

Palace Theatre Saturday Zane Grey's "To The Last Man"

The Floyd County Plainsman

VOLUME NO. 5

Floydada, Floyd County, Texas, January 11, 1934

NUMBER 5

20 People to Get Employment In County Health Work

1934 COTTON ACREAGE REDUCTION PROGRAM TO START IN FLOYD COUNTY NEXT WEEK; GROWERS MEET IN FLOYDADA TONIGHT

Plans for starting the 1934 cotton program, which is to continue through the month of January, have been made and the program will start next week in Floyd County.

A meeting of cotton growers of Floyd County is to be held tonight at 8 o'clock in the county court room. Committeemen for the growers of Floydada Independent School District will be elected and the 1934 National Cotton Acreage Reduction plan will be explained by Glen A. Lindsey, county farm agent.

The purpose of the 1934 program is to reduce the American cotton crop, annual production, from 40,000,000 acres to 25,000,000 acres. This means, also, reducing the annual carryover of cotton and restoring the price to something like the former level.

Lindsey Outlines Plan

"Since under the existing laws all such plans must be of voluntary nature sufficient inducements must be made to attract a large enough number of signers to make the plan a success," Mr. Lindsey said.

"The financial inducements offered by the government consist of a cash payment to be paid for land left out of production and a parity payment on the farm allotment of cotton.

"The cash rent per acre is determined by multiplying the average production expressed in pounds of lint per acre at 3 1-2 cents. The parity payment will be 1 cent a pound on 40 percent of the past production.

"In return for these payments the producer will agree to cut his average from 35 to 45 percent on cotton, and not to receive any profit directly or indirectly from the acreage left out of production," Mr. Lindsey explained the 1934 plan.

Contract Qualifications

Qualifications for signing contracts, as outlined in the government plans received by Mr. Lindsey are as follows:

Any producer who is an owner, landlord, cash tenant, or managing share-tenant and who operates or controls a cotton farm may be party to a 1934 and 1935 cotton acreage reduction contract covering such farm provided that on the land now in such farm:

(A) Cotton was planted at least 4 years of the base period 1923 to 1932 inclusive, or

(B) Cotton was planted for 3 years of the past period, 1 of which years was either 1931 or 1932, or

(C) Cotton was planted in both of the years 1931 and 1932.

(D) In the event that the producer failed to grow cotton in the years specified in any of the above clauses but fulfilled an acreage reduction contract with the Secretary of the Agriculture in 1933 and will farm the land in 1934 on which such a contract was fulfilled, he may enter into a contract covering such a farm and shall have as his base acreage the acreage planted to cotton on such farm in 1933, or, if cotton was planted in both years, the average acreage so planted in 1932 and 1933 and the average yield per acre shall be fixed by the county committee in accordance with the 1928 to 1932 yield of other similar lands in the community.

Example Is Given

Following is an example of how the plan will operate, as compiled by Glen A. Lindsey, county agent:

Average Annual Acreage	124
Average Annual Production	137
Number of acres renting to gov.	44
Rent per acre	\$4.80
Total Rent	\$211.20
Parity Payment	\$67.95
Total Payment	\$279.15

Campaign Conducted Locally

The campaign will be conducted by local committeemen in a fashion similar to past campaigns. A meeting of the local committeemen will be held in the county agent's office on Saturday, January 13, at 1 o'clock to receive instructions on the 1934-35 cotton reduction program.

C. A. Cass Announces As Candidate For County School Superintendent

I take this opportunity to announce for the office of county school superintendent subject to the Democratic primaries.

I hold a permanent certificate and a college diploma from the East Texas State Teachers College at Commerce.

I have had fifteen years experience in teaching in the public schools of Texas. I taught four years at Capeville, Texas, in Collins county. I went from there to Gordonville and taught one year resigning of my own accord and came to Lakeview where I am now teaching my fourth term.

I feel that I am qualified to take care of any problem that may arise in the office of County Superintendent. I have never failed to obtain all the state aid that was needed in the school where I was teacher.

I believe I can help the schools of Floyd County in their educational and financial problems.

If elected to this office, I shall do my best, through the co-operation of the teachers and local trustees to get our rural schools classified so that a student moving or transferring from one district to another will not lose part of his or her work.

I earnestly solicit your vote and influence.

Yours for service if elected,
C. A. CASS.
(Political Advertisement)

Judge Kenneth Bain Announces For Re-Election 110th Judicial District

In announcing that I am again a candidate for the Democratic Nomination for District Judge of the 110th Judicial District, I desire first, to thank the people of the district for the support given me in the past. This support is really appreciated, I am at this time asking for my second elective term and second full term. I have held the office only one term by election and less than half a term by appointment.

A district judge cannot make a house to house canvass of a district wherein around thirty five thousand people live, without neglecting the duties of his office and since I cannot see each voter personally to solicit your vote, I take this method of asking each of you to vote for me. Your support and influence and kind words in my behalf to other voters will be appreciated.

KENNETH BAIN,
Judge 110th Judicial District.
(Political Advertisement)

A. B. Clark Announces Candidacy For Re-Election To Office of County Clerk

To The People and Voters of Floyd County:

At the first Democratic Primary election of the year 1932, you nominated me as your County Clerk, and about one year ago I began to serve you as such clerk.

I am very thankful for the vote you gave me, and also for the cheerful co-operation in my efforts to serve you, that has been mine to enjoy.

My best efforts have ever been to give you prompt, courteous service. In making my announcement as a candidate for this office in the coming primaries of 1934, I invite a careful investigation of my office record—and on this record, I solicit your support for re-election to this place.

Yours very respectfully,
A. B. CLARK.
(Political Advertisement)

Educational meetings will be held in various school houses throughout the county next week.

OUR MOST PROLIFIC AUTHOR — By Albert T. Reid



J. T. TRUSTY, BORN JAN. 5, IS FIRST BABY OF FLOYDADA IN 1934

J. T. Trusty, infant son born to Mr. and Mrs. John Trusty, of East Floydada, Jan. 5, is the first baby of 1934, in Floydada and its trade territory. The child weighed 8 pounds at birth.

Several merchants of Floydada co-operated in giving a welcome to the first baby of 1934 which appeared in last week's issue of the Floyd County Plainsman. Merchants are offering prizes to the first baby, when according to the certificate filed at the Justice-of-the-peace office is J. T. Trusty.

If the parents and the baby or the parents will go to the following places prizes will be given: Westers' Quality Bakery, Piggly-Wiggly Grocery and Market, White Drug Company, Loopers Grocery, Reed and Taylor Drug, Boothe Mill and Elevator, Panhandle Service Station, Hollums Floydada Florists and The Floyd County Plainsman.

Price Scott Announces Candidacy For Re-Election As Co. Superintendent

To The Voters of Floyd County: I hereby announce my candidacy for re-election to the office of County Superintendent of Public Instruction, subject to the action of the Democratic Primary, July 28, 1934.

I greatly appreciate the many favors you, have shown to me, and the honors you have bestowed in the years of service you have permitted me to render.

I have endeavored at all times to be faithful and impartially discharge the duties of this office.

I feel that I am qualified in every way to make you a safe, conservative, yet progressive Superintendent of your Public School System.

If you see fit to return me to this office I shall continue to put forth every effort within my power to keep our schools on the highest plane of efficiency that is possible to secure. I truly believe that so far as our state is concerned that Floyd County Rural Schools are equal to the best, and second to none.

Sincerely yours,
PRICE SCOTT.
(Political Advertisement)

Let Cavanaugh do your printing.

FOUR FLOYDADA BUSINESS FIRMS BURGLARIZED SATURDAY NIGHT; MERCHANDISE, CLOTHES, CASH REGISTER AMONG ARTICLES

\$40,598.25 Collected In Taxes For Floyd County During December

The monthly report of Frank L. Moore, county tax collector showed a total of \$40,598.25 collected for Floyd County during the month of December.

Amounts collected were as follows: Aiken Independent School Taxes \$81.60; Current tax collections \$19,895.00; Supplemental tax collections \$182.68; Voting polls \$624.75; Supplemental polls \$22.75; Insolvent \$1,962.72; Redemptions \$18,679.49; Occupation tax \$3.13; Cost \$45.20.

