



WINNERS NAMED IN LETTER WRITING CONTEST

25c Rate Brings Many To Courier Office

The last day of the 25c Bargain Rate subscription price to the Courier has been passed and the following is a partial list of those that came in on the last few days to pay up their subscriptions. Many of them are new ones, and the rest renewals.

Tony Holt, Otto Barkowsky, C. G. Tapley, Oscar McKinney, J. W. Holly, Juanita Hamilton, Ike Gist, D. L. Sprawls, G. C. Johnson, J. M. Haney, Robert Head, R. C. Hocker, Rev. M. M. Beavers, Walter Harper, Oscar Krohn, Mrs. J. D. Kirkland, J. W. Stewart, M. A. Blackwood, R. S. Byrd, Lewis Atterbury, Doris Holmes, Mrs. Earnest Buckalew, Mrs. R. S. Spraberry, Mrs. J. E. Quinn, Syd Coffman, O. L. Kimbrell, G. A. Booth, B. P. Lee.

Joe Teague, J. A. Greer, Albert Bishop, H. B. Cowger, A. W. Avant, W. L. Holt, J. M. Coats, W. H. Kirk, W. G. Truitt, J. H. Freeman, Xerxes Weatherford, Ross Davis, J. A. Fox, T. M. Crow, J. B. Wood, E. H. Wood, C. B. Self, L. C. Spears, Smith Brothers, D. P. Bailey, R. F. Smith, John C. Barron, Howard McSpadden, Dr. T. H. McIlroy, W. R. Miller, T. M. Cross, Mrs. F. M. Mullins, T. B. Bennett, Fred Oaks, F. H. Moreland, J. R. Spears, J. H. Shelton.

O. E. Dunlop, C. A. Fillpot, Cuba Womack, Tom Wood, W. R. Hunt, Barcus Porterfield, B. V. Herring, H. L. McNew, J. M. Strawn, Hubert Stephens, Paul L. Jones, J. H. McWherter, R. C. Hill, W. A. Bowles, M. C. Bruce, J. H. McNew, E. V. McNew, A. G. Barkowsky, David Grayson, E. G. Grayson, H. V. Williams, Kenneth Cox, Mrs. W. T. York, Ben Randals, C. A. Vance, Bill Martin, R. T. Hightower, P. R. McNeely, Bert Stephens.

A. C. Woodward, C. A. O'Brien, J. G. Broughton, A. E. Dickens, J. T. Little, W. H. Lamb, Rome Martin, J. W. Walker, J. H. Webb, Miss Willie Vaughan, Walter O. Byrd, J. Wesley Brooks, P. K. Tarbet, W. E. Magee, A. T. Kias, Ray Sawyer, Tom Cooksey, Carls White, G. E. Casey, J. F. Barkhurst, W. P. Davis, Horace E. Woods, Jess Waller, C. E. Rollins, R. C. Huse, T. C. Glaze, H. L. Wilson, E. H. Tatum, Fred Martin, J. B. Yarbrough, G. W. Jones.

L. T. Middleton, C. K. Smith, P. F. Tapley, Mrs. C. E. Fleming, W. L. Stephens, Cad Bingham, J. O. Anderson, S. Matthews, E. L. Lentz, H. B. Wilhelm, J. L. Flower, M. S. Doss, Mrs. A. J. Dow, A. L. Dell, Ross Simpson, Blaine Wiggins, Ernest Woods, C. A. Jordan, V. C. Roberts, E. Dyess, O. D. Holloway, Claude P. Gowan, J. E. Rives, Joe M. Roberson, Raymond Cope, W. B. Webb, Norman Gandy, Mrs. W. A. Herndon, Louis White, Loyd E. Davis, Mrs. M. Medlin, Arthur Partain.

E. V. Dunn, B. F. Day, Mrs. R. N. Moffatt, J. R. Leamon, C. L. Roberts, J. E. Wheeler, Lloyd G. Fincher, Tom Fincher, C. C. Teague, Mrs. E. M. Humphreys, T. L. Dossey, Clyde B. Ragsdale, C. J. Krezer, W. L. Patterson, J. D. Britt, Jr., G. W. Williams, J. W. Barrington, S. D. Sken, Cleve Austin, Mrs. S. D. Austin, H. C. Adams, C. M. Bird, Fred T. Raney, Jack Fambrough, C. F. Cox, Roy Meyers, N. J. Ethridge, James Reeves, M. J. Kee, J. M. Woods, Luther Stephens.

S. R. Birdwell, H. Pettway, G. E. Jack, Mrs. D. M. Williams, N. L. Farham, J. W. Franklin, Mrs. S. D. Moore, J. C. Moore, A. W. Hatcher, J. P. Jackson, O. W. Neill, C. L. Wiggins, I. J. Jeter, W. J. Stanfield, R. G. Goff, C. W. McClure, C. L. Garrett, C. H. Williams, H. E. Truitt, Jack Mears, L. R. Cook, L. M. Baxter, W. W. Holladay, J. N. Lowmore, George C. Lindley, Sam Hodge, R. T. Bedwell, S. C. Motley, Mrs. Lillian Dyer, H. M. Scott, J. H. Robinson.

C. A. Barron, V. N. Flenniken, E. M. Adair, Walter Goodwin, M. E. Welch, Clyde Edmondson, H. Holt, R. T. Eichen, Emil Monthey, P. R. Barkowsky, Earl Cornett, Cecil Cole, J. D. Alexander, H. A. Welty, J. W. Welty, Mrs. L. D. Rasberry, Joe W. Smith, H. A. Hughes, A. F. Faulkenberry, C. L. Houchin, Shelby Howell, N. B. Leatherwood, Buck Phillips, Vernon Alexander, J. L. Mobley, Mrs. H. L. Crow, S. T. Jeffries, J. B. Agnew, J. H. Davison, Mrs. Cecil Ferguson, Mrs. I. J. Brandon.

L. W. Alexander, A. L. Boyd, S. C. Albertson, J. L. Garrett, A. L. Miller, O. A. Murphy, E. Biggerstaff, E. T. Tweed, Clarence Holcomb, Oliver Mauldin, J. K. Moss, Lee Hanson, O. E. Guye, John Allen, G. Medford, M. H. Hamilton, J. F. Ferguson, E. Turnbow, C. D. Parker, Carl A. Kelley, Mrs. Ruby Jarrett, J. R. Westmoreland, Mrs. G. W. Turnbow, Mrs. T. B. Boyd, H. G. Phillips, J. T. Broughton, E. N. Felts, J. R. Bailey, N. A. Booth, A. D. Nelson, Mrs. Arthur Carlton, Mrs. Ollie Jordan, J. T. White, G. E. Esmond, H. E. Corbitt.

O. T. Weir, Howard Smith, B. H. Lewis, J. A. Hogg, W. C. Langham, Mrs. Ruben Hill, W. C. Miller, L. L. Robinson, A. V. Stanfield, John Pruitt, J. C. Minor, J. W. White, E. L. Beckmeyer, R. C. Ruckman, J. F. Barron, H. A. Hunt, J. L. Greaves, Q. E. Terral, C. C. Beard, Mamie Griffin, L. W. McCul-

"Where Texans Are Texans"

The Dawson County Courier

VOL. 5 LAMESA, DAWSON COUNTY, TEXAS, THURSDAY, DECEMBER 26, 1935 NO. 49

TORNADOES TO PLAY JOHN TABLETON MONDAY & TUESDAY

The Golden Tornadoes meet one of the outstanding basketball teams of the country, here next Monday and Tuesday nights, December 30 and 31. The boys from John Tableton College including Jim Britt and Jude Smith, two former Allstate Tornadoes will give the local lads plenty of competition.

As long as the fans give support, local officials are going to book the strongest opposition possible.

Friday of next week the local court will be invaded by the Eastern New Mexico Teachers College. This team will bring the two Matthews boys, former Lamesa stars.

Let's all be present for these games and show the Tornadoes that we are still behind them and pulling for them to win. These games prove the class of the Tornadoes as a basketball team as their opposition in these games don't usually play high school teams.

H. D. CLUB WOMEN TO HAVE ALL-DAY MEETINGS

The Home Demonstration Club women of Dawson County will start the new year off in 'style' by having all-day meetings in the 19 clubs for the purpose of checking for fit, the foundation patterns.

The meetings will begin at 10:00 in the morning. Those whose patterns are not satisfactory will work toward the end of making adjustments until they fit. The home demonstration agent will be present at all meetings. Each woman attending should bring her pattern well pressed, scissors, needles, thimble, pins and tape measure.

The meetings are scheduled as follows: January 1, Welch; Jan. 2, Wilson; Jan. 3, Sparenberg; Jan. 7, McCarty; Jan. 8, Ballard; Jan. 9, Key; Jan. 10, O. K.; January 14, Fairview; Jan. 15, Central; Jan. 16, Midway; Jan. 17, Five Mile; Jan. 21, Klondike; Jan. 23, Bartlett; Jan. 24, Munger; Jan. 28, Woody; Jan. 30, Randall; Jan. 31, Patricia.

MARRIAGE OF EDITH DEAN, GAINES DAVIS ANNOUNCED

Mrs. J. W. Dean is announcing the marriage of her daughter, Miss Edith Dean, to Gaines Davis, son of Mr. and Mrs. R. E. Davis of Abilene, which took place August 24, 1934 in Tahoka.

The couple is spending the Christmas holidays in Abilene with Mr. Davis' parents. Mr. Davis is to return to Texas to complete his work toward a degree. He is to be graduated next August. He has been a member of the Tech Varsity football squad for the last three years.

Mrs. Davis is a graduate of Lamesa High school and attended school in Fort Worth. She has lived here for the past ten years and is a popular member of the younger set.

FIRE DAMAGES RANDAL HOME SLIGHTLY SUNDAY NIGHT

About 11 o'clock Sunday night fire broke out in the living room of the A. N. Randal home on North Fourth St. The blaze was extinguished before serious damage resulted. It is thought that it originated from faulty wiring on the Christmas tree.

Miss Ruby Farley, Texas Tech student, arrived in Lamesa Friday afternoon and will remain here for a visit with her parents during the holidays.

loch, Rev. J. W. Cundieff, Mrs. T. E. Thurman, Mrs. J. W. A. Cox, J. W. Pounds, Earl Seay, L. C. Bradford, Mrs. E. M. Ross, H. E. Reed, B. B. Bratcher, H. G. Bearden, C. W. Morris, E. Van divers, Morgan Todd, Jack Phinizy, L. P. Burgess, Mrs. J. W. Howell, A. M. Rendleman, W. B. McWhorter, T. B. Fulkerson, S. J. Moon, L. O. Lankford, W. C. Speck, H. L. Hohn, J. W. Morris, L. E. Houston, Mrs. J. H. Ragsdale, W. H. Yates, R. A. Carr, Mrs. Fred Bell, J. W. Webb, J. W. Lobstein, J. W. Cox, A. P. Krezer, A. S. Riddle, Roy Love, C. H. Albert, K. D. Crane, Lela May McCright, W. H. Zeack.

Santa Claus Letters

Ackerly, Texas

Dear Old Santa:
I have tried hard to be good. I am 5 year old. I go to school at Ackerly. I have studied hard. I made 98 on reading.

I want a big doll and a doll buggy and nuts, candy, apples and oranges and anything else you want to bring. Don't forget any little boy or girl.
Your little girl,
Wanell Ward.

Lamesa, December 17.

Dear Santa:
I have tried to be a good boy and hope you will think so. I would like to have a cowboy suit and tricycle. Just anything else you have to spare me. Remember all the other little boys and girls. Love,
Howell Lynn Boyd.

Lamesa, Texas

Dear Santa:
Please bring me a big doll, doll buggy some dishes and ironing board, some fruit, candy and nuts. Lots of love,
Helen Leah Stanley.

Dear Santa Claus:
I am a little girl nine years old. I want to thank you for all the nice things you brought me last Christmas. Will you please bring me a little baby doll. Please bring mother and daddy something. My daddy's name is A. W. Webb, he is my step-daddy. I think he is the best man in the world, besides you, Santa.
Lovingly yours,
Clara Pearl Clement.

O'Donnell, Dec. 16.

Dear Santa:
I have tried to be a real good little girl this year. So please bring me a doll that has a nursing bottle, a little lamp, some cooking utensils, some nuts, candy, fruit, if you have plenty for all the little children. So hoping to see you at the Christmas tree.
Your little friend,
Bonnie Fae Nelson.

Dear Santa:
I am writing you what I want you to bring me. I want a cowboy suit and tricycle, some play things in my box. I will have hanging on the fireplace. My brother, Trice wants an airgun and boxing gloves.
Lots of Love,
John Bob Lee.

P. S. I will be at Grandmas at Ranger, Texas, so don't come to Lamesa to see me.

Dear Santa Claus:
I am a little girl six years old. I want you to bring me a doll, a set of dishes a doll cab and a little broom. I have a little brother, his name is Lenard, he is 3 years old. He wants a train, an air gun a horn and a tricycle.

Dear Santa Claus:
I am a little girl eight years old. I want you to bring me a doll, a phone, a little Orphan Annie paint box, 17-piece dish set, a little frigidaire, apples, nuts, oranges and candy.
With love, Juanema Kidd.

Dear Santa Claus:
Will you please stop by my house and leave me some skates, Bill Whiskers book, house slippers, gloves and a pair of pajamas. Please leave me lots of nuts, candy, and fire works.
Your little pal,
Bennie Ragsdale.

Dear Santa Claus:
Please bring me a pretty baldheaded doll, with a rap on. Bring my little sister a rubber doll that he can bathe. I have a little brother five years old, he wants a ball and a car. We all want nuts, candy and fruit. Lots of love to Santa Claus
Ann, Glenn and Frances Scott.

Lamesa, Dec. 3, 1935.

Dear Santa Claus:
I want you to bring me a football, a BB gun, lots of candy, fruit and nuts. Don't forget my little brother and sister, Jerald and Merlene.
I am W. L. Patterson.

Lamesa, Dec. 11, 1935

Dear Santa:
I am a little boy three years old. I guess I've been a very good boy. I want a train and track, and fruit, nuts and candy. I live at Hancock. And please Santa remember all the other good little boys and girls. Thanks very much.
Your friend,
Bobby Davis.

Lamesa, Dec. 16, 1935

Dear Santa Claus:
I am eight years old. Please bring me a BB gun, and a pair of skates. Please bring me some nuts and fire-works. Santa I have a little brother nearly five months old, please come to see him too and I will thank you.
Wayne Stephens.

\$100.00 In Prizes Distributed This Week

From the hundreds of letters received at the Courier office during the \$100.00 Letter Writing Contest thirteen winning letters have been selected by the judges.

Mr. Jess Blair of Welch, sent in the winning letter and will be awarded the \$75.00 Philco Radio.

Mrs. W. P. Stovall of Rt. B. Lamesa, won the second prize on her letter and will receive the \$10.00 cash award.

Mr. J. D. Alexander, of 804 South First Street, Lamesa, won third prize and will receive the \$5.00 in cash.

The ten other winners who will each receive \$1.00 in cash are Mrs. M. L. Cox, Rt. 2, Lamesa; Mrs. C. A. Tubbs, Lamesa; Mrs. Martha Kias, Rt. B, Lamesa; Mrs. C. L. Mullins, Rt. 2, Lamesa; Mrs. P. K. Tarbet, Rt. B, Lamesa; Arvid Hackleman, Rt. C, Lamesa; Miss Marjorie Morris, Rt. 1, Lamesa; Mrs. J. D. Biggs, Rt. C, Lamesa; Mrs. Wesley Morris, Rt. 1, Lamesa; Miss Jewel Lawson, Rt. 1, Ackerly.

These thirteen winners are to be congratulated on their excellent letters on "Why I Like the Dawson County Courier."

WINNING LETTER

"I like The Dawson County Courier because it prints all the news impartially, is well edited, easily read, and devoted wholeheartedly to the welfare of Lamesa and its trade territory."
Jess Blair, Welch, Texas.

