

THE FLOYD COUNTY PLAINSMAN

VOLUME NO. 2

Floydada, Floyd County, Texas, Tuesday, November 3, 1931

NUMBER 47

Whirlwinds Stiffest Grid Classic Of Conference Here Friday

WHIRLWINDS DOWN CANYON EAGLES 26 TO 14 IN FRIDAY'S GAME WHICH WAS PLAYED ON W. T. S. T. C. BUFFALO FIELD

After the debris was cleared away from Buffalo Field in Canyon after a green and white whirlwind swept across, there was found eleven purple and white Canyon Eagles with their feathers ruffled by a 26 to 14 defeat by the Floydada High grid.

The game was called 3:30 at the W. T. S. T. C. Buffalo field on one of the most ideal football days of the season so far. The tilt was witnessed by a large delegation of Floydada fans including the Green Peppers pep squad led by Misses Alice Mae Fyffe, Genell Stovall and Blanche Hilton. More Floydada people witnessed the scrap than supporters from Canyon.

Friday's game was won from the hardest, and fastest eleven that the Whirlwinds have met this season. Canyon Eagles had a smooth working backfield machine and made long gains on spin plays and end around runs which netted long gains at attempts at plunging the line were of no avail due to the Whirlwind's strong defensive tactics. Both scores of the Eagles were the results of deceptive plays when near the goal line.

The first counter of the game was recorded early in the first quarter when after a series of plays by Canyon, the Eagles fumbled and the ball was recovered by Otho Johnston, tackle for the Whirlwinds. After the recovery of the fumble, the Whirlwinds tried several spin plays which gained ground and Marion Heald, halfback captain of the Whirlwinds carried the ball over for the touchdown. An attempted pass from Murray to de Cordova for the extra point failed, Canyon was off-side on this play and another try by a kick failed.

Canyon received from the Whirlwinds after the touchdown and after several spin plays which gained several yards, crossed the chalk line for a touchdown on a deceptive play around end. The extra point was made by a kick which was well placed by the Eagle safety man. Floydada scored another touchdown in the first quarter when a number of plays carried the oval down to the five yard line and Welch plunged the line for the count. Extra point was made by Welch who plunged line.

In the last part of the second quarter the Canyon Eagles succeeded in running the oval over the goal line on the same play which netted them the first score. No further scoring was done by either the Whirlwinds or Eagles and the first half ended with the score Canyon 14, Floydada 3.

At the beginning of the second period Floydada kicked to Canyon. After a few plays early in the second half, the Eagles fumbled and Dorrell, center for the Whirlwinds, recovered. After gaining possession of the ball, the green and white gridsters carried it down the field rapidly for long gains and a touchdown was made by Murray on an off tackle play. The extra point was made by a completed pass from Murray to Heald.

During the last half, the Eagles threatened the Whirlwinds' goal line only one time and this as a result of several completed passes. Floydada again scored in the fourth quarter when Heald, halfback ran an off-tackle play for a touchdown. An attempted kick for extra point by Murray failed. The game ended with no further scoring by either side and the final count was Canyon 14 and Floydada 26.

The Floydada eleven were in excellent working order with no one playing stellar games. Heald probably gained more yardage than any other of the backs. He Whirlwind was in good working order and well balanced with the backfield. Floydada eleven was the best work-machine produced here in several seasons.

Summary

First downs made, Floydada 16, Canyon 10; passes, Floydada attempted four and completed two for a total of twenty seven yards, Canyon passed

VISIT TO POULTRY DEMONSTRATORS POSTPONED ON ACCOUNT OF ACCIDENT

The visit which had been announced by Miss Martha Faulkner, County Demonstration agent, of Miss Pratt, home demonstration agent of Dickens county to Floyd County poultry demonstrators Friday has been postponed.

Miss Pratt was unable to be here on account of an accident.

EXTENSION MEETING WELL ATTENDED AT LUBBOCK GATHERING

Fifty persons, including twenty-one home demonstration agents and 29 county agents from district two were present last week at a meeting of the extension department agents in this section held at Lubbock from Monday to Wednesday. Miss Martha Faulkner, Floyd County Home Demonstration Agent was present at the meeting.

O. B. Martin, director of the extension staff; H. H. Williamson, vice director and state agent; Miss Mildred Horton, state home demonstration agent; W. T. Payne, state boys' club agent; Miss Zeta McInnis, extension specialist in home industries; Miss Myrtle Murry, district home demonstration agent and Paul A. Cunnais, assistant extension poultry husbandman were the authorities and officials of the extension department who were present at the convention.

The past year's work was discussed and ideas were exchanged as to the betterment and advancement of the work. Definite plans were set for the ensuing year. The main project to be accomplished during the coming year, for which plans were made, is the extending of the influence of the home demonstration club work to all in the section.

The meeting was held at the Lubbock Hotel beginning Monday morning. Monday morning at breakfast, Miss Martha Faulkner, Floyd County home demonstration agent and Miss Johnny Read had charge of the amusement and stunts.

The main feature for Monday evening was a turkey grading school. The group assembled at the Titman Egg Corporation home in Lubbock where they received a demonstration on turkey grading. Some turkeys and chickens were slaughtered and dressed.

Tuesday's program was general discussions of their work by the women and a meat cutting contest and demonstration by the men.

Wednesday morning, Mr. Keener, of Texas Technological college, gave an American and cottage cheese demonstration to the county home demonstration agents. Wednesday evening was spent in summing up the work done in the meeting.

Miss Faulkner returned to Floydada Thursday morning from Lubbock. Billie Joe and Miss Virginia Welch spent the week end in Amarillo visiting. They also attended the Pampa Lubbock football game at Pampa Saturday.

ed five times with two complete for thirty yards. Punt, Floydada four times for an average of 24 1-2 yards, Canyon six times for an average of 33 1-2 yards. Fumbles, Canyon fumbled four times and Floydada recovered three, Floydada fumbled once and recovered. Floydada was penalized three times for a total of 85 yards, Canyon received penalties amounting to ten yards.

Floydada's starting line up was: Ends, Gollightly and de Cordova; tackles, Johnston and McLaughlin; guards, Jackson and Murray; center, Dorrell; quarterback Murray; right halfback, Welch; left halfback, Heald; fullback, Doc Houghton. Substitutes for Floydada: Bridges for Houghton, Sims for Gollightly, Young for Sims, Gollightly for Young, Eudy for Welch, Houghton for Bridges, Sims for Jackson.

