

WYDADA—GATEWAY TO THE SHALLOW WATER BELT

# The Floyd County Plainsman

THE LARGEST WHEAT YIELD OF ANY COUNTY IN TEXAS

Floydada, Floyd County, Texas, Thursday, October 28, 1937

Number 47

## The Government Will Not Be Eligible For Subsidy

We are not informed concerning the producer's authority, if the sale of his cotton has been entered in the Loan, we have been defined that such cotton will be eligible for the Cotton Price Payment unless it is sold through channels of trade prior to...

## Funeral Service For Mrs. Frank Jones of Prairie Chapel

Burial rites were held Sunday for Mrs. Frank Jones, 37 years old, a resident of the Prairie Chapel community for the past 17 years, in the Plainview cemetery. Services were held at the Prairie Chapel Church of Christ with Elder Chas. W. Watkins, of Lubbock, and J. I. Corder, of Tulia, officiating.

Besides her husband, Mrs. Jones is survived by two children, Flora Lee and F. G. Jr., her parents, Mr. and Mrs. M. B. Mauldin, of Plainview, three brothers, Monroe and Osborne Mauldin, of Plainview, and Elmer Mauldin, of Lockney.

## Dr. Hill, President of W. T. S. T. C., of Canyon, Will Visit Floydada

Dr. J. A. Hill, president of the W. T. S. T. C., at Canyon, accompanied by his wife and Miss Annie Hibbets will visit in Floydada Tuesday and Wednesday, November 2 and 3.

Dr. Hill will speak at chapel Tuesday morning at the high school auditorium at 10:30. The purpose of his visit is to get acquainted with the people and discuss with them anything which would be for the betterment of W. T. S. T. C., it was announced.

## Floydada Whirlwinds Will Play Flomot Team Here Friday Afternoon

The Flomot football team will play Floydada Whirlwinds on Westernfield Friday afternoon at 2:30, Superintendent A. D. Cummings announced yesterday afternoon. Admission charge will be 15c, 25c and 50c and season tickets will only be good for reserve seats, due to the game being played here instead of Flomot, it was announced.

## Hallowe'en Carnival Will Be Held At Irick Friday Night

Don't forget the Hallowe'en Carnival at Irick Friday night, October 29. There will be various booths selling sandwiches, pop-corn, peanuts, doughnuts, coffee, ice cream, and other eatables. Among the many other attractions there will be a bingo stand, fish pond, grab boxes, crazy house, fortune telling booth, side-shows and a 42 room.

## Rev. Yeakley Speaks To The Floydada Hi-y Club Tuesday

The high school Y. M. C. A. met Tuesday night at the regular hour. After official business was attended to, a very interesting program was enjoyed by all present.

## Council Wide Drives Started On Monday By South Plains Division

With every effort being made by every town in the South Plains Council to increase their Scouting enrollment and Standards of their scouting program, additional funds above the regular council allocation are being raised to provide money to be used in buying equipment needed for the successful operation of the troop.

## Magnolia Wholesale and Retail Agents Will Attend Gathering at Plainview

H. O. Cline and Arel Rainer, Magnolia wholesale agents, will attend a district meeting Friday night in Plainview at the Hilton hotel of Magnolia Petroleum Company.

## Men Will Be Accepted For Marine Corps at Dallas Recruiting Office

Several hundred men will be accepted for service in the United States Marine Corps during the next few months, it was announced here Tuesday by the Officer in Charge of recruiting activities in Dallas.