Frank L. Moore Asks For New Term As Tax Collector

I am now serving my first term as Tax Collector of Floyd County. Since taking office January 1st, 1933, the constitution has been amended, combining the offices of tax collector and tax assessor and after January 1st, 1935, the duties heretofore performed by the tax collector and tax assessor will be performed by one official. I am now asking the opportunity to serve the people of the county in the combined office of tax collector and tax assessor.

I wish to again express my appreciation and gratitude for my former election by the people of Floyd County as Tax Collector. I invite investigation as to the efficiency, competency and economy with which I have conducted the office during the past year and respectfully ask your assistance and vote in the Democratic primary to be held July 28th, 1934. Assuring you that I am sure do appreciate the wonderful co-operation you have given me.

I am, yours truly,
FRANK L. MOORE.
(Political Advertisement)

Mr. and Mrs. M. E. Rogers, of Altus, Oklahoma, visited in Floydada for a short while Wednesday of this week with friends and former neighbors. He formerly managed the Baker-Hanna Company store in Floydada.

HEALTH SUPERVISOR FOR FLOYD COUNTY APPOINTED BY STATE DEPARTMENT; 20 PEOPLE ON C. W. A. ROLLS TO BE GIVEN EMPLOYMENT

Contracts And Details Of Hog Reduction Program Have Not Arrived

Glen A. Lindsey, county agent, said this week that the contracts and details of the government hog reduction had not arrived but that as soon as they do committees will be appointed to handle the sign-up campaign in this county.

In general the plans are for the farmer to reduce hog production 25 percent and he will be paid \$5.00 per head on the other three fourths. All farmers who have an average of 3 or more sows per year will be eligible to sign the contracts, and the average is for the years 1932 and 1933.

Prohibition Forces Chairman And Officials Urges Paying Your Tax

Rev. G. W. Tubbs, chairman of the County Prohibition Forces, this week is giving parts of an editorial from the Baptist Standard which urged that everyone pay their poll taxes in order to vote on the liquor question in the coming election.

The repeal of the state dry amendment will be placed on the Democratic primary ticket in the coming election as a party referendum.

"Unless we pay our poll tax we will not have the ballots to fight the repeal," the editorial, which was signed by officials of Prohibition forces of Texas, said.

"A call will be made upon every Pastor's Association in Texas to take this matter up and incessantly press upon all its pastors and members to measure up to their full obligations," the Standard said.

The article further stated that a call would be made on the Women's Christian Temperance Union, all churches, all church board officials and all friends of good government to measure up to their full obligations in this respect.

Signers of the editorial urging poll tax payments were: Mrs. Claude E. Van Watts, president of W. C. T. U. of Texas; Atticus Webb, superintendent of Anti-Saloon League of Texas and W. R. White, executive secretary United Forces for Prohibition.

\$112,501.48 In Wheat Checks Have Been Received By Floyd Farmers

A total of \$112,501.48 in checks for farmers on 1934 wheat reduction have been received for distribution in Floyd County. \$61,799.40 was the amount of the first payment last week and \$50,702.08 was the amount of the second.

\$20,000.00 remains yet to arrive for distribution in this county in the first part payments. \$46,240.00 will be received next spring or early summer as the remaining payment. Checks are being distributed through the office of Glen A. Lindsey, county agent, and Blankenship, secretary of the Floyd County wheat growers association.

January Term Floyd County District Court To Open January 22

The regular January term of Floyd County District Court will open Monday morning, January 22, when a grand jury will be empaneled.

District Clerk Roy O'Brien said that the criminal docket would be heavier than usual and the civil docket some lighter.

District court officials have been in Briscoe county in court for several days.

BORN—To Mr. and Mrs. Leslie Crabtree, of Fairview, January 8th, a son.

J. H. Lowe, of Donley county, has been appointed by the State Health Department as health supervisor of Floyd County. Mr. Lowe has arrived in Floydada and is making plans to start his work in this county next week.

A survey will be made of the entire county including the cities, rural districts and rural schools. A check up will be made on the water supply and of the sanitary toilets in the county.

Labor, to construct the sanitary toilets, will be furnished through the C. W. A. lists. Materials will be furnished by the property owners. Twenty men will be given employment on the health survey project. The present schedule is for the survey and work to be completed by February 15, 1934.

Mr. Lowe said this week that his office would probably be located in the court house, although arrangements for it had not been made at the time. At the present his office is in connection with the C. W. A. office, managed by Burl Bedford, county relief administrator and C. W. A. administrator.

Luther Fry Leaves This Morning to Take Treatment At Mineral Wells

Luther Fry, owner of Fry Tailors, in company with Mrs. Fry left this morning for Mineral Wells, Texas, where he will take treatments for rheumatism.

Mr. Fry has been unable to leave his home since Saturday when he became more seriously ill.

Mr. and Mrs. Fry will remain in Mineral Wells until his condition is improved.

Jake Gamble Died Monday in Hospital At El Centro, California

Jake Gamble, aged 51 years, died Monday morning of this week in a hospital at El Centro, California. His death was caused from pneumonia and appendicitis, following several days illness.

Mr. Gamble was a former resident of Floydada, making his home here from October, 1901, to five years ago when he moved to Phoenix, Arizona, to make his home.

Jake Gamble was born in Marshall County, Alabama, March 6, 1883. He moved from there as a small boy to Ellis County, Texas, near Ennis in 1892. He resided there until moving here in October, 1901. He was married in 1906 to Miss Eva Bishop, a daughter of A. L. Bishop, of this city. To this union were born four children who are: Mrs. Glenn Jones, Albert Gamble, Marvin Gamble and Miss Ava Bell Gamble. Mrs. Gamble also survives.

Three brothers and one sister also survive. They are: Ira Gamble, of Floydada; O. A. Gamble, of California; A. N. Gamble, of Lubbock; and Mrs. H. M. Terry of Clark County, near Gainesville.

Mr. Gamble had lived in California since last May, moving there from Arizona. While a resident here he engaged in farming and livestock dealing.

Funeral services were held in El Centro. All of the children were present for the services as was Mrs. Gamble.

Sandhill Players To Present "Fingerprints" At Liberty, January 18

The Sandhill Dramatic Club will present the play, "Fingerprints" at Liberty on Thursday evening, January 18. This play has met with great success wherever presented.

An invitation is extended to everyone to be present at Liberty school house on Thursday evening, next week.

Floyd County Commissioners Court Met Monday and Tuesday

A regular business meeting of the Floyd County Commissioners Court was held Monday and Tuesday of this week. Several bills and accounts were allowed and monthly reports of officers approved.

Geo. T. Meiwether, of Lockney, was allowed \$49.00 as a compromise settlement between him and Floyd County on a claim for road damages. Other minor business was transacted.

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, 1930, 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.

ANNOUNCEMENTS POLITICAL

Those whose names appear below have authorized The Floyd County Plainsman to announce their candidacy for nomination for the offices under which their names appear, subject to the action of the Democratic Primary Election of July 21, 1934:

- For Congress 19th Congressional District:
ARTHUR P. DUGGAN
(Littlefield, Texas)
- For Judge 110th Judicial District:
KENNETH BAIN
- For County Judge:
J. W. HOWARD, (Re-Election)
- For County Treasurer:
MRS. MAUD MERRICK
(Re-election)
- For County Attorney:
WINFRED F. NEWSOME
- For District Clerk:
ROY O'BRIEN, (Re-Election)
GEORGE B. (B) MARSHALL
- For County Clerk:
A. B. CLARK
- For County School Superintendent:
E. C. NELSON
C. A. CASS
PRICE SCOTT (Re-Election)
- For Collector and Assessor:
FRANK L. MOORE
(Re-Election)
- For Commissioner Precinct One:
A. S. CUMMINGS
(Re-Election)

Mr. and Mrs. Paul Murff spent Sunday visiting with Mr. and Mrs. John K. West of South Plains.

