

Dec 24

# THE DAWSON COUNTY COURIER

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## Peace on Earth.. Good Will toward Men.



### Charles Hurst Passes To His Reward

Charles Hurst, who for a few years recently was editor of the Dawson County Journal died suddenly at his home in Abernathy, Friday morning. Mr. Hurst met with an automobile accident Monday while enroute to Hale Center. He was unconscious for a short while but was not thought to be hurt seriously, and seemed to be improving until Friday when a sudden change for the worse, he lasted only a few minutes after the change.

Mr. Hurst was a writer and artist of some note. He has written several books, and one recent which bears the note of deep thought, seldom surpassed. The Rev. Surface quoted some passages from this writing regarding eternal life at the funeral services.

Mr. Hurst and his family moved to America from London, England about fifteen years ago. They have resided in Lamesa for about six years, having recently gone to Abernathy to manage their joint business, the editing of the county newspaper, with his son Jack Hurst.

The Hurst family have many friends in Lamesa. The many floral offerings at the funeral bear testimony to this fact. Mr. Hurst was laid to rest by his son Jimmy who preceded him in death only a few months ago.

The active pallbearers were: W. W. Evans, Phillip Yonge, E. A. Noret, W. B. Collins, Hardy Parker and F. T. McCollom.

### Don't Forget

Kiddies do not forget that picture "Daddy Long Legs" at the Majestic Theatre Wednesday from 1:30 to 6 P. M. All proceeds go toward charity. A can of food stuffs will admit you—and you will see a good show and at the same time be helping some boys or girls who will need something to eat this winter when you are enjoying Santa Claus.

### DATE CHANGED

The date has been changed for the play at McCarty. The new date is December 31st.

Many of the teachers of our schools left Friday and Saturday for their homes to spend the holidays with home folks.

### A Suggestion

Next year is going to be a mighty busy year. A year of many changes and readjustments, and rebidding. It will be a time when each of us is knowledge possible in connection with our businesses, whatever they may be, and plan to strengthen our foundations for the structure of greater prosperity than ever before.

The Courier will make every effort to meet the needs of its readers in the broadest way possible. It will take great pride in serving a citizenship so splendid and deserving. Help us to make the Courier the kind of paper you want, and we will bend every effort in making Lamesa and Dawson county what you want it to be. Fifty-three copies of worthwhile reading matter, giving you news of your friends and of local markets; of helpful suggestions and information.

All this for the price of only fifty cents. Make your Christmas and New Years presents to your friends, a subscription to the Courier.

### Contata Unsurpassed In Beauty

The Blue Bonnet Choral Club appeared in a most impressive manner Friday evening at the High School Auditorium as it rendered the first of many Christmas programs preceding the holidays.

13 members of this club appeared in white robes, singing "O Little Town of Bethlehem," an unusual Contata with Miss Arminas Timmons giving the Bible readings.

The high school choral club directed by Mrs. A. G. Barnard filled in from the rear of the auditorium wearing robes and singing, concluding their work on the stage. The midget Blue Bonnet Choral Club also wore white robes and appeared at the first of the program.

The stage was appropriately arranged, the only decorations being a small electrical lighted Christmas tree at each side and a basket of huge white chrysanthemums on the piano.

Clyde Brannon was called to Tahoka to conduct a funeral Sunday.

### Library Continues To Receive Books

After January the first the Public Library will be open to all. An urgent call is being made for more books. Every citizen of the county is called on to contribute either a new book or from his own library. A public library can use any worthwhile constructive book for it has to meet the demands of all kinds of people.

Dr. Roy Loveless asks that books be left with the Chamber of Commerce office and they will be checked in as received.

### Golden Rule Store Burglarized

The Golden Rule Store was broken into Sunday night and numerous articles taken. Sheriff White found these stolen goods hidden at the high school building. The burglars broke in through a window and took 8 barrels, 2 pair of shoes, 5 pair of socks, 4 pair dress kid gloves, 2 sweaters, 5 work shirts, one dress shirt and hid them in a tunnel at the school house.

Mrs. C. C. Cothes of Seminole was a Lamesa visitor Monday.

## Christmas Spirit

By Wm. A. Wilson

Christmas—Giving Timt—Santa Claus—and all that goes with it. Once each year something gets hold of us that makes us want to give—out of a spirit of love, appreciation, and consideration. That something the Christmas Spirit.

From whence does the Christmas spirit come? And why is it such a regular visitor each year? Surely, there is one above—who is the Giver of all good gifts—that gives us this virtue. He was indeed a giver with a gift, and we are commanded to emulate His unparalleled example.

"The Gift Without The Giver is Bare." Not the amount of the gift but the spirit in which it is given. Not given in order to receive, but because back of the gift is a giver with love, tenderness, and a purpose to generate happiness.

"The Lord Loveth A Cheerful Giver." The Christmas gift is given freely, and not with the idea of receiving a gift in return. A great joy that come from giving is that the gift was made freely and wholeheartedly. If the receiver could know that the gift came grudgingly, certainly, all the happiness and the spirit of the giving would be turned into sorrow and regret. The good done the receiver of the gift completes the mission of the giver, for indeed, "It is More Blessed To Give Than To Receive."

"Christmas Greetings and Cheer" words that mean much when sent in the true spirit, and by one who means them. They mean nothing when sent mechanically, and merely to repay last year's card. How glad we are to get our Christmas mails which bring to us these

words, from our friends and acquaintances—in the real sense of the Christmas spirit.

"Yuletide Reminds Us of Duty"—to a friend a loved one, or an unfortunate. The time of year envelops us with the spirit of giving to show appreciation and to make others happier. "A little gift—just to remind you of my love—my thoughts"—a worthwhile thing. It might be a gift—it might be a deed of kindness, or it might be only a smile. Whatever it is, someone is reminded, and two souls are made happier.

Christmas Times Are Surprising Times. Nothing is finer than to have a pleasant surprise by a friend, or a loved one. The joy we get when we open that package—not knowing from whence it came, nor who sent it! Then, we see the name, and wonder what we have done to merit such recognition. Well, it makes us happy, and we set about to make the giver feel our appreciation more during the next twelve months.

As We Give Gifts—making individuals of our community feel happy, certainly, we have done our bit toward making our community better and a more lovely place in which to live. A community with givers of gifts in the true Christmas spirit is a good community in which to live, and one that will attract others who give in the same spirit.

Let Us Give—our community, its institutions, and each individual in it—"A MERRY CHRISTMAS AND A HAPPY NEW YEAR," in the real SPIRIT OF CHRISTMAS in so far as it is within us to do so.

### Warning

The local Chamber of Commerce was notified Tuesday that certain representatives purported to be sent out from the Red Cross and Department of Health were covering the country and canvassing farm homes inspecting canned goods in the pantries of the farm women. It is reported that these representatives always find canned goods that they say must be taken up or sent in for inspection. Of course the farm women never hear of these goods again. In fact the Red Cross and the Department of Health have no such inspectors, although they will show badges and letters of credential. Such fakes should be reported to the officers as soon as possible. This article should be clipped by every farm woman and shown when such representatives show up. This seems to be a scheme to get foods and canned stuff for sale and to feed those who gather the canned stuff this winter. Our people worked hard enough to store up what they now have and should not now have it hijacked off them. Thanks for the tip.

### Story Telling Hour Well Received

The little publicity had been given the story telling hour held in the county court room, here was a good attendance Saturday. This custom will be observed each Saturday afternoon and children from all over the county are urged to take advantage of the very worthwhile movement. Mrs. Clyde Brannon had charge Saturday. Mrs. Jack Phinley, president of the Women's Study Club, is directing this work and will appreciate the cooperation and assistance of all who are interested. If you will assist in telling the stories or if you have a friend who can help telephone Mrs. Phinley at 346.

### DR. PRICHARD TO FT. WORTH

The host of friends of Dr. and Mrs. J. F. Prichard will regret to hear that they are leaving immediately for Ft. Worth to resume business there. The Prichards have lived in Lamesa for several years and have been a part of all the worthwhile movements of the town. They will be greatly missed and the Courier wishes for them every success in

### Big Crowd Attends Square Dance

The local American Legion had a full house Monday evening when they staged an old time square dance and a cake and pie supper at the local Post's home. It is reported that the dance and sale of pies and cakes netted about \$120.00 one half of which will go to charity.

Old time dancing with the calling was the chief attraction. Ask some of the old timers and see if they did not have a time. "Everything went off as fine as a fiddle" so stated an American Legion official early Tuesday morning in commenting on the affair.

"One cake brought \$35.00 at auction" said Richardson chairman of the affair. This cake was donated by Paul Lewis of the Home Bakery on North First Street and went to Mrs. Mike Key voted the most popular lady. The Randle Orchestra furnished the music. Andy Anderson was the chief caller and he did a great job of it, it is reported.

According to all reports the Legion here has set a precedent for Christmas entertainment and it will stage another such affair as old timers say they do not want to be left out of this modern day entertainment without some feature of enjoyment.

### NEW CITIZENS APPEAR SIMULTANEOUSLY

A young lady appeared at the Loveless-Bennett hospital one day last week claiming Mr. and Mrs. C. A. Hollingsworth as her parents and following her arrival a young man appeared a few hours later claiming for his parents Mr. and Mrs. Guy Weidman. These young people are the children of sisters, two of the Simpson girls members of one of the oldest families in Dawson county.

### VIC LAMB AND JOAN HURST MARRY

Miss Joan Hurst and Vic Lamb were quietly married in Carlsbad, New Mexico on December 12, 1931. Miss Hurst is the daughter of the late Charles Hurst and is reporter for the County Review in Abernathy. Miss Hurst was formerly employed by the Courier while in Lamesa and Mr. Lamb was reporter for the Lamesa Reporter. This couple has many friends in Lamesa who wish them success in their new work. They will edit the County Paper in Abernathy.

**JAMES DUNN**

who stirred your heart in "BAD GIRL" will electrify you with his vibrant performance as the sweetheart-rival of



**SOB SISTER**

The newspaper woman who got his goat and won his heart

**JAMES DUNN**

**LINDA WATKINS**

Molly O'Day  
Minna Gombell  
Howard Phillips

From the novel by MILDRED GILMAN

Directed by ALFRED SANTELL

A FOX PICTURE



**Palace Theatre**

Sunday-Monday-Tuesday

**Plains Gin Co.**

The Plains Gin Company Plant at Lamesa, is the well known Continental system consisting of 5-8 saw stands, and the Hardwick Euter cleaning system, their run this season will be over 2,500 bales. B. J. Roquemore, has been manager of this gin the past five years during this period the gin has been almost completely remodeled with new machinery. Mr. Roquemore is also one of the largest seed buyers in Dawson county. The gin will close Dec. 24th and reopen Dec. 28th.

Miss Rozelle McKinney home demonstration agent and her sister and brother who are attending High School here left Sunday to spend the holidays with home folks near Colorado.

Mary Elizabeth Teal left Saturday morning for her home in Rochester after a weeks visit with friends in Lamesa.

Porter Gilbert has come home to spend the holidays with his family. He is employed in New Mexico at present.

Mr. and Mrs. Alva Debnam of Little Rock, Ark. have come to spend the holidays with relatives and friends in Lamesa. Mr. Debnam is one of the Dawson county boys who has made great strides of progress in the Agriculture and Farm Demonstration work and now holds one of the highest positions in Ark.

**May This Be**

the Best Christmas and Happiest New Year you have ever known. We thank each and everyone of our friends for their patronage the past year.