After All These Years, What Have We Learned?—By Albert T. Reid



PROTECT YOUR CHILD AGAINST DANGEROUS DISEASE SPREAD

In this time and age there is no use of submitting your child or any other child to the dangers and pain of the dread disease of early childhood.

Diphtheria attacks the child most frequently from the ages of nine months to 15 years and since there is a way to ward off this disease every parent should heed the fact that we have diphtheria in an adjoining county and go in to your family doctor or the local health officer and have your children protected.

In the past few months there have been a great many children in Floyd County immunized and protected from this scourge of childhood but we have many more who have not taken advantage of the fact that it can be obtained at a very low cost and we know that every one has the welfare of their children at heart and do not want them ill.

At the present time Dr. V. Andrews, county health officer, has on hand some toxoid for the permanent immunization for diphtheria and you are urged to come in and talk it over with your family doctor or with the district nurse, Miss Wentland. Miss Wentland will be in her office on Saturday the 7th of November and any one wanting to see about this protection for their children should come in to see her.

At this time, as stated above, there is a case of this disease in a county adjoining Floyd County and one of its schools so there is always the possibility of the disease spreading. You are urged to protect your child and then you will know what he is safe from the disease.

Communities would take advantage of these immunizing programs that can be put over in their schools and homes and Miss Wentland will be glad to talk it over with you and help you to do it.

District Health Nurse, Miss Dorothy Wentland and the County Health Officer have been working for the past three months on immunization of diseases in Floyd county. At this particular time when we have it present adjoining us, why not take advantage of this opportunity to immunize!

Jack Deakin attended the Lubbock Pampa football game at Pampa Saturday.

WHIRLWINDS TO MEET LONGHORNS HERE ON ARMISTICE DAY

The Floydada High School Whirlwinds will meet their old time foes the Lockney High Longhorns, in the annual grid classic between the two cities, here Armistice Day, November 11th.

The Maroon and White gridsters from the Longhorn town have defeated the Whirlwinds two times in eleven years, that the past two seasons. The Whirlwinds are looking for next Wednesday when they will take the steer by the horns for a good downing.

The Floydada Whirlwinds are rated as a better football machine, better on offense, much better on defense than they have been in several seasons and have shown a scoring punch in every game. The Maroon and White Longhorns were defeated early in the season by the Plainview Bulldogs by a large score, were defeated two weeks ago by a 13 to 0 score by the Matador Bullfighters. Floydada High School's Whirlwinds fought the Plainview Bulldogs to a scoreless tie and will meet the Matador eleven here Friday of this week to determine the better.

The game will be played next Wednesday afternoon on the newly completed High School Whirlwind Field and is expected to be witnessed by fans from the Longhorn town and by local fans. A large number of outsiders who have previously witnessed the tilt will also be present.

Floydada has the same mentors in the backfield as last year with one new addition, Gollightly, last year half has been shifted to end position. Murray, Heald, Houghton, Welch, Bridges and Eudy, are all outstanding in their ball carrying ability. The Whirlwinds also have some veteran linemen who have been showing up fine in the games so far. All new recruits this year to the Whirlwind eleven have played excellent games.

Celebrate Armistice by seeing the Whirlwinds and Longhorns in their annual grid classic to be played next Wednesday afternoon at the Whirlwind field.

Leland Dawson left last week for Port Arthur where he will be employed on a dredge boat working out from that city.

Mr. and Mrs. J. L. Estes and family visited in Plainview Sunday with friends.

COUNTY COUNCIL SELECTS OFFICERS FOR COMING YEAR

The County Council of the Home Demonstration Clubs of Floyd County, met Saturday afternoon in the regular annual election meeting. Miss Martha Faulkner presided over the session.

Twenty-eight members, representing ten home demonstration clubs were present at the gathering, and selected the following officers to preside during the following year:

Chairman, Mrs. C. A. Caffee, Antelope club. Vice-Chairman, Mrs. Webb Taylor, Fairmount - Edgin club. Secretary, Mrs. W. M. Knight, Sandhill.

Parliamentarian, Mrs. A. R. Hanna, Sandhill. The installation service for the above named officers will be held at the next regular council meeting or at a special called meeting of the council. The regular monthly meeting date is scheduled for Saturday of this week but will not be held according to Miss Martha Faulkner, county home demonstration agent. The installation services will be in charge of Miss Faulkner assisted by Mrs. Ed Holmes of Sandhill and Mrs. A. H. Kreis.

Mr. Ed Holmes also presented plans for a recreational school to the council which will in turn be presented by the representatives present to their respective clubs.

FORMER FLOYDADA RESIDENT DIES IN BELLVIEW, CALIFORNIA

Charley Bell, brother of Mrs. S. T. Harris and Mrs. Robert Abernathy of this city, and for a number of years resident of this city prior to moving to Colorado, died Friday, from injuries sustained in an automobile accident which occurred last Thursday night.

Charley Harris left immediately after hearing news of the accident and went to Bellview, California, to bring the body of his uncle to Denver, Colorado, for burial. Orville Harris, Mr. and Mrs. Robert Abernathy and Mrs. S. T. Harris left Sunday morning for Denver, Colorado, where they will attend the funeral services for the deceased.

Mr. and Mrs. J. L. Estes and family visited in Plainview Sunday with friends.

FLOYDADA HIGH SCHOOL WHIRLWINDS TO CLASH WITH MATADOR BULLFIGHTERS HERE FRIDAY IN FEATURE GAME

VAUDVILLE AND TALKIE TEST ATTRACTS MUCH ATTENTION AT PALACE

The Hollywood Talkie Test and Vaudville which showed at the Palace Theatre Wednesday and Thursday attracted much attention of theatre patrons in this city and large crowds were present to see and hear the entertainment.

The dog show Wednesday was a double feature attraction with a parade of the entrants and the owners and the announcement of the winners at the show Wednesday night.

A talkie recording contest was held Wednesday night and a record of entrants' voices and instruments were made and presented.

HIGH QUALITY IN TURKEYS OBTAINED BY PROPER FEEDING

"Texas is noted for its quality of turkeys in the Eastern markets but it is also noted for poor quality birds found there" Miss Martha Faulkner, county home demonstration agent stated this week. "Nothing but proper feeding and care can remedy this situation. Dented and crooked breast bones, poor in flesh and diseased turkeys are usually the result of improper feeding.

