







**Highlights Of State Championship Football Game**  
**Amarillo Vs. Corpus Christie**  
**PALACE THEATRE**  
**Saturday Midnight-Sunday-Monday**  
**January 12, 13 and 14**

**NATIONAL LOAN ASSOCIATION ELECTS OFFICERS, DIRECTORS AT MEETING TUESDAY MORN.**

Stockholders of the Floydada National Loan Association met Tuesday morning in the county court room and elected officers, directors, and members of the loan committee for the coming year.

W. A. Cates was elected president, W. C. Hanna, vice president, and C. M. Meredith secretary-treasurer.

Directors were elected as follows: W. A. Cates, W. C. Hanna, W. F. Weatherbee, J. H. Shurbet, and T. J. Heard.

Hanna, Cates, and Weatherbee were named members of the loan committee.

The association has closed 88 loans during the past year for a total amount of \$323,300. The organization now has 282 loans in force for a total amount of \$1,950,350.

Twenty-nine of the 282 stockholders attended the meeting.

G. L. Warner of Wichita, Kansas, district representative of the Armour Packing Company, was here Monday morning conferring with E. L. Angus, manager of the Floydada Creamery, which was purchased recently by the Armour company. Mr. Angus took Mr. Warner from here to Childress.

Mr. and Mrs. R. H. Carmichael and family made a trip to Lubbock Tuesday.

Mr. and Mrs. Glad Snodgrass drove to Amarillo Saturday afternoon where they attended the presentation of the play, "Green Pastures."



**AUTOMOBILE REPAIRS OF ALL KINDS**

Long experience has made it possible for us to detect your car troubles quickly and to remedy them in a prompt and expert manner.

Remember us when you have car trouble. Just phone 70.

**SHARP'S MOTOR SERVICE STATION**

**COUGHING, WEAK AND THIN AFTER FLU**

"I nearly died from 'flu' last October, and it left me with a terrible cough.

"I saw Milks Emulsion advertised and started using it. It helped me right from the start. I had no appetite and my stomach was in bad shape. But 12 bottles have straightened me out entirely. I eat anything without distress, my cough is gone and I have gained back my strength and flesh."—Emma Withers, Box 50, Belmont, N. C.

Milks Emulsion restores healthy, natural bowel action. Milks Emulsion is strongly recommended to those whom sickness has weakened.

This is the only solid emulsion made, and so palatable that it is eaten with a spoon like ice cream. Wonderful for weak, sickly children. You are urged to try Milks Emulsion. Take six bottles home with you, use it according to directions and if not satisfied with the results, your money will be promptly refunded. Price 60c and \$1.20 per bottle. The Milks Emulsion Co., Terre Haute, Ind. Sold by druggists everywhere.

**BOTH CITY AND STATE POLL TAXES MUST BE PAID; TAXPAYERS WARNED OF DEADLINE**

Persons who plan to vote in city elections this year must not only have paid their city poll tax but must show a receipt for the payment of their state and county poll tax as well, S. E. Duncan, city secretary, said Wednesday, referring to a ruling made last spring by the attorney general's office.

Duncan said some confusion has arisen regarding the requirement that residents of Floydada pay a city poll tax. This has not been required in recent years because the attorney general's office ruled at one time that a city poll tax was not required for voting in city elections, but this ruling has been reversed.

Duncan also called attention to tax delinquencies, stating that all taxes that are unpaid by February 1, will become delinquent on that date, except the balances owed by those who are taking advantage of the split tax payment plan. The collector's office will be open until midnight or later if necessary on the night of January 31, to accommodate the late rush of taxpayers.

The new schedule of tax penalties, as required by law passed by the last regular session of the legislature, will be as follows: February 1 per cent; March 2 per cent, etc., increasing 1 per cent each month until June when the penalty will be 5 per cent. July 1 the penalty will jump to 8 per cent and an extra 6 per cent, per annum, accruing from date of delinquency, will be added. This schedule will apply to all ad valorem and poll taxes.

**MUNCY SCHOOL NEWS**

Most everyone is back in school after the holidays. The principal, W. E. Grimes, and his family spent the holidays visiting relatives at Crowell, Vernon, and Odell. He, also, attended to legal matters at Wichita Falls.

Miss Nona Wells spent the week with her sister at Post.

Cecil and J. D. Pope have withdrawn from school, and moved from the community.

Mrs. Annie Statser and daughters, Genevieve and Virginia Lee returned to their home in Nara Vias, New Mexico, Saturday after spending last week with Mrs. Statser's sister, Mrs. W. E. Grimes.

Two new rooms have been recently completed for the teacher's home.

