

# The Floyd County Plainsman

VOLUME NO. 6

Floydada, Floyd County, Texas, Thursday, January 24, 1935

NUMBER 7

## Two Floydada Girls Included In List of Tech Beauties

Two Floydada girls are included in long list of Tech beauties voted by student body. They are Miss Ruth Rutledge, daughter of Mr. and Mrs. O. P. Rutledge, and Miss Jean Bain, daughter of Judge and Mrs. Kenneth Bain.

The pictures of eight girls who will grace the beauty pages of La Ventana, Texas Technological College year book, are being chosen by John La Gatta, nationally known artist.

Candidates chosen by popular vote of the student body include: Geraldine Wicker, Slaton; Janet Hambricht, Lubbock; Eva Mae O'Neal, Lubbock; Dorothy Neuhardt, Amarillo; Ann Caldwell, Lubbock; Hazel Smith, Big Spring; Ellen K. Clapp, Lubbock; Gene Dubberly, Big Spring; Helen Barstow, Lubbock; Edith Young, Crane; Pauline Yeager, Lubbock; Pauline Coe, Wellington; Marian Hurnence, Lubbock; Ruth Rutledge, Floydada; Christine Bundy, Silverton; Lois Watson, Lubbock; Mary Genece Hardberger, Lubbock; Judith English, Plainview; Joni Bundy, Silverton; Othella Daniel, Amherst; Frances Burns, Lubbock; Elaine Newell, Hereford; Betty Gilbert, Woodson; Louise Toler, Longview; Virginia Brown, Lorena.

Melba Watson Moore, Lubbock; Helen Lehberg, Mason; Mildred Chappell, Dallas; Lorraine Shipp, Fort Sumner, N. M.; Margaret Duff, Byers; Ruby Doris Johnson, Vernon; Madeline Neves, Lubbock; Sara Sue Stewart, Lubbock; Jean Bain, Floydada; Beba Wayne Williams, Lubbock; Tommy Echols, Throckmorton; Mary Howell, Knox City; Inez Hensley, Lubbock; Lelia Mae Zerna, Meadow; Charlotte Ratliff, Lubbock; Maurine Alexander, Cleburne; Wanda Butler, Lubbock; Idell Bacon, Lubbock; Elsie Beinker, Plainview; Jane Tinsley, Lubbock; Rose Lee Briscoe, Grandview; Susie Michie, Lubbock; Vida Ruth Barham, Lubbock.

## Honor Roll South Plains Public School For Fourth Month

The following is the honor roll of the South Plains school for the fourth month:

- First Grade: Jimmie Knox, Polly Smitherman, Donald Ray Myers.
- Second Grade: Bettie June Hammock, Betty Greer Jarnagin.
- Third Grade: Lucille Stephens, Ruby West, Elizabeth Daniels, Dorothy Smith.
- Fourth Grade: Velma Lois Young.
- Fifth Grade: Frances Fields, Ruth Marie Allridge, Marion Yeary, Charlene Leach, Pauline Jarrett.
- Sixth Grade: Jay Martin, Mary John Lanham, Margaret Bean, Allene Gilliland.
- Seventh Grade: Lucille West, Muriel Faye Phegley, Ruby Jewell McClendon, Merle Myers, Mary Frances King.
- Eighth Grade: Dorothy Jean Leach, Twila Jarrett, Willie Muriel Eld, Lillian Milton, Mary Jo Hora.
- Ninth Grade: Trula Mae Phegley.
- Tenth Grade: Mildred Davenport, Maxine Jarrette, Chrystelle Leach.

## Some Bills That Interest Folks of 19th District Are Briefly Outlined

The Congress of the United States has been in session for two weeks and 4138 bills have been introduced. These bills have been referred to committees and will be considered there before being given a chance to be brought before the House itself.

The first bill to be introduced into the House was one providing for the payment of the Soldiers' Bonus. It is still being considered by the committee. The only one to pass the House of Representatives was an appropriation measure known as the Independent Offices Bill.

- 1. A bill providing for the re-establishment of the HOLC.
- 2. A bill providing for seed and feed loan continuation.
- 3. A bill that would give the Western part of the state a supply Federal District judge.

Let Cavanaugh do your printing.

## Shenefelts to Canyon And Amarillo for Week End Visit With Relatives

Mr. and Mrs. F. M. Shenefelt accompanied by Mr. Shenefelt's father and mother, Mr. and Mrs. E. M. Shenefelt, spent the week end in Amarillo and Canyon where they visited with friends and relatives.

While in Amarillo Mr. and Mrs. F. M. Shenefelt were entertained Saturday night with a waffle supper and bridge party given by members of the Methodist choir who they were associated with during their residence in that city during the past few years.

The Shenefelts report a lovely visit over the week end.

## Mr. and Mrs. Williams Are Called To Newlin To Visit Sick Niece

Mr. and Mrs. N. W. Williams were called to Newlin Friday afternoon on account of the illness of Mrs. Williams' niece, Miss Ina Moore, who was suffering with appendicitis and was later carried to Memphis where she underwent an operation.

Miss Moore's condition was still considered as serious Monday when Mr. and Mrs. Williams left to return home from Newlin.

## Fire Alarm Sounded Thursday Afternoon When Turner Truck Ignites

Shortly afternoon Thursday the fire alarm was sounded and the fire boys answered a call at the Consumers Fuel Association station in east Floydada, where V. D. Turner's Chevrolet truck had ignited and burst into flames while workmen were attempting to clean the clutch.

V. D. Turner and Ira Medien were with the truck and sustained severe burns about the face and hands while attempting to extinguish the flames. Mr. Turner also received a severe blow on his left lower limb during the commotion, which has proved to be very painful but has not laid him off from his work.

The truck was only slightly damaged from flames as workmen at the Consumers station rushed to the rescue with fire extinguishers and also succeeded in pushing the vehicle from over spilled gasoline which had been used in cleaning the clutch and which it seems had been ignited by working the clutch in an attempt to clear it of grease and dirt corrosion which was thought to have been causing the trouble.

Several of the men at the Consumers station were slightly burned about the hands while attempting to extinguish the flames.

## Texas Technological College Named Government Depository Library

The announcement has been made from the office of George Mahon, Congressman of the 19th District, of Washington, that Texas Technological College had been named as the Government Depository Library for his district.

After contacting the Government Printing Office, Mr. Mahon found that he was entitled to designate one school in his district to serve as a depository for all government documents and official publications. In answer to a written request that a selection be made, he sent his official choice to the superintendent of documents, naming Texas Tech.

Mr. Mahon expressed pleasure at being able to cooperate in aiding the college in this matter.

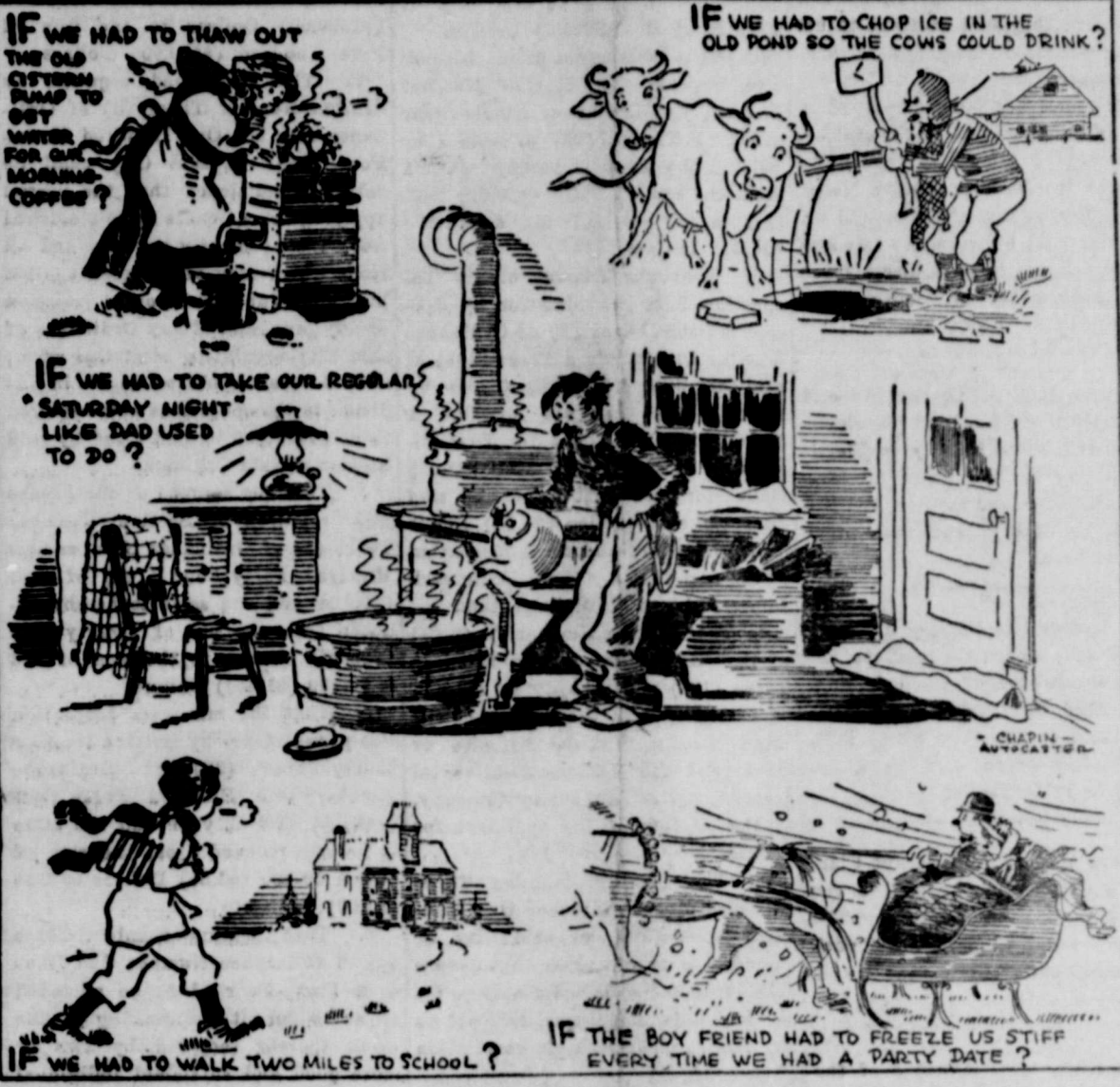
## Reece Carmichael, Local Grocerman, Slashes Hand On Meat Cutter

