

THE FLOYD COUNTY PLAINSMAN

VOLUME NO. 3

Floydada, Floyd County, Texas, Tuesday, December 15, 1931

NUMBER 1

COUNCIL PASSES NEW ORDINANCE FIXING ELECTRIC RATES

The City Council of this city, in the regular monthly session Tuesday night, December 8, approved ordinance number 151, with provisions governing the rate to be charged for electric lighting, power and heating by the Texas Utilities Company now operating in the city or any company which might furnish such service in the future.

Ordinance 151 provides anew rate to be charged by the utilities company furnishing energy as follows: Residential combination, 9 cents per KWH for the first 25 KWH used each month; for the second 25 KWH used per month at 7 cents per KWH; for all in excess of 50 KWH, 3 cents per KWH. The minimum charge for a month for lights only was set at \$1.00 and for the combination \$2.00. Under the business lighting, cooking, heating and refrigeration or combination of the four clause the following rates were set: For the energy used per month, the first 50 KWH at 9 cents per KWH; the next 150 KWH at 7 cents per KWH; the next 200 KWH at 5 cents per KWH; all in excess of 400 KWH at 3 cents per KWH; minimum charge \$2.00 for combination, \$1.00 for lights only. Power rates set are: for energy used per month, first 60 KWH per connected KWH at 7 cents per KWH; for the next 120 KWH per connected KWH at 5 cents per KWH; for the next 180 KWH at 3 cents per KWH; for the next 360 KWH one cent per KWH.

Under the residential heating, cooking and refrigeration the following rates were prescribed for power: for power used per month, for first 50 KWH at 4 cents per KWH; all in excess of 50 KWH at 3 cents per KWH. Minimum charge set at \$2.00 per month. For all signs and window lighting the rate for energy used per month was set at 5 cents per KWH.

Ordinance 151 provides a penalty for violation which another ordinance 150, which was exactly the same as 151 with this exception.

The penalty prescribed in ordinance 151 is as follows:

"Any person, firm or corporation, their agents, servants or employees, violating any part of this ordinance or any provision thereof, shall be guilty of a misdemeanor and upon conviction thereof, shall be fined not less than five nor more than twenty-five dollars, for each offense and each charge in excess of the amount allowed by this ordinance, shall constitute a separate offense."

Other business matters coming before the council and disposed of was the approval of the payment by check to Special Attorney Payne to the amount of \$200.00, for services rendered to the council. \$10.00 in fees in connection with the filing of a suit with the district clerk against the Texas Utilities Company.

One 1000 dollar bond and interest of \$60 on waterworks improvement and extension was ordered paid out of the general funds, \$1,360.00 was voted to be paid out of the general fund. This bond is due December 15th. \$500.00 was ordered paid to the Neptune Meter Company on an outstanding meter account. Considerable discussion was had in regard to delinquent and current tax collections but passed without action by the council. W. P. Daily and J. G. Martin appeared before the council on tax matters.

RURAL SCHOOL INSPECTOR IN COUNTY THIS WEEK

Frank Van Winkle, one of the state inspectors of Rural Schools, arrived in Floyd county last week to inspect the rural schools here and make the annual report. Mr. Van Winkle has been working through the County Superintendent's office here and is being assisted by Price Scott, the superintendent.

During the three days that the supervisor has been in this county 15 schools have been visited. Mr. Van Winkle stated that he expected to complete his work in this county this week.

Mr. and Mrs. J. L. Thomas attended the Lubbock-Abilene ball game in Lubbock Saturday afternoon.

E. E. Boothe, Miss Anna Marie Moore and Mrs. Josie Moore visited in Paducah and Lamesa from Sunday to Monday.

12 COMMUNITIES REPRESENTED AT 1-DAY DRAMA SCHOOL

50 people, representing 12 Floyd County communities, were present at the one day rural drama school held at the Andrews Ward gym Saturday, December 12. Mr. and Mrs. Ed Holmes of the Sandhill community P. T. C., were supervisors of the school. The school was sponsored by the County Recreation Association through Mrs. S. M. Lester of the Roseland community.

All of those present were well pleased with the school and seemed to have been benefited by the ideas presented and the topic discussed.

Eight of the communities organized, as a final accomplishment, a round robin plan for the presentation of plays. Each of these communities will have a play and exchange with the other for their presentation. Sandhill, Lakeview, Harmony, McCoy, Liberty, Antelope, South Plains and Starkey, were the eight communities organizing the exchange play presentation system. Roseland, Center, Campbell and Blanco, communities were also represented.

The major part of the activity for the day was discussion of the subjects: Community Singing, Value of Community Drama, How to Produce a Play, Laws of Acting, Suggestions to get People to Participate, 15 Stock Rules of Acting and other topics were taken up.

FLOYD COUNTY SCHOOLS TO CLOSE FOR CHRISTMAS HOLIDAY SEASON

According to reports received from Price Scott, county superintendent this week, the rural schools of Floyd county will observe a ten day holiday season for Christmas. A number of the schools will use the plan set by the Floydada Public Schools and school will be dismissed Wednesday, December 23. Others plan to dismiss Friday of this week for the holidays.

CHRISTMAS TURKEY MARKET BROUGHT GOOD SUM HERE

The throne of King Cotton and King Wheat were threatened in this city last week as almost \$11,000.00 was paid to farmers in this section for around 5,000 head of turkeys sold on the Christmas market.

The market price paid for turkeys at produce buying houses in Floydada was 10 cents on Wednesday and Saturday. On these days the major part of the turkeys were moved, one firm, reporting buying 1,500 head on Wednesday and 1,040 on Saturday.

Farmers in this county are realizing a great extent more profits from their produce than cotton and wheat at the current market prices.

One produce company, the Floydada Poultry and Egg Company, was paying out over \$100 a day for labor to local people on days when they were dressing out the turkeys at the dressing plant. 3,700 head of turkeys were dressed out at the Floydada Poultry and Egg plant, chilled at the Floydada Creamery and shipped for consumption on Eastern markets, during the Christmas market season. This industry every year brings money to local labor during the Thanksgiving and Christmas markets.

Buying activities were underway all day and most of the nights last week when the raising of the market to 19 cents per pound flooded the market with turkeys.

Although Floydada is probably the largest marketing center in Floyd county, a great number of turkeys were sold and bought at other points in the county. Floydada has the only dressing plant in the county.

A large number of turkeys were sold on the Thanksgiving market but the Christmas market far exceeded that of that time.

HOME DEMONSTRATION ATTENDED SHORT COURSE

Miss Martha Faulkner, county home demonstration agent, attended the two-day Landscaping Short Course held in Lubbock the first of last week.

Study of shrubs, lawn making, shade tree planting and other topics were discussed. Home demonstration agents from this district were in attendance.



H. E. CANNADAY SUSTAINS PAINFUL INJURIES SAT.

H. E. Cannaday of this city, was painfully though probably not seriously injured last Saturday night when he was struck and knocked to the pavement by a car driven by L. V. Rogers, while walking across the street.

Mr. Cannaday had started to Our Market and Grocery from the north side of the street, when the accident occurred, he had almost reached the south side when Mr. Rogers drove out of the Nu-Wa Garage building. Mr. Rogers, not seeing the pedestrian in time as he came into the street, was unable to avoid the accident and ran into Mr. Cannaday.

Mr. Cannaday was immediately rushed from the scene of the accident to the hospital where he was given medical treatment and three stitches were taken to close an incision in his chin. At the present time Mr. Cannaday is at the home of Mr. and Mrs. W. I. Cannaday where he is recovering from his bruises and scratches. Mr. Cannaday was injured about the face and head.

COMMISSIONERS COURT MET IN CALL SESSION SATURDAY MORNING

The Floyd County Commissioners Court met in a call session in the County Court room Saturday morning. The sessions were called to authorize payment of some bills for road work in the county.

The regular session, completing the regular routine of work and business for the month, was held yesterday.

BOY SCOUTS TO DO SHARE IN HELPING NEEDY

Plans are being made by the Boy Scouts of Troop 20 to collect old toys from people over Floydada, repair them and distribute them to the needy children for Christmas.

This work is to be done in connection with the Associated Charities organization to help supply gifts for the needy in this city.

HOME DEMONSTRATION CLUB YEARBOOK COM. MITTEE MET SATURDAY

The Floyd County Home Demonstration Clubs Yearbook committee composed of Mrs. C. A. Caffee, Mrs. Will Snell, Mrs. A. R. Hanna, and Mrs. Carl McPherson met Saturday to make final plans for compiling and publishing of the Year Book for 1932.

Contract for printing of the Year Book was awarded to Cavanaugh Printing Company. The books will be off the press and ready for delivery to Home Demonstration Club members by January 1, 1932.

FLOYD CO. TEACHERS TO HAVE LEAGUE MEETING SATURDAY

Teachers in schools in Floyd County, including Floydada and Lockney, will meet here Saturday afternoon of this week in a general meeting to formulate plans for the Interscholastic League meet of this county, which is held in the spring. Officials and officers for the Interscholastic League of this county will be selected.

An invitation has been extended to Dr. J. A. Hill, president of W. T. S. T. College, at Canyon, and newly elected president of the Texas State Teachers Association, to make the main address to the assembly.

Discussion and possible organization of a Floyd County Teachers' Association will be included in the business matters coming before the teachers.

County Superintendent Price Scott, is urging teachers in Floyd County rural schools to make arrangements to attend the sessions.

The meeting will be held in the Floydada High School auditorium, beginning at 2 o'clock Saturday afternoon.

Mr. and Mrs. Bill McCarty, of Lubbock, spent the week end visiting with Mr. and Mrs. J. A. Arwine, of this city.

Let Cavanaugh do your Printing.

WHIRLWINDS DEFEAT LAKEVIEW EAGLES 17 TO 12 IN CAGE GAME

The Floydada High School Whirlwinds defeated the Lakeview High School Eagles, in the second basketball game of the season, by a score of 17 to 12 in a cage game played at the Andrews Ward gym Friday night.

The Lakeview community school's basketball team are always strong contenders for the Floyd county championship and won that title last year. Friday night's game was a hard fought battle with neither team having much edge. Two of the Whirlwinds this year are former letter men of the Lakeview quintet and a slight "family" grudge game was in evidence at the tilt.