Let Cavanaugh do your Printing



THE LATEST IN STYLE MODES
It is just as important to have properly cleaned garments as it is to buy seasonable styles and materials. When you entrust your work to us you will receive the kind of service required for that particular garment.

Lather Fry's Tailors

Anyway, 1934 Will Be Different

Looking back on 1933, it has been in many important respects the most interesting year since the end of the War. Beyond doubt the forces which have been set in motion during the year will prove to be of the greatest importance to everybody, although we think it is too early for anyone to speak with assurance as to what their end results will be. We can safely say, however, that radical changes in the economic and social life of our own people and of those of many other countries have been inaugurated.

Even to mention the high spots of the year's events would take columns of type. Beginning with the inauguration of President Roosevelt, simultaneously with the Bank Holiday and the Gold Embargo, events have happened so swiftly that they trod on one another's heels. We had the great pieces of legislation by Congress, establishing the Agricultural Relief program, the Industrial Recovery Act, the Bank Deposit Insurance Act and giving to the President unexampled power. Then the Blue Eagle was hatched in the nest of the NRA, the Public Works Administration was set up, followed by the Civilian Conservation Camps and the Civil Works Administration, in the effort to start money to circulating and get business back to something like normal. And those are only a few of the events for which 1933 will be remembered.

In international affairs, beyond doubt the most important thing was America's abandonment of the gold standard, though the most spectacular event with which we were concerned was our recognition of the Union of Soviet Socialist Republics, otherwise Russia. And in Europe itself the outstanding event was the seizure of the government of Germany by Hitler and his superiors.

We doubt whether 1934 will produce any such list of spectacular events. We don't care if it doesn't. We only hope—and expect—that it will be a better year for business, for agriculture, for industry. We are sure only of one thing about it—it will be different.

GOING TO BUY A NEW CAR?

Probably the most convincing indication, to the man in the street, that good times are rapidly on their way back, is the brisk business that is being done by the automobile dealers and manufacturers. The motor industry is once more booming. People are buying cars at a rate faster than for the past three years. This clearly indicates that there is more money in the hands of the public to spend for something besides food, clothing and shelter. It indicates, moreover, a return of

confidence, for people do not buy automobiles unless they feel certain they are going to be able to meet the installment payments; or if they buy for cash, that they are not going to need the money to keep their families from starving.

The automobile has become a necessity to millions of Americans. Since the motor car came into general use, and the building of good roads followed its general adoption as a means of locomotion, our whole scheme of living has been changed. Business centers have greatly widened the scope of their trade, since

people can now come in from greater distances to trade and deliveries can be made into areas which were practically inaccessible before. It is no longer necessary for people to live close to the places where they work. This has resulted in the wide extension of residential districts, not only in suburbs of large cities but in a great proportion of country towns as well.

Instead of classing the automobile as a luxury, therefore, sane thinkers now recognize it as a necessity, and its maintenance and upkeep as an essential part of the family budget of the great majority of automobile owners. And the automobiles which people are now buying are mostly in this necessity class. That is, they are low in price and economical in operation. Never before have automobiles within the reach of ordinary folks' pocketbooks been so cheap to buy, so attractive to look at, so comfortable and safe to ride in, and so economical to operate.

JOINS HUSBAND HERE

Mrs. H. E. Wright and eleven months old daughter arrived Sunday to join her husband who is manager of the Jackson Tire Company. Mrs. Wright had been visiting in Marlin, Texas, with his sister, Mrs. John D. Poole.

Mr. and Mrs. Glad Snodgrass and daughter, Miss Gwendolyn, left Tuesday morning for Mineral Wells, Texas, to spend ten days.

Miss Merle Scoggin, teacher in the Lakeview schools, spent the past week end visiting in Lubbock with her parents, Mr. and Mrs. A. L. Scoggin.

Mrs. Annie Marie Boothe and Mrs. Henry Edwards were business visitors in Lubbock Monday.

Miss Kate Stiles, secretary of the Retail Merchants Credit Association, went to Plainview Monday to attend a district meeting of secretaries.

Mr. and Mrs. H. B. Robertson, and daughter, Geneva, of Merkel, returned home Sunday after having visited in Floydada for several days with Mr. and Mrs. Earl Rainer and family and other relatives.

Mrs. John R. Freeman, of Lubbock, visited in Floydada Sunday with Mr. and Mrs. R. F. Jackson.

Miss Vivian Harrison Became Bride of Mr. Nelson Hall January 4th

Miss Vivian Harrison and Mr. Nelson Hall, of the Lakeview community, were united in marriage on January 4.

The ceremony was held at the home of Rev. G. W. Tubbs at 7:30 Thursday evening, with Rev. Tubbs officiating.

Both the bride and groom have made their home in this county for some time and are well known in the south part of the county. They will make their home in the Lakeview community.

Buck Sims, who has been employed at the Dandy Bakery, plans to leave in a few days for College Station, Texas, where he will enroll in Texas A. & M. for the winter term.

BORN—January 5, 1934, to Mr. and Mrs. John Trusty, City, a son. The child weighed 8 pounds at birth.

WANT AD DEPARTMENT

New Car of good heavy work horses and mares, 3 to 7 years old
J. W. HARDGROVE. 4-2tp

GRINDING—Now 10c a hundred. Feeds of all kinds bought and sold. All business appreciated. **FRANK HOWELL FEED & SEED STORE. 5-tfc.**

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

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**

To Farm Lease, Splendid Lands in Floyd and other Counties, convenient to Railroad Towns. **W. M. Massie & Bro. 18-tfc**

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

MARRIAGE LICENSE ISSUED

Marriage license were issued during the past week by County Clerk A. B. Clark to the following couples: Miss Laules Jones and Mr. M. L. Fenton.
Miss Oleta Standifer and Mr. Elma Morton.

MT. BLANCO BAPTIST CHURCH

Following is the announcement of the services for the Mt. Blanco Baptist Church for Sunday, January 14, 1934:

Sunday school 10 o'clock Sunday morning.
Preaching 11 o'clock.
B. Y. P. U's meet at 6:30 p. m.
Preaching at 7:30 o'clock Sunday night.

Everyone is cordially invited to attend all of these services.
REV. G. W. TUBBS, Pastor.

A. G. Hopkins, who has been making his home at Miami, has been employed as solicitor and salesman for the Dandy Bakery in Floydada.

I. D. Roberts, who has been employed at the White Kitchen Cafe, has gone with his family to near Altus, Oklahoma, where they will make their home. Buck Bishop has been employed at the White Kitchen to take Mr. Roberts' place.

Dr. Clark B. Meador
PHYSICIAN AND SURGEON
Announces opening of offices in Boothe Building, Room 201. Office Phone 86 Residence Phone 299-W.

FLOYDADA INSURANCE AGENCY
Insurance of all kinds. Your inquiries and business respectfully solicited.
G. C. TUBBS
W. H. HENDERSON

Firestone Tires!

You will find that Firestone Tires have added quality that is not incorporated in other tires. You will find that Firestone prices are lower and that we give a more liberal trade-in. Before you buy any tires see us for prices.

Motor Inn Service Station
R. C. PATTON **LEO COTHERN**

Hemorrhoids -- Piles

Piles, ulcers, fissures, fistulae and allied rectal diseases healed by my gentle and soothing method. No danger. No hospital. No loss of time from work or business.

LABORATORY—Prepared to do microscopic and chemical analysis as an aid to diagnosis.

DR. K. J. CLEMENTS

306-310 Skaggs Building, Plainview, Texas Phone 139

Don't Grope Around In The Dark

Lamps cost so little and electric current is so inexpensive that good light has become available to people in all circumstances. Besides preventing accidents and providing comfort, plenty of the right kind of light is a protection to health. Where there is poor light, there is sure to be eye-strain and discomfort.