SECOND

"I like The Dawson County Courier because it contains farm, sports, and community news, also merchants bargains which saves time, trouble and money. A clean home paper within reach of all."
Mrs. W. P. Stovall, Rt. B, Lamesa.

THIRD WINNER

"I like The Dawson County Courier because it affords the surest and most economical mode of contact between tradesman and customer, and its presentation of news locally and otherwise is excellent."
Mr. J. D. Alexander, 804 S. First St. Lamesa.

OTHER TEN WINNERS

"I like The Dawson County Courier because it is dependable, accommodating, reliable and educational. It is a guide to all, a booster for the county and has many satisfied readers."
Mrs. M. L. Cox, Rt. 2, Lamesa.

"I like The Dawson County Courier because of its dependability, regularity, and unprejudiced attitudes. No news items are ever written in sensational, exaggerated style."
Mrs. C. A. Tubbs, Lamesa.

"I like The Dawson County Courier because it's clean, economical, inspiring, the best county paper in Texas. A library of news and information, in fact a plain paper for plain folks."
Mrs. Martha Kias, Rt. B, Lamesa.

"I like The Dawson County Courier because it falls short of 'nothing' to make it the newest and best all around county paper ever published and all for the meager sum of 25c."
Mrs. C. L. Mullins, Rt. 2, Lamesa.

"I like The Dawson County Courier because if there's any news it's sure to be in West Texas' greatest weekly news, 'The Courier'. It costs such a little, lets not miss it."
Mrs. P. K. Tarbet, Rt. B, Lamesa.

"I like The Dawson County Courier because it is economical, patriotic Dawson county booster, welcomed for its local, national and valuable agricultural news and serves us through want and mercantile advertisements."
Arvid Hackleman, Rt. C, Lamesa.

"I like The Dawson County Courier because its considerate and reliable, one-half cent a copy places it in reach of all. Its service to business firms and the public is invaluable."
Miss Marjorie Morris, Rt. 1, Lamesa.

"I like The Dawson County Courier because it prints all the worthwhile news of this and surrounding territories, it is a booster for its home town, and a genuine newspaper."
Mrs. J. D. Biggs, Rt. C, Lamesa.

"I like The Dawson County Courier because its the peoples most economical and beneficial issue. Its keynote is courtesy. Its aim is satisfaction. So boost old Dawson county's best booster, The Courier."
Mrs. Wesley Morris, Rt. 1, Lamesa.

"I like The Dawson County Courier because it is the most practical, most economical, and best little paper in Texas. Its advertisement service to business firms and the general public is unsurpassable."
Jewel Lawson, Rt. 1, Ackerly, Texas.

TORNADOES WIN TWO LOSE ONE ON TRIP LAST WEEK

The Golden Tornadoes returned Friday night from a down State trip in which they played three basketball games. The first was at Abilene Wednesday night against the District Championship team of Tuscola. Lamesa won by a score of 34 to 20.

Thursday night the local high school boys played the Denton High Bronchos 1935 State champions and lost by a score of 15 to 21. This game was interesting to Denton fans from start to finish.

On the return home Lamesa stopped at Sweetwater to take on the Mustangs of that High School. The Mustangs took the lead early in the game but were overtaken by the end of the first quarter. When the Golden Tornadoes did find the basket they kept the lead and won by a score of 41 to 21.

The total scores of the three games found the locals with 90 points to the oppositions 62.

R. C. Lott of Fort Worth visited relatives and friends in Lamesa last Friday

DAVID TREADWAY MARRIES PLAINVIEW GIRL, NOV. 21

The marriage of David Treadway, formerly of this place, to Miss Mary Elizabeth Barrow of Plainview occurred Thursday evening, Nov. 21, and was announced by her mother, Mrs. Frank Barrow, December 14.

Mrs. Treadway is the daughter of Mrs. Frank Barrow of Plainview and is a graduate of Wayland college of that place.

Mr. Treadway is the son of Mr. and Mrs. J. W. Treadway of this county. He was practically reared near Lamesa and attended school here for many years, graduating from the local high school with the class of 1931, and attending Wayland College at Plainview for two years.

They will be at home in Dallas after December 24 where Mr. Treadway is employed with the Liberty State Bank.

Mr. and Mrs. Leonard Scott and daughter, Nancy Nell, plan to leave Wednesday for Corpus Christi where they will visit in the home of Mrs. Scott's brother.

OUR WISH FOR YOU . . .

Our wish for you is no simple thing, though it may be expressed in the simplest phrase of the whole long year: Merry Christmas! But behind that expression lies the meaning of health, happiness, prosperity and all the good things of life. Merry Christmas!

A. G. Waugh Co.

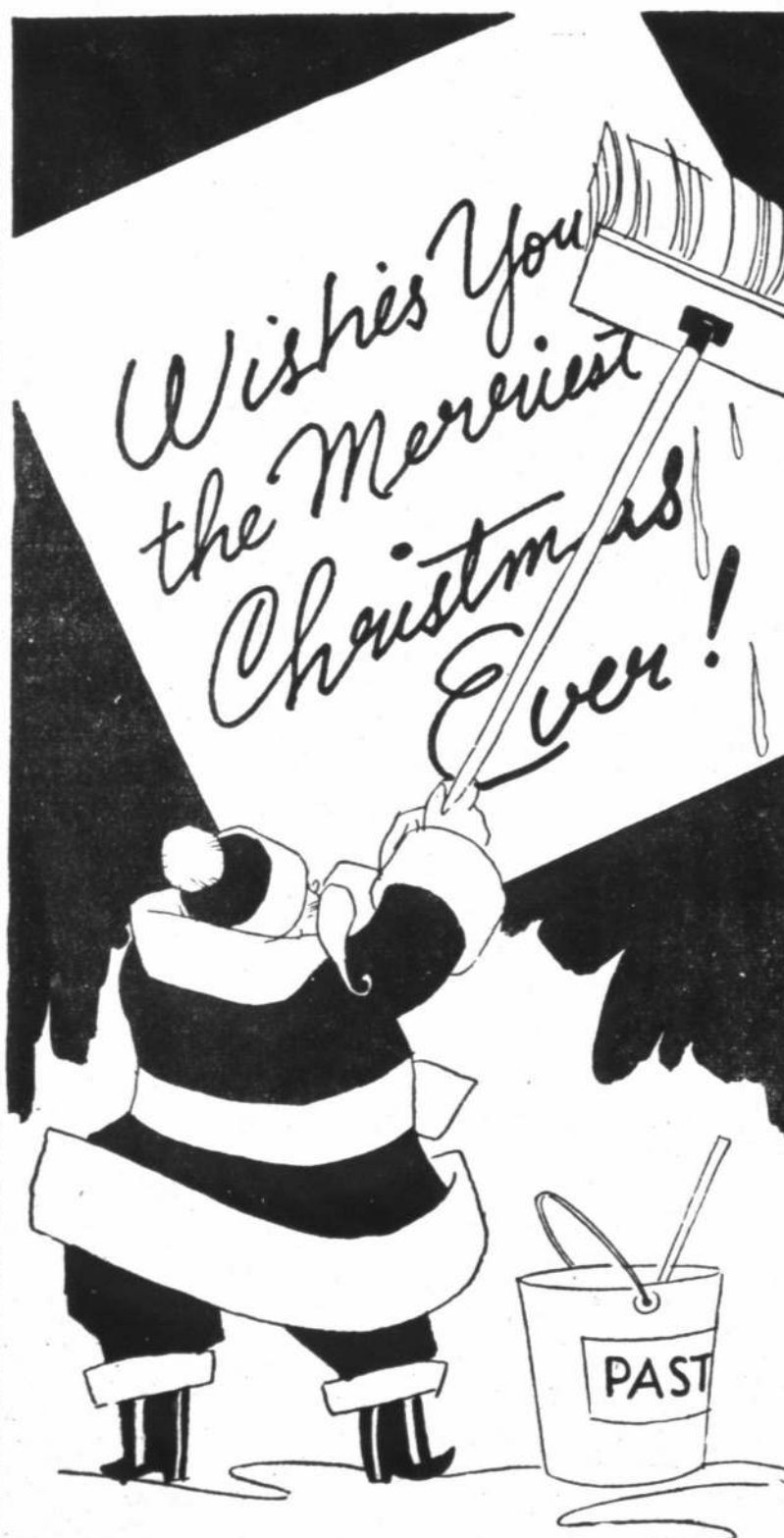
SEASON'S GREETINGS . . .

We can't begin to tell our friends and customers just how much they've meant to us the past year—but we want to say at this season that we have deeply appreciated all of those thoughtful acknowledgements of our service.

Those pleasant nods of the head, those words of cheer have made us realize more and more the supreme satisfaction of thoughtful service.

We pledge you a still greater service for the coming year. May the season's joy be yours.

BURNS GROCERY



Collin's Dry Goods

"Bargain Center of South Plains"

FIRE CHIEF GASOLINE SUPERIOR

Sold in 48 States of the Union and in 108 foreign countries, greater Fire Chief Gasoline and other Texaco products are among the most widely distributed petroleum products in the world. Wholesale and distributed in the Lamesa territory by R. E. Simpson, local Texaco Agent.

There must be some good reason why The Texas Company, which was organized by a group of Texans in 1902 has grown from a small corporation operating in South Texas into one which now serves 48 states of the Union—it is the only oil company which does this—and 108 foreign countries; why from one distributing station in Laredo, Texas, it has expanded until now it operates approximately 1750 bulk plants which serve over 60,000 company owned and dealer stations.

The answer is superior quality and service with no extra charge. Owning 152 marine units and 6500 miles of pipeline which extends to all the major oil fields of the United States, the problem of economical transportation of crude oils to their 19 refineries—located at strategic points throughout the nation—has been solved. The solution of this, the major problem in the reduction of production costs enables the Texas Company to offer motorists the finest of petroleum products at no extra charge or increase in price.

Fire Chief Gasoline, for example, not only meets the U. S. Government's

specifications for emergency motor fuel—one with a high octane or anti-knock rating, which provides quicker starts and speeds with no sacrifice in power—but it actually exceeds by 47 per cent those same specifications. Texaco and Havoline waxfree motor oils also pass easily the most rigid tests to which motor oils can be subjected. In the national speed boat races held on the Potomac River, September 28 and 29, last, boats fueled and lubricated with Texaco products won first in the President's Cup Regatta, the feature race of the meet; the All Washington Sweepstakes, the American Speedboat championship, and in classes H and E, runabout type. In addition to the above boats fueled and lubricated by Texaco placed second six times.

These and other Texaco products of every quality and price class are distributed through the Lamesa trade territory by R. E. Simpson, Lamesa, local Texaco agent. They can also be obtained at any of the numerous Texaco service Stations in Lamesa and vicinity. These can be identified by the big Texaco red star and green T and attendants at these stations fill tires, batteries, and radiators, and extend all other courtesies in keeping with superior service.

Mr. Simpson takes this opportunity of expressing his appreciation for your 1935 patronage and of wishing all Lamesa and Dawson county residents a Happy Holiday Season.

A Yuletide Escapade

by Helen Gaisford

TOOTS reigned supreme in the Martin household. Except at Christmas time. Then Toots was ordered from his favorite corners, and expressed his displeasure by a switch of his tail.

Toots was a big black Persian, with long silky fur and wide yellow eyes. It was pleasant under the kitchen stove, where delicious odors of suet and fowl mingled in the warm air. "Get out of here, ye beast," shouted Cook, who was not quite herself during the holidays. "Sure I can't step but what you're underfoot."

Toots arched his back and withdrew to the parlor. "Never lose your temper," was his attitude. "Never sputter and scratch; express your displeasure in dignity and disdain."

Beside the fireplace were a stool and pillow which were peculiarly his own. Onto these Toots leaped, and curled up for a snooze. "Oh, no, Toots, darling," said Betty. "The tree's going there." And Toots was picked up under one arm, and his stool shoved off to a cold corner. "You must look Christmassy, too," Betty cried gayly, and twisted a red ribbon about his neck, and tied a bow. Toots squirmed indignantly.

"See, Mother? Why, Toots, don't tear it off! That's our Christmas outfit." The badge of merriment dangled just beyond his reach. Disgusted, Toots crawled under the sofa.

Now was his chance. Did he dare attack? The tree, gaudy with bells and tinsel, seemed to mock him.

Cautiously, Toots jumped up on the sofa, sniffed at an extended bough. A slight breeze stirred, and a golden bird in the branches quivered. Toots crouched and sprang.

The tree went down with a swish, and was ablaze in a moment. Toots

was surprised and terrified. He clawed at the door, and howled to heaven.

His noise brought the family, and the blaze was soon put out, but not before considerable damage had been done. The tree was a heap of smoldering blackened limbs, and the wall above was badly burned.

"Look," said Bett. "It peels right off." And then she cried out, for a secret crypt had been uncovered, and the hoarded coins of some old tenant were brought to light.

Such excitement as the treasure chest was emptied! Toots sniffed it all inquisitively.

"Toots, darling," cried Betty, "you're a hero!" and squeezed him impulsively. "Just think, if we hadn't heard him crying, we might have been burned out of house and home! And Toots, you shall have a Christmas present."

The parlor was locked up, and Toots' stool and cushion moved to the kitchen underneath the table. Cook was basting the turkey. A plate of goodies was offered him, but Toots only sniffed. He was tired. He found his place under the table and clawed the pillow into shape. He twisted and and scratched. He licked his fur into place. He settled down.

At peace with the world, Toots lay on his very own pillow and slept. From under one paw dangled a piece of red ribbon.

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Mother's Christmas Story

By Alice B. Palmer

IT WAS Christmas eve and the children had gathered about the snow white Christmas tree, a glimmering mass of iridescent lights and icicles, to listen to that long-promised story of the Prince and Princess.

"Once upon a time," began Mother,

"there was a tall handsome prince who loved a beautiful princess. They were to be married on Christmas eve—an other Christmas eve, long ago."

"The gorgeous castle on the hillside was ablaze with Christmas lights. The Yule log was burning and crackling delightfully and the huge Christmas tree was sparkling gaily. But there were candles, tiny colored candles, children, instead of electric lights. They were lovely! Everything was

most beautiful!"

"Oh, Mother," whispered little Rosebud, "I wish I was in that castle right now, looking at all the pretty things."

"Hurry up, Mother! Then what?" interrupted Danny, impatiently. "What happened next?"

"Well, the prince and princess were married and then they all sat down to the wedding feast. Let me see," mused Mother, "they were all there—all of them, my dears. Right in the center of the table stood the most wonderful wedding cake you ever saw—a gold cake frosted with silver, and because it was Christmas the whole top was decorated with lovely little bells. You see, nothing was too good for the prince and princess, for every one loved them and wanted them to be happy, and they were happy—so happy, children."

"Well, then, did they live happy forever and ever, Mother?" Rosebud wanted to know.

"Why, of course they did," shouted Danny, indignantly. "Did you ever hear of a prince and princess who did not?"

"Only a story," pondered Mother.

"Would that I, too, could be made to believe that 'twas only a story."

"The prince!" wildly shouted the children, as a tall man stood in the doorway. They felt sure they had found the real prince as they clamored for explanation.

"Oh, look, Mother!" cried Rosebud. "Look what the prince brought—toys and dolls and everything—and—and a gold cake trimmed with silver with bells on it, too, just like the one in the story."

"Oh, boy!" shouted Danny. "This is the best Christmas we ever had. Isn't it, Mother?"

Mother whispered, "Yes, dear," and then rushed into the outstretched arms of her loving husband, the really true prince who was waiting with a great big Christmas kiss. "And they all lived happily forever after," whispered Mother, through tears of Christmas joy.

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ALL JOY AND HAPPINESS

Be to you and yours this Merry Christmas season. Your patronage is sincerely appreciated, and we trust that it will continue through the New Year.

