EXTRA! e Floyd County Hesperian

Most Widely Read News Medium In **Floyd** County

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, SUNDAY MORNING, APRIL 27, 1930

NUMBER 10

da Women turday Night Juniors and seniors of Floydada High. School, num-bering more than a hundred

Friends Work Paper

Amarillo News-Globe is being was held. distributed in Floydada by buting his papers.

to the News who fail to get Principal W. H. Scoggins. their paper this morning, have patience with them and Miss Hazel Tyson and O. the Floydada Theatres. lend them every co-operation sors. Miss Tyson and her work necessary to install the Mrs. Effie possible, as the routes and class of Home Economics Work necessary to instant the Western Electric system, it subscribers are unfamiliar to girls prepared and served the will be necessary for the thethem. menu.

175 Attend Banquet Of Junior-Seniors At Andrews Ward Gym

students, together with nearly an equal number of friends patrons and faculty members of the school, attended Route For Floyd Bell an elegantly planned and arranged banquet last night at Andrews Ward Gym, where the first event featuring the This morning's Sunday approach of school closing Research Expert Arrives To

J. Pat Horton, pastor of Alsie Carlton and Ross Han-Plainview, made the principal na, school boy chums of Floyd Bell, local agent, whose moth-Bell, local agent, whose mother was fatally injured in an B. Olson, F. H. S. senior, pre- York City, arrived in Floydautomobile accident last sided. Others who apprired ada early yesterday to begin

Emma Ross Miss Mary

Plans For Funeral of Mrs. Bell Not Definitely Made

Work Under Way On **New Sound System At Palace Theatre**

Install \$17,000 Western Electric System.

F. R. von der Hoya, elecnight. Upon learning of their Clyde Snell, president of the \$17,000 Western Electric friend's bereavement the boys junior class, Alsie Carleton, Sound system at the Palace under took the job of distri- president of the senior class, Theatre. Active work on the Randolph Rutledge, Wilmina installation of the new equip-

Plans for the funeral of Mrs. Fred Bal whose death occurred last night, depend the expressed wishes of sisters of Mrs. Bell one of whom resides at Austin and another in South Texas, it was stated this morning over the telephone by Albert McCarty, attendant at the Rix-Sanders Funeral Home in Lub bock.

Mrs. Bell's body was taken to the fune. home this morning and Mr. Bell told the a tendant his plans for the funeral and buria of his wife would be dependent upon the wish Western Electric es of her sisters, which would be learne sometime early this morning. Whether th body will be returned to Floydada for the The boys are urging that Salisbury, Boys Quartet, Su-regular delivery subscribers Girls Sextette, Carl Marshall, every possible opportunity during the week, according to is able to communicate with the South Texas relatives. The Rix-Sanders ambulance answered the call when the accident was reported, Mr. Mc-



28

lly injured, ed and cut, cut on the **irday** night they were

en by Dr. T. vere rushed Sanitarium. er arrival at clock, a long ie Lubbock his morning

an effort to it physicians ope. She sufne head and juries.

pital, reports r the sudden

me seat, were n the highway 'he driver was

thing car.

was Mrs. Bell and Mrs. Cardwell, were laying Mr. on the ground with their feet under the over- will turned Ford roadster in the bar-pit. One of of Idalou the women had gotten up and was getting in ate on Friday and Saturday, another car.

> "An examination of the injuries disclosed that Mrs. Bell's neck had been broken and the formal opening of the role with John Boles. This she seemed to be hurt about the chest. She was still alive when the ambulance left with her for Lubbock.

"I gave Mrs. Cardwell a hypodermic to ease had the bright lights that apparently was re- miles east of Idalou, as she her suffering. She had a deep wound on the head and was injured internally.

probably had several broken ribs on the left composed, the Avalanche-Journal reporter side.

