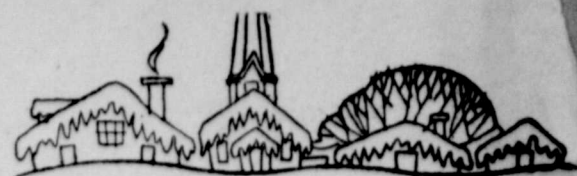


The Floyd County Plainsman



VOLUME NO. 5


Floydada, Floyd County, Texas, December 14, 1933

F-1418-2

NUMBER 1

CHRISTMAS SHOPPERS' EDITION



Merry  Christmas





Four Candles On The Plainsman's Birthday Cake, Fifth Year Starts

And again, for the fourth time we have added another candle to the Plainsman's birthday cake. This week is number 1 of volume 5.

Four years ago we had faith enough in you people of Floyd County and Floydada that we believed you would support us in our endeavor to give you a news medium and advertising medium. That faith was not unfounded, and we are thankful.

We hope that we have pleased you in our attempts to do so. If we haven't we hope that we may gain your favor in the future. Of the several merchants that placed advertising with us in issue number one, practically all are represented in this issue and several new merchants that have chosen Floydada as their home. We appreciate the patronage given us and we hope that the merchants of Floydada and our readers will see fit to lend their co-operation in the future as in the past.

Former County School Teacher Is Ill Following Stroke This Week

Prof. J. F. Duck, former teacher in the Floyd County schools and at present time Justice of the Peace in Silverton, suffered a paralytic stroke Monday morning of this week.

Dr. Geo. Smith, of Floydada, went to Silverton to attend Mr. Duck. He is thought to be recovering from the stroke.

Mrs. R. S. Moore, of Dougherty, is visiting in Floydada this week with her daughter, Mrs. Grover Smith and on business.

Floydada Merchants Dress Stores In Yuletide Apparel, Display Goods

Everybody's busy, getting ready for Christmas!

Floydada business houses have taken on a beautiful array of decorations in green and red, Christmas bells, tinsels, miniature Santa Clauses and snow.

Merchants in this city are displaying this year one of the largest collections of Christmas gifts goods ever to be had here. From everywhere gift goods have been purchased and brought to Floydada so people of Floydada and Floyd County may select a gift just to their liking.

In years past those highly desirable things which were so highly priced were unattainable to many but this Christmas the best of gifts may be secured at a reasonable price.

Come to Floydada this week and next and see the beautiful window lighting and displays. You'll enjoy it and you, too, will fall in line with Floydada merchants to get proper Christmas spirit.

Board of Welfare Employment Approved By Commissioners Court

The Floyd County commissioners court, in connection with regular business transacted this week, voted to approve the Floyd county board of welfare employment or the county relief committee.

Members are: Jeff D. Ayres, W. H. Henderson, Paul Snodgrass, E. Guthrie and A. R. Meriwether.

Reports of J. S. Solomon and D. C. Lowe, Justice of the peace, and Mrs. Maud Merrick County treasurer were read and approved.

THE WISE MEN FOLLOW A STAR



And wise Christmas shoppers will come to this store to make their Christmas gift selection. We have a full line of Christmas gift goods.

Toilet Sets, Perfumes, Atomizers, Silver Sets, Comb and Brush Sets, Shaving Sets, Cigars, Cigarettes, Pipes and an assortment of other articles.

WOODY DRUG COMPANY

Phone 30 ————— West Side Square



COME TO FLOYDADA

NEXT WEEK AND ATTEND FLOYDADA MERCHANTS CHRISTMAS WEEK CELEBRATION AND WHILE IN TOWN—

PURCHASE A SUPPLY OF GOOD COAL AND JUST RIGHT FEEDS.

FARMERS GRAIN CO.

FOR DELIVERY CALL PHONE 43.

AND then, in a twinkling, I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head, and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in furs, from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of toys he had flung on his back,
And he looked like a peddler just opening his pack.
His eyes, how they twinkled! his dimples how merry;
His cheeks were like roses, his nose like a cherry!
He was chubby and plump, a right jolly, old elf,
And I laughed when I saw him, in spite of myself;
He spoke not a word, but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose,
And giving a nod, up the chimney he rose:
He sprang to his sleigh, to his team gave a whistle,
And away they all flew like the down of a thistle,
But I heard him exclaim, ere he drove out of sight,
"Happy Christmas to all, and to all a good-night."

From, "A Visit From St. Nicholas,"
by Clement Clarke Moore, 1779-1863.

Eugene Graham Injured In Fall From Car, Was Knocked Unconscious

Eugene Graham, 15 year old son of Mr. and Mrs. Emmett Graham, city, was knocked unconscious when he fell from a car on which he was riding. The accident occurred Monday morning as the boy was going to pull cotton.

Eugene was riding on a "strip down" car and was wrapped up in his cotton sack. He was unable to catch hold as he started falling. After being brought to the Smith and Smith sanitarium for treatment the lad is thought recovering.

MARRIAGE LICENSE ISSUED

Marriage license was issued by County Clerk A. B. Clark to Miss Eunice Wise and Mr. Harold Woody of this county.

City Council Met In Regular Monthly Session Tuesday Night

City council met Tuesday night in the regular monthly business meeting. Several accounts were ordered paid and other business transacted.

J. A. Grigsby was employed as an extra police officer for a period of 30 days, beginning December 13, 1933.

It was voted to pay Geo. A. Lider \$75.00 for the preparation of the Civil Works Project. A \$25.00 payment was ordered made. An application as prepared by Geo. A. Lider to the Texas Civil Works Association for funds for the projects as shown by said application was accepted with the reservation as to the topping material to be used in connection with the project on East Tennessee street.

Floydada Methodists Attending Session Of Plainview District Today

Several members of the First Methodist Church are in Plainview today where they are attending a meeting of the Plainview Methodist District.

Members of the Missionary Society are attending a "Harvest Day" service. At this session reports will be made and the year's work closed.

A meeting of ministers of this district and of laymen will be held in conjunction with the district missionary meeting but at another church.

Fire Monday Night In West Floydada Did \$200.00 Damage

A fire in a barn in west Floydada Monday night caused damage estimated at \$200.00. The fire was in the alley of 165 North First street.

An alarm was sounded for the Floydada fire department and the blaze was extinguished. The building was the property of Mrs. F. P. Henry.

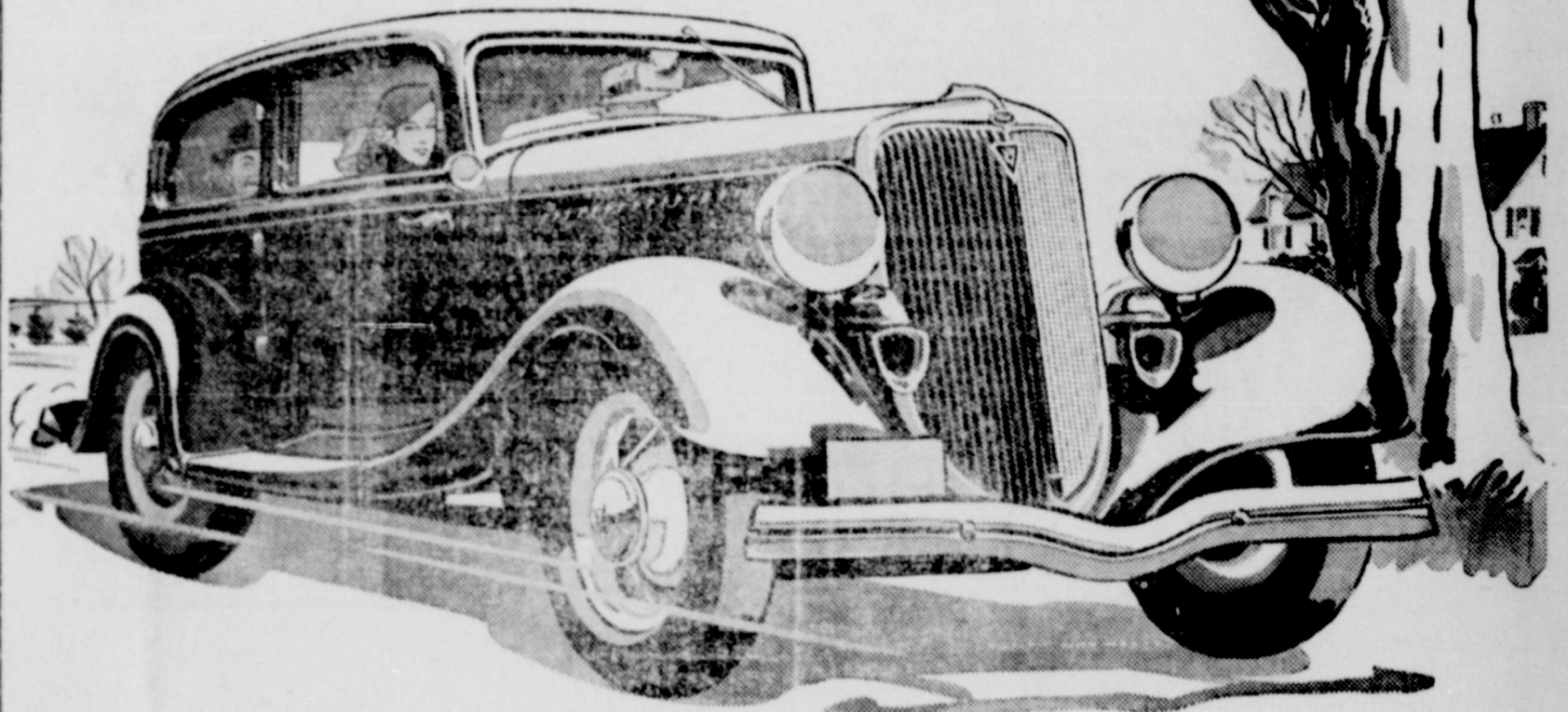
Plans For New Year Made In Magnolia Meeting Held At Lubbock

