LAMB COUNTY LEADER

Official Newspaper of Lamb County, Texas

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No. 34

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umber



Christmas is Coming

Yes, Christmas is coming, sometime. It is coming when Christmas is a life and not a day: when it is an abiding spirit and not one day in the year manifestation; when it is conduct and not a seeming; when it is a habit and not an exertion; when it is something within us and not

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

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

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

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

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

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

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

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

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

monercialized gambling places; when men no longer, with sunk- foolish fashion which has its end LIVE as Christ taught us to live. CUNDIFF MAKES HIGH en eyes and fevered brain, clutch in the sea of unrest and where at each other's throats for gold; the faise god of envy waits. when stony faces no longer sneer at breaking hearts; when men are no longer set adrift on ing jealouses are woven in to love the water of misery by fickle fortune; when their wailing voices are no longer lost in the rumbling roar of greed.

Christmas is coming when frail human moths are no longer sectarian interpreter of the Maslured to flutter about false lights ter: when all our churches grow and drop at last, burned and through simple sincerity and as bruised, on the cold gray stones He would have us; become one of dissipation.

Christmas is coming when women no longer let them selves every day in the year and just drift easily down the river of one day in the year, when we

Christmas is coming when we grow tolerant; when our wastand helpfulness.

Christmas is coming when democracy is with rather than without our churches; when we follow the Master and not some in His name.

When every man is at his best

then will Christmas come.

Presbyterian Christmas

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

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

The Leader for good printing. Kansas, and Arkansas,

SCORING ON HIS RED CHIX AT PLAINVIEW

bad weather, but otherwise a day, Texas. fine ezhibit.

There were about 800 birds on exhibit, nearly half of them

high classing, and capturing 505 Claus. points for display, only two breeders scoring ahead of him.

tendance and exhibits cut down tive committee. The meeting us write: considerably on account of the next year will be held at Mun- Dear Santa: Bring to us brav-

M. R. Beecham, of Rochester, being of the Rhode Island Red arrived Monday with a carload variety, and coming from Texas of household goods. He is moving onto the Stringfield land.

Dear Santa; Bring Us

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

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

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

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

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

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

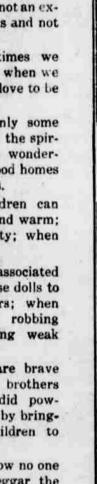
moment that thrilled us in the Mr. Cundiff took over nine years gone by in the land of toys birds, placing seven of them in and the mystery of our Santa

But it is our season, too, even today. Aye, think in the sear Ed Heald, of Munday, Texas and yellow leaf we are not too E. C. Cundiff returned Sun- was elected president of the cold to write another letter, to day from attending the West "Red" Club for the coming year, watch with slippered feet by the Texas State Poultry Show at while Mr. Cundiff was given the burning embers for the gift we Plainview. He reports the at- place as chairman of the execu- would prize so much. Then let

> ery and give us understanding of our great complexities. What we want most is strength to do. courage to carry on, and love for humanity, based on understanding. Bring us this holy gift, for thisChristmas time.









LAMB COUNTY LEADER

Published every Thursday afternoon at Littlefield, Texas. Subscription: \$1.50 per year; 75 cents for six months. Advertising rates given upon application.

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JESS. MITCHELL.

Editor and Publisher

Subscribers who change their addresses, or fail to get their paper, should immediately notify this office, giving both new and old addresses.

Communications of local interest are solicited. They should be briefly written, on but one sale of the paper, and must reach this office not latter than Thursday noon of each week. The right of revision or rejection is reserved by the publisher.

Alivertising that does not show in its text or typography that it is paid for must be marked as an advertisement. All local advertisements remain in this paper for the time specified or until ordered out. All notice, it matters not by whom not for what nurpose, if the object is to raise money by admission fee or otherwise, is an advertising rate per line for each issue printed.

Obstuaries, cards of thanks, and resolutions of respect will also be charged for at the same rate.

Any erroreous reflection upon the character, standing or reputation cany person, firm or corporation which may appear in the columns of the Little I Leader will be gladly corrected upon its being brought to the attention of the poler.