"I talked with the driver, Mrs. Cantwell, jury, apparently. ely nervous and she said that the women were sitting/in the same seat when they turned over. She said: "I hardly know how it occurred. I was The family has been reside. said that they were driving about 35 or 40 blinded by the lights of an approaching car. ons. She sus- miles per hour when they met a car with Before we knew what was happening we were al lacerations blinding lights. She said in turning out to turning over in the ditch by the side of the permit the other car to pass she swerved to road."

the right more than she anticipated and was wheels were so near the bar-pit.

and pletely wrecked. From appearances it had ed a way for the ambulance through the trafturned over two or three times. The em- fic to the hospital. bankment at the place of the wreck was not especially high.

> had gathered at the scene. who was driving the car that

G. Deakins, manager

Because of the extensive atre to be closed on Friday Saturday of this week, and Deakins stated. Shows continue through the

first four days of the week, but the theatre will not opermatinees nor nights.

It is expected that every- the Rio Grande. Bebe Danthing will be in readiness for jels is featured in the leading Greater Palace on Sunday af- picture will also be shown on ternoon of next week. At Monday and Tuesday, to- occurred last night between the grand opening, the Palace gether with a Mack Sennett nine and ten o'clock on the will present the first showing comedy and Fox Movietone.

sponsible for the accident."

Mrs. Cantwell, driver of the car, when inter- | a resident of Floyd and Bris-"Mrs. Berry had a broken collar bone. She viewed about the accident, was calm and well coe Counties for more than said. A cut on her right hand was her only in- Silverton, where Mr. Bell was

In telling of the accident, Mrs. Cantwell

The emergency ambulance rushing the inturning over before she realized the car jured women to the Lubbock Sanitarium was met at the Santa Fe under-pass by C. E. Luce, "The car was facing west and was com- Lubbock motorcycle police force, and he clear-

Mrs. Cardwell's condition was unchanged at 4 o'clock this morning, a telephone conver-Perfore the ambulance left some 20 or 30 sation with Mrs. Anna Barton, night supervisor of the Lubbock Sanitarium, indicated.

(Continued on back page)

Carty, the attendant said. **Bell Family Long-Time Residents**

Of Plains, Here Past Five Years

of "Rio Rita," a romance of Husband And Two Sons **Survive Wreck Victim**

> Mrs. Fred Bell, whose death Ralls-Lubbock Highway, two with three companions, was enroute to Lubbock, has been twenty years. For fifteen years the family resided in engaged in the grocery business, with G. S. Morris, late of Lockney, as his partner.

of Floydada since the spring of 1925, coming here from Lockney. At that place Mr. Bell was engaged in the cotton buying business for two seasons.

After moving to Floydada he engaged in the automobile business as Chevrolet dealer, later operating the Floydada Bottling Company. Mr. Bell's most recent activity has been the taking of the official census of the city of Floyd-

Two sons, Floyd, 18, and Ted, 9, also survive the deceased. The lder is a mem-(Cont back page)

The Joe Breed B. Y. P. U. was or-anized March 30, with 16 mem-rs. We now have 18 members the juniors are doing fine work program for Sunday, April 27, s follows

Subject: The Land of tomorrow. Memory work Mark 16-15. President in charge—Doris Wain O'Brien.

Business and Records.

Group Captain in charge—Doro-thy McClung.

Announcement of subject-Lavon Rainer.

South America Call-Doris Wain O'Brien.

Shirey

Interesting facts about South merica—Meloise Estes. Its Physical features-Nell Swin-

The Language and People-Even Patty

What Makes South America Dark -Dorothy McClung.

Worship of Idols-Oneca Hamil-

All members are urged to be present and we invite new mem-

Sold By-

Program For Sunday, April

President in charge, Lois Sitton. Song—"Take the Name of Jesus With You;" "I Need Jesus."

Prayer. Records

Bible drill. Business, led by Juanita Shirey. Group captain of Group 2 in charge, Thelma Crawford. Scripture lesson—Ester Collins. Introduction—Olan Burrows.

Recognition of the Love of God'

Mary Collins.