Reece Carmichael, manager of the local M System Grocery store, suffered a painful cut on the right hand last Thursday morning while he was operating his electric meat slicing machine.

Carmichael says that from here out meat slicers made by himself on the machine are going to be thinner than ever before, as a special precaution against future accidents.

Mr. and Mrs. W. H. Sharp and daughter, LaJuana, visited Sunday in Olton with Mrs. Sharp's parents, Mr. and Mrs. A. F. Erb.

## Wouldn't We Squawk? — by A. B. Chapin



## J. D. Thomas, Father of Mrs. J. A. Arwine, Died At Springtown Sunday

J. D. Thomas, 72 years of age, of Springtown, Texas, father of Mrs. J. A. Arwine of this city, died Sunday afternoon at one o'clock from a paralytic stroke at his home in Springtown according to information received here later in the afternoon.

The news of Mr. Thomas' death came as a shock to the Arwine family as his health had been considered excellent and he was in the finest of spirits when they last visited in his home during the Christmas holiday season.

Mr. and Mrs. Arwine and family and a brother of Mrs. Arwine, Mr. and Mrs. J. D. Thomas, Jr., of Farwell, New Mexico, left Floydada Sunday afternoon late for Springtown where they went to attend the funeral services of their father Monday afternoon. Burial was made in the Springtown cemetery.

## Glad Snodgrass Store Victim Of Hold-Up Late Saturday Evening

Saturday evening at about 6:30 o'clock Glad Snodgrass' general store was the victim of a hold-up which relieved their cash register of approximately \$71.00 in cash and checks.

The stick-up man entered the store while Edd Johnson was out for supper, and there was no one on the job except Virgil Shaw, who is employed with Luther Fry in the tailoring business, and suggested that he would take a pair of trousers which he had looked at earlier in the evening. As Mr. Shaw walked behind the counter to secure the trousers for the "customer" the stick-up man ordered him to open the cash drawer and to be sure that he did not attempt to secure a gun while he was at it. Shaw obeyed the orders and the store was immediately relieved of the above mentioned amount of cash and checks and their "customer" departed.

Later in the evening a man was apprehended who answered the description of the party pulling the hold-up, and part of the money and checks were recovered—all except approximately \$3.50.

W. E. Stone and family left Saturday for Hereford, Texas, where Mr. Stone will be associated with the Southwestern Bell Telephone Company. Mr. Stone and family have made their home in Floydada for sometime while he had been connected with the local telephone company.

W. S. Ooen made a trip to Plainview Sunday afternoon to carry his son, Elton, who was returning to Canyon where he is attending school.

## U. S. Civil Service Examination For Postmaster Here

The United States Civil Service Commission at the request of the postmaster general, announces a competitive examination for postmaster in this city.

Receipt of applications to close February 12, 1935. This examination is held under the President's order of July 12, 1933, and not under the civil service act and rules.

Competitors will not be required to report for examination at any place, but will be rated upon their education and training, business experience, and fitness.

Apply to the secretary of the board of civil service examiners at the post office in this city or to the United States Civil Service Commission, Washington, D. C., for application Form 10, and Form 2213 containing definite information in regard to the examination.

Applications must be properly executed on Form 10 and filed with the Civil Service Commission, Washington, D. C., prior to the hour of closing business on the date specified above.

WARNING.—All persons are warned against offering, promising, paying, soliciting, or receiving any money or other valuable thing as a political contribution or otherwise for use of influence, support, or promise of support in obtaining appointment. Any such act is a violation of law, and offenders will be prosecuted.

United States Civil Service Commission.

## Panhandle Firemen Hold Session in Paducah; Local Men Attend

Members of the Panhandle Firemen's Association met in Paducah Sunday, January 20, where they discussed business of the association and plans for their coming convention which was decided to be held in Plainview on August 12 and 13.

Among members of the association present at the meeting in Paducah Sunday were:

- President J. J. Blackstone, Burk Burnett; Secretary and treasurer, Quincy Wilson, of Vernon; second vice president, Chief Bill Foley, of Plainview; Chief Stewart; Chief Vera Elliott, Floydada; Chief Fitzgerald, Childers; Chief Gentry, of Paducah; Chief Red Stephens, of Electro; Othe Johnson, Virgil Shaw, of Floydada; Jimmy Wilson, Vernon; John Moore, C. K. Stewart, Claude; Herman Greg, Plainview; W. H. Powell, Paducah.

Mr. and Mrs. S. M. Cole visited in Amarillo Sunday with relatives.

## District Congressman, George Mahon, Is Secretary To Texas Delegation

Washington, January 22. Honorable George Mahon, 19th District Congressman, was elected secretary to the Texas Delegation, at its first meeting this year. Honorable Fritz Lanham from Fort Worth was elected chairman.

All the members of Congress from the Texas Delegation is made up of the State and it meets regularly every two weeks to discuss problems before Congress that peculiarly involve the interests of Texas.

## Emmett Henson Bruises Feet In Fall From House

Emmett Henson, of the Radio Electric Company had the misfortune of falling from the top of Mrs. A. B. Duncan's home one day the past week while erecting an antenna for a radio set which he was installing.

While atop the house Mr. Henson lost his balance and slipped to the ground catching feet first. The blow did not break any bones but severely bruised Mr. Henson's feet which has necessitated that he stay in since the accident.

Let Cavanaugh do your printing

## Starkey Baptist Church To Have Services Saturday, Sunday and Sunday Night

Rev. G. W. Tubbs makes the following announcement for Starkey Baptist Church Saturday night and Sunday and Sunday night:

- Preaching Saturday night at 7:30 and conference immediately following services.
- Sunday school at 10 a. m.
- Preaching at 11 a. m.
- B. Y. P. U. at 6:30 p. m.
- Preaching in the evening at 7:30.

Everyone is cordially invited to attend all these services.

REV. G. W. TUBBS, Pastor.

## Smallpox Can Be Eliminated As Cause Of Illness And Death

Smallpox can be eliminated as a cause of illness and death if every person would be vaccinated against this disease at least every five years, declared Dr. John W. Brown, state health officer. There were almost eight hundred cases reported to the state department of health in 1934.

Smallpox occurs most frequently among young children under 14 years of age. The incubation period from 8 to 14 days, and the disease begins suddenly with a severe headache and a high fever. The severe headache and the intense pain in the loins, back and extremities are more characteristic of smallpox than of any other disease occurring in temperate climates. At the end of 3 or 4 days of these preliminary symptoms, an eruption appears which, within a few hours becomes distinctly raised above the general level of the skin. With the appearance of the eruption the fever subsides and the patient becomes more comfortable. In contradistinction to chickenpox, the eruption does not occur in crops, but goes through its development in a characteristic fashion nearly simultaneously all over the body.

At present there is an increasing lack of vaccination among school children, and they contribute a menace to our state, the health department sets out. Every community is in a position to determine the amount of smallpox it wishes to have. Vaccination is an economical measure easily within the reach of all and brings protection. The disease is within human control and the state health departments' advice to the people of Texas is to get vaccinated if you have not been within the last five years.

Billy Joe Shurbet, five year old son of Mr. and Mrs. H. B. Shurbet of Lockney, was returned home Sunday afternoon from the Lubbock sanitarium where he underwent an operation last week for appendicitis. His condition is reported as satisfactory.

Mr. and Mrs. John Hollums, Mrs. Arthur B. Duncan and Mrs. Hope Hammonds, spent the day Thursday in Lubbock visiting with relatives.

## E. W. Turner Returns From Visit to Montecilla, Utah, With Relatives

E. W. Turner, of the Sandhill community, returned Friday from Montecilla, Utah, where he had visited with his brother, L. B. Turner and family sometime, and where he was called on account of the illness of Ernest Worsham.

