filled with gladness. We are made to realize more than ever true value among which we count your friendship one of the greatest.

BILL'S CAFE

Mr. and Mrs. Bill Waldrop



**To All Our
FRIENDS & PATRONS**

We have appreciated your patronage during the past year, but more than all we have enjoyed and valued our friendship and association with you.

MAY THIS BE ONE OF THE HAPPIEST CHRISTMAS SEASONS IN YOUR MEMORY

**And May 1937 Hold Only Good Fortune and Happiness
For You And Yours**

**Irvin Wright
CONOCO AGENT**

DAWSON COUNTY COURIER

Volume 6

Lamesa, Dawson County, Texas, Thursday, December 24, 1936

Number 49

Dear Santa Claus:
I have tried to be a good little girl. I want you to bring me a big doll, a set of dishes and a toy car.
My baby sister wants a pretty doll and a set of dishes and a toy car, and my brother wants a gun and scabbard and a big airplane and lots of fire-crackers, sparklers and a car. We also want lots of fruit, nuts and candy.
We are Billie Pearl, Melva Jo and James Weldon Graham.

Welch, Texas

Dear Santa Claus:
Santa, I don't guess you know me as I just came this year. I don't hardly know, so you can just bring me what you want to, but please be good to me and bring me lots of things, and do not forget Grandma and Grandad and my aunts at Ackery.
Your little boy,
Donald Wayne Hendon

Dear Santa Claus:
I (Lona) want a doll and buggy. I (Wayne) want a little car and a little toy wagon to pull behind my little car. We also want nuts, candy and fruit and don't forget our baby brother Oliver.

Your friends,
Wayne and Lona Marie McNew

Welch, Texas

Dear Santa Claus:
I am a little girl six years old. Please bring me a doll and a set of dishes, some candy, nuts and some fruit. Do not forget my little brothers and nieces.
Your little pal,
Doxie Gene Mercer.

Brownfield, Texas

Dear Santa Claus:
We are two little sisters and we want you to bring us a doll, a bed, and a set of dishes, some candy, fruit and nuts.

Your little friends,
Wanda and Darlene Teague.

Dear Santa Claus:
Bring David and Jim lots of things, bring me a little catpillar, a little red wagon, a little bugle, a little barn, and a train. And don't forget my mother and father. And I want a toy feed grinder.



Santa's Mail Bag

Dear Santa Claus:
How are you? Please bring me a set of dishes and a doll and a wrist watch.
Your little friend,
Dessie Lou Rogers.

Dear Santa Claus:
I am a little girl ten years old. Please bring me a set of dishes and a pair of gloves and lots of fruit, nuts and candy.
Your friend,
Olga Todd.

Dear Santa Claus:
I want a bicycle, a stream lined train a paddle car and a scabbard gun for Christmas.
Your friend,
Loice Joe Curtis.

Dear Santa Claus:
I want a set of dishes, and a doll and a little suit case, and a wrist watch.
Your little friend,
Evelyn Broughton.

Dear Santa Claus:
I have been a good little boy ever since you left on Dec. 25, 1935. I have cried a little but I have paid for that. I am four years old and when I am six I won't ask for so much. I want a cowboy suit, a big red wagon, a little train on a track and fill my stocking with fruit, nuts and candy. We have our tree ready for you.
I love you,
Keith Garrett White.

Dear Santa Claus:
I want a bicycle and a set of dishes, I want a doll buggy, and I want a sewing machine.
Your friend,
Carolyn Baldwin.

Dear Santa Claus:
I am a boy ten years of age. I would like for you to bring me a Golden Eagle air rifle, some BB's and some gloves.
Yours truly,
Charles Dial, Jr.

Dear Santa Claus:
I am a little girl six years old. I go to school. Will you bring me a little doll, doll buggy, some nuts, candy and fruit. I have been a very nice little girl.

A little pal,
Bonnie Dale Blackmon.

Dear Santa Claus:
I have been a good girl. I want a big doll.
Bobbie Dunbar.

Dear Santa Claus:
I have been a very nice little girl. Will you bring me a doll, manicuring set, some nuts, candy and fruits. I am a little girl 7 years old. I go to school.
Your little friend,
Jo Ella Todd.

Dear Santa Claus:
I want a bicycle, I want a set of dishes and a table. I am a little girl nine years old and I want a quintriplet set.
Your friend,
Juanita White.

Dear Santa Claus:
I want a baby doll, and I want a table and a doll bed and a pair of house shoes. I am a little girl seven years old.
Your friend,
Biddy White.

Dear Santa Claus:
I want some play money, please bring me a moving picture machine for Christmas, please bring me some nuts and some candy.
Your friend,
Burnell Pfaffenberg.

Dear Santa Claus:
I am a little girl nine years old. I have been very good. I want you to bring me something for Christmas. I want a pair of gauntlet gloves, a rocking chair, and lots of nuts, fruits, and candy.

A little friend,
Naomi Ruth Adams.

Dear Santa Claus:
I am a little girl six years old and I have been a good girl. I want a pair of gauntlet gloves, a rocking chair, and lots of fruit, nuts, and candy. Do not forget my little brother, he wants a knife and a little car. Be sure and don't forget my little friends.
Your little girl,
Wanda Adams.

Dear Santa Claus:
I am a little boy six years old. I have tried to be a good boy. Please bring me a football, truck, climbing monkey and lots of nuts, candy and fruit. I have a little brother, he is two years old so don't forget him. He would like to have a tractor and a train.
Your friend,
Teddy Joe Kingham.

Seagraves, Texas

Dear Santa Claus:
Please bring me a doll and a set of dishes and a tricycle and lots of candy, too, and bring Richard a wagon and a tricycle and some candy.

Your friend,
Wanda Vee Hancock.

Dear Santa Claus:
I am eight years old. I have been a very good girl this year. I want you to bring me a cooking set, a lamp, a doll and a purse and some fruit, nuts and candy.

Your little friend,
Martellen Glaze.

Dear Santa Claus:
I am a little girl seven years old, but still expect to see Santa at Christmas. Do you think it would be asking too much for me to ask for a bicycle? If it would not I would be very happy to get one. You might bring me a few nuts, some candy and fireworks.
Your little friend,
Bennie Randals.



The Star of Bethlehem that guided the Wise Men on their way has come again to remind us that we each need some guiding star for our lives as we journey on.

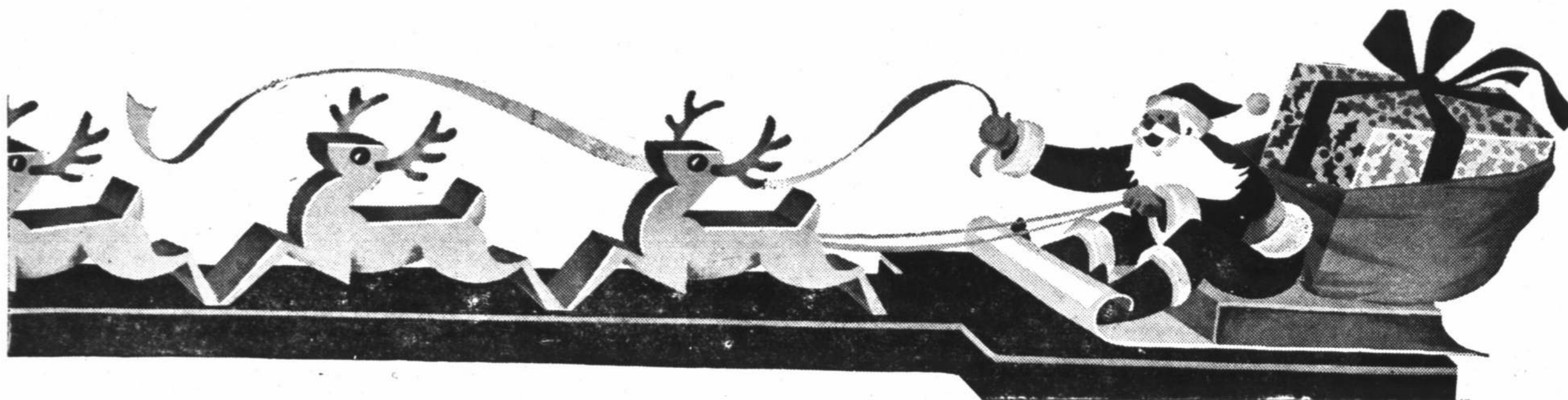
May you have some star of hope to guide your life along the way through the coming days is our Christmas and New Year wish for you.