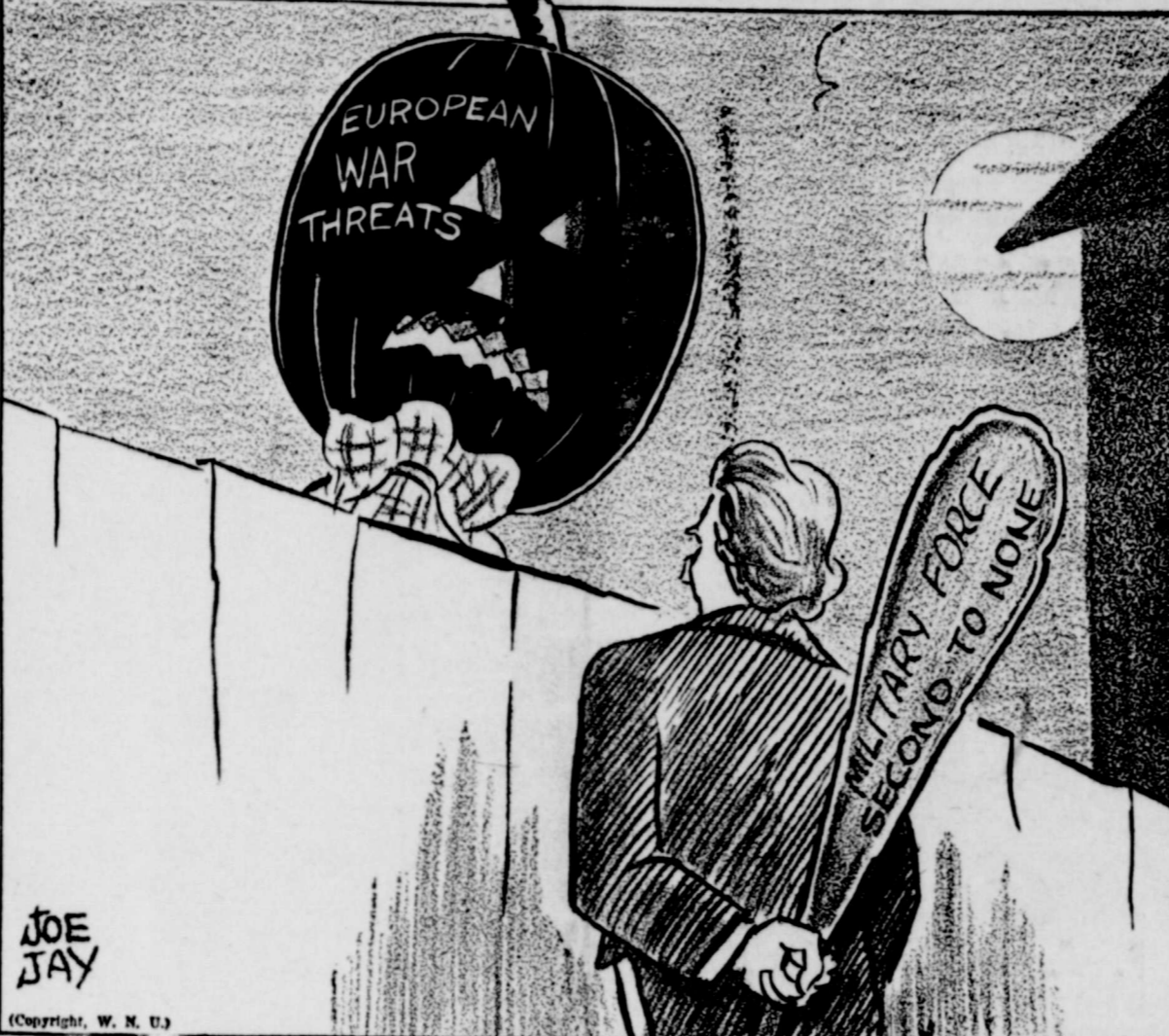
## Mrs. H. D. Bloodworth Is Reported Improved Following Illness

Mrs. H. D. Bloodworth, of the Dougherty community, who has been ill in a Lubbock hospital for the past ten days, was reported improved and that she would be able to be brought home Thursday.

## Funeral Rites For E. F. Stovall Were Held Sunday Afternoon

Funeral rites were held for E. F. Stovall, age 55, Sunday afternoon at 3 o'clock at the First Methodist Church, with Rev. Vernon Shaw, First Baptist Church pastor, officiating. Mr. Stovall died suddenly Friday night, October 22, at his home south of town. He had been in ill health for several years, having suffered a stroke some years ago, from which he had never regained his health.

## A Good Offense Is the Best Defense



## Kirk, Of Floydada, Is Elected Secretary of the Freshman Fellowship Club

Information comes from Austin this week that Truman Kirk of Floydada has been elected secretary of the Freshman Fellowship Club of the University of Texas Young Men's Christian Association.

## Four People of the Starkey Community In Wreck Sunday

Four young people of the Starkey community were slightly injured Sunday afternoon near Petersburg when the radius rod broke and the driver lost control of the car, causing the car to overturn at a bridge.

## Funeral Services For Mrs. Alice S. McCracken Saturday Afternoon

Funeral services were held Saturday afternoon at 3 o'clock at the Harmon Funeral Home for Mrs. Alice S. McCracken, age 78, who died October 22, 1937. Rev. Jno. E. Eldridge, pastor of the First Methodist Church officiated at the services.

## Cumberland Presbyterian Missionary Society Met Monday Afternoon

The Missionary Society of the Cumberland Presbyterian Church met Monday afternoon at 3 o'clock with Mrs. Pierce King.

## Records Show Increase Of Employment of Workers During September

Records from about 1,900 Texas establishments showed a total of more than 95,000 workers were employed during September, an increase of 7.2 per cent over the like month last year and an increase of 2.3 per cent over the preceding month, according to the University of Texas Bureau of Business Research.

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## Four-County Fifth Sunday Singing Convention To Be Held at Sandhill

The Four-County Singing Convention which consists of Floyd, Motley, Hall and Briscoe counties, will meet in an all-day convention at Sandhill Sunday, October 31. The gathering will be called at 10:30.

## Review Of "WHAT IS THE MOSLEM WORLD"

More than fifty women were present Monday afternoon at the home of Mrs. J. M. Willson to enjoy the program centered around a review of the recent book "What Is This Moslem World" by Dr. Chas. Watson.

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**DOAN'S PILLS**

## TWO CARS AND NEW TRUCK ARE IN 1938 FORD LINE

New York, October 27.—An advance showing of 1938 Ford V-8 cars and trucks opened this afternoon at the Ford Metropolitan showrooms at 1710 Broadway.

Two distinct Ford V-8 cars, differing in appearance, appointments and price, were presented. One was the de luxe Ford V-8, the other the standard Ford V-8.

The standard car is designed for owners to whom economy in first cost and operating cost is paramount. The de luxe car provides added luxury and style for those who desire them.

Both cars have the same V-8 chassis. The eight de luxe types are available only with the 85 horsepower V-8 engine, the three standard types with either the 85 horsepower or the 60 horsepower engine.