Mr. Worsham, Allison Burton, and Luther Byrley had been in Utah for sometime where they had been trapping and hunting during the winter season until Mr. Worsham contracted a severe attack of rheumatism which rendered him dangerously ill and made it necessary for his removal from that region.

E. W. Turner reported eighteen inches of snow on the level at Montecilla while he was there, and also said that section of the country had received plenty of moisture during the fall and winter.

L. B. Turner and family moved to Montecilla from Floyd county early last year and made a crop during the past season. That part of Utah was favored with more moisture than some parts of the country during the past crop season, and the Turners are reported to have harvested a fairly good yield from their lands.

## 1935 Car License Should Not Be Displayed Until After April 1

According to information from those in charge, 1935 car license should not be displayed until after April 1 this year. Heretofore the license plates were required to be attached to automobiles and other motor vehicles during the months of January and early February, but a new ruling of the highway department has changed this method and requires that April 1 be the starting point in making the change from 1934 to 1935 license plates.

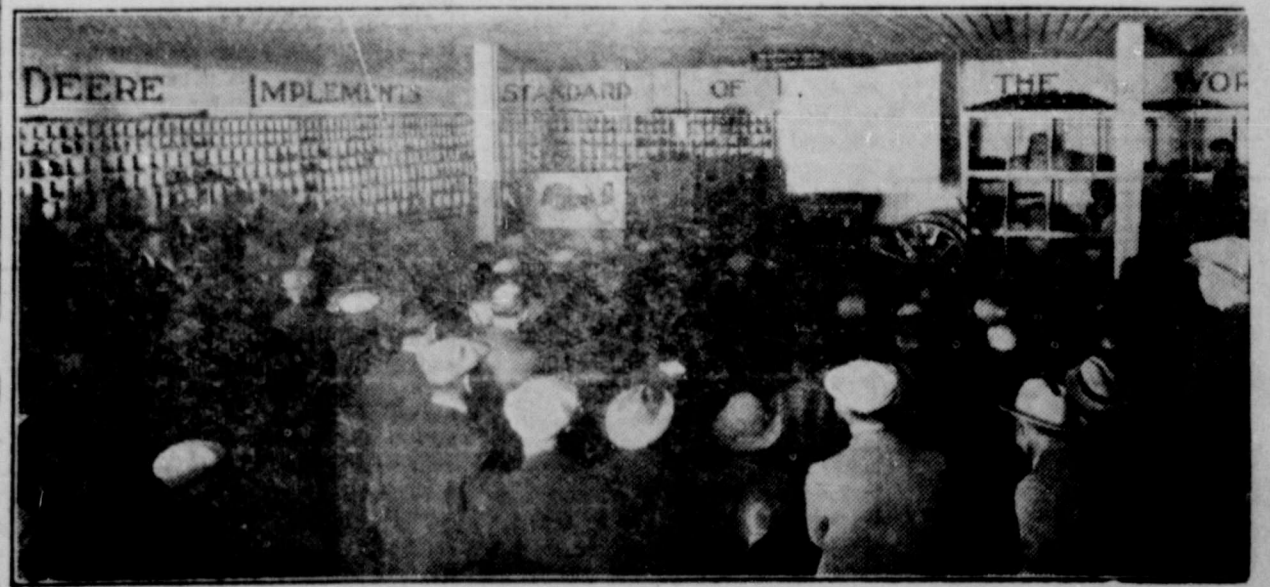
License plates are not for sale until after February 1, and must not be attached until after April 1, according to the new ruling by the State Highway Department, as we understand information coming from that source.

## J. N. Nelson Here From Waxachie, Texas, For Load of Material

J. N. Nelson, of Waxachie, Texas, formerly of this county, was here this week for a load of household goods and other stuff which he is moving to his present home in Waxachie.

Mr. Nelson and family made their home in Floyd county for a number of years and have many friends here who will be glad to learn that they are getting along well in their new home.

Mrs. J. S. Hale and family were visitors in the home of her mother, Mrs. Arthur B. Duncan, Sunday.



## NEW TALKING MOTION PICTURE TO BE SHOWN

INTERESTING NEW SOUND PICTURE WILL SHOW LATEST TRACTOR DEVELOPMENT

A new talking motion picture entitled "Partners" will provide a full hour of entertainment and education to farmers who attend John Deere Tractor Day, to be conducted by Stansell & Collins, local farm equipment dealers, aided by representatives of the John Deere organization. This picture which is being enthusiastically received by farmers in

other localities, takes the audience into the huge John Deere Tractor plant at Waterloo, Iowa, and shows how tractors are built and tested. From the factory, the cameraman takes the audience out into the field to see John Deere Tractors at work.

Woven into the picture is a story of how a father and his son became partners on the farm.

The meeting will be in session at 1 o'clock on Friday, January 25 at Stansell & Collins store in Floydada. "We invite every farmer in this section to be our guest and we particularly want the boys to come, too," says Walter Collins. "The program will be in charge of men who are

thoroughly familiar with tractors. In plain, understandable language and illustrations they will demonstrate the latest developments in tractors and the best ways to keep the farm tractor tuned up for greatest efficiency.

"We are planning to make this a sociable affair, but at the same time a very worthwhile affair to farmers and their families. We are counting on a big crowd coming in to enjoy the big day with us."

John Deere Tractor Day is proving exceptionally popular with farmers as evidenced by the picture above which shows an interested group at one of these meetings.



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.

POLITICAL COLUMN

The Floyd County Plainsman is  
authorized to announce the following  
names for Public Office, subject to  
the action of the voters in the City  
Election on April 2, 1935:

For City Secretary-Treasurer, As-  
sessor and Collector:  
SILAS E. DUNCAN.

FOR CITY MARSHAL:  
BOB SMITH, Re-Election

Mrs. A. J. Pepper, of Lubbock, is  
spending several days visiting in the  
home of Mr. and Mrs. T. C. Russell.

Want Ads

Want wheat pasture, J. C. Bolding.  
43-4tp. tfe.

TO TRADE—Town Lots for ac-  
rage or live stock. W. M. Massie  
& Bro. 44-4tf

To Farm Lease, Splendid Lands  
in Floyd and other Counties, con-  
venient to Railroad Towns. W. M.  
Massie & Bro. 12-4tf

FOR SALE—Easy terms, rich  
plains land, also cotton land below  
Caprock. W. M. Massie & Bro. 44-4tf

All parts for some cars. Some parts  
for all cars. Harris Brothers. 39-4tf

Atwater-Kent Precision Radio Sold  
by Radio Electric Company. 51-4te

Let us help you with your sewing  
problems. Singer Sewing Machines,  
Vacuum Cleaners, easy terms, lib-  
eral allowance for your present ma-  
chine. Service all makes. G. W.  
Ford & Son, Singer Shop 708 Broad-  
way, Plainview, Texas. A post card  
will bring our service. 7-2tp

HELP KIDNEYS

IF your kidneys function badly  
and you have a lame, aching  
back, with attacks of dizziness,  
burning, scanty or too frequent  
urination, getting up at night,  
swollen feet and ankles, rheumatic  
pains... use Doan's Pills.

Doan's are especially for poorly  
functioning kidneys. Millions of  
boxes are used every year. They  
are recommended the country over.  
Ask your neighbor!

DOAN'S PILLS



BRING US YOUR TAILOR WORK

Will appreciate you  
bringing us your tailor  
work during 1935 and  
we will take special  
care to do you the same  
high class work which  
you have always re-  
ceived at our shop.

LUTHER FRY  
TAILOR

Looking at Kings Cost  
Real Money in Old Days

There is hardly any limit to the  
prices people will give for seats at  
any royal show, especially a coronation  
or a marriage, declares a writer  
in Tit-Bits Magazine.

Looking at old records we find  
that people paid a "croakard" for a  
seat at the coronation of Henry I,  
and a "pollard" at that of Henry II.  
At the coronation of King John the  
price was a "susky", but since the  
value of these coins is doubtful we  
are not much the wiser.

We get to a figure more understand-  
able when we learn that in Richard  
II's reign the price for any royal  
show was a penny. In Henry V's  
time it had risen to twopenny, but  
these were silver pennies worth  
nearly a shilling in our money. All  
through the ages the price rose. To  
see the coronation or a wedding of  
Henry VIII, the people paid a groat  
(4d), and when Charles I came to  
the throne seats were sold at a  
shilling each.

To see the coronation of George  
I cost half a crown, and after that  
the cost of seats jumped rapidly;  
at the coronation of George III,  
front seats in the gallery at West-  
minster abbey were let at ten guineas  
each. At the coronation of  
Queen Victoria and for her wedding  
procession the fronts of houses fac-  
ing the procession fetched £50 to  
£500.

Old Whaling Trips Kept  
Sailors Away Four Years

In the old days of the whaling  
industry, the men who went to sea  
in search of these prized creatures  
of the deep were often gone from  
home as long as three or four years  
at a time.

Each whaling ship says a writer  
in the St. Louis Globe-Democrat,  
carried four sharp-prowed boats.  
When a whale was sighted these  
boats were let down into the water,  
each one manned by a helmsman,  
four oarsmen and a headsman. The  
helmsman carried sharp harpoons,  
to which lines were attached, and  
threw them into the body of the  
whale.