Our entire personnel joins in
wishing to all a most
Joyful Yuletide

E. R. YATES Hardware & Implements

E. R. Yates	L. Thigpen	Geo. McNew	E. J. Yates
O. C. Speck	Buster Davis	W. L. Griffin	W. W. White
Geo. W. Lee	W. C. Towns	Chas. French	R. A. Stuart Sr.
	R. A. Stuart Jr.		





Dawson county is closing one of the greatest harvest seasons it has ever had. There is cause for us to pause and rejoice that we have been favored by providence to such a marked degree. The largest cotton crop in several years is now almost all gathered. This firm anticipated this crop, and seeing the need of enlarged facilities, we launched into an expansion program this summer which has enabled us to care for the greatest percentage of the crop, here in Lamesa.

We are proud of the part we have been able to play in furnishing a local market for the products of the farms in this trade territory. And we are even more appreciative of the spirit of cooperation that we have found among the producers of the raw materials and the consumers of our finished products. They have shown us that our confidence in this trade territory was not misplaced. And it is our aim to so serve our territory that we may look back on our business dealings with mutual admiration.

The Season's Greetings

FROM THE PERSONNEL OF OUR ORGANIZATION

Manager

J. FRED SMITH

Office Employees

A. L. RIPPY - MRS. NELL CHUMBLEY - TROY SIMMONS - GEO. GABLE - GEORGE MACK YATES

Mill Employees

T. J. TRICE, Day Superintendent
C. S. RUGGLES, Night Superintendent
J. W. PETERS
G. R. BOATRIGHT

J. C. MADRY
JOHN JONES

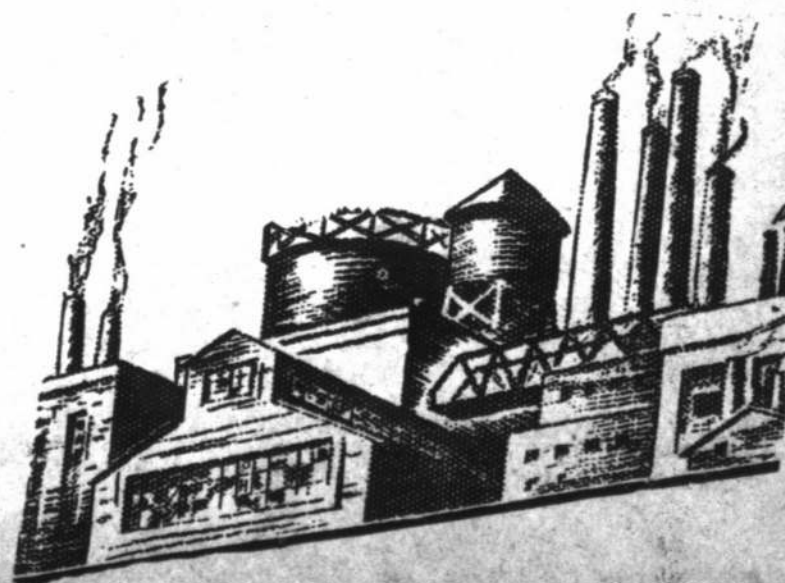
AMOS SMITH
JOEL BLACK
FRED TURNER
H. B. DAVIS

H. G. WHITAKER
CALVIN WOODS
EARL SMITHEE
GEO. GROTT

FRED McKINNON
R. D. ROCHELLE
BRADY MADRY
L. L. WALSER

O. A. WOODS
H. C. SCOTT
BILL KING
R. V. BOATRIGHT
M. B. DICKERSON

DAWSON COUNTY COTTON OIL CO.



**WE WISH YOU
A BRIGHT AND
CHEERY CHRISTMAS**

To you, our friends, we offer the hope
that Christmas will find you wealthy in

Peace and Happiness

and plenty of confidence in the promising
days of the New Year.

BERRY'S DAIRY

**A Christmas Wish
FROM US TO YOU**

* The favors that you have gen-
* erously bestowed upon our
* business are the cause of deep
* gratitude on our part, and at
* this glad season of the year we
* want to take this opportunity
* to wish you a Merry Christmas
* that will surpass any that have
* gone before.

Pierce's Toggery
Mr. and Mrs. J. H. Pierce

WEAVER

Esther Gist, corres.

A Christmas tree and program will
be given at the school house Wednes-
day night, December 23, for the entire
community.

The girls basketball team was de-
feated at the Klondike tournament by
Brown and Elbow schools.

Odin Wilson of Lamesa visited his
parents Monday.

Emery Swafford of California is
spending the holidays with his parents,
Mr. and Mrs. Marion Swafford.

Lucian Wilson is moving to the Mt.
Olive community.

Mr. and Mrs. Lee Leonard of Five
Mile spent Sunday in the Gist home.

Midget Gist returned with them to
spend a few days.

Everyone is proud to have their
crops harvested so they can enjoy
Christmas.

Mrs. H. G. Tolbert was on the sick
list last week.

Herbert Hickman and John Gist
visited Mr. and Mrs. Olin Roswell of
Five Mile Sunday.

THREE LEAGUES

Ann Lambright, corres.

There will be singing at the Three
League school house Sunday night.
Everyone come and bring some one
with you.

Frankie Lcu Teague returned home
from Spade last Saturday to spend the
holidays with her parents.

J. T. and Donald Teague, who have
been teaching school in Oklahoma,
came home Sunday to spend the holi-
days with relatives.

Miss Ruth Self, teacher in the Three
League school, entertained with a
Christmas program and a Christmas
box Friday night.

Miss Frances Reed left for Hobbs
Sunday to spend the holidays with her
sister and family.

Mr. and Mrs. Elbert McNew of Spar-
enberg and Mr. and Mrs. Seaborn Mc-
Gulre of Five Mile spent the week end
with Mr. and Mrs. Lambright and
family.

Iva Lee Newland is visiting with
Valree Holcomb of Higginbotham at
this writing.

Mr. and Mrs. Davis and family of
Liberty spent Sunday with Mr. and
Mrs. Earl Holcomb.

Several from this community at-
tended the Christmas tree and program
at Klondike last Thursday night.

Miss Ruth Self returned to her home
Friday after school to spend the holi-
days with her parents.

Misses Quixie Bee and Billie Ruth
King, students at West Texas State
Teachers College at Canyon are home
to spend the holidays with their moth-
er, Mrs. F. R. King.

Mr. and Mrs. George Mac Yates and
Dawson Bridgeman spent the week end
in Plainview with relatives.

**You are
Cordially
Invited
to a Gala
PARTY!**



--OPENING

**Open House at
KLINE'S BAKERY
Saturday, Jan. 2**

It's going to be a delightful occasion! All plans are now complet-
ed to insure you one of the best times you've ever had when you
attend the Open House Festival at Kline's Bakery, Saturday after-
noon and evening, January 2. There will be music, delicious re-
freshments - lots of people and lots of fun.

Besides this is a wonderful chance for you to see for yourself the
fascinating things that go on "behind the scenes" of a real up-to-
date baking plant. The modern machines - mixers, moulders and
cutters, ovens, wrappers, etc., - will enthrall you. And you will
both be surprised and delighted to see how immaculate and sani-
tary is everything in this plant where the loaves of **Master Loaf
Bread** are made. Every step of the process of baking will be
made clear to you by the attendants.

And there's something else - a E.g. Surprise Feature. Be sure and
get a card at the door as you come in so you can participate. Now's
the time to take your calendar and mark the date. Be sure to
come and bring your family.

**MASTER LOAF
BREAD KLINE'S
BAKERY**

We also bake the fol-
lowing High Grade
products:
**Pies
Cakes
Pastries**

Directions for Reaching the Bakery:
Go to the Northeast corner of the Court
House Square, Lamesa, turn north on
Main Street, go one-half block to the new
building on the west side of the street.

**Up goes -
ANOTHER BUICK SHINGLE**

Buick

ELDER MOTOR CO.

Phone 59-J

Guy Simpson Garage

**HERE'S THE NEWEST PLACE IN TOWN TO SEE THOSE
NEW CARS THAT SET THE WHOLE TOWN TALKING!**

YOU'RE going to like this new Buick
sales and service center. It's an un-
usual concern. In fact, it had to be to
qualify for a Buick franchise.

And that makes it perfect—because this
unusually capable dealer-firm now has in
its showroom an unusually capable line
of cars—the wondrous new 1937 Buicks!