"Recognition of Necessity of the

-Beuford Eaves. Group 3, president in charge.

Closing song. Prayer

All the members are urged to be resent at 7 o'clock and to bring a new member. Be sure to remem-ber the B. Y. P. U. convention at

Advertise in The Hesperian

Senior Christian Endeavor will render the following program at the First Christian Church on next Sunday evening, April 27, at 7 p. m. with Miss Mildred Teeple as leader.

Topic: What is a "Useful Life"? Song, "Give of your best to the

OE BREED JUNIOR B. Y. P. U. bers age 10 years to come and work with us we NEED YOU. The Joe Breed B. Y. P. U. was or-anized March 30, with 16 mem-Sky Rocket Senior B. Y. P. U. Senior Christian Endeavor will Senio

Entertain With Bridge Tuesday Evening.

host and hostess Tuesday evening, April 22, at six tables of bridge at April 22, at six tables of bridge at

Dalton McDon the ho

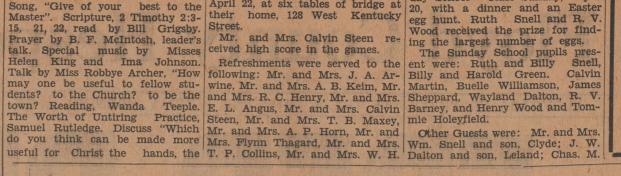
Type at Hes

HF

Mis

Miss Dalton Gives Easter Party For S. S. Class

Miss Jessie Dalton, of the McCoy April with a dinner and an Easter 20,



A BRAND-NEW ANTI-KNOCK 400° F. E AT NO EXTRA

That Good



New Birth"—Nadine Dalton. "Recognition of Service, Highest Life"—Amy McRoberts. the "Recognition of the Golden Rule"

Lakeview Sunday afternoon.

THEY WEAR

-LONGER

Phone 220

A L Re P.

in today and see why this indestructible and impervious finish is just what you have been looking for.

Sparkle and dash to the oldest of cars now . . . shining and proudly handsome are autos that have been Ducoed. A new car for you at small cost—speedily and surely. Drive

Brilliance THIS Way

MARTIN DRY GOODS CO.

FLOYDADA, TEXAS

GLEAMING

John McCleskey Auto Top Shop

First Door North P. O.,

Floydada, Texas

80)

GASOLINE

Here's a great, new motor fuel with extra quickstarting values; extra Anti-Knock values; extra clean, carbonless combustion . . . extra everything except price. You get extra performance from start to finish at the price of ordinary gasoline.

GULF REFINING

FRIGIDAIRE

... is sold with a definite guarantee, backed by General Motors. And still more important to you as a purchaser is the fact that year after year Frigidaire continues to give satisfaction-long after the guarantee has expired.

If service should be required, it is rendered instantly, and without removing the machine from the premises.

3 TIMES as many Frigidaires are now in use as any other make of electric refrigerator . . .

FOR SALE BY

Radio Electric Co.

Phone

Floyd Co. Nat'l Bank Bldg.

"A Thing of Beauty"-



Nothing so advertises a town as its general appearance. No advertising is so cheap or so effective. Attractive streets, pleasant yards and comfortable, charming homes, create not only a pride among residents, but, also, have a charm for strangers.

The general appearance of our community will, in a large part, make the difference between success and failure in our efforts to build goodwill and help attract the right kind of residents to become our neighbors.

A town should be made attractive as well as prosperous, intelligent, healthful and efficient. The attractive appearing town gives the community an evidence of prosperity, welfare and happiness, and of good government. suitable shade trees; shrubbery and flowers; attractive fences and lawn furniture.

It is poor economy to spoil attractive people and beautiful homes by slovenly and ill-ordered community settings.

The beauty of our town is, therefore, one of the best indexes of our community spirit.

"Only one community in ten is making any real effort towards civic beautifying and planning. There is rare opportunity open to the town whose citizens will strive to make it a thing of beauty," say experts.

Let's get together for concerted action and beautify our town.