And may the New Year bring you added prosperity and happiness in all the enterprises which may engage your attention

Merry Christmas and a

Happy New Year

Jesse Carroll



GREETINGS

At this Christmas season we wish to express to our friends and patrons, our appreciation for the many kindnesses shown us during the past year. For these favors we are truly thankful and wish for you all the joys of this holy season, and a joyous, Happy New Year.

Gordon McGuire Service Station

We wish you a Merry Christmas and a Happy New Year

The Entire Personnel of E. R. Yates Hardware and Implements Sends You This Greeting—

E. R. Yates
W. W. White

E. J. Yates
Mrs. L. Thigpen

O. C. Speck
Geo. McNew

Ralph Stuart
Buster Davis

E. R. YATES - HARDWARE-IMPLEMENTS

FARM WITH FARMALLS

Merry Christmas



May this be the "Happiest" Christmas you've ever known, and may the New Year hold "Everything" good in store for you. We want to say Merry Christmas, and many thanks in the "Biggest" way we know how, so we'll just wish for you "Everything" you could possibly wish for yourself.

We thank you sincerely for the business you have given us in the past, and hope that we may have the opportunity to serve you more in the coming year.

M. Hatch & Son Grocery

The Christmas Dinner



By Alice B. Palmer

IT WAS Christmas day! Ice coated—snow coated—crisp and delightful! Great preparations for the holiday feast were in progress in the old homestead at the far end of Jay street. A gorgeous Christmas tree and attractive berry-laden holly wreaths shone through the windows, while the evergreens without added to the beauty of the festive atmosphere.

There were just seven of them in the little family—father, mother and children. They were all busy in the happy holiday task of helping mother. The turkey was sputtering in the oven and the cranberries were popping. Joyous song and laughter rang through the gaily decorated home.



Long Ago There Had Also Been "Just Seven of Them!"

Lucia Bell, a new resident several doors down the same street was sitting alone dreamily gazing out upon the Christmas ice castles.

Just then she heard a knock. Who in the world could be rapping at her door on Christmas day? "Come in!" cried the startled Lucia Bell. In stepped a small girl beaming with the very joy of being alive.

"My mudder—my—we all want you to be invited for Christmas dinner! We got a big turkey and cranberries and everything! Won't you please come? It's the house with all the Christmas trees around it!"

Lucia Bell, smiling a smile of Christmas joy, was truly delighted and accompanied the happy little girl to the house of great Christmas preparations. "Won't you be one of us," said mother sweetly, "and cut the Christmas pies?"

Lucia Bell was not before

anyone knew it she had them trimly cut and ready to serve.

'Twas at the height of the Christmas dinner that something very wonderful happened to Lucia Bell. Why there they were—all of them! Strange she hadn't noticed before! In those other days long ago there had also been "just seven of them!" Opposite to her now, she could plainly see her own brothers and sisters sitting around that other table. She rubbed her eyes and blinked at the happy scene. At that very moment the little family before her became Christmas fairies in the mind of Lucia Bell; and she smiled a smile of tender gratitude toward each one of them.

© Western Newspaper Union.

FLOWER GROVE

Rev. Webb preached two very good sermons to a good audience Sunday. The young folks Sunday school class enjoyed a fruit supper in the home of Mr. and Mrs. Freddie Beckmeyer last Wednesday night.

Floyd and A. J. St. John who have spent the past three months here in the home of their uncle, M. E. Dyer and family, left last Thursday for their home in Bowie.

There was a singing organized Sunday evening. Fred Winters was elected president. We will meet each Sunday evening at six o'clock and sing one hour before prayer meeting. Everyone is invited to come out and help us.

Our school will turn out Friday for the holidays.

The junior Sunday school class enjoyed a candy breaking in the home of Mrs. A. F. Bearden last Thursday night.

—Lottie Parchman, corres.

ACKERLY

Sunday school at both churches were well attended Sunday. Rev. McCorkle filled his regular appointment at the church here Sunday.

Geraldine Ward spent the week end with Beatrice Gaultney of Flower Grove.

Imogene Belt and Mrs. Joe Moore surprised Wanda Moore with a birthday party Saturday night. She received lots of nice and useful presents.

Forrest Creswell has been on the sick list the past week.

Edna Earl and Melva Lee Weed of Knott visited Hazel and Geraldine Ward here Sunday.

Mr. and Mrs. Roscoe Moore and Mrs. S. D. Moore of Soash were in Ackerly Saturday night visiting relatives and friends.

Mr. and Mrs. Warren Graham and Mr. and Mrs. Claude Graham spent Sunday with Mr. and Mrs. Barbee of Fairview.

Mr. and Mrs. Glendon Brown and little daughter, Gleneta of Knott visited her parents, Mr. and Mrs. Williams here this week end.

Mrs. Ward has received the message that her little sister, Iris Jeffcoat, of Levelland has been very ill with diphtheria. We wish for her a speedy recovery.

—Hazel Ward, corres.

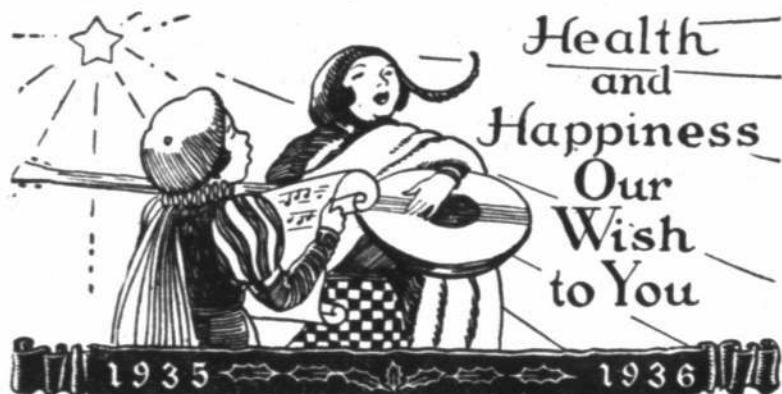


May Christmas Cheer Be Yours

At this holiday time when home-turning hearts are filled with kindness and good fellowship.

May the inspiration of this finest time in all the year be with you and with the friends of your fireside, and may the New Year be most generous in yielding health and success and make for happiness and prosperity.

Carl Rountree



When the Christmas Bells

Sound out in gladness through the frosty air our own best wishes go along to you for a Christmas time of unalloyed pleasure among friends and loved ones.

The year now hastening to an end has been one of progress and prosperity with us because our friends have appreciated our efforts to give them good service.

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

Drs. McILROY & McILROY

Chiropractors and Electro Therapy

Office Oquin Bldg

Lamesa, Texas

Phone 304



In extending to you our wish for a joyful Christmas season we do not forget to thank you for the patronage and other marks of good will you have bestowed upon 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 service 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.

Snyder Transfer & Storage Co.

BRIDGEMAN MOTOR LINES

Jim Bridgeman, Mgr.



Season's Greetings —

We come again to the glad Christmas season with a deep feeling of gratitude to all our friends. We are grateful to each of you for your loyalty during the past year and promise to strive earnestly during the coming year to fully merit your continued favors. May the holiday season bring you happiness...

M. C. Lindsey & Son



When it comes to friends and Christmas, words fail to express the things we feel. The best we can do is send our thanks for favors during the year, express our hopes that our pleasant relations will be continued into the future, and wish you a most

HAPPY CHRISTMAS
and
PROSPEROUS NEW YEAR

V. O. KEY

The Dawson County Courier

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

Published each Thursday at the Courier Building, 523 North First Street

Subscription price 50c the year

JOE ALEXANDER, EDITOR

WANT ADS

FOR SALE: Improved 5 acres, close in, cash or terms. Bargain. Call at Courier office. 45 tlc.

ASK the man who owns a Case tractor and then come and see us - Eiland and Whitsett, Night and Day Garage Bldg., Lamesa, Texas.

FOR SALE: Residence and store building at Key. Bargain. C. M. Burton, Lamesa. 46 tlc.

FOR SALE: Equipment for public blacksmith shop. Plenty tools and good ones at bargain. Inquire at Lamesa Salvage Co.

SACKS—All kinds, sacks for threshed grain, sudan, etc. All good. Located one block north east square. J. C. Billingsley and Son.

WANT TO BUY: Wind mill, sucker rods, pipe and tower. Notify Jim Barron, Lamesa, Motor Rt. D. or J. E. Barron, First National Bank (State price) tip.

FOR SALE or TRADE: One 26-46 Case Thresher, A-1 condition—Clyde Edmondson, Rt. A. 46 tlc.

FOR SALE or Trade: No. 8 International 12 ft Combine, in good shape. Good work stock of all kinds, also several good milch cows. Allen Hdw. Co.

If you are in the market for a tractor we will be glad to figure with you. Eiland and Whitsett, J. I. Case Tractor Dealers, Night and Day Garage Bldg., Lamesa, Texas.

FOR SALE: 1929 Buick sedan. See Jack McLaughlin at Goodrich Tire Store. 48 tlc.

NOTICE OF SALE OF REAL ESTATE
WHEREAS by virtue of an order of Sale issued out of the District Court of Dawson County, Texas, on the 7th day of December, A. D. 1935, on a judgment rendered in said Court on the 19th day of November, A. D. 1935, in favor of The Lamesa National Bank of Lamesa, a corporation as plaintiff, and against Willie T. Banta and wife Adella Burdette Banta as defendants, numbered 1943 on the docket of the District Court of Dawson County, Texas, I did on the 7th day of December A. D. 1935, at ten o'clock A. M. levy upon the following described tract of land to-wit:

All of the North Fifty (50) feet of the South 150 feet of a certain one acre of land as described in deed executed by Conrad Watson and wife Ima Louis Watson dated January 17, 1922, and shown of record in Vol. 26 page 583, of the deed records of Dawson County, Texas, conveyed to W. P. Banta one acre of land out of a part of Section No. 6 in Block No. 35 Tsp. 5 North, Cert. No. 2462 T & P Ry Co. Surveys in Dawson County, Texas of which the above is a part.

And on the 7th day of January A. D. 1936 being the first Tuesday of said month, between the hours of ten o'clock A. M. and four o'clock P. M., on said day at the Court House door of said County, I will offer for sale and sell at public auction for cash, all of the right, title and interest of said defendant, in and to said property.

WITNESS my hands this 7th day of December A. D. 1935.

Gus Sheriff
Sheriff, Dawson County, Texas.
By A. N. Randle, Deputy.

HOUSE FOR SALE

Nice six-room house for sale. Must have down payment
Will finance all but 25 per cent.

See
FAYNE WILKES
At Wilkes Grocery

WE SELL SLEEP

If you wish to have mattress work done write us a post card. Our salesman will call and show samples without cost or obligation to you.

DIRECT MATTRESS CO.

302 N. 3rd St.
Lamesa, Texas

PERSONALS

Miss Georgie Mae Williams who has been attending school at C. I. A. at Denton arrived in Lamesa Thursday night to spend the holidays with her parents, Mr. and Mrs. Ray Williams. John I. Dean, Educational advisor of the local C. C. C. camp left Friday of last week for Berea, Kentucky where he will spend the holidays visiting his parents, Mr. and Mrs. John Dean and friends.

Miss Bobbie Dee Hull, student at Hardin-Simmons University, Abilene, arrived in Lamesa Friday and will spend the holidays visiting with her parents, Mr. and Mrs. Dee Hull.

Travis Key, John Tarleton student, will arrive in Lamesa Saturday to spend the holidays with his parents, Mr. and Mrs. J. H. Key.

Robert Dixie Kilgore, student at the University of Texas, Austin, will spend the Christmas holidays visiting his parents, Mr. and Mrs. Dixie Kilgore in Lamesa.

Mr. and Mrs. C. M. Burton, Mr. and Mrs. Mason Costin and Mrs. L. Cason were business visitors in Big Spring last Thursday.

George Berry arrived in Lamesa Saturday to spend the holidays with his parents, Mr. and Mrs. L. Berry. He is a student at Texas University.

Miss Quixie Bea King, student at T. W. C. in Fort Worth arrived in Lamesa this week end to spend the holidays with relatives and friends.

Mrs. L. Cason will spend the Christmas holidays visiting with her son, Guy Cason in Corpus Christi.

Miss Zanola Shepherd of Dallas will spend the holidays visiting her mother Mrs. Jess Waller and friends in Lamesa. Miss Laura Kirk, student at T. W. C. in Fort Worth and Miss Katherine Kirk of Dallas are spending the holidays with their parents, Mr. and Mrs. Robert Kirk.

Neison Williams, student at S. M. U. Dallas, came in Saturday night to

spend the holidays with his parents, Mr. and Mrs. Ray Williams. Miss Marguerite Planiken, student at T. W. C. in Fort Worth is spending the holidays visiting relatives and friends in Lamesa.

Mr. and Mrs. C. E. Sumner and daughters, Maxine and Fairy, and Miss Myrtle Standifer will spend Christmas visiting relatives and friends in Amarillo and Pampa.

R. E. Scholz Jr., student at John Tarleton college in Stephenville, arrived in Lamesa last Friday and will remain until after the holidays for a visit with relatives and friends.

Will trade you dry goods for maize or feed.—NORETS.

FARM LAND FOR SALE

A number of Life Insurance Company farms for sale at a small down payment, balance at a low rate of interest. In Dawson and surrounding counties.

R. L. GILBERT

506 South First Street

Lamesa, Texas



Merry Christmas

Sent to you with a sincere and cordial wish that your Christmas may hold all the joys of a perfect Yuletide.

We heartily thank you for all past favors and patronage and solicit a continuance of same. May the New Year bring you health, wealth and happiness.

MAGNOLIA Petroleum Co.

BERNIE HOLT, Agent



For more than eleven years, in the midst of rapid changing economic conditions, the Bryant Pharmacy Policy has stood for something constant, something definite in the dispensing and distribution of Prescription Drugs and commodities—an example for those who would command respect and reputation for fair dealing

The Old Year is fast drawing to a close and we wish to take this opportunity to extend our Friends and Customers our sincere thanks for the many favors shown.

It has been our earnest endeavor to serve those who have favored us with their business in a satisfactory manner, and it will be our constant aim to render the very best of service and the lowest prices consistent with quality.

With our very best wishes for a prosperous year, 1936, and with compliments of the season, we are
Your friends,

Bryant's Pharmacy

J. W. BRYANT, Owner

N. W. Corner Square

Lamesa, Texas

GREETINGS . . .

We thank you sincerely for all the courtesies, the evidences of good will your friendship and patronage have signified to us during the past 12 months. Accept our best wishes for your enjoyment of a happy Yuletide and prosperous march through 1936.

**Merry Christmas
and a Happy New
Year**

MR. BOOTHE

E. R. MCGREGOR MARRIES MISS MAXINE MOORE

Miss Maxine Moore became the bride of E. R. McGregor last Saturday afternoon, December 14. The sacred rites were spoken by Rev. J. A. Wheeler, Methodist Circuit preacher, at his home, 1002 South Fourth Street in Lamesa.

Mrs. McGregor is the daughter of Mr. and Mrs. W. O. Moore who live in the McCarty community and is a member of the 1935 Senior class of the local high school.

Mr. McGregor has resided in this county about three years and is now engaged in farming in the McCarty community.

PERSONALS

Mrs. M. L. Standifer is visiting relatives in Houston and will remain there until after the holidays.

Mr. and Mrs. Elzie Burleson and family spent the past week end visiting relatives and friends in Lubbock. K. Kimbell of the Hestand-Kimbell Gro. Co., of Fort Worth, was a Lamesa visitor a few days last week.

Mr. and Mrs. W. B. Collins were business visitors in Big Spring last Thursday.

1931 Ford Coach for sale or trade.—ARMY STORE.

1934 Chevrolet coach for sale or trade.—Army Store.

Ross Simpson was a business visitor in Seminole last Tuesday.