"It is impossible to remove this situation entirely in a week or so but it can be remedied. Now is the time to make number one birds out of these number two ones. Don't leave it up to the turkeys, a turkey had just as soon be a number two as a number one; instead, start feeding mash at once. Any good feeding mash will do. Here is a good formula:

- 200 Lbs. grey shorts of fine ground wheat.
- 150 Lbs. yellow corn meal.
- 50 Lbs. alfalfa meal.
- 100 Lbs. meat scrap.
- 10 Lbs. oyster shell.
- 5 Lbs. salt.

One gallon of skimmed milk for one hundred turkeys will take the place of 100 pounds of meat scrap. This should be fed during the day and the grain at night. Do not pen the birds but fatten them while they are still on the range.

Turkeys are losing thousands of dollars each year by selling poorly finished and "green" turkeys. When turkeys are fed all they want from time of hatching about 75 pounds of feed will produce a finished turkey. With good range the amount of feed is reduced. A partly grown healthy turkey with a good frame will put on a pound of meat for every five pounds of feed it eats.

Growers properly finishing the birds profit in two ways: A pound of turkey is worth more than five times that much feed, and finishing raises the market grade. Proper fattening will make many turkeys grade number one that would otherwise grade lower, and the grower gets the increase in price on the whole bird.

Fattening the Turkey While Still On the Range

Start in September by very gradually increasing the night allowance of grain put out in troughs. When the range is poor, a moistened mash should be added at the rate of five pounds per 100 birds per day and sour milk should be available for them to drink. By the first of October, the birds should be allowed all the grain they will eat at night. Continue in this manner until market time.

It is not necessary to rush the turkey crop on the earliest market. A review of prices show that in seven out of ten years that the Christmas market is equal or better than the Thanksgiving market.

BOOTHE TAILORS AWARD SUIT SATURDAY AFTERNOON

Jess Haines received the free suit of tailored to measure clothes which was given by the Boothe Tailors Saturday afternoon at four o'clock.

The Floydada High School Whirlwinds will meet the Matador High School Bullfighters in a grid tilt to be played at the Whirlwind Field Friday afternoon. Coach Ethelredge will arrive with his aggregation of players and fans early Friday.

The Bullfighters have made a notable record this season compared to that of former years, defeating the Lockney Longhorns by a score of 13 to 0 in a recent tilt. This is the first time in eight years that the Matador High eleven has defeated the Lockney squad. The Bullfighters also defeated Estelline 57 to 0 in a tilt played last week. Matador's chief mentors this year are Lee, Hutto and Gates in the backfield and a strong line.

The Whirlwinds under the direction of Coach L. T. Barksdale are working hard this week for the tilt. The Matador squad are rated as underdogs but may stage a winning battle.

FLOYDADA BREEZES AND LUBBOCK JUNIORS BATTLE TO DRAW

The Floydada Little Whirlwind Breezes and the Lubbock Junior High Little Westerners battled to a one touchdown tie here Thursday afternoon in a grid tilt played on the Floydada High School Field. The Little Breezes are showing up in splendid form this season and exhibit a fine type of beginners football. Coaches Dick Stovall and O. K. Davis have turned out a scrapping eleven this year and are training some football material which will be contenders for the Whirlwind eleven next year.

In the game Thursday the Floydada Breezes made their first and only touchdown when Wilson Connolly, halfback ran an off tackle play forty five yards for the count on the third play of the tilt. In a series of spin plays during the first quarter the Lubbock Junior Westerners carried the oval to the one yard line of the Breezes and the first play of the next quarter carried the ball over for their lone touchdown.

The game was a real battle from start to finish and an excellent type of football for junior teams was exhibited by both the Breezes and the Junior Westerners. The Breezes showed fine defensive strength and were good on offensive plays as well.

The game was one of the many interesting tilts played every year by the Breezes and opponents from neighboring towns. Although the Breezes were outweighed by a team heavy enough for a first string eleven they were tough and had plenty of nerve to hold the Little Westerners to a tie count.

J. C. Wester, J. M. Teague and L. J. Welborn were officials of the game.

WHIRLWINDS STAY OVER AT CANYON SEE REAL GAME

The Floydada Whirlwinds, following their winning over the Canyon Eagles, spent Friday night in Canyon and went from there to Pampa Saturday where they attended the Pampa Harvesters and the Lubbock Westerners in action and saw the Westerners defeat the Harvesters.

All the players who remained for the trip expressed themselves as having a "keen time" and seeing a real football game.

HAZEL PROBASCO HOSTESS AT SLUMBER PARTY

Miss Hazel Probasco was hostess to a number of friends Friday night at a slumber party at her home at 402 South Second street. Various forms of entertainment furnished amusement for the evening. Those present were: Misses Bobbye Archer, Mildred Strickland, Winona Felton, Ruth and the hostess, Hazel Probasco.

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About 500 pounds of galvanized barb wire that I will sell at a bargain. Also coal burner Batchelor Heater piped for hot water connections, large size to sell at a bargain. M. E. Rogers, at Baker, Hanna & Company's store. 47-tfc

Don't forget that you can buy Compression Rings at 10c and oil rings at 25c—Triangle Garage 46-2tc

OUR GROCERY AND MARKET Buys Poultry, Eggs and Cream. 17-tfc

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Eugene Permanent wave with or without croquignole ends \$6.00, two for **\$11.00**

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Call 196 for an appointment

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We buy poultry, eggs, and produce at all times. Bring us your next lot when ready to sell. Our Grocery and Market, Phone 130. 22-tfc

FOR SALE AT A BARGAIN—Nice East Front Residence Lot. Well located on pavement. M. B. Cavanaugh, at the Plainsman office.

To Farm Lease, Splendid Lands in Floyd and other Counties, convenient to Railroad Towns. W. M. Massie & Bro. 13-tfc

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GRASS SEEDS for the lawn. We handle the best. Hollums, Floydada Florists. 38-tfc

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The Floyd Co. Plainsman
Published Tuesday of Each Week

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Owner and Publisher

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NOTICE

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Floyd County Plainsman will be gladly corrected upon its being brought to the attention of the publisher.

JOE HAWKINS CASE TRANSFERRED TO DISTRICT COURT IN HALE COUNTY

The case of the State of Texas vs. Joe Hawkins, which was docketed to appear for trial this week has been transferred to the Hale County District Court where it will appear for trial at the next term of court in January.

Only six could be selected out of the 101 special veniremen which were summoned in the Hawkins case this week and a change of venue was decided necessary.

In the case of John Hollums and wife vs. Texas Utilities which was tried last week, the decision was in favor of the Texas Utilities Company, according to District Clerk Roy O'Brien. Notice of appeal has been filed but had not been granted today.

