

THE FLOYD COUNTY PLAINSMAN

VOLUME NO. 3

Floydada, Floyd County, Texas, Tuesday, December 22, 1931

NUMBER 2



De

Christmas

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

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

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

Christmas Wreaths, Holly, Mistletoe, Poinsettias, Pot Plants, Cut Flowers. Hollums. 17c

RELIGIOUS GROUPS WORSHIP WITH PAGEANTS AND OFFERINGS

Churches of this city, with the near approach of Christmas, are having their annual Christmas programs and pageants solemnizing the anniversary of the birth of Christ. Programs given Sunday night at the First Christian and Baptist churches included programs by singers and other members. The Floydada Male Chorus had the entire evening service hour at the First Baptist church for the singing of Christmas carols and other numbers. "White Gift for Our Kings" was the pageant present at the First Christian church Sunday evening. Impressive lighting effects and decoration of the Christian church auditorium helped in the bringing of the message. The program was followed by an offering collection to be sent to the Christian Orphanage at Dallas.

The Methodist group will present the pageant "White Gifts for Our King" tonight at the First Methodist church auditorium. At this program, giving of gifts rather than receiving will be emphasized and the pageant will be followed with an offering to the Methodist Orphan Home at Waco. Songs, readings and other features will be on the program. In the pageant, the Three Wise Men and other biblical characters read of in the scriptures will be seen. Rev. J. A. Smith, pastor of the First Methodist church, states that the pageant, "White Gifts for Our King," is a beautiful program and carries out the true spirit of Christmas. Everyone is urged to attend this program. The offering to the orphanage at Waco will be in money contributions; other articles as canned goods, clothes and food may be given to go to the United Charities of Floydada in helping the needy here.

"A Christmas tree will be had on Thursday night, Christmas Eve night, at the First Christian Church for the Sunday school kiddies and others of the town, and a special program will be given," Rev. Claude Wingo stated. The Baptist church will have the Christmas tree for the children this afternoon, Tuesday, promptly after school hours. The Cumberland Presbyterian church will have a church Christmas tree and annual Christmas program, Thursday evening. At almost all of the church programs during the week gifts will be contributed to make a merry Christmas for the needy of Floydada. Individual Sunday school and church groups will distribute gifts and Christmas stockings to children and needy families in Floydada.

Plans had been made by the Nazarene church to have a Christmas tree program Thursday night but due to the weather conditions, definite arrangements have not been made and the church will not have the program.

Other church organizations in the city have not made plans for a Christmas program or Christmas tree other than the usual services.

Miss Ruth Enoch, who is attending W. T. S. T. College at Canyon, returned Saturday to spend the Christmas holidays with her parents, Mr. and Mrs. John Enoch.

TEACHERS MEETING POSTPONED UNTIL AFTER HOLIDAYS

Due to the inclement weather last week and to the fact that the Lockney public schools closed Friday for the Christmas holidays, the annual meeting of Floydada, Lockney and Floyd County teachers was not held Saturday as announced last week. This meeting was postponed until Saturday, January 9, after a conference of county school officials.

The annual meeting of teachers is held to formulate plans for the Interscholastic League meet held in the spring and detail plans are made at this time. An invitation was extended to Dr. J. A. Hill, president of W. T. S. T. College at Canyon and also president of the Texas State Teachers' Association, to make the principal address but due to a conflict with another engagement Dr. Hill was unable to accept. Some other prominent speaker will be obtained by school officials for the occasion.

A large percentage of the teachers in Floydada, Lockney and Floyd County rural schools are expected to be present at the meeting which will be held at 2 o'clock in the high school auditorium.

MIDNIGHT MATINEE, DEC. 25 "THE FALSE MADONNA" AT PALACE THEATRE

William Boyd, that "double-dyed" deceiver of the film plots, is back in his celluloid element again in "The False Madonna," Paramount romance drama of modern life which comes to the Palace Theatre December 25.

Boyd's most memorable characterizations have been those of "bad men." He was Gray Cooper's antagonist in "The Spoilers," and tried to spoil the romance of Richard Arlen and Mary Brian in "Gun Smoke." In "The Gang Buster" he tried to bust things up between Jack Oakie and Jean Arthur. In "The Road to Reno" he was the would-be nemesis of Buddy Rogers and Peggy Shannon. In "The False Madonna," Boyd appears as the master-mind of a gang of crooks who operate in three continents, mulcting their victims of millions of dollars. Kay Francis is seen as one of the gang, an erstwhile respectable society woman, beautiful, stylish, well-mannered. It is when Kay is sent out as the chief decoy in a scheme to return the missing mother to a youth who will inherit a vast fortune that Boyd's empire of crookedness falls about his head. For Kay balks at the deceitfulness of her errand, after she develops a motherly love for their youthful intended victim.

It is a fine role for Boyd. He plays it with strength and compelling conviction.

In the cast with Boyd and Miss Francis are Conway Tearle, as the lawyer friend of the wealthy heir who falls in love with Kay; Charles D. Brown, Broadway comedian, in a comedy part; Marjorie Gateson, legitimate stage favorite as Brown's "side-partner" in the comedy department of the film; John Broedeen, young juvenile, and other capable players.

Let Cavanaugh do your Printing.

Spirit of Christmas

The pleasing custom of using living, outdoor trees as Christmas trees is becoming more and more popular every year. We hope to see some trees in our town this Christmas decorated with colored lights connected to the house circuit, so that everybody can share in the jubilation of the Christmas season.

Nobody knows, so far as we can find out, where the idea of a decorative tree as a symbol of Christmas originated. But like many another ancient custom, the source of which is lost in the dim past, it is a beautiful and time-honored custom which arouses sentimental reflections and happy memories in the mind of everyone, no matter how old, in whose youthful life the Christmas tree formed the center of the family gathering on Christmas Day.

But the feast of Christmas and the Christmas tree imply very much more than merely pleasant recollections.

There is no race or religious creed which does not believe, in some form or other, in a divine promise of a better world. Science may never be able to prove the existence of God; but the faith of the truly religious is not a matter of proof. No one can live very long in this world without discovering that the forces which make it, from generation to generation, a better world to live in, and which are steadily making human beings more kindly and tolerant toward each other, are not the forces which science has discovered and industry has harnessed, but are forces which come from within the human soul and that spirit of tolerance, of kindness, of "peace on earth, good will to men" is, to all Christians, a spirit flowing directly from the Heavenly throne. And what we celebrate at Christmas is the manifestation of that spirit on earth.

FLOYD COUNTY GINS OVER 9,000 BALES OF COTTON CROP

Reports received here indicate that between 9,000 and 10,000 bales of cotton have been ginned in Floyd County this year. This is a comparative figure and does not indicate that this amount was raised in Floyd county, some of Floyd County cotton was ginned at gins surrounding counties. Floyd county is contributing her share in making a record of almost 400,000 bales ginned in South Plains counties.

Of the amount of bales ginned in Floyd county, upward of 3,000 bales were ginned in Floydada gins. Approximately 2,700 bales were compressed at the Floydada Compress and Warehouse Company plant and 4,200 bales were weighed by the public weigher.

This year's ginning record exceeds that of last year by about 3,000 bales, something over 7,000 bales approximately being ginned in the county.

The major part of the year's cotton crop is out of the fields although inclement weather has made cotton gathering impossible for the past several weeks, and some farmers did not finish picking their cotton.

STATE AID FOR RURAL SCHOOLS TO BE RECEIVED IN SPRING

Frank Van Winkle, one of the ten Texas Rural School Supervisors, finished his work of inspecting Floyd county schools last week. Mr. Van Winkle inspected the 25 rural schools of the county applying for state aid. The inspector was well pleased with the general conditions in the schools but said, "All the Floyd county schools need, is more scholastics enrolled." Mr. Van Winkle and County Superintendent Price Scott began the inspection duties here on December 11, and finished Wednesday of last week.