How To Build Up Our Town

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

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

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

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

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

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

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

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

Step on the Information Gas

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

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

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

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

When the Scotchman returning from a visit to London was asked how he liked the town he swid it was wonderful but that the people were not honest. He bought a box of matches 1,000 for a penny—and found the box contained only 982. We wonder what he would say of our political promises before election and political performances after-wards. Don't forget the senson of political docility is at hand. Guther

We saw a soldier the other day—that is, he had been a soldier in the creat war. Now he is selling needles from house to house needles ande in thermany. Surely the housewife thats herself on the horns of

16 Year Old Boy With Bride of 46



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

home at Gloucester, Mass

RICHARD LLOYD JONES

Don't Be a Knocker

You can trust the thougaile's to blooch the thoughtful. No good ork is safe from misconstruction. Every saint has had his defamer. hat which made him a saint was the power to rise above the untruths arled at him by those who could be themselves create truths.

The negative forces in this world always oppose the positive forces:

ut in the whirl of new events and the tresh tonourrows, the world, in its desire to honor those who push good forward, is glad to forget those who pull backward.

Those who follow the lines of least resistance, who gilde away from the difficulties of life, who seed out personal case and comfort, are always quick to condemn these who salor for a common good and for the comfort and the lifecties of the many.

The man who lacks an accurate e.e and a steady aim can make a

loud noise with blank cartridges but he makes a post souther. Those who produce nothing attempt to Justi y their own inertia by criticising those who do produce something.

When criticism is observation, it is constructive; when it is jealousy, it is destructive. The one seems to convect; the other to contemptuously destroy. Criticism becomes noble when it seeks not to antagonize but

Truth at all times is service. When criticism attempts to rectify error, improve judgment and refine public taxe, it becomes a public benefaction. Criticism because streetest when it exhibits the weak-

ness of a thing only to suggest somerning better.

The criticism that counts is the criticism that builds and encourages good effort. The criticism of those who can do the thing criticised less well or not at all has fittle weight and is soon forgotten. The critic suggests something better; it is the "knocker" who con-

demns and offers nothing in return. Every conqueror must some time meet his master. That is the law progress, and his master will be the critic who can do better.

Copyright, 1922, by Richard Lloyd Jones

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

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

Three Cars in One!

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



YOUR HOME PAPER Is A Mighty Good CHRISTMAS GIFT

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

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

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

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

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

LAMB COUNTY LEADER

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

Our Christmas Days as They Used to Be



OMETIMES it seems as if the "elder days" were the best Think of their Christmases Where is the grace and gen erosity of those times? The warm welcome, the large cordiality, the mellow fun of innocent celebra

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

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

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

Laughing faces . . and the Virginia reel in the evening. It is a heartsome thing to think about. Let us try to tosert some of this gentle beauty and spirit into our Christmas day. We have not the leisure and spaciousness of those times, but hearts can reflect just as truly the invisible yet invincible power of love and loveliness!-Martha B.

Auf 925. Weetern Newspaper Union)

There are two sides to every ques-tion, but marriage is often a one-sided

When we hear a woman say that all nen are alike we wonder how she



Your Christmas

Dinner

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

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

F. A. BUTLER LUMBER COMPANY

Off to Dream of Santa's Visit



Christmas Spirit Made Itself Felt

By MARION FRANCES HAMILTON

Lonely Woman II NE of those Spread Yuletide Cheer by Giving Girl Agent a Happy Home

pester ing again I the Prescot muttered to herself as

the door bell pealed just as she was about ready to sit down to lunch. "I have a mind not to answer it all, I

But she did answer it, just as soon as she had lowered the fire under the burbling coffee por to find that her s mise was correct. It was an agent no rang the bell, and worst of all,

erened a few inches and before Bertha only laughed, for she knew that she had time to frame the words that were and John were not stingy, and that on her ips. "Migate't I sell you a they were as fond of the family as cost is only lifty cents and you will did more than laugh. She made t find it well worth the price."