In the above named case a damage suit was filed against the Texas Utilities Company by Mr. and Mrs. Hollums as a result of a fire which destroyed property belonging to them.

REV. G. I. BRITAIN SPOKE AT BAPTIST CHURCH SUNDAY

Rev. G. I. Brittain of Plainview filled the pulpit Sunday night at the First Baptist church here at the annual old fashioned service. At this service, music is furnished by an organ and by the audience singing old time hymns, the lighting is from lamps and lanterns and all the service is conducted to resemble those of former years.

Rev. Brittain is a former pastor of the Baptist church here and is a pioneer in the ministry in this section. Mrs. Brittain accompanied Rev. Brittain to the service and sang a duet with Clifford Tubbs.

MR. AND MRS. B. C. RUTHVEN WILL ATTEND TEXAS HEALTH ASSOCIATION CONVENTION

Mr. and Mrs. B. C. Ruthven will leave Thursday of this week for Houston where Mr. Ruthven will attend the annual meeting of the Texas Health Association which convenes there next Monday and remain in session for the week.

Mr. Ruthven is district sanitary engineer in this section.

Miss Dorothy Ann Wentland, district health nurse, does not plan to attend the convention, but will continue with her work here.

FOR SALE—Easy terms, rich plains land, also cotton land below Caprock. W. M. Massie & Bro. 44-tfc

OUR GROCERY AND MARKET BUYS POULTRY, EGGS AND CREAM. 17-tfc

TO TRADE—Town Lots for acreage or live stock. W. M. Massie & Bro. 44-tfc

NOTICE TO DEBTORS AND CREDITORS

THE STATE OF TEXAS County of Floyd.
To Those Indebted to or Holding Claims Against the Estate of George H. Day, Deceased:

The undersigned having been duly appointed administrator of the estate of George H. Day, deceased, late of Floyd County, Texas, Ly J. W. Howard, Judge of the County Court of said County, on the 14th day of September, 1931, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him within the time prescribed by law at his residence at Dalhart, in Dallam County, Texas, where he receives his mail.

Dated this 29th day of September, 1931.

F. P. DAY,
Administrator of the Estate of George H. Day, Deceased.

REXALL ONE CENT SALE STARTS AT FLOYDADA DRUG TOMORROW

The Rexall original one cent sale starts tomorrow at the Floydada Drug and will continue through Saturday of this week.

A series of radio broadcasts over 175 stations will be on the air every morning from all over the United States. This sale is the greatest of all Rexall one cent sales.

LOWEST TEMPERATURE RECORDED FRIDAY

The lowest temperature of the month of October was recorded Friday morning when the recording thermometer at the West Texas Gas Company stood at 34 degrees. The lowest point was reached at 7:30 o'clock Friday morning.

The average maximum for the week beginning Tuesday, October 27 was 68 degrees; the average minimum for the week was 42 degrees and the average mean temperature was 55 degrees. The highest temperature recorded during the week was 86 degrees and that yesterday afternoon at three thirty o'clock.

According to reports received from various sections of the city and county there was ice Thursday and Friday mornings and a light frost at both times.

COUNTY SCHOOL BOARD IN SESSION YESTERDAY

The Floyd County School Board met yesterday in the regular business session of that body. The ordinary business routine was followed.

David Battey of the Harmony community was appointed to serve on the Harmony District school board to fill the vacancy of Charles Smith who has resigned.

DAYTON RUBBER COMPANY ANNOUNCE A NEW "ALL-SPEED" LOW PRICE TIRE

"A new, low-priced tire, the Dayton 'All-Speed', has been announced by The Dayton Rubber Manufacturing Company, according to Geo. B. McAllister, local distributor.

"This new tire has been created to meet the present day demand for a low-priced tire of quality. It has a special tread design with deep, heavy non-skid, is built to grip and hold the road and give thousands of miles of trouble-free service," said Mr. McAllister.

"Motorists can rest assured the Dayton 'All-Speed' is an outstanding value for the price. Their guarantee is the fact that this tire carries the name of Dayton, a name that for more than twenty years has been synonymous with quality," stated Mr. McAllister.

"We shall be glad to have motorists come in to see this new Dayton product," said Mr. McAllister in conclusion.

CHRISTIAN ENDEAVOR ENTERTAINED WITH HALLOWE'EN PARTY

The Presbyterian Christian Endeavor were entertained with a hallowe'en party at the Teeple home, three miles South of Floydada, Wednesday evening. Arrangement details were in charge of Mrs. J. W. Hill and Miss Kate Stiles. The house was cleverly decorated with hallowe'en symbols and the hallowe'en color scheme was carried out. Members and a number of guests were present for the enjoyable affair.

FLOYDADA SCHOOL BOARD IN MEETING LAST NIGHT

The Floydada Independent School District school board met last night in the County Sheriff's office and secretary of the board's office.

The regular routine of business was discussed in addition to issuing of more warrants to pay teachers salaries.

LITTLE BREEZES TO MEET JUNIOR WESTERNERS

Coach Dick Stovall's little Whirlwind Breezes will go to Lubbock Thursday of this week where they will meet the Lubbock High School Junior Westerners.

These game young gridders held the much heavier team to a tie score here last week when they met them at the Whirlwind Field and are returning the match.

TAX ROLLS COMPLETED AND APPROVED BY BOARD

The tax roll condition sheets were completed and approved by the equalization board this week, after several weeks work.

Equalization board members are J. C. Gilliam, E. E. Boothe and W. P. Daily.

ANNUAL DRIVE FOR CEMETERY FUND UNDER WAY THIS WEEK

The annual drive for the cemetery fund will begin this week by the Cemetery Association ladies to obtain funds for the upkeep of the grounds for the ensuing year.

Unless the sexton in charge of the cemetery is paid for his services and the upkeep of the grounds, the work will have to be discontinued and the cemetery will not have the proper care.

The cooperation of all persons interested is being asked by the association in order to continue this service.

There will be a cemetery association meeting Saturday afternoon at 3:30 o'clock at the Chamber of Commerce building. All interested are urged to be present at that time.

LOCAL MARKET

Farm Products—

Maize, Milo threshed	47c
Maize, heads per ton	\$5.00
Wheat, per bushel	48c
Cotton, middling basis	5.59
Produce—	
Cream	22 1/2
Eggs	20c
Heavy hens, 4 lbs up	10c
Heavy hens, 4 pounds under	8c
Cox	4c
Heavy Springs	11c
Leghorns, springs	8c
Turkeys, no market	3c
Hides	1 1/2c

The market prices locally, show a noticeable increase in the market price for wheat and maize. Milo maize has increased from 40c to 47c in the last week, maize heads from \$4.50 per ton to \$5.00 per ton. Wheat prices have increased from 42c to 48c per bushel, cotton has made no noticeable increase in price.