Mr. Van Winkle recommended that the trustees close the schools when all the money for the district is paid out and not wait until the district is in debt to collect taxes.

Mr. Scott, county superintendent, stated this week that he had no method of determining how much state aid would be received by Floyd County schools this school year but that in prior periods over \$10,000.00 a year had been appropriated by the state to Floyd county schools. Mr. Van Winkle made his reports recommending a certain amount of state aid after considerations of the various expenditures and incomes of the rural schools inspected. Money appropriated to the Floyd county schools under state aid will be received during the latter period of the present school year.

Miss Eulalia Burrus, student in W. T. S. T. College at Canyon, will visit her mother, Mrs. Maud Burrus, here during the holidays.

Miss Bama Gene Smalley returned Saturday to spend the Christmas holidays with her parents, Mr. and Mrs. J. F. Fuller. Clayton is attending Texas Tech College at Lubbock.

WHIRLWINDS HONORED AT ANNUAL FOOTBALL BANQUET

The Floydada High School Whirlwinds were guests of the Green Peppers, high school pep squad, at the annual football banquet held Friday evening, December 18, at the First Methodist Church. Dinner for the affair was served by the Methodist Women's Missionary Society.

Toast to the Whirlwinds was made by Miss Alice Mae Fyffe, leader of the Pep Squad. Marion Heald, captain of the football team, made the response. Miss Edelle King said an appropriate reading for the occasion.

Couch L. T. Barksdale also spoke to the assembly, making a tribute to the whirlwind team. Songs were sung by Misses Rhe Cloud, Norene Spence, Lola Mae Grundy, Louise Connor and accompanied at the piano by Lurlyne Clouts.

The principal address for the evening was made by Rev. P. D. O'Brien, this was followed by a number of peppy songs by the Pep Squad.

The menu served in three courses included, fruit cocktail, baked chicken, dressing, giblet gravy, green beans, potatoes, cranberry jolly, pickles, rolls, butter, mint jolly, cake and coffee.

Members of the whirlwind squad, Coaches Barksdale and J. M. Teague, members of the pep squad and school officials were present at the banquet, other guests enjoyed the pleasing affair.

E. E. Boothe had the Whirlwinds and the Pep Squad members as guests at a theatre party at the Palace Theatre after the banquet.

HEAVY CHRISTMAS SHOPPING IS EXPECTED NEXT TWO DAYS

With the near approach of Christmas, the Floydada stores are expected to be crowded with a large number of shoppers for the next two days. In order to be prepared for the Christmas rush, the Floydada merchants have decorated the windows in displays depicting the type of merchandise to be obtained inside the stores. Merchandise has also been grouped in divisions to simplify the purchasing of gifts.

Only two more shopping days remain until Christmas day and merchants are expecting a number of last minute purchasers tomorrow and Thursday. Shoppers will find a complete list of Christmas merchandise in Floydada stores, as cheap and as appropriate as in any city.

COUNTY COURT IN REGULAR SESSIONS HERE THIS WEEK

The Floyd County court met in the regular sessions for the term yesterday morning. According to County Judge Howard, the docket for this term is light.

No cases calling for a jury were scheduled this week and no jury list was summoned.

Charles Brown, a student in Texas Tech at Lubbock, will visit his parents, Mr. and Mrs. R. Fred Brown here during the holidays.

FLOYD COUNTY SCHOOLS TO CLOSE WEDNESDAY

According to reports received this week from a number of Floyd county rural schools, teaching and studying will be suspended tomorrow for the Christmas holidays. Few of the schools closed Friday but followed the plan set by the Floydada Public Schools, schools will close here tomorrow and work will be resumed January 4th.

County Superintendent Price Scott said this week that a number of schools would observe only two days holidays closing Wednesday, December 23, and reopening December 28.

The Lockney Public Schools closed for the Christmas holidays Friday of last week.

C. R. HOUSTON COMPANY STOCK PURCHASED BY COLE MERCANTILE COMPANY

The Cole Mercantile Company were purchasers of the C. R. Houston Company dry goods stock here and the store at Crosbyton. The Cole Mercantile Company assumed management of the stores Friday morning, being open now for business.

The business here is in charge of Joe Kellum, of Spur.

DRY GOODS STORES TO REMAIN OPEN FOR HOLIDAY TRADE

The dry goods stores have announced that they will remain open until late at night to serve the holiday trade, beginning Tuesday night and continuing until Christmas Eve night. Other stores have been open at night this week in order to serve the public.

Practically all the business houses are planning to close their places of business Christmas day.

The dry goods stores will continue to close at six o'clock after Christmas day as has been their custom heretofore.

Mr. and Mrs. Griggs Bishop, of Dallas, Texas, arrived Saturday night to visit during the Christmas holidays with Mrs. Bishop's parents, Dr. and Mrs. W. M. Houghton and with Mr. Bishop's father, A. L. Bishop and other relatives here. They were accompanied by Joe Smith who has been attending S. M. U. at Dallas.

Mrs. Mozelle Willis, of Amarillo, is spending the Christmas holidays visiting friends and relatives here.

C. R. Houston, L. G. Mathews and Tom Bishop, were business visitors in Lubbock Friday.

SECOND SNOW OF WINTER COVERED FLOYD COUNTY

With colder weather prevalent and snow and sleet falling with brief intermissions during Wednesday, Wednesday night and Thursday, Floyd county and the other Panhandle Plains section was completely covered by a snow estimated at five or six inches. No damage was reported to have been done by the storm although farming activities were at a standstill all last week.

Reports received from different points in the county indicate that the precipitation was general with a lighter fall in the south and south east portion of the county. Due to the heavy roads, travelling was almost halted at times last week end. Many inter-city tourists reported large drifts and heavy highways.

Moderation in temperature Thursday night and Friday caused the snow to begin melting and supplying moisture for young wheat. The snow was very beneficial to crops in this section.

Clayton Fuller, will spend the Christmas holidays with his parents, Mr. and Mrs. J. F. Fuller. Clayton is attending Texas Tech College at Lubbock.

ABIES

They are those a baby is too or feverish to see are some put away. Don't in Cantoria!

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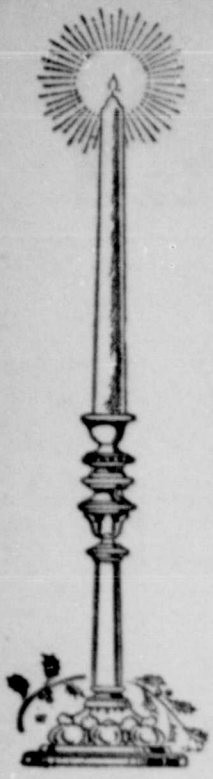
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SEASON'S GREETINGS

At this time, when all the world relaxes from the excitement and tension of everyday business life—when on every hand one sees practical demonstration of the true Christmas Spirit of "Good Will Toward Men"—it is fitting that this company should bring to its many friends and customers the sincere Christmas Greetings.

FELTON-COLLINS GROCERY COMPANY



CHRISTMAS GREETINGS

As the year 1931 is about to pass into history, and we turn our thoughts towards the New Year, it is well that we remember our friends and patrons and wish them all happiness for the New Year and in some measure express our thanks for their patronage in the past.

WOODY DRUG COMPANY



OUR WISH

In the spirit of the gay and jolly holidays—we extend our greetings. May the pleasures and interests of life be yours in the great abundance throughout the coming New Year. May your Christmas be merry and delightful. We hope that we have been able, in some degree, to add to your enjoyment of Christmas and trust that we will maintain the same relations of mutual advantage for many years to come. A Merry Christmas and a Happy New Year to you!