Plans for a new year were made in a meeting of Magnolia wholesale agents, service station operators and salesmen held in Lubbock Monday evening of this week.

Those attending the meeting from Floydada were: H. O. Cline, manager of the Magnolia Service Stations, C. W. Ginn, wholesale agent and Earl Suit, of Magnolia Station Number One.

M. and Mrs. T. W. Whigham and Mrs. Hearon Wright visited in Lubbock over the past week end.

Announcing



NEW FORD V-8 for 1934

THE UNIVERSAL CAR

The New Ford V-8 for 1934 is now on display at the showrooms of Ford dealers. Surpassing even the great Ford of 1933 in economy, beauty and comfort, it is truly the car of this modern age—the culmination of thirty years Ford progress. It combines the proved performance of the V-8 cylinder engine with two important new features—Dual Carburetion and perfected Clear-vision Ventilation. See this car today and drive it at the first opportunity.

OUTSTANDING IMPROVEMENTS IN THE NEW FORD V-8

BETTER PERFORMANCE. Greater power, new speed, quicker acceleration, smoother performance, more miles per gallon especially at higher speeds, and quicker starting in cold weather—all these result from the new dual carburetor and dual intake manifold. New water-line thermostats enable the engine to warm up more quickly and to maintain an efficient operating temperature. Added engine refinements reduce oil consumption, further improve operating economy and reduce maintenance costs.

NEW VENTILATION SYSTEM permits clear vision, prevents drafts and provides desired amount of fresh air in any weather. Individual control for front and rear side windows. When ventilation is desired the window glass is raised to the top. Then the handle is given an additional half-turn. This slides the glass back horizontally to form a narrow slot. Through

this slot air is drawn out by the forward motion of the car. This simple ventilation system maintains draft-free circulation, insures passenger comfort, prevents fogging windshield in cold or stormy weather. Both windshield and cowl ventilator can be opened to supply additional air needed for comfortable warm-weather driving.

DISTINCTIVE NEW APPEARANCE enhanced by the newly designed chromium-plated radiator shell and grille, new hood louvers, new hub caps. Interiors are attractive, with new tufted upholstery, new mouldings, new cove-type headlining, new instrument panel, new arm rests, new hardware. Swivel-type sun visors in De Luxe bodies prevent glare from front or side.

FENDERS IN COLOR. On De Luxe cars fenders are in color to harmonize with body colors—wheel colors optional. New enamel finish on

all bodies and fenders has greater wearing quality and more enduring luster.

GREATER RIDING COMFORT results from increased spring flexibility. The spring leaves are newly designed for quieter and easier action. Shock absorbers are improved. Seat cushions are deeper, with new, softer springs. New type, individual bucket seats provide increased comfort for front-seat passengers in the Tudor Sedan. Adding to comfort is the new driving ease of the 15-to-1 steering gear ratio.

PRICES REMAIN LOW—Tudor Sedan, \$535. Coupe, \$515. Fordor Sedan, \$585. De Luxe Tudor, \$575. De Luxe Fordor, \$625. De Luxe Coupe (5 windows), \$555. De Luxe Coupe (3 windows), \$555. De Luxe Roadster, \$525. De Luxe Phaeton, \$550. Cabriolet, \$590. Victoria, \$610. (All prices f.o.b. Detroit.)



WE URGE YOU TO ATTEND THE MERCHANTS CHRISTMAS WEEK CELEBRATION, TUESDAY, WEDNESDAY AND THURSDAY OF NEXT WEEK.

PUT ON A NEW SET OF KELLY-SPRINGFIELD TIRES

WE HAVE SIZES TO FIT ALL CARS.

Consumers Fuel Assn.


Redd's System Grocery Company For Fresh Fruits, Vegetables

Redd's System Grocery Company will offer special prices on Groceries. This sale will continue until January First. Don't fail to get prices. We will have a truck load of delicious apples for Christmas which will be in the last of this week, also Texas oranges and grapefruit. Large supply of candies and nuts. A bucket of Ribbon Cane Syrup FREE to every 100th person who enters our store from now to January first. Free sack Bewley's best flour every Saturday at 4 o'clock.

E. C. Henry, B. K. Barker, Horace Simpson and Jim Clonts and Paul Turner visited in Dallas from Wednesday afternoon to Friday on business. Mr. Barker attended a Ford dealers meeting and Mr. Clonts visited with relatives.

O. P. Rutledge, Jay Mitchell, Gene Collins, Jim Curry and Pat Stansell went to Pampa Saturday to attend the Abilene Eagles-Pampa Harvesters ball game. Pampa won the bi-district championship by a score of 27 to 7.

ENJOY YOUR CHRISTMAS



But use precaution with fireworks, decorations and inflammable objects.

DON'T LET A FIRE SPOIL YOUR FUN ON CHRISTMAS.

Be doubly safe by insuring against a possible loss through—

FLOYDADA INSURANCE AGENCY
G. C. Tubbs W. H. Henderson
Attend Merchants Christmas Week Celebration. Visit Us.

WAVES FOR THE HOLIDAYS


Look Your Best During The Holidays.



HOLIDAY SPECIALS!

LUXUR Oil Wave	\$3.50
(Regular \$9.50 Permanent)	
Two for COMBINATION, OIL Wave	\$5.00
Two for OIL WAVE	\$6.00
	\$1.75

PRIMP BEAUTY SHOPPE
Phone 270 West Side Square



MAKE THIS A HAPPIER CHRISTMAS WITH A CROSLY or ATWATER-KENT RADIO

CHRISTMAS SHOPPERS, HERE IS THE IDEAL GIFT FOR EITHER THE INDIVIDUAL OR THE ENTIRE FAMILY!

RADIOS PRICED AT
\$26.00 to \$150.00

You will also find in our stock . . . Waffle Irons, Electric Irons and Percolators, Lamps, Etc.

Make it an electrical Christmas From—

Radio Electric Co.
Phone 201

"Get the Boys Out of the Trenches by Christmas"



C. M. Lyles Re-Elected of President County Singing Convention

C. M. Lyles, prominent singer, of the Campbell community was re-elected president at the Floyd County singing convention held Sunday all-day at Sandhill. The convention was held in the Sandhill school building. Other officers selected were: Lester Burgett, Floydada, vice president; Miss Ada Foster, Lone Star, secretary-treasurer.

A good crowd was in attendance at the convention including a number of out-of-county singers. The Stephens trio from Motley county was on the program and a Mr. Tanner from Flomot was present.

The place for the next convention was not selected.

Dr. Clark Meador, of Sweetwater, visited in Floydada during the week end with E. E. Boothe and other friends.

John Edward Smith returned Friday night from Waco where he had been visiting with relatives since Thanksgiving.

Mrs. E. C. Thomas To Present Pupils in Christmas Recital


Mrs. E. C. Thomas, piano instructor, will present her students in a Christmas recital to be given Monday night, December 18, at 7:30 o'clock. The recital will be given at the High School auditorium.