Here are the cars that are making auto
editors, engineers, and stylists say, "IT'S
BUICK AGAIN!"

Just consider such Buick features as the
valve-in-head straight-eight engine—Aero-
bat carburetor—Unisteel Turret Top
Body—Knee-Action—hydraulic brakes.
These are a few of the big reasons why
the new 1937 Buicks have already won
such enthusiastic applause.

For the rest of this story, we refer you to
the pleasant surprises you will experi-
ence when you drive a Buick yourself.

So step into this new Buick showroom
and feast your eyes. And while you're
there, take a look in back, too—at the fully
equipped and up-to-date Service Depart-
ment where expert service costs no more
than the ordinary kind.

YOU'VE GOT WHAT IT TAKES!

You can afford the new Buick.
It's easy to buy and thrifty to
own. With all its quality, its
phenomenal performance and
stunning style, prices start as
low as **\$765** at Flint, Mich.
General Motors terms to suit your liking. Safety glass
included, accessories extra.
Prices subject to change without notice.

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR



Each day of the year we try to make new friends. We are proud of the friends this business has made in the past - our old friends - and also take pride in the fact that we have, and are making, new friends each and every day

At this season of the year we are thinking of our friends and patrons and wishing each of you a very Merry Christmas. We hope that you will enjoy a happy Yuletide season and that the New Year may be good to you and to those whose happiness depends upon you.

Barron's Electric Hatchery

SHUMAKE

Winona Speck, corres.

Sunday School and church were well attended by a large crowd both Sunday and Sunday night. Brother Denning filled his regular appointment. Mrs. Henry Galloway of Mt. Olive visited in the Baccum home Sunday. Brother Chester Guinn and wife and baby of Commerce are spending the Christmas holidays with home folks. E. L. Hatfield and family of Rochester have moved into our community. We are glad to welcome them and hope they like their new home. Gaylen Speck has returned home from Bakersfield, California. The play presented by the dramatic club was enjoyed by a large crowd. Brother Chester Guinn of Commerce will preach at the high school Wednesday. Mr. and Mrs. Collinsboes of Tahoka visited their daughter Mrs. Carroll Grissom and Mr. Grissom Sunday.

SPARENBERG

Lossie Parchman, Corres.

Church services were well attended at both churches Sunday. Plans were made for a Christmas tree for both churches and will be given at the Baptist church December 24. There will also be a program. Everyone is invited. Mr. and Mrs. X. R. Banks are spending the holidays with relatives in

days with her parents.

A number of the young folks enjoyed a social in the home of Mrs. Mabry Tuesday night.

Little Sue French who is attending school in Austin is here to spend the holidays with her parents.

Misses Mattie Opal and Margie Peterson of McCarty spent the week end with Frances and Mollie Joe Mabry. Sparenberg was well represented at the girls basketball tournament at Klondike Friday and Saturday.

Mrs. J. E. Airhart visited Mrs. Airhart at Knott last week.

Mr. and Mrs. Mason Napper and children of Lamesa spent Sunday with Mr. and Mrs. T. M. Crow.

Mr. and Mrs. Pruitt's daughter of Pampa is visiting them.

Sparenberg ball teams went to Flower Grove last Wednesday and played ball. They lost two games and won one.

Mr. and Mrs. Etheridge and children and Mr. and Mrs. Lewis Etheridge and son of Shumake spent Sunday in the home of Mr. and Mrs. Mould.

Mr. and Mrs. Hull and sons are visiting in Odessa.

Rev. and Mrs. Smith and children of Lamesa visited in the home of Mr. and Mrs. Burdine Sunday.

Mr. Hudson who has lived here for several years has moved to Mineral Wells to make his home.

Mr. and Mrs. Bland Taylor left Wednesday for Dallas to spend Christmas.

Mrs. R. L. Meyers and daughters, Lennie and Billie, Jeanne, and Mrs. J. E. Quinn and Mrs. McMahan and daughter, Miss Cleo, spent Monday in Lubbock.

CARD OF THANKS

We wish to thank the neighbors and friends for their many kindnesses shown us during the illness and death of our sister and friend.

We thank all from the depths of our hearts for their interest, especially do we want to thank those who sent the beautiful flowers and for the delicious food that was sent in.

J. W. Qualls

Mrs. J. T. Morris

Mrs. Earl Carter

Mrs. Dan M. York

J. H. Qualls and family

ltp

MANY THANKS

and

BEST WISHES

We recognize the fact that our business could not grow without your friendly patronage, and as we face the future with confidence, we want to wish you a New Year that will leave nothing to be desired in Opportunity and Accomplishment.

ARNETT'S CAFE

N. Main St.

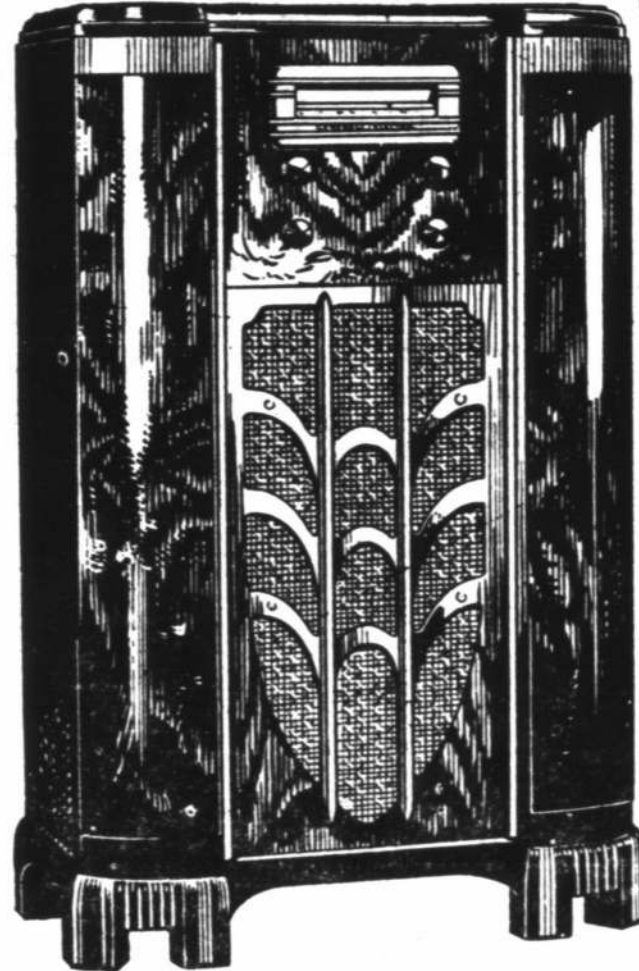
Arnett Whited, Prop.

OUT OF THE "HOUSE OF MAGIC"

RADIO'S Newest MARVEL

Focused Tone

REVOLUTIONIZES RADIO TUNING... PERFECT TONE!



G-E MODEL E-95 Focused Tone Radio

Colorama Dial, Sentry Box, Sliding-rule Tuning Scale, 12-Inch Stabilized Dynamic Speaker, Music-Speech control, Bass and Treble Compensation, 9-Metal Tubes, 3-Band, Tuning Range: Standard Broadcasts, Police Calls, Aviation, Amateurs, International Short-wave, Automatic Volume Control, 10 Watts Output.

GENERAL ELECTRIC

Focused Tone Radio

A. M. BARTLETT

AT KEY MOTOR CO.

RESEARCH KEEPS G-E YEARS AHEAD

YOU'LL be fascinated when you see the G-E Colorama Dial of this new Focused Tone radio flash from red to brilliant green as you dial your station—visibly assuring you that your radio is in Perfect Focused Tone. But you'll get an even greater thrill when you listen to the whole new range of tones brought to you for the first time by G-E FOCUSED TONE RADIO!

Before you buy any radio be sure to see and hear the new G-E's. The truly remarkable features and values they offer will prove to your eyes, ears and pocket-book that G-E is the only radio for you! Come in today and convince yourself!

Liberal ALLOWANCE FOR YOUR OLD GLASS TUBE SET

CHRISTMAS CHEER

To Our Many Friends In DAWSON COUNTY

Nothing contributes more to the joy of living than the friendly greetings of fellow beings. The hand clasp, the smile, the cheery words of encouragement are the richest blessings and endure forever. That is the real reason for so much joy and happiness at Christmas time - the time of goodwill and friendliness - of fellowship and greetings and good wishes - so why not extend this practice into the other days of the year - and make every day as joyous and happy as Christmas Day? We have served the people of this county to the best of our ability, but we could not have as successfully filled our positions without the splendid co-operation of the entire citizenship, and we would not let this season pass without expressing our appreciation and wishing you the greatest blessings the Yuletide season can bring.