HULL & McBRIEN

REVIVAL MEETING TO BEGIN AT CITY PARK CHURCH OF CHRIST

John M. Rice will conduct a revival meeting, beginning Friday night, January 1st, at 7 o'clock. This meeting will continue indefinitely.

A special invitation is being extended to everyone to attend these services.

NAZARENE CHURCH TO HAVE CHRISTMAS SERVICES

The Nazarene Church will have an "Old Time" Christmas service on Thursday night of this week.

Rev. N. E. Tyler, pastor of the Nazarene church will conduct these services.

Miss Lou Featherston, teacher in the Dalhart High School, is spending the Christmas holidays with her sister, Mrs. L. G. Mathews, of this city.

Miss Ruby Norton, teacher in the Andrews Ward school, will spend the Christmas holidays with her parents in the Campbell community.

Mr. and Mrs. O. T. Williams and children, will leave this week for Olney, where they will visit during the Christmas holidays.

Miss Roxie Norton returned yesterday morning from Abilene to spend the Christmas holidays with her parents. Miss Norton has been attending Abilene Christian College.

Mr. and Mrs. Odus Stephen, teachers in the Floydada High School, will spend the Christmas holidays visiting their parents in Dublin and Navasota, Texas.

Miss Vera Hamilton, teacher in the East Ward school, will spend the Christmas holidays visiting with her sister, Mrs. Elmer Caudle, in Dimmitt.

Mr. and Mrs. Joe Breed plan to visit during Christmas with relatives in Abilene. Mrs. Breed is a teacher in Floydada High School.

Miss Daltia Rea, will leave this week for Cisco, where she will visit during the Christmas holidays.

A. D. Cummings and wife plan to visit with friends and relatives in Canyon, during the Christmas holidays.

Miss Evelyn Dennis, teacher in Floydada High School, will leave this week for Itasco, Texas, where she will spend the Christmas holidays visiting with relatives.

Mr. and Mrs. J. M. Teague will visit with their parents in Lubbock during Christmas. Mr. and Mrs. Teague are teachers in the Floydada High School.

Mrs. Len V. Smith will not spend the Christmas holidays out of Floydada, but will have relatives as visitors during the time.

Mr. and Mrs. Richard Stovall, teachers in the Floydada schools, will visit during Christmas with Mrs. Stovall's parents at Calvert, Texas. They will also spend some time in Fort Worth.

Miss Fannie Holding will visit in Plainview during the Christmas holidays. Miss Holding is a teacher in the Andrews ward school.

Miss Lula Belsher, Andrews ward school teacher, will visit in Clovis, New Mexico, during Christmas.

Mrs. Winters, teacher in Andrews Ward school, will visit in Hamilton and Abilene, during the Christmas holidays.

Miss Eddythe Walker will spend the Christmas holidays with her parents, in Littlefield.

Stokes Bishop, of Dallas, will arrive tomorrow or Thursday to visit during the Christmas holidays with his father, A. L. Bishop and other relatives here.

Mr. and Mrs. Geo. A. Linder and family will leave Thursday morning for Dallas, where they will visit during the Christmas holidays with Mr. Linder's mother and sister.

Mrs. Lawson Stevens, of Channing, Texas, is visiting her parents, Mr. and Mrs. J. R. Terry, during the Christmas holidays.

A. J. Cline left this morning for Waco, where he will spend the Christmas holidays visiting relatives and friends.

C. R. Houston, L. G. Mathews and Tom Bishop, were business visitors in Lubbock Friday.

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CHILDREN CRY FOR IT—

CHILDREN hate to take medicine as a rule, but every child loves the taste of Castoria. And this pure vegetable preparation is just as good as it tastes; just as bland and just as harmless as the recipe reads.

When baby's cry warns of colic, a few drops of Castoria has him soothed, asleep again in a jiffy. Nothing is more valuable in diarrhea. When coated tongue or bad breath tell of constipation, invoke the gentle aid to cleanse and regulate a child's bowels. In colic or children's diarrhea, you should use it to keep the system from clogging.

Castoria is sold in every drugstore; the genuine always bears Chas. E. Fletcher's signature.



L. G. MATHEWS
Attorney-at-Law
Suite 302 Readhimer Building
Floydada, Texas

EX-SERVICE MEN IN MASS MEETING MONDAY NIGHT, JANUARY 4th

announcement is being made that a mass meeting of all ex-service men in Floydada and vicinity will be held at the McDermitt Post, American Legion hall here Monday night, January 4th. All ex-service men are requested to attend and vote on the question of payment of the balance of adjusted compensation certificates.

Many ex-service men are expected to be present and all are urged to attend the meeting and decide the question of payment of the balance of the adjusted compensation certificates.

EAST WARD TO CLOSE FOR CHRISTMAS WITH PROGRAM

The following Christmas closing exercises will be held at the East Ward building tomorrow when the school dismisses for Christmas:

- Song—Cradle Song.
- Bible Song—Rev. Claud Wingo.
- Piano Solo—Mrs. Kirk.
- Reading—Mrs. Myers.
- Song—"Away Up On the House Top"—Group.
- Santa Claus visit.
- Song—"A Silent Night."
- Bible Story—Miss Smith.

SOUTHCIRCLE W. M. S. IN SOCIAL MEETING YESTERDAY

The South Circle of the Women's Missionary Society met yesterday with Mrs. J. T. McClung and Mrs. J. H. Myers as joint hostesses. Mrs. P. D. O'Brien was presented with a quilt by the ladies. Games were played during the social hour.

Those present were: Mrs. Geo. A. Linder, Mrs. P. D. O'Brien, Mrs. J. A. Grigsby, Mrs. J. P. Davidson, Mrs. T. T. Hamilton, Mrs. John Horton, Mrs. G. C. Tubbs, Mrs. G. R. Strickland, Mrs. G. N. Shirey, Mrs. I. W. Hicks, Mrs. G. C. Wood and the hostesses, Mrs. J. H. Myers and Mrs. J. T. McClung.

Joe Smith, who has been attending Southern Methodist University at Dallas, returned here Saturday night to spend the Christmas holidays with his parents.

Charles Mathews, who is attending Texas University at Austin, will arrive today or Wednesday to spend the Christmas holidays with his parents, Mr. and Mrs. L. G. Mathews.

Dan Jenkins, of Galveston, who is located at that place with the United States Air Corps, is expected home Thursday of this week. He will be accompanied home by his sister, Miss Ruth, of Austin, Texas, who is attending the University of Texas, to spend the holidays with their parents, Mr. and Mrs. J. B. Jenkins.

Chester de Cordova will visit his parents, Mr. and Mrs. Gus de Cordova, here during the Christmas holidays. Chester is a student in Cameron A. & M. College at Lawton, Oklahoma.

Airy Contest of the Past 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.

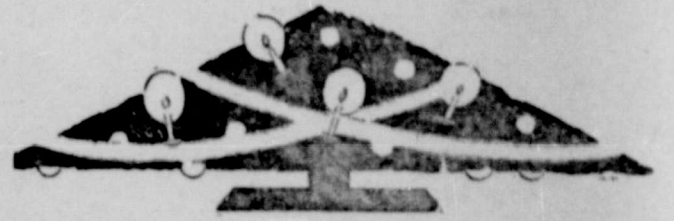


Miss Hattie Goins, returned here Saturday to visit during the Christmas holidays with her parents, Mr. and Mrs. J. I. Goins. Miss Goins is a student in W. T. S. T. College at Canyon.

Miss Wilmina Salisbury, who has been attending Texas Woman's College at Fort Worth, is spending the Christmas holidays with her parents, Mr. and Mrs. T. W. Salisbury, of this city.