Mr. and Mrs. W. E. Grimes and son and daughter attended church at Sterley Sunday, and they took dinner with Mr. and Mrs. E. C. Mosley.

The honor roll for the school for the fourth month is as follows:

First Grade: Eddie Ruth Muncy, Billy Joe Sandusky.

Third Grade: Carl Muse, Glenn Collins.

Fourth Grade: Elouise Smalley, J. D. Dunlap.

Fifth Grade: Francis Collis, Alene Leckie, Gladys Muse, Archie Muncy.

Sixth Grade: Nolan Huskey, El-nora Smalley, Ellie Mae Biggs, Ja-quieta McGuffy.

Seventh Grade: Marylya Leckie.

Eighth Grade: Fred Boatman, Audie Noland, Edith Grimes.

Ninth Grade: Bobbie Muncy, J. C. Leckie, Annie Bailey.

Mrs. Emma Speer plans to leave the latter part of this week to visit her mother at Winters, Texas, and relatives in Ballinger and San Angelo. She plans to be gone ten days or two weeks. Mrs. Thompson of Plainview plans to look after the affairs of the hotel during her mother's absence.

J. D. Goodgion, who underwent an operation for gall stone at Plainview during the Christmas holidays, was brought home Sunday.

Mr. and Mrs. A. G. Gray and son, A. G. Jr., drove to Spur Sunday.

**CITY CONTINUES PRESENT SALARY SCHEDULE; REVIEWS FINANCES FOR PAST YEAR**

The city council voted Tuesday night at their regular session to continue the present schedule of salaries for city employees during the coming year.

The schedule is as follows: Mayor \$25 per month, plus 40 cents per hour for street work; City Marshall \$70 per month; water superintendent \$100; City secretary, assessor, and collector \$125; night watchman \$60; one paid fireman \$62.50; sanitary man \$90; aldermen \$1 per meeting.

City finances for the past year were reviewed. One of the troublesome matters facing the city was settling during the last year. The controversy between the city and the Utilities company regarding street lighting was compromised with the city agreeing to pay 75 per cent of the company's claims for street lighting for the last 22 months, and agreeing to pay \$125.13 per month for street lights in the future.

The company's claims, based on a monthly charge of \$193.75, and totaling \$4,262.38, was settled for \$3,196.79, of which sum \$2,131.19 was paid in cash with the understanding that the balance would be paid in installments during the next three months.

The council also ordered the payment of all authorized bills.

**CLOVER LEAF BRIDGE CLUB MEETS WITH MRS. WELCH**

The Clover Leaf Bridge Club met with Mrs. A. J. Welch last Thursday night. Members present were Mr. and Mrs. E. L. Norman, Mr. and Mrs. E. L. Angus, Mr. and Mrs. E. P. Nelson, Mr. and Mrs. H. O. Pope, Mr. and Mrs. F. M. Shenefelt, Mr. and Mrs. Glad Snodgrass, Mr. and Mrs. Edd Johnson, and Mrs. Leona Bell.

Guests were Mr. and Mrs. A. P. Horn, Mr. and Mrs. R. E. Fry, Mr. and Mrs. J. B. Bishop, Mr. and Mrs. Carl Minor, Mrs. W. M. Cauley, and Miss Kate Stiles.

Mrs. Glad Snodgrass and Edd Johnson won high score for members, while high score for guests was won by Mr. and Mrs. Carl Minor.

W. H. Seale made a trip to Plainview Monday afternoon.

**A. C. RAINER BUYS INTO OLIVE WHOLESALE AGENCY**

H. O. Clue, Magnolia wholesale agent, last week sold an interest in the agency to A. C. Rainer, it was learned Tuesday.

Clue took over the agency recently, after having been manager of the two Magnolia stations here for some time.

Mr. and Mrs. H. L. Thompson of Plainview and their son, Woodrow, spent Sunday here visiting Mrs. Thompson's mother, Mrs. Emma Speer.

L. S. Jackson of Lubbock visited Saturday with his parents, Mr. and Mrs. R. F. Jackson.

John Gray, owner of the McCoy gin, shipped 98 bales of cotton to Houston last Saturday.

Roy Patton made a trip to Lubbock Saturday.

**MRS. W. A. AMBURN FALLS, SUFFERS DISLOCATED ELBOW**

Mrs. W. A. Amburn, Sr., fell on the sidewalk Sunday morning while on her way to Sunday school and suffered a dislocation of her left elbow.

She is recovering satisfactorily, Mr. Amburn said Wednesday morning.