**ShIPLEY & MATHEWS**  
Key

**IMPROVED UNIFORM INTERNATIONAL SUNDAY SCHOOL LESSON**

(By REV. F. B. FITZWATER, D. D., Member of Faculty, Moody Bible Institute of Chicago. (© 1931, Western Newspaper Union)

**Lesson for December 27**

REVIEW: THE SPREAD OF CHRISTIANITY IN EUROPE

**GOLDEN TEXT**—And the seventh angel sounded, and there were great voices in heaven, saying, The kingdoms of this world are become the kingdoms of our Lord, and of his Christ; and he shall reign for ever and ever.

**PRIMARY TOPIC**—Giving the Gospel to Europe.

**JUNIOR TOPIC**—Giving the Gospel to Europe.

**INTERMEDIATE AND SENIOR TOPIC**—Christianity in the Roman World.

**YOUNG-PEOPLE AND ADULT TOPIC**—The Outreach of Christianity.

In connection with the quarter's lessons, the Golden Text may be misleading if it refers to a time in the future when Christ's kingdom shall be established by his personal coming and in mighty power, displacing all earthly kingdoms with the Kingdom of Heaven. It does not refer to a world converted through the gradual dissemination of the gospel.

The lessons for the quarter center chiefly in Paul. A good method of review will be to study Paul the man.

A method also effectively used in senior and adult classes is to summarize the facts and state the leading teaching of the lesson. Assignment in this case should be made a week in advance. For this method the following suggestions are offered:

**Lesson for October 4.**

Being hemmed in on all sides, a vision was given Paul of a man of Macedonia pleading for help. Paul moved forward in response to this vision. Our visions should be translated into action.

**Lesson for October 11.**

The casting out of a spirit of divination from a young woman resulted in bringing Paul and Silas before the magistrates on a false charge. Without opportunity for self-defense, they were mercilessly beaten and remanded to jail, from which they were miraculously delivered. The jailer was converted. God will make fruitful the ministry of those who are faithful.

**Lesson for October 18.**

In Thessalonica and Berea Paul preached a suffering and risen Christ to the Jew first. The success of his ministry so aroused certain Jews that a riot ensued. Without fear Paul continued to preach Christ, and a vigorous church was established.

**Lesson for October 25.**

Alone, Paul came to the rich, cultured, and licentious city of Corinth. Here God gave him an encouraging vision, assuring him of divine protection.

**Lesson for November 1.**

In pressing the obligation of temperance, Paul shows that the believer is linked to Jesus Christ by faith. Being born from above, the man is free from the power of the flesh. God's way of "destroying the works of the Devil" is through the sonship of believers.

**Lesson for November 8.**

Preaching Christ and working miracles in Ephesus brought Paul face to face with an opposing mob. Deeds of opposition a glorious awakening resulted and a strong church was established.

**Lesson for November 15.**

At Jerusalem, Paul, in defiance to the wishes of the elders, consented to appear in order to conciliate certain prejudiced brethren. This enraged the unbelieving Jews, who attempted to kill him. Being rescued by the Roman guards, Paul defended himself and was encouraged by the testimonies of the Lord.

**Lesson for November 22.**

Not being able to get justice, Paul appealed to Caesar. On the way to Rome a great storm was encountered. Storms, as well as soft breezes await God's faithful ministers.

**Lesson for November 29.**

Philemon is a private letter to a fellow Christian on the occasion of the return of a runaway slave who had become a Christian under Paul's ministry. It is one of the most tactful and tender letters ever written and the first anti-slavery petition ever penned.

**Lesson for December 6.**

Nearing the close of his ministry, Paul calmly faced death. He looked back over a successful career and forward with joyful anticipation to an eternity with God.

**Lesson for December 13.**

The Book of Revelation is God's last message to man. It is the unveiling of Jesus Christ in his personal appearing in glory to judge the world and establish his kingdom.

**Lesson for December 20.**

Love is God's supreme gift. It was personified in the incarnation of Christ. Those whose lives have touched the Lord Jesus Christ will love.

**An Oasis in the Desert**

As we journey through the desert of this life there looms continually before us as a mirage an oasis where we may rest free from care and temptation; but as we proceed that blissful prospect recedes.

**Our Heritage**

Christ has left us with three things: a truth that brings freedom, a peace that brings contentment, and a love that redeems the world.—Robert Russell.

**Appropriate for The Season**

There has been some controversy as to who was the author of the poem "House Blessing." It being claimed to have been an extract from an old English poem whose author was unknown, and also claimed as the work of an American poet, Arthur Guiterman. Whoever the author, we think it would make an attractive motto for cottage or palace, and is particularly appropriate at this season:

**HOUSE BLESSING**

"Bless the four corners of this House,  
And be the Lintel blest;  
And bless the Hearth and bless the Board,  
And bless each Place of Rest;  
And bless the door that opens wide  
To strangers as to kin;  
And bless each crystal Window-pane  
That lets the Starlight in;  
And bless the Roof-tree overhead  
And bless every sturdy Wall;  
The peace of Man, the peace of God,  
The peace of Love on All.



**Announcing...**

The New Shelton Croquignole Permanent \$3.00 up

See Us For Your Next Wave

- Finger Wave, Dry . . . . . 35c
- Finger Wave, Wet . . . . . 25c
- Manicure . . . . . 50c
- Facial . . . . . \$1.00
- Marcel . . . . . 50c and 75c
- Eye Brow Dye . . . . . 75c
- Eye Brow Arch . . . . . 25c

**T. H. WILSON** **RUTH GAINES**  
**MRS. J. B. TARLTON**  
**SOUTH SIDE BEAUTY SHOP**  
Phone 100 Lamesa, Texas

**CHRISTMAS**

May the returns of the day bring to all of us comfort, pleasure and contentment and profound appreciation of the true Christmas spirit, "On Earth Peace, Good Will toward men."

**WEEKES DRY CLEANERS and Dyers**

**A HOLIDAY MESSAGE**

Our Christmas message for this Christmas may seem very simple, but it is from a heart filled with meaning, and if we wrote a book we could mean no more.

"May this be your best Christmas and your happiest New Year."

**W. PHERIGO**  
**LUMBER AND COAL**

Lamesa, Texas

**A Merry Christmas And A Happy New Year To All**

In extending to you our wishes for a joyful Christmas season we do not forget to thank you for the patronage and other marks of good will you have bestowed on us during the twelve months now coming to a close.

We appreciate the confidence of the public, and make it our aim always to merit the trust reposed in us. We take pleasure in serving the needs of the community in our line and invite your patronage on a promise that courtesy and quality shall be our constant offering to you.

While you are enjoying the prosperity of the New Year let us be of assistance to each other.

**Bryant-Link Co.**

**THE ALABAMA'S QUILT**

In the Alabama department of archives and history in Montgomery is one of the most famous quilts in the world, which finds there its permanent resting place after many wanderings. It is the quilt made by the Confederate women during the Civil War to be auctioned for the benefit

of the fund for the building of the warship Alabama, which caused the Federals a lot of trouble before she was finally sunk on June 19, 1864, by the Kearsarge, off Cherbourg, France.

After the quilt was made it was put up at auction, and time and again the lucky bidder would donate it to the cause, to be auctioned again. Thus it passed through many

**A Merry Christmas and a Happy New Year**

is our wish for each and every one of our friends and customers

**KEY SERVICE STATION**

W. T. York, Proprietor

**WITH KINDEST THOUGHTS FOR YOU NOT ONLY AT CHRISTMAS BUT ALWAYS**

Our patrons and friends everywhere are in our thoughts today, and as always, in the kindest sort of way. May health, wealth and happiness be yours, and 1932 be your best year.



**HUMBLE COMPANY**  
Gordon McGuire jr. Manager

**THE SEASON'S GREETINGS**

And Our Very Best Wishes For A **MERRY CHRISTMAS AND A HAPPY NEW YEAR**

**ARNETT EAGER MOTOR COMPANY**  
Open Day and Night

**SPECIAL**

FRESH HOFFMAN CHOCOLATES

**Reduced**

- 5 lb. box Hoffman Chocolates (Red Wood Chest) . . . . . \$5.25
- 3 lb. box Hoffman Chocolates (Cabinet) . . . . . \$3.00
- 1 lb. box Layde Fair Chocolates . . . . . 60c
- 2 1-2 lb. Fireside Hoffman Chocolates . . . . . \$1.25

**VASSAR CHOCOLATE**

- 1 lb. box (Fruit and Nuts) . . . . . 75c
- 1 lb. box (Assorted Centers) . . . . . 60c

Christmas Candies 15c lb. and up  
These chocolates are sold on a money back guarantee

**Lamesa Candy Co.**  
South Side of Square

**The Spangled Tree**  
By FOLGER MCKINSEY  
in Baltimore Sun

THERE never was a forest that bore a spangled tree. But every time that Christmas comes they're everywhere to see; And what has set them glowing, or in what land they're growing, I know not and I never knew—but I am very glad it's true!

Oh, first they have green branches just like the pines that dwell Beside the noble forest of chestnuts by the dell. And over all that beauty a gradual beauty seems To dwell among their swaying boughs in immemorial gleams.

And now that I remember an old tale told to me— It is the land of fairies where grows the spangled tree. And softly in December the jiving fairies crawl Along the hard and snowy miles— All laughter and all songs and smiles To set them in our hall.

There never was a forest except a fairy one That grew a tree of greenwood all decked with moon and sun, And little stars and candles and oranges and cake, And trumpets of the Christmaside for little children's sake.

And so I'm glad I'm living where people are so fine That in the winter season the tree that seems a pine Comes from the fairy gardens all spangled as does this.

That gleams for little children with the lips we love to kiss!

encore she told a droll Seamus McManus tale which made Bozo hide his head at memory of his vaudeville Irish brogue.

"That sounds moreish!" he exclaimed when she had finished, and Miss Hall responded, "If you'll play another orchestra piece, I'll try to think of something." They alternated in this way, first a story, then music, until they felt that even laughter would not postpone hunger much longer; so Miss Hall slipped to the boys a box of sandwiches prepared by her Detroit hostess. The boys collected fruits and nuts from their own bags and those of willing passengers, and then Gilm announced:

"Our last number will be Santa Claus—in person. His sledge is stalled near here, and his reindeer lame, and he has walked across the snow purposely to attend this party."

Bozo, who had been performing miracles in the smoking car, now appeared, with a bright red handkerchief on his head, a tissue paper beard, a neighbor's fur coat, with Miss Hall's ermine collar over it, and bits of cotton from various boxes pinned on his sleeves. Then, with much jovial banter, he passed down the aisle carrying a pack looking strangely like a pair of wild-colored

paajama trousers fastened with safety pins. From this sack he suspended to each child a parcel containing a sandwich, some nuts, fruit and a few candles.

Then it was that the crusty man, appeared with a thermos bottle, saying, "My daughter put this in my bag, though I told her I despised cocoa, so if the kids—"

Gilm needed no further suggestion, and soon the children were drinking hot cocoa from paper train caps; and before the feast was finished, the crusty man called out:

"Hooray! Snow plow's come! Merry Christmas!" Which was echoed all down the car.

(© 1930, Western Newspaper Union.)

hands, and from it was realized much of the money for the purchase of the ship. It finally came into the possession of the family of Mrs. Mary Hutchinson Owens, who presented it to the state as a remembrance of the Lost Cause.

The Alabama was commanded by the intrepid Rafael Semmes, and during her eventful career of two years captured one Federal steamer, and no less than 67 sailing vessels, besides causing the transfer of 884 Federal ships to the British flag.

Her destruction by the Kearsarge, commanded by Captain Winslow, was a great relief to the Federals.

The Alabama went to the bottom of the sea, the Kearsarge was destroyed long after by being wrecked on a California reef in 1894, but the Alabama's quilt, wrought by loving hands in what they considered a sacred cause, is preserved for posterity in the cradle of the Confederacy.

Mr. and Mrs. I. B. Vaughn left Saturday for Red Springs for a few days visit.