Mrs. W. H. Bennett

Willie Belle Cleveland

Gus White

D. M. Campbell

Annie Crow

Pauline Bulsterbaum

Philip Yonge

Oscar G. Kelly

Olon Earnest

Sam Hodge

W. W. Beeman

W. M. Yates



Higginbotham Funeral Home

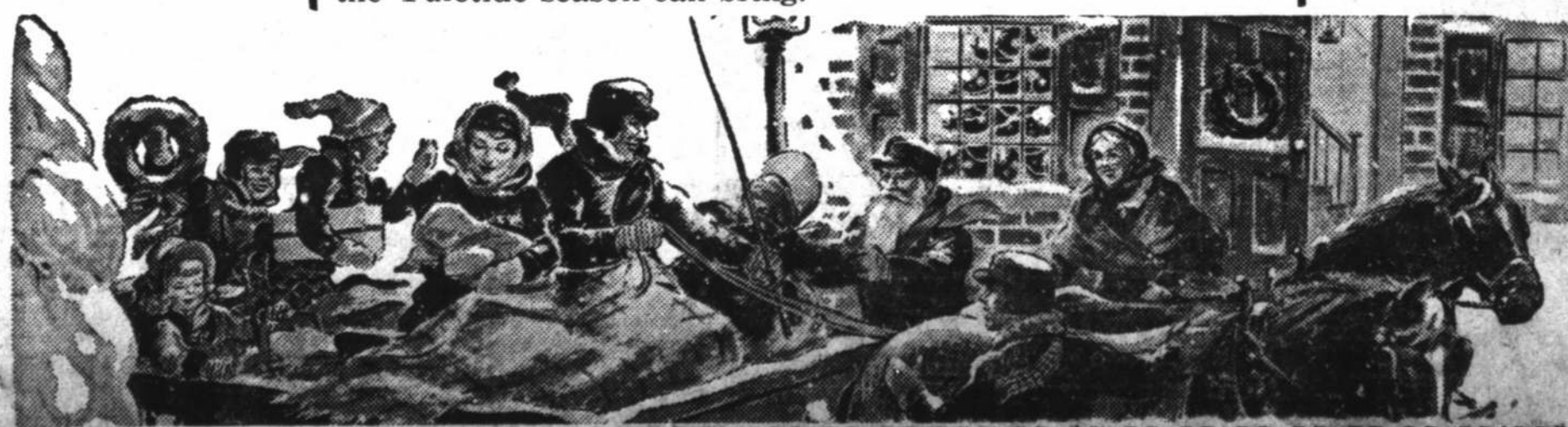
Lamesa, Texas

AMBULANCE SERVICE

Phone 75

NIGHT PHONE

Clyde Branon 223
Geo. D. Norman 51



CHRISTMAS
MAKES THE
WHOLE WORLD
REJOICE

Please Accept Our

**Season's
Greetings!**

The entire League of Mankind joins in the spirit of Christmastide, lets loose its heart in joy and gratitude, forgets everyday affairs and gives attention to the things that make life most worthwhile.

We wish to bid you the sweetest Christmas you have ever known and a New Year that will leave nothing to be desired.

COTTEN BROS.
Operators

Scott's

DRY CLEANERS

North First St. Phone 250-J

CHRISTMAS IN THE HOME

CHRISTMAS festivities are likely to be much more fun when the whole family helps, says the New York state college of home economics.

The older children are always eager to trim the Christmas tree, collect Christmas greens, and make wreaths. Often they have good ideas on how to arrange these holiday decorations. Because these tasks are unusual they have a special appeal, but with the right encouragement from father or mother even the more routine work may seem a part of the general family-sharing at Christmas.

Big brother and sister can be a help if they show their small brother or sister how to help in odd carpentering jobs that come with Christmas. If mother is busy, older brothers or sisters can help the youngsters to dress or get ready for bed.

What can the small members of the family do? Little Johnny or tiny Mary can cut out gingerbread men, and other fancy shaped cookies, which mother will lift onto the baking sheet. Father will also be pleased to know how well his small son or daughter can find his tools, cut the string used to wind the Christmas wreath when both of father's hands are busy, or to help with other preparations.

One thing father and mother should remember is to watch for signs of fatigue or nervous strain in the younger children. They should not ask the children to do too many or too difficult tasks.

MEANING OF "NOEL"

"NOEL" is the French name of the Christmas feast and of the old carols formerly sung in the French country churches at this season. Its derivation is from the Latin "natalis," meaning "born," and the word was originally shouted or sung to express joy over the birth of Christ. With the spelling "Nowel" it is found in Chaucer and other early writers.

Tasty Christmas Gifts

Small jars of jellies, preserves, relishes or jams make individual Christmas gifts. Arrange several in a small basket, and tie with Christmas wrappings.

THE RICHEST TREASURE
IN MAN'S EXISTENCE IS

CHRISTMAS

In The Full Meaning Of The Day

We Give You Our Greeting and Extend Our Wish for a

**Merry
Christmas**

When the morning of Christmas comes, we hope that it will gind an aura of happiness and peace surrounding your home, that you and yours will be basking in the warm glow of the deepest and finest Christmas contentment.

**Lamesa Plumbing & Heating
COMPANY**

S. F. REYNOLDS, Owner

Dallas Street

Phone 346-M

We Can't Balance Our 1936 Books

Till We Wish You

A Merry Christmas

The greatest asset in our business is your good will. Our appreciation of your loyalty and patronage cannot be measured in words, we know, but we feel that it is altogether fitting that we should make this grateful acknowledgement of our dependence on the friends who have been our patrons through all the good years and the bad ones, too.

It is with a feeling of deep humility in the presence of this feeling that we eagerly extend to you . . . and you . . . and you . . . all our friends everywhere, the sweetest greeting ever known to the tongue of mankind . . . MERRY CHRISTMAS

FORREST LUMBER COMPANY

Lamesa, Texas

THE ALPHA AND OMEGA
OF OUR
CHRISTMAS WISH:

Happiness Peace And Good Will To You!

At this holiday season we wish to extend to you our most cordial and sincere wishes for a most Merry Christmas and a New Year filled with the fulfillment of your plans for the future.

We realize that our business could never have even the slightest degree of success without the loyal patronage of you who have been our friends and in gratitude we wish to thank you.

**Earnest Motor
Parts Co.**

Spirit of Christmas

By Katherine Edelman

SURRENDER yourself to the Spirit of Christmas! Let its joy thrill you—let its peace steal softly across your heart! Open your ears to the magic of its message—open your eyes to the miracles it accomplishes!

Read again Dickens' Christmas Carol, the best known and most inspiring of all the Christmas stories. And don't feel ashamed, if at the end, as Tiny Tim whispers, "God bless us, every one," you find your own eyes wet with tears.

Open the Book of Books, and let Luke tell you about that first Christmas—of the long journey to Bethlehem, of the birth in the humble manger, of the shepherds keeping watch over their flocks. Listen to the heavenly music that was heard upon the hills, to the thrilling words of the angel, "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 Saviour, which is Christ the Lord." Bow your head and give thanks for the Prince of Peace who came, saying with the angels, "Glory to God in the highest, and on earth peace, good will toward men."

Let Matthew tell you of the coming of the Wise Men from the East, with their gifts of gold, frankincense, and myrrh, which they presented to the Christ Child.

Then, with the Spirit of Christmas in your heart, go forth and help make Christmas a brighter and a happier day for others!

© Western Newspaper Union

BUYING THINGS



Tom—Has your wife done all her Christmas shopping yet?
Dick—Oh, yes; last month. Now she's started to buy a few things.



It is our desire that we might personally wish all of you a Merry Christmas. That being impossible, we take this means to extend to you the holiday cheer we feel.

We are grateful to our many friends and customers who have so loyally patronized us during the past year. It is only through that loyal patronage that we have been able to make this the best year in the history of our firm. We appreciate our patrons and try daily to show that appreciation.

C. E. MARTIN
DeSoto Plymouth

Greetings To A New Friend



To Lamesa and to all of Dawson County we wish to express our sincere appreciation for the business and the associations we have enjoyed. We are new to you but in the few short weeks we have been here you have made us feel that we are old friends and we appreciate it sincerely; so we take this method to wish you all a Merry Christmas and a very happy New Year, and we hope the New Year will bring you and yours an abundance of health, wealth and happiness.