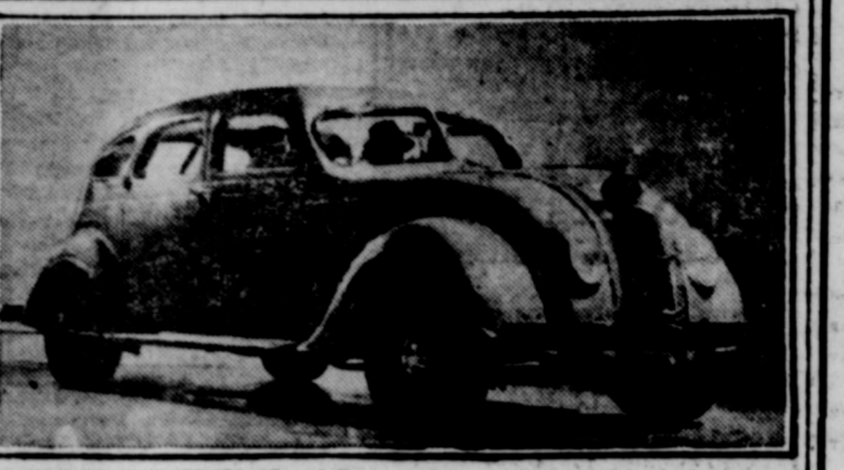
**QUARTET TO CENTER SCHOOL**

The Floydada quartet went to the Center school Sunday night and assisted in a musical program. Members are Earl Rainer, G. C. Tubbs, Homer Sims, and Garland Glover.

Mr. and Mrs. J. N. Redd and Son, Alva, returned Sunday from Oklahoma where they visited relatives in Chickasha, Duncan, Purcell, Woodville, Lawton, and Oklahoma City.

Mrs. John Gray of McCoy was in Floydada Monday.

**First of the 1935 Airflow Cars**



**NEW YORK CITY (Special)**—Predictions that cars will be even further streamlined next year were verified this week, when the first of the 1935 Airflow cars was previewed by automobile editors behind locked doors at the Waldorf-Astoria Hotel here.

There has been a great deal of conjecture as to what the new 1935 cars would be like, since Walter P. Chrysler announced that his Airflow models would be a permanent part of the Chrysler Motors line.

This new Airflow car is expected to be the most advanced of the streamlined cars to first be viewed by the public in January at the New York Automobile Show. It has been smartly restyled. The editors found that the front of the car had been designed with a narrowed radiator which makes it look considerably longer and smarter than the 1934 model.

It was predicted at the pre-view that most cars next year will follow the Airflow trend. Already a number of the most expensive European models have followed the Airflow design, some almost duplicating in appearance the new De Soto.

Announcement was made at the showing, that because of improved business conditions and the outlook for even greater automobile buying next year, that the De Soto Motor Corporation would also announce another car in January which would be a companion car to the present Airflow line. The new car, it was stated, will have many of the Airflow features of design and construction, but will be considerably lower in price.

**First National Bank**  
**Floydada, Texas**

1903—Time Tested Service—1934

**Healthful, Vigor, Keep That Way**

Our shelves, in both our prescription department and our proprietary medicine department, are fully stocked to meet every need.

When your doctor orders a specific remedy or when you have need of any standard product, you may be sure that we have it.

Also a complete line of toilet articles, tobaccos, candies, newspapers and magazines.

**White Drug Co.**

THE REXALL STORE PALACE THEATRE BUILDING

**How Much Does Advertising Really Cost?**

Not long ago, we heard a house-to-house salesman tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise."

Many of you no doubt would believe such a statement, but how many of you realize how little advertising really costs? As a customer every day in your life, you are entitled to know.

Automobiles are extensively advertised. But despite the hundreds of colored advertisements in large magazines, despite the huge newspaper advertisements you see frequently, only 3 1/2 per cent of the selling price of a car goes for advertising. This is about \$17 on a \$500 machine. Yet before advertising made large-scale selling possible, you paid \$1000 for a car not so good.

Coffee, canned foods, soft drinks, and so forth, have large advertising budgets. Yet only 5 1/2 per cent of the selling cost, or one-half cent on a 10 cent can, is used for promotional advertising.

The average retail store spends from 1 per cent to 4 per cent on advertising. That costs you from 1 cent to 4 cents on a dollar purchase.

Think it over! Isn't it worth your while to pay this much for the knowledge that advertising gives you? And isn't it worth knowing that the low prices on extensively advertised products are made possible only through the volume production that this advertising makes possible?

**IT PAYS TO ADVERTISE AND IT PAYS TO READ THE ADVERTISEMENTS REGULARLY.**

**The Plainsman**