Starks Green, who is attending John Tarleton College at Stephenville, arrived Saturday to spend the Christmas holidays with his parents, Mr. and Mrs. J. K. Green of this city.

Miss Verla Blassingame will return to Floydada today to spend the Christmas holidays with her parents, Mr. and Mrs. Lon Blassingame. Miss Blassingame is attending Texas Tech at Lubbock.



FOR YOUR

Christmas Dinner

SERVE THE FOLLOWING FRESH FROM OUR OVEN.

Pumpkin Pie	25c	Fruit Cake, Per Pound	40c
Layer Cakes	40c	Old Fashioned Pound	25c

Many other specials may be found on display in our cases. Call and select. Special orders for cakes or pastries given special attention and at a price you can afford.

Pay Us a Visit.

Westers' Quality Bakery

The C. R. Houston Company

HIGH GRADE STOCK OF DRY GOODS, CLOTHING, SHOES, READY-TO-WEAR AND FURNISHINGS BEING COMPLETELY CLOSED OUT IN A MIGHTY

BANKRUPT SALE!

FROM THE OPENING DAY OF THIS BIG SALE THE OLD HOUSTON STORE HAS BEEN CROWDED WITH PEOPLE BUYING THE BEST MERCHANDISE AT THE CHEAPEST PRICES EVER KNOWN.

HURRY! HURRY! HURRY!

FOR THE REMAINING DAYS OF THIS BANKRUPT SALE STILL LOWER PRICES HAVE BEEN MADE. MORE MERCHANDISE HAS BEEN PUT OUT, THE STORE RE-ARRANGED AND THE GREATEST VALUES YET OFFERED—AWAIT YOU.

HUNDREDS AND HUNDREDS OF CHRISTMAS GIFTS IN THIS BIG BANKRUPT SALE AT PRICES THAT WILL MEAN THE SAVING OF REAL MONEY TO YOU.

Cole Mercantile Company

PURCHASERS OF C. R. HOUSTON BANKRUPT STOCK ————— FLOYDADA, TEXAS



WISHING YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR

It is our hope that the patronage we have enjoyed during the past year has been justified in our service to our friends. We wish to thank our friends for their patronage and wish for each and every one, a Merry Christmas and a more prosperous New Year.

Magnolia Service Station

H. O. CLINE, MANAGER.

SPECIAL HOLIDAY FARES

GO HOME FOR CHRISTMAS VIA Santa Fe

One and one-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.

Merry Christmas

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

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

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

West Texas Gas Co.



Merry Christmas

The old words come with a new thrill of pleasure and appreciation because of your esteemed patronage and good will which we hope to continue to enjoy throughout the coming year.

Floydada Creamery

E. L. ANGUS, MANAGER

WANT ADS BRING RESULTS

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

TYPEWRITER RIBBONS at the PLAINSMAN Office.

FOR SALE—Easy terms, rich plains land, also cotton land below Caprock. 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

Let Cavanaugh do your job printing. You will find him at 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 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

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

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

All kinds of good cooking and eating apples and pecans 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 rendition, 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 commodity, 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.
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, 6 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 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.

Miss Geraldine Massie of Dallas will return home Wednesday to spend the Christmas holidays with her parents, Mr. and Mrs. W. M. Massie.

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THE CHEAT—PALACE
FEATURE FOR CHRISTMAS DAY AN DDECEMBER 26

Tallulah Bankhead, star of "Tarnished Lady" and "My Sin," in both of which talking features, she scored individual triumphs far beyond the plot opportunities, has a role minutely fitted to her enigmatic, excitement-craving self in "The Cheat," a modernized Paramount edition of Hector Turnbull's famous box-office leader of silent days. She has the role created then by Fanny Ward.

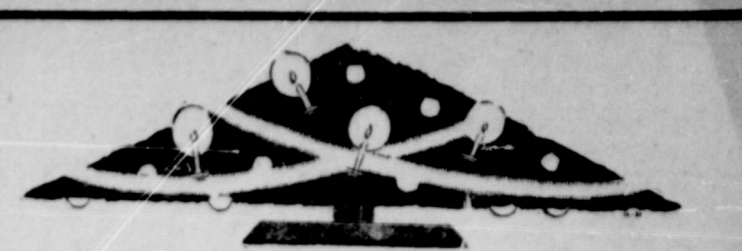
With Irvin Pichel, gifted character artist most recently featured in "An American Tragedy" and "The Road to Reno," in the "branding" role originally done by Sessue Hayakawa, there is not reason to believe that this feature, to be headlined at the Palace Theatre December 25 and 26th, will not prove as popular as its non-voice predecessor.

George Abbott, who directed "My Sin" and "Secrets of a Secretary," gets the same assignment here.

The story tells of an alluring woman intrigued by the love-making of a mystic man of oriental culture. In spite of the fact that she is happy and satisfied with her husband, she permits this flirtation and a gambling debt to draw her into the power of the intruder. He writes a check to pay one of her obligations. In the meantime money is provided with which she cancels the check, but the enslaved lover refuses to consider her promise filled. The later sequences reveal how she is branded and the dramatic suspense which follows when her vengeful shooting of the tormentor, brings herself and husband to a notorious position in court.

Let Cavanaugh do your Printing.
Tony B. Maxey and Roe McCleskey made a business trip to Dallas Thursday of last week.

Let Cavanaugh do your Printing.



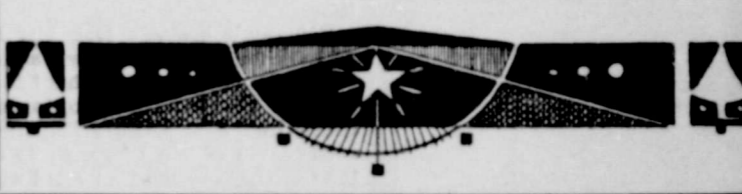
Merry Christmas

It is with real pleasure that we extend our best wishes for you and yours a MERRY CHRISTMAS.

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

The helpful spirit which you have shown has inspired us to do our best to give you real service.

Farmers' Grain Company



Merry Christmas



CHRISTMAS IS THE JOLLY SEASON,

—The holly season—the green and red and snowy season—when hearths are glowing, hearts are flowing with merry, merry cheer. It's a time of joyous greeting—happiness and friendly meeting—the ending and beginning of a year.

Like a sincere hand-clasp, strong and warm, we send this little token of the spirit of Christmas to you and yours, with the hope that the Holidays of 1931 may be the best and happiest you have ever spent.

May this Christmas bring you all the many things your heart desires, and the New Year prove a full twelve-months of Happiness and Prosperity.

Texas Utilities Company

"YOUR ELECTRIC SERVANT"



3 RULES big help to BOWELS

What a joy to have the bowels move like clockwork, every day! It's easy, if you mind these simple rules of a famous old doctor:

1. Drink a big tumblerful of water before breakfast, and several times a day.
2. Get plenty of outdoor exercise without unduly fatiguing yourself.
3. Try for a bowel movement at exactly the same hour every day.

Everyone's bowels need help at times, but the thing to use is Dr. Caldwell's Syrup Pepsin. You'll get a thorough cleaning-out, and it won't leave your insides weak and watery. This family doctor's prescription is just fresh laxative herbs, pure pepsin, and other helpful ingredients that couldn't hurt a child. But how it wakes up those lazy bowels! How good you feel with your system rid of all that poisonous waste matter.

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

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.

