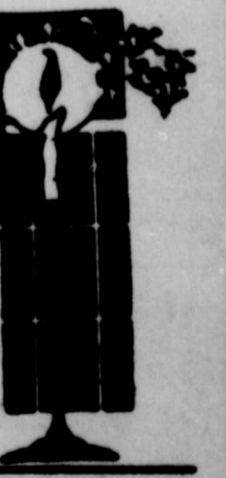
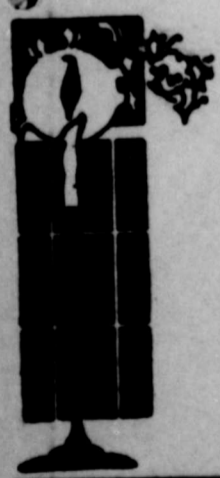


# PALACE--Xmas Day Matinee And Night, Joan Crawford--Clark Gable In 'CHAINED' The Floyd County Plainsman

VOLUME NO. 6

Floydada, Floyd County, Texas, Thursday, December 20, 1934

NUMBER 2



# MERRY CHRISTMAS!

## Christmas GREETINGS

These words have behind them all our good wishes for your future happiness and prosperity. To you and yours in our community may this indeed be a Christmas of good cheer.

### THE MAGNOLIA SERVICE STATIONS

heartily thank you for the patronage you have given us during the past seven years and we hope we may continue serving you in the future.



## Magnolia Service Stations

Station No. 1—H. O. Cline, Dudley Hill  
Station No. 2—A. J. Cline, Grady Freeman

### YOUR SANTA CLAUS WISH HAS COME TRUE!

A high class car is now available for you at a popular price. What? Yes, it's a PLYMOUTH, the car that is gaining in popularity faster than any other. And for good reasons, too, and more reason than ever since the appearance of the—

### NEW 1935 PLYMOUTH—AMERICA'S FIRST HIGH SPEED SAFETY CAR.

This New Plymouth was developed with one purpose in mind—to provide a safer car for today's critical traffic problem. You must see it! And then you will realize, indeed, that Plymouth is the answer to your Santa Claus wish. See it in our display room. Try it out. Own it!

## Finkner Motor Co.

GEO. M. FINKNER, OWNER

## Yuletide Cheer And Happiness

Once again the year rolls around to that season of good cheer and warm good will to all. This Agency wishes to thank each of its customers and friends for the part you have had in making it possible for us to be happy and thankful, and we wish for you and yours a Merry Christmas and a Happy and Prosperous New Year.

## Floydada Insurance Agency

W. H. HENDERSON, OWNER  
Phone 273.

### WISE MEN

FOLLOWED THE STAR



"A HINT TO THE WISE IS SUFFICIENT"

We extend greetings of the season and our sincere wish that your Christmas may be a joyous one.

## Texas Service Station

PAUL—B.—OSCAR

### Better Cotton Growers Reject Bankhead Plan As Nation Approves It

The cotton growers of Floyd county turned out Friday more than one thousand strong to say "No" in no uncertain terms to the proposal to continue the Bankhead cotton acreage control act in effect during the coming crop year.

Voters of this county cast 456 votes for the Bankhead law and 603 ballots against it, almost reversing the figures that would have been necessary in order to give it this county's approval, since the terms of the referendum required an affirmative vote of two-thirds in order for the measure to continue in operation.

Only four of the twenty-eight voting boxes in the county gave the necessary two-thirds approval to the measure. These were Pleasant Hill with 25 affirmative and 5 opposing votes; Center which gave 14 for and 7 against; Allmon, where the vote was 25 to 7; and the Campbell-Hillcrest box, which registered 16 for and 6 against. Edgin tied with ten to ten.

In Floydada the vote was 45 for the measure and 103 against it. Other boxes running up large totals against the measure included the Lockney-Ramsey box with 19 for and 60 against; Muncy-Pleasant Valley, 10 to 28; Sandhill 14 to 47; and Lone Star, 7 to 26.

In several of the other communities besides Edgin the vote was close, Erick voting 31 to 33, Dougherty - Antelope 23 to 25, Roseland and Providence balloting 10 to 12 and 11 to 13, respectively, and Fairview casting 13 for and 17 against the Bankhead measure.

In strong contrast to the stand taken by the voters of Floyd and about a dozen other counties of the state, Texas voters as a whole gave hearty endorsement to the proposed continuance of the plan, giving it an affirmative vote of approximately 5 to 1, while cotton growers throughout the country gave the proposal a much stronger endorsement, favoring it by a count of nearly 10 to 1.

Those few counties which joined Floyd in returning majorities against the plan included Stephens, Cameron, Raines, Eastland, Tyler, Jack, Gaines, Farmer, Gonzales, Cochran, Gillespie, Wise and Shackelford.

The strong endorsement of the plan by the cotton growers as a whole, however, was said to have surprised even the strongest supporters of the Bankhead act.

### U. S. Purchase Of 3,500 Cattle In County To Be Completed This Week

Government purchase of 3,500 head of drought stricken cattle in Floyd County is expected to be completed by Friday night, it was stated Saturday by County Agent Glen A. Lindsey.

The southern half of the county was worked last week and buying was carried out in the Floydada district Monday. Some 1,300 to 1,400 head of cattle had been purchased up to Saturday afternoon, it was stated.

The buyers, Mr. Duncan of Pecos, the appraiser, Dr. Tull, veterinarian, Mr. Lindsey and J. S. Porcher, assistant county agent, and their crew of workers, are now working in the north half of the county and they expect to wind up Friday in the northern section of the county, in the main ranching section, where large offerings of cattle are expected to be made, thus rapidly increasing their purchase figures to near the 3,500 mark.

They announced the following program for Thursday, Friday, and Saturday, subject of course, to weather conditions:

Thursday: Providence 9:30 a. m., Lone Star 12 noon, and Starkey at 2 p. m.

Friday: Prairie Chapel 9:30 a. m., Aiken 12 noon, and Pleasant Valley 2 p. m.

Saturday they expect to return to Hillcrest and finish up their program there, afterward returning to Floydada where they will buy cattle brought in from any section of the county, provided the county quota of 3,500 head has not been completed before that time.

### Parents of Mr. Shenefelt Here From Nebraska to Spend Winter Months

Mr. and Mrs. E. M. Shenefelt of David City, Nebraska, came last week to spend the winter with their son and daughter-in-law, Mr. and Mrs. F. M. Shenefelt.

Mr. and Mrs. E. M. and Mrs. F. M. Shenefelt spent the week-end visiting in Amarillo and Canyon.

Let Cavanaugh do your printing.