**Only Powdered Milk Plant In West Texas**

Not until the erection and location of the milk plant here did dairymen and producers of milk have a wholesale market for Sweet milk products. Since the location of the plant at Lamesa producers of milk within a radius of fifty to seventy miles of Lamesa have had the opportunity of selling whole milk in wholesale lots to this plant and at the same time the plant sells on the open markets here in Dawson county and West Texas. Since the opening of this plant there has been "another" market for milk, other than which was already established here, which of course was nothing more than the sour cream market.

The price paid by this plant has ranged from 10 to 17 cents more per butter fat pound than the market for the sour cream product. The whole milk has been collected by trucks on routes and delivered to the plant daily and such products as powdered milk, sweet creams, butter, cottage cheese, Bulgarian butter milk, sweet cream, and chocolate milks, have been made at the plant. The best milk manufacturing machinery that could be purchased was installed at the time the plant was built at a cost of two hundred thousand dollars. One hundred and one stock holders bought stock locally and half the amount of the cost of the plant was taken care of by Chicago interests.

The plant has been in operation 17 months and received milk daily since it opened. It has paid from \$5,000 to \$10,000 monthly to the milk producers of milk in Dawson county since its opening. It has received as high as 25,000 lbs. of milk per day. At the present time it is getting around 11,000 pounds daily. There are ten trucks operating bringing milk to the plant from the producers door.

True the plant has not as yet filled the expectations of those who built it, with the rising milk product market and the coming of normal times it is still believed that the plant will mean all its promoters wished for it. With normal times it is thought that this plant will mean much to the further development of the dairy industry of this section. It will mean another market and a sweet cream market for whole milk here while in the past only a sour cream market was enjoyed by milk producers. This plant was built by a cooperative effort of farmers and business men who placed \$100,000 into the project. These men made a great sacrifice at the time and since that time they well know they made a great sacrifice. But they well know few businesses have succeeded and made money during the time of the operation of this plant. They have not expected to make money from this plant. The plant in the main has done all it was expected to do—that to create a better and another market and at the same time stimulate the dairy business in this section.

This plant is the largest manufacturing concern located here and is producing the very best quality products. It deserves the full patronage of all stock holders and every citizen in the city and county as long as it delivers the kind of products that it has and is now putting out. It is a matter of home loyalty and patriotism for a home concern. Let's stay with the milk plant West Texas, only Powdered Milk Factory.

West Side Square  
**WALKER BARBER SHOP**  
and  
**BARKHURST BEAUTY SHOP**

**THIS IS JUST TO SAY We Wish You A Merry Christmas And Happy New Year Days**

Give us the continued pleasure of greeting you often during 1932. Many thanks to everyone for patronage of the past.

**CLYDE HACKLEMAN**

Telephone 413 Lamesa, Texas

**A MERRY CHRISTMAS TO YOU AND YOURS**

We wish to extend our best wishes to you for a Merry Christmas and may it be such a day of rejoicing that when you turn to recount its occurrences you will wish for its return.

We wish to extend our thanks for the patronage we have received during the past year.

And solicit a part of your patronage for 1932.

We have discontinued our mechanical work and will add a full line of fresh Fruits and Vegetables and will be glad to serve you.

We Thank You,

**J. W. SKIPWORTH & SON**  
Across Street From City Hall

**WE WISH YOU THE HAPPIEST CHRISTMAS YOU HAVE EVER KNOWN**

May the Christmas of 1931 be the best and most enjoyable Christmas you have ever known. May it be the best from every angle for your and your friends and their friends. Let us meet you and greet you in 1932.

West Side Square

**WALKER BARBER SHOP**  
and  
**BARKHURST BEAUTY SHOP**

**HERE'S WISHING YOU A JOYOUS CHRISTMAS AND A HAPPY PROSPEROUS NEW YEAR**

We might write a page and never tell you more.

**TATUM FEED & HATCHERY**  
CUSTOM HATCHING AND BABY CHICKS  
Our Starter and Growing Feeds Get the Job Done

# OUR COTTON INDUSTRY

The raising of cotton dates back to about 1903 on the South Plains. Until that time it was thought that no agricultural products would grow and do well here on account of the general belief that it was too arid. It was thought then that this was a cattle country and the soils were to be given over to the raising of grass and ranges. But this theory was disproved and it was found that when it rained sufficient to produce good range grass it had rained sufficient to produce most any kind of agricultural product and especially cotton. So it came about more and more cotton was planted each year and the large ranches were broken up and replaced with farms.

But not until 1919 did Dawson county raise any appreciable amount of cotton. This year the county ginned, according to the records 99,674 bales. In 1920 the county only produced 4,536 bales. But in 1921 the number jumped 10,771 and in 1922 the county ginned 12,674 bales. In 1923 the county for the first time passed the 20,000 mark ginning 21,410 bales. Then in 1924—the banner year for Dawson county—the gins of the county ginned 51,619 bales. In 1925 24,587 in 1926, 40,663; in 1927, 40,686; in 1928, 28,967; 1929, 33,480; 1930, 35,432. This makes a total of 314,508 bales in the past twelve years of cotton history in the county. This year 1931 is another banner year. By December this year ginning records revealed that better than 41,000 bales has been ginned and the prospects indicate that more than 50,000 bales will be ginned this year.

In speaking of the values of the various years to the county in dollars and cents it would be hard to derive exactly to the amounts as each year the price varied. But granting that the average price per bale has been \$75.00 and that the county has produced 30,000 bales per year average then cotton alone has meant at least 2,250,000 annually since it was made the money crop. This does not include the other crops.

Lon Ranson, senior in A. & M. spent the Christmas holidays with his wife in Lamesa.

Miss Mary Frances Center spent the Christmas holidays with home folks in Lamesa.

Miss Mary Dean Shepherd and Leonard Waller spent Monday and Tuesday in Lubbock visiting relatives and friends.

With the cotton development here which has meant in recent years that around 200,000 acres of Dawson county land have been planted to cotton—about 183,000 this year—it has become necessary to locate here many gins a cotton oil mill and a cotton compress besides various agencies for buying and selling cotton and cotton seed. Today this county has 19 cotton gins with 9 located in the city of Lamesa at strategic points in the county where they can best serve the cotton producer. The gins of the county are valued at about \$750,000 and are of the most modern machinery. Other cotton and cotton seed industries here are valued at around \$100,000. Thus it takes machinery valued at about \$1,000,000 to prepare for the markets Dawson

county's annual cotton crop. The cotton market in Lamesa is becoming more and more each year what it is in any cotton section of the state. Now cotton can be sold here at any time during the year for the market—middling basis. Cotton is sold on grade and staple and brings as much in Lamesa as at any point down state on the same grade and staple basis. Lamesa has a highly competitive market and the producer gets as much less the freight—on the Houston market as any place in the country.

Some are wondering what the recent cotton acreage law will do for Dawson county acreage next year and in years to come. Well that depends on whether the law is enforced. Some say it will not be enforced. Others say it will. That remains to be seen. Down her in Robinson county, where it was objected to so strongly, this coming January we are to have a test case to see if the new law will stand in the courts. It is hoped by those who are testing the case to prove it unconstitutional and thus "bust" it. It is believed, however by the majority of the cotton producers of the state that the law should stand and be enforced. All will agree that Texas, as does other cotton growing states of the south, has too great a cotton acreage and that his acreage should be cut. The recent law will furnish ample excuse for testing the desires of farmers every where in Texas to cut the acreage. It is pointed out by some that even if the law is in force that we will not reduce our yields as more intensified cotton cultivation will take place and better cotton will be raised. Even so, our lands will be conserved and at the same time we can get a better price for cotton as it will be a better grade.

Anyway in Dawson county, with the past year, according to Federal census, 183,000 acres to cotton the county could plant—under the new law—about 150,000 acres to cotton. This means if a farmer has 160 acres in cultivation—the law requires that only cultivated acreage can be counted. About 48 acres can be planted to cotton in 1932. The rest to feed and anything the farmer chooses. It is estimated that with his law enforced he county will only lose around 30,000 acres to cotton in 1932 and the chances are with intensified cultivation will produce as much cotton—on the average as heretofore. Out here on the plains of Texas we produce about 500,000 bales of cotton annually.

Recent years have proved to East Texas and Central Texas sections that this section is particularly adapted to cotton growing and that they will have to resort to some other crops to continue to compete with this section and for their money crop. Government figures have revealed that the South Plains section can produce cotton at the low cost of 10 cents per pound, while it takes 17 cents and above in other cotton growing sections. A few years ago we laughed at the government figures of being able to produce cotton here at the low figure of 10 cents per pound. We said then that it could not be done. But 1932 cotton price came along and actually proved it to us. We would make big money this year if we could get 10 cents per pound

Anyway, the point is, the South Plains of Texas is recognized as a cotton growing section and has potential possibilities hardly possible to guess. The future certainly should hold for this section more cotton and more cotton industries. Already it is felt that cotton mills should be located here to save freight on the raw material. This will come in the future and the South Plains of Texas, will be one of the potent manufacturing centers for cotton goods in the South—then Dawson county will take her place along with her sister South Plains counties in this line. Cotton still her money crop and factories to make her money crop in finished products right here at home.

Watch our prediction—this will come true.

## Farmers and Planters Gin Company, Inc.

The Farmers and Planters Gin located at Ackerly was built in 1926. The plant consists of 5-80 saw stands and the Mitchell cleaning system, and powered by Fairbanks-Morse oil burning engine. The average run since opening has been over 2,000 bales annually, and this season will run over 2,500 bales. The gin is cooperatively owned by farmers of the Ackerly community. Mr. J. R. Belt, is manager, announces that the gin will close Dec. 23 and reopen Dec. 28th.

## CHARLIE OWEN RETURNS TO DAWSON COUNTY

Charlie Owen who has resided in this county for some time moved back to his old home in Ark. some months ago, but he has returned to Dawson county to take

charge of his farm and to make his home among us again. Mrs. Owen was detained on account of the seriousness illness of her mother but will join her husband in a few days. The Owens are constructive citizens and we welcome them back home.

Mr. and Mrs. Conway King and children left the latter part of the week to spend the holidays with relatives.

## WE WISH YOU SUCCESS AND HAPPINESS

May the Christmas season bring enjoyment that will fill every minute and hour with experiences that will delight your fancy and then as you pass out of the yuletide season and face the New Year may you see the accomplishment of our fondest ambitions and hopes.

Let us thank you for your loyalty, friendship, patronage, and Year may you see the accomplishment of our fondest ambitions and hopes.

## JESSE CARROL KEY & SMART AGENCY

## SATISFACTION OF HONEST EFFORT TO SERVE AND PLEASE

Is the feeling we hold at the glad season and at all other seasons of the year, but we like to pause at Christmas time and look back over the months that have passed and think of what our friends have meant to us. As we do so we feel a new sense of responsibility and a deep and abiding appreciation of your loyalty to us.

In the finest spirit we know we send this message of appreciation and our very best wishes for your happiness this Christmas and throughout the New Year.