The de luxe car is a stylish sister of the standard. It is entirely new in appearance. The radiator grille is of new design. Appearance of the hood is longer and more sweeping. Fenders are massive. Interior appointments are in keeping with the styling of the exterior. Substantially more room in the closed sedans, greater passenger comfort and much larger luggage space are provided.

The standard V-8 cars reveal new styling, with a different radiator grille design, long hood and flowing contours. The spacious interiors are roomy and attractively upholstered and appointed.

In addition to the passenger cars, Ford is to present an expanded line of V-8 trucks and commercial cars. Both are newly styled to lend added "eye appeal" in commercial transportation.

A new group of "one-tonner" trucks also is offered, in addition to the 112-inch commercial cars and the 134-inch and 157-inch wheelbase trucks.

The new "one-tonner" is designed specifically to bridge the gap between the commercial cars and the truck groups. Available with either 85 horsepower or 60 horsepower engine, it is expected to make the economies of the latter engine more widely available in commercial transportation.

Other advances for 1938 are the new 134-inch wheelbase truck, replacing the 131½-inch wheelbase in the big truck line, a new frame width for the 134-inch and 157-inch wheelbase units, improved brakes and easier steering and stronger construction throughout.

## El Paso Making Preparations to Entertain Baptists at Liberty Hall

El Paso, Texas, October 27.—This picturesque border city was speeding preparations today for welcoming 4,000 baptists expected to crowd Liberty Hall, municipal auditorium, during the annual session of the baptist general convention of Texas November 8 to 13th.

An elaborate program of entertainment for the delegates from 3,018 churches and additional thousands of visitors was planned, its climax coming at an unprecedented underground convention November 14 at Carlsbad Caverns, New Mexico. Baptists of New Mexico will join in the impressive services to be held underground.

Outstanding leaders of the denomination will report on foreign missions—now disturbed by war in the far east—home missions, civic righteousness, Christian education, hospitals and care of orphans. A special report will be made on the summer evangelistic campaigns held throughout the state in which denominational leaders estimated 100,000 members were added to baptist churches in Texas.

Dr. Wallace Bassett of Dallas, two-fisted, hard-hitting pastor will crack down on gambling and the liquor traffic in his speech on civic righteousness. Texas baptists during the past year joined anti-gambling forces leveling their fire especially at horse racing.

One day preceding the general sessions, pastors and laymen will meet in their annual conference to thresh out problems of special concern to them. This meeting annually provides a forum in which ideas are exchanged and plans formulated for future effectiveness.

E. D. Head, Houston pastor, will deliver the convention sermon, key-noting the program of the denomination which includes 650,000 members in Texas. George W. Truett of Dallas, president of the Baptist World Alliance; F. M. McConnell, editor of The Baptist Standard; H. C. Campbell of Dallas, executive secretary; L. R. Scarborough, president of Southwestern Baptist Theological Seminary, Fort Worth, and other denominational leaders will speak.

Dr. J. B. Tidwell, head of the bible department at Baylor University, Waco, for many years an outstanding leader among southern baptists, is president of the convention.



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Baptist women of Texas will meet in their annual session November 8-9. They will hear addresses by Mrs. Eugene Sallee, missionary to China; Mrs. George W. Truett, who will tell of her tour of foreign mission fields; and reports on the manifold activities of the women's missionary union during the past year.

Mr. and Mrs. H. B. Hatley returned home last Friday night from Lelia and Amarillo, where they had been with Mrs. Hatley's mother, Mrs. J. R. Cardwell, who has been ill for several weeks. Her mother is greatly improved and was moved home Saturday from the St. Anthony hospital of Amarillo.

## CROSS CHILDREN MAY HAVE WORMS

Watch for upset little stomachs, breath, fretfulness, loss of weight, around nose and arms. They may be round worms. White's Cream Vermifuge has safely and for years, reliably the worms and toned the delicate White's Cream Vermifuge recommended by druggists.

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will be corrected upon its being  
brought to the attention of the  
editor.

**THROW CARDS  
IN HIS FACE  
TOO OFTEN**

When you have those awful  
stomach troubles, when your nerves  
are on edge—don't take it out  
on your loved ones.  
Your husband can't possibly  
know how you feel for the simple  
reason that he is a man.  
A three-quarter wife may be  
a three-quarter wife, but she  
knows all it she may be  
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Every generation one woman  
knows another how to go "small"  
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restores the system,  
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# Keeping Up With Science

By Science Service

## Killing Condemned Convicts With Gas in North Carolina

### Hydrocyanic Acid Does Job by Internal Asphyxia

WASHINGTON.—"Internal asphyxia," or suffocation of the tissues is what occurs in death by hydrocyanic acid gas, the method of execution of criminals recently adopted by North Carolina and also used in western states.

The body, however, is not deprived of air as in ordinary suffocation, say by strangling. There is plenty of oxygen in the blood of a person poisoned by hydrocyanic acid. But the protoplasm—the essential material of living cells—cannot absorb the oxygen that is available. The process by which the body tissues utilize oxygen is a process of fermentation, just as is wine-making, for example. The theory is that in cyanide poisoning, the cyanide in some way interferes with this fermentation process.

Cyanide poisons the central nervous system, first stimulating it and producing convulsions and then causing paralysis. Paralysis of the breathing center in the nervous system is the immediate cause of death. So persons poisoned by hydrocyanic acid stop breathing several minutes before their hearts stop beating.