### Better Than Whisky For Colds and Coughs

due to colds. Your money back while you wait at the drug store if you don't feel relief from the distressing symptoms coming in two minutes by your watch. You must be delighted or it costs you nothing.

## ASPIRONAL

For Sale By ARWINE DRUG COMPANY Floydada, Texas



## REJOICE, 'TIS Christmas

Back across the span of centuries; back more than nine-hundred years, to the little town of Bethlehem, gleams a silvery thread of light that has directed the steps of mankind. The radiance of that light is unlimited, even through the centuries that stretch ahead. It is an unending beacon. . . . It is Christmas, an occasion for rejoicing. To all we say "Merry Christmas."

## Piggly Wiggly



## Merry Christmas!

Our Very Best Wishes to you for a Merry, Merry Christmas!

HARRIS BROTHERS AUTO WRECKING



### GOOD LUCK, HEALTH, And Much HAPPINESS

To you and to yours. May this indeed be a Christmas of hearty good cheer; May the holidays bring you great happiness and many future years bring you more.

F. F. F. SERVICE STATION



### GREETINGS AT CHRISTMAS

At Christmas time we wish you the blessings of home with all that it means in health, and the things that will make for your happiness, now and in future years.

WOOD & REAGAN Real Estate



## Christmas Greetings



Texaco Firechief still holds good! Texaco Havoline Oil, Sealed Cans. Also Germ-Processed Oil. Anti-Freeze for your car.

We have a full line of Tires and Tubes.

Give us a chance to prove our Service to you. Drive in today. Make this Christmas a happy one—Use the best always.

## Motor Inn Service Station

R. C. PATTON ——— LEO COTHERN

### Former Floydada Man Named Manager of Enid, Okla., Firestone Store

George E. Pence, formerly of Floydada, has been named manager of one of the Firestone Tire company's stores and service stations in Enid, Oklahoma, according to information received here by relatives.

Mr. Pence, who has been credit manager for the company's stores in Enid, for the past year, formerly worked in Floydada, being employed at the local Santa Fe depot.

He was married here to Miss Thelma Williams, daughter of Mr. and Mrs. W. C. Williams.

### Legion Membership Drive Extended to January 7

The American Legion membership drive, which was to have closed last Monday night, has been extended to Monday night, January 7, it was stated this week by Walter Collins, Legion commander.

Eighteen new members have been signed up since the drive started, bringing total membership of the McDermott post to 63, several more than the membership total last year. At the close of the drive, the losing team will give a feed in honor of the winners. E. C. Thomas and John Maxwell are the captains of the two membership teams.

Plans were made at the Legion meeting Monday night to start a move to locate a government hospital for veterans in Floydada. It is expected that a government hospital will be located somewhere in this section and, as Floydada would be centrally located, it is believed that sentiment would be favorable for locating it here, it was stated. Local Legion members plan to try to get the support of the local chamber of commerce, the Rotary club, and other local organizations for the project.

Let Cavanaugh do your printing.

### MERRY CHRISTMAS

AND A HAPPY NEW YEAR.

BOOTHE CAFT



# 2,993 THANKS

To the 2,993 voters who cast their ballots for me in the First Primary, July 28th, 1934, I wish to express my sincere thanks.

As the year 1934 draws to a close I also wish to express my thanks to the citizens of Floyd County for the wonderful assistance and co-operation you have given me as Tax Collector of Floyd County. I have enjoyed working with you and I trust that the service that I have rendered has met with your approval and satisfaction.

On January 1st, 1935, as you know the office of Collector and Assessor will be combined, it being a newly created office and after above date will be known as The Assessor and Collector of Taxes.

I want you to know that I appreciate the honor you have bestowed upon me and the confidence you have placed in me in electing me your first Assessor and Collector of Taxes. In placing the two offices together it has increased the duties and the responsibility of the office and I assure you that I will appreciate your continued co-operation and good will that I have enjoyed in the past.

I will continue to render the same type of service and will endeavor to improve the service in the office. Assuring you that I am at your service at all times, be it day or night, I want you to call on me.

Wishing everyone a MERRY CHRISTMAS and a prosperous NEW YEAR.

I am, yours truly,

# Frank L. Moore

ASSESSOR AND COLLECTOR OF TAXES, ELECT.

TRY PLAINSMAN WANT ADS—THEY'LL SELL IT!



## SHEER LUXURY

## Phoenix Sheer Silks

At \$1.25

HERE is a stocking that has made a host of friends. It is an exquisitely clear stocking and as sheer as can be. It has a dull lustre achieved by a highly twisted thread. Reinforced foot and three rows of picoting around the top.

## Martin Dry Goods Co

### \$33,000 Grading And Drainage Project To Hale Line Is Finished

The grading and drainage project on U. S. Highway 70, from Floydada to the Hale county line, on which a crew has been working since August was completed last Friday, it was announced by engineers in charge of the work.

### Want Ads

Now is the time to join the Floyd Burial Mutual Association. We have a reserve on hand. F. C. Harmon, Secretary. 1-11fc

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We may have in your vicinity in a few days a splendid upright piano with dust bench to match. Also a lovely Baby Grand in two tone mahogany. Terms if desired. Might take live stock or poultry as part payment. Address at once. BROOK MAYS & CO., The Reliable Piano House, Dallas, Texas. 5144c

Want wheat pasture, J. O. Bolding. 43-4tp. tfo.

TO TRADE—Town Lots for acreage or live stock. W. M. Masie & Bro. 44-46c

To Farm Lease, Splendid Lands in Floyd and other Counties, convenient to Railroad Towns. W. M. Masie & Bro. 18-46c

FOR SALE CHEAP—Two-row Book Island Go-devil, practically new—Barker Brothers. 25-26c

EMERSON 8-ft. Tandem Disc, heavy duty tractor type. A-1 shape. Barker Brothers. 25-26c

FOR SALE—Easy terms, rich plains land, also cotton land below Caprock. W. M. Masie & Bro. 44-46c

All parts for some cars. Some parts for all cars. Harris Brothers. 20-26c

Fifty cents each or two dollars per family of four or more gives you burial protection. F. C. Harmon, Secretary. 1-11fc

Atwater-Kent Precision Radio Sold by Radio Electric Company. 61-46c



**OUR WISH FOR YOU:**  
We wish you a Merry Christmas and a happy and prosperous 1935.

**PANHANDLE LUMBER COMPANY**  
H. G. McChesney, Manager.

**WEAK AND SKINNY MEN, WOMEN AND CHILDREN**

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

Found of firm healthy fish instead of bare orange bones! New vigor, vim and energy instead of tired listlessness! Steady quiet nerves! That is what thousands of people are getting through scientific latest discovery—the Vitamins of Cod Liver Oil Concentrated in little sugar coated tablets without any of its horrid, baby taste or smell. McCoy's Cod Liver Oil Tablets. They're simply work wonders. A little boy of 1, seriously sick, got well and gained 10 1/2 lbs. in just one month. A girl of thirteen after the same disease, gained 5 lbs. the first week and 1 1/2 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 5 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. Before all substitutes—insist on the original McCoy's—there are none better.