Civic beauty need cost but little in dollars and cents. The greatest investment should be made in the giving of time, thought and energy, and imagination, to a united movement toward a more beautiful community.

The success of a Town Beautiful movement is not dependent upon the raising of large sums of money, but upon the development of civic pride in every resident, so that every man, woman and child will lend their cooperation.

Streets should be well lighted and clean, free from rubbish and paper; stores well-kept—windows shining; well kept lawns and yards; plenty of Our business men and professional men, our public officials, our home owners and private citizens, our schools and our children, are all imbued with the energy and pride that it takes to make an outstanding town in appearance.

Paint store and lumber yard; florist and nursery men; hardware and general store—all have the material, information and willingness to make OUR "City Beautiful" plan a success.

How many are ready to signify their interest in Our City Beautiful Plan? How many are already planning what they will do? How many will actually do it?

A "City Beautiful" is only possible through the efforts of all, and this page is presented with the hope that it will stimulate both thought and action in

FLOYDADA

Fry-Bishop Insurance Agency "Anything Insured Against Everything" 204 Readhimer Bldg. Phone 238

- how the state

Westers' Quality Bakery "Home of Ho-Made Bread"

> Wilson Studio "Photographs Live Forever" Phone 162

John A. Enoch "Best Blacksmith on the Plains In the Best Town On The Plains"

D. W. Fyffe

"Farm Machinery of the Better Kind" Phone 92

Moore Drug Company "Yours for Moore Service" 102 South Main Street—Phone 193

I. W. Hicks, D. D. S. Phone 56 Texas Utilities Company "Your Elecric Servants" Floyd County National Bank Of Floydada "The Bank of Friendly Service"

> C. H. Davis, Jeweler "Easy Payment Plan Jeweler" Phone 30 — Woody Drug Co.

> > McGuire's "The Store For Men" Phone 66

Floyd County Abstract Co. "Is Your Title Clear" Room 7, First Nat'l. Bank Bldg.

Rutledge & Company "Full Line International Dealers" Phone 57

Floydada Insurance Agency G. C. Tubbs "The Agency of Service" W. H. Henderson First National Bank

> Of Floydada Dr. J. S. Rhinehart

Phone 93 - ----

Arwine Drug Company "Goteverthing" South Side Square

> L. G. Mathews Attorney-at-Law Phone 131 — Readhimer Bldg

Snodgrass Chevrolet Co. Roy L. Snodgrass, Proprietor

Consumers' Fuel Association Ajax Tires – Gas and Oils Phone 300

Baker, Hanna & Company "Where Most People Trade"

Higgin'otham-Bartlett Co. "Everything To Build Anything" Felton-Collins Grocery Co.

Grocery and Market Phone 27

White Drug Company "The Star Personal Service" heatre Bldg. South Plains Lumber Company "Courtesy, Quality and Service" Phone 6

> C. R. Houston Company "Dependable Dry Goods"

Radio Electric Company Atwater-Kent Radios Phone 201

J. C. Wooldridge Lumber Company "Quality Building Material" Phone 7

J. R. Yearwood "Ask Your Neighbor"

> Willson & Son Lumber Co "The Home of Friendly Service" Community Supply Co Phone 21 - 112-114 West

THREE OTHER FLOYDADA WOMEN HURT

(Continued from page one)

"No operation was performed on Mrs. Cardwell, but she was taken to the operating room who said a short time before News, an activity he carries where a deep five-inch cut on her head was sewed up: The doctors stated that they did awakened from slumber by ployed in the mechanical de- dia, direct descendent of King Ponot believe her skull had been fractured. An the ringing of the bell. X-ray will be made this morning to determine the extent of her injuries. The doctors stat- over to Lubbock where they mother, Floyd was at a ban- a most spectacular exhibition ed that her chest seemed to be injured, but were to be joined by my quet of junior and senior the mystic are of crystal gazing. said they would not be able to tell how much she was hurt until an examination was made home he was to have taken Gymnasium, where the first to fill a professional engagement today. She is very ill and is not expected to the car back with him to Lit- exercise incident to the ap- and had stopped over in Floydada live, the doctors have indicated.