The program will include a number of piano solos, duets and also vocal numbers. All of the musicals will carry out the Christmas idea.

An invitation is being extended to the general public to be present. There will be no admission charge made.



THE VERY LATEST



DRESS UP FOR Christmas

Look your best during the Holidays by having your clothes tailored at this shop. Quality clean and pressing service. Quick, courteous service.

Bring your hat in and let us clean and block it. The price is moderate and your hat is made like new.

We Specialize In Cleaning Ladies Wearing Apparel.

Boothe Tailors

"WEAR CLEAN CLOTHES"

Attend Merchants Christmas Week Celebration. Visit Us.

Mrs. Geo. Smith visited in Lubbock one day last week with friends.



This Is The Christmas Store

And you will find just the article that will make a suitable gift and in our Christmas display.

GIFTS for EVERYBODY

The burden of Christmas shopping will be made lighter if you will check over the list and then come in and see our large Christmas merchandise display for yourself.

TIMELY SUGGESTIONS

Manicure Sets Com- **GIVE HER—**
pacts and Vanities,
Leather Hand Bags,
Perfumes and Perfume
Sets, Atomizers, all for
her.

DANBURN'S
Better
CANDIES

Smoking Sets, Cigars, Cigarettes, Pipes, Fountain Pen and Pen-
cil Sets, Shaving Sets, Comb and Brush Sets, Etc.

Attend Merchants Christmas Week Celebration.

Arwine Drug Co

MAJESTIC RADIO FOR THE ENTIRE FAMILY!

The Ideal

-- GIFT --

Furniture

Nothing more thrilling nor lasting than beautiful furniture A useful gift for the year around.

Christmas Shoppers, we invite you to come in and see our large assortment of Christmas furniture.

Bedroom Suits, Living Rooms Suits, Dining Suits, Tables for Bridge, End Tables, Lounging Chairs, Floor Lamps, Table Lamps and many other pieces of furniture that will make a pleasing and useful gift.

Another Gift Suggestion:
A PHILCO RADIO
Will make an ideal Gift—Prices Ranging—
\$34.50 UP

Attend Merchants Christmas Week Celebration. Visit Us.



F. C. HARMON, FURNITURE

Attend Christmas Week Celebration

FLOYDADA MERCHANTS TO STAGE CHRISTMAS CELEBRATION HERE NEXT WEEK; MOTORCYCLE CRASH, FREE TURKEYS, SANTA CLAUS HERE

Floydada Merchants are uniting next week to give the people of Floydada and Floydada's trade territory three big days of Christmas entertainment and celebration, to be held Tuesday, Wednesday and Thursday, December 19th, 20th and 21st.

The big celebration is being financed and sponsored by Floydada business institutions for the benefit and entertainment of the customers. No admission charges will be made at any time.

Heading the three days is a motorcycle wall crash. The stunt will be put on by Johnny Holden, of Fort Worth, veteran motorcycle stunt rider. He will ride his motorcycle through a blazing wall constructed

of heavy timber. This event will be Tuesday afternoon, December 19th at 2 o'clock.

Wednesday of next week forty live turkeys will be released from the roofs of Floydada business houses to the street below. Whoever catches the turkeys will have a bird for the Christmas dinner. These turkeys were bought from Floyd County turkey raisers.

For the kiddies and grown up as well, old Santa Claus will have candy all day Thursday. He will arrive in Floydada at 10 o'clock from North Pole. He plans to give hundreds of pounds of candy to the kiddies during the day.

All in all it is just three big days of entertainment of fun, of celebration and the cost to you is nothing. Come on in folks, bring the youngsters, let's have a big time.

FARM CREDIT GROUP FOR EIGHT COUNTIES IS ORGANIZED AT AMARILLO

Amarillo, December 12.—A farm credit organization to be known as the Amarillo Production Credit Association, and which will make loans to farmers residing in eight Panhandle counties, was organized here yesterday.

The local association will be the connecting link between the farmers and the Federal Intermediate Credit Bank. Fifty-two similar associations are now being organized in Texas. The Amarillo and other Produc-

tion Credit Associations in Texas will make loans for general agricultural and livestock production purposes, such as producing and harvesting crops; the breeding; raising and fattening of livestock, and the production of livestock and poultry products.

Eight Counties Included
Counties included in this district are Armstrong, Carson, Deaf Smith, Hansford, Hutchinson, Oldham, Randall and Potter.

The Production Credit Corporation of Houston, capitalized at \$7,500,000 will provide the initial capital of the various district associations. These associations provide the means by which farmers and ranchmen of Texas may, through cooperative action, obtain production credit at low rates of interest.

Loans must be made on a sound basis as it is expected that the paper will be rediscouted with the Federal Intermediate Credit Bank of Houston, which obtains funds primarily from the sale of debentures. Interest on the present intermediate credit basis will be seven per cent.

Maximum term of crop loans will be one year.

Capital Is \$200,000

Thirty-six of the 70 farmers attending yesterday's organization meeting signed as original incorporators. All of the eight counties in this district were represented. After considerable discussion, the incorporators voted to ask for a charter with an initial capital of \$200,000.

It is expected that loans to farmers through this set-up will take the place of many loans made recently under the emergency crop production loan organization, the difference being in the permanency of the new body.

Borrowers Own Stock

All borrowers immediately become stockholders in the association to the extent of 5 per cent of their loans. Each borrower will be allowed one vote in the organization.

URGE BANKS TO INSURE MONEY; DEPOSIT GUARANTEE IS SHUNNED BY SOME

Austin, Texas, December 12.—E. C. Brand, state banking commissioner, today urged officers of Texas state banks to insure their bank deposits in the temporary plan of the Federal Deposit Insurance Corporation.

Brand called the bankers together when it was disclosed that approximately 200 state banks had not signified an intention of participating in the State Deposit Insurance Corporation, a quasi-governmental corporation established by the legislature to insure deposits in state banks, or in the Federal Deposit Insurance Company.

Membership in the Federal or State Deposit Insurance Corporation is not compulsory.

Brand said he believed it was a wise policy for every bank in Texas to insure its deposits, citing that the plan was a part of the federal government's program and should receive the co-operation of Texas banks.

The bankers were told that the State Banking Department has been ready, willing and able to function in regard to the state plan of deposit insurance but that since 200 state banks had not applied for insurance in either company it was felt that every bank should join the temporary fund of the Federal Deposit Insurance Corporation.

James E. Ferguson, representing Governor Miriam A. Ferguson, pointed out that the President's program provided for deposit insurance and urged all banks to insure their deposits.

The deposit guaranty plan will become effective January 1.

The University of Texas has a century plant which has bloomed twice in the past five years.

Mrs. Geo. Smith visited in Lubbock one day last week with friends.

"FINGERPRINT" TO BE PRESENTED AT SANDHILL MONDAY NIGHT, DEC. 25

The Sandhill Dramatic Club will present at the Sandhill Auditorium Monday night, December 25, "Fingerprint," as announced by Mrs. Edd Holmes.

If you enjoy a western play that is full of laughs and thrills from start to finish don't miss Fingerprint, a sure hit comedy.

The cast includes several of the old time actors: Mr. and Mrs. Elmer Mickey, Mr. and Mrs. A. V. Womack, Mr. and Mrs. Edd Holmes, Mrs. Jim Holmes, Mr. and Mrs. Marvin Jeter, Miss Alice Smith and Bill Jeter.

Arthur Womack playing the part of Hovey Hawks a Fingerprint detective will cause many hearty laughs.

Mrs. Marvin Jeter plays an excellent part as the colored cook.

Special between acts using the colored lights will feature the entire cast in several of the latest song hits. Special music also will be given before and after the play.

Season tickets are good for this play.

AMERICAN LEGION AND AUXILIARY MEMBERS ENJOYED PARTY MONDAY NIGHT

Members of the McDermott Post American Legion and Auxiliary met Monday evening at the Legion home in a social. Games of 42 and bridge were played.

High score in the 42 games for the evening was held by John Maxwell and Jim Holmes. Mrs. L. T. Bishop and Jack Henry held high score in the bridge games.

Refreshments of sandwiches, cookies and coffee were served.