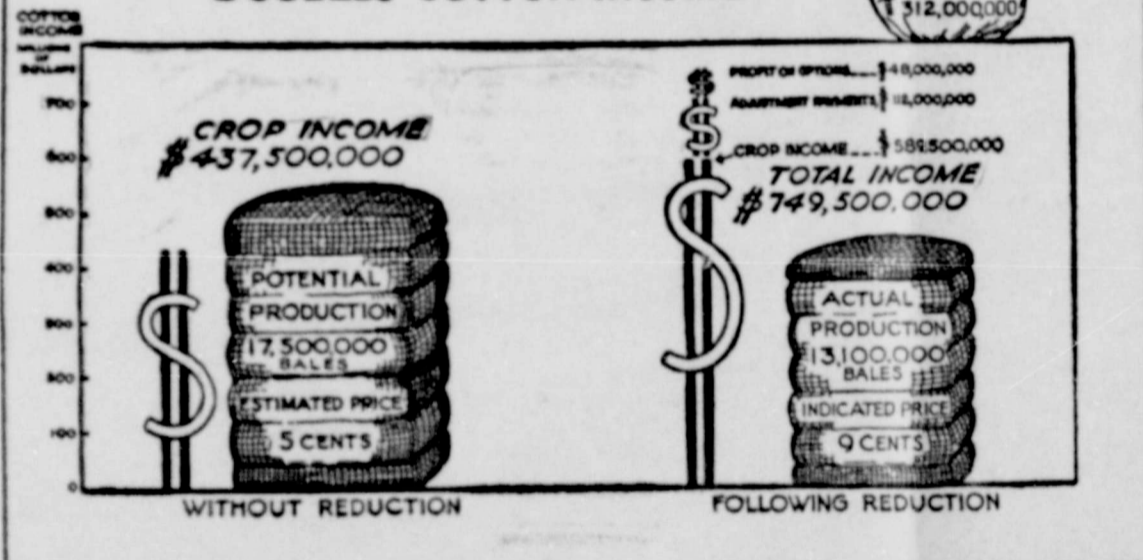
Don't take chances in the dark any longer—and quit trying to get along in half-lighted places—fill the empty sockets with lamps of the proper strength and type—the cost is really insignificant.

USE ELECTRICITY FREELY — IT'S YOUR CHEAPEST SERVANT!

Texas Utilities Company

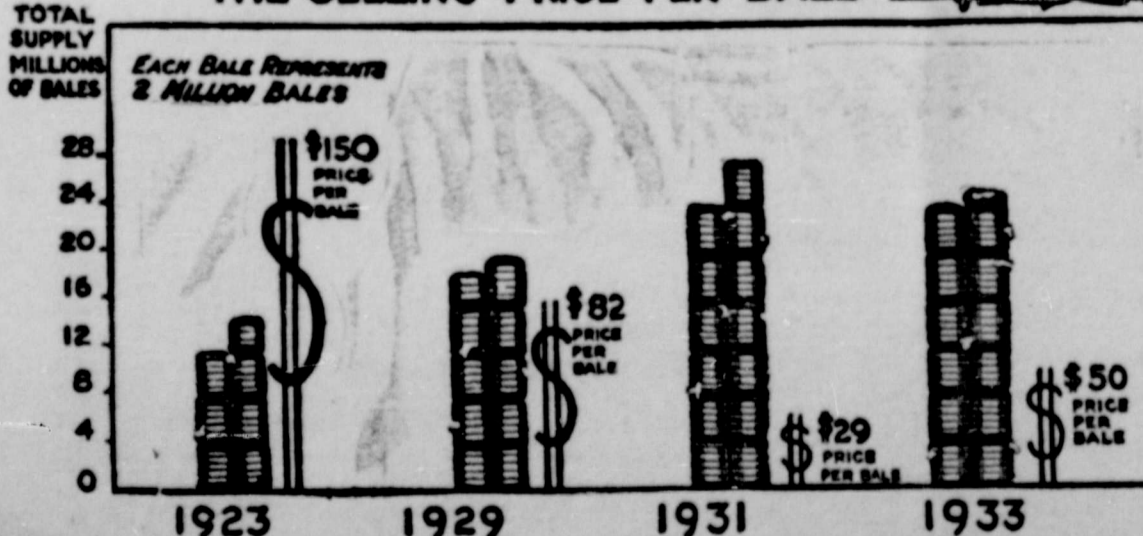
"YOUR ELECTRIC SERVANT"

1933 ACREAGE REDUCTION NEARLY DOUBLES COTTON INCOME



This graph shows what happened when the cotton grower cooperated with the Agricultural Adjustment Administration to reduce the cotton acreage in 1933. Had it not been for the plow-up campaign and the fine spirit of cooperation exhibited by southern growers, disaster would have befallen the Cotton Belt in the fall of 1933. The above graph tells this better than words. A potential yield of seventeen and one-half million bales was reduced to thirteen and one-tenth million bales by the action of the Agricultural Adjustment Administration, and, as a result, the income that the cotton grower received from his lint cotton was nearly doubled. Realizing these facts, cotton growers are expressing a desire to cooperate in future adjustment programs.

THE LARGER THE SUPPLY THE SMALLER THE SELLING PRICE PER BALE



MORE cotton, but less money from it. Farmers know this, but heretofore there has been no method by which they could be assured of full cooperation by all growers all over the Belt in reducing acreage. The Agricultural Adjustment Administration offers such a method now, and the grower who will cooperate will be paid for his cooperation. As a result, the whole Cotton Belt will benefit, the surplus will be reduced, and the outlook for the future will be brightened. A study of this graph should naturally cause the farmer to pause before he produces cotton in excess of consumption requirement.



For Better Vision See **Paul A. Taylor** Optometrist At **Reed & Taylor Drug**

Better Than Whisky For Colds and Coughs

Your money back while you wait at the drug store if you don't feel relief coming in two minutes by your watch. Try this quick and most pleasant relief. You will be delighted or it will cost you nothing.

ASPIRONAL

For Sale by **ARWINE DRUG COMPANY**

Heat With Gas For Convenience-Comfort-Economy



See A Dealer Who Displays This Symbol

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

SMOOTH TIRES WINTER'S WORST DRIVING HAZARD

The Floyd County Plainsman

Volume No. 5 Floydada, Floyd County, Texas, January 11, 1934 Number 5



**WHY
RISK LIVES ON
BALDHEADED TIRES?**

WHEN YOU CAN STILL GET
SAFE TIRES
AT BARGAIN PRICES



Why take chances?



-WHEN EVERY HOOD TIRE IS A Genuine BARGAIN

WHY THIS HOOD TIRE IS CALLED . . . "THE ARISTOCRAT OF THE TIRE WORLD"

By straight out and out performance the HOOD "White Arrow" has won this enviable reputation from Coast to Coast. By reason of its safety features—protection against blow-outs and its anti-skid tread design—its remarkable mileage records—its handsome appearance—this tire has gained its great popularity.

claim—mere pictures and type cannot do this tire full justice. You must see the Hood to appreciate its real value. Come in today and take a LOOK!

Here's one tire that fully measures up to every advertising claim—mere pictures and type cannot do this tire full justice. You must see the Hood to appreciate its real value. Come in today and take a LOOK!

WHITE
HOOD
ARROW

AS LOW AS

\$7.60

SIZE 4.50x20

A NEW TUBE means GREATER TIRE MILEAGE

Who will deny it? When an old tube gives variable air pressure the tire suffers. Result—less mileage. Put a new "White Arrow" tube in the new tire. As low as \$1.95.



This insignia indicates that the manufacturer of Hood Tires complies fully with the President's Blanket Code.

... WHEN YOU GET ACQUAINTED WITH HOOD QUALITY - THESE LOW PRICES WILL SURPRISE YOU

Popular Sizes	MAKE OF CAR	4 PLY	6 PLY
4.50-21	1928-29 Fords and Chevrolets	\$7.90	\$9.95
4.75-19	1930-31 Chevrolets, Fords 1930-32 Plymouths 1927-30 Whippets	8.40	10.25
5.00-19	1929-31 DeSoto, Pontiac 1928-31 Dodge, Durant 1930-31 Essex, Nash	9.00	11.35
5.25-18	1932-33 Chevrolet 1932 Fords, Essex, Plymouth Pontiac, Rockne	10.00	12.50
5.50-19	1930-31 Buick 1928-29-31-32 Hupmobile 1928 to 31 Studebaker	11.50	14.05
6.00-20	1925-26 Chrysler 1927-28 LaSalle 1935-39 Willys-Knight; 1935-38 Packards		15.90

IF YOUR SIZE IS NOT LISTED . . . WE HAVE IT
These prices subject to change without notice
PRESENT FEDERAL EXCISE TAX INCLUDED
State Sales Tax, if any, additional

FOR THE MAN WITH A limited budget

★ Today, many motorists must adjust their tire prices to a limited budget. The HOOD Red Arrow is built with that in mind.