Produce shows no increase on any article but eggs which went up to 20c from last week's prices of 18c.

The Thanksgiving turkey market will open the latter part of this week according to local produce buyers. The weights will be as usual. Young toms 14 pounds and up, hens, nine pounds and up.

MR. AND MRS. CALVIN STEEN ENTERTAIN WITH HALLOWE'EN BRIDGE

Mr. and Mrs. Calvin Steen were host and hostess at four tables of bridge at a hallowe'en bridge party at their home at 300 East Kentucky street, Wednesday evening of last week. The house was decorated in hallowe'en colors and schemes suggestive of hallowe'en were carried out in the tallies and refreshments.

Those present were: Messrs. and Mesdames Homer Steen, Robert Eubank, Jack Henry, Roy Snodgrass, Luther Fry, Ogie Johnston and the host and hostess, Mr. and Mrs. Calvin Steen; Kenneth Henry and Miss Joyce Hopkins.

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BEWARE OF IMITATIONS

DEMAND

LOOK for the name Bayer and the word genuine on the package as pictured above when you buy Aspirin. Then you'll know that you are getting the genuine Bayer product that thousands of physicians prescribe. Bayer Aspirin is SAFE, as millions of users have proved. It does not depress the heart, and no harmful after-effects follow its use.

Bayer Aspirin is the universal antidote for pains of all kinds.

Headaches	Neuritis
Colds	Neuralgia
Sore Throat	Lumbago
Rheumatism	Toothache

Genuine Bayer Aspirin is sold at all druggists in boxes of 12 and in bottles of 24 and 100.

Aspirin is the trade-mark of Bayer manufacture of monoacetic acid esters of salicylic acid.

DRINK MILK FOR HEALTH'S SAKE

Fresh Bulgarian Buttermilk Daily 7 1/2c
Quart, 30c Gallon.

T. B. TESTED COWS

ROY PATTON DAIRY

PHONE NO. 306

DR. W. M. HOUGHTON

Medicine and Minor Surgery

Diseases of Women and Children a Specialty

Phones: Office 51 Residence 250
FLOYDADA DRUG CO.

On **NOV. 4** 1931

YOU'LL LEARN HOW VALUABLE PENNIES

really are!

Sale Nov. 4, 5, 6, and 7th

FLOYDADA DRUG CO.
FLOYDADA, TEXAS
PHONE 51

THE **Rexall** DRUG STORE

FRESH FRUIT CAKE

FRESH as a college-trained bond salesman... tasty as a meal to the starving Armenians. That's Westers' Quality Bakery pastries, bread and cakes—made with cunning skill of the purest, wholesome ingredients. And priced O. K.

Westers' Quality Bakery

Empress Anne

in the new **EMPRESS MODE** by **H&W**

This hook-side girdle has been created to the composite figure proportions of 170 graceful show girls and models. The result is a snug waistline, a normal hip, and a smaller thigh. The model features rows of stitching at the waist, and is developed in batiste, lace trimmed. Sizes 25 to 32. Let our corsetiere show you this new "H&W" Empress Anne.

Martin Dry Goods Co.

"THE STORE WITH THE GOODS"

QUALITY Merchandise at Reasonable PRICES!

South Plains Lumber Co.

H. G. McCHESNEY, MANAGER
PHONE 6

QUALITY SERVICE COURTESY

Amazing LOW PRICES

ONLY \$4.98



29 x 4.40—21

Other sizes proportionately low

...FOR THE NEW Dayton

ALL-SPEED TIRES!

Dayton Throughbreds now have a rival... DAYTON ALL-SPEED TIRES... SOLD AT SO LOW A PRICE THAT PRICE COMPETITION SIMPLY IS OUT OF THE RUNNING.

All-Speeds are built by a manufacturing concern that has more than a quarter century of quality tire experience... by Dayton, the originators of low-pressure tire construction... pioneers in many advanced processes of tire building.

Get a set of these lower-cost tires for your car... enjoy their safety and comfort—today!

Note these low prices

29 x 4.40—21	\$4.98 each or \$ 9.60 per pair
30 x 4.50—21	5.69 " " 11.10 " "
28 x 4.75—19	6.65 " " 12.90 " "

Prices of other sizes in proportion, and the equally famous Dayton All-Speed red tubes at sensationally low prices.

Texas Service Station
GEO. B. McALLISTER, AGENT



TODAY'S STYLES

STRESS THE NATURAL OUTLINE OF THE FIGURE

Naturalness of outline is the fashion today. And true gracefulness in outline is hard to achieve without aid.

Thousands of women have found the solution to this problem by wearing that light, dainty, boneless garment.

THE INTERNATIONAL "NAMELESS"

Real satisfaction can be assured only when you are fitted by an experienced corsetiere. Come in today and let our expert corsetiere fit you.

Baker, Hanna & Company

"Where You Will Like to Trade"

K. K. CLUB ENTERTAINED AT SUBGIRNER HOME TUESDAY NIGHT

Mr. and Mrs. I. C. Surginer were host and hostess to the K. K. Bridge Club Tuesday evening at their home, 618 South Main Street.

The house was cleverly decorated in hallowe'en color scheme and hallowe'en symbols and colors were carried out in the hand painted tallies and refreshment. High score in the games was won for the visitors by Miss Adelaide Scott and Mark Duncan, for the members by Mrs. Herbert Sams and Edd Johnston.

The following were present at the affair: Guests, Misses Edith Walker and Adelaide Scott and Messrs. Mark Duncan, Kenneth Henry, Roy Haynes and Jack Scott; members, Messrs. and Mesdames L. C. Condra, John Reagan, A. S. Hollingsworth, W. H. Hilton, Edd Johnston, H. B. Sams, Tony B. Maxey and the host and hostess, Mr. and Mrs. I. C. Surginer and Mesdames Fred Brown and John Hammonds.

D. D. E. CLUB ORGANIZED AT FLOYDADA HIGH SCHOOL

Twenty six high school students met in the commercial room Monday, November 2, and organized a Declamation, Debate and Extemporaneous Speaking Club.

The meeting was called to order by Mr. Cummings and the following officers were selected: President, W. A. Amburn, Jr.; vice president, Clarabelle Golightly; secretary, Lataha Hale and reporter, Lola Maye Grundy.

The club is to be sponsored by A. D. Cummings and Miss Daltis Rea. There will be two meetings each week and the various members will give the program.