"The doctors stated that Mrs. Berry had a just how serious were the inbroken collar-bone on the left side. She was juries of his mother, and was Daughtry, was a native Tex- these questions were burned before terribly shocked and shaken up. An X-ray will be made of her chest today."

Mrs. Bess Cantwell, driver

of the car, is owner and joint West Missouri Street with operator with Mrs. Effie her son, Raymond. Another Cardwell of the Marinello son, Alan, is engaged as sales- Dallas Visitor Honoree Beauty Parlor in this city, ac- man with a drug store in At Club Luncheon. quiring the business about Littlefield, and Mr. Berry,

years ago. Her husband, her husband, is salesman with ger of the De Luxe Bar- Store at Turkey. His son, shop in which the beauty Raymond, when he left Floydr is located. The Cant- ada was not aware of the ex-Andrews.

ng relatives in Floydada. Mr. Cantwell left for Lube has relatives at Waco and bock. Mr. Bell left about 11 A orother who resides at Ver- o'clock and his son left for

Mrs. Ama Smalley said Lubbock about 12 o'clock, acs morning at 12:30 before companied by Dave Luttrall, welch. eaving for Lubbock. The Howard Welborn and other physicians who treated Mrs. school friends.

Cardwell told friends here by telephone that they had little of the party who left here to hope for Mrs. Cardwell's re- attend victims of the accident lawn is a mixture composed of three covery, her death being ex- included Mrs. Jno. N. Farris, parts of cottonseed meal and one pected before morning.

Mrs. Sam Berry, who is Smalley, and Mr. and Mrs. B. 10 to to 15 pounds to 1,000 square less seriously injured than Hatley, who left here between the spring after the danger of severe Mrs. Cardwell it is thought, 12:30 and 1 o'clock this morn- frost is over and the grass is makresides in the 400 block on ing.

First reports that reached Floydada came to Dr. Andrews by telephone, who was advised of the wreck and of the injury sustained by his ber of the senior class of daughter-in-law, Mrs. Cant- Floydada High School and is well, and to Raymond Berry, agent for the Amarillo Daily Next Meeting of Club Postponed who said a short time before News, an activity he carries Until Thursday of Next Week, he left for Lubbock that he on before and after school

that time he had not learned year was being held.

Mrs. Walton Hale was hostess to Irick H. D. Club April 15. members and guests of the Triple Cantwell, is owner and the C. E. Stone Company Four Birdge Club at a lovely two course luncheon Tuesday, 22. naming Mrs. Floy Flynn, of Dallas, as honor guest

In the games of bridge played rman, Texas, Mrs. Cant-being a daughter of Mrs. being a daughter of Mrs. report of the accident reach- Tony B. Maxey received high score ing Floydada, Dr. and Mrs. for the visitors of the club.

Irs. Effie Cardwell has no Andrews, Raymond Berry and Members present were: Mrs. A. B. Keim, Mrs. S. W. Ross, Mrs. L. Bishop, Mrs. R. E. Fry, Mrs. J. Arwine, Mrs. E. L. Angus, Mrs. D. McBrien, Mrs. R. R. Cloud, Mrs. A. A. Bishop, Mrs. H. B. Sams Mrs. T. P. Collins, and Mrs. A. J. Guests of the Club were: Mrs.

Jack Henry, Mrs. Tony B. Maxey, were also guests Mrs. Polk Goen, and Mrs. Other friends of members Flynn, of Dallas.

One of the best fertilizers for a lesson

Mrs. J. B. Jenkins, Mrs. Ama part sulphate of ammonia. Apply feet in the early fall and again in

Bell Family

Sunday Morning, April 27, 1930

Continued from page one)

had just retired and was hours. He formerly was emtlefield," Raymond said. At proaching close of the school while having his car worked on.

ty. Besides the husband and the writer by name. two sons she is also survived by two unmarried sisters, one brother.