**CAMPBELL'S
Grocery & Market**

Tracy Campbell - Herbert Dunn - Raymond Wilson - Pinky Cypert

Our Wish For You



During the year now closing we have greatly enjoyed the privilege of serving you. without your loyalty and patronage we would have been merely "in business," but with your good will and friendship we have enjoyed the feeling that our efforts to serve you well had received your approbation.

It is therefore, at this Merry Christmas season, that we wish to greet you and wish you well. You, our friends, have made our progress and growth possible, and we would feel ungrateful indeed if we failed to wish you from the bottom of our hearts—

**A Merry Christmas
And A
Happy NEW YEAR
Higginbotham-Bartlett Co.**

LUMBER HARDWARE FURNITURE

Joy Be With You At CHRISTMAS

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

MERRY CHRISTMAS

and a

VERY HAPPY NEW YEAR

WILLIAMS HOTEL

MR. AND MRS. J. R. WILLIAMS, Props.

DUNCAN COFFEE COMPANY GIVES CHRISTMAS BONUS

Houston, December 21. —In announcing a cash Christmas bonus of ten per cent of their year's earnings to plant and office employees of the Duncan Coffee Company, Mr. H. M. Duncan, president of that company, called attention to two important facts.

First: The Duncan Coffee Company has not missed paying a bonus to its employees a single year since it started business in 1918.

Second: The company earnings this year were lean because of certain un-economic practices prevalent in the coffee trade.

The sales organization of the Duncan Company has received a bonus month by month through the year as earned.

Mr. Duncan pointed out further that the fine friendships made by members of the sales organization in their respective territories is largely responsible for the fact that the company is able this year to provide the usual Christmas bonus.

The company signals its victory over hard times and hard competition in a large display advertisement published last week throughout the Southwest, and Mr. Duncan expressed the hope that many other manufacturers in his own and other lines would find it possible to provide year-end bonuses for their employees.

WARNOCK ELECTED MOST POPULAR BOY IN SUL ROSS

Barton Warnock of Fort Stockton, football captain, president of the Biology club, and vice president of Alpha Chi, National Honor Society, has added to other laurels he received in Sul

Ross, that of being the most popular boy.

College students first selected a group of nine, including George Addison, Bigham Luna, G. C. McDaniels, Aubra Nooncaster, Ford Rackley, Nolan and Olan Tippy, D. C. Thrift, Barton Warnock and Vick Winters, from which to choose the most popular. The contest soon narrowed down to a close race between Warnock, Nooncaster and Thrift.

The popularity of each, Warnock as an athletic star and graduating senior; Nooncaster as president of the Senior class, member of Alpha Chi and president of the student council; and Thrift as president of the Sul Ross Band, made the contest close and exciting. It ended with Warnock first, Thrift second and Nooncaster third.

Each year a page in the Brand, Sul Ross yearbook, is given to the most popular boy.

BAPTIST CHURCH PLANS 1937 BUDGET

On January 10th, the First Baptist Church will launch a campaign to subscribe the 1937 budget. January 10th has been designated as tithing Sunday. In the Sunday school classes from the Junior department up, members will be given an opportunity to sign blue tithing cards. January 17th is to be 'pledge' Sunday. In all the Sunday school classes, members who did not sign tithing cards will be asked to make a pledge to the support of the church during 1937. After these two special days, a committee will call on the church members personally for pledges.

For the purpose of laying final plans a banquet is to be held at the church at 7 o'clock, Tuesday, January 5th.

Sunday school general officers, departmental officers, and teachers are invited to attend; B. T. U. general officers, leaders, sponsors, and group captains are invited; W. M. U. general officers and circle chairmen are also invited. A good program has been arranged for the occasion. Rev. W. F. Borum, pastor First Baptist church, Midland, will deliver the inspirational address.

"TITHING" WILL BE SUBJECT OF LESSON

On Wednesday night, December 30, at 7:45, Brother Cole, pastor, will teach a special lesson on tithing at the regular teachers and officers meeting. This lesson is to be used instead of the regular Sunday school lesson on Sunday, January 3rd. All teachers, general officers and departmental officers are invited to attend.

There will be a roll call by departments.

CARD OF THANKS

We wish to express our thanks and appreciation for the kindness and sympathy shown us in the tragic death of our beloved husband, father and brother, H. N. O'Neil.

May you have such friends in your hour of need as our prayer.

Mrs. H. N. O'Neil and children.
Mr. and Mrs. Bee O'Neil
Mr. and Mrs. Pat O'Neil
Mr. and Mrs. Bob O'Neil
Mr. and Mrs. Dug O'Neil
Mr. and Mrs. Wash O'Neil
Mr. and Mrs. R. G. Rhodes
Mr. and Mrs. Flournoy Williams

Misses Mattie Phenix and Sybil Mitchell left Sunday morning for Dallas to spend the holidays with relatives.



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.

Collins Dry Goods Co.

"Bargain Center of South Plains"



As Christmas comes again, it re-awakens the appreciation of pleasant association... rekindles the warmth of friendships... and may it find and keep you rich in happiness.



**Morris-Cleveland
Drug Co.**

"Your Reliable Druggist"

North Side Square

Phone 306

MERRY CHRISTMAS

and a

**HAPPY AND
PROSPEROUS NEW YEAR**

from the

COSDEN OIL CORPORATION

**T. B. Fulkerson,
Com. Agent**

**And
These
Cosden
Dealers:**

LIST OF COSDEN SERVICE STATIONS
EDD ANDERSON CASH GROCERY
O. A. ROBERTS SERVICE STATION
T. N. McLENDON
HUB SERVICE STA., Morris Melroy, Mgr.
DAWSON COURTS
BURLERSON MERCANTILE, Midway
R. B. LAMBRIGHT
H. RICHARDSON
SINGLETON BROS., O'Donnell
COSTIN SERVICE STATION, Ackerly
J. F. CRISWELL, Patricia
BROUGHTON SERVICE STATION, Welch
LOOP CASH GROCERY, Loop
SEAGRAVES CO-OP GIN, Seagraves
J. D. CRAPPS, Seminole
PARKER SERVICE STATION, Seminole
STATE LINE STATION, Seminole
ACKERLY SERVICE STATION, Ackerly
FARMERS' CO-OP GIN, James
WOODY SERVICE STATION



70



PURELY AND SIMPLY
BECAUSE WE MEAN IT

MERRY CHRISTMAS

-And a-

Happy NEW YEAR

Not through custom, not because of any hope of gain or profit, but purely because we feel that way about it, we give you our very best wishes for a happy Christmas and a New Year filled to overflowing with the accomplishment of all the things that are dearest to you in your dreams and ambitions.

Lamesa Salvage Co.

ELMO SMITH, Mgr.

CHRISTMAS "INSIDE"

By GERTRUDE H. WALTON

THE LARGE house interested Celia. There seemed little life within, no Christmas decorations in the windows as in many dwellings on the streets. Tonight, a dim light in the back, with the early Christmas eve twilight, heightened its drabness.

"One may be excused for inquisitiveness, tonight," Celia led Ann, her roommate onto the porch. "This house, outside, looks gloomy but no more than is my heart. I'll admit being disappointed because of no opening, after our singing audition over WGQ this afternoon," Celia, slipping to a side door, with Ann, began singing Christmas carols. A door opened and a dignified woman said:

"Come inside, girls, and sing. I'm Mrs. Ashby. There's a piano, not opened since Beulah—"

"We'll sing if you join us," Celia answered.

After singing, Celia told of ambitions for her voice and of the afternoon's disappointment.

"Girls, you have given me a happy pre-Christmas eve and birthday, as well. Many of my club members have birthdays at this season. Please come again, tonight, if you wish. You're across the street."

Celia and Ann, at home, were eating, when, answering the telephone, Celia swung Ann around into dizziness.

"We're to report for a program tomorrow afternoon over WGQ! Someone not filling engagement! We'll practice on Mrs. Ashby's piano. Let's decorate her windows with these wreaths," Celia cried.

During the Christmas day program, dedicated to those with birthdays of the season, when Mrs. Ashby's name was mentioned, the announcer said:

"Mrs. Ashby will enjoy this program. She called us last evening—asked that you girls sing for birthdays of her club members—other members asked for you, too. Mrs. Ashby travels, gives of time and money to a shut-in club of which she is national president. Her daughter is the wife of a famed doctor in India. You probably will have a permanent program for birthdays of listeners."