**Poison Acts Rapidly.**  
Hydrocyanic acid is a very rapidly acting poison, but the speed with which it causes death depends on the amount of the poison taken into the body. Scientists studying its effects on animals in order to determine the fatal dose take into account not only the amount of the poison but also the weight of the animal. In the case of executions by hydrocyanic acid gas, the size of the room or death chamber would affect the speed of its action.

In the shortest case on record, the patient became unconscious in 10 seconds, and died from two to five minutes later, after some convulsions. This type of cyanide poisoning is known as the apopleptic type. Ordinarily in poisoning by hydrocyanic acid, several minutes elapse before any effect is noticed and death occurs between 15 minutes and an hour after the poison reaches the body. In one case of execution by this gas, the man became unconscious within one minute but the heart continued to beat for 10 minutes.

By giving a sufficiently large dose of the gas it would be possible to kill a man within a second or two, but practically this would not be possible with safety to the executioner and observers.

### Blast Old Idea That Caesar Was Born by Caesarean Operation

TORONTO.—Julius Caesar, contrary to widespread belief, was not born by means of a Caesarean operation. Neither did he have anything to do with enactment of the old Roman law that forbade burial of a woman who died in pregnancy before the body of the unborn child had been removed by surgery.

The old myth about Caesar and his birth is exploded by Dr. John Harold Couch of Toronto General hospital here and Herbert Newell Couch, assistant professor of Greek at Brock university, Providence, R. I.

**Reason for Belief.**  
A reason for the persistent linking of Caesar's name with the operation is given by the Couches in a report to the Journal of the Canadian Medical Association. The reason is quite the reverse of the traditional belief. Instead of the operation being named for Caesar, Julius Caesar's family probably got their name from it. The Couches explain it as follows:  
"It is altogether probable that some distant ancestor of his was born by means of a Caesarean operation, performed on a dead mother, and the cognomen of Caesar, which is derived from the verb caedo, to cut, was attached to the newborn child for that reason. Another Roman family, hearing the name Caesar, may have derived their cognomen from the same cause. Such a method of assigning names would be entirely in harmony with the early Roman traditions. In fact, Pliny is the authority for this assumption, for in his Natural History he remarks that certain people were born by an incision of the mother and that "the first of the Caesars" was said to have been born in this manner."

## U. S. ISSUES BOOK ON SCIENCE OF LIFE

### Tells How to Improve the Breed of Plants, Animals.

Washington.—Life for everyone can be made a thousand fold more enjoyable, the Department of Agriculture said, if full use is made of the present knowledge of genetics—the science of life.

Announcing the publication of a new book summarizing virtually all that is known today of the science of life, the department's scientists pointed out that while much has been accomplished in building plants and animals superior to anything known before, these developments have barely scratched the surface of the potentialities of present knowledge.

**1,400 Page Book.**  
The book, second of a series of two on genetics, will be a 1,400 page volume compiled by the best authors available on breeding everything from dogs to popcorn. The wonders which can be worked by scientific juggling of the genes, which control the inheritance of all things, for onions, bees, potatoes, beans, blackberries, blueberries, fruits, trees and many other forms of life have been summed up for the first time in any language.

A year ago the department published a summary of the genetic knowledge of most of the major farm crops and animals and, for the first time in the history of its "yearbooks," it sold out the complete edition of 100,000 copies to make the volume a best-seller in the non-fiction field.

Discussing the two volumes on genetics, Secretary Wallace, himself an authority on the subject, said plant and animal breeding was "in the truest sense a science of cooperation with nature," making it possible for men to outdo nature's own efforts.

**Greatest Need.**  
More knowledge of how to cooperate with nature "is the greatest need of the world today," he added, and "man's control of his own future may depend in the long run on whether his biological knowledge, which is constructive, can catch up with his knowledge of the physical sciences, which has taught him so much about how to destroy."

### Medical Cycles Found to Follow Number Seven

Minneapolis.—Although numerology has no place in medical science, Professor H. Finkelstein, of Berlin, in an article in "Modern Medicine," published here, points out that the number seven, its half (three and one-half), and its multiples offer a convenient handhold for diagnosis and prognosis of disease—particularly fever.