Harmony Club Entertains

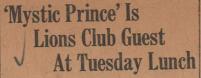
Harmony Demonstration Arpil Club entertained the Irick club Tuesday afternoon, April 15, at the home of Mrs. W. S. Hanna. Mrs. Chas. B. Smith gave a talk on the regular luncheon hour, it was reading, "Home" by Edgar A. Guest. reason for postponement of the Miss Myrtle Murray, District Home meeting from Tuesday until Thurs-Demonstration Agent, gave a short day was because of the W. M. S.

The guests from Irick were: Mrs. Baylor Byers, Mrs. C. W. Murphy Mrs. Hanna, Mrs. H. D. Ashby, Miss Opal Ashby, Mrs. Howell, Mrs. W. C. Poage, Mrs. Albert Fagen, and Poage, Mrs. Albert Fagan and Mrs. Moreland.

Miss Marie Strange, Miss Peggy Morris and Miss Myrtle Murray Mrs. Herman Krause will be hos-

tess to the club May 7. "Butter Judging" will be the subject of the

The surest way to keep a house ree from ants is to leave no food lying about on shelves or in open places where they can reach it. Ants go where they can find food are especially attracted by and cake, bread, sugar and meat.



Members Decide.

"Prince Fu Chu," of Bombay Inpartment of The Hesperian. rus, was the honor guest of the "Mother and the other At the time of the accident, Floydada Lions Club last Tuesday ladies were driving my car which proved fatal for his the thirty-five members present by brother, Alan from Little- classes of Floydada High Prince Fu Chu was introduced by field. After bringing them School at the Andrews Ward Prince was enroute to California

"Prince Fu Chu" demonstrated his "art" by requesting that each Mrs. Bell, nee Antinette one present write a question, then greatly agitated for fear that an. She moved to this sec- trated" he read the questions and the injuries would prove fatal. tion from Washington Coun- gave the correct answers, calling

cient Arabic robes which cleverly concealed his idenity as a local man. who live in south Texas, and Lion Boss J. C. Gilliam expressed a "Ed belief that his initials were Brown.

Other guests at the noon luncheon of the Lions Club were Carl Sammann and Chas. Boortz, of the Providence community and Hoyt McClendon, of the South Plains Lumber Company

The next meeting of the club will be held Thursday of next week, at Easy! Quick! Glycerin "Ships" and Blanche Scott gave a decided by the membership. The meeting in this city next Tuesday.

> **Camp Fire Girls Go** On Picnic Friday.

Mrs. George Smith, guardian, and Miss Wilma Deen, assistant lieves GAS, sour stomach and sick guardian, and Mrs. Wilson Kimble headache. Let Adlerika give stomach accompanied the Swastika Camp and bowels a REAL cleaning and see how good you feel! Floydada Fire Girls on an outing Friday afternoon to the Canyon near the Drug Co. Country Club, where they prepared their supper in the open.

Members of the group making the trip were: Folia Randerson, Lois Covington, Margaret Smith, Mary Ann Kimble, Edelle King, Addie Barker, Maxine Fry, Mary Anna Ross, Dorothy Thurmon, and Mabel if it fails Tubbs

M. E. Society Meeting With Mrs. Lester.

Mrs. W. J. Lester, Mrs. G. F. Klebold and Mrs. John L. West were hostesses to the Woman's Missionary Society of the Methodis Church Monday afternoon at Mrs Lester's home

Mrs. George Smith was leader of Call on us. We weld any kind the program for the afternoon. Talks were given by Mrs. C. R. Houston on "Serving Our Home Missions", and "State Schools and Religions" by Mrs. Homer McDon-ald. Mrs. N. W. Williams and Mrs. R. L. Henry also gave short talks on "State Schools." Mrs. D. D. Shipley sang, "Who Will Go?" as a

noon, April 16. After a business ence in the work, three of session, various games were played she taught in the primary and the remainder of the afternoon ment of the Amarillo schools Mrs. Scoggin has taught k was spent in a social way.