### "Lone Wolf's" Tracks In the Christmas Snow

THERE he stood—"The Lone Wolf!" halfway down the hillside midst a snow-covered landscape, the moon and stars disclosing his tracks and shadowy figure upon the glittering sheet of ice-coated snow. He gazed hungrily toward a group of houses huddled together at the foot of the hill, faint light gleaming from their windows.

As Mary Louise was absorbed in turkey-dressing, cranberries, recipe books and Christmas spices, her thoughts wandered to this beautiful picture—"The Lone Wolf." For many years she had longed to possess it, but her husband did not approve, so she had done without it. Mary Louise brushed away a tear as she thought of the coveted picture, and then promptly forgot all about it in her loving efforts to make her family happy on Christmas.

When all was in readiness and the tree beautifully trimmed, Mary Louise called in the family for the Christmas celebration. How the children danced and tore about the toy-strewn living room! How dear old John absorbed himself in his brand-new smoking outfit!

Was Mary Louise to receive nothing? Turning, she saw John tacking up the most adorable bit of tapestry she had ever seen—"The Lone Wolf"! Just the thing for that great empty wall space! "Merry Christmas, Mary," said John, as they all stood gazing upon "The Lone Wolf" with his tracks in the snow.—Alice B. Palmer.

© Western Newspaper Union.

### Christmas Radio Skit That "Went Over" Big

"WHY don't you try a radio skit for XYZ?" Dick Hassel had written his mother, Grace. Grace tried it and was as much surprised as anyone when it was accepted, to be broadcast at seven o'clock Christmas eve.

Mrs. Hassel had been greatly disappointed when Dick, for lack of finances, had to give up studying for the ministry and had gone to work in the big city. Recently he had written that he had a new job, a surprise, that he would tell Mother Grace and Father Jim about at Christmas.

Because Grace had always pictured Dick as the popular young minister, she featured the idea in her play, with the beautiful organist as his sweetheart.

Christmas eve Jim turned on XYZ. Promptly at seven came the theme song; then, to their amazement, a voice strangely familiar: "This is station XYZ." Then another voice: "Our play this evening, 'The New Minister,' is written by our announcer's mother, Mrs. Grace Hassel. Our popular announcer, Dick Hassel, will take the part of the minister."

"Of all things" Grace exclaimed. "The younger scamp!"

"No wonder your skit went over so fast," Jim grinned. "Now listen! We're missing it," Grace happily admonished as the young minister's voice announced that the audience would join in singing "Joy to the World."—Florence Harris Wells.

© Western Newspaper Union.

### CHRISTMAS CAROLS

THE carol was originally a joyous dance, a sign of liberation from the religious austerity of the Puritan era. Percy Dearmer, writing in "The Oxford Book of Carols," says: "The carol, by forsaking the timeless contemplative melodies of the church, began the era of modern music, which throughout has been based on the dance."

### Old Sol Will Reach End Of Trip South Friday And Head Back Northward

Tomorrow, Friday, December 21, according to our calendar, Old Sol will reach the end of his journey southward and will head back toward the north. Paradoxically, this very day on which the sun turns back, is listed by the weather men as the first day of winter.

So, although Sol will be coming back, he has done what some people do—gone too far already—with the result that we are in for three months of winter before the results of his northward journey will become noticeable—three months by the calendar, perhaps longer in actual fact.

About March 21 the sun will have swung far enough northward to reach the equinox—No, that isn't a brand of gasoline nor something the doctors cut out of you—and then, or shortly afterward, the days will begin getting warmer and warmer until the long, hot summer days will finally be upon us again. The only effect we will be able to notice within the next two or three months will be a gradual lengthening of the days and a shortening of the nights after tomorrow.

### Funeral Is Held Friday For Elliott Higgins, Farmer Of Cedar Hill

Funeral services for Elliott Higgins, pioneer farmer of the Cedar Hill community, were held Friday afternoon at the First Baptist church in Floydada, with Rev. C. C. Griffith, pastor of the Abernathy Baptist church, in charge of the services. Rev. Griffith was assisted by Rev. S. R. McClung of the local Baptist church. Burial was in the Floydada cemetery.

Mr. Higgins died Thursday afternoon at 1:30 at the age of 61 years, three months, and five days. He had suffered a paralytic stroke sometime ago and his death was attributed to this.

Mr. Higgins is survived by his widow, and three grown children, two daughters and a son, all living at home.

Mr. Higgins moved to this county more than thirty years ago and resided here several years, later moving back to Greenville, Texas. Some eight or ten years ago the family moved back to this county and have resided in the Cedar Hill district since that time.

Mr. Higgins was a member of the Baptist church.


### Cantata and White Gift Service To Be Held At M. E. Church Sunday Night

A cantata, "His Natal Day," will be presented next Sunday night at the Methodist church by the church choir under the direction of F. M. Shenefelt. The cantata will take the place of the regular 7 o'clock evening church program.

### Sandhill P. T. C. Mystery Play Christmas Night Most Difficult Yet Attempted

Marie and Toby, daughters of Mr. and Mrs. F. W. Sadler, will sing two special numbers under colored lights and a pantomime, "The Old Rugged Cross," will be presented as between act specials at the presentation of the three-act mystery play, "Hobgoblin House," Christmas night at the Sandhill school house.

Special scenery has been purchased for the presentation of the play, which is being given by the Pupils-Teachers-Community Association of the Sandhill school, as their tenth annual Christmas program.



# Christmas Greetings

We extend to you Heartiest Greetings for the Yuletide Season and our best wishes for each day of the coming year.

We hope that Old Santa will be good to everyone this Christmas and that prosperity, health and happiness will be yours in times to come.

We appreciate the business you have extended to us during the last year and we hope to be able to serve you in the future as we have in the past.

## J. C. Wooldridge Lumber Company, Inc.



# GIFTS FOR HER Attractively Priced!

THE ACCESSORY GIFT . . . that little better quality gift than she might purchase for herself . . . is the ideal gift to please and thrill her. Early in the season we decided to present a Christmas accessory parade unequalled in quality, and attractively priced. Illustrated here are but a few of the items on display.