If you are unwilling to sacrifice quality for price, then your ticket is marked "Red Arrow" for here's a tire that plays up to your pocket book, yet gives you extra safety and extra mileage. We can easily prove these statements if you'll drive in . . . no obligation.

RED
HOOD
ARROW

PRICES

Popular Sizes	MAKE OF CAR	4 PLY	6 PLY
4.40-21	1925-27 Fords, Stars and Chevrolets	\$5.55	
4.50-21	1928-29 Fords and Chevrolets	6.30	\$7.90
4.75-19	1930-31 Chevrolets, Fords 1930-32 Plymouths	6.70	8.45
5.00-19	1929-31 DeSoto, Pontiac 1928-31 Dodge, Durant	7.20	9.25
5.25-18	1932-33 Chevrolet 1932 Fords, Essex, Plymouth, Pontiac	8.10	10.30
5.50-19	30-31 Buick 28-31 Hupp 28-31 Studebaker	9.40	11.65
6.00-20	25-29 Willys-Knight 28-30 Packard 25-28 Chrysler	12.00	12.85

These prices subject to change without notice
PRESENT FEDERAL EXCISE TAX INCLUDED
State Sales Tax, if any, additional

AS LOW AS
\$5.55
SIZE 4.40x21

WHAT THEY COST IN 1926

THEY MAY COST AS MUCH AGAIN!

OLD SIZE	EQUIVALENT TO	PRICE
29x4.40	4.40x21 for Fords and Chevrolets	\$14.30
29x4.75	4.75x20 for Pontiacs	18.75
31x5.25	5.25x21 for Nashes and Dodges	23.55
33x6.00	6.00x21 for Buicks and Hupmobiles	30.50
32x6.75	7.00x20 for Studebakers and Packards	38.20

BUY NOW!



This insignia indicates that the manufacturer of Hood Tires complies fully with the President's Blanket Code.

New HOOD TIRES cost

TIRE SAFETY MAY NEVER AGAIN COST AS LITTLE

★ The President is determined to raise price levels—says it will be done in one way or another. There is plenty of evidence that both raw materials and finished products will advance. Cotton has advanced. Crude rubber is on the way up—all of which means that sooner or later these prices must go up.

When?—is the question. Frankly we can't tell you. We wish we could but we do suggest that you replace your old tires now! By savings in production, by good management the manufacturers of Hood Tires have made many savings. You get the benefit. Where can you find an equal to Hood Quality. Now is the time to buy HOODS.



This insignia indicates that the manufacturers of Hood Tires comply fully with the President's Blanket Code.

PATRIOT

★ Here are two words that are making tire buyers "Sit up and take notice"—"HOOD" and "PATRIOT". HOOD Quality as low as \$4.00 is NEWS, with the cost of raw materials going up, with the cost of everything advancing.

But it's one of those buying situations that cannot last very long. Every motorist who has recently bought a HOOD PATRIOT or jumps into the market NOW will thank his lucky stars for he'll be "sitting pretty". He'll have more genuine quality under his car than he ever enjoyed before at such a low price. Act Now!

Tube Dividends

New tubes pay dividends by saving tire costs. Put a new Hood Red Arrow Tube in your new Patriot tire. As low as **\$1.22**

CHECK THESE POPULAR SIZES

Popular Sizes	MAKE OF CAR	4 PLY	Popular Sizes	Make of Car	4 Ply
4.40-21	For 1925-27 Fords and Chevrolets	\$4.00	5.00-5.25-19	1926-31 DeSoto, Pontiac 1926-31 Dodge, Durant	5.50
4.50-4.75-20	For 1925 Plymouths and Chevrolets and 1924-28 Pontiacs	4.55	5.00-5.25-20	1928-29 Essex, 1928-29 Nash 1925-26-27 Chrysler	5.70
4.50-4.75-21	For 1928-1929 Fords and Chevrolets—1926-1927 Essex	4.70	5.25 5.50-18	1926-28 Buicks—1927 Essex 1927 Nash—1926-27 Oldsmobile	6.20
4.75-19	1928-31 Chevrolets, Fords 1930-32 Plymouth	5.15	5.25-21	1927-28 Chevrolets, 1922 Fords, Essex, Plymouth, Pontiac	6.70

These prices subject to change without notice PRESENT FEDERAL EXCISE TAX INCLUDED
State sales tax, if any, additional

AS LITTLE AS

\$4.00

SIZE 4.40x21



A BOOK THAT EVERY TRUCK OWNER SHOULD HAVE ..



● It's the HOOD DATA BOOK. It contains valuable information and specifications—based on experience in the case of truck tires. It will help solve many problems that may arise and best of all—it will save operating costs. Sent FREE. Just phone, write or drive in.

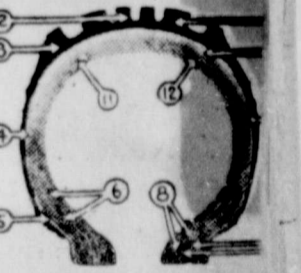
LOOK BUY NOW AND SAVE

QUALITY BARGAINS in HOOD TRUCK TIRES...

★ If there ever was a time when it's "good business" to buy truck tires that time is NOW. What we have said about passenger car tires applies here—only more so! HOOD offers genuine bargains in quality truck tires. Hood quality is a known quantity. The prices given below speak for themselves. Every truck owner has tire problems of his own—conditions of load and road, speed, etc., determine the kind of tire needed. We'll gladly help you in figuring correct sizes based on load per wheel. Our Redman Service gives you frequent inspection.

EXTRA STRENGTH AND SAFE FEATURES OF HOOD TRUCK AND BUS TIRES

1. Thick, tougher and wider tread.
2. Heavy, sharp cut center traction tread design.
3. Heavy non-skid shoulder design.
4. Thick rugged sidewall.
5. Double chafing strip construction.
6. Full floating flipper strips.
7. Twin head construction.
8. Rubber tipped heads.

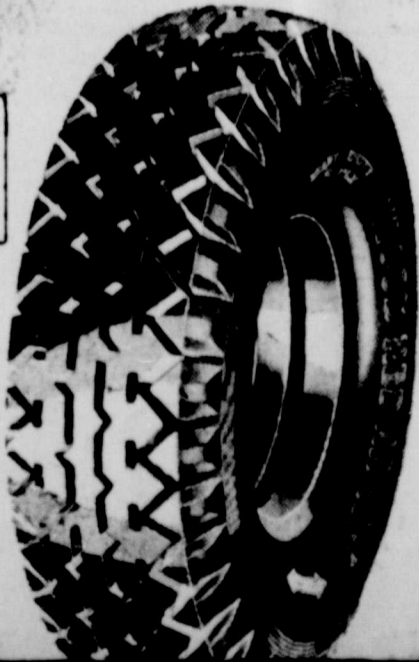


9. Extra heavy wide spaced outside adhesion ply.
10. Double shock absorber cord plies.
11. Insulated cord construction.
12. Balanced ply construction.