"Maybe that house interested me because, even through boards and stone, human kindness, character, oozes through. Her windows look pretty, though, with our wreaths," Celia told Ann.

© Western Newspaper Union.

**RING OUT THE OLD!
RING IN THE NEW!**

1937

MAY THE NEW YEAR FIND ALL
YOUR DREAMS COMING TRUE

||

As old Father Time bows the decrepit 1936 off the stage and ushers in the glowing, beaming, smiling, youthful 1937, we wish you, our friends and patrons, a very happy New Year.

May each month be filled with ever-increasing ambition, energy and accomplishment. May you move steadily nearer to your goal and at the same time keep setting your goal ever higher.

||

M. C. Lindsey & Son
Realtors

AS WE LOOK BACK--

Over The Year
1936

**SHIP
BY
TRUCK**

We are moved to a deeper and more sincere appreciation of our friends, and all the good things you have done for us in the past.

Each year we realize more fully that our friendships are what make life worth living and we like to believe that there is a feeling of warm personal friendship underlying our business relations with all our customers. Our daily experiences confirm this feeling.

Appreciation of our friends and business associates are manifested by a word of friendly greeting, and so at this holiday time we want to extend to you our most gladsome greeting and appreciation of your friendship.

AS WE LOOK FORWARD

We wish for you and yours the happiest and most prosperous New Year you have ever known. May each day of 1937 be better in every way than the same day of 1936 or any other year.

Into the year
1937

Snyder Transfer Company

"Overnight Service From Dallas and Ft. Worth"

DR. L. B. HODGES
Graduate
Veterinarian
Billingsley Horse &
Mule Yard
Phone No. 155
Residence Ph. 123

V. O. KEY
Lawyer
Owner and Manager
**SOUTH PLAINS
ABSTRACT CO.**
Titles Insured
North Side Square

HANCOCK
Mary Bob Harrell, Correspondent

Mrs. Ivy Warren was laid to rest Thursday afternoon in Hancock cemetery after her sudden death Wednesday from blood poisoning. The funeral service was in charge of Bro. Wheeler, the Methodist pastor, with Hollin Kinison leading the music. Mrs. Warren, who was 45 years old, made her home with the Qualls family and is survived by four children, two brothers and two sisters. Though her children were unable to be here, two sisters and one brother were present for the funeral. A Christian for many years, she was of the Nazarene faith. The week before her death, she ran a thorn in her foot and placed herself under the care of a physician. By the first of last week, after the foot had been lanced, she improved so rapidly that her sudden death came as a distinct shock to the entire community, who extend their sympathy to her family.

Mr. and Mrs. F. M. McLendon and daughter Agnes went to Lubbock with Mrs. Oscar McLendon Thursday to do some Christmas shopping.

The Floyd Duncan family is recovering from a siege of the flu.

Mr. and Mrs. Oscar McLendon and children will spend Christmas in Lubbock with Mrs. B. O. Light, Mrs. McLendon's mother.

Mr. and Mrs. Walter Nelson and

children of Lamesa spent Sunday visiting relatives and friends in this community.

Mr. and Mrs. Ralph Ranson and Lynn and Victor Miller returned Wednesday from a visit in Miles with Mrs. Ranson's mother, Mrs. D. B. Horn.

Miss Ruby Bruton has gone with Rev. and Mrs. Leroy Smith to her home at Hale Center for the holidays. Rev. and Mrs. Smith went on to their home in Lockney.

Mr. and Mrs. W. H. Frith are moving from the Davis place three miles south of the school house to the Davis place just north of the schoolhouse. Mr. and Mrs. Ranson have moved from the Davis place to their former home in the school building. Mr. Frith's wife and husband, Mr. and Mrs. Walter McRory have moved from T-Bar community near O'Donnell to the Davis place where Mr. Frith formerly lived. Mr. Frith's son will live at T-Bar.

FLOWER GROVE

Katie Dyer, corres.

Mr. and Mrs. E. E. McNew and daughter of Portales, New Mexico were visitors in our community last Wednesday.

Mr. and Mrs. Edd Beckmeyer and son left for Yorktown Friday where they will spend Christmas with relatives.

Our Flower Grove basketball team played Sparenberg Wednesday. The Flower Grove Senior boys won but the Junior boys were defeated.

Mr. and Mrs. Earl Heald are the proud parents of a baby boy. He was named Jimmy Wayne.

Sunday school and prayer meeting were well attended Sunday. Rev. Webb of Five Mile filled his regular appointment. Rev. Bowlin of the Brown community preached in the evening.

A. F. Bearden and family spent Sunday evening in the home of George Bearden of Wilson.

George Bryson and family were visiting in our community Friday night. A new teacherage is being erected at our school house.

A large crowd enjoyed the Christmas program given Friday night.

Mr. Fain and family left for Springtown, Texas, to spend Christmas with relatives.

M. E. Dyer and family left for Houston Monday.

Claude Bearden of Wilson is spending this week in the home of A. F. Bob Burns has recently purchased a new radio.

Bearden.

Melvin Brown who has been working on the Wilkerson ranch near Big Spring the past two weeks returned to his home Saturday.

The following enjoyed dinner in the Isiah Brown home Sunday: Mr. and Mrs. Frank Neal and family of Westbrook. Ophelia Heald and Henry Mayfield.

Mrs. Sullivan of Big Spring is visiting her son, Don Sullivan.

Mr. Gaskin and family of Lockney are visiting in the home of Mr. and Mrs. Leo Sullivan.

Tom O'Haver is visiting in the home of Don Sullivan.

Yule, Xmas, CHRISTMAS

We love all the names by which this great holiday is called. We love old Santa under any name and in any sort of raiment and conveyance. We shall always associate many of our happiest memories with this glad season and its wonderful patron saint. We only hope that you will find a liberal share of such happiness in the joy-radiant days which are upon us.

**Parlor
Confectionery**
Mr. and Mrs. L. E. Huddleston

THE CREED OF CHRISTMAS

.... WARM HEARTS
.... CHEERFUL GIVING
.... HAPPINESS

May all of these be yours - this is the hope that we hold for you at this joyful Christmas season, when the whole world is in tune with the spirit that guided the Wise Men from the East.

May your Christmas be endowed with all the blessings for which you have hoped. May you be visited by the choicest of all good things.

And as you go onward into the New Year, may you have a rich abundance of achievement, health, prosperity and real happiness.

We could not wish you less, you our faithful friends and patrons!

HATCH
Grocery & Market

LAST MINUTE Suggestions

It pays to trade with us

Jewelry	Lamps	Atomizer Sets
Silverware	Waffle Irons	Perfumes
Diamonds	Toasters	Nail Polish Sets
Wedding Bands	Coty Sets	Stationery
Bracelets	Evening in Paris	Bill Folds
Watches	Sets	Military Sets
Tie Sets	Boyer Sets	Shaving Sets
Vanity Dresser Sets	Max Factor Sets	Clocks, chime
		Bibles

Mickey Mouse Wrist Watches \$2.95
Men's Wrist Watches \$3.95 to \$50.00
Diamond Rings, as low as \$10.00



We would not let this Christmas pass without expressing our appreciation to our many friends and patrons for their favors of the past year. May the New Year bring renewed prosperity to all.

DAL-PASO DRUG COMPANY

Prescription Druggists Let Us Be Your Pill Roller
ECHOLS - PETERSON



PLEASE ACCEPT OUR

Genuine Gratitude

The year now closing has been one in which you have honored us with your confidence and patronage, and we want you to know we are genuinely GRATEFUL.

With a greatly improved product to offer, better facilities for service, and with economical conditions rapidly improving, we move onward into the New Year with full confidence, and pledge ourselves to leave nothing undone that will work to your better service and satisfaction.

Our SINCERE and HEARTY WISH is that this 1936th birthday of the Prince of Peace may bring to everyone - rich or poor, white, red, brown, yellow or black, sick or healthy, happy or unhappy, famous or forgotten, good or bad, friend or foe, an abundance of the finest blessings that the world has to bestow. May you go onward into the New Year filled with the spirit of hope, confidence and courage to meet life's problems day by day.