The president appointed a committee to plan a program for the club for the next meeting. Those who are to serve on the committee are: Moselle Fields, Kinder Farris and Wanda Teeple.

This club has been organized to prepare the students for the inter-scholastic contests. Those who do not enter in the contest will, however, be benefitted by the practice that they will get in the meetings by talking before the group assembled.

PRESBYTERIAN SENIOR ENDEAVOR PROGRAM

The Presbyterian Senior Endeavor will render the following program November 8th.

Subject—Good Habits Make Better Christians.

Leader—Mr. McIntosh.

Song.

Scripture—Romans 12.

Prayer Mr. Hill.

Leader's Talk—Bible Reading.

Prayer and Attending Church Services.

Three Minute talk on following:

Kindness Eph. 4:32—E. T. Williams.

Patience Luke 21:19—Elizabeth Daniels.

Minding own business, John 21:22—Kate Stiles.

Holding Tongue James 1:26—Robbie Archer.

Sawing and repairing Gal. 6:7—Ruth Rutledge.

Business.

Benediction.

CENTER NEWS

Center, November 2.—Miss Alice Faye Harber spent Saturday night with Miss Catherine Tubbs.

L. D. Golightly spent Saturday night with Dennis Spence.

Mr. and Mrs. T. M. Noland and family took Sunday dinner with Mr. and Mrs. T. R. Noland.

Mr. and Mrs. Burl Huekabee spent Sunday with Mr. and Mrs. A. L. Spence.

Ralph Tubbs and Dennis Spence took Sunday dinner with L. D. Golightly.

Mrs. Montgomery and children, Mr. and Mrs. H. B. Mankins and daughter and Coy Noise took Sunday dinner with Mr. and Mrs. W. L. MeAda.

Arthur B. Duncan, Jr., of Canyon, was in Floydada today on business. He returned this afternoon.

Rev. H. P. Cooper, of the Church of Christ of Lamesa, is visiting in this city this week. Rev. Cooper was formerly minister of the City Park Church of Christ in Floydada.

Clayton Fuller who is attending Texas Tech at Lubbock spent the week end with his parents, Mr. and Mrs. J. L. Fuller.

Wilmer Jones, Jr., visited Sunday in Lubbock with friends attending Texas Tech.

Mr. and Mrs. Frank Probasco of Sandhill visited in Lubbock Sunday with their son, Densil, who is attending Texas Tech.

MOUNT BLANCO BAPTIST CHURCH ANNOUNCEMENT

The following church services will be held at the Mount Blanco Baptist Church Sunday, November 8th:

Preaching at 11 o'clock, and conference afterwards.

B. Y. F. U. at 6:30 p. m.

Preaching at 7:30 p. m.

Everybody is cordially invited to attend all these services.

REV. G. W. TUBBS, Pastor.

Let Cavanaugh do your printing



WHEN BABIES FRET

There are times when a baby is too fretful or fussy to be soothed by any means. There are some times a mother cannot put away. But here's quick comfort in Castoria!

For diarrhea, and other intestinal troubles, give this pure vegetable preparation. Whenever coated tongues tell of constipation; whenever there's any sign of sluggishness. Castoria has a good taste; children love to take it. Buy the genuine—with Chas. E. Fletcher's signature on wrapper.



DIXIE BATTERIES

Made in the Panhandle and guaranteed. Come see us for all battery needs and general automobile repair work.

FINKNER MOTOR COMPANY

High in Value

RADIO ELECTRIC COMPANY
110 West California Street
Phone 201

Low in Price

Trade in your old set now for this NEW 1932 ATWATER KENT



MODEL 85 with automatic volume control and antenna adjuster.

SUPER-HETERODYNE... 10-kilocycle selectivity... tone control and static reducer... automatic volume control... Atwater Kent antenna adjuster... Quick-Vision Dial... Variable-mu, pentode and screen-grid tubes—genuine matched walnut lowboy.

The world's favorite radio, with all 1932 improvements. Owners most enthusiastic.

GOLDEN VALUES WITH THE GOLDEN VOICE

\$69.80

Complete with tubes and Automatic Volume Control

(Model 80) Without automatic volume control \$62.80



Model 82

\$96

Complete with tubes and Automatic Volume Control (Model 83) Without automatic volume control \$89

New ATWATER KENT COMPACT

Marvel of tone and power... super-heterodyne... automatic volume control... many other big-set features. Amazing performance at low price. Low terms. Generous trade-in allowance.

LET CAVANAUGH PRINTING COMPANY DO YOUR JOB PRINTING—IT'LL PAY.

You Are Invited To Baker, Hanna & Company's Round-Up Sale

WHICH STARTS NOVEMBER 6th AND ENDS NOVEMBER THE 14th. FOLKS, WE HAVEN'T THE TIME OR SPACE TO QUOTE BUT A FEW PRICES. BE HERE AND GET YOUR SHARE OF THE MANY BARGAINS THAT WE HAVE TO OFFER.

Fancy Wool material that was our \$1.49 seller, Round Up Price **85c**

1 lot 54 inch all wool Panno for that serviceable dress, coat suit or skirt, was \$3.50 to \$3.85, special this sale **\$2.49**

1 lot all wool flannel, regular \$2.95 grade, 54 in. wide, Round Up Price **\$1.95**

1 lot Peter Pan, Bordens and A. B. C. prints, going on Round up Sale at per yd. **15c**

1 lot 25c grade gingham for round up sale, per yard **12½c**

Carter L. L. Brown Domestic, good grade, 36 inches wide, special for this Round Up Sale, per yard **5c**

1 Rack Ladies and Misses all wool Jersey Dresses, a real buy for **\$1.95**

1 lot extra fine Silk Dresses, values \$15.85 to \$19.85, Round up **\$10.85**

1 lot all Silk Dresses, values \$9.85 to \$12.50, extra special for this sale **\$5.85**

1 lot solid leather school oxfords, size 3½ to 8, round up price **\$1.69**

Hot Men's hats, our regular \$5.00 hats, Round up Sale **\$2.95**

ROUND UP PRICES ON ALL MEN'S DRESS SHIRTS

\$1.95 Arrow and Bellevaire, Shirts	\$1.59
\$1.50 Broadcloth fast color shirts	\$1.29
\$1.00 Broadcloth shirts, fast colors	79c

Boys and Young Men's school pants, in blue and gray stripes, Round up **\$1.00**

Men's and Boys' all wool slip over sweaters, round up price **\$1.79**

Children's and youths' slip-over sweaters, sizes 26 to 36, all wool, Round up **\$1.00**

Prices at Men's and Boys' coat sweaters, part wool, extra special for Round up Sale **65c**

Boys' suits, one lot of boys suits, ages 5 to 8, Round up Sale **\$2.95**

One lot of boys' suits, age 10 to 18, was \$12.50, Round up Sale **\$4.95**

Extra special Round up Prices on every shoe in the house.