Then began a great battle. The  
headsman attacked the whale with  
lances, but the maddened monster  
often dragged the boat for many  
miles through the water. Often,  
too, he dived to the bottom, and  
the lines on the harpoons that held  
him paid out for thousands of feet.

Eventually, however, the whale  
had to come back to the surface  
to breathe, and then he was killed  
by a lance thrust in a vital spot.

Few Natural Annoyances

We have few, if any, natural an-  
noyances. Likes and dislikes are  
apparently all due to education, un-  
less perhaps a few food preferences  
or aversions, notes a writer in the  
Detroit News. People reared with  
snakes and bedbugs like snakes  
and bedbugs. This fact goes to the  
bottom of race prejudices. We like  
the race we are reared with, wheth-  
er it be our own race or some other.  
If people only understood this it  
would do away with a vast lot of  
foolish prejudices, especially those  
of race and social differences. We  
may not be able altogether to over-  
come our education, but we can be-  
gin to educate ourselves into a new  
tolerance at any time of life.

Warm Winds Aloft

The air-layer 145 to 220 miles  
above the earth, called the iono-  
sphere, is fairly constant in tem-  
perature, and is disturbed by warm  
winds having a temperature of 300  
degrees Kelvin, or about 80 degrees  
Fahrenheit. It was reported to the  
Physical Review, by Dr. E. O. Hul-  
bert of the Naval Research labora-  
tory. The ionosphere winds blow  
in all directions from the point di-  
rectly beneath the sun, and their  
paths are similar to those of  
streams of liquid poured on a ro-  
tating sphere.—Literary Digest.

Skating Old Sport

There are references to skating  
in the old Norse legends of Ice-  
land, and in many of the early  
books of continental Europe. In  
England in the Twelfth century,  
skates were made from the brislet  
bone of an ox and fastened by  
pieces of leather to the soles of the  
wearer's boots. Thrusting a stick  
into the ice helped the skater move  
forward. An iron runner in a wood-  
en frame was first used in the Four-  
teenth century, and this gradually  
developed into the steel skates.

Sign Posted Appian Way

History records the fact that the  
ancient Romans sign posted the Ap-  
pian Way 2,000 years ago, accord-  
ing to the Automobile Club of  
Southern California. Some twenty  
centuries back, engineers of the  
Roman empire placed a milestone  
every 1,000 paces along the high-  
ways. Beyond 100 miles from Rome  
and in the provinces, these mark-  
ers indicated the distance to the  
nearest principal town. The Ap-  
pian Way is still there.

Patton and Cothorn  
Secure F. F. F. Service  
Station From Mitchell

The F. F. F. Service Station lo-  
cated on South Main street changed  
hands Thursday of the past week and  
is now under the management of R.  
C. Patton and Leo Cothorn who  
closed a deal with J. Mitchell for its  
management.

The station property is owned by  
W. T. Stiles of Lubbock and Patton  
and Cothorn have leased the holdings  
and will continue its operation. For  
the present they will continue to use  
Gulf products, augmented with in-  
dependent supplies.

J. Mitchell has been employed to  
assist in the operation of the station,  
which will be known in the future as  
Motor Inn Service Station No. 2.  
Messrs. Patton and Cothorn will di-  
vide their time between the two sta-  
tions which are located directly op-  
posite each other on South Main  
street.

Mr. and Mrs. A. L. Scoggin and  
daughters, Mary Lou and Charlotte,  
of Lubbock, spent Sunday in Floyd-  
ada visiting in the home of Mrs.  
Scoggin's father and mother, Mr. and  
Mrs. J. C. Dickey, and with other  
relatives here.

I. L. Medley left Monday night for  
Fort Worth, where he went to de-  
liver a truck load of cattle belong-  
ing to Fred Wimberly. The cattle  
will be sold on the Fort Worth mar-  
ket. Medley operated a truck be-  
longing to V. D. Turner.

Mr. and Mrs. J. F. White, of Clar-  
endon, spent Tuesday night in the  
home of Mrs. V. A. Leonard. The  
White's are old timers in the pan-  
handle and have many friends in this  
section.

G. L. Kirk, local manager of the  
West Texas Gas Company was a busi-  
ness visitor in Silverton Monday.

J. Q. Jackson and wife were week  
end visitors in Wichita Falls where  
they spent the time with friends and  
relatives.

Percy Ralls of Ralls was a busi-  
ness visitor in Floydada Saturday of  
this week.

Glimpse at Stone Head  
Meant Death to Indians

Isle Royale, farthest outpost of  
Michigan, is not only an island of  
natural wonders, but also an island  
of freaks, says a writer in the De-  
troit Free Press.

Foremost of them is an Indian's  
head which nature has formed of  
the island's jagged shoreline rocks.  
It is similar in type to the famous  
Old Man of the Mountain and In-  
dian's Head in the White moun-  
tains, but is unlike them in that  
nature has carried her limning a  
step further and given the Isle  
Royale Indian a feathery head-  
dress—actually a tree growing on  
top of the bluff in which the head  
is carved.

Discovery of the face by white  
men recalled an ancient Indian  
legend among the North Shore tribes,  
who believed that any brave who  
saw Isle Royale would perish.

Another of the island's freaks is  
a "devil's pitchfork." A fisherman  
found a strangely formed stunted  
spruce behind his cabin. The tree  
took the shape of a three-pronged  
pitchfork, the tines growing sky-  
ward.

He cut it down and peeled away  
the bark, finding the wood under-  
neath solid, which is unusual. Such  
freaks often are the result of dead  
branches forcing the tree to grow in  
other directions.

Tuba, Great Bass Horn,  
Harsh, Very Effective

The modern tuba exists in many  
sizes. There are six of these—so-  
prano, alto, tenor, baritone, bass  
and contrabass. The smaller mem-  
bers of this family are not found  
in the orchestra, but take part in  
military bands, especially in France,  
under the name of saxhorns, notes  
a writer in the Washington Post.

The bass tuba, or bombardon, is  
employed in the symphony orches-  
tra. It consists of a rather wide  
tapering brass tube, curved in a  
fairly short and rounded oblong  
and provided with a deep-cupped  
mouthpiece. It has the usual pis-  
tons, or valve, but is provided with  
an extra one that lowers the pitch.  
The four pistons thus enable the  
player to produce a scale of an  
octave below any given open tone  
on the instrument.

The bass tuba can give the lowest  
E flat on the piano. Its deeper  
tones are full, and somewhat for-  
cible, almost brutal, in quality. Its  
compass extends upwards about  
two and a half octaves. Wagner  
gave an impetus to the use of tubas,  
calling for five in his "Nibelung  
Ring."

The tuba has not the smooth  
quality of the trombone, but its  
gruff harshness can be made very  
effective.

ORDINANCE NO. 172

An Ordinance Entitled an Ordinance  
to Amend Ordinance Number  
One Hundred Three (103) of the City  
of Floydada, Texas.

BE IT ORDAINED BY THE CITY  
COUNCIL OF THE CITY OF  
FLOYDADA, TEXAS:

1. That the amount of the Bond  
required by Section Number Three  
(3) of Ordinance Number One Hun-  
dred Three (103) of said City be and  
the same is hereby reduced from the  
sum of Twenty-Five Hundred  
(\$2500.00) Dollars to the sum of  
Five Hundred (\$500.00) Dollars.

2. That the amount of the License  
Fee required by Section Number  
Three (3) of Ordinance Number One  
Hundred Three (103) of said City be  
and the same is hereby reduced  
from the sum of Fifty (\$50.00) Dol-  
lars to the sum of Six & No-100  
(\$6.00) Dollars.

3. That the amount of the In-  
spection Fees provided for by Sec-  
tion Number Eight (8) of Ordinance  
Number One Hundred Three (103) of  
said City be and the same are hereby  
reduced from the sum of One &  
50-100 (\$1.50) Dollars for first in-  
spection to the sum of One (\$1.00)  
Dollar for such first inspection, and  
from the sum of One (\$1.00) Dollar  
each for second and third inspection  
to the sum of Fifty (50c) Cents each  
for second and third inspection.

4. That Section Number Three (3)  
of Ordinance Number One Hundred  
Three (103) of said City be amend-  
ed so as to permit the making of the  
Bond therein required by two or  
more good and sufficient individual  
sureties, in lieu of a surety company,  
at the election of the applicant for  
license.

5. That Section Number Three  
(3) of Ordinance Number One Hun-  
dred Three (103) of said City be  
amended so as to provide that license  
shall be issued thereunder only to in-  
dividual natural persons, and not to  
any firm, corporation, or association  
of persons.

6. That save and except as herein  
expressly amended, said Ordinance  
Number One Hundred Three (103)  
of said City shall remain in full  
force and effect as to all of its terms.

Passed by the City Council in regu-  
lar meeting, approved by the Mayor,  
and ordered published, This 8th Day  
of January, 1935.

W. C. HANNA, Mayor,  
(Seal) Attest:  
S. E. DUNCAN, City Secretary.

Mrs. Arthur J. Beedy and son,  
Wayne, and daughters, Misses Ruth  
and Beatrice, of Allmon community,  
visited with Mrs. Beedy's sister, Mrs.  
J. C. Covington, the first of the  
week.