Raymond Nelson of the Green and White crew was high point man of the game with six points to his credit. His younger brother, Dean Nelson, of the Lakeview quintet was second with 4 points to his number.

Coach Barksdale and Assistant Coach J. M. Teague have been drilling their charges regularly since the football season and results thus far indicate that the Whirlwind quintet will be a winning crew this year.

The first practice game of the season was the clash with the Dickens City team. Several boys have been working out regularly for the Whirlwind squad this year and a number of the football team members have joined the group to try for a permanent position on the team.

Coach Henry Horton of Lakeview, started a fighting and efficient crew into the game Friday night the lineup being, Willie Bunch, center; Leonard, guard; Floyd Nelson, guard; G. W. Smith and Dean Nelson, forwards. Willie Bunch, three year man and two year captain, is a star center position man and did some excellent playing Friday night.

The Whirlwinds starting lineup was: Nelson and Anderson, guards; Bridges, center; Horn and F. Murry, forwards. Raymon Nelson and Roy Anderson, letter men from Lakeview, have worked together at the guard positions for several seasons at Lakeview and are showing up fine in the same positions here. Malcom Bridges, football star and last year letter man at center on the basketball squad, started the game at tip-off position and played an excellent game. Johnnie Horn, forward, is a star man from South Plains and is doing a fine type of playing this year. Floyd Murry, quarterback of the Whirlwind football team this year, started at the other forward position and did some excellent ball handling during the game.

In Friday night's game, it was something of a hard matter to follow the ball with such fast passing and looping as those Whirlwinds and Eagles gave it when it came into their position. For an early season game, the Whirlwind-Eagle scrap was a fast and interesting one, with both teams fighting to the last whistle.

The Whirlwinds had the advantage with large score at the half but the Eagles came back fighting and buried their talons deep to hold the green and white to 4 points and make 13.

H. O. CLINE FAMILY IN AUTO ACCIDENT ENROUTE TO LUBBOCK

Mr. and Mrs. H. O. Cline and daughter, while enroute to Lubbock on a visit Sunday, were slightly injured when the auto in which they were riding collided with another car and overturned. Mr. and Mrs. Cline and daughter were about a half mile on the road south of Cane when another car directly ahead of their turned directly across the highway pushing them into the bar ditch. The machines collided and Cline's car turned over two times.

None of the occupants of either car were seriously injured but received slight bruises and scratches. Mr. Cline's car was damaged about the fenders, top and transmission and had to be towed back to Floydada, approximately \$25 or \$30 damage being done. The other machine, driven by a Plainview resident was not damaged.

Mr. and Mrs. Roe McCleskey, Mr. and Mrs. W. L. Brewster, Mr. and Mrs. W. E. Stone, spent Sunday visiting with Bro. H. P. Cooper, and family, of Lamesa.

FLOYDADA TO BE HOSTS TO SOUTH PLAINS QUINTETS

Following the established custom of the Floydada High School, to hold annually the South Plains Basketball Tournament for boys teams of this section, Floydada will be hosts to accepting teams at the tournament to be held on January 8 and 9th.

Invitations were extended by W. E. Patty and Coach L. T. Barksdale to about thirty teams to attend, by letters sent out last week.

This season's tourney is being held earlier than usual due to the fact that many of the surrounding schools are planning similar meets and if the regular dates for the tournament were filled there would be a great deal of interference in plans.

The South Plains Tournament winnings will have no bearing on the standing of teams in the District Interscholastic League Play, but is held merely as a general play off of teams in this section.

Meadow Victors Last Year

The Meadow High School Quintet were winners of the tourney last year, defeating the Lubbock High Westerners by a score of 39 to 27 in the final round played Saturday night, February 7. The Lubbock Westerners were awarded the silver basketballs as tokens of second place winners and the Plainview Bulldogs won third. Teams from Plainview, Petersburg, Idalou, Hale Center, Quitaque, Turkey, Lubbock, Brownfield, Kress, Silverton and the Floydada High School were in the competition last year at the tournament. In the rounds last year the Whirlwinds were eliminated from the competition by a defeat of 31 to 13 by the Meadow quintet.

Many of the teams entered in last year's South Plains Tournament here will probably be in the running this year and a large percent of the thirty teams invited are expected to accept.

Gold basketballs will be given to the individual members of the winning team and silver basket balls to the runners up team. Honorable mention is given third place winners.

Arrangements for the tournament are being made by Coach L. T. Barksdale, Assistant Coach J. M. Teague and Superintendent W. E. Patty.

Following is a copy of the invitation letter being sent to school teams in this district:

Floydada, Texas, Dec. 10, 1931. Coach of Athletics:

Dear Sir:

It has become the established custom of the Floydada High School to hold annually the South Plains Basketball Tournament for boys teams at some opportune time prior to the date of the district tournament. We have decided on January 8th and 9th as the most suitable date for holding this tournament, hence we invite you and your team to be our guests on that occasion. We shall be able to furnish rooms only.

We are extending invitations to about thirty teams, and expect a large percent of them to accept. We suggest that you allow us to arrange an alphabetic list of the schools that accept and have the secretary of the local Chamber of Commerce draw numbers which shall be assigned to the teams in order of list, that number one play two first, number three play number four second and so on. If all of the teams will agree to this we can notify you the hour and the team you will be expected to meet first, thus making it possible for your team to participate with the least possible loss of time.

Gold basket balls will be given the individual members of the winning team, silver balls to the individual members of the runners up team.

We have a modern gymnasium and will have competent officials in charge. You and your team will be admitted free to the games.

You will find suitable blanks below to fill in your acceptance and agreement to the plan. Please mail your acceptance promptly so that we shall receive it not later than January 4th.

Respectfully,
W. E. Patty, Supt. Schools.
L. T. Barksdale, Coach of Athletics

Rev. and Mrs. P. D. O'Brien attended the workers meeting of the Floyd County Baptist Association held at Crosbyton last week.



THE STORE FOR GIFT BUYERS

This is a year that judgment can be used by buying useful gifts—give something that will last and be of use long after the holiday days have passed.

SUGGESTIVE LIST:—

Fountain Pens, Ladies Purses, Men's Sets, Cigars, Stationery, Smoking Stands, Toilet Sets, Perfume Sets, Atomizers, Pipes, Candy, Thermos Bottles and many other articles will be found at our store for your choosing.

WHITE DRUG COMPANY

No Concessions In Quality

Americans consume more electrical energy than all the rest of the world. Their standard of living is higher, in part because of the contributions of electric service to industry and to home life.

Costs per unit of service have decreased steadily; are continuing to decrease, yet not one concession in quality has been made. Every kilowatt hour at the present low prices is as powerful a worker as when more was charged.

Quality plus low price equals our service. Are we doing all we can to help you enjoy its benefits? We want to.

Texas Utilities Company
"YOUR ELECTRIC SERVANT"

**KEEP THE AIR IN
these TIRES DOWN
...not up!**

REVOLUTIONARY ADVICE from the makers of an amazing tire—the General Dual-Balloon! The one tire that is actually built to run at extreme low-pressure (30% less air than other makes).

Safe winter driving demands traction—softness—low-pressure. Imagine the safety—the comfort—the ease of mind of riding on 10 to 15 lbs. less air with the Dual-Balloon—on tires that grip and hold on the most treacherous winter roads with a widespread sure grip.

Once you ride on low-pressure Generals, you'll never go back to the higher pressures of other tires! And remember: the General Dual-Balloon is the only tire that can stand so little air without danger of premature wear.

A few sample pressures are shown here. Come in—see our complete schedule for all makes—and equip now while prices are still at their lowest levels.

LOOK AT THESE SAMPLE PRESSURES!

General Dual Balloon	Other tires	General Dual Balloon	Other tires
Cadillac 8 . . . 25-30	40	Nash 26	30-35
Chevrollet . . . 24	35-38	Packard . . . 26	40
Chrysler 24	35	Plymouth . . . 20	35
Ford 20	35	Studebaker . 22-28	35-40
Hudson 22-28	40		

LOOK AT THESE SAMPLE PRESSURES!

BARKER BROTHERS
TIRE SAFETY HEADQUARTERS

The Floyd Co. Plainsman
Published Tuesday of Each Week

M. B. CAVANAUGH,
Owner and Publisher

ADVERTISING RATES
Given on Application.

SUBSCRIPTION PRICES

In Floyd County . . . \$1.50
Outside Floyd County . . . \$2.00
Entered as second class matter June 23, 1917, at the post office at Floydada, Texas, under the Act of March 3, 1879.

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.

MRS. W. M. DORSEY
HONORS MID-TERM GRADUATES OF R. C. A. WARD

Mrs. W. M. Dorsey was hostess to the members of the mid-term graduating class from Andrews Ward School at a party given at her home last week.

Color scheme of lavender, pink and green was carried out in the decorations and the plate lunch which was served. Sweet peas were used as plate favors. Miss Ruby Norton, room teacher of the class had charge of the games and entertainment.

Members of the class present were: Willene Tyler, Fern Finkner, Ione West, Betty Louise Rucker, Daisy Aaron, Nadine Wood, Kathleen Lodge, Fleta Manning, Barbara Lynn McCleskey, Bonnie Fuller, Jack Stansell, Gayle Bishop, Jack McKinney, Newell Parker, Eldred Hay, Vernon Dorsey. Joe Dolph and Robert Montgomery were guests. Miss Madge Dorsey and Mrs. Doug Maddox assisted Mrs. Dorsey in the serving.

LOTS OF MEN STILL THINK—

that it is impossible to buy a good suit or overcoat at these prices—but they get a look at "GLADS" at the NEW LOW prices—then their enthusiasm equals ours. You may come in tomorrow expecting great value giving. You'll still not be expecting enough. Powerful values are the order of the day but never in the history of clothing have you seen anything like this, and all new merchandise purchased on today's market.

WEARING APPAREL IS DOWN AND YOU WILL SEE 'EM HERE AT THE NEW LOW PRICE.