White Arrow Truck and Bus Balloons
4.75x19 \$17.45
4.75x20 29.90
4.75x21 36.10
4.75x22 50.60



Red Arrow Truck and Bus Balloons
4.75x19 \$14.85



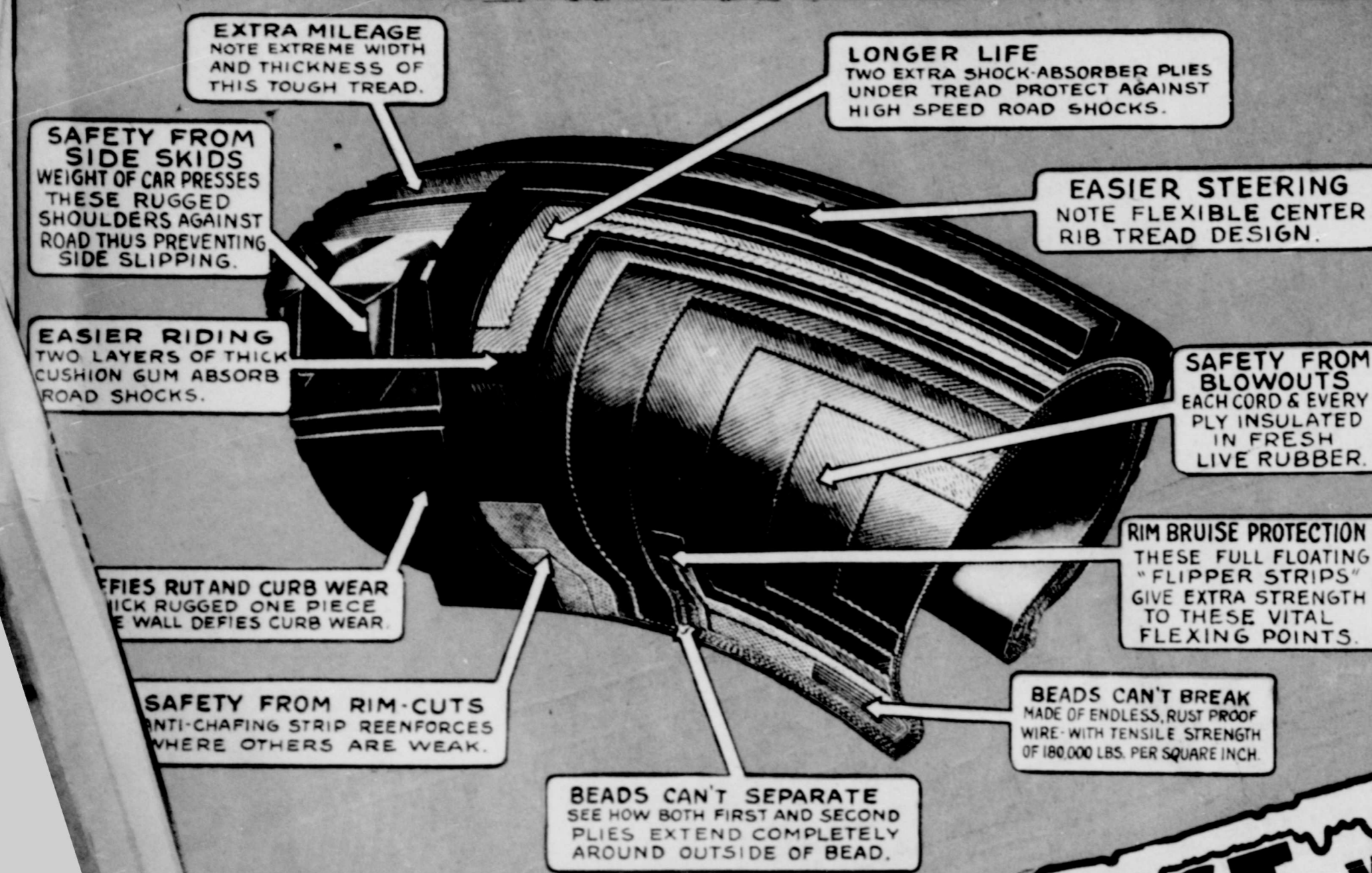
Red Arrow Truck & Bus High Pressure
4.75x19 \$17.90
4.75x20 30.15
4.75x21 42.40



White Arrow Truck & Bus High Pressure
4.75x19 \$21.85
4.75x20 28.35
4.75x21 49.95



Risk goes Out! when HOOD safety features Go in!



EXTRA MILEAGE
NOTE EXTREME WIDTH AND THICKNESS OF THIS TOUGH TREAD.

SAFETY FROM SIDE SKIDS
WEIGHT OF CAR PRESSES THESE RUGGED SHOULDERS AGAINST ROAD THUS PREVENTING SIDE SLIPPING.

EASIER RIDING
TWO LAYERS OF THICK CUSHION GUM ABSORB ROAD SHOCKS.

SAFETY FROM RIM-CUTS
ANTI-CHAFING STRIP REINFORCES WHERE OTHERS ARE WEAK.

BEADS CAN'T SEPARATE
SEE HOW BOTH FIRST AND SECOND PLYS EXTEND COMPLETELY AROUND OUTSIDE OF BEAD.

LONGER LIFE
TWO EXTRA SHOCK ABSORBER PLYS UNDER TREAD PROTECT AGAINST HIGH SPEED ROAD SHOCKS.

EASIER STEERING
NOTE FLEXIBLE CENTER RIB TREAD DESIGN.

SAFETY FROM BLOWOUTS
EACH CORD & EVERY PLY INSULATED IN FRESH LIVE RUBBER.

RIM BRUISE PROTECTION
THESE FULL FLOATING "FLIPPER STRIPS" GIVE EXTRA STRENGTH TO THESE VITAL FLEXING POINTS.

BEADS CAN'T BREAK
MADE OF ENDLESS, RUST PROOF WIRE - WITH TENSILE STRENGTH OF 180,000 LBS. PER SQUARE INCH.

NRA
This insignia indicates that the manufacturer of Hood Tires of Hood Tires comply fully with the President's Code.

Beat JACK FROST with THESE TIMELY ACCESSORIES

BEAT JACK FROST WITH THESE TIMELY ACCESSORIES

Miller Auto Polish and Cleaner 7.5c. Handy, goes on. Washes off. Cleans and shines. Removes all dirt and grime. Freedom from rusting.

Miller Auto Body Cleaner 3-oz. can. 60c. Cleans, removes dirt, grease, etc., giving perfect base for new Miller Wax Polish.

Miller Wax Polish 8-oz. can. 60c. A wonder for hard, brilliant luster that lasts much longer than good waxing job.

Miller Glass Cleaner 7.5c. A wonder for hard, brilliant luster that lasts much longer than good cleaning.

Miller Check Straps. All rubber reinforced. 25c. for car. 50c. for home.

Miller Paint 10-oz. can. 55c. Stop leaks before they start.

Miller Head Resting 12-in. wide. Best for truck. Available in all weights.

Miller Tires 5c. each and up. Ask to see the Handy Aid.

Miller and Rim Cement. 3-oz. bottle with wash brush. 15c.

Miller Tape. Handy for auto and home. 5c. per roll. Miller quality, standard 1-oz. rolls.

Miller in. Tell Us What You Need. Our Best Values to Build on. Honest Values and Service.

Repair Your Tubes With This Kit

Miller Handy Aid Kit No. 0. In this kit you'll find 21 square inches of highest grade Miller Patching Material and a generous size tube of Miller Patching Cement. The price is **15c** ONLY.

WARM FEET

You'll make a hit with the ladies and do yourself a good turn when you slip on these MILLER FELT BACKED FLOOR MATS. Besides being easy to clean they're good looking.

Black mats with felt backs priced from **\$2.40** to **\$1.55**

Clean Your Radiator

Miller Radiator Cleaner works like a flash! Loosens and flushes rust and sludge from the entire cooling system. Here's secret for your car needs for winter driving. 10-oz. can **50c**

Inspect the Radiator Hose

All summer boiling hot water has been pouring through your radiator hose. What's more, it's hard to see. Miller Radiator Hose Tester. 3-oz. bottle. 65c

Stop Radiator Leaks

Miller Liquid Radiator Solder does the trick. It automatically stops and repairs radiator and water jacket leaks. Anti-freeze solutions do not affect it. 10-oz. can **60c**

Put in a New Fan Belt

If your present belt has been in service very long, better have it replaced. A loose, worn-out belt means ten times the cost of a new one in damage to your car. Come in today and let us show you Miller Fan Belts. Flat type, start at **40c**. F-type, start at **90c**.