- Gift Gloves, Ladies Kid, \$1.75, \$1.95 and \$2.25
- New Turbons that's what makes you feel well dresses for Christmas, prices \$1.95 to \$2.95
- Gift Bags, every new modern model 98c, \$1.95, \$2.25
- Gift Hosiery, VANETTE, Beautiful long wearing, 69c, 98c
- Lingerie Makes an Ideal Christmas Gift . . . Silk 98c \$2.25
- Balbriggan Pajamas, the ideal Christmas gift, attractive colors, in combinations, assorted sizes, each \$1.17
- Handkerchiefs, finest linen, boxes of three 85c and \$1.00









## All Merchandise Being offered In this Sale is brand new stock

### LADIES AND MISSES SILK AND WOOL DRESSES

Silk Crepes and Woolen, all greatly reduced at our Christmas Sale.

- \$14.95 garment reduced \$11.49
- \$12.75 garment reduced to \$9.79
- \$9.85 garment reduced to \$7.49
- \$7.45 garment reduced to \$6.29
- \$6.95 garment reduced to \$5.89
- \$4.95 garment reduced to \$4.39
- Wool Dresses priced at only \$3.95

### COATS AND SWAGGER SUITS

Why not give her a Coat or Swagger Suit. The last call in Reduced Price. Just a few left to go this week.

- \$22.50 garment reduced \$17.49
- \$16.95 garment reduced \$12.49
- \$14.95 garment reduced \$10.89
- \$12.75 garment reduced to \$8.49



# STYLE SHOPPE

MRS. MOLLIE A. MORTON, OWNER TELEPHONE NO. 17

**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.

**Service Stations Are  
Routing East and West  
Traffic Through Town**

Signs routing east-west traffic  
through the main part of Floydada  
and by the corner of the square are  
being erected by nine local service  
stations located along the proposed

**WATCH YOUR  
KIDNEYS!**

Be Sure They Properly  
Cleanse the Blood

YOUR kidneys are constantly fil-  
tering impurities from the blood  
stream. But kidneys get function-  
ally disturbed—lag in their work—  
fail to remove the poisonous body  
wastes.

Then you may suffer nagging  
backache, attacks of dizziness,  
burning, scanty or too frequent  
urination, getting up at night,  
swollen feet and ankles, rheumatic  
pains; feel "all worn out."

Don't delay! For the quicker you  
get rid of these poisons, the better  
your chances of good health.

Use Doan's Pills. Doan's are for  
the kidneys only. They tend to pro-  
mote normal functioning of the  
kidneys; should help them pass off  
the irritating poisons. Doan's are  
recommended by users the country  
over. Get them from any druggist.

**DOAN'S PILLS**

The new route brings the traffic  
from the highway north on Main  
street to the corner of the square,  
then turns west on California street  
back onto the regular highway.  
Stations taking part in the pro-  
ject are the Motor Inn Service Sta-  
tion, F. F. F. Service Station, Tri-  
angle Service Station, Sharp's Motor  
Inn, Snodgrass Chevrolet Company,  
and the Continental and Phillips  
Service Station.

**New Shoe Shop Opened  
West of Square By A. G.  
Gray and Son, A. G. Jr.**

A new shoe shop has been opened  
by A. G. Gray and son, A. G. Jr., in  
the building formerly occupied by  
the Woody Drug Company on the  
west side of the square, and will be  
known as Gray's Shoe Shop.

The Grays moved here last week  
from Pecos, Texas, where they have  
been operating a shoe shop. They  
have a number of acquaintances in  
Floydada and Floyd County.

Mr. Gray has moved his family  
into the building just across the  
street north of the Commercial Hotel.

**Floydada Schools Close  
Friday Afternoon For  
Christmas; Open Dec. 31**

The Floydada schools, in common  
with probably all other schools in  
the county, will close Friday after-  
noon for the Christmas holidays. A  
Christmas program will be presented  
Friday afternoon in the high school  
auditorium by the Spanish club un-  
der the direction of Miss Lois Free-  
man, Spanish teacher.

The city schools will open again  
on Monday, December 31, it was  
announced Monday by school offi-  
cials.

**Two Undergo Tonsil  
Operations At Hospital**

Delmer Slinker underwent a tonsil  
operation Sunday morning at the  
Smith and Smith Sanitarium. He  
was able to return home Monday.

On Tuesday of last week Buddy  
Mara of Petersburg had his tonsils  
removed by physicians at the sani-  
tarium.

Let Cavanaugh do your printing.

**MRS. FAGAN PRESENTS HER PUPILS IN  
RECITAL AT HIGH SCHOOL LAST MONDAY**

Mrs. Fagan's pupils were presented in a combination vocal  
and instrumental musical program Monday night in the high school  
auditorium.

Guitar, violin, and Hawaiian guitars and mandolins made  
up the instrumental numbers. These were interspersed with read-  
ings and chorus numbers.

The program was as follows:

- ORCHESTRA (a) Enchantment Waltz  
Violins—Mrs. L. G. Withers, O. T. Williams, Frankie Sanders,  
Terrell Williams, Muriel Fagan, Mrs. Fagan.  
Mandolins—Folia Randerson, Clara Belle Yearwood, Ona Ruth  
Wright, Miss Fields.  
Hawaiian Guitar—Mrs. T. W. Whigham.  
Spanish Guitars—Glover Husky, James Roy Heald, Nadine Moore,  
Charlie Wright, Lillburn Cox, and Roy Wilkes.  
Pianist—Mrs. E. C. Thomas.

**CURTAIN**

- Kindergarten—The Jolly Holly Farm  
Gene Arwine, Tom Roy Snodgrass, Dale Goen, Addison Barker,  
Jimmy Moreland, Mary Lee Thacker, Kathryn Wilkinson,  
Martie Lou Bond, Hazel Carter, Wanda Nelson and Betty  
Lou Shropshire.

**CURTAIN**

- Violins—Hawaiian Moonlight—Carl Minor, Terrell Wil-  
liams, Muriel Fagan, Frankie Sanders.

**CURTAIN**

- Hawaiian Guitars and Mandolins;  
(a) My Bonnie Lies Over the Ocean  
(b) Alabama Home  
(c) Take Me Out to the Ball Game  
Pat Collins, Emmitt Earl Henson, Donald Cornelius, Randall  
King, Joe Dick Moore, Kenneth Fagan, Evelyn Withers,  
Nelda Fagan, Muriel Fagan, Ona Ruth Wright, Charles  
Wright, Glover Husky, Roy Wilkes, Lillburn Cox, James  
Roy Heald.