Those present were: Mr. and Mrs. L. G. Mathews, Miss Irene Mathews, Mr. and Mrs. L. T. Bishop, Miss Pernie Badgett, Mr. and Mrs. John Reagan, Mr. and Mrs. J. C. Gilliam, Mr. and Mrs. Harry Morckel, Mr. and Mrs. Jim Holmes, Mr. and Mrs. John Phillips, John Maxwell, Clyde Bagwell, E. C. Thomas, Mrs. Walton Hale, Mr. and Mrs. Jack Henry, Mr. and Mrs. J. C. Covington.

Tuesday evening several of the members of the auxiliary and legion met and packed a Christmas box to be sent to the veterans hospital at Legion, Texas.

MRS. V. ANDREWS TO PRESENT CHRISTMAS PROGRAM FRIDAY NIGHT

Mrs. V. Andrews will present her expression pupils in a Christmas program at the Floydada High School auditorium Friday evening at eight o'clock.


An invitation is being extended to the general public for their attendance. There will be no admission charge made.

Mrs. H. R. Johnston left Sunday morning to go to Chico, Texas, to spend the remainder of the winter visiting with her daughter, Mrs. Jim Ward. Jake Hill, Mrs. Johnston's grandson, took her to Chico and returned Monday evening.

F. D. McGlinchey, of Aledo, Texas, is visiting in Floydada with his sister, Mrs. Wilson Kimble. Mr. McGlinchey will be employed during the Christmas holidays at the Wilson Kimble Optical and Jewelry Company.

Let Cavanaugh's do your printing.

for **BILIOUSNESS**
Sour stomach
gas and headache
due to
CONSTIPATION



TRADE MARK REG.



CANDY--
HOME MADE
Taffy
Peanut Brittle
Divinity
Cocoanut Brittle
And many other kinds made fresh daily.
See Our Window.
ALSO
Fireworks
Complete Line.

WESTERS' QUALITY BAKERY
Attend Merchants Christmas Week Celebration. Visit Us.



CHIMNEYS
THESE DAYS
ARE NOT WHAT THEY
USED TO BE
THANKS TO
NATURAL
GAS

And we promise to remind Santa Claus of the neat chimney work he can do in all the smokeless neighborhoods of the West Texas Gas Company system.

Merry Christmas
Our employees join in wishing everyone a Merry Christmas and a Joyous and Prosperous New Year.

West Texas Gas Co.
See With Dependable Service

A LITTLE BOY PLAYS WITH FIRE



Chaos is envisioned as resulting from Professor Tugwell's proposed new food and drug law to be considered at the coming session of Congress.

The Tugwell Bill places in jeopardy the jobs of approximately 1,275,000 employees in the food, drug, cosmetic and allied industries, according to the New York Board of Trade.

The consumer will be the ultimate sufferer because the economic structure of the country would be endangered. Each individual would feel the stress of the increased cost of medication and the lowered standard of living.

The Tugwell Bill is a prohibitory measure. It would curb a free press in its responsibility of advertising and it would bring three major industries under the control of a bureau-ocratic czar. Public sentiment expressed through members of congress will defeat this measure.

The Floyd Co. Plainsman
Published Thursday of Each Week

M. B. CAVANAUGH
Owner and Publisher
Telephone No. 187

ADVERTISING RATES
Given on Application.

SUBSCRIPTION PRICES
In Floyd County \$1.00
Outside Floyd County \$2.00

Entered as second class matter June 23, 1911, 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.


Christmas FOODS!

Come to this store when you start your Christmas food shopping. You are sure to find just what you want at prices that you can well afford to pay.

Smart Shoppers Come to—

Looper's

Attend Merchants Christmas Week Celebration.



HAVE YOUR CLOTHES CLEANED FOR CHRISTMAS!

For just the cleaning costs, which are very moderate, you can have a smart Christmas outfit. We remove all traces of wear, eradicate spots without leaving tell-tale rings, and refresh colors without harm to the sheerst of fabrics.

Attend the Merchants Christmas Celebration.

Luther Fry, Tailor

Santa Says

"Go to Hull & McBrien's for Christmas Foods"

We have everything to fill the Christmas stocking. And for the dinner on Christmas Day. Wise Christmas food shoppers will come to—

HULL AND McBRIEN
Phone 292



HOLIDAY FOOD VALUES

SHOP HERE AND SAVE

We have everything to fill the Christmas Stocking! Nuts of all kinds, fruits, candies

ATTEND MERCHANTS CHRISTMAS WEEK CELEBRATION

Floydada Grocery

DINE sumptuously during the holidays on the finest foods that can be gathered from the four quarters of the world . . . and at the same time enjoy the thrift which our low prices make possible. Christmas dainties of all kind are now here, awaiting your selection . . . and to help whet jaded appetites of every member of your family.

Shirley Sanderfur and Virgil Reed, of Redd's Produce & Grocery, left Monday for Colorado for a load of fruit and vegetables for Redd's Produce and Grocery.

GOOD YEAR PATHFINDER
Supertwist Cord
TIRES

● Better tires than the highest priced tires of many other makes — a value you get because Goodyear builds the most tires—by millions.

Lifetime Guaranteed
4.40-21 4.50-20 4.75-17
\$5.55 \$6.00 \$6.70
5.00-20 5.25-18 5.50-19
\$7.45 \$8.10 \$9.40
Other Sizes in Proportion

Magnolia Service Station

H. O. CLINE, MANAGER
Phone 36 or 37
For Road Service



THE ONE BRINGS THE OTHER — By Albert T. Reid



Classified Ads.

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

NOTICE TO THE PUBLIC
I will do public typing and draw legal papers and notary work at County Surveyor's office. DONA COVINGTON, abstractor. 23-tfc

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

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

Jones Shoe Shop. We do all kinds of shoe and harness repairing 109 W. California Street. 34-5tc

FOR SALE
Good young draft horses, mares and mules. J. W. Hardgrove, Floydada. 52-1tp

Let Cavanaugh do your printing.

MISS CLARRIET TARDY AND MR. J. A. PARRISH WERE MARRIED HERE SATURDAY

Miss Clarriet Tard, daughter of Mr. and Mrs. G. A. Tardy, of McCoy community, and Mr. J. A. Parrish, son of Mr. and Mrs. Parrish, also of McCoy, were married Saturday night in Floydada.

Rev. G. W. Tubbs, pastor of the McCoy and Mount Blanco Baptist Churches, performed the ceremony at his home in north Floydada.

Both the bride and groom were reared in this county and attended county schools. They will make their home in the McCoy community.

WHIRLWIND - GREEN PEPPER BANQUET HELD TUESDAY EVENING THIS WEEK

The annual Green Pepper-Whirlwind banquet was held Tuesday evening at the R. C. Andrews Ward School gymnasium. Appropriate for the occasion the gym was attractively decorated in green and white color scheme.

Following is the program as followed during the evening: "Teast to Whirlwinds"—Maxine Fry; Response, Clifford Golightly, Captain of the 1933 Whirlwind team; "Columbine", Rhe Cloud, Bonnie Fyffe; Special songs, Miss Lois Freeman and Clifford Golightly; Tribute, Coach R. P. Terrell; Song, Green Peppers. Music was furnished by the Gloom Chasers Orchestra.

The menu served was: Cocktail, baked turkey, dressing, giblet gravy, cold slaw, rolls, butter, candied apples, Paradise pudding, assorted cookies, iced tea, mints.

HAVE YOUR ABSTRACTS made by DONA COVINGTON, Abstractor, Floydada, Texas. 21-tfc

TRY PLAINSMAN WANT ADS—THEY'LL SELL IT!

THE HOLIDAY SOCIAL SEASON JUST AHEAD

Let us give you that permanent that will complete your good appearance at any holiday social event.

Price Range
\$1.50
TO
\$10.00

Make An Appointment Now.
MRS. ANNA MARIE BOOTHE



TRY PLAINSMAN WANT ADS—THEY'LL SELL IT!



City Drug Gift List....

JUST RECEIVED—LARGE SHIPMENT OF HOLIDAY MERCHANDISE!

We know you will find just what you want on your gift list here.

SOME TIMELY SUGGESTIONS :

Cigars, Cigarettes, Tobaccos, Pipes, Whitman's Candies, Perfumes, Toilet Sets, Men's Shaving Sets, all Popular price merchandise.

Attend Merchants Christmas Week Celebration.

REED & TAYLOR, PROPRIETORS

Merchants Christmas Week Celebration In Floydada!!

THREE BIG DAYS!!

Tuesday, Wednesday, Thursday, December 19th, 20th, 21st.