Mrs. Nellie Mae Smith who has been employed with the King Jewelry Co., in Lubbock for the past several weeks visited her mother, Mrs. Bailey here last Tuesday and left Wednesday morning for Hobbs, N. M., where she has been transferred and will be employed with the same firm at that place.

John Kline who is attending N. M. M. I. at Roswell, N. M. arrived in Lamesa last Thursday and will spend the holidays visiting his mother, Mrs. Mary Kline.

Miss Thelma Lee Norman who is teaching school at Iran, Texas is spending the Christmas holidays here with her parents, Mr. and Mrs. O. B. Norman and friends.

Mr. and Mrs. Boyd Ray and children, Juanita and Boyd Jr., of Austin will spend the holidays visiting in the Bogan Caldwell home.

Miss Elizabeth Arnett, who is attending school at Lubbock will spend the holidays with relatives and friends in Lamesa.

J. C. Duff left Monday morning for Lubbock where he will visit during Christmas.

Miss Lianna Lee Wilkerson visited Miss Willie McClutcheon at Big Spring Sunday.

J. M. Barrett made a business trip to Colorado last Monday.

Mr. and Mrs. V. Z. Rogers were Lubbock visitors Monday.

Miss Nettie Elizabeth Underwood, Texas Tech student, is visiting her parents, Mr. and Mrs. F. J. Underwood here this week.

LOOK!

So Simple Now

to have your picture taken

4 photos finished in 4 minutes

10c

Enlargements made from any print while you wait . . . at attractive prices.

**First Door West of
Post Office**

**New Years Day last
day in this location**

Drs. S. E. SHOULTZ & SON MAGNETIC MASSEUR PHONE 28

**Successfully Treats All Chronic Diseases
Without the Use of Drugs or the Knife**
This is the same treatment given in Glen Rose, Texas.
OFFICE IN NIX BUILDING

To those bringing this ad with them will be entitled to a cash value of \$5.00 on a course of 14 treatments.
Don't miss this. It is money saved to you.

A SECURITY FOR EXACTING INVESTORS



Some of the leading business executives and some of the foremost corporations in the United States have placed part of their own funds in shares of Federal Savings and Loan Associations.

Their motive is two-fold:

1. Safety—Every investor's holdings in a Federal Savings and Loan Association are fully insured up to \$5,000.00.

2. Public Service—Funds so invested are loaned mainly for the building and improvement of homes, leading to the employment of labor and the purchase of materials, thus creating business activity from which everyone benefits.

We will be glad to give you further information on the ways in which this Association protects your savings and serves the interests of this community.

Write or call for free booklet

**LAMESA FEDERAL SAVINGS &
LOAN ASSOCIATION
O. H. MORRIS, Secretary**

In Appreciation

**WE OFFER YOU
OUR GREETINGS**



Friendship and Good Will

A gift we can never forget, that will never grow old nor wear out is that of friendship and good will . . . so we say that our most cherished gift of all, and the most valued of our assets is the memory of the pleasant relations we have had during the past year with our friends and customers.

You, and you, have directly or indirectly benefited this business by your position in this community, or you have been of value to some one who has been of some benefit to us, and we want you to know that we appreciate you. We are glad we live and do business in the same community with you, and are looking forward to serving you better, by increasing our usefulness in this community.

Ours is a business world, but we must include in it somewhere the value of human relationship. To better and to make our business grow, we must improve the city and community in which we live, so it is our firm resolution, made all over again for the New Year, to begin right now, with this Christmas Day to making a more earnest, untiring effort than ever before to be of greater value to our fellow men.

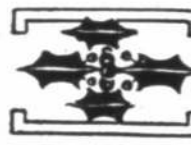
Accept our thanks for your patronage and favors of the past, and come with us into the New Year looking forward to greater and more worthwhile achievements than we have ever experienced before.



WILKES



Merry Christmas



Greetings . . .

Always when we come to the end of an active year, our thoughts turn to those who have traveled the road with us . . . our customers.

We know how much we owe to their good friendship and cooperation and this seems to us to be an opportune time to say 'WE THANK YOU.'

Therefore we want you to regard this little message as a personal acknowledgement of your patronage and loyal helpful spirit.

We again thank you sincerely and wish for you a Merry Christmas and a Prosperous 1936.

Shook Tire Co.

WHOLESALE

Lamesa's Leading Tire Store

RETAIL



Merry Christmas





Merrie Christmas

The sacred season of the birth of Christ is with us again and the sparkle of gladness is in the eyes of countless thousands who have been made happier because of this occasion. May the natal day of the Lord be to you and yours a period of sincere rejoicing and may it be one of many such days of prosperity as the months go by.

Caldwell Shoe & Harness Shop

HEARTY GOOD WISHES..

To the People Who Make This Business Possible

There is a pleasure in doing business in a community of such fine people as we have here. We expect to give better service in 1936 than ever before and sincerely trust that we may have the opportunity to prove this to you.

Christmas Greetings and Good Wishes for the New Year

BILL'S CAFE



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

A VERY MERRY CHRISTMAS
AND A HAPPY NEW YEAR

J.C. Loveless Hospital

Santa Explains



Mrs. Durkee's Christmas Gander

By Martha B. Thomas

MRS. DURKEE had a gander, a fine strong bird with fine strong wings. Wherever Mrs. Durkee went the gander went, too. Some years ago a goose egg had been given to Mrs. Durkee. It was a very large egg and ready to hatch, but a fox had killed the mother goose. It should make, when hatched and grown up, a fine Christmas dinner! Just as Mrs. Durkee prepared a nest for it, the shell cracked and out popped a head with very surprised eyes. From that moment the gosling and Mrs. Durkee became friends. She no more thought of him in terms of roasting than she would think of a neighbor in that unkind manner.



The widow lived alone and as the gander grew to manhood (so to speak), she depended more and more on him. Sometimes at night she would rouse him and he would untuck his head from his wing and escort her forth under a wintry moon. And now, at the Christmas season, Gander was in full plumage and of a stern temper.

Christmas eve she sat alone by her kitchen fire, and there came a knock at the door. A man stood there and before she could speak pushed his way in. Seeing no one about, he ordered her to bring him bread and coffee and meat. She brought the man what he asked, and when he had eaten he said, "Now, give me all your money and I'll go with no trouble."

"No," said Mrs. Durkee. "I will not!" Out came his fist and she just escaped a hard cuff on the head. She was angry enough to fight but instead went to her pantry. "I keep money in a jug here," she said and jingled some coins. At the same time she softly raised the window and whistled.

"Hey... come on with the cash! I'm in a hurry!"

"Yes, yes... some has stuck in the bottom." She made a great to-do at jingling. Then she heard a sleepy "Honk-Honk!" Her heart lifted.

"I have a few bills tucked behind the cookie jar," she added. "Let me get those." (Anything to take up time!)

She came slowly into the kitchen. "Here is your money," she said. "Oh, dear, I do believe some one is at the door. Take it quick!" She threw the coins at the man, and opened the door. In stalked the gander ready for anything.

The man shoved out his foot as if to kick him. In a moment, hissing and nipping, the great bird seemed to surround the man with heavy beating wings. The harder the unwelcome guest tried to escape the harder he was beaten back. At last, crouching and fending off the blows, he fled through the door... scattering coins all the way. The wad of bills had merely been a piece of make-believe.

The door slammed and the lonely widow sat down in a chair and laughed and laughed and laughed. The gander stood beside her, looking dignified and preening his ruffled feathers.

"I'd rather have you for a friend," cried Mrs. Durkee, "than all the roast ducks, turkeys and geese in the world. Merry Christmas... and I'll give you some fresh lettuce this minute."

The gander's bright eyes roved about the room, and he followed Mrs. Durkee into the pantry.

© Western Newspaper Union

KLONDIKE

Church and Sunday school were well attended at both churches Sunday. Rev. Whatley of Lamesa filled his regular appointment at the south side church.

Several from this community attended the singing at Wilson Sunday night. The singing met at the South Side church Sunday afternoon. It was attended by a large congregation. There were visiting singers from several of the other different communities.

Bonnie Lee Pittman, who has been visiting friends and relatives in Amarillo returned to her home Thursday.

The Klondike basketball girls attended the invitation tournament at Moore last Saturday. They won first place and received a beautiful trophy.

Mrs. J. N. Self and son, Loyd, and Mrs. R. F. Self, visited relatives at Spur over the week end.

—Louise Foster, corres.

Mr. and Mrs. Frank Ogle have recently moved to the apartment on North Third Street formerly occupied by Mr. and Mrs. Howard Thruston.

Mr. King of Fort Worth has recently moved to Lamesa where he will be engaged in the grain buying business.



The good will of our patrons and friends is one of our most valuable assets. The spirit of the season brings to us renewed appreciation of our old associates and of the value of new friends.

May your Christmas be happy and success attend your New Year, is the cordial wish of

Pierce's Toggery

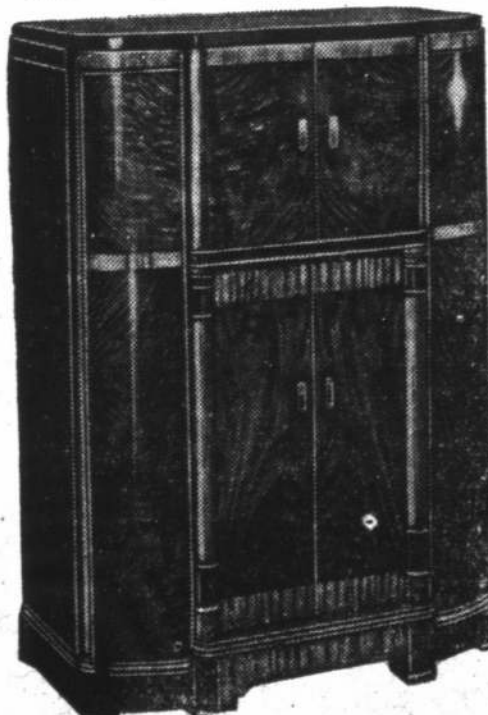
"Dependable Merchandise"

MR. and MRS. J. H. PIERCE
Owners

For Christmas
RCA VICTOR
Radios with the New
MAGIC BRAIN
MAGIC EYE
METAL TUBES

MODEL C15-3—All the features mentioned at right—a tuning range of 140-410 and 540-60,000 kcs.—and a host of such other features as Selector Dial, Band Spreader, High and Low Tone Controls and Automatic Volume Control...

With RCA World-Wide Antenna System,



When Christmas Day rolls around, no gift will be so joyfully received as the one that gives the most and gives it best. This RCA Victor Radio covers all the frequencies of all foreign and domestic stations, and police, aircraft, amateur and weather reports with Magic Brain, Magic Eye and Metal Tube quality.

Tell a Friend to Pay on the New C. 15-3 for Fine Sound!

Bartlett Radio Shop
Lamesa's Radio Center

**MUNGER H. D. CLUB
MET DECEMBER 6**

The Munger Home Demonstration club met Friday afternoon, December 6 in the home of Mrs. Norris, where a social was enjoyed by everyone present. After many games with fun for all a large beautiful basket filled with gifts was brought in, after exploring the contents we found that Santa had forgotten 1.0 one.

Refreshments of sandwiches, cake and coffee were served to twelve members and one visitor.—Reporter.

**MCCARTY H. D. CLUB
MET DECEMBER 19TH**

The McCarty Home Demonstration club met on December 19 regular meeting day with six members present. We elected new officers for the coming year.

We also made plans for a forty-two party and Christmas tree as an entertainment for our husbands, December 20th.

Our next regular meeting day comes on Christmas Eve, so we postponed it till January 2. So every member is urged to come and bring a new member with you.—Reporter.



"LUELLA," said her mother with a warning look, "take your hand out of those raisins and finish paring the apples for my pies."

"But, I've done most a bushel already," giggled the guilty youngster.

"Spose you have! How many pies do you figure you children eat? Besides, Christmas time we have to have extras for folks coming in."

"Mercy me," she continued, "it's time for Joel to be home from the church bazaar! Look at that snow!"

Mrs. Dodge opened the cold closet and peered with secret delight at the fast filling shelves. Coffee cans filled with steamed plum puddings, a fine baked ham, frosted chocolate cakes, a whole row of pies—pumpkin and mince; and a big bowl of cranberry sauce, skins and all.

"Sally, you better help Luella with the apples, we're almost finished with the baking; and now if your father



"Mother! Mother!" Shouted Joel, Bounding Into the House.

would bring the turkey, I could stuff it tonight."

She glanced toward the kitchen window—

"My stars! Here comes old Emil Cooper! I'll just give him a jug of that new cider and a mince pie, when he's going home."

Mrs. Dodge had a bountiful nature. She anticipated Emil Cooper and the many other hangers-on, who always showed up around Christmas; while the supply of pies and puddings grew less and less as the visitors departed.

"Father's coming!" cried the children and they ran to the door excitedly to meet him, followed by Mrs. Dodge. But a look of perplexity, almost distress, spread over her face.

"Where's the turkey?" she gasped.

"Fact is—" hesitated Mr. Dodge. "I gave it to Ned Blake on the way home—for his poor family. Mother—I couldn't, couldn't help it."

"Well," sighed Mrs. Dodge, with a crest-fallen face, "I guess they need it all right—and we still have the ham."

A light quick step sounded on the snowy porch.

"Mother! Mother!" shouted Joel, bounded into the house with a bundle larger than himself. "See! See what I have! I won the big 25-pound turkey at the bazaar!"

"Why son?" exclaimed Mr. Dodge, "that turkey is twice the size of the one we gave away!"



Our entire personnel joins in wishing you a very Merry Christmas and merrier days to follow . . .

As we extend greetings of the season may we also thank our friends for a year of pleasant patronage.

Let us be of more service to you in the coming months of 1936.

**A MERRY CHRISTMAS
AND A HAPPY
NEW YEAR
TO ALL . .**

**Lamesa Machine
Shop**

W. B. Henry, Owner

**MERRY
CHRISTMAS**



Our employees join in wishing everyone a Merry Christmas and a joyous and prosperous New Year

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE



**Peace On
Earth
Good Will
Toward Men**

Angels sang it centuries ago, yet each succeeding Christmas engraves those immortal words deeper in the hearts of mankind.

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

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

BALDWIN'S

"Lamesa's Leading Store"

Jim Weatherford of Tahoka visited in the Ross Simpson home last Friday. Mr. Weatherford is Mrs. Simpson's brother.

W. B. Hestand of Lubbock, of the Hestand-Kimbell Wholesale Grocer Co. was a business visitor in Lamesa a few days last week.

Mrs. Gus Ragsdale, F. T. McCollum, Murry McWhorter, and T. D. Daugherty were Lubbock visitors Monday of last week.

MERRY CHRISTMAS



To You

May your Christmas packages contain happiness and prosperity for the coming year, is the sincere wish of your Cosden Stations

Your friendship and the business associations we have enjoyed with each of our customers have been appreciated and recognized, and we take this means of thanking each of you.

**A VERY MERRY CHRISTMAS AND A
HAPPY NEW YEAR**

T. B. FULKERSON

Commission Agent

COSDEN OIL CORPORATION

List of Service Stations

USE COSDEN'S PARAFFINE CANNED OIL

Farmers' Co-op. Society No. 1, Lamesa
O. A. Roberts, Lamesa
H. Richardson, Lamesa
T. N. McLendon, Lamesa
R. B. Lambright, Lamesa
Dawson Courts, Elmo Smith, Owner, Lamesa
O. C. Lambeth Gin, Lamesa

Gus Ragsdale, Lamesa
Barrons Garage, Lamesa
L. D. Crapps, Seminole
Camp Seminole, Seminole
State Line Service Station, Seminole
Costin Service Station, Ackerly
T. B. Fulkerson, Comm. Agent

Mr. and Mrs. A. Hull will spend the Christmas holidays visiting relatives and friends in Dallas.

Mr. and Mrs. C. B. Buckalew are spending the holidays with relatives and friends in Brownsville this week.