Not many words, coming from an agent, Berton thought. Heretofore the got jolts instead of presents for Christ



had come had been for all the world ilke a talking ma chine that had been wound up and the only way of stopping them was to be tively rude. This one must be different, Bertha thought. Perhaps It was

that it was nearly Christmas time and that Bertha Prescot's heart was a bit more

tender than usual, or it might be due to the fact that this agent was young and had a sort of wistful appeal about her, or it might be because she was so different from the others that had come and lucked the unending flow of words they had all seemed to possess, but whatever was the cause Bertha Prescot did-un unheard of thing for her-she invited the agent into the house and actually asked her out into the cosy kitchen to have lunch with her.

"Toor dear," she was saying to herself p few minutes later, "she must have been actually hungry. And I came very close to not letting her in."

After lunch was finished Bertha drew from the girl a little of her story -illness, the loss of her position, and finally her trying her hand at selling Through it all Bertha could see the brave spirit of the girl and the untold hardships that she had endured during the time since her fliness. She could also detect how near to despair the little agent had been when ahe came to her door.

Then Bertha Prescot &d another un-heard of thing for her—she told the little agent of the loneliness in her hen't and of the little girl she had last in the long ago, and of how emp ty her life had been ever since. And when she had finished she asked th girl if she would not stay with her through the Christmas time, and there was a genuine appeal in her eyes and to her coire as she did so.

Good Jolts at Christmas Time By ETHEL COOK ELIOT

Family Decided to Send Aid to Send Aid to Needy Instead of to Wealthy

on a salary of eighteen hundred, There

growing-up children and a wife who was not strong enough to do her own laundering. Still at Christmas time, his relatives would say, "Mary and John always do send the cheapest things! I'm surprised. since they spend so little on their gifts, they bother about sending anything at all."

John heard of this, and was grieved An innocent little nephew had given his elders away. But Mary was not She spoke as soon as the door had grieved. She held her head high and plan.

And the next year John's relatives mas from Mary



and John. Sister Isabel whose husband was a successful coal man, received the thirty-nine cents that we could have afforded for your present this year to he Serbian Relief. It will give pables a little soup. We knew you would rather have us do this.'

And brother Thomas, the shoe dealer, got a note too. "We gave the quarter we usually spend on you, to our postman whose wife is in the hospital. It will pay a carfare or so for one of the children to visit her."

And so on. All the relatives, over twenty, got the same sort of potes, telling where the few cents that had usually been spent on them by the school-teaching brother at Christmatime, had gone this year. And into each note was tucked a hearty "Merry Caristmas."

John's family were puzzled at first But after they had shaken their heads together over it for a bit, light suddenly dawned. They realized then that the few cents John and Mary had spent on each of them at Christmas time had been more of a gift, in the real sense of a gift, than their expensive, and often useless, presents in return had been. And they saw, too, what real good that little scattered

money was doing this Christmas. They ended by praising John and Mary, and thinking their Christmas notes the best thing they had got. And indeed a jolt can be a very use ful thing, even for a Christmas present!

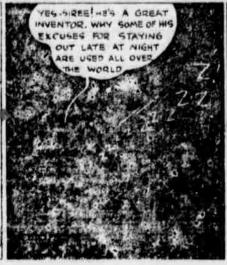
(@. 1925, Western Newspaper Upion.)

THAT CHRISTMAS ROBE

Hustling up a living for the family enerally keeps father so busy that he com't have much chance to use that









UNION CHRISTMAS SERVICE HELD AT THE BAPTIST CHURCH

There will be a union Christmas program of the Berrist and Methodist Sunday Schools at the Bantist church on t hers mas b eight. Everybody is cordiall in ited to attend. The program for the occasion is as follows: Song, Congregation.

Address, Jesse M tenell, Acrostic Pa to nime, Silent Night. Reading Leo " hite. Music, Male Quartett. Reading, Annie Mae Brannen. Song by School, The Bells. Reading, Lillian Hopping

Song, Congregation.

Eula Mae Fippo.

567 acres of land one half mile from city limits of Littlefield for sale in tracts of 90 acres each or more. 335 acres in cultivation. some improvements, easy terms. -A. L. Schellingburg, Little-

Readings, Wilda Courtney and

Amherst News

Notice has been received that he post office at this point has een allowed by the Governnent. Hubert Slate will be the postmaster and Mrs. Lester Lis-Grange, assistant. The office will be temp rarily located in the Amherst Mercantile Co. The fixtures have been ordered.