DRINK MILK FOR HEALTH'S SAKE
Fresh Bulgarian Buttermilk Daily 7¹/₂c
Quart; 30c Gallon.
T. B. TESTED COWS
ROY PATTON DAIRY
PHONE NO. 306



CHRISTMAS GREETINGS

We have found that friendship in business counts for much and we are grateful for yours.
We desire to convey the season's best wishes for a Merry Christmas and a Happy and Prosperous New Year.

ORANGE DISC SERVICE STATION

Dr. K. J. Clements
OSTEOPATHIC PHYSICIAN AND SURGEON
GENERAL PRACTICE
AMBULANT PROCTOLOGY
OFFICE 308-10 SKAGGS BLDG
PLAINVIEW, TEXAS
Phone—Office 189, Res. 1070

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



WHEN one thinks of the traditions of Christmas celebration in New England, the Middle states, and even farther West, in the early part of the Nineteenth century, it is to vision snow-covered ground, sleigh rides, and the jingle of sleigh bells, with Christmas trees and Santa Claus, much as today in those sections. Whole families going visiting in the bob-sled, to partake of the Christmas feast built around the turkey!

Those were great times and days, and their annals live in the works of famous writers of the East coast when our Republic was comparatively young.
But at the same time a mighty civilization was being builded on the West coast, though how different was the Christmas observed in the sparsely settled and undeveloped land that is now California! And how few to leave record!
However, Albert Robinson, a clerk who left Boston for California in July, 1828, and after 110 days reached Valparaiso, and Monterey on February 15, 1829, has left in his "Life in California," published in the late forties, description of a Christmas celebration held at the mission in San Diego that shows the contrast between such events on the east and west coasts at that time.

Robinson's business took him to various parts of the (now) state, and while on a visit from his headquarters in San Francisco to his friend Don Jose Antonio Estudillo, comandanta of San Diego, wrote of the Christmas festivities he had witnessed:

"Don Jose Antonio . . . was ever on the alert seeking for some new device for my gratification. It was nearly time for the religious festival of 'la noche buena' (the holy night) and he directed the customary exhibition of the 'pastores.' They were rehearsing night after night, till at length Christmas arrived, and I had an opportunity of beholding the midnight mass and the subsequent performances.

"At an early hour illuminations commenced, fireworks were set off, and all was rejoicing. The church bells rang merrily, and long before



Fireworks Were Set Off, and All Was Rejoicing.

the time of mass the pathways leading to the presidia were enlivened by crowds hurrying to devotion. I accompanied Don Jose Antonio, who procured for me a stand where I could see distinctly everything that took place. The mass commenced, Padre Vincente de Oliva (died 1845) officiated, and at the conclusion of the mysterious 'sacrificio' he produced a small image representing the Infant Savior, which he held in his hands for all who chose to approach and kiss.

"After this, the tinkling of the guitar was heard without, the body of the church was cleared, and immediately commenced the harmonious sounds of a choir of voices. The characters entered in procession, adorned with appropriate costumes, and bearing banners. There were six females representing shepheresses, three men and a boy.

"One of the men personated Lucifer, one a hermit, and the other Bartolo, a lazy vagabond, whilst the boy represented the archangel Gabriel. The story of their performance is partially drawn from the Bible, and commences with the angel's appearance to the shepherds, his account of the birth of our Savior and exhortation to them to repair to the scene of the manger.

"A dialogue is then carried on of considerable length, relative to the attributes of the Deity, which ends in the submission of Satan.

"For several days this theatrical representation is exhibited at the principal houses, and the performers at the conclusion of the play are entertained with refreshments. The boys take an enthusiastic part in the performance, and follow about from house to house, perfectly enraptured with the complexities of the hermit and Bartolo."

How different from the gay Christmas celebrations of California's present millions! And how different from what was taking place on the east coast!
(By 1931, Western Newspaper Union.)

CHRISTMAS LEGEND
QUIANT and curious are some of the old monkish stories about the first Christmas. One of the charming legends relates that at the moment of the Nativity everything and everybody stood still. The birds paused for an instant in mid-air, rivers ceased for the time to flow—in short, all the movements of men and things everywhere were suspended for a brief space. The spells of witches and wizards suddenly came ineffectual—an idea which was, no doubt, at the root of Shakespeare's reference to Christmas time as being so holy that then "no fairy takes, nor witch hath power to charm."

Christmas Joys Often Develop Into Sorrow

CHRISTMAS isn't always a happy, festive occasion, says the National Safety council. For some it is synonymous with sadness rather than gladness. Do you recall that case a year ago when, on the visit of old Santa, flimsy decorations caught fire, two little lives were sacrificed and a home destroyed? Many other people were injured while celebrating the birthday of Christ in various parts of the country.

It would seem that Christmas joys in many homes are destined each year to be turned suddenly into sorrow. Causes are easily traced. Usually the use of lighted candles on the Christmas tree or in the window of the home; flammable decorations; falls occasioned while decorating the tree; the use of defective electric equipment; the giving of knives, guns or other dangerous toys to little children; and in some sections of the country the use of fireworks.

Little things you say? Perhaps, yet each year these circumstances leave a trail of tragedy. Celebrate Christmas, of course, but temper your festivities with common sense precautions.

After all, there is something doubly tragic about a Christmas accident. Somehow it just doesn't seem to fit into the Christmas picture. Nor does it harmonize with the spirit of peace on earth, good will to men.

Swedish Christmas Day Dinner Important Event

CHRISTMAS dinner in Sweden since time immemorial has been the subject of the special care and thought of the Swedish housewife. A typical Christmas day dinner is this: A consommé, boiled fish with potatoes and fried butter sauce, ham with fried potatoes, mash of apples and sweet plums, porridge of rice and milk, and "klenets" and jam.

The rice pudding is made of the very best rice, well cooked with milk and water, and, according to tradition, an almond, but only one, has to be hidden in the porridge before it is served. Lucky the boy or girl who finds the almond; it is said that they then should be married within the year. The last dish of the Christmas dinner is the so-called "klenet," a special little pastry made in various shapes and boiled in butter and served hot or cold with jam. These traditions are still kept in every Swedish household, and everybody agrees that there is no real Christmas without these traditional dishes.

Richard II Entertained in Big Way at Yuletide

CHRISTMAS celebrations of old England are inextricably interwoven with the earlier Yuletide observance of the Celts, and many of them have a pagan origin, writes Isabelle Florence Story in the Washington Star. It was in feudal times, however, that the observance of Christmas, still called the Yule feast, reached its greatest magnificence. Old records tell that King Richard II gave a great Christmas feast at Littlefield in the Fourteenth century at which 2,000 oxen and 200 tons of wine were consumed. But this monarch was accustomed to entertaining on a grand scale, for every day 10,000 persons dined at his expense, and it is said that he employed 2,000 cooks. Those surely were the good old days!

TOM, DICK AND HARRY



They talk about Kris Kringle, Old Santa and St. Nick. But those of fame are all the same, Just Harrys, Toms and Dicks.

HEALTH OFFICERS SPENDING CHRISTMAS HOLIDAYS AT HOME
Mr. and Mrs. B. C. Ruthven left Saturday morning for Hall county where Mr. Ruthven will do some work connected with the District Sanitary Engineer duties, before going to Donna, Texas, where they will spend Christmas at their former homes.

Miss Dorothy Wentland will also finish some work in Hall county before going from there by Oklahoma and Missouri to Chicago, Illinois, where she will spend the Christmas holidays with her relatives. Miss Wentland is district health nurse here.
The health officers plan to return the first part of the year.

For MORE EGGS and Profits

100% PURE MERIT THAT'S GOOD FOR YOU SATISFIES THEIR NEED

MERIT EGG MASH
WITH DRIED BUTTERMILK
MANUFACTURED BY HARDEMAN-KING CO.