No tickets for silverware will be given during this sale. No approval tickets will be made during sale.

BAKER, HANNA & COMPANY

**FEDERATED CLUBS
WILL HOLD NEXT
MEETING HERE**

Floydada was selected as the next meeting place of the Floyd County Federated Women's Clubs in the business sessions of the regular semi-annual meeting of that organization held all day Wednesday at Sandhill. The next group meeting will be held in April. Representatives from community clubs and Lockney and Floydada were in attendance at the meeting.

Miss Anna Sims Elected Delegate
Miss Anna Sims was selected as federation delegate to the State Conference of Federated Women's Clubs of Texas at Lubbock which is to be held November ninth to twelve, inclusive. Mrs. Frank Perkins of Lockney, was elected as alternate delegate.

The convention started promptly at eleven o'clock Wednesday morning with the song "America" led by Miss Blanche Ramsey of the Harmony club. The meeting was then called to order by Miss Anna Sims, president of the Floyd County Federation.

The welcome address was made by Mrs. M. B. Holmes of Sandhill and response was given by Mrs. George

A. Linder of this city. Following the welcome address and response, a very thorough and interesting discussion on "Life of Early Pioneers in Floyd County" was given by Mrs. J. B. Jenkins, of Floydada.

A musical reading by Mrs. O. E. Stevenson of Lockney, accompanied by Mrs. Frank Perkins, also of Lockney, at the piano and Mrs. Luther Harris was given, this number was well worth the hearty applause which it brought. "America at the Crossroads" was the subject of the talk made by Mrs. J. M. Willson of this city after which lunch was served by the Sandhill ladies as hostesses.

The first number in the afternoon was by Mrs. A. P. Barker of Lockney, who spoke on "The Importance of the Federation and Permanent Headquarters at Austin". In this interesting talk Mrs. Barker mentioned the fact that there is being erected at Austin a Federation building and she stated that by paying \$100.00 that Floyd County women could have their name on the building as contributors. This amount can be paid at the rate of \$25.00 per year. Plans are now being made by which the Federation hopes to have each club pay their \$2.00 Federation Club dues each year and thereby raise the necessary amount.

Mrs. Barker's number was followed by a pleasing talk by Judge L. G. Mathews on "Foreign Relations". Mrs. M. D. Ramsey and Mrs. W. M. Pinkner of Ramsey played a piano duet, "Poet and Peasant" with a pleasing encore.

After this number, the business session was called to order by Miss Anna Sims, president, at which time Miss Anna Sims was selected as delegate to the state convention and Mrs. Frank Perkins alternate.

Three committees were also appointed they are: Nominating Committee, Mrs. O. E. Stevenson, Lockney; Mrs. A. J. Folley Floydada; Mrs. W. S. Poole, Antelope and Mrs. Geo. Stiles, Campbell; Entertainment committee, Mrs. E. L. Angus, Floydada, Mrs. Frank Perkins, Lockney, Mrs. T. J. Boyd, Antelope. Finance committee, Mrs. J. B. Jenkins, Floydada; Mrs. Russell Wimberly, Lockney and Mrs. A. H. Kreis, Campbell.

Mrs. W. C. Grigsby was appointed councillor, for the coming year. "Music Appreciation" was the title of the paper read by Mrs. T. J. Boyd immediately following the business meeting. This number was followed by a song "Pale Moon" sang by Miss Blanche Ramsey accompanied by Mrs. M. D. Ramsey.

Mrs. Ed Holmes told how the P. T. C. Club had helped their community which was followed by the concluding number which was "As Canada Sees Us" by Mrs. I. W. Hicks, Floydada.

**BAPTIST WORKERS
MEETING HELD IN
MATADOR TODAY**

The regular workers meeting of the Baptist of the Floyd County Association is in session in Matador today with the Baptist church of Matador as hosts. Representatives from churches in Floyd, Motley, Crosby and Dickens counties are expected to be present at the meeting.

The program to be followed beginning at ten o'clock this morning is as follows:

- 10:00—Song and Devotional, Rev. K. F. Keller, Matador.
- 10:30—"The Aggressive Christian Life"—Rev. A. L. Jordan of Ralls.
- 11:00—"Dust, 'In the Garden'"—Mrs. W. B. Cammack and Miss Minnie Nixon of the Matador church.
- 11:15—Sermon, "The Challenge of the Church"—Rev. P. D. O'Brien of the local church.
- 12:00—Lunch.
- 1:30—Board meeting and W. M. U.
- 2:00—"Accepting the Challenge,"—Rev. C. E. Dick, Crosbyton.
- 2:30—"What the Challenge Means to Me"—Rev. H. L. Bursham, Whiteflat.
- 2:54—Round table and general business discussion.

**FLOYD COUNTY EXECUTIVES
RETURN FROM CONVENTION
AT EL PASO, TEXAS**

Judge J. W. Howard and Commissioners W. H. Henderson, George L. Fawver and M. H. Taylor, returned late yesterday afternoon from El Paso, Texas, where they attended a state wide convention of County Judges and commissioners of Texas.

The meeting was general get-together and meeting place to exchange ideas for the coming year as to business. An interesting speaker was the congressman from the El Paso district who spoke to the assembly. All the judges and commissioners were given a big barbecue in Juarez, Mexico, one evening while there.

The Floyd county officials returned by the Carlsbad Caverns in New Mexico, and saw the interesting sights there.

Rene Yeary accompanied the men on their trip as driver for their automobile.

Let Cavanaugh do your printing.

**LOCAL WOMEN RETURN
FROM EASTERN STAR
MEETING IN HOUSTON**

Mrs. Emmett Johnston and Mrs. Lee Howard returned Sunday night from Houston, Texas, where they attended the 49th Session of the Grand Chapter of Eastern Star which was held from October 26 to 29th inclusive. They were accompanied by Mr. Emmett Johnston.

At this session, Mrs. Lee Howard was appointed Department Grand Matron of District Number Two, Section Four. This district includes nine counties and sixteen chapters of which Mrs. Howard will have supervision.

The next meeting of the chapter will be held in Fort Worth.