Miss Mabel Cook, of Kansas City has accepted a position as sten grapher with the Haisell Land Co.

week on a business trip.

Mrs. Lester LaGrange and son Le ter Jr., were Christmas shoping in Littlefield Mo: day They will soon start the erection of their new home here.

Fifteen town lots and six labors of land were sold here this

Three special services will be neld at the Lutheran church durng Christmas time.

On Christmas Eve, at 7 o'c ock the children's program with serman will be rendered in he Gera note. "We sent man language. On Christmas lay, two services will be conducted; the morning service, beginning at 10 o'cleck, will be held in the German anguage, and the evering service, beginsome starving ning at 7 o'clock, with special music, will be held in the English language.

A cordial invitation is extended to the public

Another League Added

The Littlefield Estate this week put another league of land on the market, according to sales manager Arthur P. Duggan.

This is league No. 661, lying northwest of Littlefield about six miles, a fine tract of land.

Notice

I will deem it a great favor f patrons will endeavor to mail their Christmas packages in the afternoons after the rush of the morning mails is over. - W. J. Wade, Postmaster.

the difficulty of managing a wife. In reality it is ridiculously easy. carefully observing the following rules anyone can manage even the most unreasonable woman

1. Put her in a handsome house in the most exclusive street of the town which you live.

45,000 ACRES OF NEW LAND PUT ON MARKET BY YELLOW HOUSE CO.

Arrangements have just been completed whereby the Yellow House Land Co., will immediately place another tract of 45,000 acres of fine land on the market

This week League No. 684 was opened for settlement and six contracts closed with n the first two day of selling Other leagues will be put on the market as fast as the surveyors can Messrs, Ewing Halsell, of Vin- check them up and establish the ta, Okla., and W. E. Halseli. o. boundary lines. This is all very Kansas City arrived here this fine land, in fact the very pick of the Yellow House ranch, and will doubtless be sold quickly. The terms of purchase are exceptionally long and easy to meet W L. Moody, of Au- i has been employed by the company to have charge of the field work. and will be ably assisted by J. C. Whicker and others on the comany's employment, Arthur P. Duggan will continue his relaion with the company as sales manager, having charge of the office at Littlefield, Mr. Moody is here this week looking over the land and making arrangements to get in touch with the forty or more real estate agents who are handing this and thruout the State of Texas,

Littlefield vs. Sudan

After shoveling off the snow and scattering considerable sand over the basket bail court at Sudan Wednessay afternoon, the Littlefield and Sudan boys teams engaged each other in the second county ceampionship game of the season, resulting in a score of 24-11 in favor of Littlefield.

According to report the Sudan school has a good team of basketeers. They seemed to excell while the Littlefield lads showed stronger in their passes and dribbling work.

Last Friday Sudan played Spring Lake 58-0 in favor of Su-

To Charge Batteries

The Littlefield Auto Co., have tion as they might elsewhere. of their own in their garage.

Christmas holidays with rela- bigin improvements on same.



field, Texas.

To Our Friends and Patrons. . .

> There are days for sending merchandise, And days to send a bill; But this one day of all the year, We send you just "GOOD WILL."

All over this section of the South Plains Country there are hundreds of homes built by Higginbotham-Bartlett Company.

We are glad to have furnished you the building material for these homes, and our sincere wish at this season of the year is that the inmates of all these homes may have a Merry Christmas and a Happy New

Sincerely.

Higginbotham-Bartlett Company Se-vice With a Smile

PROSPECTORS BUY SNOW COVERED LAND OF LITTLEFIELD CO.

Anyone who has had any experience at all in public dealing knows the chances are against them when they buy oil and mining stock without making full investigation of the proposition, and it is not many people who particularly in goal putting, will buy and without first investigating every foot of the proposed purchased.