If you feed your hens enough raw materials for a dozen yolks, but only enough for six whites and shells—you get only six eggs. That's why it means double the eggs and excellent CASH profits to feed MERIT EGG MASH instead of grains alone! An egg contains about 65% water, 14% protein, 10% fat, and 11% minerals; and MERIT EGG MASH has the meat scraps, corn gluten feed, cod liver oil, dried buttermilk, and other necessary elements all scientifically balanced to assure these exact materials. Yet MERIT EGG MASH is surprisingly low in price—so low that you are certain to make good profits by feeding this balanced and complete ration.

Edwards Grain Co.
PHONE 106 FLOYDADA, TEXAS

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

AT THE PALACE THIS WEEK!

Wednesday - Thursday,
DECEMBER 23rd AND 24th
RICHARD DIX
—IN—
"THE PUBLIC DEFENDER."
Also Good Comedy
REMEMBER WEDNESDAY NIGHT, DECEMBER 23, REGAL "INTERNATIONAL RADIO"—COME.
ADMISSION—10c and 25c.

Christmas Day
DECEMBER 25 AND 26th.
TALLULAH BANKHEAD
—IN—
"THE CHEAT"
Also Good Comedy
MATINEE CHRISTMAS DAY—2:00 P. M.

Christmas Night
DECEMBER 25, 12:01 A. M.
KAY FRANCIS
—IN—
"THE FALSE MADONNA"



CHRISTMAS GREETINGS

We appreciate your confidence on the threshold of a new year, and we dedicate ourselves anew to such service as will be more inclusive and helpful.

ROY HOLMES STUDIO

LONE STAR HOME DEMONSTRATION CLUB INTERESTING MEETING

The Lone Star Home Demonstration Club met at the school auditorium in regular business session. The Meeting was called to order by Mrs. Clyde Baxter, president.

The following subjects were discussed:

What are my responsibilities to my community?—Mrs. C. D. Merrick.
Are my children satisfied with their home surroundings?—Mrs. C. J. Roach.

Am I giving to the citizenship of my community a life that will reflect ideal standards?—Mrs. M. S. Johnson.

Is my household a place of peace and happiness?—Mrs. G. B. Johnston.

Am I taking proper time with my children to give them the proper principals and character building?—Mrs. B. Phillips.

Is my home management of a sound basis?—Mrs. J. T. Griffin.

Do I conserve my energy for my personal benefit and for others?—Mrs. Walter Lovell.

Do I save time to sow seeds of happiness?—Mrs. Albert King.

Is my life a reflector with a radiant covering space cut side my own home?—Mrs. Ben McGeehee.

There were twenty-two members and two visitors present.

Let everyone start the new year right and make our club a success.

Frank Roberts will return today or Wednesday from Lubbock, where he is attending Texas Tech College.

He will visit his parents here during the Christmas holidays.

Howard Welborn, student in Cameron A. & M. College at Lawton, Oklahoma, will spend the Christmas holidays here with friends and relatives.

MR. AND MRS. CONDRA AND MR. AND MRS. JOHNSON JOINT HOSTS AT BRIDGE

Mr. and Mrs. L. C. Condra and Mr. and Mrs. Edd Johnson were joint hosts at bridge on Monday and Tuesday evening of last week. The parties were given at the home of Mr. and Mrs. Edd Johnson at 522 W. Mississippi Street.

The Johnson home was decorated with symbols of the yule season with Christmas bells, holly wreaths and other indicatives of the Christmas season. The red and green color scheme was carried out in the table covers, tallies and refreshments.

High score in the Monday evening games was won by Mrs. S. W. Ross and R. E. Fry, those playing included, Mr. and Mrs. J. G. Wood, Mr. and Mrs. R. E. Fry, Mr. and Mrs. C. L. Minor, Mr. and Mrs. T. W. Whigham, Mr. and Mrs. C. J. Hollingsworth, Mr. and Mrs. S. W. Ross, Mr. and Mrs. J. C. Gilliam, Mr. and Mrs. T. P. Collins, Mr. and Mrs. A. S. Hollingsworth, Mr. and Mrs. John Reagan, Mr. and Mrs. A. P. Hora and Mr. and Mrs. E. P. Nelson.

Guests Tuesday evening were: Messrs. and Mesdames Walton Hale, J. A. Arwine, Tony B. Maxey, J. L. Hammonds, A. B. Keim, Luther Fry, Richard Stovall, Glad Snodgrass, H. O. Pope, W. C. Grigsby, A. J. Welch, Miss Ruth Collins and Roy Eubank. High score in the games was made by Miss Ruth Collins and Roy Eubank.

Mrs. Condra and Mrs. Johnson also entertained Tuesday afternoon, those playing were: Mrs. Calvia Steen, Mrs. Geo. Smith, Mrs. W. H. Hilton, Mrs. Bill Daily, Mrs. Carl Sarginer, Mrs. J. D. McBrien, Mrs. L. J. Welborn, Mrs. W. L. Cannaday, Mrs. T. P. Jones, Mrs. A. J. Folley, Mrs. Jas. K. Green, Mrs. E. L. Norman, Mrs. A. D. Cummings, Mrs. Leroy McDonald, Mrs. Glad Snodgrass. High score was won by Mrs. W. H. Hilton.

Coach L. T. Barksdale will spend the Christmas holidays visiting in Ohio, with relatives. Coach will probably go on a deer hunt in South Texas and Mexico during his vacation.

Miss Golden Louise Steen returned home this week from Waco, where she has been attending Baylor. Belton College for women. Miss Steen will visit her parents, Mr. and Mrs. Homer Steen.

CENTERVIEW FARM FLOCK PLACED IN NATIONAL EGG LAYING CONTEST

Mr. and Mrs. Olin S. Miller's ten white leghorn hens won fifth place in the pen egg laying contest held annually at Texas A. & M. College at College Station. This was the 14th annual Texas National Egg Laying contest.

Mr. and Mrs. Millers ten white leghorns scored again in that one of the ten placed second in another contest in which 500 hens were entered. The Centerview hens competed with outstanding poultry breeders flocks from thirteen states.

The Centerview pen laid 2,559 eggs in 51 weeks, or an average of 255 eggs per hen for 51 weeks. This pen led 36 of the 40 white leghorn pens entered in the affair.

Eggs layed in 365 days by the second high hen in the contest 314. There were but 11 hens in the 509 that laid 300 eggs or more in the 12 months. The highest production per hen for the entire contest was 330 eggs.

Mr. and Mrs. Miller have been breeding for egg production among their flock for a number of years. This is the fourth year that they have used the trap nest method to develop productions.

"Every hen in our pen is trapped every day," Mrs. Miller explained. "We do this in order to enable us to select the best birds we have for breeders and to eliminate the low producers. We have a record that all our hens, of their mothers and even of their grandmothers."

"The 314 egg hen this year is the daughter of a 299 egg hen, bred on this farm. She is a granddaughter of a 317 egg hen."

"Everyone of the ten hens in the pen that took fifth place is a daughter of a hen that laid 200 eggs or more per year."

Individual records of the pen in the contest were: 314, 284, 275, 271, 270, 244, 233, 232 and 214 eggs.

Mr. and Mrs. Miller have a tile hen house. 20 by 135 feet, for their flock. They have fed a mash the same as the Texas National Contest recommends. The mixture for the mash is as follows: 200 pounds yellow corn meal, 200 pounds shorts, 200 pounds bran, 100 pounds oatmeal, 150 pounds of dried buttermilk, 50 pounds of alfalfa leaf meal, 20 pounds of bone meal, 25 pounds of fine oyster shell and five pounds of salt.

Home grown grains were used for the scratch feed. Green feed was supplied by wheat and sudan range from the year around garden on the Miller homestead. In this garden, lettuce, mustard beets and others were grown the entire year.