Lamesa Auto Company
FORD DEALERS

DEAR FRIEND --

What a pleasure it would be if we could stand face to face this morning . . . and shake hands . . . and exchange that age-old greeting

MERRY CHRISTMAS

It is appropriate during the Holiday Season to pause and thank you for your patronage and good will. With a sincere desire to be helpful in its attainment, we wish you a Happy and Prosperous New Year.

— TOM COOKSEY

MAY THE STAR OF GOOD FORTUNE SHINE OVER YOUR HOME THIS CHRISTMAS

We take this means of wishing each and every one of our hundreds of friends and loyal customers the very merriest Christmas that your experience has ever included.

It is our earnest hope that jolly old St. Nicholas will fill every stocking right up to the top with every kind of good thing.

MORRIS & MARTIN

INSURANCE

O. H. Morris

M. Q. Martin

LET JOY BE UNCONFINED—

'Tis Christmas!

Christmas is here again, the high spot of the whole year, significant of the spirit by which our nation lives.

At this season we bring you our greetings, our sincere wishes for a Merry Christmas for each of you and a New Year that will leave nothing to be desired.

Caldwell Shoe & Harness Shop

Rural Correspondence

SUNSET

Julia Grayson, Corres.

Brother Gentry filled his regular appointment here Sunday and delivered two very fine sermons.

Mr. and Mrs. W. L. Lee and Miss Florence Lee spent Wednesday and Thursday with Mr. and Mrs. Toll Wyrick in Tulsa. They were accompanied by Mr. and Mrs. R. C. Lee to Lubbock where she visited her sister, Mrs. Bolling.

Miss Marguerite Knox of Lamesa spent Saturday night and Sunday with her parents, Mr. and Mrs. Edd Knox. Mr. and Mrs. Self and children of Loop spent Sunday with Mr. and Mrs. J. L. Parks.

Mrs. C. K. Smith and Ozell, Mr. and Mrs. Albert McGuire were guests of Mr. and Mrs. Herman Freeman of Ballard Sunday.

Mr. and Mrs. Luther Payton had as their guests Sunday, Rev. and Mrs. Gentry, and Mr. and Mrs. Grayson and Nell Rose and William Camp.

Glenn Cozart of Higginbotham spent Saturday night with Mr. and Mrs. Luther Lee.

Mrs. Knowles and son of Richardson are visiting Mr. and Mrs. Rudolph Mennix.

PATRICIA

Eudora Bruce, corres.

There were not so many out to Sunday school this week.

A good crowd from here attended the basketball tournament at Klondike Friday night and Saturday.

Mrs. Tom Applegate received word that her brother in Oklahoma was run over by a street car and killed Saturday. Mr. and Mrs. T. S. Applegate and Mrs. Tom Applegate left Sunday morning for Oklahoma.

J. B. and Aranelle McGregor, Mr. and Mrs. Ralph Merritt and Mr. and Mrs. Johnnie McGregor left Sunday for Knox county to spend the holidays with relatives.

Several from here attended the singing at Klondike Sunday afternoon.

Claude Riggs of Eunice, New Mexico is spending a few days with his parents and Mr. and Mrs. L. D. Rogers.

A number from here attended church and the program rendered by Mr. Wilson at Klondike Sunday night.

FAIRVIEW

Mrs. John Therwhanger, corres.

We had a very good crowd out for Sunday school and B. Y. P. U. Sunday.

The Christmas tree at the school house was very well attended and everyone enjoyed themselves.

Mr. and Mrs. D. K. Watson's daughter is on the sick list. We are wishing for her a speedy recovery.

Mr. and Mrs. Fred Raney and son Mrs. A. D. Raney and son, left Sunday evening for Tulsa, Oklahoma, where they will spend Christmas with relatives.

Mr. and Mrs. J. R. Tipton and family visited in the R. L. Miller home Sunday.

Mr. and Mrs. John Therwhanger visited in the G. B. Therwhanger home Sunday.

Mr. and Mrs. W. A. Hatcher visited Mr. and Mrs. K. D. Watson Sunday afternoon.

Mr. and Mrs. Edd Towns entertained with a home Christmas tree for little Audrey Dennis Raney and little Doris Raney Saturday night before they left for Tulsa, Oklahoma, where they will spend the holidays with Grandmother Raney.

Miss Faye Womack spent Sunday night at the home of Mrs. Hatcher.

Miss Leona Towns has returned from Lubbock to spend the holidays.

Mrs. G. B. Therwhanger spent Monday in Lamesa with her father.

We wish for all a Merry Christmas and a happy New Year.

HIGGINBOTHAM

Mary Smith, corres.

Sunday school and church services were well attended Sunday. Everyone came back next Sunday and bring some one with you. Our new neighbors have a special invitation to Sunday school and church.

Mrs. Blackstock and Mr. Norman

Gandy were called to Albany last week to attend the funeral of their brother-in-law.

Grandpa and Grandma Knobles and family visited the Baxters last week.

John Stanford, formerly of Goldsboro who has been employed in California, spent a few days last week with friends.

Word has been received that Rev. Curtis of Andrews would be with us again next Sunday, December 27 at 3:00 p. m. to fill his regular appointment. Everyone is invited to come.

This community was saddened at the death of little Henry Allen Lewis, who passed away Friday night. He had been suffering from pneumonia at the time of his death. He was the son of Mr. and Mrs. Allen Lewis, who moved to this community less than two weeks ago. They have a host of friends and loved ones that join them in their hours of grief. He was laid to rest in the Five Mile cemetery.

There will be a Christmas program at the school house Thursday night, December 24. Everyone is invited to come. We hope to render the program in such a way that the audience will enjoy it and at the same time it will bring to their mind why Christmas is observed.

Mr. and Mrs. Jack Baxter of Weaver, Mrs. Christopher and granddaughter of Lamesa, and John Stanford of Goldsboro attended church services here Sunday.

BALLARD

Sylvia Wintringham, corres.

Sunday school was fairly well attended Sunday.

The Christmas tree at the school house was enjoyed by the parents and students alike Friday evening.

A club party was well attended Friday night in the home of Loy Dunn. All reported a nice time.

Mr. Wintringham's sister and husband from Ohio were visitors in the Wintringham home last week.

Miss Benetha Hardy of this community and Homer Barron of Fairview community were married Saturday afternoon. They left immediately after the ceremony for Fort Worth and Dallas on their honeymoon. All of Ballard wishes for them a long and happy married life.

Mr. and Mrs. Porterfield have gone to California on a visit.

MT. OLIVE

Marita Whitehead, corres.

Brother Harris filled his regular appointment Sunday and Sunday night. The young people who are attending in college at various places have returned home for the holidays.

Mrs. Ollie Harris is visiting her sister in Lubbock.

Buster Orr visited in Big Spring last week.

Several from here attended the play at Shumake Friday night.

Mrs. J. A. Yates visited her mother Mrs. Sharp Sunday.

Mr. and Mrs. Ivan Bartlett are visiting their parents at Weatherford.

Mrs. Kilgore from Shumake visited the Stout family Sunday.

FIVE MILE

Kathleen Leamon, corres.

Only a few were out for Sunday school and B. Y. U. Sunday and Sunday night.

Midget Gist of Weaver is spending a few days with Carma Leonard this week.

A large crowd attended the play at the school house last Wednesday night. Everyone enjoyed it very much.

Miss Bernice Applegate and Mr. Bailey Edwards were married last Monday night at the home of the bride. We wish for them many long and happy years of married life.

The high school room was entertained with a banquet last Thursday night at the home of the teachers.

Kathleen Leamon spent the first of the week with Winona Speck.

Mrs. Jim Bridgeman and son Zeke, left Wednesday for Dallas to spend the holidays with Mr. and Mrs. Clayton Lawrence.

Mrs. Shelby Lundy returned to her home in Plainview Saturday after a week's visit in the home of Mr. and Mrs. George Mac Yates.

76 Years PIONEERING

IN THE OIL INDUSTRY, ENABLES
BARNSDALL TO GIVE YOU THE
FINEST OIL MADE.

100% PARAFINE BASE - DEWAXED -
HIGH FIRE TEST - LOW COLD TEST

Guaranteed to form less carbon, less
sludge, and to give you perfect satisfac-
tion, or we will refund your money.

A trial in your car, truck, or tractor will
convince you of its value and fine
lubricating qualities.

Barndall B and Mona
Motor Oils

Cope Oil Co.

DISTRIBUTOR

Phone 239

HORSES AND MULES

For Sale or Trade

We have on hand about 100 head of good
work stock. If in the market for teams of
any kind or amount see us for some real
bargains.