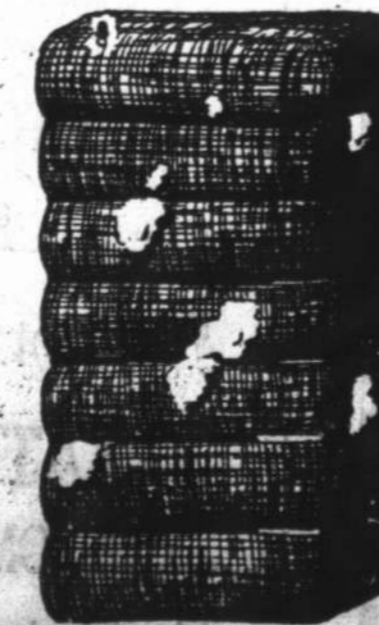


## PLAINS GIN COMPANY

## WE WISH YOU HAPPINESS— WE APPRECIATE YOUR FRIENDSHIP—

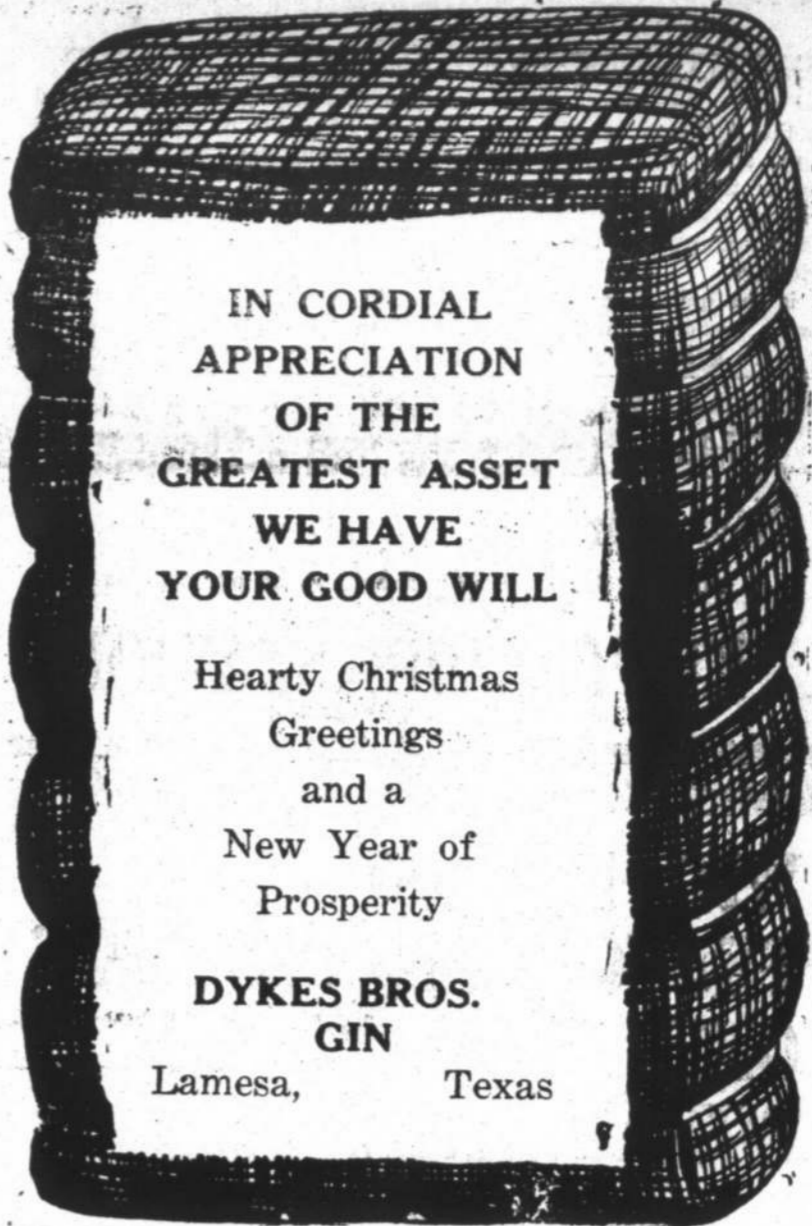
And since it is appropriate at this time we take advantage of the opportunity the season brings to give public expression of our good wishes to those whose patronage it has been our pleasure to receive.

May the Christmas season be all you could wish for, and the year 1932 one of peace, prosperity and lasting enjoyment.



## THE BROWNING GIN

Pride, Texas



## IN CORDIAL APPRECIATION OF THE GREATEST ASSET WE HAVE YOUR GOOD WILL

Hearty Christmas Greetings and a New Year of Prosperity

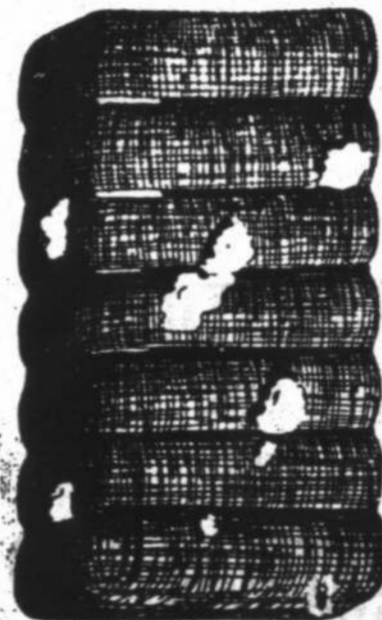
## DYKES BROS. GIN

Lamesa, Texas

## AMONG OUR ASSETS

We like to count among our assets the only one that money cannot buy—Your Good Will

And so at this holiday season we extend to our many members and friends THE BEST OF WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR



IN UNION THERE IS STRENGTH

## FARMERS COOPERATIVE No. 1 SOCIETY Lamesa, Texas

## HAPPY NEW YEAR

and a

## CHRISTMAS GREETINGS

To our many friends and customers. Thanking you for your past and future business—Let us all pull together for a better Dawson County.

## LAMESA OIL MILL

A Dawson County Enterprise



## MAY THE JOY BELLS RING MERRILY FOR YOU

During the Christmas season and through each day of the New Year. We consider ourselves fortunate in the patrons whose friendship and loyalty we proudly claim. Our highest ambition is to prove worthy of your confidence and good will.

## R. E. COLEMAN GIN

KEY, TEXAS

Lamesa... The Lamesa... in 1922, is a... County enter... ing W. K. C... and L. F. K... Lamesa bus... has a capac... it furnishes... son county... es a ready... round, for th... and through... son, has pai... dollars per... side mills. T... of oil, groun... L. F. Keislin... T. J. Sullivan...  
Dykes... The Dykes... and operated... Dykes, was... the only M... mesa. The... saw Murray... Hancock pie... oil engine, p... The sun th... er 2000 bales... The Dykes... son men, an... are in the... county. They... customers at... and prospero... Merry Christ...  
Farmers... The Farme... ty No. 1 org... April 1929 w... grown in thr... ship of appro... ety's Gin I... largest and... son county e... Lomus stand... wick-Etter e... uses steam p... During the... the plant ha... 10,000 bales... son will run... mark. The so... organization... ned for anyon... membership... ers from ad... well as man... farmers. All... is prorated... ship.  
The original... ganization w... ident; W. W... dent; L. D... Treasurer, Dir... D. S. Blundel... B. L. King, P... the same with... King who is... Treas. and R... placed Mr. B... and A. B. C... charge as ma... presses a des... eration from...  
The Lo... The Lockhar... 1925 at Lames... G. E. Lockhar... resentative fr... the state leg... modern in ev... ing of the c... throughout w... and double e... ing system, v...  
M... As th... to pass f...  
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### Lamesa Oil Mill

The Lamesa Oil Mill was established in 1922, is a 100 per cent Dawson County enterprise, the owners being W. K. Crawley, S. R. Simpson and L. F. Keisling, all prominent Lamesa business men. The mill has a capacity of 25 tons daily, it furnishes the farmers of Dawson county, and adjoining counties a ready market the year around, for their seed at top prices and through the non market season, has paid from two to four dollars per ton more than outside mills. Their products consist of oil, ground and flake cake. Mr. L. F. Keisling is manager and Mr. T. J. Sullivan Assistant Manager.

### Dykes Bros. Gin

The Dykes Brothers Gin owned and operated by B. F. and W. A. Dykes, was built in 1923 and is the only Murray system in Lamesa. The plant consists of 5-80 saw Murray stands and a Double Hancock picker, with a Fairbanks oil engine, power plant.

The sun this season will be over 2000 bales.

The Dykes Brothers are Dawson men, and all their interests are in the progress of Dawson county. They wish for their many customers and friends, a happy and prosperous New Year and a Merry Christmas.

### Farmers Cooperative Society No. 1.

The Farmers Cooperative Society No. 1 organized at Lamesa in April 1929 with 150 members has grown in three years to a membership of approximately 350. The Society's Gin Plant is one of the largest and most modern in Dawson county consisting of 6-80 saw Lomus stands, and a modern Hardwick-Etter extractor, the plant uses steam power.

During the three seasons run the plant has ginned upward of 10,000 bales of cotton, this season will run well over the 3,000 mark. The society is an all farmer organization and no cotton is ginned for anyone not a member. The membership includes many farmers from adjoining counties as well as many Dawson county farmers. All profits from the gin is prorated among the membership.

The original officers of the organization were M. C. Dobbs, President; W. W. Womak, Vice President; L. D. Middleton, Secretary Treasurer. Directors: L. H. Wilson, D. S. Blundel, W. T. Childress, and B. L. King. Present directorate is the same with the exception of B. L. King who has been elected Secretary, and R. P. Davis has replaced Mr. Blundel as director, and A. B. Crow has been put in charge as manager. Mr. Crow expresses a desire for closer cooperation from all members.

### The Lockhart Gin

The Lockhart gin, established in 1925 at Lamesa, is owned by Judge G. E. Lockhart, our esteemed representative from this district in the state legislature. The gin is modern in every respect, consisting of the Continental system throughout with 5170 saw stands and double extracting and cleaning system, with steam power.

The gin is in charge of a very capable manager R. B. Snell, who has had many years of experience as a gin man. This seasons run Snell thanks his customers and wishes them a Merry Christmas and a Happy New Year.

### R. E. Coleman Gin

The R. E. Coleman Gin at Key, Dawson County, was established by R. E. Coleman in 1923, and operated by him until the fall of 1929 when it was sold to the Farmers Cooperative Society of Dawson county, who operated it for two seasons. Mr. Coleman became the owner again this year, and as Mr. Coleman is operating a gin near Artesia, N. M., Mrs. Coleman has taken over the management and is making an excellent success of it. For 1932 the Colemans are planning on putting in new, and more modern machinery. Mrs. Coleman reduced the price of ginning to 20 cents this year, and says he could have ginned over 4000 bales had the plant capacity been equal to it, however the plant will run well over 2500 bales. Mrs. Coleman plans to don overalls and learn the gin business from the ground up another season.

### The Browning Gin

The Browning Gin, located near Pride, at Shacktown, in the north-eastern part of the county, is owned by J. T. Browning, with R. L. Browning as manager. The gin was established in 1926 and has been operated by the present owners two seasons. The plant consists of 5-80 saw gin stands, with a Hardwick-Etter cleaner, and a Lokey extractor. The Browning gin at this point of serves a double purpose, inasmuch as it gives the farmers of that section a daily market, the same as Lamesa, and whereas formerly cotton had to be hauled 20 miles or more to Lamesa, sometimes necessitating a 2 or 3 days wait. The gin this season will run close to 4000 bales. Mr. Browning says they have the best line of customers on the plains.

### Klondike and Sparenberg Gins

The Klondike and Sparenberg Gins, owned by L. F. Keisling and W. C. McBride, are two of Dawson county's leading gins. The Klondike gin built about 1925 and the Sparenberg gin earlier, were acquired by the present owners this year. The Klondike gin, is a 5-80 saw Murray system with double cleaning system. The Sparenberg gin is a 5-80 saw Munger plant with practically the same cleaning system as the Klondike gin. This seasons run for the two gins will be over 6,500 bales. Mr. Keisling and Mr. McBride have been in the gin and cotton business many years and have been a large factor in the development of Dawson county's cotton industry.

### McDonald Ely Gin

The McDonald-Ely Gin built in 1924, is thoroughly modern in every way, and is owned entirely by Dawson county capital. The owners are J. W. McDonald and W. J. Ely, of Lamesa. The plant is equipped with 5-80 saw Conti-

mental stands, and Lomus cleaner and extractor. This gin is also equipped with the A. C. C. O. round bale equipment and is steam powered. This seasons run to dates is well over the 3000 mark making this gin one of the leaders of the county.