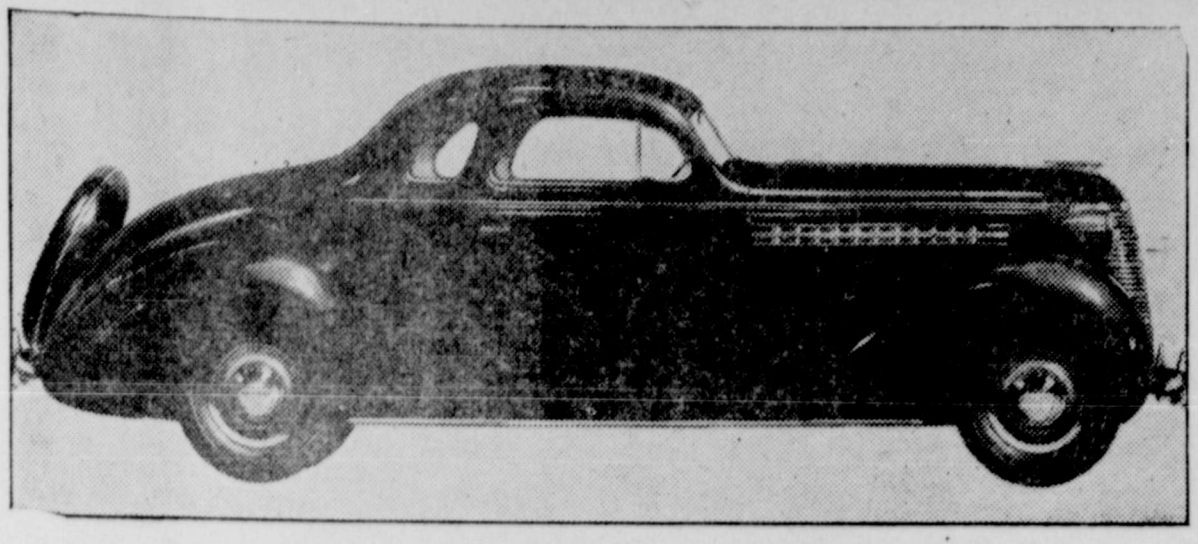
Professor Finkelstein points out that many diseases (as proved by fever charts) run their courses in waves of time divisible by seven, its half and its multiples.  
Some of Finkelstein's examples:  
The incubation period of measles is seven days, during which there are no or only slight symptoms; in the next seven days occurs the prodrome of measles and eruptions; the crisis comes on the fourteenth day; if protracted, it lasts about three and one-half days.  
In vaccination for smallpox there are no symptoms during the first three and one-half days; pustules develop during the next three and one-half days; on the seventh day acute exacerbation and fever begin; between the tenth and eleventh day (three times three and one-half days) fever begins to fall.

### Friends Help to Name Judge's Fifteenth Child

Cleveland, O.—Common Pleas Judge Joy Seth Hurd is the father of fifteen children—seven daughters and eight sons. The oldest, Joy Seth, Jr., is twenty-five.  
To friends who asked him what name would be given his youngest, a daughter, born recently, he explained that he expected little difficulty in finding one. Thoughtful acquaintances had given him a book containing 9,942 names.

### New Process Halves Fruit-Ripening Time

St. Paul, Minn.—A process for ripening fruits in half the usual time has been announced by Dr. R. B. Harvey, plant physiologist at the University of Minnesota farm.  
The process—using ethylene, a non-poisonous, odorless gas—not only speeds ripening, but "imparts a sweeter flavor to the fruit so treated," Harvey said. The process benefits growers in two ways—he said—gives evenly ripened fruit for early marketing at higher prices, insures sounder products.



The new 1938 Chevrolet Master De Luxe Sport Coupe with rumble seat.

### CHEVROLET MAKES 1938 PRICE ANNOUNCEMENT FOLLOWING DISPLAYS

New York, October 23.—Simultaneously with the announcement of its new 1938 passenger cars, now being displayed in 9,600 dealer showrooms throughout the United States, Chevrolet today made public its new prices. They represent an increase ranging from 3.4 per cent to 5 per cent, or in dollars, of \$26 to \$34 per model.

The popular sedan in the Master De Luxe series shows an increase of \$26, from \$779 to \$796. The increase in the case of seven models is less than \$30, and in the case of the other five is between \$30 and \$34, the latter figure applying to the Master Sport Sedan.

These new prices now include the S. A. E. group of accessories such as front and rear bumpers, spare tire and tube, radiator ornament, and in addition, on the De Luxe models, the right hand tail lamp, all of which were not heretofore included in the total prices listed but were sold at an extra charge to the buyer.

The increase bears out the statement made by M. E. Coyle, general manager of the Chevrolet Division of General Motors, before the company's National Sales Convention last

month. Addressing the field wholesale organization, Mr. Coyle asserted that the forthcoming new models would be introduced at an increase in price due to the steady advance in manufacturing costs.

Following are the new prices: Master Series: Sedan, \$730; Coach, \$668; Coupe, \$648; Cabriolet, \$755; Town Sedan, \$689; Sport Sedan, \$750. Master De Luxe Series: Sedan, \$796; Coach, \$730; Sport Coupe, \$750; Town Sedan, \$750; Sport Sedan, \$817.

The prices quoted are the delivered prices at Flint, Michigan, exclusive of state and local taxes.

### SENATOR G. H. NELSON OF 30TH DISTRICT GIVES VIEWS ON PRESENT SITUATION

In a letter to the Floyd County Plainsman this week Senator G. H. Nelson has the following to say:

"Although I favor economy in government this does not mean that I favor sacrificing either the pressing needs for Social Security or the reduction in necessary appropriations to support our educational institutions. I have assumed the position as taken by the framers of our Constitution that Democracy can survive only by means of education of the masses and special preparation for

life's work.

"I make no apologies, therefore, but on the other hand I am happy that I, as your Senator, together with the aid of your Representative, have been successful in efforts to defeat any cut in the appropriation made for Tech College. The fight is over in that respect, and we have won an important battle so far as our section of the State is concerned.