Suits, Overcoats, Sweaters, Pajamas, Holeproof Hosiery, Stetson Hats, Caps, Neck Scarfs, Ties, Shirtraft Shirts. No OLD merchandise. No high powered salesmanship. You'd better give a look—

"Glad Snodgrass"
Smart wear for men since 1900

HOLIDAY CLEANING AND PRESSING!

We meet the other fellow's prices on cleaning and pressing. Bring us your tailor work.

Luther Fry

Christmas Suggestion—
Peace and Contentment

WHEN trials pressed in upon the household of a certain brave woman she used to gather her family about her and say gaily, "Now I will make some grabin gams, and open some marmalade, and we will take a little comfort." And comfort was theirs for the taking, and with comfort, no doubt, came courage and strength and some measure of wisdom for the trials when they had to be faced again.

Most of us spend too much time in taking pains and too little in taking comfort. Martin Luther once advised Philip Melancthon to give up managing the universe and let the Almighty God do it. An old colored mammy, asked how she could be so cheerful when she had no easy time of it, replied, "Lor, chile, I wears the world like a loose garment!"

And so it is suggested for a Merry Christmas this year that Christ's teaching of peace in the world was not a teaching for principalities and powers, but for individual men and women—each of us, personally. "My peace I give unto you," was his personal pledge to us.

Of course we cannot put aside the demands of life upon us nor evade its issues, but we can take some time out of life for the deliberate cultivation of a peace and contentment that will increase our efficiency, enrich our beings, and make the whole of living more tolerable.—Farrger's Wife.

Keep Harmony in Mind
When Giving Presents

IT IS not unwise around Christmas time to reiterate one's color scheme. Members of a family who have no color scheme should be given one. Bring joy to your family by planning to do over the bit and miss rooms. And before you tie up the six or ten rolls of new wall paper for its place under the tree, inform all other members of its tones. So that the pincushions and pictures and even the dressing gowns and slippers may be chosen to harmonize. And when giving your best friend a vase, remember her wall paper. A blue jug may be lovely in the shop but terrible against her black and red walls. Not only should one remember a color scheme in choosing gifts but the period motifs and price scale as well. Too elegant a sofa pillow might throw a friend's living room entirely out of tune.—Chicago Daily News.

TIME FOR CHRISTMAS

"I HAVE often thought," says Sir Roger, "it happens very well that Christmas should fall out in the middle of the winter. It is the most dead uncomfortable time of the year, when the poor people would suffer very much from their poverty and cold, if they had not good cheer, warm fires and Christmas gambols to support them."—Joseph Addison.

Yule Candle and Holly
Foretell Good and Evil

THERE are many odd superstitions connected with Christmas candles and holly. One is that if a girl puts three leaves under her pillow, giving each the name of a possible husband, the one that has turned in the morning will reveal her marriage destiny. The Christmas candle is still lighted in some of the old Yorkshire farm houses, and is carried with great ceremony all around the house and into every room. The bearer must be most careful to shield the flame as each door is opened, for it would be the worst of luck should the candle happen to "waff out" in a draught. Especially must the Yule candle be held over the churn. This is done in order to evict that malicious little sprite, Hob-o-the-Churn, who hides therein and spoils the butter.

First Christmas Card

The Christmas card, in its present-day form, was nonexistent until about 1860. Before that date there were Christmas cards of a sort, but they were very expensive, and but little used. The idea for such a card originated with Sir Henry Cole, and the first card printed was issued in 1846 by a London artist, Joseph Cundall.

Use for Christmas Envelopes

The gay linings from Christmas envelopes cut into the shape of flowers make pretty and unique backing for Christmas tree lights. Or, cut into silhouette shapes, they provide something original in the way of seals for decorating the gift packages.

Two Christmas Islands

There are two Christmas islands, one in the Pacific and one in the Indian ocean.

CARD OF THANKS

We wish to thank our many friends and neighbors who so kindly helped us in our time of trouble at the loss of our father and grandfather. May God bless each and every one of you.

J. A. Lowry and family,
Mrs. J. A. Grigsby and family.

Mr. and Mrs. A. P. Horn, Mrs. A. J. Welch, Virginia and Billy Joe Welch, Mrs. C. E. Ross, Miss Carrie Dixon attended the Lubbock-Abilene ball game in Lubbock Saturday.

ASPIRIN

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 monoaceticacidester of salicylicacid.

L. G. MATHEWS
Attorney-at-Law

Suite 302 Readhimer Building
Floydada, Texas

DRINK MILK FOR HEALTH'S SAKE

Fresh Bulgarian Buttermilk Daily 7½c
Quart, 30c Gallon.

T. B. TESTED COWS
ROY PATTON DAIRY
PHONE NO. 306

FIRE WORKS

FOR THE STOCKING
ROMAN CANDLES
SPARKLERS
BABY GIANTS
CHINESE CRACKERS
SKY ROCKETS
TORPEDOES
SEE OUR WINDOW FOR PRICES.

Westers' Quality Bakery

GIFT JEWELRY FOR ALL!

A GIFT FROM HERE WILL MEAN MUCH MORE

10 to 50 Per Cent

DISCOUNT ON EVERYTHING IN THE HOUSE.

Wilson Kimble
OPTICAL & JEWELRY COMPANY

DETAILED PERFECTION IN—

La Camille Garments

COMBINE FASHION AND COMFORT TO MAKE A CONVENIENT WHOLE!

With the aid of skilled corset designers the LaCamille garment has been scientifically perfected to meet the figure demands of the modern woman . . . who insists on graceful lines that betoken irresistible youth and charm.

Curious styles and qualities may be selected in this smart garment.

Baker, Hanna & Co.
"WHERE YOU WILL LIKE TO TRADE"

**MRS. R. A. GARRETT
HOSTESS TO 1929 STUDY
CLUB AT MEETING**

Mrs. R. A. Garrett was hostess to the 1929 Study Club at their meeting Thursday, December 10. Mrs. Garrett's home was decorated in keeping with the yule season and appropriate Christmas symbols were used for plate favors with the refreshments served during the social hour.

Mrs. A. D. Cummings conducted an interesting lesson on "Americans Begin to Come into Texas", a continuation of the study of the History of Texas. Mrs. Terrell Loran, Mrs. J. D. McBrien, Miss McKinney and Mrs. Robert A. Sone, assisted the leader in the discussion of the lesson topic.

The members answered roll call by naming a Texas college. Mrs. L. J. Welborn and Mrs. Robert Garret gave interesting reports on the Texas State Federation of Womens Clubs meeting at Lubbock, which they attended recently.

At the conclusion of the program, as a reminder of the approach of the Christmas season, Mrs. Leroy McDonald, the president, read from the bible the story of the birth of Christ. During the social hour the hostess served refreshments using Christmas symbols as plate favors.

Mrs. Edwin Heald will be hostess to the club at the next meeting which will be held January 14. The lesson topic to be studied will be a contribution of "The Americans Begin to Come into Texas", with Mrs. E. E. Hinson as the leader.

McCOY NEWS

McCoy, December 15.—Rev. Jones filled his appointment here Saturday night and Sunday.

The B. Y. P. U. was well attended Sunday. Everyone is invited to come and the members are urged to be present.

Miss Montgomery of Center, spent the week end in this community. Several from here attended the play at Allmoor last Friday night.

Miss Flora Day visited with Miss Clarreot Tardy Saturday night.

Mr. Wilbur Ewing is spending a few days here with his parents, Mr. and Mrs. Sam Ewing.

Mrs. W. J. Berry entertained Friday night with a party. Everyone reported a very enjoyable evening.

Mr. Charley Mara of Sandhill, spent Saturday night with Mr. and Mrs. Jewell Mara.

Mr. and Mrs. H. A. Tardy and Vester Tardy are spending a few days in Waco, Texas.

Mr. Robert Jones, of Louisiana, is spending a few weeks here with his aunt, Mrs. W. W. Smith and other relatives.

Miss Vera Thacker of Estacado, spent last week with Miss Opal Smith.

Mr. Leonard Smith is re-modelling his house this week. He plans to have it completed within a few days.

Several enjoyed a musical at the home of Mr. and Mrs. Charley Payne's Thursday night.

Mr. K. Terrell and J. B. Holland attended the football game at Lubbock Saturday.

**SANDHILL P. T. C. TO
PRESENT PLAY DURING
CHRISTMAS SEASON**

"Building Castles in the Air", a three act comedy drama, will be presented at Sandhill Friday night of this week. This play will be the first on this season's ticket, according to the announcement made yesterday by Mrs. Ed Holmes of the Sandhill P. T. C.

The cast will include characters from the Sandhill high school students and faculty members. An admission charge will be made.

Sandhill P. T. C. Club's annual Christmas night play, "Sound Your Horn", will be presented this year as is the usual custom.

"Sound Your Horn", is a three act comedy drama, featuring straight comedy, a dandy story and plenty of wisecrackers. You will be guaranteed a full evening of entertainment if you see this play. Mrs. Holmes stated in her announcement.

The cast of characters will include: Miss Ola Hanna, Miss Buela Weems, Miss Allina Goodman, Miss Oleta Standifer and Miss Ted Standifer; Arthur Womack, R. L. Galligher, Ed Holmes, and Oliver Holmes.

A number of between act numbers are being arranged to complete the entertainment.

R. E. Fry and family returned Sunday from Dallas, where Mr. Fry attended the annual convention of Southwestern Life Insurance Company held there. They had been gone since Wednesday.

Let Cavanaugh do your Printing.

**ANDREWS WARD P. T. A.
HAS BEEN POSTPONED TO
WEDNESDAY, DECEMBER 23**

The Andrews Ward P. T. A. has postponed their meeting from Wednesday, December 16th, to Wednesday, December 23. The business meeting will be at 2 o'clock and the program will be in the auditorium at general assembly at 2:30 o'clock.

Program
Song, "Christmas Welcome"—All. Reading, "Welcome"—Bobbie Deam Turk.

Scripture Reading—Jack Dawson. Song, "Away in a Manger"—First Grade.

Play—High Second Grade. Song, First Christmas—Low Second Grade.

Reading—Winifred Hodge. Pantomime, "The Star and the Child"—Low Fifth Grade.

Song and Drill, "Jingle Bells"—High Fifth Girls.