A Dependable Windshield Wiper

If your wiper isn't working perfectly, the old tube may be leaking. With a Miller wiper, you'll have no more trouble. Approaching it's time to have this old tubing replaced. Do it with Miller Quality Tubing. For most cars **15c**

End Drafts End Rattles

You can do it with Miller Draft and Rattle Eliminator. This new device made of sponge rubber, stops air and noise from coming in through the door. Handy for car or home. 7.5c

PANHANDLE REFINING COMPANY



Mr. Business Man, How About Your—

PRINTING NEEDS!

You have made arrangements for stocking up on other commodities. That is good business. It will also be good business if you will go through your office forms, check your needed items in letter heads, envelopes, bill heads, statements, filing cards, and other forms, and place your order now.

Very soon the printing business throughout the country will be regulated and of one thing you can be certain—prices are going to advance—not only in this section, but in every part of the United States. Already there have been price advances on paper and other items which inter into the work.

It will be to your advantage to place orders now for your printing needs for the next few months. It will be to our advantage, too, to complete this work for you now, during the dull period, when we have the time at our command, and while we can still offer you present day low prices on Quality Printing of all kinds.

Telephone 187 or call at this office, and let us figure with you on your printing needs.

The Floyd County Plainsman

PHONE 187

Donna, Texas, Car Owner Rides 53,450 Miles On Goodyear Tires

H. O. Cline, manager of the Magnolia Service Stations, Goodyear Tire distributors, this week handed us a printed statement from a Donna, Texas, car owner relative to service from Goodyear Double Eagle Tires. It reads as follows:

"I hardly know why I am writing this, only that if I were the maker of an article such as the one with which my Model 'A' Ford is equipped, I would certainly appreciate someone telling the world," writes Paul G. Weaver, Donna, Texas.

"In May, 1929, I bought four Double Eagles at which time my speedometer showed 16,000 miles. Now, after four and a half year of continuous driving and at a speedometer reading of 69,450 miles they are still going strong.

"I feel that any article with as much merit as these tires should get all the good words that are due them."

PALACE

Saturday Midnite, Sunday, and Monday

Wallace Beery, George Raft, Jackie Cooper, in

"BOWERY"

Wednesday, Thursday And Friday, January 17, 18, 19

MAY WEST, in

"I'M NO ANGEL"

Automobile PEP!

On cold mornings the most pleasing thing is an automobile that you can start. Bring your cold natured car in and let us tune it up. Get the motor in perfect time and order and then if you use proper gas and oil you will get the best of results.

Elliott's Repair Shop

At Pinkner Motor Company

Cut Out Cold, Damp Weather

By having your auto top repaired and the new glasses you need installed. Be comfortable driving in winter weather as well as other times of the year. You will find that our prices are moderate and yet you get the best of materials and workmanship.

John McCleskey Top Shop

"We do Genuine Duco Refinishing"

Over 40 Men Now Employed On C. W. A. Projects Underway Here

A check up this mid-week revealed that 41 men are being given employment on Civil Works Administration Projects now underway in Floydada. Four trucks and four teams and their drivers are included. Fifteen men are being employed on the court house re-arrangement and repairing project. Painting, plumbing and general re-arrangement is underway. 18 laborers, not including the drivers are being included in work underway in the city. One street improvement and two alley projects are being conducted by Mayor W. C. Hanna. The employment list is expected to be increased next week, according to information given out from the office of Burl Bedford, C. W. A. manager in Floydada.

Equalization Board For City Appointed in Council Meeting Tuesday

A board of equalization, to check over the tax renditions of the city of Floydada for 1934, was appointed in a meeting of the city council held Tuesday night at the city hall. Members of the board are: W. Edd Brown, S. T. Harris and W. N. Jones. A completion of all tax renditions for 1934 is to be made not later than May 15, at which time the equalization board will start their work. In further business of the council it was voted to pay N. E. Tyler \$10.00 for his services at the City Park. Other accounts and bills were ordered paid.

SHERIFF'S SALE

STATE OF TEXAS County of Floyd By virtue of an order of sale issued out of the Honorable District Court of Bell County, on the 30th day of December, 1933, by the Clerk, thereof, in the case of H. C. GLENN, as RECEIVER FOR THE TEMPLE TRUST COMPANY, a private corporation, versus John A. Hollums and Maud E. Hollums, and being Cause No. 20,545, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY IN FEBRUARY, A. D. 1934, it being the sixth day of said month, before the Court House door of said Floyd County, in the town of Floydada, Texas, the following described property, to-wit:

Lots seven (7) and Eight (8) in Block Eighty-nine (89) of the town of Floydada, Floyd County, Texas, together with all improvements thereon situated.

Levied on as the property of John A. Hollums and Maud E. Hollums to satisfy a Judgment amounting to \$3,378.30 in favor of H. C. GLENN, as Receiver for TEMPLE TRUST COMPANY, a private corporation, and cost of suit.

Given under my hand, this 5th day of January, A. D. 1934.

E. S. RANDERSON, Sheriff Floyd County, Texas.

5-4c By G. Scott King, Deputy.

NOTICE TO CREDITORS OF THE ESTATE OF J. T. HINKSON, DECEASED

Notice is hereby given that original Letters Testamentary upon the Estate of J. T. Hinkson, Deceased, were granted to me, the undersigned, on the 1st day of January, 1934, by the County Court of Floyd County, Texas. All persons having claims against said Estate are hereby required to present the same to me within the time prescribed by law. My residence and post office address are 521 South Wall Street, Floydada, Floyd County, Texas.

LULA HINKSON, Executrix of the Estate of J. T. Hinkson, Deceased. 4 4c

Let Cavanaugh do your printing.

Lovely Shower Honored Mrs. Lowell M. Gamblin, A Recent Bride

Honoring Mrs. Lowell M. Gamblin, formerly Miss Venita Borum, joint hostesses entertained Monday evening at the home of Mrs. A. J. Welch with a beautiful shower.

Mrs. Geo. A. Linder, Mrs. R. C. Henry, Mrs. Bill Daily, Mrs. Frank L. Moore, Mrs. Jno. McCleskey, Mrs. Geo. B. McAllister, Mrs. W. M. Houghton, Mrs. A. P. Horn and Mrs. A. J. Welch were joint hostesses.

As the guests arrived they were served with a refreshment plate containing cookies and fruit punch. A large bowl of punch served as the center piece of the table, which was covered with a beautiful luncheon cover. Wreaths of fern and sweet peas added beauty to the attractive arrangement.

The bride's register contained the following names: Mesdames J. V. Daniel, J. G. Martin, Geo. V. Smith, N. W. Williams, Verner Norman, J. T. Howard, A. J. Folley, A. B. Kelm, Tony B. Maxey, J. C. Gilliam, H. M. McDonald, Floyd Simpson, Martin Brown, J. C. Dickey, Cella Ross, Lon M. Davis, Edd Brown, Wilson Kimble, Ham Smith, Jess Brown, Waltoa Hale, R. E. Fry, B. O. Cloud, K. E. Bain, W. E. Stone, F. C. Harmon, Roe McCleskey, E. L. Norman, Mal Jarboe, Jess Wood, Glad Snodgrass, J. U. Borum and J. M. Gamblin; Misses Edwina Christian, Mildred Strickland, Maxine Fry, Lois Rosser and Reba Copeland.

The recent bride and groom visited in Floydada from Sunday afternoon until Tuesday. They returned to their home at 2409 Tenth Street in Lubbock Tuesday.

CHURCH OF THE NAZARENE

Announcement of services for the Church of the Nazarene for Sunday, January 14, are as follows: Sunday school 10 o'clock Sunday morning. Preaching 11 o'clock Sunday morning. Young People's Society 6:30 Sunday evening. Preaching 7 o'clock Sunday evening. Sacrament will be held following the morning preaching hour. Our motto is for all members to be on time for all services. We have resolved to try to be a greater blessing to the people of Floydada than we have ever been before. We are in need of shoes and other wearing apparel for the needy and we will call for them or you can bring them by the parsonage.