ORDINANCE NO. 171

An Ordinance entitled An Ordinance  
to Amend Ordinance Number  
One Hundred Forty-Four of the City  
of Floydada, Texas.

BE IT ORDAINED BY THE CITY  
COUNCIL OF THE CITY OF  
FLOYDADA, TEXAS:

1. That the amount of the bond  
required by Section Number Three  
(3) of Ordinance Number One Hun-  
dred Forty-Four (144) of said City  
be and the same is hereby reduced  
from the sum of Fifteen Hundred  
(\$1500.00) Dollars to the sum of  
Five Hundred (\$500.00) Dollars.

2. That the bond required by  
Section Number Three (3) of Ordinance  
Number One Hundred Forty-Four  
(144) of said City shall be  
further conditioned that the person  
applying for a license to do electrical  
work shall promptly pay any and all  
fines which may be assessed against  
him, upon due conviction of violation  
of any provision of any Ordinance  
of said City regulating electrical work;  
such further condition to be in ad-  
dition to the conditions now required  
to be contained in said Bond by said  
Section of said Ordinance.

3. That the amount of the license  
Fee required by Section Number  
Three (3) of Ordinance Number One  
Hundred Forty-Four (144) of said  
City be and the same is hereby re-  
duced from the sum of Twenty-Five  
(\$25.00) Dollars to the sum of \$12  
& 50-100 (\$12.50) Dollars.

4. That the minimum inspection  
Fee provided for by Section Number  
Thirty-Three (33) of Ordinance  
Number One Hundred Forty-Four  
(144) of said City be and the same  
is hereby reduced from the sum of  
One & 50-100 (\$1.50) Dollars to One  
(\$1.00) Dollar.

5. That Section Number Three  
(3) of Ordinance Number One Hun-  
dred Forty-Four (144) be amended  
so as to permit the making of the  
Bond therein required by two or  
more good and sufficient individual  
sureties, in lieu of a surety company,  
at the election of the applicant for  
license.

6. That Section Number Three  
(3) of Ordinance Number One Hun-  
dred Forty-Four (144) be amended  
so as to provide that license shall be  
issued thereunder only to individual  
natural persons, and not to any firm,  
corporation, or association of per-  
sons.

7. That save and except as herein  
expressly amended, said Ordinance  
Number One Hundred Forty-Four  
(144) of said City shall remain in  
full force and effect as to all of its  
terms.

Passed by the City Council in  
regular meeting, approved by the

Mayor, and ordered published, This  
8th Day of January, 1935.

W. C. HANNA, Mayor,  
(Seal) Attest:  
S. E. DUNCAN, City Secretary.

Mr. and Mrs. W. U. White and son  
visited from Wednesday to Friday in  
Abilene with friends and relatives.

BILIOUS

Condition Needs Double  
Action Treatment  
Stimulation of liver bile flow is not enough  
for complete relief, but combined with in-  
testinal stimulation that relieves temporary  
constipation, quick, soothing results are cer-  
tain. Herbine, a combination of herbs, com-  
bines BOTH actions and so those dizzy,  
headachy, indigestions, gas, rundown feelings  
get relieved when both liver and bowels re-  
turn to normal action. Get your bottle of  
Herbine from druggists.  
WHITE DRUG COMPANY

HAVE THAT FROZEN RADIATOR FIXED BY  
MEN WHO KNOW HOW!  
Cline Brothers  
RADIATOR AND WELDING SERVICE

THRIFTY GAS HEAT  
For  
Stores  
And  
Offices  
The Gas Steam Radiator brings all the advantages  
of automatic gas steam heat without the expense of  
operating a boiler. Each radiator burns its own gas  
in a burner concealed in the base.  
See your Gas Appliance Dealer or your Gas Company  
WEST TEXAS GAS COMPANY  
Good Gas With Dependable Service

NEW SEASON  
New Trends  
We are ushering in a gala new season of hat  
fashions with a collection of outstanding new styles  
and fabrics... Once again the crowns are the  
focus of attention with brims styled in a manner  
that makes them romantic. Straws and fabrics  
are in profusion and with every new adaptation  
and trend that you might desire. Extremely low  
in price for first model showing.  
LARGE AND SMALL  
HEAD SIZES  
STYLE SHOPPE  
MRS. MOLLIE A. MORTON, OWNER  
PHONE 17

January Clearance Sale!  
BEGINS FRIDAY, JANUARY 25, CONTINUES  
THROUGH SATURDAY, FEBRUARY SECOND.  
Prices Cut to the Bottom on all Merchandise.  
W. H. Seale Dry Goods Co.  
NEW MERCHANDISE ARRIVING DAILY.

Now Relieve Your Cold  
"Quick as You Caught It"  
For Amazingly Fast Results  
Remember Directions  
in These Simple Pictures  
The simple method pictured here is  
the way many doctors now treat  
colds and the aches and pains colds  
bring with them!  
It is recognized as a safe, sure,  
QUICK way. For it will relieve an  
ordinary cold almost as fast as you  
caught it.  
Ask your doctor about this. And  
when you buy, be sure that you get  
the real BAYER Aspirin Tablets.  
They dissolve (disintegrate) almost  
instantly. And thus work almost in-  
stantly when you take them. And  
for a gasp, Genuine Bayer Aspirin  
Tablets disintegrate with speed and  
completeness, leaving no irritating  
particles or grittiness.  
BAYER Aspirin prices have been  
decisively reduced on all sizes, so  
there's no point now in accepting  
other than the real Bayer article you  
want.  
NOW  
15¢  
PLEASE see Genuine Bayer Aspirin  
Satisfactorily Reduced on All Sizes



# WEAK AND SKINNY MEN, WOMEN AND CHILDREN

Saved by new Vitamins of Cod Liver Oil in tasteless tablets.

Founds of firm healthy flesh instead of bare scraggy bones! New vigor, vim and energy instead of tired listlessness! Steady, quiet nerves! That is what thousands of people are getting through scientists' latest discovery—the Vitamins of Cod Liver Oil concentrated in little sugar coated tablets without any of its horrid, fishy taste or smell. McCoy's Cod Liver Oil Tablets, they're called! "Cod Liver Oil in Tablets", and they simply work wonders. A little boy of 8, seriously sick, got well and gained 10 1/2 lbs. in just one month. A girl of thirteen after the same disease, gained 3 lbs. the first week and 8 lbs. each week after. A young mother who could not eat or sleep after baby came got all her health back and gained 10 lbs. in less than a month.

You simply must try McCoy's at once. Remember if you don't gain at least 3 lbs. of firm healthy flesh in a month get your money back. Demand and get McCoy's—the original and genuine Cod Liver Oil Tablets—approved by Good Housekeeping Institute. Refuse all substitutes—insist on the original McCoy's—there are none better.



## Special!

On account of not getting to all our appointments we are extending this special for one week only.

OIL PERMANENT WAVES

\$1.00

MRS. ANNA MARIE BOOTHE

201 Boothe Building Phone 88

### HER BOY HAD ALWAYS BEEN WEAK AND PUNY

"My four year old boy had been weak and puny since birth, and had constipation and indigestion. Nothing did him any good until we tried Milks Emulsion. Since using it, he can't get enough to eat and has outgrown his childhood trouble. He plays out with the children now, and he was never able to do that before."

Weak, ailing children usually start eating and getting stronger from the very first bottle of Milks Emulsion.

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. 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.

### January Special

On all permanent waves. \$2.50 Steam Oil Waves for \$1.50.

Call for your appointment early. Phone 76-W, 608 South Main Street.

BULA'S BEAUTY SHOPPE

### CONSTIPATION Can be Helped!

(Use what Doctors do)

Why do the bowels usually move regularly and thoroughly, long after a physician has given you treatment for constipation?

Because the doctor gives a liquid laxative that can always be taken in the right amount. You can gradually reduce the dose. Reduced dosage is the secret of real and safe relief from constipation.

Ask your doctor about this. Ask your druggist how popular liquid laxatives have become. The right liquid laxative gives the right kind of help, and the right amount of help. When the dose is repeated, instead of more each time, you take less. Until the bowels are moving regularly and thoroughly without any help at all.

The liquid laxative generally used is Dr. Caldwell's Syrup Pepsin. It contains senna and cascara, and these are natural laxatives that form no habit—even in children. Your druggist has it; ask for—

Dr. Caldwell's SYRUP PEPSIN

### AIR FORCE OF U. S. IS FIFTH LARGEST

France, With 2,891 Planes, Leads the World.

Geneva.—The largest air force in the world is owned by France, according to figures published in the League of Nations armaments year book.

The grand total of 2,891 planes, including those in service, in immediate reserve or used for training purposes, is practically equal to the combined strength of the next two most heavily armed powers.

Great Britain's grand total of planes ready for war or in immediate reserve, but exclusive of training planes, is returned at 1,484, the same figure as in 1931.

The United States reports 743 planes belonging to the army air force and 518 belonging to the navy. Both these totals include only aircraft in commission and exclude schools, training and experimental craft in service.

Soviet Russia gives no later figures than 1931 and claims only 750 planes.

The Italian figure for 1931 is given as 1,507 planes. No later data is available.