Piano Solo—Mary Lynn Cole. Reading—Nadine Woods.

Song, Christmas Day—Fourth Grade Boys. Piano Solo—Marquinetta Price.

Reading—Joyce King. Play, "Santa and Son"—Sixth B1.

MUNCY NEWS

Muncy, December 15.—Mr. and Mrs. Earnest Fowler are the proud parents of a baby girl, born Friday. Mrs. Fowler is at the home of her parents, Mr. and Mrs. Geo. Webster. Mr. and Mrs. Edd Muncy and Mr. and Mrs. Robert Muncy attended the social by their Sunday school class, Friday evening at the City Auditorium at Lockney.

Tress and Ganell Allen of Lockney, spent Sunday with Bobbie Muncy.

Mr. and Mrs. Everett Wallace visited relatives in Plainview Sunday. Mrs. Wallace is in Plainview Sunday.

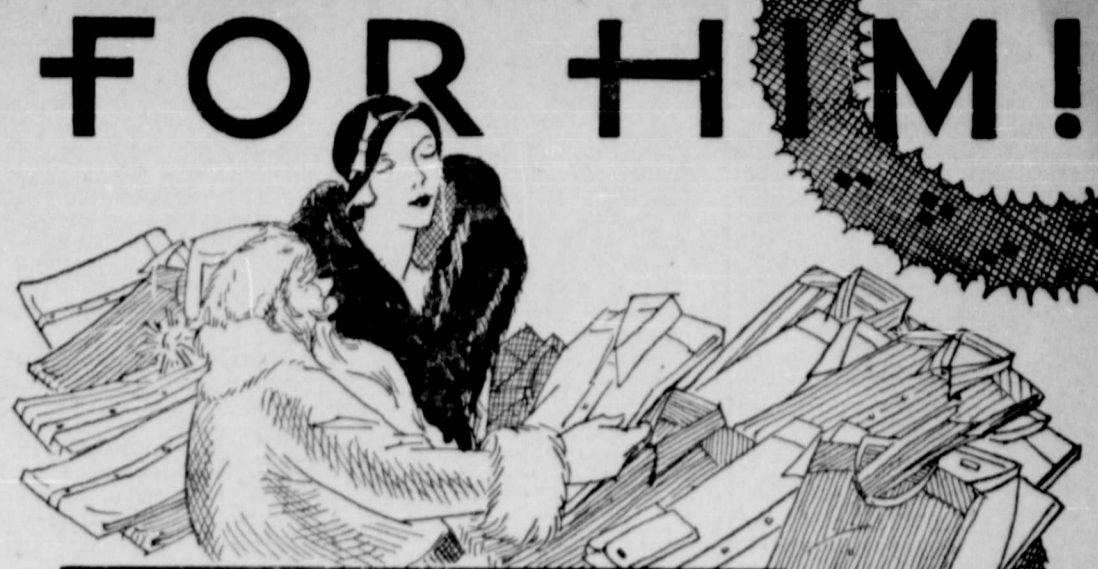
Mr. and Mrs. J. F. Biggs spent Sunday afternoon with Mr. and Mrs. Sammley.

Miss Flossie Ferguson, Mrs. R. E. L. Muncy and Mrs. A. B. Muncy were in Floydada Tuesday.

Mr. and Mrs. J. J. Frizzell and Mr. Lincoln Frizzell visited in the Edd Muncy home Monday.

Mr. and Mrs. Geo. Webster spent Wednesday of last week with Rev. and Mrs. R. E. L. Muncy.

FOR HIM!



New Shirts!

We have just received 400 Shirts of the Newest Designs and Colors. Snowy White and colorful Broadcloth—Clever Jacquard Designs and Handsome Madras—Stripes, solid colors and fancy weaves. All pre-shrunk collars—Tailored to fit are these Nofade and Perfecto Shirts.

79c, 98c, \$1.65, \$1.95

Martin Dry Goods Co.

FLOYDADA, TEXAS



Who Can Pass This Examination? ————— *By Albert T. Reid*



QUESTIONS	ANSWER YES OR NO
Have you tried to be a good boy?	
Are you impudent?	
Do you eat what you are told to?	
Do you pick up your play things?	
Do you tease the dog?	
Do you wash your hands and face	
Do you track mud into the house	
Do you always say "yes mam" and "no sir"?	
Do you always say "thank you"	
Are you nice to your little playmates?	
Do you go to bed when you are told?	

They're Only a Cent Apiece ————— *By Albert T. Reid*



And we mustn't forget to put on a Christmas seal. That's almost the most important part of it.

Do Your Christmas Shopping Early



**Hey, Hey,
Children !!**

—AND GROWN-UPS TOO

What's Christmas without sweets? But why worry—there's no need to be without sweets—here they are a-plenty—pure, healthful, wholesome and delicious.

**Plainview Candy
Kitchen And
Tea Room**

FLOYD CO. TEACHERS TO HAVE LEAGUE MEETING SATURDAY

Teachers in schools in Floyd County, including Floydada and Lockney, will meet here Saturday afternoon of this week in a general meeting to formulate plans for the Inter-scholastic League meet of this county, which is held in the spring. Officials and officers for the Inter-scholastic League of this county will be selected.

An invitation has been extended to Dr. J. A. Hill, president of W. T. S. T. College, at Canyon, and newly elected president of the Texas State Teachers Association, to make the main address to the assembly.

Discussion and possible organization of a Floyd County Teachers' Association will be included in the business matters coming before the teachers.

County Superintendent Price Scott, is urging teachers in Floyd County rural schools to make arrangements to attend the sessions.

The meeting will be held in the Floydada High School auditorium beginning at 2 o'clock Saturday afternoon.

SEASON'S LOW TEMPERATURE REGISTERED MORNING

The coldest weather experienced this winter was yesterday morning between 3 and 4 o'clock and again between 8 and 9 o'clock when the mercury fell to a low degree of 19.

According to the Bristol Recording Thermometer in the West Texas Gas Company home here, this was the lowest temperature during this winter with the prior season's low being 25 degrees.

LOCAL MEN ATTENDED PANHANDLE PLAINS SHOW

Edwin Heald and S. M. Cole attended the Texas Panhandle-Plains Poultry Show which was held at Slaton Wednesday, Thursday and Friday of last week.

Mr. Heald reports that a fairly good show was had but that there was not a very large crowd in attendance Friday.

Mrs. L. C. Wheeler of the Blanco community, had some turkeys in the exhibits at the show. Mrs. Wheeler is one of the regional directors of the show and was present on the show days.

Mr. and Mrs. Bill McCarty, of Lubbock, spent the week end visiting with Mr. and Mrs. J. A. Arwino, of this city.

Dr. K. J. Clements

OSTEOPATHIC PHYSICIAN AND SURGEON

GENERAL PRACTICE AMBULANT PROCTOLOGY

OFFICE 308-10 SKAGGS BLDG PLAINVIEW, TEXAS

Phone—Office 189, Res. 1076

FLOYDADA INSURANCE AGENCY

Insurance of all kinds. Your inquiries and business respectfully solicited.

G. C. TUBBS
W. H. HENDERSON

TONY B. MAXEY

LAWYER
Second Floor in Courthouse
FLOYDADA, TEXAS

T. C. Russell

CLEANING AND PRESSING

AND SUITS TO ORDER

WE CALL FOR AND DELIVER

Phone 66



ROSS MERVIN paused a moment before he went up the rickety stairs that led to the room where "Soup" Sam would find him a bed for the night for the sum of ten cents.

He caught sight of a slight, girlish figure staggering along the street toward him. She stopped suddenly with groping hands.

"Something wrong?" he asked gently.

"I guess—I'm blind! My eyes—"

Her wide eyes did seem sightless to him. He took her arm quickly under his. "Perhaps it is just for the moment. I'll be glad to take you home if you tell me where to go."

She was a slight thing, and pretty under other circumstances, Ross thought. He learned in that brief but eventful walk that she had been studying art in the city, but success had not come her way. The Christmas rush in the stores had given her an opportunity to earn money. The lights had bothered her after the strain her eyes had

been under in her studying and that night on her way home darkness deeper than the night had come over them.

A rigid faced landlady came to the door. In a moment Ross glimpsed the situation. The woman heard the explanation with a scowl; and he decided to wait until he had seen the helpless girl to her room. Then he said quietly:

"Look after her well, and I will see that you are paid."

"She has her room paid until Sunday night. After that the city will take care of her—unless she has the cash Sunday night. You look like a bum to me, but if you get the money, all right," the woman said shortly.

Ross smiled. "You have my number, but I'll have the money. He good to her. She's a mere kid and up against it."

"So am I," she replied sharply.

The next morning early he was at an agency. He stepped to the desk just in time to hear a man say, "That's no job for me!" and go on.

"I'll take it," Ross agreed.

The clerk smiled. "This job is driving a truck for the construction company at Millburg. The truck carries explosives."

For two days Ross drove the truck. Saturday night he received his two days' pay and hurried to 20 East street, paid the grim landlady rent for another week, and talked for one long happy hour with the girl he had vowed to aid. Her eyes had improved a little, and under his quiet determination she agreed to rest during the coming week.

"I—I don't see why you are so good to me," she said hesitatingly at parting.

Her hand sought his. "But—your voice out of the darkness—I know! O, I know!"

The next week, the fates seemed to take a hand in remodeling his life.

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TWO stockings hung from either side of the nantlepiece of an old-fashioned room. They were well filled. They bulged artistically but generously at every possible place. Over the pictures on the walls were large branches of spruce green. In one corner of the room stood a small Christmas tree, gayly bedecked with tinsel and favors and on the very top was perched a cardboard Santa Claus who still appeared as ruddy and festive as he had when first he had stood there seventeen years before.

The stockings which hung so heavily looked as though they would drop their load any minute but they were securely fastened and held down at the top by heavy hooks.

"Mumsie," cried a girl's voice. The front door had just opened.

"Hello," came back the answer from the woman sitting before the fire in the living room. She gazed with half wistful

eyes at the stockings, then she called, although she knew the answer—

"Yes! Who is it?"

"Oh, Mumsie," the girl exclaimed as she came in the door, "how lovey the house looks! And you've trimmed the stairway since I've been gone. Did you put some green in the pulpit?"