### Birge-Forbes Gin

The Birge-Forbes Gin, located at Patricia, and owned by the Birge-Forbes Land Co. was established in 1923 at which time Birge-Forbes opened up a small tract of farm land, and put in a modern gin plant, which has since been added to, and now consists of 4-80 saw Murray stands and a cleaning system equal to any in the county. At the time this gin was built the country for miles around consisted mostly of mesquite brush. At present the country is dotted with hundreds of homes, many of which are owned, and many more have been built by Birge-Forbes Co. 100 sets of improvements being bought in Lamesa at one time.

There are now three grade schools in the district, Patricia, Goldsmith and Pleasant Valley, employing eight teachers.

The development of this fertile part of Dawson county continues, there being several thousand acres owned by Birge-Forbes yet undeveloped. The gin has averaged over 2000 bales yearly since its establishment.

### "HERE COMES PATRICIA" CAST ENJOY BANQUET

The fire boys entertained the cast of the play, "Here Comes Patricia" which was recently given with a banquet at the Williams

Hotel Monday evening. Twenty-six of the fire boys and members of the cast enjoyed the affair and the following program was rendered:

Toast Master—Rev. W. H. Wallace.

Invocation—Rev. E. F. Cole  
Piano Numbers—Ralph Fry  
Jimmy Rogers, Impersonation—Leslie Pratt.

Wife Calling Contest—Married Men.

Address—Why every girl should study.

Home Economics—Happy Dyer  
Fire Chief, Ernie Parchman presented Mrs. Pratt in behalf of the Fire Department, a make-up case in appreciation of her untiring efforts in directing the play.

### Luncheon Club

The Business Men's Luncheon Club held its regular meeting Tuesday and a Santa Claus program and gifts added merriment to the occasion. Christmas songs were sung by Mrs. Wallace and Miss Barbour. Dr. Roy Loveless presided and each guests opened his gift and showed them which created much amusement. Next week is the election of officers for the next six months.

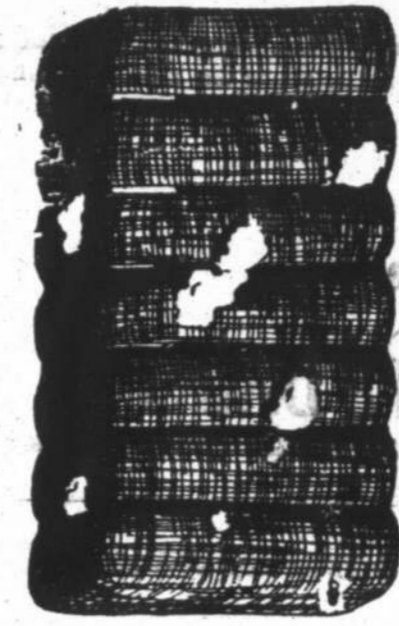
Parties were formed and Brother Wallace and Carl Rountree will represent the Methodist party Brother Cole and V. Z. Rogers will represent the Baptist party thus the race will be Methodist vs. Baptist.

There were 23 present and the room was beautifully decorated in Christmas decorations and a special turkey plate was served by the Williams Hotel.

## HAS BEEN A REAL PLEASURE OUR BUSINESS WITH YOU

Every business has its "ups and downs" and its bad days and good days, but with us it seems, our patrons have been kind and thoughtful in helping to make every day a bright cherry day for us. Therefore you may know, good friends,

that we mean every word of it when we send you the season's best wishes and the hope that 1932 will bring you a delightful twenty four hours for every day on the calendar.



**FARMERS & PLANTERS**  
Ackerly, GIN Texas

## KIND REMEMBRANCES AND BEST WISHES

Not only at Christmas time but all the coming year, our best wishes and kind Remembrances will be with you and your house.



We shall welcome the opportunity to serve you when possible in 1932.

**THE LOCKHART GIN**  
Lamesa, TEXAS

## AS THE HAPPY YULETIDE APPROACHES

We wish you and yours a full measure of the season's choicest delights. May your Christmas be filled with happiness and your New Year be one of prosperity, health and all things good.

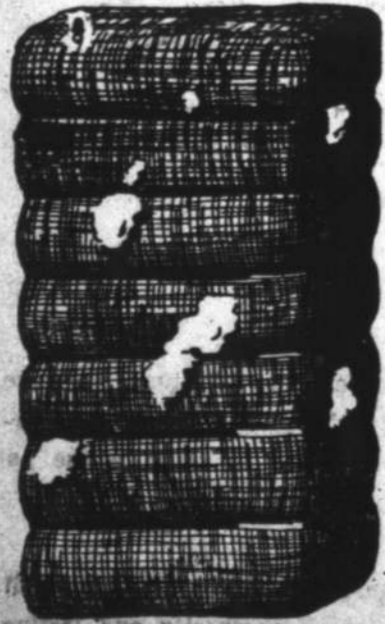


We wish to thank each and every one of our many customers for their patronage this season and hope to see you again next.

**MCDONALD-ELY GIN**  
LAMESA

## MAY ALL HAPPINESS BE YOURS

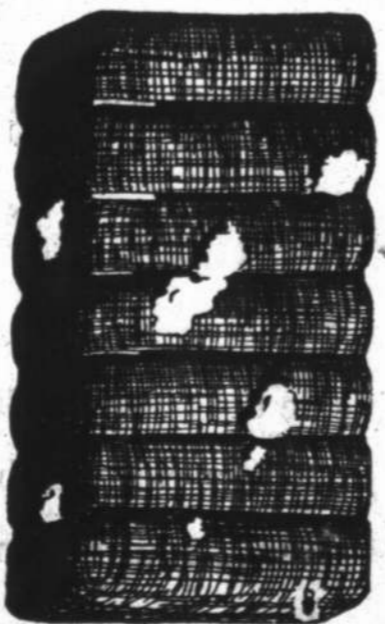
As the year nineteen hundred and thirty-one is about to pass into history, and we turn our thoughts toward the



new year, it is well that we remember our friends and patrons and wish them all happiness for the new year and in some measure express our thanks for their patronage in the past.

**MCBRIDE & KEISLING**  
Klondike and Sparenberg Gins

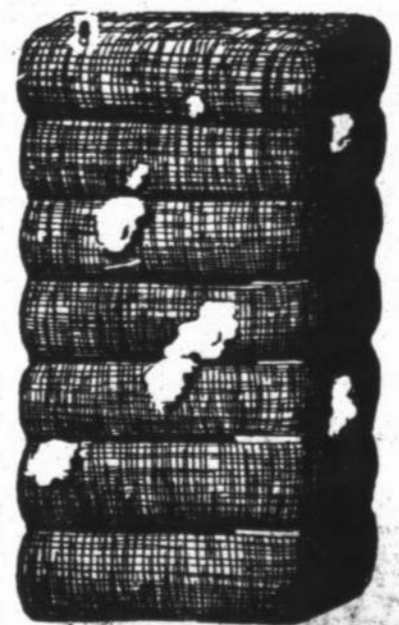
## HEARTIEST WISHES FOR YOUR SUCCESS AND HAPPINESS DURING THE NEW YEAR



**MUNGER GIN**  
WALTER JONES  
Munger, Texas

## WE KNOW NOT WHAT THE NEW YEAR HOLDS

But we do know that it is the beginning of new hopes, new thoughts, new prospects and new determination to achieve. We hope it will hold for you many opportunities for success and that you will be ready for each of them.



meant to this We thank you for all you have business not only in patronage but for the good influence you have used among your friends in our behalf.

**BIRGE-FORBES GIN**  
Patricia, Texas

## AS THE HAPPY YULETIDE APPROACHES

We wish for you and your a full measure of the season's choicest delights. May your Christmas be filled with happiness and your New Year be one of prosperity, health and all things good.

**SKEEN'S DAIRY**

## IT IS WITH GENUINE PLEASURE

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

Our wis for you is that this Christmas and the year ahead will see the fulfillment of every bright promise for happiness and prosperity you could wish for.

**CICERO SMITH LUMBER COMPANY**

Try a Courier Want-ad and get Results

## GREETINGS AND SINCERE GOOD WISHES FOR A MERRY CHRISTMAS AND BRIGHT NEW YEAR

As the year nineteen hundred and thirty one is greet you and send sincere good wishes for a Happy and more prosperous NEW YEAR. May we serve you better in 1932 than ever before is our aim.

**RANDALS LUMBER CO.**

## .. At The Churches ..

### CHURCH OF CHRIST

Rev. H. P. Cooper  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 Evening Service ..... 8:00  
 Announcements  
 Prayer meeting Wednesday 8:00 p. m.; young peoples meeting Sunday 7:00 p. m.

### FIRST BAPTIST CHURCH

Rev. E. F. Cole  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 B. Y. P. U. ..... 6:45  
 Announcements  
 W. M. S. Circle meeting 4:00  
 Monday; Intermediate G. A. at 4:10  
 Monday; R. A. at 4:10 Tuesday; teachers and officers council, 7:15  
 Wednesday; Junior G. A. 4:00  
 Wednesday; prayer meeting, 7:30  
 Wednesday.

### MISSIONARY BAPTIST

Rev. W. B. Wages  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 B. Y. P. U. ..... 6:30  
 Evening service ..... 7:30  
 Announcements  
 W. M. U. Meeting, Tuesday 2:30;  
 Prayer meeting Wednesday evening at 7:30.

### NAZARENE CHURCH

Rev. J. B. Gatlin  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 Evening service ..... 7:45  
 N. Y. P. S. ..... 6:45  
 Announcements  
 W. F. M. S. meets Friday at 2:30; prayer meeting at 7:15 Thursday.

### CLUB CALENDER

**Monday:**  
 Missionary Societies of First Baptist, Methodist, First Christian, Presbyterian, Church of Christ, 3 p. m.

**Tuesday:**  
 Blue Bonnett Choral Club, 9 a. m. Missionary Society of Missionary Baptist Church, 3 p. m. American Legion Auxiliary, 2nd and 4th Tuesdays, 7:30 p. m.; Court House.

### CARD OF THANKS

We desire to take this means of thanking everyone for the many kind expressions of sympathy, the many beautiful floral offerings, and acts of kindness extended us in the recent death of our beloved father and husband.  
 Mr. Jim Randals.  
 Loo Randals and family.  
 Ben Randals and family.  
 R. J. Randals and family.  
 Sam Randals and family.  
 Mrs. Cicero Arnett and family.

### FOR TRADE

1 Farmall and equipment to trade for mules and farm equipment. See Loo Randals.

Mrs. Will Brown motored to Lubbock Monday and was accompanied home by her daughter, Aileen who has been attending Tech.

Mrs. A. L. Duff and son Arthur Lewis Walker, Misses Inez Walker Evelyn Richards of Seminole were Lamesa visitors Saturday.

Miss Evelyn Baker of Tech returned Monday to spend the Christmas holidays with home folks in Lamesa.

### ASSEMBLY OF GOD CHURCH

Rev. D. Z. Little  
 Sunday school ..... 10:00  
 Morning service ..... 11:00  
 Evening service ..... 7:45  
 Announcements  
 Prayer meeting Wednesday evening at 7:45 p. m.

### CHRISTIAN CHURCH

Preaching Services held in Lamesa on the First and Second Sundays. During months with five Sundays services will be held on Sunday School ..... 9:45 every other fifth Sabbath.  
 Morning service ..... 11:00  
 Evening Services ..... 7:30  
 Announcements  
 W. M. S. meets Mondays at 3:00 p. m.