**CURTAIN**

- Reading Tom Roy Snodgrass.
- Reading Dale Goen
- Piano (a) Orvetta Waltz; (b) Italian Melodies, Nadine Moore
- Violin Solo—"Dance of the Crickets" Wanda Withers
- Kindergarten "The Ginger Bread Man"
- Reading Hazel Carter
- Reading Gene Arwine
- Piano Solo—"The Maiden's Prayer" Ruth Tyler
- Violins—(a) Sun of My Soul  
(b) Hilarity  
James Wester, Wanda Withers and Randell King.

- Violins—"Graduation March"—Alene Warren, Carl Minor,  
Terrell Williams, Frankie Sanders and Muriel Fagan.

**CURTAIN**

- Chorus—"The Ozark Trail"—Thomasine Cox, Mary Looper,  
Mary Emma Collins, Alene Warren, Marguerite Leonard,  
Ona Ruth Wright, Nadine Moore, Frankie Sanders, Dorothy  
Nell Swinson, Bernice Stevenson, Rudell Brewster, Muriel  
Fagan.

**CURTAIN**

- Violins—"I'll Take You Back Again Kathleen"—Randell King,  
James Wester, Carl Minor, Terrell Williams, Frankie Sanders,  
Alene Warren, Wanda Withers, Muriel Fagan.

**CURTAIN**

- Kindergarten Shoe Makers Dance

**CURTAIN**

- Orchestra Popular Selections

**CURTAIN**

- Reading Mary Lee Thacker
- Reading Kathryn Wilkinson
- Piano—(a) "La Caterata"—Truax  
(b) Qui Vive Thomasine Cox
- Violin Solo—"Rondino" Muriel Fagan

**CURTAIN**

- Chorus "I Saw Stars"

**CURTAIN**

- Violin Solo—"Mellow Twilight" Terrell Williams
- Reading Martie Lou Bond

- Hawaiian Duet—(a) O Sole Mio  
(b) Hilo March  
Mrs. T. W. Whigham, Mrs. Fagan.

**CURTAIN**

- Dialogue—"Lovin Leroy"—Juanita Rushing, Hugh Jeff Ayres.

**CURTAIN**

- Mandolin Duet—Waltz. Ona Ruth Wright, Muriel Fagan,  
Acep. Charlie Wright, Roy Wilkes and Glover Husky.

**CURTAIN**

- Orchestra Christmas Anthem

**FINALE**

**Jenkins Baby Is Buried  
Here Monday Afternoon**  
the Floydada cemetery.  
The baby died Monday morning at  
3 o'clock at the home. She was born  
September 10, 1934.  
Funeral services for Almeda Jen-  
kins, three-months old daughter of  
Mr. and Mrs. G. B. Jenkins of two  
miles southwest of town, were held  
Monday afternoon. Burial was in  
Buy your Crosley Radio from Radio  
Electric Company. 51-4tc

**Miss Lois Day Married  
Saturday to V. R. Rucker**

Miss Lois Day of Starkey and V.  
R. Rucker of Floydada were married  
Saturday night, the wedding cere-  
mony being performed by Rev. G.  
W. Tubbs at his home in the presence  
of a few relatives and friends of the  
bride and groom.

Miss Day is the daughter of Mr.  
and Mrs. Lewis Day of Starkey,  
while Mr. Rucker's home is in Floyd-  
ada. They presumably will make  
their home here, as Mr. Rucker is  
employed at the Parity Bakery here.

Let The Plainsman do  
your Job Printing.

**FLOYDADA INSUR-  
ANCE AGENCY**

Insurance of all kinds. Your  
inquiries and business respect-  
fully solicited.

**W. H. HENDERSON**  
OWNER

**JOY TO THE WORLD**



A miraculous gift was presented to the  
world that first Christmas so many years ago.  
In celebration of that event we pause in a  
spirit of good will.  
To you and yours we wish a Merry, Merry  
Christmas and great happiness.

**RAINER'S SHOE SHOP**  
South Side Square



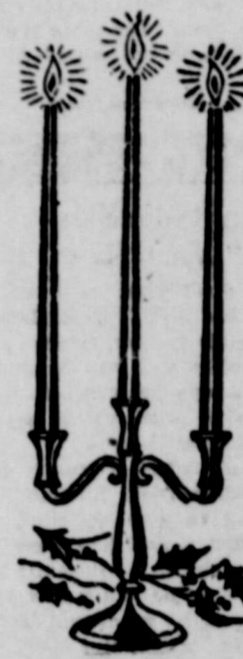
**A Merry  
Christmas**



Again we join in wishing greetings of the sea-  
son to our friends and patrons.

Faith as expressed by you in our services in  
the past we hope has been justified. We hope we  
may continue to serve you.

**ARTHUR B. DUNCAN ABSTRACT COMPANY**  
Mrs. Maud E. Hollums, Manager



**Seasons Greeting and  
Best Wishes**

Most cherished among the gifts bestowed  
during the passing year is the memory of the  
pleasant relations with those whom we have  
been privileged to serve. So it is most sin-  
cerely that we wish you a

**MERRY CHRISTMAS AND A  
HAPPY NEW YEAR.**

**Texas Utilities Company**

**THE STYLE SHOPPE INTRODUCES EXCLU-  
SIVELY IN FLOYDADA THE NEW STYLES IN  
ANNIE ROONEY WASH FROCKS—**



Sizes 14 to 48  
Price

**\$1.95**  
**\$2.95**

**STYLE SHOPPE**

MRS. MOLLIE A. MORTON, OWNER  
PHONE 17

**IN APPRECIATION**

In extending the season's greetings, of wishing Merry Christmas  
to our fellow townsmen, we want to thank our friends and patrons  
for their loyal support during the year now ending. . . . Community  
welfare is built upon a cooperative service in which we all strive to  
contribute. . . . So to all, again we say, Merry Christmas and a pros-  
perous New Year for 1935

**This Bank will be closed Christmas Day and January 1, 1935.**

**The First National Bank**

FLOYDADA, TEXAS

1903—TIME TESTED SERVICE—1934

## MERRY CHRISTMAS TO OUR CUSTOMERS

We have compiled a list during the past week of the families in Floyd County who are regular users of Panhandle products and the total was more than 800. To these many people and all others who we hope will place faith in our services we say:

**BEST WISHES FOR A MERRY CHRISTMAS AND BEST OF LUCK DURING 1935.**

**G. R. STRICKLAND, AGENT  
PANHANDLE REFINING COMPANY**  
Herwin Strickland, Dale Strickland,  
Arthur Stewart.

**"Man! That's  
Something To  
Stand On!"**

Sturdy, Whole Oak  
Soles and Heels!—  
That's what you get  
when you come to  
the newly opened

**GRAY'S SHOE  
SHOP**



Shoe and boot repairing expertly done. Long wearing, water resisting soles and heels and other high grade materials used. Economical prices.