Louise Waterbury ran out of the living room and up the stairs, around the bend of which was an opening which strongly resembled a pulpit architecturally. There again and again as a child Louise had preached "sermons" to Mumsie who had sat on the stairs, the sole listener to her oft-repeated text and sermon on the theme she loved the best. It gave her a chance for so many repetitions, and again and again, in her own way she would give her text.

"Sam'l, Sam'l," and he answered "Here am I." Again and again the Lord would call Samuel in Louise's recitation. If she had gathered some of her friends together at any time she had formed a choir professional and they had added to the service by singing "From Greenland's Icy Mountains."

It was such a graphic hymn. She could see India's coral strand, the great icy mountains of Greenland and the hot soil of Africa—all vividly in her mind.

Yes, the pulpit had been decorated with great branches of green spruce and pine and hemlock. There was nothing in the house which didn't show that it was Christmas time and the room where they sat, with its four windows, its wreaths at each one, its white woodwork, its huge open fire dancing gaily and throwing shadows and lights and making a wonderful series of fantastic, fanciful pictures on the walls, all breathed the spirit of the season.

So they had sat every Christmas eve now for seventeen years. Mumsie had waited until Louise was a year old to decorate the house.

"Hain't we better be having supper now? We've a long evening ahead."

So these two celebrated their Christmas together, one of them old, the other young. And when Louise said good-night to Mumsie one little happy tear did escape her, and Mumsie felt it on her cheek.

"What's the matter, dearie?"

"Nothing at all!" Louise exclaimed. "Only I've been thinking that the most wonderful gift of all, the most beautiful Christmas gift, or gift of life or anything and everything, is the way you have always made us have so much happiness and so much joy out of keeping 'days' and entering into the spirit of them, and in making the day-by-day living something so beautiful and so happy. Oh, Mumsie, you put the spirit of Christmas into every moment of the year."

And Mumsie hugged Louise and said:

"My, dear, you're the secret of it all. It is because a young, young creature such as you, has never, never made me feel old!"

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AN OLD, old lady told me something strange one time. "Santa Claus," she said, "is the saint of little children. But there is a grownup's saint at Christmas time, too, who stands beside us measuring our gifts and recording them truly. He wouldn't judge by the means we use. For," the old, old lady smiled sweetly, "love makes a gift great at Christmas time."

In a small bungalow at the edge of a western town, a woman named Martha, and her daughter, Ruth, lived. They and their house were a bit shabby, but that does not matter at Christmas time.

"Dear me!" Martha sighed as she took the last stitches. "I dread Christmas every year. It means work and sacrifice. I could have had a good pair of stockings for what I paid for Aunt Caroline's present, but I'd be ashamed to send her less."

"Yes!" Ruth snipped. "She and Anna probably think we're trash anyway. And look at what they give us! Last year Anna sent a bunch of fancy boxes. Imagine what on earth she'd do with them!"

"Anna's selfish, that's what!" Martha nodded with sudden conviction. "She wouldn't work the way you've had to. She'd think it was beneath her."

The idea enraged Ruth. She glared. "I'll show her some day, the insane snooty thing! I'm going to be somebody. And she with her pampered life—"

Martha nodded. "She's just like her mother. Caroline always had to have her way. Always haughty and proud. I never could understand why your uncle married her."

"Huh!" Ruth wrote their names on the tags. "Me, either! What a

life he must lead with those two."

"With them it's always 'me and mine.'"

"And Anna is as crude as she can be. Remember the time—"

But the recording saint went on. He had found the value of their gifts. And he was anxious to see Aunt Caroline and Anna.

They were in a large living room before a merry fire. There were great holly wreaths in the beautiful windows. And from the kitchen came the song of the cook.

Anna smiled across at her mother. "Almost through with Aunt Martha's present?"

Aunt Caroline nodded. "Yes. And if you've finished Ruth's handkerchiefs, we'll get the package off. I hope Martha likes this."

"She will. Aunt Martha's a dear. Wouldn't it be great if they could spend Christmas with us some time?" Anna's eyes glowed.

"Wouldn't it! Too bad you and Ruth can't know each other better. You're so near the same age. Martha writes that Ruth is working hard. She's going to amount to something!"

Anna arose to write the names on the tags. "I'll bet she does. Remember when she was a little girl, she used to be so ambitious? I'm going to use this pretty tag on her package. Isn't it fun getting things off to them! I wish we could send them something nicer."

Caroline smiled. "Martha is sensitive and I wouldn't hurt her by sending things so much better than she could afford for us. Little things can express our love just as well. I'd be happy with only a card from them. It's the thoughts, you know."

Anna smiled and placed each package tenderly into a box.

And the packages passed each other in the mails. By chance they had the same kind of tags:

"Merry Christmas and love from Ruth and Aunt Martha."

"Merry Christmas and love from Anna and Aunt Caroline."

But the grown-up Santa made very different notations. For Christmas is a memorial to a Prince whose greatest commandment was "Love one another" and who said "Judge not" and "Revenge not."

What will our Christmas gift record tell for who can prove that the old, old lady was not right?



HAT will do, thank you, Elise," and Elizabeth dismissed her maid with a smile. It was her custom each Christmas to entertain whatever guest the Charities sent to her without Elise's help.

Once it had been a down-and-out ex-missionary well along in years, once a lonely girl from the West, and several times thin little waifs from the tenements. On those latter occasions Elizabeth had been glad of the fragrant tree which always stood in one corner of the apartment, alight with colored bulbs and hung with varied gifts.

There was no one in sight now—wait, wasn't that some one just turned the corner?

A moment later the bell rang and if, when she ran down the stairs and answered it, Elizabeth was decidedly taken back at the young man who stood before her, it is probable that he, too, had his moment of surprise as he gazed at the slender vision in a white dress.

"Miss Lowry, of the Charities sent me—" he began.

"Oh, yes," nodded Elizabeth quickly. She mustn't let him think for an instant she had hesitated. She had absolute confidence in anyone Miss Lowry, head of the board, might send. "Hang your coat and hat on the customer at the head of the stairs. And, let me see, your name—"

Still the young man seemed a bit uncertain. Then, "Drake Gibson," he said, resolutely and abruptly.

Elizabeth breathed an unconscious sigh of relief, as she preceded him

up the carpeted stairs. After the first embarrassing moments, she had always found that things went more easily.

Yet it was hard to believe, during the meal which followed, that her guest was the sort of down-and-outer with which the Charities were wont to deal.

He talked interestingly and entertainingly and before she realized it, dinner was at an end and there remained as part of the festivities only the ceremony of choosing gifts from the tree.

She had rather decided to pass that part of the entertainment up when she remembered that she had hidden in a red cheesecloth stocking filled with candy a tiny purse with a five-dollar gold-piece in it. Nor was she to be blamed for supposing that a gift of money so tactfully presented would not be amiss to anyone willing to accept a dinner from an utter stranger.

So, in her winning manner, Elizabeth suggested that they each choose a gift from the tree, and laughed when he carefully untied a little furry monkey.

Then she took down the stocking full of old-fashioned candy.

"At a proper tree there is always something to take home," she said. He smiled and accepted it. Then, to her horror, drew out his knife and cut the red string at the top.

"Have some?" he invited.

"No—that is—yes, thank you," she said in confusion, and watched him eat several pieces.

Then he pulled out the tiny purse and, with a frown, opened it.

Strangely enough, she saw no sudden blush or sign of self-consciousness. Rather he seemed relieved.

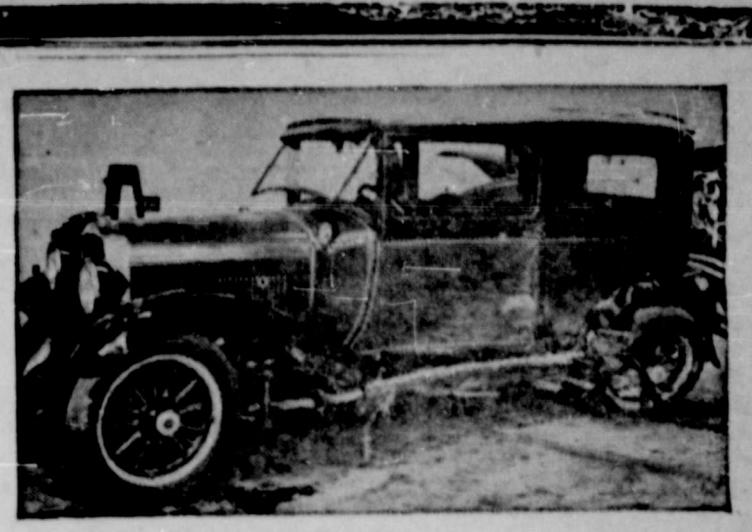
"This means that I must tell you," he said gravely. "And I'm very much

ashamed of myself. You see, I've accepted your hospitality under false pretense. I'm—well, I'm only Miss Lowry's nephew home from globe trotting for my paper. She asked me to stop and tell you that the old lady she was going to send to your annual Christmas dinner had not shown up. You made the mistake of thinking I was the one and—oh, I've no proper apology but you know a fool reporter never turns down an experience of any kind." He paused and regarded her so wistfully that Elizabeth's anger melted. After all, it was Christmas time when one should be forgiving.

"I'll promise never, never to do it again!" he said with such an air of little-boyishness that Elizabeth laughed in spite of herself.

Neither one of them realized then that all their Christmasmas were to be spent together.

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BEWARE

Smooth-worn tires skid on winter roads!

GOODYEAR PATHFINDER

Don't wait for accidents—get new rubber on every wheel now. New tires mean safety—you need them more right now than at any time in the year. It's a fact, good tires show almost no wear in cold wet weather—they'll still be "new" next spring.



SIZE	Price of Each	Each in Pairs
28x1.40-21	\$4.98	\$4.66
28x1.50-20	5.00	5.47
30x1.50-21	5.09	5.51
28x1.75-19	6.05	6.42
28x1.75-20	6.75	6.57
29x5.00-19	6.98	6.00
30x5.00-20	7.10	6.92
28x5.25-18	7.90	7.05
31x5.25-21	8.57	8.35
28x5.50-18	8.75	8.50

Magnolia Service Station

H. O. CLINE, MANAGER, ——— PHONE NO. 36

My Gas Bills Are Too High

VERY OFTEN THEY ARE. We will tell you so and tell you why.