### PRESBYTERIAN CHURCH

Rev. Eugene H. Surface  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 Evening service ..... 7:45  
 Announcements  
 Ladies' Aid meets Monday afternoon at 4:00

### METHODIST CHURCH

Rev. W. C. Hinds  
 Sunday school ..... 9:45  
 Morning service ..... 11:00  
 Epworth league ..... 6:45  
 Evening Service ..... 8:30  
 Announcements  
 Prayer meeting Wednesday evening at 7:30; announcements for choir practices and aid meetings made every Sunday.

Bridge Study Club, 3 p. m. Tuesday Bridge Club, 3 p. m. Delphian Chapter 1st and 3rd Thursday, 7 p. m. Womans' Club House.

**Wednesday:**  
 Wednesday Bridge Club, 1st and 3rd Wednesdays, 3 p. m.

**Thursday:**  
 Parent Teachers Association, 2nd and 4th Thursdays, 4 p. m.

**Friday:**  
 Woman's Study Club, 2nd and 4th Fridays, 2:30 p. m., Woman's

### DRUE LOCKHART

Drue Lockhart returned Saturday after a brief stay in Lubbock. Miss Meeks who has been attending school in Canyon returned Saturday to take up her duties as one of the teachers in the Co.

Miss Eunice Gaines freshman in Baylor College for Women at Belton returned Monday for a two weeks stay with home folks.

Laurel Mitchell, senior in McMurray came in Saturday to spend the holidays with home folks.

Mike Barrett of Simmons University returned last week for the Christmas holidays.

Mr. and Mrs. John Stout of Mc last week.

Mrs. C. Stark of Seminole was a Lamesa visitor last Thursday.

Miss Janet Pickle of Big Spring spent Sunday with relatives and friends in Lamesa. Miss Pickle was enroute to Plainview. of Seminole were Lamesa visitors

Bob Lindsey Jr. left Friday for Amarillo where he will spend the Christmas holidays with his mother.

Lewis Walker and Arthur Duff Kinney spent the Christmas holidays with Mrs. Stout's mother, Mrs. Will Lamb.

**DR. HALL W. CUTLER WISHES HIS MANY FRIENDS AND PATIENTS THE VERY BEST CHRISTMAS AND NEW YEAR OF THEIR LIVES AND MANY MORE OF THEM**

## WELL, HERE COMES THH WIFE!

After writing and then tearing up a number of perfectly good Christmas ads, the wife has come in and cut my message to the short and snappy, "Merry Christmas and Happy New Year." Now I wonder, could I find a better one.

The same special prices that we offered last week will still be good this week.

**A. W. JONES GROCERY & MARKET**

## HELLO, 1932

We are ready for you and feel happy over the opportunities we believe you hold. Be good to our friends—provide them with wealth and happiness and prosperity and we'll be happy. Friends everywhere, we thank you and wish you well.

**TEXAS COMPANY**

## HELLO FOLKS EVERYBODY HAPPY?

May this be the merriest Christmas you have ever experienced and the New Year one filled with just those things you most desire.

**L. BERRY DAIRY**

## WE WISH YOU HAPPINESS WE APPRECIATE YOUR FRIENDSHIP

And since it is appropriate at thi stime we take advantage of the opportunity the season brings to give public expression of our good wishes to those whose patronage it has been our pleasure to receive.

May the Christmas season be all you could wish for and the year 1932 one of peace, prosperity and lasting enjoyment.

**MAGNOLIA PETROLEUM CO.**

### HANCOCK

Christmas will be celebrated this year with a Christmas tree, a program and Old Santa's coming Wednesday night. The program, which will be rendered by the school children, before the coming of Santa is as follows:

Smile of Welcome—Donald Edward Butcher.

Reading—Mattie, Ruth Harrell. The Happiest Boy and the Happiest Girl—Junior Harrell and Nuby Casen.

Song—Primary Room.

Reading—J. C. Arnett.

It almost Wasn't Christmas—The Fourth Grade.

Reading—Hazel Hughes.

A Trick on Santa—Borden Clifton.

Santa's Helpers—The fifth grade.

A Christmas Wish—Leslie Ansley.

Mrs. Matt Hughes has been sick for the past week.

## A MERRY CHRISTMAS AND A HAPPY NEW YEAR

To friends and patrons Everywhere

Let Us Do Your Christmas Cleaning

**LAMESA TAILOR SHOP**

PHONE 151

Trade With The Boys

The First Christmas—Senior boys and girls.

Song—"Holy Night—Silent Sent or Girls.

Mr. Ross of Portales, N. M. is here on an extended visit.

Mrs. R. P. Davis is in Turkey where she is undergoing treatment.

Hancock held school Saturday of this week, so that they might have two days Christmas. Christmas Eve and Christmas day will be holidays. The teachers are planning the holidays with their folks.

Miss Allen will spend Christmas at Klondike, Mr. Sims at Gorman, and Mr. Montgomery at Lubbock.

Klondike handed Hancock a defeat with both their Senior teams, Saturday night at the Klondike Gym. Hancock had no practice, due to bad weather, and so far chosen no regular team. The line up for the boys were: Mac Nelson, Joe and Ward Harrell, Harry Lee Phillips, and T. N. Middleton.

Changes may be made in the team. The girls team was composed of: Thelma McGowan, and Magle Nelson, centers; Velma Hughes and Nola Mae Callahan, guards; and Mary Sue McGowan and Lelia Stephens, forwards. Changes are also likely to be made in this team.

Mary Bob Harrell, who is attending Texas Tech is home for the Christmas holidays.

Mr. and Mrs. Fred Hughes entertained Sunday, with a Birthday dinner for Roy Hughes. Mr. and Mrs. Matt Hughes and family were visitors.

Sunday School was held in spite of the rain and cold. B. Y. P. U. services, were also held.

Mae W. Hancock and daughters Mona T. and Lorene visited grandmother Hancock at the Hughes residence Thursday.

Friends of Sam Middleton and Miss Flaval Vines, were surprised by their marriage Saturday, Dec. 19th. Many happy years of married life is the wish of every one who knew them.

Majorie Dobbs, Reporter.

### BALLARD NEWS

By Bob Lindsey Jr

L. H. McClendon and family have recently moved in this community from Richland, Texas in Navarro County.

Bro. Baker held regular morning services at the school last Sunday.

Regular B. Y. P. U. services were held Sunday evening. Misses Odella and Pug Crow, Ivy Huddle and Ruth Cox and Messrs Howard Huddle and Bob Lindsey Jr. attended church services at the First Baptist Church last Sunday and returned for B. Y. P. U. services.

A Sunday School party was enjoyed at the home of Mr. C. A. Summerlin last Wednesday night. Mrs. Summerlin gave the party for her class.

Mrs. West teacher, has returned to school after a brief quarantine during her husband's illness.

Ballard's Honor Roll for the second month will be given after the Christmas holidays.

Mr. Dyer, teacher, will spend the Christmas holidays in Clovis, N. M. and Lubbock visiting relatives and friends.

Miss Cox, teacher will visit relatives in East Texas.

Mrs. West, teacher, will visit relatives in Ft. Worth, Texas.

Bob Lindsey Jr. teacher, will visit relatives in Amarillo, Texas.

A full Christmas program and play was given at the School last Friday afternoon the program was as follows:

Jingle Bells—School song.

Holy Night—High School Girls.

Christmas Aerostic—

A visit from St. Nicholas.

A pair of Stocking—Play.

To Light the Christ Child on His Way—Story.

Christmas Legend—

A Real Santa Claus—

Christmas Land—

Christmas Thoughts—

Peppermint Jane—Reading.

An Appreciation.

A Christmas tree was decorated and loaded with pupils gifts which were exchanged after the program.

This correspondent wishes this community and others, "A very Merry Christmas."

### MCCARTY NEWS

By Merle Shipp

Sunday School Sunday, good attendance. Guy Ranson preached afterwards, regular League service Sunday evening.

A play entitled "Good Gracious" three act comedy drama, will be presented Tuesday evening, high school auditorium, admission 10c each. Director W. E. Peterson.

Characters are: Arline Stanley, Myrtle Henderson, Calous Ray, R. E. Echols, Doyle Ranson, Hulon Henderson, Finley Woodul and Marshall Stanley. Every one is cordially invited to attend.

Mrs. H. P. Baze, charming hostess to a wedding shower, given in honor of Mildred Jo Borden and Estella Haggard, Tuesday evening, a large crowd attended, and many beautiful gifts were presented the two ladies. After games of different kinds were enjoyed, delicious refreshments of sandwiches, hot chocolate and cake was served to a large number.

Miss Mildred Jo Borden and G. E. Peterson and Estella Haggard and Carl Bostick motored over to Carlsbad Wednesday and were quietly married. They will spend their honeymoon in Carlsbad. Miss Borden is the daughter of Cliff Borden of this community and is very popular. G. E. Peterson is the son of J. M. Peterson and a graduate of Lamesa High School. Estella Haggard is the daughter of F. M. Haggard and has a host of friends. Carl Bostick is the son of Josh Bostick. All parents live in this community. Friends wish the two couples a double success. They will make their home here.

Royce Peterson is reported ill, he is some better at this writing.

Carson Echols was a business visitor in Lamesa Wednesday.

Miller Shipp and Pauline Vaughn were visitors in Lamesa Wednesday.

Mrs. Maude Shipp is ill at her home, but is reported better at this writing.

Last Saturday evening, December 12, Miss Ollie Davis and Mart Barrow were quietly married at the home of Rev. W. I. Taylor, of Lamesa. Mrs. Elmo Smith witnessed the wedding. Miss Davis was dressed in black with charming accessories to match. Miss Davis is the popular daughter of J. W. Davis, of this community and is a graduate of Lamesa High School, a student of Tech. College, Lubbock. Mr. Barrow is the son of Mr. and Mrs. T. J. Barrow, and has a host of friends. This couple will make their home in the Mungler community. Friends wish them happiness and success.

School will dismiss Wednesday for the Christmas holidays.

### MISSES GUERRANT AND MORGAN HOOSTESS TO ACE HIGH CLUB

Misses Thelma Guerrant and Maurine Morgan were joint hostesses to the Ace High Club this week at the home of Mrs. T. F. Vaughn. At the conclusion of the games Miss Mary Roach was presented with Coty's perfume as high score award.

Tuna Salad, Coffee and wafers was served to the following:

Misses Ethel Iris Simpson, Wilma Jones, Nell Goodloe, Gladys Hastings, Betty Travis, Mary Roach, Rozelle McKinney, Marie McDonald, Arminda Timmons, Jewel Towns, Helen Norman, Allene Graham, Majorie Ferguson, Lua James, Mrs. T. F. Vaughn and the hostesses.

DEAR SANTA CLAUS:

I am a little girl 4 years old my name is Opal Lee. I want you to bring me a doll, a little rocking chair, some oranges and apples and nuts.

I have a little sister that will be one year old Christmas Eve day. She wants a doll, a rattle and some candy. Daddy and mother says we are good little girls so don't forget to come see us.

Opal Lee and Lillian Grace Alexander.

## A FRIENDLY WORD TO SAY IS IN OUR THOUGHTS TODAY

And the best way we can say it is from a heart filled with gratitude, for your patronage, for your friendship and for your association.

MERRY CHRISTMAS AND HAPPY NEW YEAR!

**JOEL H. BRITTEON STORES**

ACKERLY

PATRICKIA

## A REVIEW OF THE YEAR

Recalls to our minds the liberal patronage and good will of a large number of friends and acquaintances whose kindnesses have meant so much to us and our business during the months just passed that we want to make a general expression of appreciation of the many favors you have bestowed upon us.

Take from our heartiest wishes for a most merry Christmas and Happy New Year.