The hostess served ice cream and garten here during the pas cake to the following members: Mrs. years. She will teach next C. Dickey, Mrs. C. Surginer, Mrs. D. Starks, Mrs. R. M. McCauley, elected superintendent of the Mrs. Jennie Crum, Mrs. Mattle Lowrey, Mrs. Marie Turner, Mrs.

N. A. Armstrong and Mrs. W. H. Hilton. Mrs. A. A. Bishop was a visitor

during the social meeting.

MRS. FAGAN WILL TEACH KINDERGARTEN NEXT YEAR

The following announceme office, subject to the Demo Mrs. L. E. Fagan is making prep-

Primary, July 26, 1930, have rations to succeed Mrs. Harper authorized to be made by The perian: coggin as kindergarten teacher ne coming school term, according announcement made this week For Judge 110th Judicial Dist Mrs. Fagan. Mrs. Fagan has

CAFE

BLEEDING GUMS HEALED

The sight of sore gums is sicken-

ing. Reliable dentists often report

the successful use of Leto's Pyorrhea

Remedy on their very worst cases. If you will get a bottle and use as

Arwine Drug Co.

When It Breaks!

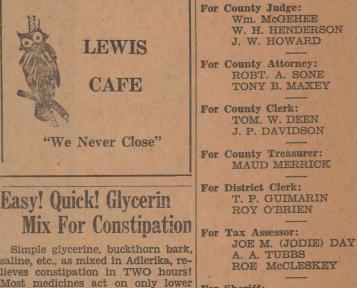
swear

KENNETH BAIN urchased Mrs. Scoggin's equip-For District Attorney, 110th She has had nine years experi-

cial District: A. J. FOLLEY

Political

Announcements



For Sheriff: bowel, but Adlerika acts on BOTH F. N. (FRED) CLARK P. G. STEGALL upper and lower bowel, removing poisons you never thought were in J. A. GRIGSBY your system. Just ONE spoonful re-

For Tax Collector: C. M. MEREDITH J. G. WOOD EARL RAINER A. J. WHITE

For County Superintendent: GEO. GILPIN PRICE SCOTT MISS OLA HANNA J. B. ALLEN

directed druggists will return money For Commissioner, Precinct On W. F. WEATHERBEE E. W. HENDERSON E. C. KING

For Commsisioner, Precinct 4: JOE P. HART GEO. L. FAWVER.

C. M. LYLES W. ANDERSON C. O. SPENCE

For Justice of the Peace, **Precinct** No. One of broken farm implements. J. S. SOLOMON

> For Public Weigher, Precincts One and Four: R. C. COVINGTON

"Speaking of tires-

ing good growth.

the new Federals ride

easier, steer better and last longer!"

(Same as nationally advertised)

IN THE FIRST PLACE, THE new Federals give you wonderfully buoyant, air-cushioned comfort because of a 12% larger cushion of air. A short ride will convince you of the great difference this makes.

Grunn's Super - Service

Second, the special cord construction provides a new strength and flexibility never found before in any tire-bar none. Your car will ride easier, stop and start faster and steer as it never did before, if you rideonthewonderfulnew Federals.

An Dullion

Of course the new Federals give thousands of excess miles.

To show you that manufacturers mean this, a "Money-Back" Guar-

> We Don't Skip! Any Cups when we apply our high pressure grease gun on a groasing job. The right equipment for every job we do is our motto.

> > Flovdada,

S. E. Corner Square

anty backs up every Federal sold. Here it is:

"Money-Back" Guaranty

"If after 30 days' use you are not fully convinced that these new-type Federal Tires give you more luxurious, air-cushioned riding comfort, better acceleration, easier steering, firmer braking and the assurance of maximum mileage, return them and your money will be refunded."

Like an athlete in the pink of condition. Speed, strength and stamina in perfect balance