YOU ARE PAYING FOR NO MORE GAS THAN YOU BURN, but you are burning more than you need.

Long, yellow, wavering flames that float along the bottom of the utensils indicate the use of too much gas.

The United States Bureau of Mines in a bulletin on the correct use of natural gas in the home, describes fifteen different ways this fuel is wasted.

All of these are due to faulty apparatus, faulty knowledge of how to burn gas, or to carelessness on the part of the consumer.

West Texas Gas Co.

No Concessions In Quality

Americans consume more electrical energy than all the rest of the world. Their standard of living is higher, in part because of the contributions of electric service to industry and to home life.

Costs per unit of service have decreased steadily; are continuing to decrease, yet not one concession in quality has been made. Every kilowatt hour at the present low prices is as powerful a worker as when more was charged.

Quality plus low price equals our service. Are we doing all we can to help you enjoy its benefits? We want to.

Texas Utilities Company

"YOUR ELECTRIC SERVANT"

(© 1931, McClure Newspaper Syndicate.) (WNU Service.)



CHRISTMAS SALE! Closing Out Big Stock!

—Of Holiday Goods at greatly **REDUCED PRICES**, some at cost, and some below cost. We are over stocked, and are going to give the folks of this vicinity an opportunity to supply their wants at saving prices. We hope to make it a Merry Christmas for you.

Below is only a few suggestions. Space will not permit quoting prices on the numerous items all over the store. Sale starts now, and closes December 24th, 1931. Shop early and avoid the rush.

TOYS OF ALL DESCRIPTIONS

Drums, Street Cars, Automobiles, Air Planes, Fire Trucks, Air Mail Hangers, Etc.
All Specially Priced.

Footballs, Each 49c Large Assortment Children's Story Books, Reduced Prices.

Childs Arm Chairs, Each 98c Childs Red and Green Chairs, 59c Childs Red and Green Rockers 75c

Doll Beds and Cradles, 39c, 59c, and \$1.29 Each.
Doll Trunks, Each 49c and 98c

LARGE ASSORTMENT OF DOLLS

Regular 25c Dolls, Priced each 15c Regular 50c Dolls Priced, each 25c Good Assortment Larger Dolls Greatly Reduced.

Games of all descriptions, Large Assortment of Children's Story Books, Toy Violins, Guitars, Banjos, Smoking Sets, Flower Stands. All priced to sell.

We have arranged for Santa Claus to visit our store Saturday afternoon, December 19, and also on Thursday, December 24th.

SPECIAL GIFT GOODS—

Imported Hand Painted China-ware, Vases, Flower Bowls, Sugar and Cream Sets, Ash Trays, Smoking Sets. Assortment of Imported Hand Decorated China-ware, Showing Floyd County Court House, in Colors, Childs Cups and Saucers, Berry Dishes, Vases, Mugs, Card Dishes, Etc. All very appropriate for gifts or souvenirs.

We have a good assortment of House and Christmas Tree decorations, Christmas Cards, Colored Tissue Wrapping Paper, Empty Christmas Boxes, Etc.

We are specially advertising Holiday Goods, but remember we have SPECIAL PRICES ALL OVER THE HOUSE, and want to supply your needs in staple goods

We have the usual Array of Wagons, Tricycles, Doll Cars, and play things of all descriptions. Iron and mechanical toys priced to sell.

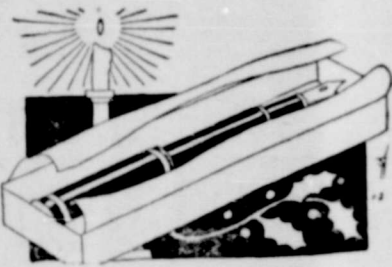
J. U. BORUM VARIETY STORE
South Side Square Floydada, Texas

\$20.00 Erector Set. The world's greatest Toy, priced at \$12.50 Child's Electric Range, value \$7.50, Sale Price \$4.19 Child's Electric Range, \$2.50 Value, Sale Price \$1.19

We have a few Electric Toys, such as Trains and Racers, at greatly reduced prices. Plenty of Pistols and Fireworks.

USEFUL GIFTS

Ladies and Misses House Slippers, Box Handkerchiefs, Box Stationery, Nice Picture, Easel Picture Frames, Mirrors, Neck Ties, Ladies and Men's Hose, Men's and Boys Shirts, Caps, Belts, Etc., Fountain Pens, Pen and Pencil Sets, Painted China-ware, Pocket Knives, Pound Box Chocolate Candy.



lowat hour.
For all in excess of 50 kilowatt hours used each month, 3 cents per kilowatt hour.
Minimum charge per month for lights only \$1.00.
Minimum charge for combination \$2.00.

BUSINESS LIGHTING AND OR COOKING AND OR HEATING AND OR REFRIGERATION:

For the first 50 kilowatt hours used per month, 9 cents per kilowatt hour.
For the next 150 kilowatt hours used each month, at 7 cents per kilowatt hour.

For the next 200 kilowatt hours used each month, 5 cents per kilowatt hour.

For all in excess of 400 kilowatt hours used per month, 3 cents per kilowatt hour.
Minimum charge per month \$2.00 for combination. \$1.00 for lights only.

POWER RATES
DEMAND CHARGE 75 CENTS PER KILLOWATT CONNECTED LOAD PLUS ENERGY CHARGE AS FOLLOWS:

For the first 60 kilowatt hours used each month, per connected kilowatt 4 cents per kilowatt hour.

For the next 120 kilowatt hours used per month, per connected kilowatt, at 3 cents per kilowatt hour.

For the next 180 kilowatt hours used each month, per kilowatt connected, at 2 1/2 cents per kilowatt hour.

For all in excess of 360 kilowatt hours used each month, per kilowatt connected at one cent per kilowatt hour.
Minimum charge per kilowatt connected 75 cents.

HEATING AND OR COOKING AND OR REFRIGERATION. (No lighting.)

For the first 50 kilowatt hours used each month at 4 cents per kilowatt hour.

For all in excess of 50 kilowatt hours used each month, at 3 cents per kilowatt hour.

Minimum charge \$2.00 per month.

SIGNS AND OR WINDOW LIGHTING.

All energy used for this purpose shall be 5 cents per kilowatt hour, monthly.

Minimum charge per month \$1.00.

All bills not paid by the tenth of the month, after reading, shall have a five per cent penalty added to said bill and collected as the balance of said bill.

Any person, firm or corporation, their agents, servants or employees, violating any part of this ordinance or any provision thereof, shall be deemed guilty of a misdemeanor and upon conviction thereof, shall be fined not less than five nor more than twenty-five dollars, for each offense and each charge in excess of the amount allowed by this ordinance, shall constitute a separate offense.

Ordinance number 150 is hereby repealed.

Passed and approved this the 8th, day of December, 1931.
Effective December 20th, 1931.

W. C. HANNA, Mayor.
Attest: S. E. DUNCAN,
City Secretary of the City of Floydada, Texas.

Mrs. Virgil Williams took her little son to Lubbock Friday to see the Kris Kringle parade there.



AFTER 40 bowel trouble

Constipation may very easily become chronic after forty. And any continued constipation at that time of life may bring attacks of piles and a host of other unpleasant disorders.

Watch your bowels at any age. Guard them with particular care after forty. Whenever they need any help, remember a doctor should know what is best for them.

"Dr. Caldwell's Syrup Pepsin" is a doctor's prescription for the bowels. Tested by 47 years' practice, it has been found thoroughly effective in relieving constipation and its ills for men, women and children of all ages. It has proven perfectly safe even for babies. Made from fresh laxative herbs, pure pepsin and other harmless ingredients, it cannot grip; will not sicken you or weaken you; can be used without harm as often as your breath is bad, or when your tongue is coated; whenever a headachy, bilious, gassy condition warns of constipation.

FOR RESIDENTIAL LIGHTING AND OR HEATING AND OR COOKING AND OR REFRIGERATION:

For the first 25 kilowatt hours used each month, at 9 cents per kilowatt hour.

For the second 25 kilowatt hours used per month, at 7 cents per kilowatt hour.

Dr. W. B. CALDWELL'S
SYRUP PEPSIN
A Doctor's Family Laxative

BIG SALE CONTINUES!!

WE ARE WELL PLEASED WITH OUR SALE. WE HAVE PLENTY OF REAL BARGAINS ALL OVER OUR STORE. IT WILL PAY YOU TO VISIT THIS SALE.

New Fall Dresses

We have just received a shipment of 44 New Dresses that were bought away down low, which we are offering at real values. Don't fail to see them.

Real Coat Values

We have five Fall Coats carried over ranging in price from \$24.50 to \$60.00, going at \$9.85 to \$19.95.

We have 23 New Fall Coats left. If you don't believe we are selling them worth the money come in and check their value, priced At \$5.85, \$8.95, \$13.85 and \$19.95.

These are real values, folks. We invite you to see them.
Ladies Fall Hats from 49c to \$2.49.

1 Lot Ladies House Dresses, going at **47c**

1 Lot Humming Bird All-Silk Hose, going at **85c**

1 Lot Silk Dresses and Silk Suits, values up to \$12.50, going at **\$2.95**

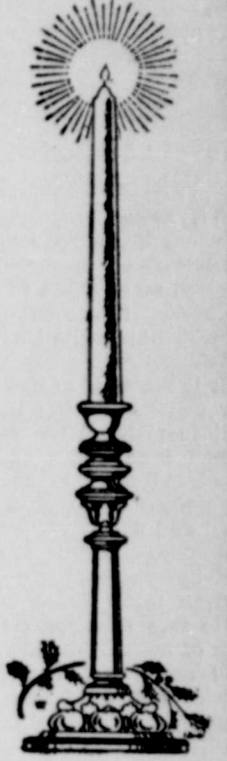
Men's Work Shoes, good leather, all sizes **\$1.29**

Large Double Blankets, part wool **\$1.49**

Good heavy grade Outing, 36 inches wide, per yard **9c**

Men's and Boys Coat Sweaters, special **44c**

All Silk Crepe, at per yard **79c**



Baker Hanna & Company

"WHERE YOU WILL LIKE TO TRADE"

QUALITY Merchandise at Reasonable PRICES!