**DAWSON COUNTY POULTRY COLONY**

D. H. DAVIS, Prop.

## MERRY CHRISTMAS

At this season of universal happiness, we wish to thank our friends for their patronage. Ours has been the privilege, the opportunity for a service which we sincerely hope has accomplished its mission in bringing unqualified satisfaction. We appreciate the confidence which has been placed in us, and now, on the threshold of the New Year, we dedicate ourselves anew to the continuance of this service, which we trust will continue to grow more inclusive and helpful.

A Part Of Every Community In Which We Serve.

**THE HESTAND-KIMBELL GROCERY CO.**

**HAPPY NEW YEARS**

With **CHRISTMAS** just around the turn it is our turn to remind you of the lovely—

**CHRISTMAS GIFTS FOR MEN**

that we have in our store.

New Complete Stock **HURT'S** Haberdashery "Fashions for Men"

NOT IN THE SENSE OF CUSTOM, BUT WITH A GENUINE APPRECIATION OF OUR PLEASANT ASSOCIATION DURING THE PAST YEAR WE EXTEND TO YOU OUR BEST WISHES FOR YOU AND OLD-FASHIONED MERRY CHRISTMAS AND A HAPPY NEW YEAR

**Collins Dry Goods Company**

## DIVERSIFIED PROGRAM PROVES PROFITABLE TO DAWSON COUNTY FARMERS

Yes, cotton is our money crop but we make our living from our hogs, poultry and cows. Strictly speaking, cotton has spoiled many a man. But the farmers of Dawson county soon found that if they raised nothing but cotton they would get in bad shape so far as makin' money and a living go. There was a time when we had our minds set on making money alone. Not so today, we are bent on first making a living and then if we have time left we will try to make money. We have found that if we first make a living—the matter of making money will take care of itself.

The past two years have forced us into making a living at home. It has been hard on some of us but it has been best, no doubt.

The price of cotton has not been such as to make us money enough and a living too. Our farms could not produce enough to pay the debt against them and leave us a living—out of cotton alone. Neither could we afford to sell on the open market our feeds and realize any too much money. So, we had to look about us for another avenue—other than cotton and feeds for market—to get the job done.

We had expected too much from our farms, our stock and our farm implements. They just simply failed to pay dividends. So we began to look to the cow, sow and hen. And too, these have made more than our livings. They have supplied the table and helped us buy gasoline, clothes, and some luxuries. There was a time when our men folks did not dare take a dozen eggs to town for market. Neither would they carry a can of cream nor any other produce from the farm to market. That was the woman's job if it was done at all. But that day has gone and now we see stalwart men selling produce on the market daily for money and trade. They boast of how much "old pidge" is producing and her cream test as well as how many eggs sold during the week. They also extol the merits of the hogs and their pedigrees. It is well that the men have taken so much interest since the matter of making a living at home first is really a man's job. Of course the woman must help and she is helping in Dawson county.

Back yonder about 1916 the foundation for good the present dairy cow was started. Gradually each year better and more good stock was brought here and more of our farmers began to enlarge their herds. Some of the very best club Jersey bulls were located in Dawson county as well as good blooded cows and heifers. Blood strains were built up and they were built up for production and butter fat tests. One or two of our farmers started the dairy ball to rolling. Today we have thousands of good dairy cows and several good dairy breeders in the county. A census made by the local chamber of commerce in 1928 revealed that the county had more than 4,000 good dairy cows. It is believed at this time the county has more than double this number or 10,000 cows. The prevailing type of dairy cow here is the Jersey although there are some Guernseys and Holsteins. It is believed now that there are an average of four cows to the farm in the county.

Then along with the dairy development came hogs and poultry. Naturally these go together to

form a balanced diversified live stock program. Today, it is estimated that there are more than 15,000 head of hogs in the county and a quarter of a million head of chickens and poultry. To be able to estimate the actual value in dollars and cents of the cows, hogs and poultry to Dawson County would be next to impossible. The local market shows that more than a million dollars worth of hogs, poultry, cows, eggs, cream and milk are sold annually. This will easily make the income from the diversified program, alone, the second money crop in the county. This does not take into consideration the fact that easily an equal amount is used in the homes of county. We can well say that the live stock, poultry and egg values in Dawson county is worth to her people at least two million dollars each year.

One of the biggest things coming out of the diversified program is the soils of Dawson county are being held and built up yearly. A balanced planting of crops, contouring of rows, terracing and the planting of small grains for grazing has been forced—that the live stock program might be carried out. It has been found profitable to feed the live stock and poultry from the feeds grown on the farms in order to make them more valuable. The soils of the county have been found adaptable to the production of all sorts of feed crops necessary to make the feeds necessary to the live stock program. Grain sorghums, wheat and barley as well as oats for winter and early winter and fall grazing, soy beans for hay, sudan pastures for summer grazing and of course cotton seed products for meal and hulls, make a balanced feed ration for cows, poultry and hogs.


An ideal dairy, hog and poultry country. A new country yet and it has taken hard work to show the development that has been shown here in the past fifteen years. But with the foundation started here there will be no end to the future of this program. A continuation of better lines and breeds and in

**MERRY XMAS HAPPY NEW YEAR**

May it light your pathway on the most successful, the happiest and most prosperous journey you have ever before traveled.

We wish you the best of every thing and give sincere thanks for your generous support to this business in the past. During the New Year we place ourselves at your command and ask that you use us often.

**MON D. THAXTON**

 To Our Many Friends and Customers

We wish to give assurance of our high appreciation of all who have favored us in the past, and of our resolve to put forth our best endeavors to render the most useful and helpful service possible in the future.

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

**HULL'S CASH GROCERY**



a few years Dawson county will be one of the outstanding counties in the state with a diversified farm program.

When it comes to giving credit for the balanced farm program in Dawson county one has to look only to the County Agent. He is the one big factor here that has done more to get this program started and keep it going than any other. True, he has fine cooperation from all sources but it has been through his, his able advice and work that Dawson county is what it is today so far as live stock and a diversified program is concerned. We cannot overlook the progressive farmers who are looking for just the thing in this line—that our county agent has given them. The seed that have fallen have not found root in bad soils. They fell in a fertile place and have come up and grown abundantly. All in all, our County Agent and our progressive Dawson county farmers have done the job.

LET'S STILL MAKE COTTON—but do not overlook the fact that we must make a living first. If we make a living first we will make some money accidentally. More power to our farmers and

their diversified program. Let's all help them to "Legs on their feet," and a living and some money from the hen, the cow and the hog.

### Humble Oil Company

The Humble Company branch at Lamesa was opened about July 1, 1930 with Gordon McGuire Jr. as manager. Up to that time there was no Humble dealer. Mr. McGuire has built a nice business here with 5 stations handling Humble products.

The Humble new Esso gas brought out this year has made itself. Mr. McGuire states that it constitutes full 25 per cent of his gasoline business. It gives maximum driving power at all speeds and is Ethel gas.

The Humble new motor oil 997 itself. Mr. McGuire states that it point of 997 degrees fahrenheit, is dewaxed and contains no carbon and is without question, one of the best motor oils ever placed on the market.

**Barron's Electric Hatchery**

Barron's Electric Hatchery located

in the North West edge of the city is the largest in this section of Texas consisting of four machines: three Peterlines and one Robbin with a total capacity of 68,500 eggs. Only high pedigree cockerels are used with the hatchery flock. Mr. Barron is an experienced Hatchery and Poultry man and does both a custom hatching and baby chick business. The Hatchery will open this season the second Monday in January.

The West Texas State Teachers' College at Canyon boasts the only Madrigal Club in Texas in its school of music with a library of forty thousand pieces.

A modern lime kiln is to be built at Big Spring.

A new high school building is under construction at Seminole costing fifty thousand dollars.

## HERE WE ARE AGAIN!

With that same old message, "Merry Christmas and a Happy New Year" yet with all its telling a message that never grows old.

May the future greet you with ever increasing prosperity.

**INMAN'S CAFE**

# The Birthday of Good Will

Christmas has come to be recognized as the official Birthday of Good Will. Everyone however kind, tries to be just a little kinder, and more thoughtful during the Christmas season. More friendly greetings are spoken, more good wishes made.

In accordance with the spirit of the time, and ever mindful of the debt of gratitude we owe our friends and the citizenship of Dawson county—we take this among other means of telling you that we appreciate your loyal support and cooperation during the year now coming to a close, and wish for you all a most Joyful Christmas and a Happy and Prosperous New Year.

Gus White	Sheriff	W. T. Webb,	County School Sup.
Willie Belle Cleveland,	Tax Col.	Olen Earnest,	Commissioner Pct. 1
Mrs. Mattie Herndon,	Treasure	H. L. Hohn,	Commissioner Pct. 2
Dyrel R. Kirk,	County Attorney	J. L. Syper,	Commissioner Pct. 3
Phillip Yonge,	County Judge	C. M. Burton,	Commissioner Pct. 4
S. M. Mitchell,	County Clerk	A. B. Cooper,	Justice Peace Pct. 1
F. A. Bostick,	District Clerk	S. A. Jackson,	Public Weigher

**Randals Lumber Co.**

The Randals Lumber Company of Lamesa is owned and operated by Loo Randals and is financed entirely by Lamesa capital. The yard was established in March of

this year. Mr. Randals was 4 years with Higginbotham-Bartlett at Lamesa before engaging in business for himself. The yard carries a complete line of building material and are exclusive

dealers for Baker run-in-oil Windmills and also carry a line of parts for Eclipse and Standard Windmills and are exclusive dealers for Glidden Paints and varnishes. Mr. Randals is stocking a large line, 32 patterns of wall-paper which will be in any day. Bonnie King is yard man.

yards are exclusive dealers for Fairbury Windmills, Atlas Cement and Deval Paints and varnishes. They carry everything in building materials, builders hardware, and a large line of wall paper. Estimates are always cheerfully given

lective stock of furniture is carried, also a completely equipped Funeral Home. Mr. G. A. Thomas is local manager, having been with the company for several years. Mr. H. J. Durham is in charge of Hardware and Furniture sales. Clyde Brannon is in charge of the Funeral Home and is also a licensed embalmer and undertaker. Leonard Bartlett is in charge of accounting.

the New Jersey side the cables are anchored to the solid rock of the Palisades, on the New York side they are held in place by a block of masonry weighing 260,000 tons. There are four cables weighing 28,450 tons each.

During the first 24 hours after the bridge was opened to traffic more than 60,000 automobiles passed over it. It is estimated that not less than 60,000,000 vehicles will cross the bridge during its first year of operation.

This great and useful structure is a monument to the skill of its designer, O. H. Ammann, 52, Swiss-born New York Port Authority, who came to country at the age of 25 and is now chief bridge engineer of the New a naturalized American citizen.

**FIVE COWS ON A FARM**

Much has been said and written concerning the advisability of keeping a few good cows on every farm. General statements advising such a course are more or less effective, but a more definite illustration recently set forth by a country banker is even more convincing.

He declared that if each farmer in his county had five good cows, and sold the milk or cream which they produced, the cash returns would do these things in a year:

- Pay the farmer's state and county taxes.
- Pay his automobile license and buy two new tires.
- Provide a \$40 kitchen cabinet, a \$50 sewing machine and a \$40 suite of furniture for the farm home, and school books for the children.
- Clothe a farm family of five persons.
- Buy \$50 worth of paint for the farm buildings.

Besides this the fertilizer produced would increase the soil fertility of the farm, and the farmer would in addition have all his calves for sale or for keeping to augment his herd.

In most communities any farmer who has a good reputation for honesty and industry can borrow the money, if necessary, with which to buy his five cows, because bankers are generally glad to encourage the introduction of more dairy cows into their territory.

Some get a kick out of life by fooling around the rear end of a mule.

According to recent figures, 14,000,000 of the 16,500,000 inhabitants of Mexico are either fully-blooded Indians or of part Indian blood.

Many a fellow pays a lawyer money that would come in handy in paying the fine.