Our wish is that all the good things of this Christmas season may come to you and yours and that the New Year may bring you health, success and happiness.

We thank you for your business during 1935. We'll try harder than ever to please you during 1936 if you'll favor us with your patronage.

A MERRY CHRISTMAS TO ALL OF YOU

L. BERRY DAIRY

Buy Now

Firestone

LOW PRESSURE TRACTOR TIRES

At the present low price and convenient terms.

ALAMO SERVICE STATION

J. LEE KELLY, Mgr.

SANTA CLAUS LETTERS

Dear Santa:

I want only one thing and that is for you to arrange it so my first, fifth, and seventh period geometry classes can pass some of the tests I give them. I have been a good boy.

Little Lester Gregg.

Dear Santa Claus:

I am a little girl one year of age December 6. Please, Dear Santa, bring me a big doll that can sleep and say Mama and a rocking chair to rock her in, and dear Santa, if there is plenty of toys for all the children, please bring me a small negro doll and a rubber ball. Just a minute, Santa, I have three little cousins from Arkansas that will visit me Christmas so please remember them with lots of nice presents too. Their names are: Billy Wayne, Margaret and Juanita Gaither, so please fill all our stockings with candy, nuts and fruits of all kinds and Santa I'll promise to be good.

Your little friend,
Helen Iona Duke.

Dear Santa Claus:

Please bring me a curly headed doll a set of dishes and a baking set. Santa my little sister, Doris, wants a doll a ball and a little wagon.

Genevieve O'Neal.

Dear Santa:

We are two little boys. I, Alvin Ray Smith, was one year old, Sept. 23, and Taylor Leroy Smith will be three years old March 10. We want things alike. A Teddy bear, big ball and a stick horse, fruits and candy. Remember Mother and Daddy and Grandma, Grandpa, Aunts, Uncles and Cousins. Remember all little boys and girls.

Dear Santa:

I wish you would bring my little brother and I a big red wagon. My little brother is 4 years old and I am 11. And we want you to please bring us some candy, nuts and fruits too. And please don't forget my Mother, Father, and my brothers and sisters.

Sheldon and Harry T. Land.

Dear Santa:

Please bring me and my little sister Opal, a doll, some dishes, cooking utensils and fruit and candy and we will sure try to be good little girls.

Annie Laurie and Opal Land.

Loop, December 17th.

Dear Santa Claus:
We are two little girls four and two years old and Mother and Daddy says we have been very good. Please bring us a doll and doll buggy and lots of good things to eat. Bring Eldon Keith a rook horse and rattle.

Your friends,
Vernelle and Wildeth Eileen Ball

Dear Santa Claus:

Will you please bring me a little broom, and I would like a Shirley Temple doll a trunk for her clothes and a big Buck Rogers book. Thank you very much, your little friend,

Betty Bryan Cox.

Dear Santa:

I am a little girl five years old. I have blond hair and blue eyes. I have been pretty good this year. I help mother by sweeping the floors and drying dishes. I wish you would bring me a Shirley Temple doll, some pink dishes you can really eat out of and some skates if you have some to fit my boots. Also candy, nuts and fruit.

Your little friend,
Stella Sue Ashley.

Dear Santa:

I have been a pretty good girl this year. I help mother by washing and drying dishes and delivering milk. I go to school and take music. So would you please bring me a Shirley Temple doll with a pink dress on and if you have a Bingo game. Oh yes, Santa, I want some nuts, some candy and fruit.

With love,
Margaret Lee Ashley.

O'Donnell, December 18.

Dear Santa:

Please, visit me this year. For I want a Mickey Mouse wrist watch and a doll buggy. I have been a very good girl this year. I have tried not to ask for much. Please don't forget my mother, daddy and sister.

With love,
Bubbles Lae.

Dear Santa Claus:

We have been good little boys and girls, all we ask is for a new teacher for the Mullins school. Send him by mail.

With love,
Mullins High School.

Dear Santa:

I am a little girl five years old. I want a doll with hair and sleepy eyes and a doll buggy and some nuts, candies, fruits and fire works, if you will please remember me I will try to be a real good girl.

Betty Jeane Webb, Motor Rt. D.

Lamesa, Texas

Dear Santa:

I am a little girl that will be six years old Christmas Day. I have been a good little girl all the year, nearly. Please bring me a baby doll with hair, a little house cleaning set, a train, a pair of house shoes, and some candy and nuts.

Onita Esmond,
P. S. Bring daddy a pair of socks.

Dear Santa Claus:

I want a car with a radio in it, and a little pony, a bicycle, a football. That is all I want. Remember the other little children.

Jimmie Rex.

Lamesa, Dec. 8, 1935

Dear Santa Claus:

I want to tell you what I want. I want a double barrel Bob gun, and a pair of boxing gloves, and a little car, candy and nuts, oranges and apples.

From, Marvin Wright.

Lamesa, Dec. 6, 1935.

Dear Santa Claus:

Please bring me a truck, a gun, a

ball and a story book, some candy, nuts and fruit. I am a fine boy. Yours truly,
Leon Johnson.

Dear Santa:

Will you please bring me a doll that will drink its milk and its pants, a sewing machine and a pair of gloves. Please bring my little brother Royce a pretty stick horse, and both of us some candy and nuts. Thank you.

Your little friend,
Jean Dyer.

Miss Opal McKay of Pampa is spending the holidays with relatives and friends in Lamesa.

Miss Vionne Randal who is attending school at Lubbock is spending the holidays with relatives and friends here

Thad Lockhart of Jal, N. M. will spend the Christmas holidays with relatives and friends in Lamesa.

Mr. and Mrs. Bill Ridgeway of Snyder will spend Christmas Day visiting in the M. E. Rhodes home.

HAIL THE SPRING!

CHOOSE FROM THESE

GAY FLORAL
Sally Lea's
98c

Every one fast-to-washing
Every one beautifully styled
Every one smartly trimmed!
Sizes 14 to 52.

PENNEY'S
J. C. PENNEY COMPANY, Incorporated



WE WISH FOR YOU ALL THE HAPPINESS AND BEAUTY OF THE HOLIDAY. MAY YOUR LAUGHTER RING OUT WITH HEARTY DELIGHT AS THE SOUND OF SILVER BELLS WITH NOTHING LACKING TO BRING YOU A FULL MEASURE OF YULETDE SATISFACTION.

GRATITUDE AND GREETINGS

WE WANT TO THANK YOU SINCERELY FOR YOUR PATRONAGE THROUGH THE PASSING YEAR, WITH HOPES FOR MUCH PROSPERITY DURING THE MONTHS TO COME.

Texas Electric Service Co.



We are again approaching that glad season of the year when all hearts should rejoice, all animosities be forgotten, and peace and happiness reign supreme.

It is always a privilege to us to be allowed to take part in this joyous season, and patricularly to be permitted to extend to our friends and acquaintances that old time wish which is always appropriate:

MERRY CHRISTMAS
AND
HAPPY NEW YEAR

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

Where Christmas Really Began

By Sara Lockwood Williams



TWO THOUSAND YEARS AGO Augustus Caesar issued a decree that all the world was to be taxed.

Thus Joseph took Mary, his betrothed, from the home of her mother Ann in Jerusalem and journeyed to Bethlehem to pay their taxes. Now the way was six miles. Mary, seated sidewise on a small donkey, with their few belongings tied in a cloth hanging across the donkey's neck, and Joseph trudging beside her, found their way through the narrow streets of ancient Jerusalem, through the Joppa (or Jaffa) Gate down into the Valley of Gihon, then up to the ridge or water-shed of Palestine's hill country and on to the Plain of Rephaim. Midway on the plain they probably paused beside the road to drink from a well. They did not know this well would some day be called the Well of the Magi because the three Wise Shepherds following "God's bright star" would stop there to drink and to see the star reflected in the water's depths as they traveled by camel to Bethlehem in search of Jesus, the Son soon to be born of Mary.

Joseph and Mary were humble and fine and they loved each other. They gazed happily across the well-cultivated terraced valleys, across the fields where shepherds guarded their flocks, noted the old stone watch towers where the farmers and shepherds could go to look far across their lands in all directions. Then they glimpsed the city of Bethlehem, a small and humble village whose rock walls, cobbled streets and stone buildings showed gray and uninviting.

The man and woman wended their way through the throngs of tax-payers about the bazaars and found the inn where they sought lodging. The inn was overflowing. People were having to sleep by the wayside. Now Mary was with child and Joseph wanted to protect her and make her comfortable, but no room was to be had. So the couple sought shelter in the stable beside their tiny donkey. The stable was a cave or grotto in the rocks with crude wooden mangers filled with hay. Here, in the year 4 B.C., the thirty-third year of the reign of Herod the Great, Jesus of Nazareth was born. Mary wrapped Him in swaddling clothes and laid Him in a manger. Here the shepherds, to whom angels had announced the Saviour's birth, came to kneel low beside the humble bed and lay their gifts before the Babe whom they adored.

Because this Babe was born the whole world rejoices and celebrates Christmas. Joy, peace, love, humility—all the great truths of Christianity came to the world with His birth. The basis of modern civilization lies in the little town of Bethlehem.

Even as the Wise Men 2000 years ago made their way to the shrine, so pilgrims, tourists, believers and non-believers journey today across the self-same road, still the main artery of communication between Jerusalem and all the southern part of Israel. They see the Well of the Magi, the terraced gardens, the shepherds' fields, and the old, old watch towers. The highway is now smoothly paved. The travelers all too often ride in luxurious motor cars. But they still pass caravans of camels and asses and see pedestrians garbed in costumes of many lands. For pilgrims come from near and far to the Holy Land, particularly to ancient Bethlehem, whose grayness has increased with centuries of dust and erosion on its leaden-hued stones. But dull as is its outward appearance, few approach the city without a thrill of reverence and awe, without renewing acquaintance with the Holy Scriptures and gaining inspiration and faith. Today they cross the lively bazaars where "objects of piety" made of shells, mother-of-pearl and olive wood have wide space among the food-stuffs and goods for sale. They go to the Church of the Nativity, Bethlehem's greatest relic of antiquity. In 330 A. D. Constantine built this basilica above what is believed to be the grotto-stable in which Christ was born. The church looks like a fortress and its entrance door is so small even a short person must stoop to enter. It was made thus not, as some say, to cause thoughts of humility and reverence upon entering so holy a place, but to prevent the ancient Saracens and Turks when they were in power from desecrating the place with cattle. Five different nationalities of Christians now guard this church and hold services here. The place is strikingly simple. The Greek Orthodox and the Armenian and Syrian churches occupy the main floor. Two circular stairways lead to the dark caves below. There is a chapel in the grotto. On the floor is a great silver star with silver nails over a hollow where Mary is said to have given birth to Jesus. Around the star is the inscription:

"Hic de Virgine Maria Jesus Christus Natus Est."

Fifteen silver lamps unceasingly burn day and night over this holy place. Four belong to the Latins, six to the Greek Orthodox, and five to the Armenians and Syrians. Representatives from many Christian nations kneel in common before the little altar. Seldom is the grotto without worshippers. Whether or not they believe this to be the authentic spot of the Nativity, it carries the atmosphere of holiness and spirituality. The handsome, proud natives of Bethlehem seem always a happy people, but at Christmas time Bethlehem radiates Joy.

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

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

LAMESA SALVAGE CO.
Elmo Smith, Owner



GREETINGS

Again at this glad Christmas Season we want to convey to you our appreciation of the business relations enjoyed during the past year, and earnestly and sincerely trust that the New Year will give us many opportunities to be of greater service to you.

**A VERY MERRY CHRISTMAS AND A
HAPPY NEW YEAR TO ALL
TRY OUR SPECIAL CHRISTMAS DINNER
CHRISTMAS DAY**

Cason's Cafe

South Side Square Lamesa, Texas

**Mr. Gandy Good Shopper,
but Forgot Own Present**

IT WAS simply out of the question for Mrs. Gandy to go to Sayville that morning. The day before Christmas and a thousand things to do; but Mr. Gandy was going. Of course he could do many errands, yet hardly the one she wished most to have done—a gift for himself. Sayville was the nearest shopping place to the tiny village where the Gandys lived, a good fifteen miles over the mountain, by a rickety bus which ran once a day.

Mrs. Gandy was struck with an idea. She hurried to a neighbor's house and begged her to come home with her. "Just ask Mr. Gandy if he will buy for you a pair of gloves, for your husband. Give a large size. He'll never guess."

The neighbor obligingly consented. Mrs. Gandy felt well pleased with her bit of a scheme to get her husband to buy his own gift (unknowingly) for himself, but she was a trifle dismayed when, at five o'clock, Mr. Gandy came home, tired, hungry and tumbled as armful of packages on the kitchen table.

"You got the sage for the dressing? The celery? The red toy truck for Tommie? The blue mittens for Sarah? The nuts and raisins, and the white wool for grandma?"

Mr. Gandy nodded and inquired how soon supper would be ready.

"And," asked his wife casually, "the gloves for Andrew, his wife wanted?"

Mr. Gandy smiled. "I clean forgot about them until the bus was ready to start! So I just hopped into a place and grabbed the first pair I saw. 'Good enough for old Andrew,' I thought, but they aren't much." He grinned a little shamefacedly, like a boy.

Mrs. Gandy plumped down in a chair. "Bill Gandy, that serves you just right. Those gloves are a Christmas present from me to you. You are served with your own sauce!" And she laughed so hard that Bill Gandy had to join her at his own expense.—Martha B. Thomas.

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Non-Christians and Christmas
Non-Christians frequently join in the social observance of the day. To them, it simply has no religious significance.

Christmas Cards Old Custom
The sending of Christmas cards by way of friendly greeting and remembrance has grown up since about 1860.

Christmas Puddings Made Round
Christmas puddings are made round so that they may go round.



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.

**A VERY MERRY CHRISTMAS AND
A HAPPY NEW YEAR**

**HESTAND-KIMBELL
Grocer Co.**

**Season's
Greetings**



sent in sincere and cordial appreciation of that one asset which money will not buy . . . your good will. By your every thought and action you have made of 1935 a year that will linger long with us as most pleasant. We do appreciate every one of you and the least we can wish for you at this time is a

**VERY MERRY CHRISTMAS
and a
HAPPY PROSPEROUS NEW YEAR**

And may we again number you as a
Friend and Customer in 1936

WILLIAMS HOTEL

Season's Greetings

It is a genuine pleasure at the holiday season to depart from the usual cares of business to wish you a merry Christmas, and that the New Year bring you much happiness and a full measure of prosperity.

Thanking you for your past and future business, let us all pull together for a better Dawson county.

Merry Christmas and A
Happy New
Year

WEEKS
Dry Cleaners

Mothers' Night, Ancient English Christmas Name

THE oldest English name for Christmas is Moddra Night, or Mothers' Night. In the early days, when our Saxon forefathers had just settled down in the country that was to be England, the day of December 25th was given up to games and feasting, but the night was dedicated to the special honor of mothers. They occupied the seats of honor, and everyone brought them gifts. Sons and daughters who had gone out into the world strove to be at home on that one night in the year.

A little later the same Yule was given to Christmas, and the rejoicings of the day were prolonged into night, when men sang and told stories sitting round the cheerful blaze of the Yule log.

The old customs of Mothers' Night gradually died out, though they still survive in a few parts of the country. Its place has been taken to some extent by Mothering Sunday in the North of England. On that day everyone who can do so still makes a pilgrimage homewards, and the mother receives the homage of her family.—London Tit-Bits Magazine.

THE DAYS BEFORE



"What nice manners the polite little Thompson boys have!"
"Yes. They are always like that just before Christmas."



Green—Going away this Christmas?
Wise—No, but I guess I'll go away right after Christmas.
Green—Where to?
Wise—To jail as a bad debtor.



To Our Many Friends And Patrons

You have given us during the past year a bountiful measure of that greatest of all gifts...