South Plains Lumber Co.

H. G. McCHESNEY, MANAGER
PHONE 6

QUALITY SERVICE COURTESY

SPECIAL HOLIDAY FARES

GO HOME FOR CHRISTMAS VIA

Santa Fe

One and two-third of regular one-way fare for the round trip between all points in Texas and to destinations in Louisiana. Tickets on sale any day to and including DECEMBER 31st, 1931, final return limit thirty days.

Tickets at regular one-way fare plus 25c for the round trip will be on sale DECEMBER 24th, limit DECEMBER 28th, and DECEMBER 31st, 1931, limit JANUARY 4th, 1932.

Very low round-trip fares to many other points in United States. Tickets on sale December 18th to 24th, incl. 1931, final return limit January 5, 1932.

For further information, rates, routes, reservations, etc., Call—
V. WILLIAMS, Agent, Floydada, Texas. Or Write—
T. B. GALLAHER, General Passenger Agent, Amarillo, Texas.

WANT ADS BRING RESULTS

See us for useful gifts. F. C. Harmon. 1-1tc

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

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

See us for useful gifts. F. C. Harmon. 1-1tc

TYPEWRITER RIBBONS at the PLAINSMAN Office.

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

Come and trade with us. You will always find good things to eat here. Our Market & Grocery. 17-tfc

Good buys in new and second hand stoves. F. C. Harmon. 1-1tc

Let Cavanaugh do your job printing. You will find him work in the mechanical department.

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

TO TRADE—Nice, well located home in Lubbock for Floydada residence or farm land. W. M. Massie & Bro. 44-tfc

We buy poultry, eggs, and produce at all times. Bring 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.

Smokers, Lamps and Rugs make useful gifts. F. C. Harmon. 1-1tc

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

Nice, fresh groceries at all times. Our Grocery and Market. Phone 130. 22-tfc

Christmas Wreaths, Holly, Mistletoe, Poinsettias, Pot Plants, Cut Flowers. Hollums, Floydada Florists. 52-tfc

Let Cavanaugh do your printing.

Smokers, Lamps and Rugs make useful gifts. F. C. Harmon. 1-1tc

Christmas Pot Plants, in bloom and all dressed up, one dollar each and up. Hollums, Floydada Florists. 52-tfc

Good buys in new and second hand stoves. F. C. Harmon. 1-1tc

All kinds of good cooking and eating apples and peacans on north side square. L. E. Jordan. 50-tfc

ORDINANCE NO. 151

An ordinance to set and establish the maximum rates to be charged for electric energy, and to prescribe and declare who shall take the different rates and charges for same, and to prescribe a penalty for violation hereof.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FLOYDADA, TEXAS, in regular session assembled that after a thorough investigation and consideration, finds that on account of local conditions, the price of labor, and material, the actual fair value of the physical properties and extensions of the Texas Utilities Company, its deterioration, depreciation, measured by its value in cash, and that labor and salaries, is lower in all lines than they have formerly been, considering the tax ren-

dition, as to value, and in view of the fact that it costs less than one cent per kilowatt hour to produce and deliver the same to the distributing plant here, and considering the former rates fixed by said Utilities Company, and in consideration of the tremendous profits made on its ice manufacturing plant throughout its system, which ice plants are a part of its properties, the present market price and value of its real estate, and in consideration of the further fact of its offer to sell electric energy at one cent per kilowatt hour delivered here, and considering that the following rates will produce, a fair, just return in the sum of ten per cent on the investment, less depreciation and legal expenses, and that the following rates are fair also to the consuming public of said community, we fix and establish the following as the maximum rates for all public utilities furnishing electric energy or that may so furnish the same in the future, whether so engaged now or not in said business.

FOR RESIDENTIAL LIGHTING AND OR HEATING AND OR COOKING AND OR REFRIGERATION:

For the first 25 kilowatt hours used each month, at 9 cents per kilowatt hour.

For the second 25 kilowatt hours used per month, at 7 cents per kilowatt hour.

SANTA CLAUS SPEAKING
—By William Fierschell in Missouri Farmer

GOOD evening, children! Through the "nike" I'll just say this before I hike: **No monkey business goes tonight—Run off to bed, turn out the light; Don't snoop around or try to see What chance you have detecting me.**

I'm pretty slick at ketching kids Who only half-way close their lids; Why, I don't even hesitate Where smartly children stay up late! Don't pull that drink-of-water stuff—You can't fool me—that's just a bluff!

Best way to do—I've always found—In all my years of going 'round, Is just play square with Santa Claus, For he has certain rules and laws Which make it necessary—Yes, That you cut out your snooping!

How sweet it is when children do The things old Santa asks them to. They never have a sigh or tear If they believe in him each year. Say, sometimes, children who are good Get more than what they thought they would!

How to Make Old Santa's White Beard Fireproof

NEVER a Christmas passes without accidents from fire. Last Christmas a schoolmaster who had dressed up as Santa Claus was badly burned through the cotton-wool of which his white beard was made catching fire.

It is not easy to find a substitute for cotton-wool, but it is not difficult to make cotton-wool fireproof. Dissolve an ounce and a half of powdered alum in hot water and soak the wool in it. Then dry the wool and fluff it out again. Cotton-wool treated in this way will smoulder, but not blaze.

Even tissue paper can be made quite safe by dipping it in a solution of ammonium sulphate, boracic acid, and water. It must be dipped quickly and dried at once.

Canvas or similar material used for stage decoration may be fireproofed by a solution of ammonium sulphate, gypsum, and water. Take four ounces of each and use just enough water to make a liquid about as thick as thin paste. Then spread it on the fabric with a brush.

ST. NICHOLAS DAY

ST. NICHOLAS day is December 6. It is a children's festival in Holland, Belgium and parts of Germany, and serves as a preliminary to Christmas. It is on the night of the 5th that St. Nicholas comes with gifts. Christmas day is observed as a holy day rather than as a holiday.

Uncle Sam Now Leading Germany in Toy Field

GERMAN toys no longer flood the world markets at Christmas time as they did before the war.

Germany's world monopoly in the manufacture of toys has been definitely broken, statistics showing that she now produces only one-third of the world's entire supply. The United States has taken Germany's place as the greatest maker of toys, with Japan as a formidable competitor.

One of the reasons for the huge drop in Germany's production is seen in the high tariff walls which have been erected against foreign competition by those countries which made themselves independent of Germany during the war by creating their own toy industries. Another is believed to be Germany's slowness to adapt her type of toys to the continually changing market demands.

Why Children Are Good

Joe makers would have us think that the children are very good just now so that they may get more and finer presents. A keener observer would note that they are good because they are busy planning and making the little gifts they will give to others.—Collier's Weekly.

Giant Christmas Tree

England's biggest Christmas tree was that at the Crystal Palace in 1878. It was 120 feet high and built up from 1,500 small trees fixed to a central stem. From the tree hung 250,000 presents, flags and buns.

Perpetual Calendar Useful

If you get a perpetual calendar for Christmas, preserve it carefully. It will be fine to pass on to somebody twelve months hence.

The Star On The Christmas Tree
By Katherine Ebelman



AY, can I get some trimmings for a Christmas tree? Fix up the best assortment you've got, please.

Lena Masters looked up at the sound of the pleasant voice and a smile flashed across her face. "In just a moment," she answered, "as soon as I get this package tied up."

Carefully she went over the counter, selecting such things as she would put on a Christmas tree herself. Yards and yards of silver tinsel, boxes of Christmas snow, numerous tree ornaments, several Santa Claus figures, and all the other things that go to make a Christmas tree a thing to exclaim about. And on the top layer of the box she put a beautiful shining silver star, carefully wrapped in tissue paper. Then she tied the package and handed it across the counter.

"Somebody's going to have a lovely Christmas," she said. "I can imagine how beautiful this tree will look.

The man took the box and started to move away, then returned rather slowly. "Pardon me," he stammered, "but—

but there was something about the way you said that set me to thinking. Do you have folks of your own, and—

For a moment Lena Masters was silent, then she looked into the strong, kind face, she answered: "The only relative I have, an uncle, lives in Montana, and—and I have never had a home Christmas. But—I love the day just the same."

Then John Anderson told her something of his own life. He had gone away at twenty-two—had been sent abroad as the representative of a large concern—now, after five years he had come back at the request of his father, to help him with his business. His father and mother were growing old. And because he had come back, they wanted a Christmas tree, and so he had come for the fixings.

Later that evening, just as Lena Masters was getting ready for closing time, she looked up to find John Anderson standing by the counter. He was accompanied by a sweet-faced old lady—his mother, Lena knew even before he introduced them. "I just had to bring mother down," he said. "As soon as I told her about you today, she just insisted that you spend Christmas with us. You—you've got to see the Christmas tree, you know; you had a part in its making."

The days that followed were the happiest Lena Masters had ever known. The joy of Christmas was multiplied a hundred fold by the kindness and attention shown her. The Anderson family left nothing undone to make her happy. And they told her over and over again how much her coming had meant to them all. There was but one tiny cloud on her sky, the thought that this could not last forever.

But Lena Masters found the happiness that Christmas had brought her was going to be lasting. From now on, all the joy of happy home life and comradeship was going to be hers. For, as they stood beside the gleaming Christmas tree, John Anderson's hand reached out and clasped hers, and she heard him whisper: "Ever since I put that star on the Christmas tree, it—it seems like a symbol of the happiness that lies ahead for us two."

Her Christmas Wreath

"I would not wear the laurel," said the dear, coquettish maid, "for of the pathway leading onto fame I am afraid. The cedar is too somber, the holly is too gay. I will not wear the willow, and I cannot wear the bay. The rose is out of season, and the lily, too. And I think, on Christmas eve, I'll wear—some mistletoe." —The Country House.

Always Memorable

Christmastide, with its warm spirit of fellowship, its renewal of old friendships, its generosity and joyfulness, is always an occasion to be remembered.—American Magazine.