SEE THE DARE-DEVIL MOTORCYCLE RIDER CRASH A SOLID FLAMING WALL.

40 Turkeys to be turned loose from the top of business houses—Old Santa Claus in person with candy for the kiddies—Entertainment for the whole family FREE! All three days.

At 2 p. m. Tuesday, December 19th one of the most thrilling and dangerous stunts ever pulled off will take place. A solid heavy timber wall, soaked in gasoline which will be burning, will be crashed by a man riding a motor cycle at 60 miles per hour.

Wednesday, December 20th, 40 live turkeys will be loosed from the roofs of the business houses. Come and catch your Christmas turkey.

Thursday, December 21, Old Santa will arrive in Floydada at 10 a. m. and give several hundred pounds of candy to the kiddies. Santa Claus will be here all day.

COME TO FLOYDADA, BRING THE FAMILY, DON'T MISS THIS BIG WEEK OF CELEBRATION, SPECIALLY ARRANGED FOR YOUR BENEFIT.

(This ad contributed as the Plainsman's part in the Big Celebration)



Merry Christmas



New 1934 Model Ford Displayed at Barkers

MANY OUTSTANDING FEATURES ARE BEING EXPLAINED TO THROGS OF PEOPLE WHO ARE VISITING LOCAL DEALERS' SHOW ROOM

Detroit, Michigan, December 8.—The new Ford V-8 for 1934 was put on display Saturday in more than 7,000 Ford dealerships throughout the United States, Edsel B. Ford, president of the Ford Motor Company announced today.

As revealed here by Henry Ford and his son to several score newspaper correspondents, special writers and photographers, the new Ford has greater power, more speed, quick acceleration, smoother performance, more miles per gallon, especially at high speeds, and quicker starting in cold weather, plus refined body lines and a new built-in system of clear-vision body ventilation.

The improvements in engine performance are the result of the use of a new dual down-draft carburetor and dual intake manifold which increases the engine's power approximately 12 per cent and provide a remarkable improvement in pickup.

"The new car is the best car the Ford Motor Company ever built," the Ford president said. "Basically, it is the same car as the hundreds of thousands of other Ford V-8s now on the road. It simply incorporates numerous improvements in engine and chassis design, the new body ventilation system and refinements in body styling and appointments which

have been brought to a proper stage of development during the past year in our engineering research."

The new Ford ventilation system, which is built into the body, permits clear vision, prevents drafts and provides the desired amount of fresh air in any weather. Individual control is provided for both front and rear side windows.

When ventilation is desired the window glass is raised to the top. Then the handle is given an additional half turn. This slides the glass back horizontally to form a narrow slot between the glass and the frame. Through this slot air is drawn out by the forward motion of the car.

This simple ventilation system maintains a draft-free circulation of air and prevents fogging windshields and windows in cold or stormy weather. Both windshield and cowl ventilator can be opened to supply additional air for warm weather driving.

The distinctive lines of the Ford V-8 have been refined in the 1934 car by a newly-designed radiator shell, grille and other features. Interiors reveal new tufted upholstery and garnish moldings, a cove-type head lining, new instrument panel, arm rests, door pulls and hardware. Sun visors are provided in all closed cars, those in the de luxe cars being

of swivel type to prevent glare both from the front and sides.

Fenders on de luxe cars now are in color to harmonize with the body colors. Wheel colors are optional. A new enamel finish is used on all bodies. This has greater wearing qualities, a more enduring lustre and requires only washing to restore its brilliance. Bodies are of steel, electrically welded one-piece construction.

Eleven body types are available. Included are both standard and de luxe types of the Tudor, Fordor, 5-window coupe; the de luxe roadster, phaeton and 3-window coupe, as well as the cabriolet and victorie. The victoria body has been newly designed, to afford additional passenger room. A large luggage compartment is provided in the rear.

All body types are equipped with safety glass windshields, while the de luxe body types are fitted with safety glass throughout.

Because of the increase in engine power over the whole speed range, an appreciable increase in top speed is attained. The flexibility of the car — its ability to pick up speed quickly in traffic or to cruise in crowded streets without shifting out of high gear — also has been materially improved. The increase in top speed, without sacrifice of safety, permits driving at relatively high speeds with increased safety and without engine strain.

The engine is fitted with aluminum cylinder heads, heat resisting high chrome high tungsten steel exhaust valve inserts and an entirely new cast alloy steel crankshaft which engineers rate as a marked improvement over the forged steel member formerly used. The aluminum cylinder heads permit the use of high compression, giving greater power, without requiring the use of premium fuels of high anti-knock quality. The valve inserts, together with the special heat resisting chrome nickel alloy valves, maintain the engine's original high efficiency over long periods.

The new carburetion system and other engine refinements not only give better gasoline mileage and oil economy but also insure smoother operation at all speeds and particularly at normal driving speeds. With the new carburetor is used a dual intake manifold which distributes the vaporized gasoline equally to each cylinder, very materially improving engine performance and providing quicker starting in cold weather. Gasoline economy is increased two or three miles per gallon. Test runs show that the new engine will give 20 miles per gallon at 45 miles an hour.

Another important engine improvement is the use of water line thermostats. These are automatic mechanical valves which prevent the warm water in the engine from passing out into the cooling radiator until the proper temperature is reached for maximum operating efficiency. In cold weather, the thermostats enable the engine to warm up quickly and maintain an efficient running temperature.

Ford spring design takes advantage of the principle of the transverse spring. It provides the utmost stability and safety, the practical minimum of unsprung weight with the least possible frame distortion. The Ford spring design tends to prevent the body from tilting on uneven roads. Corners can be taken safely at relatively high speeds.

Both front and rear springs are placed crosswise. This transverse design permits free and easy action of all four wheels because the springs are attached to the axles at their outer flexible tips. This type of construction retains the important advantages of the solid axle and yet minimizes road shocks transmitted to the frame and body because the shocks are absorbed first by the most sensitive part of the spring.

The rear spring on the 1934 car has been redesigned to provide smoother riding. Improved double-acting hydraulic shock absorbers which act independently of weather or road surface conditions are used. Seat cushions have deeper, softer springs. New type individual bucket seats are used in the Tudor.

Driving ease also has been increased by the use of a new 15-to-1 steering gear ratio. The frame is of the double X-type, with the X member running to the rear of the frame to give greater strength. Brakes are of the mechanical type with 186 square inches of braking surface. Other features of the chassis are a silent synchronizing transmission, torque tube drive, three-quarter floating rear axle, one-piece welded steel spoke wheels and 17x5.50 tires.

DONT TREAT TOO LIGHTLY THE DISEASES OF YOUR CHILDREN

Austin, Texas.—"It is a great mistake to treat even light cases of measles, chickenpox, mumps, scarlet fever, or any other of the communicable diseases of childhood as though they did not amount to much said Dr. John W. Brown, state health officer. "Treatment of that sort makes it possible for these diseases to spread and cause serious outbreaks among children whose impaired resistance makes them easy victims to any form of infection.

"Some of the most serious outbreaks we have had of scarlet fever, as well as of other diseases in different parts of the state, have been traced to mild cases—that is, to cases too light for the doctor to be called. In some instances the children have continued to go to school and to associate and play with other children. In others after they have been kept at home for a few days suffering from what was believed to be just an ordinary cold, they have returned to school and have scattered these germs around among their schoolmates. Eventually a group of cases—sometimes very serious ones—have developed from the carelessly handled mild case. The result was another epidemic that could have been prevented.

"There are several things worth remembering in connection with children's diseases. Nearly all of these diseases begin with a digestive upset or with symptoms closely resembling those of the common cold. Accordingly it is a wise thing for mothers to regard every digestive upset and every common cold with suspicion until you are sure it is not the beginning of something more serious."

Your doctor is the best judge of the seriousness of such symptoms and you will save suffering and anxiety if you put the child to bed, send for your doctor and follow his advice.

Mr. and Mrs. A. L. Scoggin, of Lubbock, spent the past week end visiting in Floydada with her parents, Mr. and Mrs. J. C. Dickey and other relatives.

The New 1934 Ford V-8 Model Announced



Refinements in the design of the radiator and hood and more luxurious interiors feature the appearance of the new Ford V-8 for 1934. The de luxe Tudor is shown above. Dual down draft carburetion and dual intake manifold give the engine greater power, the car increased pickup and speed. A clear-vision body ventilation system also is introduced in the new Fords.