"Good Will"

May joy and pleasure fill your cup to overflowing on Christmas Day, and here are our most cordial remembrances and good wishes for your happiness and prosperity during the coming year.

Lamesa Plumbing & Heating Co.

S. F. REYNOLDS, Owner

Merry Christmas



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 1936 one of peace, prosperity and lasting enjoyment.

We thank you for your past business and hope that we can be of more service to you in the future.

Morris-Cleveland Drug

"Reliable Druggists"

North Side Square

Lamesa, Texas



A Merry Christmas to you

We do not wish to let the year 1935 pass into history without wishing you a Merry Christmas and a New Year of prosperity filled with happiness.

We want to thank our many customers and friends for the nice business extended us during the past year, and will strive to serve you better in the year 1936.

While you are enjoying the year 1936 let this institution be of assistance to you.

McDONALD GIN CO.

"ROUND AND SQUARE BALES"

Lamesa

Pumpkin Center





Christmas Shopping
by Katherine Edelman

KENNETH FOSTER hurried through the crowded streets. Everybody looked so happy, so eager, so good-natured. He wondered why he felt so out of tune with them all.

From counter to counter he went. He wanted to compare values, to get the best price on everything he bought. He was going to do his Christmas shopping in a sensible way, the way it really ought to be done.

Passing through the art department his eyes fell on a beautiful piece of pottery. Unconsciously he stopped and



His Eyes Fell on a Beautiful Piece of Pottery.

admired its exquisite art. A sudden thought flashed through his mind. "Wouldn't mother love something like this? Wouldn't she get a thrill out of showing it to her friends?"

Quickly his resolution to buy nothing but practical gifts vanished into thin air. He would buy the piece for mother. For the rest of the family, and others, he would get the gifts he had planned, but mother must have something to bring that light into her eyes that he loved to see. He was quite sure this lovely pottery would turn the trick. He could almost hear her say, "Oh, Kenneth, I've wanted something like this all my life!"

The purchase thrilled him with a strange satisfaction. He knew that he wouldn't have got the same joy out of buying something ordinary. He wasn't going to sneer any more at people buy-

ing "gee-gaws." Christmas seemed to call for something different. There should be practical gifts, too; no Christmas tree was complete without handkerchiefs, sweaters, hose and gloves, and such things, but there should be other things, too. . . . Man did not live by bread alone, Kenneth was finding out; other things were necessary.

Suddenly his face broke into a grin. That's the very thing he would do. He would buy every last one of the family something practical, but he would also buy them something that he felt they would love to have: some bit of beauty or frivolity that they would not otherwise get.

The money that he was spending had come to him in a letter from his grandfather a few days before. "Buy Christmas gifts for the family with this," the old man had written. "It is quite a sum for a young fellow to spend alone, but I am sure that you will do it wisely. And I want your report of what you bought after the holidays are over."

Kenneth had felt sure that his grandfather would want him to buy sensible things, but now, he felt differently. Something inside of him seemed to say that the way he was going to spend the money now was exactly as his grandfather wanted him to. What a letter he would have to write—surely he could put all the new-found joy that he was experiencing into every line.

For now Kenneth was really in tune with the spirit of Christmas. There was not a shopper on the streets as happy as he was. Every counter seemed to have taken on new interest; shopping was really a pleasure, the biggest thrill that he had known in a long time.

He hurried to the book counter. Jane was going to have those leather-bound volumes of essays that she had wanted for so long. And Jimmie—Jimmie was going to get that motion picture machine he had been talking about. Gee, he could see Jimmie's face on Christmas morning; wouldn't he get a thrill out of showing the thing to his friends. And dad, well, dad was going to get a new set of golf clubs, a brand new bag of drivers, mashies, and putters! And grandfather was going to get a letter about the shopping trip and its results that would lift him right out of his chair!

© Western Newspaper Union.



Blooms at Christmas Time

According to tradition the famous thorn at Glastonbury Cathedral was brought and planted there by Joseph of Arimathea and was part of the crown of thorns which was pressed upon the brow of Christ. According to tradition it blooms at Christmas time and the possession of a piece is said to insure good fortune through the year.

Christmas GREETINGS

When we approach the season of Christmas, we are pleasantly reminded of you good friends who have made our business possible during the past year. We are happy to be permitted to greet you at this Yuletide and wish for you all the joys that go to make a perfect Christmas.

We would like to express our sincere appreciation for the many favors you have accorded us, and may we again number you as a customer and friend during 1936.

May the New Year Bring to You and Yours an Abundance of Health, Wealth and Happiness Is Our Wish

Higginbotham-Bartlett Company



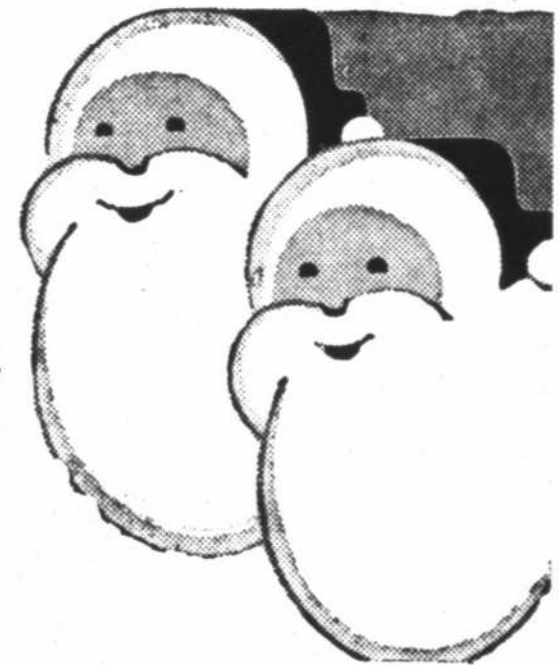
1935 Wishing You Health and Happiness 1936

It may be a little different to extend a wish like this, but there are so many needs and so many conditions and so many desires that it is difficult to send out a Christmas wish that will meet the varying requirements of all our friends, so we are just "wishing for you all you could wish for yourself."

Give us the pleasure of seeing you often during the New Year and we will endeavor faithfully to demonstrate just how much we appreciate you.

A VERY MERRY CHRISTMAS
Jack McLaughlin
THE GOODRICH STORE

Merry Christmas And A Happy New Year



The joy giving power of Christmas has spread into the remotest corners of the world. Its memories of happy days gone by . . . its promise of happy days to come, invite us to share our joys as far as we may with others and to wish for one and all the choicest blessings of the glorious Yuletide season.

May we take this occasion to extend our heartiest thanks to our patrons who have favored us in the many ways during the past year and wish for them everything worthwhile during the New Year.

PALACE AND MAJESTIC THEATRES

MR. and MRS. AUDREY COX, Owners

BIG VALUES in TRACTOR TIRES
SAVE AT TODAY'S PRICES!

* You can save real money with Silver-town Tires on your tractor. Save one-fourth of your fuel bills. Save on repairs and depreciation. Save enough time to do custom work for others. The new Goodrich Tire has super traction. It takes a deep bite in any kind of soil. It enables the tractor to travel faster, develop more power.

See this tire now—you'll want to buy at today's prices.

SUPER TRACTION
SELF-CLEANING LUGS
OVERSIZE SHOULDERS

Goodrich Farm Service Silvertowns



AS ROSS HUTTON finished telling his little daughter the story of Christmas, of the shepherds and the Christ child, and had as tactfully as possible explained about Santa Claus, Polly heaved a sigh. "Well, I think there's a Santa Claus and I hope he brings me a sheep like the ones in the story."

The day before Christmas, Ross saw a white woolly lamb in the window of a toy shop. He was glad he had walked to his office. Otherwise he might not have seen the lamb. He would stop on his way home and get it. But one of the men in the office offered to drive him home, so the lamb was forgotten until he heard Polly as she was being put to bed tell her mother she hoped "Santy" wouldn't forget about the "sheep." Ross looked at his watch and decided the shop would probably still be open. Anne called to him to ask where he was going, and he answered, "Back in a few minutes."

When he parked his car before the shop, he thought that the lamb might not be there, struck him for the first time. He felt much relieved, therefore, when he saw the lamb in the window.

As he tucked the package under his arm and turned to leave the shop, a



Santa Claus Had Brought Her a Sheep and a Baby Doll.

little boy came in. Ross heard him ask the proprietor if he still had the lamb that was in the window that morning. He was told the gentleman just leaving had bought it. "Oh," the disappointment he felt showed in his voice. Wasn't there something else he would like? But there didn't seem to be anything else.

As he got into his car Ross caught sight of a small boy standing before the window, his gaze fastened on the place where the lamb had been. He seemed so disappointed, it was too bad there wasn't another lamb for him. Ross thought as he drove away. But probably something else would catch his fancy and he would forget all about the lamb. Children were like that. Ross wondered though if Polly would have forgotten so easily. He scarcely thought so. The poor little thing would have been mightily disappointed. He was glad he had remembered before it was too late.

But try as he would he couldn't get the picture of the little fellow out of his mind. Halfway home he turned his car around and went back to the shop. The boy had left, so Ross asked the proprietor if he could tell him where the boy lived. He lived just around the corner. He often came into the shop. Tonight he had come to buy the little lamb for his small sister, and was so disappointed when he found it gone. The proprietor had tried to interest him in something else, but he hadn't been successful in doing it. Ross interrupted to know in just which house the boy lived. Then in order to have some satisfactory excuse to offer at home, he bought a baby doll for Polly.

When somewhat later he came into the living room where Anne was busy trimming the Christmas tree, she wanted to know where on earth he had been. He shook his head and put his finger to his lips as a warning not to waken Polly. He placed the package under the tree and with a happy smile he began helping with the work of trimming.

The next morning he was awakened by Polly's happy cry that she knew there was a "Santy Claus" because he had brought her a "sheep" and a baby doll just as she asked him to. Ross sprang out of bed and into the living room. Where could the "sheep" have come from? For there was Polly with a lamb under one arm and the doll under the other.

"Where?" Ross asked, pointing to the lamb. Anne whispered that she had bought it.

"There is a Santa Claus, isn't there, Daddy?" Polly's voice implied she was giving information rather than asking it.

Ross heartily agreed with her: "There certainly is a Santa Claus beyond a doubt."

Your Christmas Pleasure
Your Christmas pleasure is due when your Christmas duty is done.

THE SEASON'S GREETINGS



To everyone of you, our good friends, we extend sincere greetings of the hoil-day season. It is our hope that your Christmas will be a merry one, and that the year 1936 will bring you continued health, happiness and prosperity

PHONE 280

Modern Beauty Shop

Mrs. Raymond Hatch - Mrs. Mike Key
Miss Edith Dean

Our Best WISHES for HAPPINESS

1935



The Best Of Everything In 1936

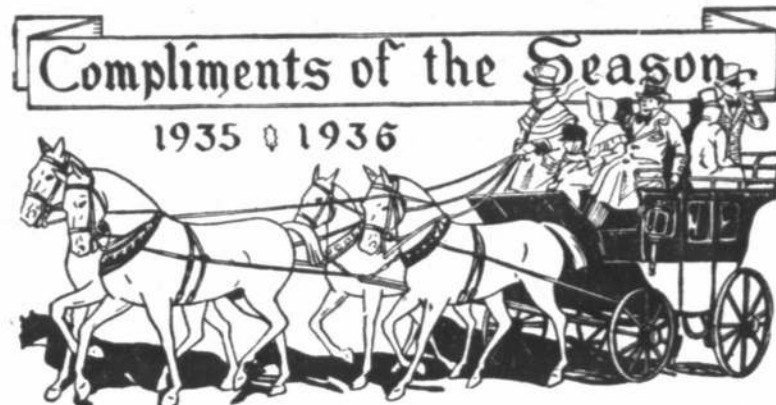
Not merely because of a time-honored custom but because of the real appreciation of your patronage, and the loyal support and friendship, the entire personnel of our firm wishes you a Very Happy Christmas and New Year.

We are looking forward to serving you better than ever before in 1936 - and realize that our progress and prosperity are but the reflection of yours.

May You Have a Very Happy Christmas, and May the New Year Hold "the Best of Everything" in Store For You!

HULL BRO'S GRO.

The Red & White Store



AT THIS SEASON OF THE YEAR

When the Yule Log burns its brightest, our thoughts turn to you, our friends and patrons, who have been with us during the past year.

It is again our pleasure to bring to you our wishes that the New Year will open to you a vista of greater happiness and prosperity than you have ever heretofore enjoyed.

A VERY MERRY CHRISTMAS TO ALL

Clark-McDonald Drug Co.



To You and Yours FROM Us and Ours

Sincerest wishes for a season of unexcelled Christmas joys and a New Year that shall dawn brightly to grow brighter.

Needless to say, we do not wait for Christmas to be thoughtful and considerate to our business friends. Throughout the year we are actuated by a paramount purpose - to treat each and every one of our customers fairly and squarely without discrimination or favors.

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

O. Lambeth Gin Co.

LEVY B. RICE, Mgr.

Ancient German Christmas Belief
Germans of ancient times believed that crumbs of bread made at Christmas, and which fell on the ground, would grow into little star flowers with miraculous healing powers.

Shakespeare and Christmas
Christmas is mentioned but twice by Shakespeare and then incidentally. Yuletide was, however, an important time in his life, because it was then that his plays were produced by command at the courts of Queen Elizabeth and James I, with Shakespeare in the casts.



ADD OUR DELIVERY TRUCK TO YOUR FARM EQUIPMENT!

Every farmer needs some organization on which he can rely for prompt delivery of lubricants and fuels for his farm equipment. We invite you to consider our tank truck as part of your farm equipment—ready at short notice to call at your farm with whatever Sinclair products you require.

We are ready to supply you with Sinclair Opaline and Sinclair Pennsylvania Motor Oils, Sinclair Tractor Oils, Sinclair H-C Gasoline, Sinclair Cup and Axle Greases, Sinclair Opaline Gear Lubricant, Sinclair Super-Flame Kerosene, Sinclair Stock Spray, Sinclair P. D. Insect Spray and all Sinclair Farm Oils. Just phone or write.

SINCLAIR OILS HAVE A HIGH WORK-FACTOR RATING

SINCLAIR

OILS, GREASES, GASOLINES, KEROSENE

AGENT SINCLAIR REFINING COMPANY (INC.)

C. E. MARTIN, Agent

Christmas in Shanghai Just One of Their Days

WHEN Christmas comes to Shanghai, a cross-section of the world makes holiday. The average Chinaman fails to get the meaning of it, but such a fun-loving people can do well with one more celebration. So the Chinaman himself adds to the din with fire-crackers and gift-giving, parties and the making of gifts.

There is a distinct western touch to the observance of the season by this most cosmopolitan city. Shanghai's "social registerites" start plans for dinners and dances as early as the middle of November; immediately reservations are checked off on the calendars of ballrooms and restaurants. The exact form of observance varies with the nationality divisions of the city. In the Russian section, the day is observed as it is on the steppes or in Moscow. The French greet Santa Claus in their own way, even though the wax dolls have to be brought far from the Champs Elysees. The Japanese prefer to make merry by drinking sake. The English must have their plum pudding and holly.

At the mission schools, where boys and girls are taught in separate classes, Christmas carols around the tree give modest school girls a chance not only of singing hymns but of "seeing" him.

In interior China, however, most of the people prefer to celebrate their own Dragon-boat, Mid-Autumn, and New Year holidays rather than this "imported" one. They do not even try to understand these queer foreigners. To them December 25 is just another day!—Frances Grinstead.

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He Was a Dutch Boy

Christmas was celebrated long before Santa Claus was ever thought of. His prototype was the Dutch boy bishop, St. Nicholas, who on December 5 used to go round punishing little children who did not say their prayers, and rewarding those who did. Gradually he was changed from a boy into a jovial old man, while the sledge and reindeer are modern additions. Actually, Santa Claus was unknown in England a hundred years ago. The Dutch founders of New York introduced him to America, and England borrowed him from the States.—London Tit-Bits Magazine.