**Gray's Shoe Shop**  
WEST OF SQUARE

## Christmas Greetings



These words have behind them all our good wishes for your future and express our gratitude for your many kindnesses to us during the past years.

To you and yours in our community may this indeed be a Christmas of good cheer.

We heartily thank our patrons for the confidence they have shown in us in past years and assure them that we are steadily trying to improve our service to them.

**Stansell & Collins**

## Our Wish For You



**MERRY CHRISTMAS  
AND HAPPY  
NEW YEAR!**

We take this opportunity of expressing our sincere appreciation for your part in the business we have enjoyed during the past year. We extend to you the Season's Greetings and a wish for your prosperity in 1935.

**Floydada Grocery**

Delivery Service

Phone 212

## Grid Game Here Christmas Between Floydada And Lockney Legion Teams

Local Legionnaires are completing plans for a charity football game to be played here Christmas Day between teams representing the Floydada and Lockney American Legion posts.

It will be an all-star game, it was stated, with the two teams being made up of college players from this section, together with perhaps some of the star players of the Floydada and Lockney high school teams.

Funds derived from the game will be divided and used to assist in the charity work now being carried on by the Floydada and Lockney posts.

## MOTHER OF A. M. HESS DIES MONDAY; IS BURIED TUESDAY IN AMARILLO

Funeral services for Mrs. Ava F. Hess, 70, mother of A. M. Hess, manager of the Speer's Variety store here, were held at 4 p. m. Tuesday at the Poly Street Methodist church in Amarillo. Burial was in the Llano cemetery in Amarillo.

Mrs. Hess, a pioneer Amarillo resident, had been ill for several months. She was a member of the Methodist church and the Royal Neighbors.

Two daughters and five sons survive. They are Mrs. G. R. Baucum, Groom; Mrs. Ed Rogers, Claude; E. R. Hess, Groom; Joe, Paul, and Silas Hess, all of Amarillo, and A. M. Hess of Floydada.

Mr. and Mrs. A. M. Hess were called to Amarillo Monday noon to be at his mother's bedside. She died at 4 p. m. Monday.

## Pep Squad Entertains Friday Night, Honoring Gridmen With Banquet

Members of the Whirlwind football team were honored by the Green Peppers, pep squad, at the annual football banquet held Friday night in the Andrews Ward gymnasium.

All high school faculty members, Assistant Coach Carter, and the mascot, Bobby Ned King, were included in the guest list, along with the Whirlwinds.

Miss Virginia Stovall served as master of ceremonies. Speakers included Superintendent A. D. Cummings, Coach Terrell, and the team captains, Orville Lightfoot and M. B. Mooney. Miss Helen Blythe gave some musical numbers and the pep squad girls sang.

## PALACE Christmas

DAY MATINEE AND NIGHT and DECEMBER 26

**John CRAWFORD**

—You're so exciting!

**Clark GABLE**

—You're so handsome!

**CHAINED**

With **OTTO KRUGER**  
**STUART ERWIN**

A METRO-GOLDWYN PICTURES PRESENTATION

**Midnight CHRISTMAS**  
DECEMBER 25, 12:00

**CHARLIE CHAN IN LONDON**

A FOX Picture with

**WARNER OLAND**  
Drue Leyton  
Rylymond Milland  
Mona Barrie

Produced by John Stone  
Based on the character "Charlie Chan" created by Earl Derr Biggers.

## Baptist Church Notes

All departments of our Sunday school meet at 9:45 o'clock Sunday morning. The Christmas program for the children is being arranged for by the superintendents of the various departments. The pastors message for the morning service will be on the subject "A Message From the Manger." He will discuss "God's Wise Men" at the evening service. Prayer meeting Wednesday 7:15 p. m. We wish one and all a very merry Christmas.

S. R. McCLUNG, Pastor.



—AND BAKED GOODS  
NICE CHRISTMAS FRUIT CAKES

**40c**

PER POUND

**PURITY BAKERY**

SOUTH SIDE SQUARE

DR. KIRBY J. CLEMENTS and DR. WALTER J. WILLIAMS

OSTEOPATHIC PHYSICIANS AND SURGEONS

PLAINVIEW, TEXAS

306-8-10-12 SKAGGS BUILDING

OFFICE PHONE 188

RESIDENCE PHONE 1070

## Floyd Cash Suffers Severely Burned Hand While Repairing Sign

Floyd Cash, electrician, suffered a severely burned hand Saturday night when he caught hold of a "hot" wire while making repairs on the electric sign at the White Drug Store.

Delay was encountered in releasing him, as the switch for the sign was located back in the storeroom of the store and some of the employees did not know of its location.

When the 600-volt current was finally turned off, Cash was thrown away from the wire and would have fallen some 25 or 30 feet to the sidewalk, it was said, had he not previously taken the electrician's precaution of entwining his legs about the ladder of the sign in such a way that he could not fall.

Mrs. S. M. Cole spent the week-end visiting with friends in Amarillo.

Mr. and Mrs. Lucian Wheeler left Monday morning for southwest Texas where they expect to spend the holidays visiting his mother in Mission.

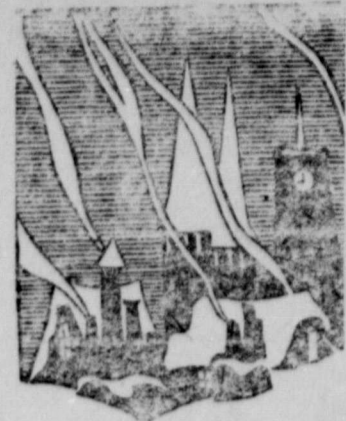


**CHRISTMAS GREETINGS**

**TO YOU AT THE CHRISTMAS SEASON**

The sincere feeling of our Christmas wishes for you in our community can't be fully conveyed by words. The best that we can say is that good phrase and true wish: A Very Merry Christmas.

**JONES & HOWARD MARKET**



## A CHRISTMAS WISH!

May the Christmas season bring you not only material things, but the most permanent and lasting blessings of life—Health, Happiness, a measure of Prosperity and a keen zest for living!

**McCARTY'S FEED STORE**  
TELEPHONE NO. 58



**We Not Only WISH You A Merry Christmas But GUARANTEE You One—IF YOU RIDE ON FEDERAL TIRES!**

Santa has not only put his O. K. on New Federal Tires and Tubes, but, as you can see, he is enthusiastic about them, just as you are—or will be when you try them out, in case you have never used them!

And well he should be, for they are even better than the high quality, long wearing Federal Tires that already have gained such an outstanding reputation in the past. Stronger side walls, stronger fabric, a more firmly gripping tread.