MOTORCYCLE RIDER TO CRASH BURNING WALL HERE TUESDAY, DECEMBER 19th, AT 2 P. M. LOCAL MERCHANTS SPONSOR EVENT

The merchants of Floydada are offering as one of the feature entertainments for the Christmas week celebrations next week a "Wall Crash" by the daredevil Johnny Holden, who rides a regulation motorcycle through a burning wall with no more protection than a football helmet on his head.

Mr. Holden hits the wall at a speed of sixty miles per hour, which speed he gets on a two block run toward the wall. As the motorcycle rider nears it the wall, which is to be soaked in gasoline, is set afire.

The wall crash will be held just off the pavement east of the Wilson & Son Lumber Company on East California street.

Johnny Holden has driven his machine through hundreds of board walls, plate glass, windows etc. Only recently he sustained a badly gashed face when he crashed a wall

at an event at Crowell, Texas. His injuries, while doing the stunt have been only of a minor nature, although it is very dangerous.

Mr. Holden did the wall crash stunt in Quitaque last week. The wall which he will crash is to be built of four-by-fours, two-by-fours and shiplap one inch thick. The wall is held upright by the two four-by-four boards at each end and by cables.

Many Floydada and Floyd County people are showing much interest in the coming event.

A LETTER TO SANTA CLAUS

Floydada, Texas, Dec. 7, 1933.
Dear Santa Claus:
I want a pretty doll and a pretty doll blanket and a doll bed and some candy and fruit. And I guess that's all this Christmas.
Dorothy Evelyn Elliott, age 7.

J. F. Wilson, of Dallas, district commercial superintendent for Western Union Telegraph Company visited in the Floydada office Wednesday. He was enroute to Plainview on business.

Merle Reed returned Sunday from Colorado with a load of produce and vegetables for Redd's System grocery at Floydada and Matador.

Mr. and Mrs. Lewis Griggs went to Duncan, Oklahoma, over the week end to take Mrs. Grigg's mother, Mrs. Docia Rhoades, who is visiting with her daughter, Mrs. R. B. Greigston in Duncan.

WE SAY—



With Food Specials Every Day Next Week

Special Prices Will Prevail On All Seasonable Merchandise. Large stocks of Candies, Nuts, Fruits, Vegetables and Staple and Fancy Groceries.

ATTEND MERCHANTS CHRISTMAS WEEK CELEBRATION.

STAR CASH GROCERY



EVERYTHING IN FOODS YOU NEED FOR CHRISTMAS YOU WILL FIND AT THIS STORE

All kinds of nuts, fruits and Christmas candies, to fill the Christmas stocking for Santa.

For that dinner on Christmas day we have everything you will need: Celery, Cranberries, Stuffed Olives, Asparagus Tips, Jellies, Jams, Pickles, Cherries, Mince-meat, Fruit Cakes, and anything else you could possibly want.

Place the order for food for that Christmas dinner with us.

PIGGLY -- WIGGLY

GROCERY AND MARKET



WARNING

to EXPECTANT MOTHERS

If you have ever been a patient in any hospital, you are probably familiar with the advantages of a liquid laxative.

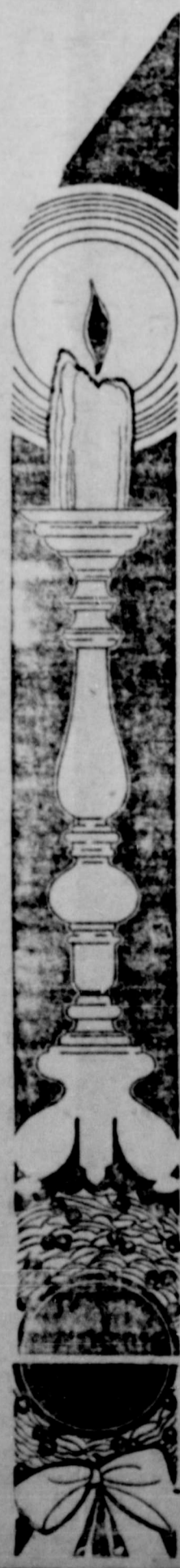
All doctors know the value of the laxative whose dose can be measured, and whose action can be controlled.

The public, too, is fast returning to the use of liquid laxatives. People have now learned that a properly prepared liquid laxative brings a prompt movement without discomfort at the time, or after. Dr. Caldwell's long experience with mothers and babies, and his remarkable record of nearly three thousand births without the loss of one mother or child, should give anybody complete confidence in

any prescription which he wrote. But most important of all, a gentle liquid laxative does not cause bowel strain to the most delicate system, and this is of the utmost importance to expectant mothers and to every child.

Expectant mothers are urged to try gentle regulation of bowels with Dr. Caldwell's Syrup Pepsin. It is a delightful tasting laxative of delicious action, made of fresh herbs, pure pepsin and active senna. Not a single mineral drug to be absorbed by the system, or irritate the kidneys.

Dr. Caldwell's Syrup Pepsin is an approved preparation and kept ready for use by all druggists.



MEN'S DRESS HATS

The new black and brown mixed hats with the snap brim. A gift he would be proud of—

\$2.95

FITTED CASES

Nothing would be nicer than a fitted case for her Christmas—

\$3.95

\$7.45 - \$13.50

LADIES RAYON PAJAMAS

One Piece with contrasting color combination. An excellent gift for Christmas

\$1.49

25 PER CENT WOOL DOUBLE BLANKETS

Hard to tell from all wool blanket. Extra large and heavy, plaid, \$4.50 value for—

\$3.95

A CHRISTMAS SPECIAL IN A DOUBLE BLANKET—

For double bed, comes in rose, green, lavender or blue plaids.

\$1.25

MARTIN DRY GOODS CO.

GIFT Specials

A CHRISTMAS VALUE — CHILDREN'S

DRESSES

Knitted Jersey, in solid color with puffed sleeves and fancy trimmings, Sizes 3 to 14—

\$2.95 Dresses

\$2.49

\$3.95 Dresses

\$3.45

MEN'S SPATS

Heavy wool, in tan or grey, 6 buttons—

98c

MEN'S INITIAL HANDKERCHIEFS

3 In box, fancy borders, plain white—

39c - 69c

FANCY PILLOWS

Pastel colors, fringed or roped edge—

98c

COATS

Fur trimmed or tailored, some have tams to match. An excellent value for a Christmas gift. Sizes 4 to 14—

\$8.45 to \$9.95 Coats

\$6.90

\$6.95 and \$7.45 Coats

\$5.49

MEN'S MUNSING-WEAR SOCKS

Fancy patterns, black with clock or all black

35c

3 Pair \$1.00

MEN'S HANDKERCHIEFS

Fancy Borders, an excellent value—

15c

\$1.69 Per Dozen

BATH POWDER

Fancy attractive boxes in pastel shades—

25c - 69c



SANTA'S RIGHT; GO TO WHITE DRUG COMPANY

Where you will find a large complete stock of Holiday Gift Merchandise.

Attractively arranged so you can easily select just the gift you want for someone. Come in today and let us assist you with your gift problems.

CHRISTMAS SUGGESTIONS

GIFTS FOR HER:

Vanities, Compacts, Dresser Sets, Comb and Brush Sets, Perfumes, Perfume Sets, Atomizers, Leather Hand Bags, Manicure Sets.

GIFTS FOR HIM:

Smoking Sets, Shaving Sets, Cigars or Cigarettes, Pipes, Fountain Pen and Pencil Sets, Billfold and Key Kaddie Sets, and many other items.

WHITE DRUG COMPANY

"The Rexall Drug Store" Palace Theatre Building Phone 202

Attend Merchants Christmas Week Celebration.

Changes on Greasing New Model Cars Explained At Mobil School

Various changes in greasing the late model automobiles were explained in a Magnolia Mobil Lubrication School being held in Plainview this week. The school is being conducted by a Mobil Lubrication specialist at the Ware Hotel.

Types of grease and the proper amount to be used was explained by the specialist. Friday of this week an actual greasing demonstration will be given, using late model cars.

H. O. Cline, of the Magnolia service stations, C. W. Ginn, wholesale agent, have been in attendance at the school held each evening. Mr. Cline and Mr. Ginn together with Earl Suit will go to Plainview tomorrow to see the demonstration. Mr. Cline will stand examination after the school closes.

SCHOOL BOARD MET

The board of trustees of the Floydada Independent School district met Monday night. Some regular routine business was transacted.