"Likewise, I make no apologies for voting for such necessary tax as may be needed to adequately finance our

secondary schools and more particularly to secure the needed revenue to carry on the transportation of Texas school children to Texas school houses. Certainly I favor the elimination of all unnecessary departments, bureaus, and commissions, and the elimination of all unnecessary employees in those that may be retained. This has been my program in the past and has, I think, been well demonstrated by my votes in the Texas Senate. During this session I have tried to abide the mandate of the people to provide adequate revenue for the blind and dependent children, for the teachers' retirement fund, and for old age assistance. I have done my best to raise this revenue from sources as would be least oppressive on the masses of the people and to levy a tax to secure this needed money as far as possible on the non-essentials of life.

"In this program I have had the full cooperation of the constituents of my district. Not one letter of criticism has been received by me during this session as to the position I have taken on these matters, for all of which I am happy and deeply grateful."

Miss Louise Hyatt and Mrs. Jess Brown spent the week end in Lubbock visiting relatives and friends.

## First National Bank

### Floydada Texas

1903—TIME TESTED SERVICE—1937

Styling as different as it is beautiful, for this bigger-looking, better-looking low-priced car.

Smooth—powerful—positive . . . the safe brakes for modern travel . . . giving maximum motoring protection.

(WITH SHOCKPROOF STEERING)  
So safe—so comfortable—so different . . . "the world's finest ride."

(WITH SAFETY GLASS ALL AROUND)  
Larger interiors—lighter, brighter colors—and Uni-steel construction, making each body a fortress of safety.

Giving the most efficient combination of power, economy and dependability.

Giving protection against drafts, smoke, windshield clouding, and assuring each passenger individually controlled ventilation.

\*ON MASTER DE LUXE MODELS ONLY

**MODERN-MODE STYLING**

**PERFECTED HYDRAULIC BRAKES**

**GENUINE KNEE-ACTION\***

**ALL-SILENT ALL-STEEL BODIES**

**VALVE-IN-HEAD ENGINE**

**FISHER NO DRAFT VENTILATION**

**CHEVROLET THE CAR THAT IS COMPLETE**

FOR 27 YEARS THE SYMBOL OF SAVINGS

## ODEN CHEVROLET CO.

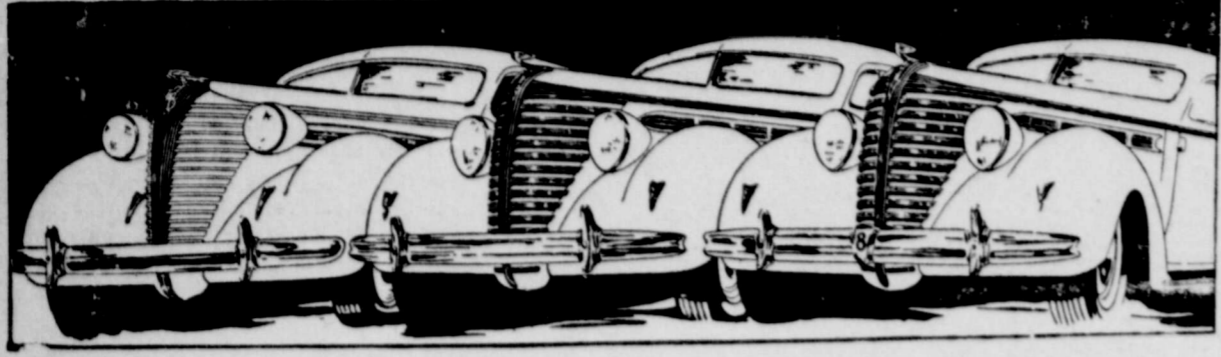
PHONE 4 FLOYDADA, TEXAS



TODAY!

# MEET HUDSON FOR 1938

New HUDSON Terraplane • New HUDSON Six • New HUDSON Eight  
117-IN. W. B., 96 AND 101 H. P. 122-IN. W. B., 101 AND 107 H. P. WITH SIX STAR MOTOR 122 AND 129-IN. W. B., 122 H. P.



## 3 BRILLIANT NEW CARS Built to Excel in Style, Performance, Long Life

Here are three greater new Hudsons... Hudson Terraplane, Hudson Six and Hudson Eight... magnificently styled for 1938. They ride and drive with the smooth brilliance found only in recognized performance champions. They stand up amazingly well as shown by official figures on resale value, the accepted measure of the long life built into a car, which any Hudson dealer can show you. They cost little to run... and come to you for 1938 at prices starting down close to the lowest. They are cars that cost you less for what you get than any others in the world. Meet Hudson... then drive a Hudson. Discover America's No. 1 value cars.