**GOODYEAR TIRE COMPANY
BEGINNING EXTENSIVE
BROADCASTING PROGRAM**

The second program of a series of extensive radio broadcasts of the Goodyear Tire and Rubber company was presented Saturday evening, October 31st, from 8:00 to 8:30 o'clock, over WEAF and NBC coast red network.

The next program will be Saturday evening of this week at the same hour and the schedule will be followed each week by the Goodyear Tire and Rubber Company in advertising their products.

Programs on this schedule will include Sousa and Arthur Pryor and their bands, also big concert dance orchestras and the world's most popular radio quartette.

These radio programs are especially designed to back up Goodyear dealers and influence motorists to visit them and to listen in on the programs. H. O. Cline local Goodyear dealer is urging that everyone tune in at 8:00 o'clock Saturday evening on any station of the NBC network or WEAF.

**THOMASINE COX ENTERTAINS
WITH HALLOWEEN PARTY**

Thomasine Cox entertained a number of her friends with a halloween party Thursday evening at the home of her mother, Mrs. Nora Cox, at 909 South Main Street. The house was cleverly decorated in the halloween color scheme and appropriate games for the occasion were played by the children.

Refreshments consisting of individual pumpkin pies and whip cream, cocoa and tiny apples, were served to the following guests:

- Fern Finkner, Anita Jo Jenkins, Marguerite Leonard, Erma Dean Moore, Joy and Ruth Garner, Mary Lynn Seale, Mary Wilson Hicks, Virginia Kinsey, Marie O'Brien, Nell Shirey, Francis Probasco, Mary Francis Rhinehart and Peggy Jo Bishop, Miss Evelyn Jenkins assisted in the arrangements; Reid Strickland, Percy House, Carmen Moore, James Thurmon Bishop, Watson Jones, Billie George Probasco and Olin, Jr., Watson.

**YOU ARE INVITED TO
TUNE IN ON THIS PROGRAM**

"Car owners in Floydada and this trade territory are urged to tune in their radios November 10, on Station W. F. F. A. for a weekly prize contest announcement that is certain to interest everyone who enters a car," declares H. O. Cline, Goodyear tire dealer located at Floydada.

"Over a nationwide hookup of 54 stations in the NBC network through WEAF, the Goodyear Tire & Rubber Company, of Akron, whose tires I have sold for sometime, is putting on a splendid radio program each Tuesday evening at 7:30 p. m., and each Saturday night at 8:30 o'clock featuring John Phillip Sousa and his band, Arthur Pryor and his band, the famous Melton, James, Dewey

and Glenn quartet and a complete concert-dance orchestra," said Mr. Cline.

"The contest is an added feature, and I hope that everybody in the city will listen for the announcement which will be made every night starting November 10."

National attention was created by the first broadcast in the Goodyear bi-weekly radio program with the commissioning ceremony of the airship U. S. S. Akron by the Navy at Lakehurst, N. J. Goodyear-Zeppelin Corp., a subsidiary of the Goodyear Tire & Rubber Co., designed and built this new air cruiser, Mr. Cline said.

FOR SALE AT A BARGAIN—
Nice East Front Residence Lot. Will located on pavement. M. B. Cavanaugh, at the Plainsman office.



**BEAUTIFUL LINES
A Figure Everyone Admires**

Will be yours if you are correctly fitted in this stunning Henderson model.

This number is a side-hook girdle, a quality garment cleverly designed in harmony with the style trend. Made of a beautiful two-tone brocade; has fourteen inch panels of high grade knit elastic in sides, also knit elastic gussets in top at back and bottom of skirt in front for adjustment.

Other Henderson models for all types of figures are shown in our corset section.

**SEALE & JONES
DRY GOODS**

"EVERYBODY'S STORE"

**Electricity....
Can Help You**

Just a few short years ago, the many modern conveniences of electric service were unknown—and yet today the time, labor and money-saving possibilities of complete electric service are recognized as one of the greatest contributions to our present-day high standards of living.

Whether you live in a large city, small city, a small town or on a farm or ranch, the magic arm of electricity stands ready to help you—to ease your daily tasks—to provide short cuts eliminating back breaking, nerve-wrecking labor.

And, when distributed by the modern transmission line electric system—all this service costs surprisingly little!

The Texas Utilities Company, serving over 60 prosperous cities and towns in West Texas, the Land of Opportunity, maintain for your service, three major generating stations, several auxiliary plants and a transmission line network more than 1000 miles in length.

**Texas Utilities Company
"YOUR ELECTRIC SERVANT"**

**There's a MERIT FEED
for EVERY NEED!**



For your poultry, dairy herd, cattle, hogs and work stock, there is the correct Merit Feed awaiting you! Each is mixed to a scientific formula—not to a price. The result is genuine feeding economy—the true and only way to increase income and results from your poultry and farm animals. Remember, too, that every Merit feed is carefully tested and guaranteed to give unusual satisfaction and results.



Why not stop in today and talk over your feeding problems?

Edwards Grain Co.
PHONE 106 FLOYDADA, TEXAS

Tires Unhurt as Wheels Collapse



WHEN the driver of a ton-and-a-half Ford truck operated by the Midland Produce Company lost control of his machine on a road near East Liverpool recently, the truck was upset and went over an embankment. Tires on the right rear dual wheel bore the entire force of the crash. As a result, the rims were demolished and the rear axle housing was broken in several places. Shown above, on the damaged rims, are the two tires which were not damaged in any way.

**GENERAL'S GREATER
SAFETY IS WORTH
MANY TIMES THE
SMALL DIFFERENCE
• IN COST •**



At today's prices the actual difference in first cost between Generals and ordinary tires is ridiculously small... but the difference in quality... in year 'round safety and comfort... is greater than it ever was. The low final cost of Generals has never been approached by any other make of tire.

Equip with Generals now. Get, at last, the tire you've probably always wanted. The one tire of known Top-Quality. The one tire that for 16 years has been the user's standard of comparison for quality.

Let us explain the many exclusive features of General's patented low pressure construction.

Once you have felt the difference of rolling along safely and with luxurious comfort on 10 to 15 pounds less air, you will never go back to the higher pressures required by other tires.

30% LESS AIR
Greater safety, increased comfort, and complete freedom from the failure troubles made possible by the patented and exclusive construction of the Dual Balloon. Come in and get General's low pressure recommendation for your car. Compare it with the pressure you are now using.

BARKER BROTHERS
Phone 133 Authorized Ford Dealers

TIRE SAFETY HEADQUARTERS

**The GENERAL
Dual BALLOON**