REV. N. E. TYLER, Pastor.

THE GOVERNMENT STEPS IN

By O. T. WILLIAMS

In 1929 the "boom" had reached the high peak and started down. It came down much faster than it went up. Then we had what we called the "depression". Depressions are caused by man, therefore it is up to man to pull us out of it. I think that we have a man at the head of our government to day who is doing it, the president of the United States.

The reason that we entered the depression so quickly was because so many people were put on the unemployed list in such a short time. They had not saved money enough to continue their buying and consuming of the articles which were being manufactured and the food that were being produced.

In 1929 when there were more goods being manufactured than were being consumed, factories were closed down, this resulted in the bread line. The manufacturers were not satisfied in either declaring a dividend or increasing the wages of the wage earner, thus giving him more buying power, but put the profits back into the business in the form of expansion.

When the war came the farmer was called upon to produce more food. Much new lands were put into production, some which should have never been cultivated. When 6,000,000 farmers, each operating a separate unit go into farming, it is very hard to get them to stop. It is not so with the manufacturers as they are controlled with a few people.

In 1929 there were being manufactured nearly 7,000,000 automobiles. In 1930 less than 1,000,000 cars were manufactured. The cut in manufacturing had to be done or the price would have to come down. They cut the number of cars.

Since it is a difficult job to get the farmers to cut their production, the government had to step into business, as some call it, and get the job done so the farmers could compete with the method used by the manufacturer.

Floydada Whirlwinds Won Games From Three Quintets During Week

The Floydada High School Whirlwinds basketball quintet won three games during the past week end, all by large scores.

Friday night the Whirlwinds first team won over Roaring Springs first team 42 to 16. The Whirlwinds second squad were defeated by another Roaring Springs team on the same night.

Saturday night the local quint won over Lakeview and Center's teams.

Expect Large Attendance

A large number of teams have indicated that they will enter the South Plains invitation basketball tournament to be held in Floydada Friday and Saturday of this week. Teams from all over this section of the country are expected to enter competition. Trophies will be given to the three high winners. Members of the teams will be Floydada's guests for two days.

Whooping Cough More Serious Than Regarded By Many of Our Parents

Austin, January 9.—Whooping cough was formerly regarded as one of the infectious diseases of minor importance. According to Dr. John W. Brown, state health officer, this is not so. Each year many children die of this disease; in fact it causes more deaths than scarlet fever, measles and smallpox combined.

Whooping cough is a treacherous disease. It resembles the proverbial wolf in sheep's clothing. Illness begins gradually, causing parents to feel that the symptoms are those of an ordinary cold, until the characteristic whoop appears. Unfortunately, the disease is most infectious during the early stages. Children in the first years of life are in the greatest danger of developing pneumonia, the most severe complication.

The chief hope in controlling epidemics of whooping cough lies in those measures which help to prevent the spread of disease. Children with the disease should remain at home and in isolation for a period of twenty-one days. Children with the disease should be reported to their family physician or local health officer.

Mr. Brown further urged parents to do everything they can to protect their children from whooping cough. Keep them away from playmates who have colds, especially when whooping cough is prevalent. Teach children not to put things in their mouths that have been handled by others and to wash their hands before meals. In spite of all precaution, if your child seems to be catching whooping cough, call your doctor at once. He can do much to relieve the patient's distress if treatment is begun early and will advise about diet, rest, exercise, and fresh air for the patient.

K. G. Lynch Elected Vice President of Federal Intermediate Credit Bank

Houston, January 9.—The election of K. G. Lynch as vice president of the Federal Intermediate Credit Bank of Houston was announced here Tuesday by A. C. Williams, general agent of the Farm Credit Administration. Mr. Lynch, as vice president of the Federal Intermediate Credit Bank of Houston, will give special attention to the crop loan division. He has been doing similar work with the Regional Agricultural Credit Corporation of Fort Worth and has been more recently connected with the Federal Land Bank of Houston in an official capacity.

"Under the present program of the Farm Credit Administration, the field of service of the Federal Intermediate Credit Bank has been greatly enlarged. Local Production Credit Associations which will discount agricultural paper with the Federal Intermediate Credit Bank of Houston are being organized throughout the state. Twenty-two charters for new associations have been approved by Governor Wm. L. Myers of the Farm Credit Administration of Washington." Mr. Williams said, "and associations covering the entire state of Texas will be organized and operating in sufficient time to meet the production credit requirements of farmers and stockmen of each section of the state as the planting season progresses."

J. V. GREER AND JNO. CONWAY REELECTED DIRECTORS FARMERS GRAIN CO.

In an annual stockholders meeting held Tuesday afternoon in the county court room J. V. Greer and John Conway were re-elected directors of the Farmers Grain Company. W. C. Cates, manager and secretary of the company, read the annual report of business for the year 1933. Several stockholders were present for the meeting.

Rainer Shoe Shop Jingles!

Bring us your shoes. It's the wise thing to do. We likely can make them. Look just good as new. (South Side Square)

Delinquent Interest To Be Paid By City To Bondholders For 1932-33

A special called meeting of the City Council was held last Wednesday at the city hall for the purpose of discussing the advisability of making further payments on the delinquent interest items to bondholders.

After considerable discussion a motion was made by B. K. Barker, seconded by W. F. Weatherbee, in-

structing the City Treasurer to pay the balance of the interest coupons that were due during the year 1932 and also to pay balance of interest coupons due during the first one-half of the year 1933.

Permit Granted

A written application for a removal and reconstruction building permit was presented by the Panhandle Refining Company signed by G. R. Strickland, local agent, and A. H. Mabry, division superintendent. The permit was granted as applied for.



for Greater MILEAGE Break in New Tires During Winter Months

● Cooler roads not only cause little wear on new tires—they also "cold-cure" the rubber. Experience proves that new tires limbered up in winter average thousands more miles than tires started off new on hot roads — — — Get the full non-skid safety of Goodyears for winter driving at today's low prices—and get more miles—by buying now!

4.40-21	5.00-19
\$5.55	\$7.20
4.50-20	5.00-20
\$6.00	\$7.45
4.50-21	5.25-18
\$6.30	\$8.10
4.75-19	5.50-19
\$6.70	\$9.40

Other Sizes and Types in Proportion

Magnolia Service Stations

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

You Can't Stay Where You Are!

You turn through a kodak album and smile at old-style clothes. Skirts cluttering the ankles . . . hats perched high up on hair . . . wasp waists . . . awkward sleeves—odd how your taste has changed!

Yet day by day your taste changes in all you wear and do. You don't like the same books, enjoy the same movies, choose the same underwear, prefer the same soap you did a short while ago. You are so used to the better, you wonder why you liked the old. Advertisements make you know the better as soon as it's proved to be better. They tell of good things accepted as good taste in the best homes. The hosiery, glass-curtains, lighting fixtures other moderns use; why their use is preferred. Advertisements influence so many around you, sooner or later you'll feel the change. Even if you never read an advertisement, you'll use in time some of the conveniences which advertisements from a tide of taste that sweeps you forward; you can't stand still. Since you'll enjoy what they advertise anyway, why not begin enjoying it now?

Read the Advertisements to be alert to the best!

Wake Up Your Liver Bile —Without Calomel

And You'll Jump Out of Bed in the Morning Rin' in to Go

If you feel sour and sunk and the world looks punk, don't swallow a lot of salts, mineral water, oil, laxative candy or chewing gum and expect them to make you suddenly sweet and buoyant and full of sunshine.

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.

If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas bloats up your stomach. You have a thick, bad taste and your breath is foul, skin often breaks out in blemishes. Your head aches and you feel down and out. Your whole system is poisoned.

It takes those good, old CARTER'S LITTLE LIVER PILLS to get those two pounds of bile flowing freely and make you feel "up and up." They contain wonderful, harmless, gentle vegetable extracts, amazing when it comes to making the bile flow freely.

But don't ask for liver pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Beware of a substitute. 25¢ at drug stores. ©1931 C. M. Co.