Remember, Federals are guaranteed against all road hazards of every description. All adjustments made here in our shop. No red tape, no delay!

**JACKSON TIRE COMPANY**  
GET OUR PRICES ON NEW FEDERALS!



**Santa Claus Speaking**

**GIFTS of DISTINCTION At Arwines Drug!**

**PANGBURN'S Better CANDIES**

A wide selection of Pangburn's fine candies in special Christmas gift boxes. When in doubt, give candy. Also a stock of Christmas hard candies.

## Other GIFT SUGGESTIONS

Manicure Sets  
Smoking Sets  
Salt and Peppers  
Compacts and Vanities  
Christmas Greeting Cards

Perfume Sets  
Atomizers  
Dresser Sets  
Perfumes  
Foot Balls

Fitted Cases  
Pyrex Ware  
Watches  
Shaving Sets  
Military Sets

**Arwine Drug Company**

SOUTH SIDE SQUARE

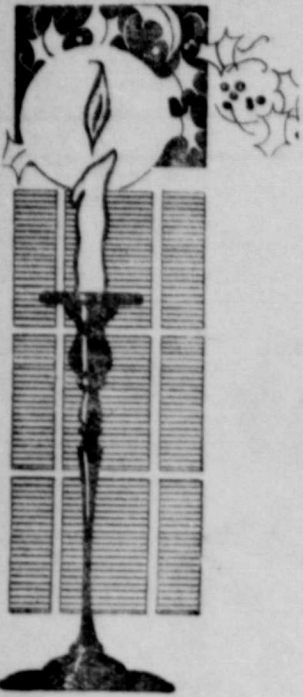
"GOTEVERTHING"



**A CHEERFUL CHRISTMAS**

May good cheer, health, happiness, a very merry Christmas and much prosperity all be yours. This is our Christmas wish for our whole community.

**ELLIOTT'S REPAIR SHOP**



**Our Wish For You**

Our wish for you is no simple thing, though it may be expressed in the simplest phrase of the whole long year:

**Merry Christmas**

But behind that expression lies the meaning of health, happiness, prosperity and all that life can bring in the future.

**Farmers Grain Co.**

TELEPHONE 43

TELEPHONE 43

**A CHEERY CHRISTMAS GREETING TO YOU**

With the crisp December days comes our greeting to you for a very Merry Christmas.

To you we extend our most sincere thanks for past favors and we hope we merit your continued patronage.

**CONTINENTAL SERVICE STATION**  
Bill Daily, Manager



**Our Wish For You**



WE SEND GREETINGS of the season to our friends and patrons, and best wishes for the coming year.

We hope we have pleased you in the past and that we may continue to serve you.

**Mrs. Anna Marie Boothe**

201 Boothe Building

Phone 86

**Our Very Best Wishes to You**



We are saying it in person to all whom we can see. And to those whom we cannot see, we here and now send our very best wishes for a very Merry Christmas!

Come to us for gas, oil, expert washing and greasing, parts and accessories.

**KELLY-SPRINGFIELD FATIGUE-PROOF TIRES.**

**Consumers Fuel Ass'n**



**Santa All the Year Is Found to Be Good Idea**

SANTA CLAUS comes in July as well as December to those who need him in Columbia, Mo. Last Christmas a dollar given anonymously by "a group of children" was used by the Welfare society there to start a fund for year-round needs, instead of gorging people with too many baskets of goodies one day out of 365.

These are some of the things the fund has paid for: glasses to replace those broken by a boy whose mother washes to keep him in school; shoes for the old horse used by the society when there is hauling to be done; the cane a grandfather needed to help him get about; fares of a trachoma patient and a tubercular child who were sent to hospitals; soap and a razor for a young man who wanted to clean up so he could try for a job.

Regular donations to the society may be spent only for food, fuel, clothing and shelter; these all-the-year gifts, though badly needed, would have been impossible but for the dollar from the children "to use any way you want" that gave welfare workers the idea of the Santa Claus fund.—Frances Grinstead.

© Western Newspaper Union

**Christmas Is Ireland's Greatest of All Feasts**

IN NO country is Christmas looked forward to with greater anticipation than in Ireland. For centuries the coming of the Christ Child has been hailed with unbounded joy by the people of the Emerald Isle.

Many stories associated with Christmas are repeated year after year around Irish firesides. An old legend tells that sometimes on Christmas eve Mary and the Christ Child wander abroad seeking shelter. Fearful lest they might seek in vain, as they did in Bethlehem long ago, a lighted candle is placed in every window to guide them to a place of refuge. These are left burning through the night, gleaming into the darkness, guiding any wanderer that might be abroad; for the legend also tells that the "Mother and Child" may come in almost any guise.

All the world remembers Ireland at Christmas, for her children are scattered in every land. A steady stream of gifts and good wishes comes pouring into her gates. Families divided by stretching seas are reunited in spirit, as the bridge of time and space is broken by the old happy greeting, "A Merry Christmas and a Bright New Year."—Katherine Edelman.

© Western Newspaper Union

**AT CHRISTMAS TIME**



"Henry, what were you conversing with the ashman about?"  
"Why, Helen, I was trying to coax him to smoke those cigars you gave me for a Christmas present."  
"Call him back, Henry."  
"Ah, you would like to see him take the cigars?"  
"No, I want him to take some perfume to his wife—you know, dear, the perfume you selected for my Christmas gift."

**The Need of Santa Claus**

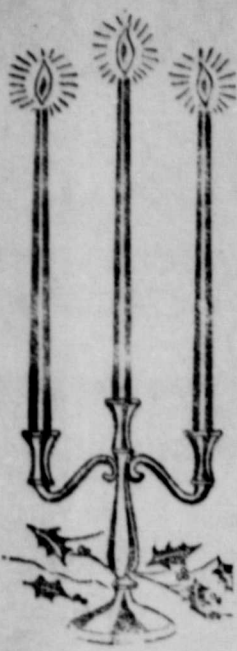
"If there were no God it would be necessary to invent him," said a well-known writer. There is no Santa Claus in our grown-up world, but we have found we needed him as one of the most beloved characters in the world of childhood, which is peopled with legends of the child's own making. The enchanting belief in Santa and his reindeer, his pouch and his pack filled with toys will never hurt a child. The cynical grown-ups, who have too completely lost their belief in him and his kind, need your help.

**Demand for Christmas Toys**

Children are still running true to form in their requests to Santa Claus. The girls still want dolls, play furniture and toy household appliances and the boys want cowboy suits and mechanical toys year after year.