It is a mulable fact however, that the virtues of Littlefield land have been so widely advertised and become so generally known that prospective buyers do not nake so careful investigation before buying in this sec-

placed an order with Monte As proof of this fact last week Bowron for a Delco Light Plant, J. C. Whicker took N. F. Freewhich, when it arrives, will be man, of Breckenridge out to see used in charging automobile bat- some land (?) when the snow but he was well satisfied with east of town. his purchase and told the Leader Mrs. B. L. Cogdil left for Post, before returning that he would City Wednesday to spend the be back in about three weeks to

Of course, "one good turn de- week.

serves another," so this week Arthur P. Duggan, sales manager for the Littlefield Estate took J. H. Bradley, of Colorado, Colo., in his car and journeyed out a few miles east of town. Neither of these men saw the land they bought, except as they would drive up to a corner, shovel away about six inches of snow and dig up a little to determine the color and nature of the soil. They bought 177 acres each and were perfectly satisfied with it.

As a matter of fact, one does not take much chance in buying land in this vicinity without looking at it. It is all good, the difference in value being largely a matter of distance from town.

Land Sales This Week

Arthur Wimberly and W. F. Wimberly, of Nolan county, 177 acres each of Littlefield lands: Joe Pace 177 acres of the W. O. teries. They also expect to in- was about six inches deep on the Stockton farm northeast of town stall a complete lighting service level. Mr. Freeman didn't see a Mrs. Maud Weatherford, of Tarsingle foot of the land he bought rant county, 177 acres south-

> Burley Wright, of Slaton spent a few days with home folks this



CHRISTMAS GREETINGS

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

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



CHRISTMAS

No doubt this season of the year A host of friends will wish you cheer.

And we are glad to help along With Merry Christmas Good and

Yellow House Land Company

Arthur P. Duggan, Sales Mngr.





CHRISTMAS

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



Lamb County Merc., Co.



CHRISTMAS

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

Littlefield Grain Co.



CHRISTMAS

May Christmas leave at your ad-

Lots and lots of happiness, Enough of health, enough of

To last you thru the whole New

F. A. Butler Lbr. Co.



CHRISTMAS

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

Sadler's Drug Store



CHRISTMAS

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

White's Restaurant



CHRISTMAS

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

R. D. Borough, Groceries .



CHRISTMAS

When Christmas shall its gifts be-

May it bring its best to you. The gift of peace, of angel's song And the gifts of friendship true.

Littlefield Service Station





CHRISTMAS

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

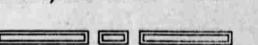
Littlefield Tailor Shop



CHRISTMAS

For you and yours we are hoping that So much good will and cheer May accumulate at Christmas that

They'll last you all the year. Littlefield State Bank

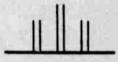




CHRISTMAS

With all kind thoughts these words are sent.

We trust they will convey, The hearty wishes that are meant For you this Christmas Day.



Shaw-Earnest Co.



CHRISTMAS

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

BEISEL BROS.



CHRISTMAS

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

Stokes & Alexander Drug Company

LOCAL APPENING\$

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

AMHERST GARAGE

J. H. WARD, Prop.

Repair all Makes of Cars All Our Work Guaranteed Oils, Gas and Accessories Ford Agency

Call and See Us

HALSELL LANDS **70,000 ACRES**

Surrounding Amherst, a new town on the South Plains, in the center of Lamb county and on the main line of the Santa Fe Railroad.

Deep Rich Soil and Level Land No Rocks, Gravel nor Washes Pure Water at Shallow Depth Fine Climatic Conditions Above the Boll Weevil Belt Best Cotton Land in the State Alfalfa and Diversified Farming

PRICE: \$25 per acre, 15 yrs. time, only 6 per cent interest.

R. C. HOPPING **General Agent** Littlefield, Lamb Co., Texas THE PERMINDER PROPERTIES AND THE PROPERTIES.

Higginbotham lumber yard will be closed Christmas

FOR SALE: Peanuts, G. al School.

home arrived Monday and is night. starting improvements on his recently purchased Yellow House land south of town.

Mrs. McKnight was taken to six miles south of town. the Lubbock hospital Monday. She was accompanied by Mrs. Bertie Cosgrove.



Christmas Dinner

Littlefield Cafe December, 25

MENU

Salad Corn Boiled Ham - Cranberry Sauce Fish - Potatoes Turkey Oyster Dressing

Desert - Pies - Fruit Salad Price, Fifty cents

MRS. B. R. GAULTNEY [Make Reservations Early]

R. D. BOROUGH

Sells Groceries

Buys Cotton, Cream, Butter, Eggs and all kinds of Poultry......