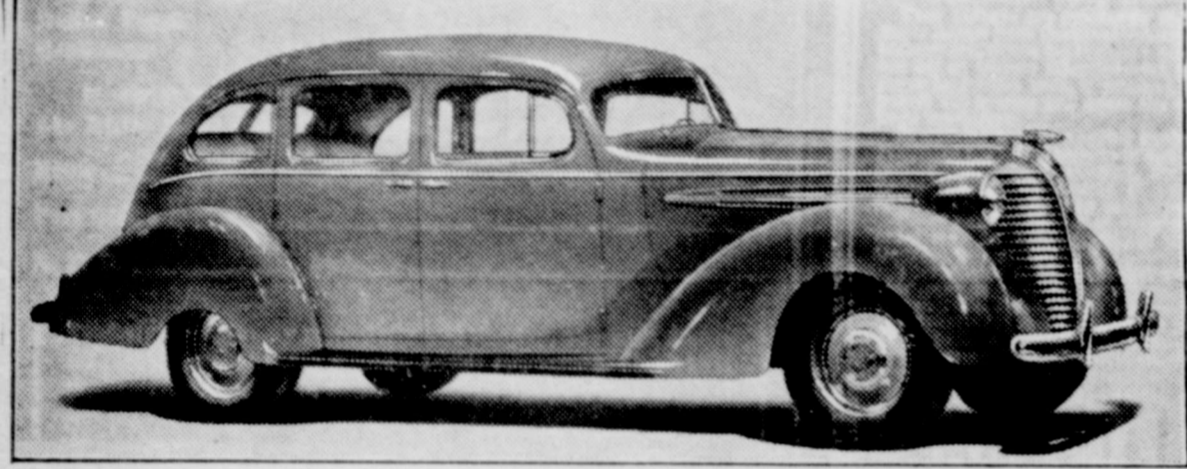
PRICES START DOWN CLOSE TO THE LOWEST  
with the new low-cost Hudson - C. I. T. Time Payment Plan - terms to suit your income.

Don't miss Hudson's "HOBBY LOBBY", over Columbia network every Wedo-day evening:  
7:15 E. S. T., 9:30 C. S. T., 8:30 M. S. T., 7:50 P. S. T.

## H. O. CLINE, DEALER

Phone 37, Floydada, Texas

### Hudson Terraplane Sedan for 1938



The Hudson Terraplane Sedan in the Deluxe series is on 117-inch wheelbase and has a 96-horsepower engine. The Hudson Super Terraplane, on the same wheelbase, has five additional horsepower.

declared. "Not only are the new Hudsons better looking, finer performing, more comfortable and economical, but they also offer greater luxury in a bigger package than ever before."

In describing the new cars Mr. Cline said: "The complete 1938 line consists of an eight cylinder car made on both 129 and 122-inch wheelbases, a Six on 122-inch wheelbase, featuring the new "Six Star" engine, and the new Hudson Terraplane on 117-inch wheelbase.

"On these three chassis Hudson places the roomiest bodies it has ever built, containing the 55-inch front compartment width, an outstanding feature of 1937, and adding 2 inches more of interior body length by a re-design of the front compartment. These 2 inches are used to provide additional leg room in the rear compartment while retaining the same dimensions in the front as previously.

"All models carry a complete line of body styles and all bodies, with the exception of the convertible models are of steel construction—floor, sides, front, back and roof—with body and chassis united as a single solid structure in accordance with Hudson's well-known unit-engineering practice.

**New Beauty**  
"The appearance and lines of all three new Hudsons have been beautified by an entirely new treatment of the front grille. In the Hudson Sixes and Eights, the whole design gives accent to the horizontal treatment of the rounded louvres, broadly edged in brilliant chromium, meeting a narrow center vertical band of chrome embossing. Creating the whole design, just above the interesting new enamel nameplate, is a brilliant winged ornament. The whole effect is one of power, fleetness and grace accentuated by the new longer hoodline. Following the rounded sweep of the front end the eye is carried along by a broad band of chromium that is both a part of the extending the full length of the body, radiator design and a finishing trim.

"In the new Hudson Terraplane, both in the DeLuxe and Super models, the front end is no less distinctive and eye-catching. Dominated by a broad, vertical center sweep of solid chromium flaring beautifully at the top and curving over the hood to frame the colorful Hudson Terraplane nameplate, the whole spirit of the design is vertical, relieved yet emphasized by narrow horizontal louvres. At the top a slim chromium ornament completes the design.

**Interior "Style Surprise" Introduced**  
"In all three new Hudsons interior luxury and refinement reach new high levels. For the first time in the lower price ranges Hudson introduces a "style surprise" in the new two-tone upholstery and trim effect highly suggestive of the most modern custom body practice and available in the Hudson Six and Eight models. Satin-finished chromium, employed with the artistry of a silversmith, highlights and emphasizes the modernistic effect of this new two-tone treatment.

"In the new Hudson Terraplane models, interior luxury and smartness is heightened by the new Lustre Boucle and Suede Boucle upholstery modishly tailored in pleated paneling and buttons. Satin-finished hardware with colored knobs harmonizing with the general color scheme, and new garnish mouldings which impart to the cars a smartly finished appearance, are provided on all models.

### Scouting A Great Game Say Enthusiasts of the Organization All Over

Enthusiasts of the Boy Scout organization say: No better program was ever thought of than the Boy Scout Movement, which was started in England by Sir Robert Baden-Powell, now Lord Baden-Powell of Gilwell. The purpose of the movement has been character building and citizenship training, through activities based upon the legends of knighthood, chivalry and the lore of the plainsman and the Indian. The imagination of boys was fired, and two years after the movement got under way in England, the message of scouting spread to America. Here it has grown with great rapidity and today there are two million men and boys in the United States who are actively playing the game of scouting and over 7,000,000 who have played a part during the 27 years it has been actively organized in America.

In the early days it was impressed upon the world that "Scouting is a Game". And it is that—a leisure time, educational game in which boys learn "by doing". Every boy, when he becomes a scout accepts as a part of his scouting equipment a Scout Oath and a set of twelve laws upon which he may build ideals, and which may make an integral part of his daily life service to others as the good turn becomes part of the code. Scouts and leaders experience real joy and satisfaction in such service.