"We found that grape furnished the best and surest supply of greens during the winter," Mrs. Miller said. "Our patch last winter supplied the hens through the winter and the baby chicks until late in the spring".

In the First National Egg Laying Contest, held in 1917, the average was 121 eggs per hen, with the highest production 207 eggs. The 14th contest shows an average of only 2 eggs per hen less than the high hen the first contest, with high record yields of 330 eggs for one hen.

High praise for Mrs. Miller is given in the report on the contest. "Mrs. C. M. Hill, Houston, Texas, and Mrs. Olin S. Miller of Centerview farm, owners of the fourth and fifth high pens for the year, respectively deserve special credit for the fine record which their pens made this year," the announcement said.

Floyd County, as well as Mr. and Mrs. Miller, is given credit for an active producer of poultry winners and the profits realized from turkeys chickens and produce exceeds that from major farm crops.

Harold Terry, who is attending Cameron A. & M. College at Lawton, Oklahoma, will visit during the Christmas holidays with his parents, Mr. and Mrs. J. R. Terry.

Delbert Eubank will spend the Christmas holidays with his parents and other relatives here. He is attending Tech College at Lubbock.

Mrs. Baird Bishop and children, of Kress, visited over the week end with Mrs. Jennie Bishop and other relatives here.

Warren Poole, student in Texas Tech College at Lubbock, will visit his parents in the Dougherty community during the holidays.

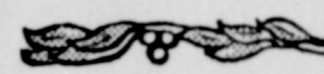


IN APPRECIATION—

The holiday season again affords us an opportunity to thank our many friends and customers for their patronage during the past twelve months and earnestly solicit your continued patronage during the coming year.

A MERRY CHRISTMAS AND A HAPPY NEW YEAR TO YOU AND YOURS!

J. C. WOOLDRIDGE LUMBER CO., INC.



MERRY CHRISTMAS AND A HAPPY NEW YEAR

We appreciate beyond words of expression the patronage we have received during 1931 and the years gone by in selling you merchandise and serving you. We have done our best to serve you but can never repay you for the confidence you have placed in us in buying our merchandise and using our service.

We hope that the New Year will see your fondest hopes fulfilled and your plans achieved.

May all your cares disappear with the flight of the Old Year. And may 1932 turn a new page wherein nothing will be written but happiness.

BAKER, HANNA & COMPANY

Let Cavanaugh do your Printing. Let Cavanaugh do your Printing.



SEASON'S GREETINGS

We wish to thank you for past patronage and solicit a continuation of same through the New Year.

FLOYDADA INSURANCE AGENCY

**G. C. TUBBS
W. H. HENDERSON
PHONE 273**



Seasons Greetings

Among our assets we like to count the only one thing that money cannot buy, your goodwill, and so at this holiday season we extend to you, not as a customer alone, but as a friend, the best wishes for the coming year.

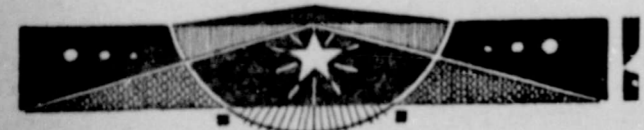
Triangle Garage



WISHING YOU A MERRY CHRISTMAS AND A HAPPY AND PROSPEROUS 1932.

South Plains Lumber Co.

H. G. McCHESNEY, MANAGER



MERRY CHRISTMAS HAPPY NEW YEAR

The New Year will soon appear—The present will be remembered as the past.

In the past may you remember the good.

In the future may your joys be many and life worth its toils.

Our wish for you is a Happy Christmas and the New Year full of joy.

THANK YOU:

For the favors and patronage during 1931—May we serve you during the New Year!

CONSUMERS FUEL ASSOCIATION



DAY IN AND DAY OUT

We have been meeting you, greeting you and serving you in whatever way we could. We have come to enjoy greatly our dealings with you and to expect you to come in regularly when there is a chance for us to supply a need, or just for a friendly call. And now that it is Christmas again we take added pleasure in wishing that you may find in the glad season an opulent of joy and contentment, such as will make life happier for you all the year.

ARWINE DRUG



The NEW SPRING PRINTS



New Sunday Night Dresses

BEAUTIFUL NEW PRINTS OF SILK CREPE IN THE NEW SPRING COLORS **\$5.00**

This Spring Season brings us Tiny Prints, Huge Prints, Dark Prints, Frivolous Prints, made into glorious frocks—of the New Beautiful Silk.

\$10.75

\$17.95

NEW SILK MATERIALS

DRESS UP FOR CHRISTMAS.

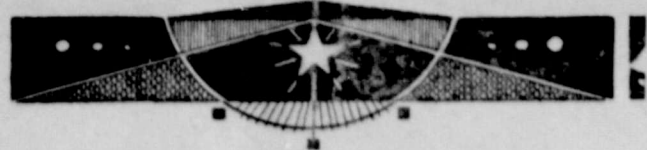
Martin Dry Goods Company

FLOYDADA, TEXAS

FLOYDADA, TEXAS

Miss Lexie Jane Bond, who is a student in Texas Tech College at Lubbock, will visit relatives here during the holidays.

Lloyd McLaughlin will visit his mother here during the Christmas holidays. Lloyd is a student in Texas Tech College at Lubbock.

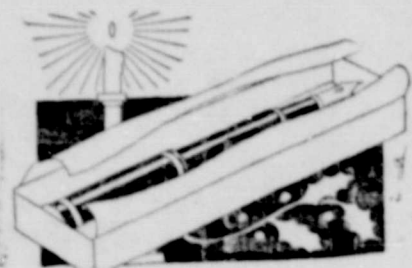


MERRY CHRISTMAS AND A HAPPY NEW YEAR TO EVERYONE

A MERRY CHRISTMAS TO YOU ALL...

We sincerely thank you for your patronage and wish you joy and prosperity for the New Year.

LOOPERS CASH STORE



MERRY, MERRY CHRISTMAS

The same old Greeting from year to year, The same old message of joy and cheer, But time makes the greeting no less dear, A Merry Christmas and a Happy New Year.

WHITE DRUG COMPANY



MERRY CHRISTMAS AND A HAPPY NEW YEAR

Throughout the year we have striven for the opportunity to serve—life's finest gift—If our efforts have pleased our reward is complete.

May your Christmas be joyous, your New Year prosperous—and when another year has rolled around may it find us associates and friends.

FIRST NATIONAL BANK



MERRY CHRISTMAS

Those two words have behind them all our good wishes for your future happiness—mixed with gratitude for your loyal support of us in the past.

Our New Year Resolution: To continue to serve you to the very best our our ability and to do everything possible to result in your ultimate satisfaction.

FINKNER MOTOR COMPANY



SEASON'S GREETINGS

CHRISTMAS—What memories of love, unfailing service, trust and faith are brought to mind at this period of the year—brought to mind for expression to friends and loved ones.

Helping to bring Christmas Joy to friends and customers, old and new, the greatest of joy and happiness and the utmost of prosperity.

PEOPLE'S EXCHANGE

WHIRLWIND CAGERS HAVE STIFF SCHEDULE FOR COMING SEASON

The schedule arranged for the Floydada High School Whirlwinds, basketball team, by Coach L. T. Barksdale is:

Monday night, December 21, Ralls at Ralls.

Tonight, December 22, Matador, A and B teams, Floydada.

January 5, Plainview Bulldogs at Plainview.

January 6, Matador, A and B teams, at Matador.

January 8 and 9, Floydada Tournament.

January 15 and 16, Ralls tournament at Ralls.

January 22 and 23, Lubbock tournament, Lubbock.

January 26, Plainview Bulldogs, Plainview.