Mistletoe, a Tree Parasite

Despite its popularity as a Christmas green, there is little worry about conserving the country's supply of mistletoe. For this attractive plant, with its shiny, dark leaves and waxy white berries, grows as a parasite high on the branches of trees and does considerable damage to its host trees. Science has revealed that the mistletoe seeds are carried from tree to tree by birds.

MERRIE CHRISTMAS

As we come to the season when Peace on Earth, Good Will Toward Men, is the theme uppermost in the minds of most of us, when we are happy to join with others of the city in extending our sincere good wishes for a very Merry Christmas to you and yours.

And may we take this opportunity of thanking you for the many kind favors you have shown us during the old year, and that spirit of friendliness which has made doing business with you a very rare pleasure.

Without such friends as you have been, our efforts would have gone for naught, and life would have lost its glamour. We do appreciate every one of you.

And as the New Year approaches may it bring you an abundance of health, wealth and happiness

Barron's Electric Hatchery



It's A Good Old World After All

As we see the holly wreaths and the bright Christmas lights and observe the folks rushing here and there buying presents 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 at this moment we are thinking kindly of our friends and take pleasure in sending out this message of good wishes.

Joy to You at Christmas and May a Happy New Year Bring You Everything Worth While

W. H. Holcomb



A PLENTIFUL CHRISTMAS

IS OUR WISH FOR YOU...

May this Christmas find you with a plentiful supply of Yuletide cheer and happiness is our wish for you. May your hearth be warm and your table bountifully supplied with good things and your cup of joy be filled with happiness.

We would like to take this opportunity of extending to your our sincere thanks for the fine business you have given us in the old year.

Again we thank you and wish you a Merry Christmas and may the New Year find you stranded on the golden shore of opportunity.

**Snell-Jacobs
Gin Co.**

A. E. JACOBS, Mgr.

Community Santa Claus

By Alice B. Palmer



THE gigantic Christmas tree in Fountain square was ablaze with colored lights and decorations. Christmas eve had arrived and the snowy atmosphere was beautifully depicting the finishing touches to the grand and wonderful community tree. Even though all the celebrations had taken place elsewhere the big tree had never failed to stand in its place of honor in the center of town on Christmas eve.

Mirth, happiness and laughter fairly abounded through the joyous Christmas crowds as they thronged the streets blinking through the snowflakes and hurrying on to celebrations. They seemed to take the community tree for granted until the illustrious sound of sleighbells was heard in the distance. Sleighbells on Christmas eve—how delectable! All eyes were turned in the direction from which they came.

Soon the object of the delightful disturbance came into sight. A bright red sleigh drawn by six horses, cleverly decorated to represent reindeer, turned the corner and headed toward Fountain square. All traffic was stopped



instantly as the children made a frantic rush to meet their Santa—the real Santa Claus from the North pole!

"It must be the real one," shouted one little fellow, "for only the really true one has reindeer. I know, 'cause my mother told me so."

"Midst wild shouts of merriment Santa, himself, in his bright red and white costume and long white beard, alighted from the sleigh with a jovial, good-natured, "Merry Christmas, merry Christmas to you all!" The children swarmed about him in uncontrollable confusion as he joyously dragged forth pack after pack bulging with bright colored toys and dolls of all descriptions.

What could it mean? Who was this strange real Santa Claus with sleigh and reindeer from the North pole? The people marvelled! The children were bolstered and completely out of control. Everyone forgot his own particular celebration and lingered on to see what it was all about.

Then jolly old St. Nick, his beard flowing in the breeze, began digging down into his packs and passing out the toys to the youngsters.

"Oh, boy!" shouted one, "see what I got—an airplane." Then two little girls cried out, joyously, as they unwrapped golden-haired dollies.

On and on Santa continued as the crowd became greater and greater and the snowstorm grew heavier and heavier. Santa's packs seemed to be endless. Soon gay colored balloons, drums, harmonicas and gold and silver horns were in evidence on all sides, adding to the gaiety of the Christmas party.

There was a lull as Santa Claus dug down into still another pack. This time he began hurling large oranges and sacks of candy into the crowd and they were catching them 'midst much laughter and excitement.

Santa himself was having the time of his life. Even more so, than the happy crowd about him. For he was



chuckling within, because he had been reminded by a Christmas messenger of love to do this very thing and to become the community Santa Claus.

Finally the crowd became impatient to learn who their strange, chuckling Santa really was. Who could it be, who had given so generously and impartially to all? But before they had

time to speak, the jolly old fellow was jostling past people, snow and traffic until he scrambled into his sleigh.

"Get up, reindeer!" he shouted. With a jerk the sleigh bounded forward with Santa wildly shouting, "Merry Christmas, folks, merry Christmas to all!"

But he wasn't to get away so easily for the next moment a strong north wind, whistling around the corner, tore off whiskers, mask and all, and Santa Claus stood revealed in all his embarrassment!

A hushed silence at first and then a wild shout of joy and surprise rang through the Christmas atmosphere. 'Twas "Indian Pete," the town's most confirmed miser. Never in all their lives had they seen such a glorious smile on his face, as he gazed out from his Christmas regalia and offered his hand in friendly greeting to all.

"Indian Pete" (so named because of his love for the outdoor life), had given without thought of receiving; and had incidentally received more than he ever could have received materially—the respect and adoration of the whole town.

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Popcorn Presents

Apples, jelly or canned fruit, and even big cherry homemade wreaths done up "Christmasy" make practical presents; but the gayest and most welcome of the off-the-farm-and-on-to-the-city presents seem to be pop corn and hickory nuts. With a basket of pop corn and a bag of hickory nuts all kinds of Christmas boxes are suitable for every one from grandfather and grandmother who lived on a farm and picked up chestnuts when they were young, all the way down to the littlest boy cousin, who's inordinately fond of candy.

Christmas Happiness



Our holiday wishes for you are bright with hope of the future... our confidence in our friends and neighbors is unlimited; and we have no doubt but that the problems of economic welfare are being worked out with justice to all. Therefore, we are able to sincerely wish for you and yours, better days and increasing happiness at this Yuletide season.

A MERRY CHRISTMAS AND A VERY HAPPY AND PROSPEROUS NEW YEAR IS OUR WISH FOR YOU

J. H. STANFIELD

Big Stock of USED CARS

In good condition

PRICED TO SELL

See us before you buy we can save you money.

GUY SIMPSON
Chrysler Garage
Lamesa, Texas

Happiness OUR WISH TO YOU



May this Christmas find the world as a whole more joyful than ever before and more eager to help their fellowmen in the trials of life. With lively remembrances of your good will let us renew our wishes for you happiness and prosperity during the coming year, and voice our prayer that other Yuletides to come will find us both rich in the coin of mutual esteem.

We sincerely thank you for your patronage in the past and hope that we may be of much benefit to you in the coming year.

Caldwell-McCarty
Dry Cleaners

At This Season

We Wish You

A

MERRIE

CHRISTMAS

WE HOPE THAT THIS CHRISTMAS WILL BRING YOU CHEER AND HAPPINESS SO GREAT THAT IT WILL REMAIN IN YOUR MEMORY THROUGHOUT THE YEARS.

MAY WE EXPRESS OUR APPRECIATION FOR YOUR PATRONAGE OF THE PAST, AND ASSURE YOU THAT WE WILL BE BETTER PREPARED THAN EVER BEFORE TO SERVE YOU PROPERLY THROUGHOUT THE NEW YEAR.

To You We Owe Our Success
To You We Extend Our Appreciation for the Best Year's Business Since 1930
To You We Send This Christmas Message, and In the Spirit of the Season Extend

CHRISTMAS GREETINGS AND GOOD WISHES FOR THE NEW YEAR

Forrest Lumber Co.

'A HOME OWNED INSTITUTION'





"Promise Presents"
by Luella B. Lyons

"NOT a cent to spare for gifts this year, Clare dear, I'm sorry," Mrs. Jordan told her daughter shortly before Christmas. "We can afford cards, though, so you figure up how many you have to send and I'll get them when I go to the store tomorrow."

No gifts, and yet there was money for greeting cards. Well, why not spring a surprise on all of them. Yes, that would work and it would be a grand surprise and yet heaps of fun, too.

"No, I don't want any greeting cards, mother, but if you'll just get me a dozen stamped envelopes instead, I'll be all set for Christmas."

"Well, I must say you take this like a good sport and you are easy to please, but you might let me in on this secret, child!"

"Nope, it wouldn't be a secret then," she sent back, smiling with her knowledge.

Granny Hitchcock, over on the corner, was the first always on her Christmas list. "My Christmas gift to you



"Nope, It Wouldn't Be Secret Then," She Sent Back.

this year is—my promise to come to read to you once every week in the new year and I'll write your letters, too, on that same day each week." The envelope sealed completed the wrapping of that gift. The next on the list was the garage mechanic's wife.

"Dear Mrs. Simmons: My Christmas gift to you this year is my promise to stay with and keep Buddy after school, one day each month—the day, the

Mothers' club meets from 7:30 to 9:00. You won't have to hire any one on those occasions."

There was a promise to Mina Hillman that Clare and some of her classmates would come down and recite their pieces and sing some of their songs for the next school show, as long as Mina's broken leg kept her home and abed. So on till there were 12 easy, willing promises made.

"Other folks will be thanked just once during the year, but I'll be seeing folks smile and hear them saying 'thanks,' and know they really mean it, the whole year long. Money presents cheat the givers out of a lot of fun, that's sure," she reminisced.
© Western Newspaper Union.

Christmas Warning
"De selfish man," said Uncle Eben, "mustn't be surprised if de only way he can be sure of a 'Merry Christmas' is by talkin' it into a phonograph record."

Believe in Yuletide for Dead
Kitzbühel, Austria, is one of the few places in the world which believe that the dead should share in the Yuletide celebration. On Christmas eve, this picturesque little village in the Tyrol has, for many years, decorated each grave in its cemetery with a tree lighted by candles and other small lights.—Collier's Weekly.

Select Sturdy Toys
Well-built toys which will provide happy play throughout the year are better than those which make a brave showing on the Christmas tree but which are soon broken or discarded.

Toys Should Please the Child
Select Christmas toys to please the child, not to amuse the adults in the family.



We want to wish you a Merry, Merry Christmas and a Happy, Happy New Year! These two old wishes have never been beaten and we are sending them today with all the power and warmth they've carried down the years. May all your dreams come true and the end of 1936 find you richer in all the things of life all ready to then face another year with brighter hopes.

Your patronage has been appreciated, and we are truly grateful to all who have had a part in making our business possible during 1935. We hope we have merited your continued loyalty.

MORRIS—MARTIN

Our Heartiest Best Wishes

FOR A JOYOUS CHRISTMAS AND A BRIGHT AND HAPPY NEW YEAR



May all those things which endear the past, enrich the present, and make the future bright with hope, be yours on this glad Christmas Day.

We like to feel that this store holds a place in the hearts of the people of Lamesa and Dawson county, and that our greetings, although expressed in type, will carry to you the warmth that comes from genuine sincerity.

In pleasant remembrances of our past associations with our patrons we extend to you our best wishes for a Happy New Year, each hour, each day, week and month of which may bring you the peace and contentment that comes from well-founded happiness and prosperity.



Cicero Smith Lumber Co.

The Season's Greetings

At this Happy Christmas Season, when friends and neighbors everywhere are sharing their happiness and joys and gifts with one another we would like to add our greetings and good wishes.

At no other time of the year is peace, beauty, love and friendliness so evident as at Christmas time. Old friends, old customs, old joys are the order of the day, and ties of friendship and good will are strengthened by this glorious occasion.

In the business world, too, firms and patrons are drawn together with new cords of friendship and good will. And so at this gayest and happiest of all seasons, we want to wish you and yours a very jolly Christmas, and may the happiness that is so plentiful at this gay season be with you every day of the New Year is our Christmas wish for you.

LET THIS GIN BE OF MUCH BENEFIT TO YOU DURING THE YEAR 1936

WEST TEXAS GIN

Walter Jones, Manager



Mary Pines for Her Pines

(A Christmas Story)

By Luella B. Lyons

MARY MINTER left her home from south of the Mason-Dixon line to marry Jack Howard. That's how she happened to be hating her new home in the North—hating the snow and cold and the fireworks she knew she was missing down home that Christmas day. Gazing out of the window all she could see were pine trees from four inches to sixty feet in height. Cedars! Pines! Spruces! She hated the words, even.

"How about a Christmas tree in the house, honey? Maybe that would help cheer you, do you suppose? I know you're eating your heart out with loneliness for home this, your first Christmas away," Jack offered, but Mary spurned his sympathy.

"A tree. A tree, did you say? Ha ha," she laughed bitterly, "go out there and on up the Ridge and look at those trees there by the hundreds and thou-



They Reached Ann Spear's Hospital Room and Made Explanations.

sands. Imagine they are all Christmas trees if you like." Jack gave up trying to placate her but he understood—she was at that stage of homesickness. About noon there came a phone call from their nearest neighbor, Milt Spears. His wife was in the city hospital, 40 miles away, and he had promised to visit here there, taking the two youngsters, but about an hour ago Milt had sprained an ankle and now—would Mary and Jack take the kids and go in his place?

What difference did it make if it was nearly nightfall when the pair and the two youngsters reached Ann Spear's hospital room and made the explana-

tions and witnessed the relief that was so evident on the anxious wife's face. "But where did you find such a novel tree arrangement, Mrs. Howard?" Ann's doctor wanted to know the moment he sighted the midget Christmas tree Mary had fixed up at a moment's notice. "Why, they are the nicest things I've ever seen yet, and I'd like to buy a dozen of them."

A strip of painted tin that was bent to hang over the head of a bed into the shape of a shelf or bracket formed the foundation. A tiny cedar seedling about eight inches high formed the tree. Mary had stripped a wealth of tube roses she had been growing, to tie the blossoms all over that midget village tree. Fitting into a slot on that little tin bracket, it smiled its blessing upon the gathering.

Any Yuletide you might stop by the Howard Midget Christmas Tree Farm to find Mary and Jack getting a bit of rest from their labors, another glorious selling campaign over for another year. Yes, you'll find Mary there, for she does get pretty lonely when she must be away from her thousands of beloved midget conifers any length of time!

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Christmas Cracker From France
The Christmas cracker came from France about eighty years ago.

CHRISTMAS SMOKES



Alice—They say a woman can't select Christmas cigars.

May—Nonsense. I have been sounding my husband and he says he likes light cigars. All you have to do is to match the shade.

Christmas Boxes

Giving Christmas boxes is said to spring from an old custom of priests putting on board of all out-going ships boxes for alms. These were opened at Christmastime and masses said for the givers of the alms. The box was called Christ mass box and from this comes the custom of Christmas boxes and gifts.



Christmas Good Wishes

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

We want all our friends and cus-

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

Allen Hardware And Implement

CHRISTMAS CHEER

To Our Good Friends Of Dawson County

At this Merry Christmas time we take this opportunity of expressing our kindest thoughts and best wishes for a New Year of happiness and prosperity for all. May the spirit of Christmas and the worthy resolutions we all make at the New Year remain with us during every day of 1936.

We greet you, we thank you for all the expressions of confidence and kindness you have shown toward us during the past year and pledge ourselves anew to every effort toward rendering a better, more efficient service.

**MAY YOU HAVE A VERY MERRY CHRISTMAS
AND A VERY HAPPY NEW YEAR**

Philip Yonge
Guthrie Allen
Pauline Bulsterbaum
Mrs. W. H. Bennett
Gus White
Gordon B. McGuire
Clyde L. Backenstoss,
Court Reporter

D. M. Campbell
Mrs. Annie Crow
Willie Belle Cleveland
W. W. Beeman
Oscar Kelley
Sam Hodge
Olson Earnest
R. D. (Deck) Davis



Christmas Greetings

The pleasant relations with our many friends whom we have been privileged to serve during the passing year are among our most cherished blessings. Your good will is our greatest asset and cordial relationship our greatest pride.