Japanese figures for 1933 give a total of military planes of 1,140 with an additional 229 naval planes carried in warships and aircraft carriers. A coastal flying corps of 472 planes is stated to be in process of formation.

### Federal Prison Cells Are Made Impregnable

Washington.—When Uncle Sam slaps a criminal in a new federal prison cell, the desperado is behind bars that really are bars.

The government now is using tool-proof steel for its cells and a recent series of tests at the new Lewisburg, Pa., federal penitentiary show beyond all doubt that the bars cannot be cut by hacksaws or other tools that might be slipped to inmates.

This steel was used in construction of cells at Lewisburg and also at the Alcatraz island penitentiary in San Francisco bay where the most desperate federal prisoners soon are to be incarcerated.

The warden of Lewisburg sent Federal Prison Director Bates a sample of the tool-proof steel bars which had been attacked experimentally with half a dozen tools that would easily cut through ordinary steel. The bar was little more than scratched.

Hacksaws bit slightly into the outside layer, but their teeth were worn off by the inner cores of especially hardened metal. Brand-new files became smooth and useless after a few strokes. Even a metal lathe, which no prisoner could smuggle into a cell, was tried and with no result. Acid, too, proved futile.

### Sea Lion Delays Train; Engineer Is Used to It

Santa Ana, Calif.—Flapping sedately along the cross-ties, a sea lion held up a northbound Southern Pacific local several minutes. L. A. Litterer, engineer, was warned of the sea lion's presence as he approached San Clemente. He sighted it, a few miles north, alighting on the track and occasionally rearing its head to bark at motorists on a nearby highway. Repeated hoots from the whistle finally moved the sea lion off the tracks. Litterer's train had been delayed before, once by an elephant, and another time by an ostrich.

### Riches of Poor Widow Revealed After Death

Hatfield, Mo.—Mrs. Rachel Kopper had lived the life of a poor widow during the last several years. She was receiving a government pension and wore heavy winter clothes throughout the summer because she apparently was too poverty-stricken to buy new ones. When she died, however, authorities found \$1,517 in currency sewed up in an undershirt and \$2,108 in cash and bonds hidden in the four barrel.

### Mother Sparrow Daily Visits Caged Offspring

Chelsea, Mass.—Mother love is strong even among sparrows. A fledgling English sparrow, unable to fly, was found in the yard of Mrs. Anna Smith, and placed in a cage on a third floor piazza. Daily the mother visits her offspring and brings food. Although the cage is not locked, the fledgling sparrow seems content to remain where it is.

### Missouri Orchard Granted a Patent

Louisiana, Mo.—The Starke orchard here recently obtained the first patent ever granted for a fruit tree.

The tree is a peach and it is patented under the title "Hal-Berta Giant." The name is a combination of two types of the fruit.

The patent was granted under a law passed by the Seventy-first congress, which provides protection to originators of new fruits.

### George W. Hart, Of Baker Community, Died January 20th

George W. Hart, 72, years of age, of the Baker community, died at his home Sunday following a lingering illness of some three or four years caused from ailments of the heart.

Mr. Hart was born October 20, 1863, in Tennessee, and was married to Miss Kittie Holloway 47 years ago this coming February. To this union were born twelve children, seven of whom are living, five boys and two girls.

Mr. Hart is survived by his wife and the following children: Jim Hart, Mrs. Netta Gearhart, Mrs. Rena Whatley, Fay Hart, Jeff Hart, Tom Hart, and Lelan Hart, all of Floyd county. He is also survived by three brothers: Charlie, Joe and Dave. Joe and Dave Hart live in Floyd county.

The deceased was a charter member of the masonic lodge of Prairie Hill, Hill county, and took part in this work during the more active days of his life. The family moved to Floyd County several years ago. Funeral services were conducted at the home Tuesday afternoon at two o'clock by Rev. G. W. Tubbs. Interment was in the Lakeview cemetery in charge of the masonic lodge.

L. D. Stinson, who has been connected with the John Deere Implement Company and located in Floydada several months, moved last Saturday with his family to Poryton, Texas, where he has become associated in the hardware and implement business.

### Large Crowd Attended South Plains Basketball Tournament Here

A large crowd attended the South Plains Invitational Basketball Tournament, at the Andrews Ward gymnasium Friday and Saturday. A number of teams participated in the event.

Turkey carried off top honors in the series of games by downing Flo-mot in the final game, 50 to 31.

The Turks reached the final by defeating the Plainview quintet 25 to 21, in the first round and the Paducah team 32 to 25, in the second round.

In the semi-finals they routed the strong Rails aggregation 28 to 26. This game was a highlight of the tournament, it being 17 to 8, for the Turks at the half but the scrapping Jackrabbits nearly overcame that handicap.



MADE-TO-MEASURE

INTERNATIONAL CUSTOM CLOTHES NEVER LEAVE YOU IN DOUBT

You're always sure of the quality and a fair and honest price

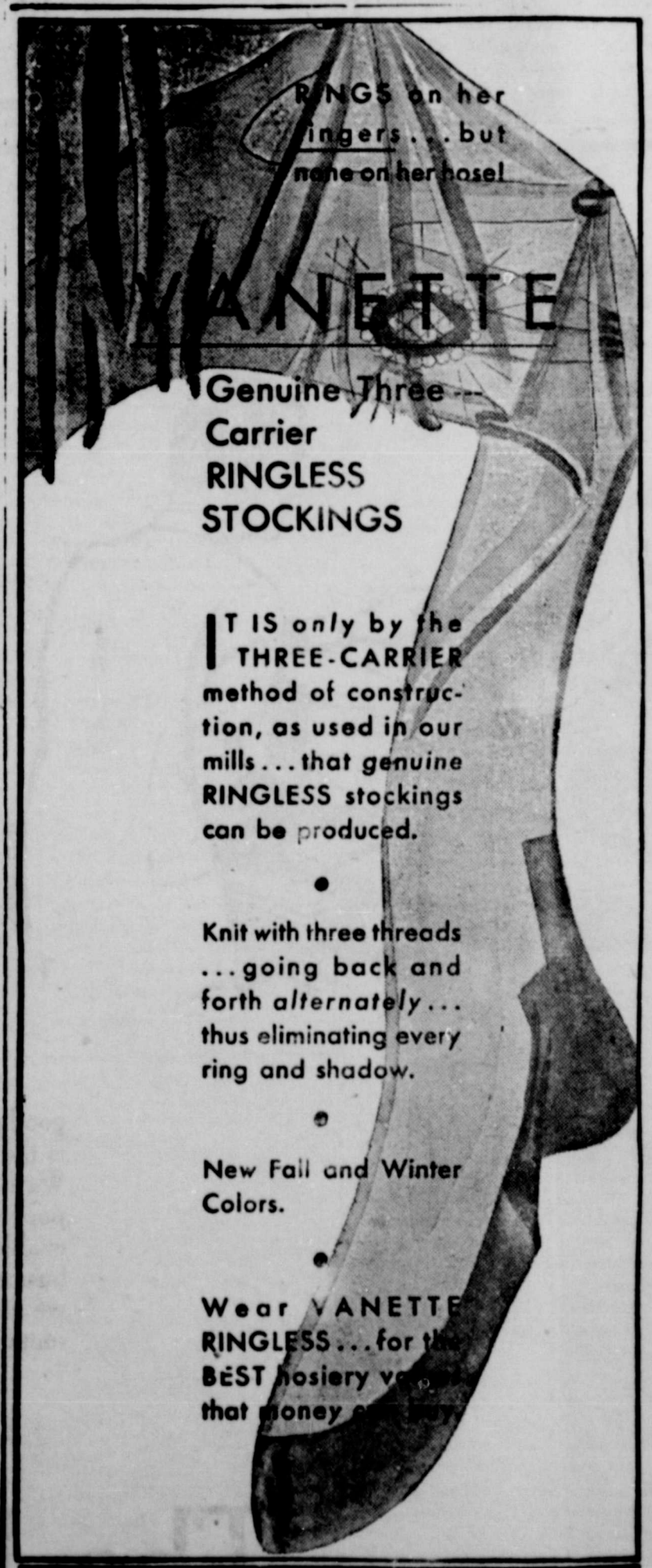
ALL WOOL FABRICS!

GLAD SNODGRASS

208 South Main St. Floydada, Tex.

### New Kidneys

If you could trade your neglected, tired and aching kidneys for new ones, you would automatically get rid of Night Rising, Nervousness, Headaches, Rheumatism, Burning, Itching and Stinging, Backache, Dropsy, Urinary Disorders, and all the ailments that result from kidney trouble. The guaranteed Doctor's special prescribes the famous CISTEX (Sua-lex). Must Be Taken as Directed. 50c per box. 3 boxes \$1.50. Money back if not satisfied within 30 days or money back. At all Druggists.



RINGS on her fingers... but none on her heel.

Genuine Three-CARRIER RINGLESS STOCKINGS

IT IS only by the THREE-CARRIER method of construction, as used in our mills... that genuine RINGLESS stockings can be produced.

Knit with three threads... going back and forth alternately... thus eliminating every ring and shadow.

New Fall and Winter Colors.

Wear VANETTE RINGLESS... for the BEST hosiery value that money can buy.