See us before Buying or Selling

Ross White and Julian Joplin are expected home the last of this week from Grubs Vocation-

Two new members, Lorena FOR SALE: Sorghum 5 cents a Barber Sauls and R. C. Hopping bundle. - A. L. Schellenberg. 1tp were initiated into the O. E. S. A. L. Morris, of Vinson, Okla- at its regular meeting Tuesday

> C. O. Rawlins, of Lubbock, shipped in a new Moline tractor Monday. He is improving land

Taxi Service. - Littlefield, Service Station.

The Littlefield Auto Company report Ford sales as follows: touring car to A. H. Arnett; coupe, H. L. Smith; coupe, Albert Taylor.

Mrs. Harry Wiseman and children left Sunday for Weimar, Texas to spend the Christmas holidays with relatives.

Autos washed and shined. \$1.50.-Littlefield Service Sta-

The Litttefield orchestra is planning giving a recital during the holidays. The date will be announced later.

D. A. Alford, of Plainview has accepted a position as saleman with the Butler lumber Co.

Start your car with a Hot Shot battery these cold days.

 Littlefield Service Station. Herman Greener, of Falls county arrived last week and is establishing a residence on his recently purchased Yellow House

E. S. Rowe returned Sunday from Waco, where he went as a local delegate to the Masonic School of Instruction, receiving a certificate of proficiency in the esoteric work of that order.

Protect your radiator from freezing. We have the alcohol. Littlefield Service Station.

FOR SALE. Some good young work mules and some young milk cows. -W. O. Gray, 41-2 mi., W., Littlefield. 34-tfc

Mr. and Mrs. J. C. Whicker left Friday for Chicago, Indianoplis and other eastern points to spend the holidays with ralatives and look after business interests.

During the past week several have taken the suggestion of sending the Leader to friends and relatives for a Christmas present.

Miss Nell Ruth Earnest, who is attending C. I. A., will spend the Christmas holidays with home folks.

Beauty of the Snow at the Yule Season

THE beauty of snew in not on lovel, unbroken plains. The eye could not endure, nor the heart accept, the blinding monotony

of such conditions. The beauty of snow lies in contrast. Who has not seen long, bluish shadows reep over it at sunset? Or marked with delight, the thin pencilings of bare branches shifting over its surface by mornight? Suow requires changes, interruptions, so to speak, to bring out its character. The ruggedness of hills makes the valleys yet more peaceful. The stark, rough "glory of the trees" iends decision to a landscape; the thin nest wind-whipped edges weave patpages of the snow.

So it is with Christmas. We could hardly live up to Christmas every day in the year. The whole meaning would become worn and threadbare through constant association. When k does come, it should stand out by contrast. In great and shining beauty The worries, fruits, failures and dis appointments of the counts just gone should lend the proper "shadowing." so that the purity of the day stands out in white distinction.

And if the heart must ache a little. as all hearts do no matter how great the happiness, let the pain be the pencillags of branches on the matchess page of Christmas, giving it added beauty and character.-Martha B Thomas.

10. 1931, Western Newspaper Union.)

Magic of Christmas Sweeps Entire World

HE magic of Christmas hes over the world today, changing the dreary commonplace events of yesterday into things of wonder and delight and filling the earth with happiness and joy and cheer. It permeates the whole earth from end to end and mankind in every land and in every clime responds to it in the fullest measure. For into our hearts at this time there comes a beautiful something that raises us above ourselves and brings us to greater heights than we ever reach at any other time. For with the magic of Christmas time man buries self in trying to promote the happiness and well-being of others and in doing this finds greatest happiness for himself also. For it seems as if the more we give of love, of service and of ourselves the fuller grows the store from which we draw upon and the richer we grow in the things that make for our own happiness. Let us then allow the magic of Christmastime to fall upon us so deeply that it may not only stay with us at this time but through all the days to follow .-Katherine Edelman. (6. 1923, Western Newspaper Union.)