It was voted to re-open school on January 1 following the holidays.

SKEET THORNTON BURNED

Skeet Thornton, barber of South Plains, was painfully burned about the face and neck and arms Thursday of last week when a boiler in his barber shop exploded.

He was given medical treatment at the Smith and Smith Sanitarium and is recovering.

Mr. and Mrs. Mark Duncan, of Lubbock, were in Floydada Wednesday of this week visiting with Mrs. A. B. Duncan, Mr. Duncan's mother and other relatives.

Let Cavanaugh's do your printing

MRS. L. E. FAGAN AND MRS. EDD BOND TO PRESENT CHRISTMAS RECITAL

Mrs. L. E. Fagan, piano instructor and teacher, and Mrs. Edd Bond, will present a Christmas program this evening at 7:45 at the Floydada High School auditorium.

The program for the evening will include numbers by the kindergarten and violin students of Mrs. Fagan and expression numbers by Mrs. Bond. Special musical arrangements will be given by an orchestra arranged by Mrs. Fagan and including a number of instruments.

FOLLOWING IS THE PROGRAM:

1. Orchestra "Salute to the Colors" Cornets, Verne Eastridge, Herwin Strickland; Saxophone, N. B. Stansell; Trombone, K. Onstott; Clarinet, Pat Stansell; Drum, Tom Goslee; Violins, Juanita Fanning, Muriel Fagan, Mrs. L. E. Fagan; Banjo, B. Veach; Guitars, Felix West, Della Mae Schultz; Mandolin, Claude Langford.
- CURTAIN
2. Kindergarten "Mother Goose Rhymes in Songs" Martin Louise Bond, Roger Cheatham, Gene Arwine, Grace Hanks, Eloise Scott, Sammie McCleskey, Betty Yearwood, Tom Roy Snodgrass, Kennison Bond, Glenn Mae Hanks, Jimmie Moreland.
3. Violin Ensemble "Chimes" Randall King, Terrell Williams, Carl Minor, Marjorie Kirk Muriel Fagan.
4. Reading "When Dad Was A Boy" James Thurmond Bishop
5. Violins a. "Hilarity," b. "Slumber Song" Terrell Williams, Carl Minor
6. Kindergarten Songs a. "Choo Choo," b. "Lady Bug" CURTAIN
7. Duet "Old Lady" Mildred Stovall, Wilson Bond. CURTAIN
8. Piano "Airy Fairy" Merna Beth Scott.
9. Violins "Fireside Reveries" Marjorie Kirk, Muriel Fagan.
10. Reading "Mr. Crow's Opinion" Tom Roy Snodgrass.
11. Reading "The Tea Party" Martin Louise Bond.
12. Piano Duet a. "Reverie," b. "Forward March" Margie Lee Scott, Eloise Scott.
13. Blackface Comedy
14. Kindergarten Rhythm Song.
15. Violin "Irish Medley" Terrell Williams. CURTAIN
16. Orchestra a. "Lilac Waltz," b. "Gliding Swan" CURTAIN
17. Reading "A Stray Letter" Roger Cheatham.
18. Violins "Meditation" Juanita Fanning, Marjorie Kirk, Terrell Williams, Muriel Fagan.
19. Blackface Comedy—Laverne Hanks, Mattie Lee Womack, Nelda Fagan, Wilson Bond.
20. Reading "Moo-Cow-Moo" Kennison Bond.
21. Violin "Rustic Dance" Marjorie Kirk.
22. Negro Spirituals, In Costume Mrs. G. E. Bond CURTAIN
23. String Ensemble "Popular Hits" Schultz, Veach, Fanning, Langford, Fagan, West.
24. Violin "Souvenir" Juanita Fanning. CURTAIN
25. Orchestra "Popular Hits" Pianist—Mildred Strickland.

School Board Preparing To Collect Delinquent School Taxes

"Following out an order passed by the school board at its regular meeting night in November, the secretary of the board is now busy in the preparation of the tax rolls for the filing of suits against delinquent tax payers up to and including the year 1930. Due to the fact that the order passed by the board calls for tax suits being filed against all delinquents on the rolls to and including the year 1930, the secretary is swamped with work and will be several days yet in compiling the necessary data for the attorney who will have charge of the tax suits.

After passing the order calling for the filing of these suits, the members of the board state that many delinquent tax payers have called and made settlement of their taxes either in full or by installments. A provision of the order passed by the board calling for these suits provides for these delinquent taxes to be paid in installments under certain conditions and many are taking advantage of this concession. Where a tax payer is unable to pay his entire tax bill in full, this installment arrangement enables him to pay a reasonable amount in installments from time to time and thereby eliminates a tax suit being filed in his case and saves his having court costs, attorney's fees, etc., to pay.

"Those who have not yet made settlement of their delinquent taxes coming within the scope of the tax suit order filed by the school board may yet do so without penalties of any kind, provided they do so before the rolls are closed and turned over to the attorney for the filing of the suits. It is hoped by the board that all who are delinquent in their payments will take advantage of this additional time and pay up. It means quite a saving to the tax payers and should be taken advantage of for the little remaining time available.

"The school board again wishes to state that they regret exceedingly that these tax suits are necessary, but matters have reached the point to where the delinquent taxes must be collected or the schools closed. The patrons of the schools are almost unanimous in the idea that the schools must not be closed."

Several Counties Organized to Ask for North-South Highway

Several county delegations, from the region from Silverton to Reagan county, met in Post Wednesday of this week and organized to ask for the designation of a north-south state highway from Silverton, Briscoe county to Big Lake, in Reagan county.

The highway, which will be asked for, will pass through Floydada, Falls, Post to Big Lake. Delegations were present to meet with a Big Spring delegation, who are active in attempting to secure the highway.

Attending from Floydada were: J. W. Howard, county judge; Walter Wood and A. S. Cummings, commissioners; S. W. Ross, of the Chamber of Commerce and J. N. Johnston.

Methodist Church Revival to Begin on April First This Year

The Easter revival of the First Methodist Church will begin April first, which is Easter Sunday, this year.

Rev. and Mrs. R. L. Flowers, evangelists, will conduct the meeting.

IN PLAINVIEW SANITARIUM
Mrs. Ernest Smitherman, of the South Plains community, is in the Plainview Sanitarium where she is undergoing medical treatments this week. Her condition is thought improving.

County Tax Collector To Be In Lockney Next Wednesday to Collect

County Tax Collector Frank L. Moore and Mrs. Lindsey Graham, his secretary, will spend Wednesday of next week in Lockney making collections.

M. L. Probaseo will have charge of the office in Floydada during Mr. Moore's absence.

J. R. READHIMER CONVICTED
J. R. Readhimer, charged with the slaying on April 6, of Stokes Campbell, was found guilty in District court in Lubbock and sentenced to two years last week.

Miss Wilma Fuller and Mrs. C. R. Wade visited in Elk City, Oklahoma, from Saturday to Monday of this week.

Four Percent Penalty On Delinquent Taxes After December 31

A penalty of four percent will go on delinquent taxes after December 31 Frank L. Moore, county tax collector said.

At the present time only two percent penalty is being added to delinquent taxes.

Mr. and Mrs. Gene Pittman, of Lubbock, visited in Floydada Saturday night and Sunday with Mr. and Mrs. R. F. Jackson.

Rainer Shoe Shop Jingles!

Let us fix up your shoes. It pays to take time To save a dollar When it costs but a dime.

(South Side Square)



NEW SHIPMENT OF FURNITURE JUST ARRIVED! LATEST MODERN FURNITURE.

Bedroom Suits, Living Room Suits, Dining Suits, End Tables, Bridge Tables, Lounging Chairs. Everything for the home. Come in and see these new suits, moderately priced.

Furniture will make an appropriate gift for Christmas! Nothing more appreciated nor lasting than furniture. Ideal for gifts we have floor lamps, table lamps, and a full line of small articles that will make good Christmas gifts. See us before you buy.

KIRK & SONS

CHRISTMAS GIFTS—That are useful are most appreciated. Here you'll find them. Dresses and coats greatly reduced. Suede jackets, skirt and sweaters, bath robes, bloomers, slippers, slippers, shoes slippers, berets and scarfs.

Men's hand made ties. Ladies hosiery in all shades, of unequalled value. Large size baby doll for Santa's little girl. Make your selections early.