TREE DECORATIONS

THE old fashion of decorating Christmas trees with strings of popcorn appeals to the children of ten more than the glass balls and trinkets commonly used.

Children enjoy helping pop the corn and stringing it. Cranberries at equal distances along the strings of popcorn are attractive. Apples hanging from the tree shine brightly if they have been washed and polished with a dry cloth or a little olive oil. Tin foil cut into thin strips hanging from the tree will sparkle in any light.

If candles are used, be exceedingly careful of fire. Evergreen trees blaze up instantly and furiously if they catch fire, which they do very easily.

Christmas Pudding Was the Victim of a Holdup

THERE may be more Christmas puddings than there were in the past, but there are certainly no bigger ones, writes a columnist in the Manchester Guardian. In 1718 James Austen, inventor of "Perstian Pink Powder," planned an advertisement by inviting his customers to share a gigantic Christmas pudding weighing 1,000 pounds. This, after boiling for 14 days at the Red Lion Inn, Southwark, was placed in a cart to be conveyed, to the accompaniment of a band playing strange instruments, to the Swan Tavern, Fish Street Hill, where the favored guests were assembled. The company, however, waited in vain, for secretly the pudding started on its journey before it was held up by a mob, attacked with knives and choppers, and distributed to many not bidden to the feast.

Another huge pudding resulted from a sporting offer of an old-time Islington innkeeper to make and distribute to the poor of the neighborhood a Christmas pudding the weight of any one of his customers. He reckoned without Daniel Lambert, the heaviest man on record, who was induced by a regular patron to drop in one morning. Daniel turned the scale at 700 pounds, but the innkeeper kept his word and produced a pudding of equal weight.

Five U. S. Communities Are Named Christmas

CHRISTMAS is the name of five communities in the United States. There are communities named Christmas in Gila county, Arizona; Orange county, Florida; Lawrence county, Kentucky; Bolivar county, Mississippi; and Roane county, Tennessee.

Tennessee also has a village named Christmasville in Carroll county. There is a Christmas Cove in Lincoln county, Maine, and a Christmas lake in Hennepin county, Minnesota.

Indiana is the only state having a town named Santa Claus. It is in Spencer county. However, there is a St. Nicholas in Duvall county, Florida, and a St. Nicholas in Stearns county, Minnesota.

Study of the atlas reveals three towns named Santee, one in Knox county, Nebraska, another in Northampton county, Pennsylvania, and another in Charleston county, South Carolina. There is also a Santee bluff in South Carolina, in Williamsburg county.

Santa Claus Existed in the Pre-Christian Era

SANTA CLAUS, as a bearded and benevolent pot-bellied kobold, seems to be much older than St. Nicholas, the Christian bishop whose name he has assumed. Among the hundreds of statues of pagan divinities dug up in the great Roman temple district recently discovered at Trier are a number that are very good portraits of the Christmastide friend of children.

What the pre-Christian name of this mythical personage may have been nobody knows as yet, but that he is a real Santa Claus any child could tell you. With his round cheeks, pudgy nose, long beard and pointed cow there is hardly any mistaking him.

A SPEEDY RECOVERY



Cigarette Lighter—Let me congratulate you, Mr. Puse, on getting about again so soon after Christmas.

JOINT HOSTESS ENTERTAIN WITH SERIES OF PARTIES

Mrs. Glad Snodgrass, Mrs. E. P. Nelson and Mrs. H. O. Pope, were joint hostesses at a series of entertainments last week, bridge furnished amusement for Tuesday, Thursday and Friday evenings.

The Glad Snodgrass home at 503 West California Street, the scene of the parties, was decorated in the rooms, where the tables of play were located, with the Christmas color scheme of red and green with the yule motif carried out in the placements of holly wreaths, mistletoe, miniature Christmas trees and paper bells. The idea used in the refreshments and bridge tallies was suggestive of the Christmas season. Cards were arranged on the tables to form the monograms, S. P. and N. of the hostesses. Guests drew tallies as they arrived.

ROBERT SMITH, JR. ENTERS MASTER DAIRY FARMERS CONTEST

Robert Smith, Jr., prominent dairy farmer of Sterley, has entered the Master Dairy Contest of the Panhandle again for 1932. Mr. Smith received a silver medal as indication of eighth place winner in the contest this year, being one of the ten high ranking farmers entered in the contest.

Smith, besides being a well known dairy farmer, is an exhibitor of fine cattle in the dairy shows every year.

D. L. Norman of Quanah visited his parents here over the week-end.

"TWO DAYS TO MARRY" TO BE PRESENTED BY MUNCY HOME TALENT

A three-act comedy, "Two Days to Marry", will be presented at the Muncy school house next Friday night, December 18th. It will be presented by the following characters:

Simon P. Chase—Earl Smalley. James J. Dare—Joe Ferguson. Ruford B. Sawyer—W. M. Vander-giff. Emily Jane Pink—Mrs. Earl Smalley. Sadie L. Boise—Mrs. P. B. LaFrance. Imogene McShaw—Mrs. Everett Wallace. Walter M. Blair—O. B. LaFrance. The public is cordially invited. There will be no admission charges.

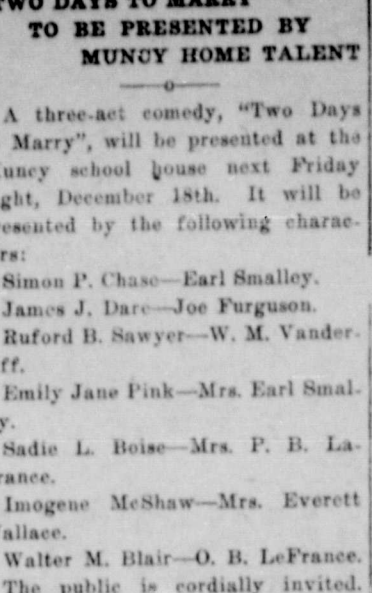
Denver, Colorado, Dec. 10, 1931. Dearest Santa:

I have been a pretty good little girl. Please bring me a doll, a cart and bed for my dollie. Some little dishes and dominoes. I'd like to have a negro doll too, and some nuts, fruit and candy.

With love,
GLENNA FAYE PEEK.

R. E. Fry and family returned Sunday from Dallas, where Mr. Fry attended the annual convention of Southwestern Life Insurance Company held there. They had been gone since Wednesday.

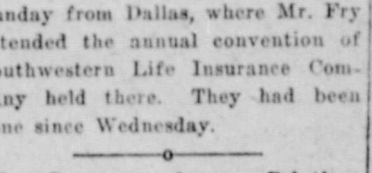
Let Cavanaugh do your Printing.



WHEN BABIES FRET

THERE are times when a baby is too fretful or feverish to be sung to sleep. There are some ains a mother cannot put away. But here's quick comfort in Castoria!

For diarrhea, and other infantile ailments, 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. H. Fletcher's signature on wrapper.



Let Cavanaugh do your Printing.



APPROPRIATE GIFTS ASSEMBLED TO MAKE YOUR XMAS SHOPPING EASIER AT OUR EVERYDAY PRICES

Every man and woman knows that if his or her gift comes from SEALE-JONES' Store it will be correct—and completely satisfactory. You will find at our store that everyday prices are SPECIAL PRICES. We do not mark our merchandise up with the expectation of making special sale prices at a later date. We are building up our business on our EVERYDAY PRICES. Before buying visit the other stores that have on special sales and then come to our store and buy your merchandise at our EVERYDAY PRICES.

- | | |
|---|--|
| CHILDREN'S HOSE
Children's high grade hose, made of fine comb yarn. Extra length, well worth 25c, sizes 5 to 10. 15c
Your choice | MEN'S DRESS PANTS
In all wools, value to \$5.00, your choice \$2.85 |
| Boys' Pants for school wear, in blues and powder blues, values to \$1.00, your choice 45c | DOUBLE BLANKETS
Part Wool Plaid Blankets, size 66x80, while they last, your choice \$1.55 |
| Bordens Scout and Anna Mae Prints, Guaranteed Fast Colors. Many patterns to select from. This is a 19c value which Seale & Jones are selling now for 13c | Cotton Double Blankets, your choice 85c |
| Just received new guaranteed tub fast prints, 9c values to 15c, now 9c | Ladies' Silk Hose, 42-gauge, pure thread silk, full fashioned, in the New Fall Shades, values to \$1.50, your choice 75c |
| Rayon Bed Spreads, assorted colors, size 81x105, values from \$1.00 to \$2.35 | Jet Oil Shoe Polish, Black and Brown 11c |
| Ladies Purses, values from \$1.00 to \$2.85 | Men's Overalls, 220-weight, white back denim, full cut, with jumper to match, your choice 65c |
| Ladies Fancy Slip-on Suade Gloves, a real value, 45c to 85c | Boys' size, 6 to 16 45c |
| Ladies and Misses Rain Coats, colors, blue, green, red, black and silver stripes, a real value to \$3.50, your choice \$1.00 | SHOES FOR ALL THE FAMILY
Ladies' Shoes in Pumps, Straps and Oxfords, in kid, reptile, and calf, high and low heels, values to \$6.00. Büliken and Dr. Austin Arch Supports, AAA and EEE, 4 1-2 to 9, your choice \$2.85 |
| MEN'S DRESS SHIRTS
In Broadcloth and Woven Madras, with ever-set collars to prevent collar points from curling, seven-button front. Millions of men have chosen New Era Shirts as their favorites, they must be good. Values to \$3.00, your choice \$1.45 | Ladies' Shoes in Pumps, Straps, Oxfords, in kid and calf, high and low heels, values to \$4.00, your choice \$1.85 |
| Men's Dress Shirts, Pool's and Skyline Broadcloth and Woven Madras, values to \$2.50, your choice \$1.00 | Men's Black Calfskin Oxfords, in three different styles, \$3.00, values, your choice \$1.85 |
| | Men's Work Shoes in black and brown, elk uppers, Munsen last, moccasin toe, well worth \$2.75, your choice \$1.85 |

Seale & Jones Dry Goods
FLOYDADA, TEXAS — "EVERYBODY'S STORE" — FLOYDADA, TEXAS