であたたででででででで UNDER THE OUTSIDE

RASS keeps green under the snow. Delicate blossoms hide away in ugly seeds. Who can believe the twisted apple-tree will be lost in a surf of pink petals in the spring?

and true heart cased in a frosty

If we believed more in the covered, and less in the covering, we should make Christmas a day truly bright with peace and good will.—Martha B. Thomas.

(@ 1932, Western Newspaper Union.) UNDOUGHOUS SAND

Bringing in the Yule Log for a Merry Feast

NE of the most delightful of the Christmas ceremonies was bringing in the Yule-log. According to an English writer, this was a massive piece of wood, frequently the rugged and grotesquely marked root of a tree. It was draws through the forest with shouting and laughter, while each wayfarer rever ently saluted it, since he knew it to be full of good promises and that is its flames would be burnt out eld wrongs and heart-burnings. As it came into the great hall, the living room of the old costle, each memi of the family sat upon or saluted it in turn, and sang a Yule-song, after which all drank to a Merry Christman

and a Happy New Year. A favorite Yule-song began with: Welcome be ye that are here. Welcome all, and make good cheer, Welcome all, another year,

-F. M. Sweet

A FAIR EXCHANGE

Laura and Tommy often had im ortant discussions on serious subects. Christmas evening found them in grave colloquy. There seemed to be a slight ambiguity about who gave them gifts, God or their father. It was a matter which could not be settled. Finally Laura said in a superior

"You know, Tommy, that daddy our only father; we have two. Tommy appeared surprised. "Who the other one?" he asked.

"God!" answered Laura succin "Well, I wish Daddy would go to heaven for a while and let God com-

down and stay with us-I'd like to ge acquainted!"-M. B. Thomas.

Your County Paper—only \$1.50 a Year

MEBANE COTTON SEED



The Genuine Pedigreed Mebane Planting Seed are sold only in the sack bearing registered Trade Mark and signature of A. D. Mebane like cut.

Price \$2.50 Per Bushel

We have a limited quantity of

this seed bought for March delivery. Place your order now, In order to secure the Genuine Mebane Seed, demand THE RED CIRCLE Trade-Mark.

Littlefield Grain Company Distributor

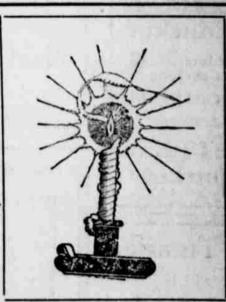
> For Smokers' :-: Christmas :-:



Cigars - Pipes - Tobacco **Humidors - Smoking Sets**

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

Stokes & Alexander Drug Co.



A Carpenter

The young Carpenter of Nazareth was a worker who loved joyousness and beauty, even as His heart overflowed with sympathy for the weary toilers who passed before his workshop door.

He may have been a man of many sorrows, but it is equally true that He was also a man of many joys. They welcomed Him at wedding feasts; children went to him instinctively; the common people heard his magic words that lightened their burdens, and the wise men listened to Him attentively because he had a secret beside which their knowledge was as dust before

The centuries have rolled by and His command survives - to love one another. And it was He who taught us that the greatest is he who serves most.

Obeying these commands, let us all open our hearts to the beauty in the world and the lovableness and essential goodness of the men and women in it.

May we all learn that those who give most and that those who offer themselves completely in service to their fellows find their hearts flooded with peace which passeth understanding.

On His birthday let each one of us dedicate our lives to carrying forward His message of peace on earth, good will to all men.

December 25

Littlefield State Bank

HURRY! HURRY!

You Will Have To Hurry!

To get one of the 25 Choice Labors in League No. 684, just now placed On The Market

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

YELLOW HOUSE LAND COMPANY LITTLEFIELD,

Dr. P. W. Pillans

Office at Drug Store Residence Phone, No. 37

Littlefield -:-Texas

Pearce & Kemp

ATTORNEYS AT LAW

Suite 6, Burrus Building

TEXAS LUBBOCK,

Well Drilling

Domestic and Irrigation

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

E. S. Rowe ATTORNEY AT LAW

See me for LAND LOANS

Office in State Bank Bldg. ITTLEFIELD.

BEST COAL

For the Money Try It!