SECOND HAND IMPLEMENTS

We have a large assortment of 2-row list-
ers and 2-row cultivators that we have
taken in on tractor deals. We have any
brand you want and the price will be right.
See us before you buy your implements.

ALLEN HARDWARE CO.

Gussie Belle Ragsdale left Sunday Mr. and Mrs. Earl Goen were Sem-
to spend Christmas in San Angelo. inole visitors Sunday.



-- Greetings --

One of the most pleasant things about the holiday season is the opportunity it gives us to tell you how thoroughly we appreciate your business.

May you enjoy the coming year those better things of life that cannot be measured, weighed, bought or sold,

GOOD WILL - CONFIDENCE - FRIENDSHIP

ALLEN HARDWARE CO.

Our Christmas Wish For You Is Full Of SINCERITY

May this joyful season find you blessed with the pres-
ence 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.

Lamesa Tin and Radiator Shop

N. 2nd St.

H. L. CROUCH

Phone 111-M

Cordial Wishes For A MERRY CHRISTMAS

During the year now drawing to a close you have been good friends and loyal customers, and at this season we wish to take this means of extending to you our sincere wishes for a very Merry Christmas and a New Year filled with happiness and prosperity.

We Will Be Closed Christmas Day

First National Bank

HIGGINBOTHAM SCHOOL NEWS

The visitors in the Higginbotham school for last week were: Messrs Borland, Blackstock, Woss, Baxter, and Horn and Mesdames Turner and McDaniel.

School will dismiss Friday for the Christmas holidays and will resume school work on Monday the 28th.

The following Christmas program will be presented Friday, December 18 at 1:00 P. M. The public is cordially invited.

1. Welcome: Billy Gene Gray.
2. Everybody Smile—by the Intermediate Room.
3. Songs by the primary room.
4. Christmas Everywhere—Anna Lee Delaney.
5. The Best Tale of Christmas—Evalena House.
6. A Happy Newsboy—Clara Pearl Clements.

7. Sing a Song for Christmas—Cecil McDaniels.
8. Looking Out for Santa—Georgia Brock.
9. A Smart Boy—Billy McDaniels.
10. Christmas Quiz—Zelma House.
11. I Wish I Had a Telephone—Daniel Vickers.
12. A Good Plan—Calvin Gary.
13. How Santa Claus Looks—Bobbie House.
14. The Turkey Lament—J. D. Borland.
15. Songs by the primary grades.
16. Several plays.

President Borland made his acceptance speech Thursday. A large crowd of the student body cheered as he approached the platform where one of his opponents carried a sign saying "He Won, I Lost, Let's Back Him." All of his opponents and their campaign managers greeted him and pledged their support for him in the future.

The president repeated time after time that a clean school ground and pupils are the foundation of our progress.

The teachers, pupils, patrons and school board feel indeed grateful to Commissioner Beeman and Mr. Roberts for the work they recently did on the school ground while working the roads in our community. Thanks a million, men.

Christmas decorations make the old school house have a more attractive appearance.

The school press club takes great pleasure in wishing you all a very Merry Christmas and a Happy New Year.

Mr. M. L. Calcote and sons, John and Jordan Goddard of Fontana, California, are visiting friends and relatives during the holidays.

Here's Our Letter To Santa Claus!

Dear Santa Claus:

We think we have just about the finest and most loyal group of friends and customers in the whole wide world.

When you're making your rounds this year and bringing "Christmas" to good boys and girls both young and old please reserve some of your choicest gifts for all these friends of ours.

It is our earnest hope and desire that this will be the happiest Christmas in years.

**HEALTH AND HAPPINESS FOR A
NEW YEAR**

Drs. McILROY & McILROY

Chiropractors and Electro Therapy

IT'S JUST AN OLD HUMAN CUSTOM

Merry Christmas!

Happy New Year!

Not because it is a custom, and not from any time-worn usage of the words, but because deep down in our hearts we mean what we say, we use the old, familiar words to convey to you the greetings of this holiday season.

In his eternal quest for all that is finest and best, mankind honors and reverts the sentiment of Christmas. At this glad Christmastide we want you to know how deeply we feel our debt of gratitude to you for your loyalty and friendship in the past.

When the dawn of 1937 breaks over your home, may it bring to you and your family a wealth of new hope and optimism for the greater things to come to you during the twelve months.

Wilkes & Son Grocery

Phone 274

Lamesa, Texas

Your Entertainment Guide

Evening Shows at 7:00 - Sunday Matinee
At 1:45; Sunday Night 8:30

PALACE THEATRE

Special Midnite Show

CHRISTMAS EVE - DEC. 24
Wallace Beery in

"Old Hutch"

FIRST SHOW

Thursday Nite

DECEMBER 24
James Dunn - Marian Marsh in

"Come Closer Folks"

Friday - Saturday

DECEMBER 25-26

The mightiest show of them all.

What a show for Christmas

Eleanor Powell - James Stewart in

"Born to Dance"

Matinee Friday Eve, 2:00 P. M.

Sunday - Monday

DECEMBER 27-28

Meet the gayest lady—who ever

went to town

Irene Dunne in

"Theodora Goes Wild"

Tues. - Wednesday

DECEMBER 29-30

It's fight at first love when these

two meet

Clark Gable - Marion Davies in

"Cain and Mabel"

MIDNITE SHOW

New Year's Eve

THURSDAY, DECEMBER 31

"The Case of the

Black Cat"

MAJESTIC THEATRE

Special Midnite Show

CHRISTMAS EVE DEC. 24

For Mystery and thrills see

James Gleason - Zasu Pitts in

"The Plot Thickens"

FIRST SHOW

Thursday Nite

DECEMBER 24

Margot Grahame - Gordon Jones in

"Night Waitress"

Friday - Saturday

DECEMBER 25-26

Jack Holt - Evelyn Venable in

"North of Nome"

Matinee Friday Eve, 2:00 P. M.

Sunday - Monday

DECEMBER 27-28

Wallace Beery - Chester Morris in

"The Big House"

Tues. - Wednesday

DECEMBER 29-30

Robert Allen - Martha Tippetts in

"Ranger Courage"

New Year's Eve

MIDNITE SHOW

THURSDAY, DECEMBER 31

Mary Brian - Russell Hardie in

"Killer At Large"

Don't Miss Our New Year's Eve Midnite Show

LETTERS TO SANTA

Dear Santa Claus:
Please bring me a doll and piano and a wrist watch, a doll buggy and a washing machine, and a set of dishes, water colors and a book.
Your little friend,
Laverne Cathey.

Dear Santa Claus:
Please bring me a cowboy suit and chaps and a hat and a catpillar tractor.
Your friend,
Willard.

Dear Santa Claus:
I have been a good little girl this year and I want you to bring me a little cooking set and some nuts and candy.
Sincerely yours,
Janita Glaze.

Dear Santa Claus:
Please bring me a little table and a chair, a pair of house shoes, a little set of dishes, some candy, nuts and plenty of fruit. I guess that is all. I have been a pretty good girl. I am seven years old.
Your little friend,
Mary Charlene Middleton.

Dear Santa Claus:
Will you please bring my little brother and I a big red wagon, football and a knife apiece, and don't forget my little sister she wants a mamma doll and some dishes. Bring us all lots of nuts and fruit.
Yours truly,
W. L. Gerald and Marlene Patterson.

CHRISTMAS IS HERE

—and we hope that jolly old St. Nicholas loads you down with all the different kinds of good things there are.

May You Be Rich in Happiness and Peace this Christmas

HURT'S HABERDASHERY



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

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

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

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

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

When the father entered the house, no one asked him about the ties. "Dad, dad!" Tim shouted. "Do you know those red berry trees that grow way up the crick? Awful hard to get to, but when I found 'em I thought they were so purty I took some to school. The teacher said, 'that's holly' and then I read about holly and learned that folks will pay for it to have it for Christmas. So I gathered a lot of it and made me a holly stand up on the new road just hopin' they would. And dad, they did buy it! Stopped their cars and said, 'Why it's holly; who would have thought we'd find it here!' They wanted so much I had to work awful hard getting it, but gee, it was fun! I wanted to surprise mom and you, and now I'll tell you both that I made \$27.82. There's \$20 right now in that bureau drawer left after buying our Christmas. Gee dad, I love this old farm! It's got lots of surprises on it yet. This one ain't the last one."

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

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

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

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

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

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