28 and 29, Dimmitt tournament at Dimmitt.

The Floyd County Championship tournament will be held at the Andrews Ward gym here during the first week in February. Teams from rural schools, Lockney and Floydada will compete in this division.

The winner of the Floyd County championship will compete in the district tournament held in Lubbock the second or third week of February.

Coach L. T. Barksdale said Friday that he expected to schedule games with Turkey, Silverton probably Littlefield and other teams.

A number of letters accepting the invitation of Coach Barksdale and W. E. Patty, representing the Floydada public schools, to teams of neighboring towns to enter the South Plains Cage Tournament here on or about: A large number of players January 8th and 9th have been received. The guests of Floydada during the days of the meet.

Floydada's Whirlwinds will meet the strongest teams in this section at the Ralls, Dimmitt and Lubbock tournaments this season.

Other business came before the court and was transacted by that body during the sessions Monday and Tuesday. A portion of the meeting was held on Saturday, December 12.

COMMISSIONERS VOTE 15% CUT ON FARM LANDS RENDITION

In the regular meeting of the Floyd County Commissioners Court held at the county court room here last Monday and Tuesday, a motion was made in the business sessions Tuesday afternoon by G. L. Fawver, commissioner of Precinct No. 4, and seconded by T. Z. Reed of Precinct No. 2, to cut the rendition of farm and grazing land 15 percent of the 1931 valuation for taxes for 1932. This motion was passed by a unanimous vote of all the commissioners.

This reduction of 15 percent will represent approximately \$1,200,000.00 reduction in the total property rendition value of the county. This cut together with that of the past year will bring the year before last amount of \$13,500,000 down to around \$11,000,000 for 1932. The present value of the farm and grazing land of the county for taxation is \$8,041,175 and the fifteen percent reduction amounts to more than \$1,200,000. The saving in actual money to farm land owners and grazing land owners will be around \$6.00 or \$7.00 per quarter section of land owned in the county.

Other business came before the court and was transacted by that body during the sessions Monday and Tuesday. A portion of the meeting was held on Saturday, December 12.

Let Cavanaugh do your Printing.

MR. AND MRS. T. W. QUIRK HAVE NEW GRAND SON

Mr. and Mrs. T. W. Quirk, of this city, made the announcement this week that they have a new grand-son. This son was born to Mr. and Mrs. P. J. Quirk, of Okmulgee, Oklahoma, November 22, and was named for his great-grandfather, who resides at Chapman, Kansas, Patrick James Quirk.

LOCAL GIRLS RETURN FROM WARD BELMONT SCHOOL

Misses Gwendolyn Snodgrass and Audrey Farris returned last week from Nashville, Tennessee, where they have been attending Ward Belmont School for girls there during the fall term.

Miss Snodgrass arrived home Friday evening and will spend the Christmas holidays with her parents, Mr. and Mrs. Glad Snodgrass. Miss Farris returned Saturday and will visit her mother, Mrs. John N. Farris, during the Christmas season.

COUNTY HOME DEMONSTRATION AGENT MAKING ANNUAL REPORT

Miss Martha Faulkner, County Home Demonstration Agent, has been in her office preparing the annual report for the last several days. Miss Faulkner plans to go to Fort Worth to visit her parents during the Christmas holidays when she finishes making the annual report.

Denzil Probasco, who is attending Texas Tech at Lubbock, will spend the Christmas holidays visiting his parents, Mr. and Mrs. Frank Probasco, in the Sandhill community. He will resume his work at Tech at the opening of the winter term.

Mrs. Wanda Banker and daughter, Doris Gillean, of Dallas, arrived Sunday afternoon to spend the holidays with her parents, Mr. and Mrs. A. Armstrong. Mrs. Banker teaches in the Oakcliff High School at Dallas.



A JOYFUL CHRISTMAS AND A HAPPY NEW YEAR

We take this opportunity of wishing our many friends and customers a very joyful Christmas and a Happy New Year.

IN APPRECIATION OF YOUR FAVORS

We enter the New Year with the determination to excel our past efforts to please you, and cooperate with you every hour of the coming New Year.

OUR GROCERY & MARKET



SEALE-JONES DRY GOODS WISHES FOR EVERYONE A MERRY CHRISTMAS AND HAPPY NEW YEAR.

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

Boys' Pants for school wear, in blues and powder blues, values to \$1.00, **45c**
your choice

Bordens Scout and Anna Mae Prints, Guaranteed Fast Colors. Many patterns to select from. This is a 19c value which Seale & Jones are selling **13c**
now for

Just received new guaranteed tub fast prints, **9c**
values to 15c, now

Rayon Bed Spreads, assorted colors, size 81x105, values from **\$2.35**
\$1.00 to

Ladies Purses, values from **\$2.85**
\$1.00 to

Ladies Fancy Slip-on Suade Gloves, a **85c**
real value, 45c to

Ladies and Misses Rain Coats, colors, blue, green, red, black and silver stripes, a real **\$1.00**
value to \$3.50, your choice

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 **\$1.45**
good. Values to \$3.00, your choice

Men's Dress Shirts, Pool's and Skyline Broadcloth and Woven Madras, values to \$2.50, **\$1.00**
your choice

MEN'S DRESS PANTS

In all wools, value to \$5.00, **\$2.85**
your choice

DOUBLE BLANKETS

Part Wool Plaid Blankets, size 66x80, **\$1.55**
while they last, your choice

Cotton Double Blankets, **85c**
your choice

Ladies' Silk Hose, 42-gauge, pure thread silk, full fashioned, in the New Fall Shades, values **75c**
to \$1.50, your choice

Jet Oil Shoe Polish, Black **11c**
and Brown

Men's Overalls, 220-weight, white back denim, full cut, with jumper to match, **65c**
your choice

Boys' size, 6 to 16 **45c**

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. Billiken and Dr. Austin Arch Supports, **\$2.85**
AAA and EEE, 4 1-2 to 9, your choice

Ladies' Shoes in Pumps, Straps, Oxfords, in kid and calf, high and low heels, values to **\$1.85**
\$4.00, your choice

Men's Black Calfskin Oxfords, in three different styles, \$3.00, values, **\$1.85**
your choice

Men's Work Shoes in black and brown, elk uppers, Munsen last, moccasin toe, well worth **\$1.85**
\$2.75, your choice

HOME DEMONSTRATION CLUBS YEAR BOOK DELIVERED TO AGENT

The 1932 edition of the Floyd County Home Demonstration Clubs year book was delivered by the Cavanaugh Printing Company, publishers, to Miss Martha Faulkner, County Home Demonstration Agent, yesterday morning.

Miss Faulkner will distribute the books to club members over Floyd county early in the New Year.

FIRST METHODIST CHURCH

Rev. I. A. Smith, Pastor.
Sunday school 9:45 A. M.
Preaching 11:00 A. M.
Epworth Leagues 6:00 P. M.
Preaching 7:00 P. M.
Mid week prayer meeting, Wednesday 7:00 P. M.

E. E. White, newly appointed Presiding Elder of this district will have the preaching service for Sunday night, December 27, at seven o'clock. Announcement is being made in order to enable those who wish to do so to hear Elder White.

MOUNT BLANCO CHURCH ANNOUNCEMENT

The following church announcement has been made for Saturday night and Sunday at the Mount Blanco Church:

Preaching Saturday night 7:30.
Sunday school Sunday morning at 10:00
Preaching at 11 a. m.
B. Y. P. 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.



SEASONS GREETINGS AND BEST WISHES

Most cherished among the gifts bestowed the passing year is the memory of the pleasant relations with those whom we have been privileged to serve. So it is most sincerely that we wish you a Merry Christmas and a Happy New Year.

FLOYDADA DRUG COMPANY

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