**Italian Christmas Industry**

Naples was the center of the Italian Christmas industry during the Fifteenth century and had whole bands of artists, "figurari," as they were called, who did nothing but make dolls for Christmas.



**Merry Christmas**

Again the year rolls around to that season of Good Cheer and warm good will to all. When you have thought of all the good things which come to you this Christmas, double them and that will be our wish for you.

**LUTHER FRY**  
Cleaning and Pressing



**"POINSETTIA MAGIC"**

THE JOY you give others when you "send flowers" cannot even be estimated. Poinsettias, Cyclamen, Primroses, Peppers, Begonias, Etc. Holly, Mistletoe and a beautiful selection of cut flowers.

**SEND FLOWERS THIS CHRISTMAS**

**HOLLUMS FLOYDADA FLORISTS**

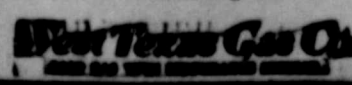
**A Glorious Gift... freedom from kitchen cares!**



In choosing a modern Gas Range as your gift to "her" this Christmas you will be giving more than a mere token of love and affection. You will be giving freedom from the work and worry of old-fashioned, inefficient cooking methods... leisure hours for more pleasant pursuits, for recreation and the enjoyment of friends and family.

Let your Gas Appliance Dealer or your Gas company show you the countless improvements that are built into the new-type ranges—self-lighting, non-clog burners, automatic oven regulation and time control, smokeless broilers, insulated ovens, matchless beauty—then you'll understand why every housewife wants a modern Gas Range.

Note: Gas Appliance are eligible for modernization loans under the National Housing Act.



**Christmas Presents to Suit Individual Tastes**

BERTHA NEVINS and her best friend, Mary Parks, were discussing Christmas. "It's absurd, Mary," Bertha was saying, "for two grown women to spend quite a lot of money, as we do each year, for foolish presents."

"But, Bertha, we have no families, and it wouldn't seem like Christmas at all—"

"Oh, we'll exchange gifts, of course, darling. Only I think since we have been good friends for so long we should be perfectly frank about what we want."

"You have something in mind," Mary smiled, and as Bertha agreed—"Well," she continued—"so have I. Something I've wanted for ever so long."

"What?" asked Bertha.  
"Guess. It is to put in my living room near the window. The main part is small, and the outside needn't be large—"

"What is it made of?"  
"Wood, usually, and metal. Metal wires, anyway. And it will be company for me—"

"To have sweet melody floating on the air. Am I right? And the color doesn't matter so long as it has a clear tone?"

"Why, yes, but how did you guess so quickly?"  
"Because I wanted exactly the same thing for just ages. I'll give you one and you give me one!"

But what Christmas brought to Bertha was a radio, while Mary got a cage and canary.—Helen Galsford.

© Western Newspaper Union

**Christmas in Christ's Land Is Without Snow**

LITTLE Christian children who live in Jerusalem or who are traveling there with their parents will not have a snowy Christmas. Snow almost never falls in Palestine, for the temperature is seldom below 38 degrees. When it does snow, the flakes melt as soon as they touch the ground.

Most of the people in the country where the infant Jesus was born do not celebrate Christmas, however! For only a few of them are Christians; most are Moslems or Jews. There are some Christmas trees in Christian homes, and gifts are exchanged among those who observe Christ's birthday. But there are no street decorations and no late shopping problem. The post offices have no big signs urging "Mail your packages early!"

Yet there is probably no place in the world more appropriate to visit at Christmas. The Holy Sepulchre is in the old part of the city, and at Bethlehem, six miles south, is a great church that has replaced the humble inn where Christ was born. Inside is a large flat stone on which the infant Jesus is supposed to have been laid, reminding us how Christianity grew from one humble life.—Frances Grinstead.

**THE EARLY BIRD**



"Mabel's afraid I wasn't going to give anything to her."  
"How do you know?"  
"She sent her Christmas gift to me last week."

**Mistletoe a Parasite**

The mistletoe, traditional Christmas decoration much more in favor in earlier days, when the ardent swains were not so forward and the maidens were more reserved, is found most abundantly in the tropics, although it is widely distributed throughout the world. The mistletoe is a parasite, living on the sap of the trees around which it entwines itself. On the Atlantic seaboard of the United States the mistletoe is found as far North as the Jersey coast, but is more abundant farther South.

**Living Christmas Trees**

Longer life for Christmas trees is advocated by the United States forest service, in a note suggesting that a living tree with roots properly balled and packed in a box may be used indoors and later set out to beautify the grounds.

**Children Like to Buy**

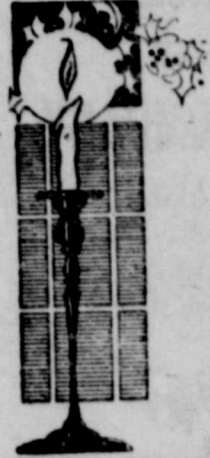
Children take pride in being able to buy their own gifts for members of the family and for friends. Often mothers find their ingenuity put to severe test to find ideas enough to go round in the necessary limited price range.



**FOR HEALTH AND HAPPINESS**

Health and great happiness is our wish for our customers, competitors and our fellow townsmen in this season of good cheer.

**A MERRY CHRISTMAS TO ALL!**  
**PHILLIPS PETROLEUM COMPANY**



**A Merry, Merry Christmas**

Our wish for happiness extends beyond our customers to our friends everywhere and to all the citizens of the County and of this section.

We thank you for your patronage and hope we may continue to serve you.

**John McCleskey Top Shop**



**ALL FANCY GROCERIES**

WHEN you are planning your Christmas dinner, plan to do your shopping at Hull & McBrien's, where you will find the largest selection of fine, quality foods and fancy groceries in town—at lowest possible prices.

**HULL & McBRIEN**



**May Peace And Good Will Be Yours**

At this, the Christmas season, we extend the heartiest of Yuletide greetings to all our customers and friends.

We thank you for past favors and hope we may continue to serve you.

**SAM'S BODY & FENDER WORKS**  
Sam McCleskey, Proprietor



**MANY RETURNS OF THE SEASON**



May you have all the happiness and prosperity that goes with the most robust good health.

We wish to express our sincere thanks for past favors and hope we may continue serving you.

**CLINE BROTHERS RADIATOR AND WELDING SERVICE**



**GOOD WILL TOWARD ALL**

As on that first Christmas when the three wise men bore gifts, so on this Christmas, 1934, do we give in the spirit of rejoicing. To you and yours we wish a merry, merry Christmas, good health and happiness.

Complete Protection At Low Cost.

**G. C. TUBBS, INSURANCE AGENCY**  
First National Bank Building Phone 162