W. H. Heinen, Prop.

Parker's Eats

Home Made Pies Hamburgers Pop and Bud fee & Cereals

Orders at all rs of the day & Cold Drinks **Bread & Pastry**

WHITE Restaurant

O. K. Transfer

Small or Big Hauls Express, Freight or Baggage

Phone 51, or leave order with H.-B. Lumber Co.

O. K. Yantis Littlefield,

Truck Hauling

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

- TRY -The New Barber Shop

The Truck Man

On the wrong side of the street Shaves and Haircuts Almost complete Shampoo's and Tonid's That make you look neat.

For futher information, See Shiriey & Arnold

INTERESTING DATA REGARDING COTTON GROWTH AND YIELD

More than 40 varieties of cotton have been tried out at the den, Kash, King and the Mebane yield about one-half bale per

cording to R. E. Karper, super- they all receiving the same intendent. The resulting exper- amount of rainfall and cultivation, iments of this station are of con- and the soil conditions being siderable value to local farmers identical, it is interesting to note in planning their cotton crops the difference in results. for the coming year.

Planting the Durango, Row-



CHRISTMAS Suggestions

Candy and Cigars in Holly Packages Stationery Fireworks Black Narcisse, Houbigants, Cotys, Djer Kiss,

Mary Garden Three Roses and many other Perfume sets. Conklin and Eversharp Pen and Pencil Sets.

See Our Goods Before Buying

SADLER DRUG STORE

<u> ՉՈՈստուսանի անդանանի անգագության հայանանության հանական</u> **MAGNOLIA** GASOLINE

Your commencer and the comment of th

Oils and Greases Magnolene 'The Dependable Lubricant'

Real Quality Products Demand them from your Dealer

Magnolia Petroleum Company

G. W. Hargrove, Agent. Littlefield, Texas

FOR QUICK SALE!

320 Acre Farm

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

Neal Douglass Land Co. of Littlefield, Texas



Lower Priced Than Ever Before

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

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

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

You can hav this car through the Ford Weekly Purchase Plan

Littlefield Auto Co.



The Burnett and earley Mebane opened early and will Lubbock experiment station, ac- 304 varieties on the ame date; acre The Acaia and Mebane 304, the Kash and Lone Star opened about 90 per cent. The Bennett, Snowflake and Durango opened about 65 per cent, and showed a yield af approximately ane-third bale per acre. The Rowden opened about the same as these last named varieties and will make about the same yield. The Bennett and Express varieties showed less openings of any of the plantings.

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

MINNIE VEAL.

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

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

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

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

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

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

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

LIGON

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

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

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

The Ligon school teacher was snow bound at J. P. Robertosn

To Our Patrons

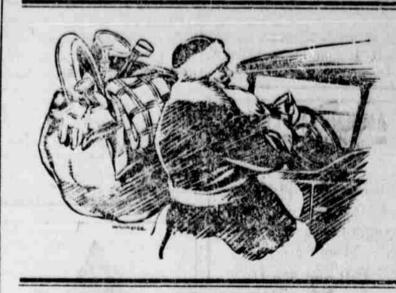
Owing to it taking up so much time of our shop force in handling storage cars effective December 24th the following storage charges will be assessed on all cars and trucks: CARS

| Daily | \$.25 |
|--------------------------|--------|
| Weekly | 1.50 |
| Monthly | 5.00 |
| TRUCKS | |
| Daily | \$.35 |
| Weekly | 2.00 |
| Monthly | 6.50 |
| 1tc -Littlefield Auto Co | 0. |
| | |

Uncle John's Josh MAY THE PEALS OF JOY AND LAUGHTER PUT THE "DIN" IN YOUR

CHRISTMAS DINNER -

The Leader for Good Job Printing.



To Make Motorists Happy

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

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

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

Littlefield Service Station

MACHINE SHOP and General Blacksmithing

Fix Anything Make Anything

Disc Rolling. **Boilers Reflued** Actylene Welding and Lathe Work of All Kinds.

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

Agents for Rumley Tractors and the Emerson Brantingham Implements.

BEISEL BROTHERS

Littlefield,



THE WELL FILLED BASKET OR **CHUCK BOX**

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

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

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

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

Brannen-Squires Cash Store "Credit makes enemies; let's be friends"