### STYLE SHOPPE

MRS. MOLLIE A. MORTON, OWNER PHONE 17

### RIVER PACKETS ARE DONE, SAYS CAPTAIN

Declares Federal Barges "Tough Competition."

St. Louis, Mo.—The good old river packet days are gone forever in the opinion of Capt. Tom C. Booksh, master of the steamer Kurzweg, port of New Orleans.

Although once a familiar sight—that of a river packet tying up at the St. Louis waterfront—the docking of the Kurzweg created quite a stir. One of the few remaining packets on the Mississippi, it is even different in appearance from the ones which steamed into St. Louis when river travel was in its heyday.

Powered by Diesel Engine. No tall ornamented smokestacks decorate the top deck of the Kurzweg. Instead an exhaust pipe to the rear for carrying off the fumes of a large Diesel power plant.

Captain Booksh, however, brings to mind the packet masters of the "good old river days." His soft-voiced southern drawl called a hospitable invitation to come aboard. For twenty-four years he has been on the river. His face and hands deeply tanned, the captain motioned to a negro on deck.

"Some coffee, Nathan, and hurry along," said Captain Booksh. When it came it was thick, black and sirupy, the type now found only in New Orleans; oh, yes, and on river packets.

A federal barge line towboat came by, pushing a string of barges ahead of it.

"Competition with those fellows is tough," remarked the captain. "Every one of 'em will carry a thousand tons, more or less. We brought 350 tons of sugar and empty beer barrels up and have about the same tonnage to return with."

No Passengers Found.

Pointing to a row of empty state-rooms, Captain Booksh said he had advertised for passengers in New Orleans and didn't get a one.

"When a man wants to get somewhere nowadays he wants to get there quick," he drawled.

To St. Louis and back to New Orleans, including loading and unloading, takes about twenty days for the Kurzweg.

"No, it don't look like the steamboat packets will ever stage a comeback," said Captain Booksh, "what with trains, busses, automobiles, airplanes and, of course, barges to compete with."

### New U. S. Aviation Map Prepared in 87 Units

Washington.—The Department of Commerce is preparing a map, principally for air commerce use, which will constitute a unique piece of cartography.

Comprehensive in detail, it will include all geographical characteristics, political boundaries, airway beacon lights, airports and radio stations. It will be compiled in 87 units, and is expected to be completed within 18 months.

Although the nation has been mapped in its entirety, the department pointed out, the thorough process by which these new air navigation maps are being drawn up never has been duplicated. In some sections of the country it will be the only detailed map available.

The purchase of five new airplanes is contemplated by the department to be used along with other equipment in compiling the map.

### Moslem Faces Seven-Year Chore in Translation

London.—Ibrahim Hassan El-Mougy has set himself the seven-year task of translating into English the sacred writings of "Al Hadith."

The writings are the Moslem equivalent of the Christian New Testament. They serve as a key to the knowledge of the religious, intellectual and political notions and tendencies of the great body of Moslems within the British empire and outside it.

King George, in fact, rules over more Moslems than Christians, for one-third of the population of India is of the Islamic faith.

His experience as a journalist in Cairo showed him that there is a great gulf between the civilizations of Christendom and Islam. El-Mougy states. He hopes to bridge this gulf by means of his translation.

### Full Grown Buzzard Is Pet of Tennessee Girl

Winchester, Tenn.—Gabriel, a full-grown buzzard, is the unusual pet of Miss Jewel Wilson. She found the bird in the Cumberland mountains when it was about three months old. He now follows his mistress about the town, flying little but hopping and skipping along. Gabriel waits outside stores while Miss Wilson shops, roosts atop a chimney and takes several baths daily in a special tub in the Wilson yard.

Vegetable Diet Kills Cat Ledyard, Conn.—Mrs. Frederick Manchester's vegetarian kitten died because it ate too much spinach, lettuce, carrots and potatoes. A veterinarian blamed the cat's distaste for milk for its demise.

# Soap And Water CUT THE COST OF STORE LIGHTING

DO YOU MAINTAIN A REGULAR SCHEDULE FOR CLEANING LAMPS AND LIGHTING EQUIPMENT?

It pays, because good lamps in efficient reflectors—kept clean—give as much as 40 per cent more light for the same money, than do poor lamps in dirty equipment.

It pays, too, because good lighting attracts trade—keeps sales people alert and makes customers see things they want.

That is the difference between selling—light and mere seeing—light.

Would you like to see exactly how light can increase your sales—raise the efficiency of your employees—and lower your overhead?

We can show you!

We have a wonderful new instrument that tells you the truth about your lighting that you can quickly see and grasp. It shows you how to make good light work for you.

At your request, one of our lighting engineers will make a demonstration. He will not try to sell you lamps or current. He will try to show you how you can make your lighting pay you bigger profits. Why not phone and ask him to call!



## TEXAS UTILITIES CO.

### P. S.—IT DIDN'T FREEZE!

DEAR JOE: We've had the most terrible weather in years. The car stood out so late Sunday night it was as rigid as an iron man, but the radiator did not freeze. Yours, Al.

P. S. Had Eveready Prestone in it, so it didn't freeze!

Better let us check your car today and find out if it will stand the next blizzard.

### Motor Inn Service Station

STATIONS NO. 1 AND NO. 2 R. C. PATTON — — — — — LEO COTHERN

## Hay And Grain and all kinds of Mill Feeds

Farmers and live stock men, what ever you need in the way of feed for livestock or poultry, we have it.

Also, salt for every purpose.

### Diavolo Coal

IT IS DIAVOLO LUMP AND NUT Also Good New Mexico Coal \$7.00

CALL 106 TODAY.

### Edwards Grain & Elevator Company



## INDIANS SPURN ALL BEADS SAVE ITALY'S

### Red Folk Are Very Particular About Quality.

New York.—For generations Italy has been supplying the American Indian with beads employed in the decoration of his apparel and his horse gear, to the exclusion of the products of any other nation. The red folk will buy nothing that isn't up to their own standard of quality, and thus far, no people, save the Italians, have been able to meet this demand.

Just how American manufacturers have managed to neglect this field of production is yet to be explained, but the fact remains that that don't count at all in the competition for the Indians' trade, and, in point of fact, Czechoslovakia is the only other country which has attempted, without success, however, to "horn in."

Right in New York is the center of this bead importation for the whole aboriginal population of America, and from the wholesale district her consignments of these tiny decorative globules are dispatched almost daily to trading posts all over the West and to a considerable extent to the remaining Amerind communities of the East, such as the New York State Indians, the Seminoles of Florida and the little groups in Maine.

#### Tribal Taste Varies.

According to tribal taste the size and colorations of the beads vary, but whether the eventual output of the Indians' industry is moccasins, war bonnets, war shirts, knife and tomahawk sheaths, belts, leggings, rifle slings, or papoose carriers, the beads themselves are Italian, made for the most part in the neighborhood of Milan and shipped to New York via Venice.

Dan Frost, sole proprietor of S. A. Frost's Son, in Howard street, explains that the buying of the Indians' supplies of beads requires a complete knowledge of the taste of the various tribes. "Alaskan Indians, for example," he said, "buy the smallest beads manufactured. Eastward from that territory slightly larger beads are preferred. None of them, however, are large, for the delicacy of the designs most generally requires the use of quite tiny beads. But every Indian tribe has some variation of taste, either as to size or color, in the beads they acquire for their industry. They are disposed to use the more delicate and exquisite for the things they make for themselves as compared with the things they make for sale, but they maintain a pretty even standard in the matter of demand at that."

#### Forty Shades Are Used.

Difference in the size of the beads is not the only test of Indian taste, according to Mr. Frost. Some of the tribesmen want clear glass beads, whereas the larger demand is for those of the opaque type.

The color range is wide, about forty different shades of glass beads being sold here with all the rainbow colors and many variant tints based on the seven shades of the spectrum. The largest demand for beads centers upon the opaque white variety.

"Of course," Mr. Frost resumed, "the latter-day Indian makes no beads of his own. He uses porcupine quills, dyed and sewn in intricate designs, for some of the decorations on his apparel, or other gear, and there are horn and bone and feather embellishments to his ceremonial dress. But it is a remarkable, and to me unexplained, fact that the Indian in distant centuries possessed beads and used them. Whence they came I do not know. There were bead designs on the costumes of the Peruvian Incas and the Aztecs. In the burial mounds beside the Mississippi they have dug up remains of buried heroes, laid to rest long before De Soto ever saw the river, that wore on their last journey garments embellished with beads similar to those sold today."

## Georgians Experiment in Raising Fishpoles

Savannah, Ga.—An interesting experiment in bamboo growing is being conducted by the United States government on a farm on the outskirts of Savannah. The grove was given to the government some twenty years ago by Barbour Latrop of Chicago and was started from Japanese plants.

Owing to the growing uses for bamboo, such as for flagpoles, radio aeriels, furniture, and even proposed paper making, not to mention the use of bamboo as a food delicacy, the grove here of 46 acres, known as an "introduction garden," is arousing wide interest.

## High School Students Will Build Classroom

Lancaster, Pa.—Students in the automobile mechanics class of Lancaster high school will turn carpenters and build their own classroom.