May the coming Christmas be a merry one for you, with happiness and prosperity for the New Year.

City Grocery and Market

Yuletide Greetings ...

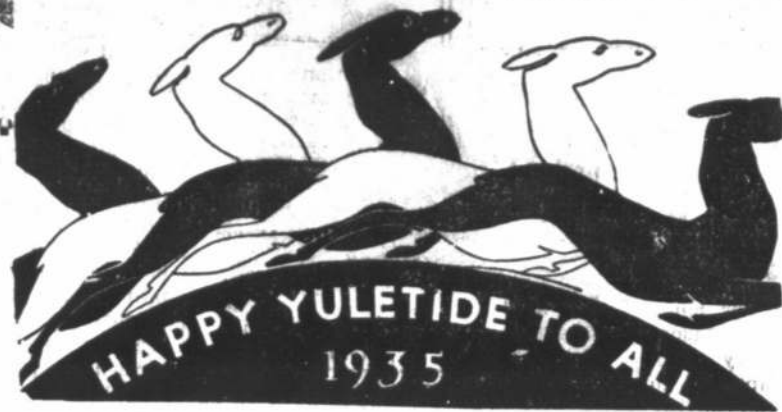
We are happy to have the opportunity of sending out greetings at this Christmas time to our friends and customers. May there be nothing to mar your happiness.

May we at this time thank you sincerely for all business and favors shown us during the past year and solicit your business in the New Year of 1936.

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

C. E. Martin Service Station
Martin Motor Company

DE SOTO Used Cars PLYMOUTHS
FOUGHT KUTCH, Salesman



It Is With Pleasure - -

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

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

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

Coca-Cola Bottling Co.
HARMON DAFFERN, Mgr.
Lamesa, Texas

THE SEASON'S GREETINGS

WE ENJOY COUNTING AMONG OUR ASSETS SOMETHING MONEY
CANNOT BUY

Your Good Will

Good will is the greatest asset in any business. It is an intangible something that money cannot buy ... It is built only after long years of fair dealing and a constant striving to make every transaction, every day, one of complete satisfaction to the patron.

We have always kept this thought uppermost in building our business policy, never deviating from it for one moment; but now at this greatest of all good will seasons we want to again thank you for the splendid patronage you have given us and for the confidence the public has placed in this institution. May we never do anything to destroy or lessen this position in our community is our constant objective.

We greet you — We thank you

Southwestern Associated Telephone Co

LAMESA, TEXAS

"Come, Let Us Adore Him,"

Happy Christmas Thought

THERE is a magical pause, a mysterious something in the air, an awakening of man's best and sweetest instincts as the Yuletide carols ring out the hallowed words: "Peace on earth, good will toward men." A pause when even the most sullen, forbidding, hard-hearted person feels an urge of the soul within him, to join in the merry festival of Christmas.

Then, too, there is magic in red holly berries, gray green branches of bewitching mistletoe, and the perfume of woody evergreens, melting wax and the burning log. How mysteriously they recall sweet thoughts of long ago to the elders! How they fill the hearts of playful children with joyous delight!

Christmas is the significance of childhood, for almost two thousand years ago the Christ Child brought the redeeming message of love to the world. Love that keeps the little flame of hope burning; love that gives patience and courage to endure the problems of life; love that prompts the giving and receiving of gifts.

When Wise Men of the East, men of profound learning, saw a brilliant star and followed it, they found this little messenger of love in his rude and humble resting place, and they laid their most precious gifts before him.

These gifts were highly symbolical. Gold to a King, the King of Love and Humanity. Frankincense to a Divinity, the God of human needs. Myrrh for a man, and for the sorrow that redeems. Thus they recognized in a little Child, the King, the Divine and the Man.

As we commemorate Christ's birth each Yuletide, there is a radiant warmth and spirit of love in the giving and receiving of gifts; we pay homage and reverence to our King, our God and our Redeemer.—Agnes Myers.
© Western Newspaper Union.

Martha Found a Way to

Raise Christmas Funds

CHRISTMAS was drawing nearer and nearer, but Martha Woods seemed no nearer a solution of her problem. The giving of gifts at the Yuletide season had been a tradition with Martha as long as she could remember. This year, however, she saw no way to keep up the cherished custom.

During the past months her income had shriveled to where it would buy only the necessities for herself and Emma, her faithful servant. Through no scrimping or saving could even the tiniest gifts be sent to those whom she wished to remember.

Now, as she watched the whirling flakes of snow, she thought how lovely it would be to see the big room full of gaily tied packages, waiting to be

sent on their various ways. Regretfully she pictured the disappointment of relatives and friends who would think she had forgotten; they would never dream she had grown too poor to buy Christmas gifts; they all believed her wealthy.

With a heavy sigh she looked around the beautiful living room. The furnishings were luxurious; many of them had been in the family for generations. . . . Suddenly a cry came from her lips. She had thought of a quick, sure way to fulfill her desires. She would sell a few of the lovely old pieces. She would send for the proprietor of the antique shop without a moment's delay! Her Christmas gifts would be on their way tomorrow!—Katherine Edelman.
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MANY TYPES OF HOLLY

HOLLY, so popular as a Christmas decoration, is most abundant along the bottom lands of eastern Texas and southern Arkansas. There are about 175 species of holly found throughout the world, the largest being the American holly which attains a height of 50 feet. The red-berried holly is most common, although some species bear yellow berries and others black.

Why Christmas Day Comes

on the 25th of December

CHRISTMAS, which seems to have been first officially instituted a church feast day by a decree of Pope Telesphorus, between 142 A. D. and 154 A. D., was a movable feast. Indeed, it was the most movable of all the Christian festivals. It was usually celebrated by the eastern branches of the Christian church in April or May, while in the western part of Europe days in January or other months were observed as Christmas.

In A. D. 337 St. Cyril, bishop of Jerusalem, obtained from Pope Julius I authority to appoint a commission to determine, if possible, the precise day of Christ's nativity. From the chronological archives of the Roman emperors, establishing the times of occurrence of certain events of the same period of the Roman government of Palestine, the theologians of the eastern and western divisions of the Christian church agreed upon December 25 as the date of the birth of Jesus, and thereupon this became the officially decreed and generally accepted Christmas day.

The Texas Agricultural Association composed of farmers, ranchmen and rural home makers, held its annual meeting in Dallas last week. More than 300 rural citizens sat together in conference on agriculture's farm experts from Washington D. C. problems, while, at their invitation to California presented various phases of the subject for discussion. Not so many came as were present at last year's annual meeting when 2000 men and women crowded together to transact their organization's business. They made it part of that business to cut the possible number of delegates down so as to create a smaller group, since 2000 persons can hardly be called a deliberative body. Farm organization in America had a long hard struggle before they finally secured effective government cooperation in the stabilization of their industry. The United States did not pioneer in this work but followed a well blazed trail.

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Santa as He Appears in the Different Countries

SO SANTA CLAUS wears a red suit and a long white beard, and when he isn't busy in the toy store, drives a sleigh pulled by Donner and Blitzen? Not if you live in Hawaii. There, on a moonlit December night, you might see Santa come riding in from the ocean on a surf-board. As likely as not there would be a lei, or wreath of flowers, about his neck, though he wears the same red suit and waterproof boots he dons for boys and girls of the United States, since Hawaii is really American territory.

In the Philippines, though it, too, is American, the white cap turns comical like a Spanish clown's. He carries a red-and-white lantern which helps him find the home of every good boy and girl, and drives buffalo, which they call carabao. The gifts are packed in baskets slung across the backs of these creatures.

What would you think of Santa in a rickshaw? But, after all, if you were a Chinese child isn't that what you would expect? And Santa never disappoints. In Japan he sits with his feet tucked under him to take his tea on a wintry afternoon, and in the African tropics—well, you just wouldn't recognize the red suit! He has even taken to using the airplane in our own country. I am sure that when he leaves the reindeer in his barn, he pats the nose of each one and urges the ice elves to feed them plenty of reindeer moss till he comes home again.—Frances Grinstead.

© Western Newspaper Union.

SANTA CLAUS

THERE is a Santa Claus. His real name is Spirit of Charity. He is the symbol of benevolence, compassion and altruism. He is the ideal of that small legion of really human humans who pave unselfishly numerous paths to happiness with kindness, sympathy and charity.

Santa Claus as Usual

"Santa Claus is comin' around as usual in December," said Uncle Eben. "tryin' to bring along enough good cheer to bear de tax collector."

Holiday Garnish for Salads

Cranberry jelly sliced and cut into fancy shapes with a cookie cutter or a knife makes an attractive and unusual garnish for salads and desserts during the holiday season.

Uncle Eben's Advice

"Santa Claus will soon be here," said Uncle Eben, "and tain't no time to tell yoh financial worries. If you writes him a letter, don't write it in red ink."



We Send You CHRISTMAS GREETINGS!

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

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

May Your New Year Be Fruitful and Each Day Blest with Happiness and Good Cheer

We are looking forward with keen anticipation of a New Year filled with possibilities of advancement, and we are starting it off with the same old resolution to do everything we can to improve our service and usefulness to everyone with whom we have business relations.

Bryant Coal & Grain Company

An Open Christmas Letter

FIRST NATIONAL BANK

Lamesa, Texas

TO OUR PATRONS:

As we come to the end of another year, and at this Christmas season we would like to express our appreciation to our friends and customers for their continued business with us, which has been a source of pleasure and helpfulness to us.

May we use this method of conveying to you the good will of the officers, directors and employees of our bank. We will ever covet your patronage and friendship, and in turn strive to serve and assist you in your financial and other problems.

We wish you a joyous Christmas, and may the dawn of the New Year light your way to health, happiness and permanent prosperity.

Cheerfully yours,

First National Bank



The Real Christmas

Is the spirit of good fellowship which we carry in our hearts during this merry season. It does not depend so much on what we have as it does to be happy.

Cherishing nothing but good will toward all the people of this community and section, this firm joins with all bearers of good tidings in wishing to every person a genuinely happy Christmas.

Let us be of more service to you in this coming year of 1936.

Plains Gin Co.

E. L. CURTIS, Mgr.



Merry Christmas

AND

HAPPY NEW YEAR

THE JOY GIVING POWER OF CHRISTMAS HAS SPREAD INTO THE FURTHERMOST POINTS OF THE EARTH. IT BRINGS MEMORIES OF HAPPY DAYS GONE BY . . . IT PROMISES JOYFUL DAYS TO COME. IT INVITES US TO SHARE OUR JOYS AS FAR AS WE MAY WITH OTHERS AND WISH FOR ONE AND ALL THE CHOICEST BLESSINGS OF THE GLORIOUS YULETIDE SEASON.

MAY WE TAKE THIS OCCASION TO EXTEND OUR HEARTIEST THANKS TO OUR PATRONS WHO HAVE FAVORED US IN MANY WAYS DURING THE PAST YEAR AND WISH FOR THEM EVERYTHING WORTHWHILE DURING THE NEW YEAR.

WE ARE ANXIOUS TO SERVE YOU DURING 1936

DAWSON COUNTY COTTON OIL COMPANY

J. FRED SMITH, Mgr.



1935

WISHING YOU
Christmas
happiness

1935

**TO OUR FRIENDS
EVERYWHERE**

We sincerely appreciate the many marks of friendship and the hearty support of the good people of this territory that has been accorded us during 1935. We have made every effort to show this appreciation through courteous and prompt attention and through low prices on quality merchandise.

These two planks are to be the most important planks in our business platform through 1936 - Service and Economy.

**Randal's
Lumber Company**

Let's Talk About Clothes

TEXAS STATE COLLEGE
FOR WOMEN (CIA)

Denton, Dec. 9.—The variety in types of evening clothes continues to amaze us since silhouettes, materials and particularly colors are changing every week or two. With the coming of early fall, rich hues in velvet and taffeta made their appearance for evening wear. Deep wines and red purple blends were considered foremost on the color chart.

The winter season ushers in another color. Whether you happen to be a petite, dreamy, blue-eyed blonde or a tall, willowly brunette, you will agree with girls at Texas State College for Women (CIA) that white is your most flattering color. It blends nicely with the new designs in Grecian modes and classic adaptations from the Renaissance.

First we see white made into a frothy all-over-pleated chiffon frock. It tightly caught at the waist with a narrow chiffon belt, and rhinestone clips hold the shoulder pleating in place. Wear something like this to one of the Christmas fraternity proms.

Of course we're always interested in frocks that can be adapted for both dinner and evening. With this in mind let me suggest a white crepe, smooth of line, with an over-bouse entirely covered in scroll design with bugle beads—it's very new and chic. The belt is of crimson velvet and gives effective contrast. For strictly formal occasions the over-bouse can be removed.

Hammered white satin makes a lovely dress for the cocktail hour. It is simple in design with multi-colored stone clips on the decollete and boasts a loose box jacket held together down the center front with white silk braid frogs.

**PNEUMONIA CAUSES 4,700
DEATHS IN TEXAS EACH YEAR**

Austin, Dec. 9.—According to Dr. John W. Brown, State Health officer, pneumonia causes over 4,700 deaths in Texas each year. It is more prevalent during the winter and spring months.

Pneumonia is usually caused by a germ called the pneumococcus, which many of us have lurking in our throats ready to start trouble when our resistance to it is lowered. We can keep up our resistance by avoiding undue fatigue and avoiding unnecessary exposure to extreme weather conditions. When we go out into the cold, additional wraps should be sufficient to protect us. Keeping the temperature of our homes as low as is consistent with comfort will greatly lessen the difficulties encountered in adjusting ourselves to the cold when we go out.

Another measure of prevention in pneumonia is not to neglect a cold, for the common cold often results in pneumonia when neglected. A person with a severe cold should stay at home and call his physician as a precautionary measure. Then he should follow his physician's advice until the cold has disappeared.

The successful treatment of a pneumonia case often depends upon beginning treatment very early. That is why a physician should be called at once in such cases. A patient may really have beginning pneumonia when he thinks it is only a cold. If the physician's advice is sought for the cold he will have an opportunity to start treatment early if pneumonia occurs in such cases.

Proper Size for Toy Blocks

Four inches long by two inches square is a good size for children's building blocks, according to educational experts. These can be made at home by cutting them from a 2 by 2 planed joist, sandpapering the edges and corners to a slight roundness, and painting them in bright colors. Old, worn blocks can be given a new lease on life by enameling them in gay hues.

V. O. KEY

Lawyer

Owner and Manager

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ABSTRACT CO.**

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At This Happy Holiday Season

OUR NEW YEAR'S RESOLUTION . . .

The New Year brings to our Nation and the world new hope and encouragement. Certainly we want to see our city and this community grow and prosper, and we are going to do our part to make it a better place in which to live. We are going to take advantage of every opportunity that will make for the betterment of our people.

In our business we have plans for a big 1936.

MAY WE SERVE YOU BETTER IN 1936

**WE LIKE TO THINK OF OUR CUSTOMERS AS OUR
FRIENDS AND THAT OUR SUCCESS IS BUT
THE REFLECTION OF YOURS!**

Every business, no matter how large it may be, and every individual, is dependent upon some one else for its support and existence. Ours is dependent upon our many local friends, who have favored us in various ways during the past year. It might have been through patronage, it might have been a kind word of cheer given us, or it may have been an expression in our behalf to some friend of yours . . . but in whatever way you have favored us, we are thankful for it.

In this respect we feel we are exceedingly fortunate in having so many good patrons and friends. We want you to know that we appreciate you every one, not only for your patronage, but for your friendship and good will . . . the priceless asset to any business.

Believing the joy of human relationship constitutes the greatest satisfaction in our business, we express this friendly feeling to you. We sincerely hope that yours will be a joyous Christmas in every way, and that the New Year will be filled with happiness and prosperity.

LAMESA NATIONAL BANK