Scouting is a game in which scouts and leaders alike participate voluntarily. Boys become scouts because of their own desire to play the game, in search of adventure and thrills, and continue so long as they desire. What a contrast to the compulsion of the school room. It is this principle which causes leaders to promote effectively activities which will keep them interested and the game appealing and wholesome.

It is because scouting is so truly a game that so many men of character and high ideals voluntarily answer this call for service to American boyhood.

A boy's skillfully directed activity in the game of scouting, things which harmoniously dovetail with the ideals and principles of the scout oath and law, will build unconsciously into himself what specialists describe as "attitude of mind and habit of conduct."

Here are some of the things scout learns to do: He can make a fire without matches, tell time by the sun and find his way in the woods without a compass. He can cook a meal over an open fire, handle boats and canoes efficiently, and he learns

about lifesaving. That is why scouting has been such a huge success. It teaches boys things that boys like to learn about. It teaches them how to live with nature and their fellow beings. It makes available to a scout a field of endeavor in nearly every profession and vocation, and urges a boy to scout around among the merit badge subjects until he finds the vocation for which he is best fitted.

Think of a game that brings together the natural boy gangs of a community into a common useful activity. Scouting recognizes the gang spirit as an asset, and makes it possible for an organized gang to remain intact, ultimately producing friendly competition where battles once raged.

Most all scouting appeals to a boy's love of the out-of-doors, an ancient heritage from the ages when primitive man roamed the forest by day and crouched before his blazing fire at night.

Scouting is a great game, the greatest game in the world for a boy, a game which fathers and sons may play together with mutual satisfaction. It is the great adventure for which every boy is looking.

### Mr. and Mrs. L. T. Bishop Are Hosts to Friendship Bridge Club Members

The Friendship Bridge Club met Thursday evening with Mr. and Mrs. L. T. Bishop. Mrs. Walton Hale and A. B. Keim won high score.

Mr. and Mrs. Marvin English were guests of the club.

Members present were: Mr. and Mrs. Walton Hale, Mr. and Mrs. A. B. Keim, Mr. and Mrs. B. K. Barker, Mr. and Mrs. J. C. Gilliam, Dr. and Mrs. A. E. Guthrie, Mr. and Mrs. L. T. Bishop.

The club will meet Friday evening November 5, at 7:30 with Mr. and Mrs. J. C. Gilliam.

Lovell Jones made a business trip to Lubbock Monday. He was accompanied by R. C. Patton.

Miss Fannie Mae Rees was among those who attended the homecoming at W. T. S. T. C., at Canyon Saturday. Miss Rees has been employed in the high school here for the past three years.

Alex Shipley, of Clovis, New Mexico, spent several days this week with his mother, Mrs. W. A. Shipley.

Miss Jerry Gamblin, of Lubbock Technological College, visited her parents, Mr. and Mrs. J. M. Gamblin, over the week end.



FALL COATS  
That are the "LAST WORD" in value and style at the price—  
**\$5.95 TO \$27.50**

SMART FALL COATS  
For girls, 7 to 14  
Rayon tafeta lining, full interlining—  
**\$3.95 TO \$7.95**



FRESH NEW MODELS IN DRESSES  
**\$1.98 TO \$9.85**  
Hagood's Dry Goods Company

Jack Deakins returned home Wednesday night from Snyder where he had been with his mother who is ill. He reports his mother is recovering satisfactorily.

Let Cavanaugh Do Your Printing

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LIQUID, TABLETS, SALVE, NOSE DROPS  
Try "Rub-My-Tism" World's Best Lintment

Mr. and Mrs. Ernest Kendrick and Mr. and Mrs. Roy Curry, were visitors in Fort Worth and Dallas over the week end. They returned home Tuesday.

C. H. Crummish, local band master, made a business trip to Amarillo Saturday of last week.

Carroll Potter, who has had a "good case of mumps" for the past several days, is reported to be recovering.

Misses Maxine and Marilyn Fry, of Lubbock, spent the week end with their parents, Mr. and Mrs. R. E. Fry.

### New Beauty, Luxury and Peak Value Feature New 1938 Hudson Terraplane

The new Hudson Terraplane for 1938, the roomiest and most luxurious car ever announced by the Hudson Motor Car Company, is now on display at the showrooms of H. O. Cline, Hudson and Hudson Terraplane dealer for Floydada, according to an announcement made today by Mr. Cline, head of the concern.

"Featured rightly as the greatest value achievement in Hudson history, all three 1938 cars, from the first glance, reveal that it's bargain year in Hudson showrooms," Mr. Cline

### Three Hudsons for 1938



Three new cars, the roomiest and most luxurious in its history, are under the Hudson banner for 1938. Upper left, Hudson Eight—lower left, Hudson Terraplane—lower right, Hudson Six.

# LOOK!

WILL HAVE IN A LOAD OF FINE COLORADO PEARS SATURDAY, OCTOBER 30.  
ALSO WILL HAVE A SUPPLY OF DELICIOUS APPLES SELLING AT

**75c**  
AND UP, PER BUSHEL  
BULK WINEAP APPLES AT  
**65c**  
PER BUSHEL, SATURDAY.

ALSO A NEW LOT OF COLORADO HONEY AND COLORADO BEANS.

# Turner's Fruit Store

King Building, North Side Square Phone 275-J