Americans may have little respect for law, but a good many breathe easier after the grand jury adjourns.

Bluebonnet seed are being distributed at cost in San Angelo in furtherance of the West Texas beautification program of the West Texas Chamber of Commerce.

The total enrollment at Texas Technological College, Lubbock, is over-eighteen hundred for the present regular session.

A grain sorghum seed is being sought by the Lubbock Chamber of Commerce.

**A YULETIDE TELEPHONE MESSAGE**

To Everybody for a Merry Xmas and Happy New Year from

**POWELL & BRADLEY**  
DRY CLEANERS PHONE 333

**Cicero Smith Lumber Company**

The Cicero Smith Lumber Co. was established in Lamesa eleven years ago. The personnel of the firm here is, J. E. Haynes, who came in this year, Happy Dyer bookkeeper here two years, and J. C. Camp, yard man 20 years in Lamesa. The yard covers an entire block, and carries a very complete line of building materials, coal, well and windmill supplies. They are exclusive dealers for Self Oiling Demster-Monitor Windmills and B. B. S. paints. Cicero Smith have at present about 25 yards in Texas, 5 in Oklahoma and 2 in New Mexico.

**Forrest Lumber Co.**

The Forrest Lumber Company is a Lamesa institution owned by S. S. Forrest and son S. L. Forrest. The yard was established 8 years ago, and since that time yards have been opened at Andrews, Tahaoka, and Slaton. The Forrest

**W. Pherigo**

Mr. W. Pherigo, Lamesa Lumber and Coal Dealer, located on Lynn St. was established in 1926. Mr. Pherigo is one of the largest coal dealers in Dawson county, and also carries a large stock of lumber and building materials, also the well known line of Sewell Paints and varnishes. Mr. Pherigo is a Lamesa man, with all his interests here, and his business is financed by Lamesa capital.

**Higginbotham-Bartlett Company**

The Higginbotham-Bartlett Co. is Lamesa's oldest Lumber dealers, and one of the largest in Texas. Their yard was established in Lamesa in 1909 and they have been one of the large factors in the building of Lamesa and Dawson county. The company have yards in all principal towns of central north and west-Texas, in addition to a large line of building materials, a complete line of furniture and hardware are carried in most towns. At Lamesa a large and se-

**Skeens Dairy**

The Skeen Dairy located 2 miles southwest of Lamesa is owned and operated by S. R. Skeen. Mr. Skeen is one of Dawson county's leading dairymen. His herd consisting of 25 head of registered jerseys. The daily production at present is about 50 gallons which is sold direct to the consumer. The Skeen Dairy is modern in every way, using a concrete floor in the milking house and electric milking machines, in fact equipped in every way to turn out grade A milk.

**Tatum Feed and Hatchery**

The Tatum Feed and Hatchery was established at Lamesa in September, 1930. The Hatchery plant consists of two Electric Peterine machines of 12,000 capacity each the last season run was approximately 100,000 eggs. C. W. Tatum the owner was formerly in the hatchery business in Snyder. In addition to the Hatchery Mr. Tatum buys all classes of country produce, and carries mineralized feeds.

The Hatchery will open this season the second week of Jan.

**A \$60,000,000 BRIDGE**

Another wonder in the modern world has been completed and dedicated to the use of man—the new \$60,000,000 George Washington Bridge, linking New Jersey with New York City, which is the greatest suspension bridge ever erected, 3,500 feet long.

It is suspended from two giant towers 635 feet high, these towers requiring 50,000 tons of steel. On

**THE APOSTLE OF GOOD CHEER IS WITH US AGAIN**

Santa Claus is the greatest apostle of good cheer. He comes to sprud happiness and to put it into the hearts of people everywhere to be of good cheer—to render unselfish service and to express appreciation to one another.

It is in this fine spirit that we come to you our friends and patrons, to express our appreciation of what you have meant to us in the past. We greet you and thank you and wish you boundless joy and prosperity during the coming years.

**FOREST LUMBER CO.**

**WE FACE THE NEW YEAR**

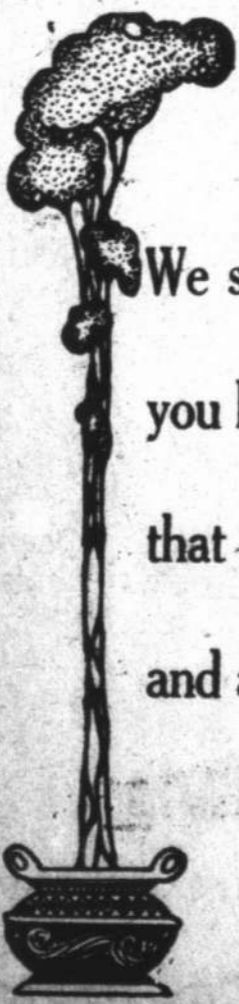
Determined to "Better Our Best"

During the past year it was our good fortune to add many new patrons and to more strongly impress our old one with the advantages we offer in our line. But we look toward the New Year with enthusiasm and a strong determination to make it the best year since we have been in business.

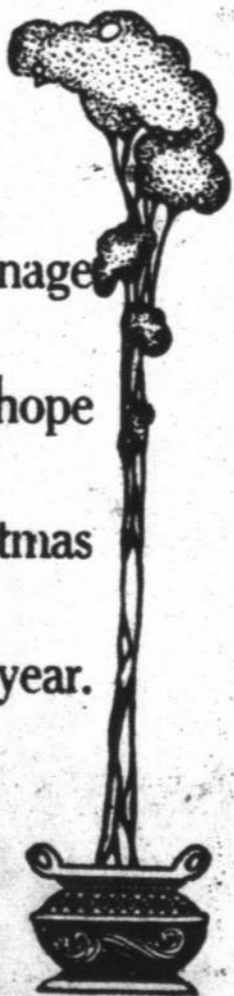
In all sincerity we thank those who made our business possible in 1931 and wish each of you the happiest, best and most prosperous year in 1932 you could possibly wish for yourself.

**HIGGINBOTHAM-BARTLETT**

**The Season's Greetings to our Friends and Customers**



We sincerely appreciate the patronage you have given us in the past, and hope that you will enjoy a Merry Christmas and a happy and prosperous new year.



**West Texas Dairy Products Company**

Lamesa, Texas

**Merry Christmas**

It is with real pleasure that we extend our best wishes for your Merry Christmas and Happy New Year.

And at the same time may we thank you for your co-operation during the past year.

The helpful spirit which you have shown has and will continue to inspire us to do our best to keep your gas service good.

**West Texas Gas Co.**

EXTRA

EXTRA

# CHRISTMAS SPECIALS

Never Before Offered In Lamesa

CANDY, 1 lb. box, finest Italian Cherries, Chocolate Covered, this is a 50c value, **21c**

CANDY, Chocolate, 5 lb. box, cream center, asst. flav. **95c**

COFFEE, Maxwell House, 3 lb. can **89c**

POST TOASTIES, 15c size, **10c**

CRACKERS, 2 lb box, soda wafers, very dainty extra **17c**

COMPOUND, 8 pound pail **63c**

SOAP, Palmolive, three bars **20c**

TOMATOES, No. 2 can, **7c**

TOMATOES, No. 1 can, **5c**

MACORONI or Spagetti 6 boxes for **25c**

## Cut Rate Grocery

East Side of Square

Dawson County's Oldest Drug Store Under Same Management

### THE CORNER DRUG STORE

R. E. TOWNSEND, Prop.

R. E. TOWNSEND  
Graduate Pharmacist

R. F. LAVENDER  
Registered Pharmacist

Lamesa, Texas

### A FRIENDLY GREETING

From All The Folks At Our House  
To All The Folks At Your House

A. G. WAUGH COMPANY  
519 N. First Street

### AT CHRISTMAS TIME

At Christmas time we prefer to think of the pleasant things of life—the delightful associations during the days of the year now drawing to a close and uppermost in our thoughts are those who have made our business what it has been this year. Your good will, loyal support and cooperation, we acknowledge with sincerest appreciation.

With the coming of 1932 we shall strive to give to you our best time and efforts and hope that you may feel that you too have been benefitted by having given us your continued support.

Again we say, a Merry Christmas to you, and a more prosperous year to follow.

R. E. Townsend, Proprietor

### THE CORNER DRUG STORE

South Side Square

Lamesa

### BUILDING MATERIAL LOWEST SINCE THE WAR

According to well posted men in the building materials trade, prices can go in only one direction U.P. Building material prices have been declining the past two years. Accumulating demands is rapidly overtaking the supply of residential structures. During the last six months home building activities have been renewed on a large scale in many important centers.

By next spring the effect of the general reduction in home building activities will be reflected in increased building activity all over the country.

If you have planned to build a home, it can be built now, for less than at any time since 1918.

Roger W. Babson, nationally recognized forecaster of economic trend, wrote recently: Reduction in the cost of building materials have brought them down to where they were 15 years ago. Thus affording the most favorable opportunity for home building in the past five years.

The home of your dreams can now be realized at a saving of twenty to thirty per cent, under the cost of the identical structure during anyone of the past 5 years.

Building material prices are low now for the reason that residential construction during 1930 and '31 has been less than 60 per cent of the past 5 years average.

Building prices are not likely to remain at their present low level much longer. Already there are indications of stiffing all along the line.

The wise home builders will take advantage of the present low prices in building materials. A new home built within the next few months will cost 20 per cent less than last year.

Appended is a table of comparative costs on various building materials.

Lumber is the lowest since 1918.  
Flooring, the lowest since 1925.  
Plumbing, lowest since 1917.  
Heating, lowest since 1921.  
Glass, lowest since 1916.  
Hardware, lowest since 1914.  
Furniture, lowest since 1918.  
Paint, lowest since 1917.  
Millwork, lowest since 1918.

Joe and Claude Evans who have been attending A. & M. spent holidays with Mr. and Mrs. W. W. Evans.

# Merry Xmas

and

# Happy New Year

## Barron's Electric Hatchery

Mr. and Mrs. Joe H. Barron

### TROOP 22 MET FRIDAY NIGHT DECEMBER 18

Meeting opened by assembly blown by C. L. Schmidt, and we sang some songs, these were followed by inspection, was won by the Owl Patrol. Next was a report of the committee on Christmas Good Turns, on what family we would send a basket of food to, etc. Then the scribe called the roll and a check up on the dues. This was followed by two games of hat ball. The meeting was closed by the Scouts singing the two verses of Taps and the bugler blowing Taps. We decided to meet Wednesday night of Christmas week.

Carr Sprayberry of Simmons University returned Sunday for the holidays.

Miss Loreita Rainey of Tech returned Monday to spend the Xmas holidays.

Miss Rhoda Lou Clark of Texas Tech came in Monday night to spend the Christmas holidays with her mother Mrs. Jack Clark.

T. A. Miller and son Edd left Sunday for Ft. Worth to spend Christmas.

Jeff Dean of A. & M. returned Monday to spend the Christmas holidays with home folks.

Mr. and Mrs. W. K. Crawley and small sons Richard and Bob left Friday for Throckmorton to spend the holidays with Mrs. Crawley's parents, Mr. and Mrs. W. D. Howsley

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Nite Phones

Clyde Branon.....223

Aubrey Thomas.....51

# It's Christmas Time

As we see the holiday wreaths and observe folks rushing here and there, buying gifts, speaking words of good cheer, and showing other signs of Christmas, we pause to think,

"IT'S A PRETTY GOOD WORLD  
AFTER ALL"

—and right away we catch the spirit of the season and this moment we are thinking kindly of our friends and take pleasure in sending out this message of good wishes . . .

Joy To You and Yours on This  
Day of Glad Tidings . . .

TEXAS ELECTRIC SERVICE COMPANY

The Silent Partner of Progress