STYLE SHOPPE

GIVE CHRISTMAS GIFTS THAT PLEASE

CHARME

Cosmetic's will please your Mother, Sister, Daughter and Sweetheart, Better than any other gift, Because

CHARME

Cosmetic's will restore the wonderful Beauty and protect the Complexion from being destroyed by the Dry winds and dust of this western Climate. Therefore

CHARME

Cosmetic's Is a Christmas gift of value and will please longer than any gift,

Sold and Guaranteed By the

Arwine Drug Co.

Floydada, Texas

USED CAR BARGAINS!!

1931 Ford Sport Coupe, good rubber.

1929 Nash Coupe, perfect shape, good rubber.

1928 Ford Touring, A Bargain.

1927 Ford Coupe, CHEAP!

Finkner Motor Company
PLYMOUTH-DODGE DEALERS

Delicious Christmas Candies
CANDY FOR EVERY AGE

Christmas really can't be a holiday without candies. Come in and order your Christmas candy now. We'll deliver it when you want it.

ALSO CHRISTMAS TREES AND CANDIES FOR CHURCHES AND CLUBS.

We will be glad to discuss price and quantities with your committees. Come and see us.

WE LIST SOME OF OUR LOOSE-WILES CHRISTMAS CANDIES

Cream Rock	Boston Baked Beans
Shell Mixed	Chocolate Butter
Royal Chocolate Chips	Chocolate Peanut Cluster
H. H. Sticks	Whip Cream Chocolates, Ass.
Cel Tel Poles Mint	Royal Stick Sugar Assorted
Tel Poles Peanut Poles	King Nitro Assorted
Twofer Peanut Butter Sticks	Butter Scotch Taffee
Standard Chocolate	Peanut Brittle
Jelly Beans	Chocolate Drops
Daisy Fudge	Daisy Fudge
Orange Slice	Standard Chocolate Squares
Princess Jell	Premier Mixed
Peanut Squares	New Fangled Fudge
Chocolate Drops	Sugar Stick Assorted

M-SYSTEM
Market and Grocery

BE HERE....

For the Merchants Christmas week celebration. Tuesday, Wednesday and Thursday of next week.

Bring us your auto repair work. We do acetylene and electric welding.

HARRIS BROS.

C. W. A. MAY PAY HALF OF COST OF MATERIALS—LOCAL GOVERNMENTS SOMETIMES UNABLE TO CARRY BURDEN

Austin, December 8.—The Texas civil works administration will, after December 11, consider paying up to one-half the cost of materials for civil works projects which is beyond the ability of city or county governments to pay, its projects and rehabilitation committee announced Wednesday night. A resolution strictly limiting the terms under which payment for materials will be considered was adopted as the policy of the federal civil works administration of Texas by Col. Lawrence Westbrook, its administrator.

Members B. F. Giesecke, Houston Harte and Carl Estes of the projects committee signed the resolution.

Not Abandonment
This declaration of policy said that it did not represent abandonment of that requiring co-operation of political subdivisions to the extent of their ability, and that "in the few cases where such co-operation has not been afforded," it will continue to withhold approval of projects.

The resolution was an answer to agitation in many communities, in which cities and counties have waited for, or asked the state to pay part of the cost of materials required in more permanent types of civil works improvements.

Numerous Factors
The resolution recited numerous factors to be considered before approving any expenditure of civil works money for materials. These included: Availability of men for work, usefulness and desirability of the project; extent which the city or county contributes, commensurate with its ability; extent to which the subdivision has cooperated on other projects, length of time required, general compliance with other

requirements for civil works projects. The resolution said "in no instance will the Texas civil works administration agree to pay more than one-half of the cost of any materials required in any project."

Principal Objective
It recited the principal objective of civil works is to provide employment for as many unemployed people as possible, and that as basic requirement is the local community shall furnish necessary materials to the limit of its ability.

It pointed out more than 140,000 men have been put on payrolls by the civil works administration so far without any cost for materials on any of the work; but recognized "that many cities and counties will not be able to continue to furnish materials in sufficient quantity to complete the civil works program in the state."

FINANCING OF AUTOS INCREASES 123 PERCENT

Washington.—Retail, financing of new automobiles in October increased approximately 123 per cent over October, 1932, according to figures announced by the Census Bureau, Commerce Department officials declared that the larger dollar volume of long-time financing "indicated a trend of improved expectations of income on the part of purchasers attributed to a general business pick-up under the National Recovery Administration." The figures on automobile financing are based on tabulations reported by a group of finance companies representing two thirds of the total finance business written in the United States.

Let Cavanaugh's do your printing.

SCHOOL DAYS by DWIG



Plans Being Pushed To Organize Production Credit Associations

Houston.—The organization of the office and field forces of the Production Credit Corporation of Houston has been completed, according to A. C. Williams, General Agent of the Farm Credit Administration. Employees of this new credit agency of the Farm Credit Administration were selected largely from employees of other units on the basis of their qualifications for the duties to which they have been assigned. Tully C. Garner, vice president and treasurer, Owen W. Sherrill, secretary, and John Rugel, assistant treasurer and assistant secretary of the Production Credit Corporation of Houston, are busily engaged in formulating plans for the organization of Production Credit Associations throughout the State.

The Production Credit Corporation of Houston, capitalized at \$7,500,000, will provide the initial capital of Credit Associations and help supervise the organization and operation of such associations.—These associations provide the means by which farmers and ranchmen of Texas may, through cooperative action, obtain production credit at low rates of interest. Officers of the Production Credit Corporation, with the aid of cooperating agencies, are making a study of production credit needs of various areas and districts in Texas before taking final steps in organizing Production Credit Associations. It is desired to have a large number of farmers sign the articles of incorporation so that the entire territory in which the association expects to operate may be represented. Farmers who desire to organize an association should first apply to the Production Credit Corporation of Houston for full information.

Officers and directors of Production Credit Associations must meet with the approval of officers of the Production Credit Corporation. Officials of the Corporation will insist upon the election of capable and efficient secretary-treasurers and directors of associations who will give close attention to the affairs of the associations.

Production Credit Associations will make loans for general agricultural and livestock production purposes, such as producing and harvest-

ALCOHOL CONTROL BOARD CAN BE STRONG FACTOR IN FOREIGN TRADE

Washington.—Named primarily to supervise administration of the distillers' code which aims at eradication of bootleggers and assuring pure liquor at a fair price, the new Federal Alcohol Control Administration will be in control in the interval from repeal until Congress acts. In signing the code, the President said: "Of course, it devolves on Congress to determine what legislation it wishes to enact as to the control of the liquor traffic and the protection of those States that wish to remain dry. The code will be effective and control the industry until such time as Congress shall pass suitable legislation for permanent government thereof. The code in no way limits the authority of the several States to regulate the methods of sale of intoxicating liquors, but seeks to eliminate abuses of liquor traffic and the evils of bootlegging."

With repeal transpiring a month before Congress convenes, the recovery measures giving authority for codifying industries have proved useful in providing what the President has called an effective method of meeting the emergency. Especially as few of the 20 States where intoxicants can be sold following repeal of the 18th amendment, have yet enacted regulatory legislation for sales.

With the codes of the brewing and liquor importing industries also effective coincident with repeal, the next codes considered jointly by the Agricultural Adjustment Administration and NRA were those for rectifiers and blenders of whiskey and for the wholesale distributing industry.

At the final session of the hearings on the liquor importers' code, economic advisers of the Agricultural, State, and Treasury departments revealed the Government's intention to restrict liquor shipments from countries which have established barriers against American goods. Dr. E. Mordecai Ezekiel, economic advisor of the Agricultural Department, testified that France, Germany, and Italy were the largest wine-exporting countries and they had taken the lead in throwing up barriers against American trade. By using the power to impose liquor import quotas, he explained, the administration could improve the outlets for surplus American agricultural and industrial commodities. Dr. Herbert Pies, economic advisor of the State Department, testified that this plan would be "a very desirable phase of our bargaining policy." Edward G. Lowry, special assistant to the Secretary of the Treasury, also a member of the Federal Alcohol Control Administration, testified that due to increased economic nationalism, American products have been discriminated abroad and that restraining liquor imports affords an opportunity to help correct this situation.

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The new record for a code hearing was registered by the rolling steel door industry, which required just 9 minutes to submit and explain its proposal to NRA.

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For they can't do it. They only move the bowels and a mere movement doesn't get at the cause. The reason for your down-and-out feeling is your liver. It should pour out two pounds of liquid bile into your bowels daily.

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