The new addition to the school building will cost \$2,200 and will be approximately 41 by 26 feet.

The vocational educational classes in metal work and electricity will do the metal work and wiring for the addition.

## BANKING EVOLUTION

By R. S. HECHT

President American Bankers Association

BANKING at one time was a private business, but more recently has developed into a profession—a semi-public profession. This change has not come suddenly but is the result of an evolutionary process. Banking has grown and changed with the growth and change of our country.

The banker who has survived the trials and tribulations of the past few years has proven himself a man of courage and ability, and we may well expect him to meet the problems that lie before him with resolution and sound judgment.

Unfortunately it has become the fashion to blame on our banking system all the troubles which the depression has brought. As a consequence we hear much of needed reform of banking by law. No one will deny that certain defects have developed in our existing banking laws which need correction, and that certain abuses were committed which no one wishes to defend or have remain possible in the future. Never before were bankers more determined than they are today to bring about whatever changes in our banking system are called for by the public welfare.

#### The Basis of Good Laws

The best results can and will be accomplished by normal processes and gradual adjustments of our present private banking structure—suitably supervised by proper authority—rather than by the passage of still more drastic laws, offering panaceas in the form of more government-owned or government-controlled financial organizations.

Lasting laws relating to any phase of human need are formed and modeled in the rough school of practical human experience and are usually the result of sound evolutionary processes rather than of sudden impulses to change fundamental principles.

If we analyze the new banking picture which has developed during the past eighteen months, we cannot help but arrive at the conclusion that evolutionary changes which have taken place in banking, and the economic life of the nation of which it is a part, have justified much of the banking legislation recently passed. As we look ahead and consider the new problems which are facing us we must inevitably come to the conclusion that some further changes in our banking laws will become necessary.

#### Voluntary Reform

It is not enough that bankers merely acquiesce in banking imposed by law. Zeal for evolutionary banking reform must be more aggressive than that. Banking practice itself, without compulsion of law, can and should reflect the changes and lessons of the times and difficulties through which the nation has passed, and, to a greater extent than law, render banking more truly a good public servant by voluntary self-reform. In no small measure is this accomplished by the better training of the members of the banking fraternity and by instilling constantly higher ideals in those who are ultimately responsible for bank management.

As we march on into the world of tomorrow the banker has a greater opportunity for usefulness than ever before, and I hope that the service he will render to society will be so conscientious, so constructive and so satisfactory as to merit general approval and assure him his logical high place and leadership.

## NATIONAL SAVINGS MARK INCREASES

NEW YORK.—The annual savings compilation of the American Bankers Association for the year ending June 30, 1934, shows that for the first time since 1930 total savings in all American banks recorded an annual increase.

A statement by W. Espey Aibig, Deputy Manager of the association in charge of its Savings Division, in the organization's monthly magazine "Banking," says that savings deposited in banks as of June 30, 1934, gained 3.5 per cent as compared with a year earlier.

"The aggregate is an increase over last year of \$742,132,000, the first since the year which closed June 30, 1930," he says. "This is a notable achievement, for the decline since 1930 had been precipitate and all-embracing. In that year savings had reached the all-time high of \$28,478,631,000. A year ago the amount was \$21,126,534,000, a loss in three years of \$7,352,097,000. This year the figure stands at \$21,867,666,000."

"Depositors, too, have gained in number, going from 69,262,442 on June 30, 1933, to 39,562,174 on June 30 this year, a gain of 29,732. Four years ago there were 52,729,432 depositors, or one depositor for each 2.5 persons in the country. Now there is one account for each 3.2 persons."

## Coldest Weather of Winter Registered Here Monday Morning

Floydada suffered the coldest period in two years early this week when the temperature began falling Sunday afternoon at 1:30 from 45 degrees to reach its low at 7 o'clock Monday morning, at which time the thermometer stood on zero until 8:15 o'clock, according to the record compiled by an instrument at the West Texas Gas Company office here.

The cold spell blew up from the northeast and was unaccompanied by any moisture. High winds, sand and dust, filled the chilling air during Sunday afternoon and night and caused much suffering to persons and stock exposed to its onslaught, however, no deaths have been reported in this section.

Monday morning the weather began to moderate and by Tuesday afternoon a pleasant temperature was prevalent in this section of the panhandle.

Some damage was done locally through the freezing of water pipes and some automobiles. Undrained overhead tanks and water containers suffered damage from the sudden freeze.

## Birthday Greeting Plan Worked Out By Western Union Telegraph Co.

Western Union has placed its nationwide system of telegraph offices at the disposal of the President's Birthday Ball committee for receiving 25 cents from each person who places his signature on a multiple signature birthday greeting. "Happy Birthday, Mr. President. I am proud to know that the cost of sending this greeting will help in the great fight against infantile paralysis, to which you have given your leadership and loaned your birthday."

Signatures from every city, town and hamlet will be mailed to New York, where they will be bound into what probably will be the greatest birthday greeting in history. One hundred percent of the money will be turned over to the national birthday ball committee, which will arrange for proper credit for each community.

## Milt Good, Texas Cattleman, Freed Jan. 20th After Serving 12 Years

Huntville, January 20 — Milt Good, convicted of participation in the sensational slaying of two cattle inspectors in a hotel lobby at Seminole nearly 12 years ago stepped from the penitentiary here today a free man.

Good's 51-year sentence was shortened by former Governor Miriam A. Ferguson so that it would end January 20. When Mrs. Ferguson took this action two months ago, she said it was recommended by the pardon board, the district judge, the district attorney, the jurors and others.

#### Suicide Alleged

Good and Tom Ross were convicted of killing H. L. Roberson and W. D. Allison, shot as they sat in a hotel lobby the night of April 1, 1923. The inspectors had investigated a cattle theft case, in which Good and Ross were accused. Ross escaped, then allegedly committed suicide after killing two men in the northwest.

For some time, Good has worked in the warden's office here, helping censor the mail. He has been one of the stars of the prison rodeo troupe, being an expert roper.

When Mrs. Ferguson granted clemency to Good, she stated that he had served 17 years with overtime.

#### Just Escaped Twice

She said the pardon board reported he twice escaped from the penitentiary during the early part of his incarceration but since had "rehabilitated himself."

"In the opinion of every one who comes in contact with him he is a reformed man and more than likely will make a good citizen if given clemency," the pardon board said. "Good's wife is apparently an excellent woman and in good standing and they have seven or eight daughters."

Good and Ross were tried at Abilene for one slaying and at Lubbock for the other. Ross received sentences aggregating 55 years. A wide-spread search was conducted after he escaped.

The pardon board said that in the opinion of responsible members of the State Ranger force, Good was under the influence of Ross. It des-

## Mr. and Mrs. George Mahon Are Honor Guests Of Texas Club Function

Washington, January 22.—Special to the Plainsman) Mr. and Mrs. George Mahon, Mr. and Mrs. Maury Maverick, Mr. and Mrs. Charles South, and Mr. and Mrs. Nat Patton were honor guests at the first social function sponsored by the Texas Club in Washington this year.

Mr. Mahon was called upon for a brief talk. He expressed his appreciation for the friendliness of the Texas people in Washington, and stated that it was his desire to do his job as well as the able statesmen now serving his state.

The Texas Club is an organization of all those Texas people who live in Washington and who are employed in any phase of the government service. Wright Matthews of the Bureau of Internal Revenue is president, and Bob Jackson, secretary to Senator Connally, is secretary to the club.

R. H. Hale of Seal Dry Goods company, is spending this week in Wheeler where he is attending to business.

cribed Ross as "one of the most desperate killers in the Southwest."

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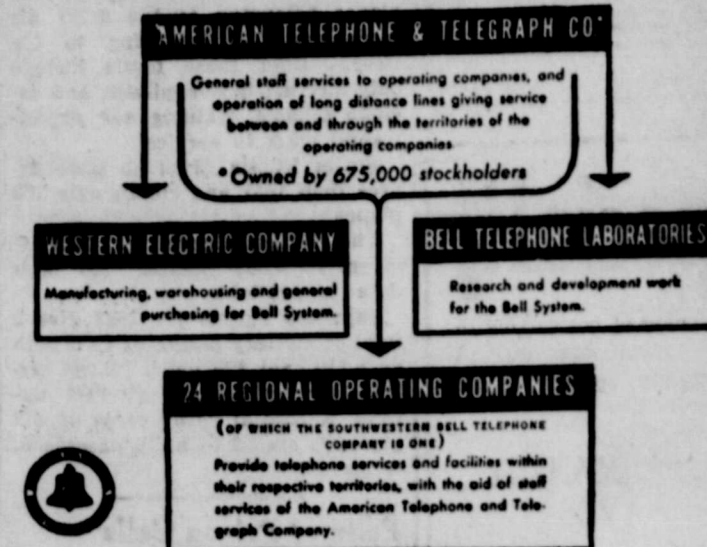
**W. H. HENDERSON OWNER.**

# First National Bank

## Floydada, Texas

1903—Time Tested Service—1934

## THE BELL SYSTEM AT A GLANCE



The simple diagram above shows how each unit of the telephone organization fits into the Bell System program (and policy) of giving good service at fair cost to you. The Bell System is big, but its organization is not complex.

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