

"By Helping Business You Help Yourself"

The Floyd County Plainsman

JUST SAY "I READ IT FIRST IN THE FLOYD COUNTY PLAINSMAN"

Floydada, Floyd County, Texas, Thursday, September 15, 1938

Number 42

NEWS YOU WILL WANT TO READ THE STORY IN THESE PAGES

Page No. 9

First Bale 1938 Cotton Ginned In Floydada Monday Afternoon

FLOYD COUNTY INTERSCHOLASTIC LEAGUE ORGANIZED IN MEETING TUESDAY NIGHT

A. D. Cummings Named Director General; Walter Travis Elected President of County Teachers Association During Session

Floyd County Teachers Association when this group completed organization Tuesday evening. The Floyd County Association will be affiliated with the State Teachers Association.

G. D. Tate, of Lockney, was named first vice-president and will be in charge of programs. Second vice-president is L. H. Allredge, of South Plains, who will handle publicity.

First Chapel Service of Year Held At High School

The first regular chapel was held Thursday afternoon in the auditorium of the Floydada High School. Students and faculty members were in attendance.

City Sets Tax Rate At \$1.50; Same As Before

Floydada's City Council, in regular meeting Tuesday night, set the tax rate at \$1.50 per \$100.00 evaluation on property in the city.

COTTON SEASON OPENED WITH ARRIVAL OF FIRST BALE FROM W. O. KIRK FARM SOUTH OF FLOYDADA

Initial Bale This Year's Crop One Day Later Than 1937 First Bale; Grades Strict Middling

1939 Plymouth On Display at Floyd Motor Company

A new 1939 Plymouth automobile is now on display at Floyd Motor Company. Several new features in automobile design are incorporated in the new car.

"Floyd County people are invited to see this new Plymouth," H. L. Wilkerson, distributor for Dodge and Plymouth, said.

Evangelist Alva Johnston, of Turkey, spent Sunday morning in Floydada.

Floyd County's cotton harvest for 1938 was officially opened Monday afternoon when the first bale was ginned by Scott Gin Company.

Merchants Give Premium

As a premium for the first bale of the year, several Floydada merchants and business men contributed cash and merchandise with a total value of \$50.00.

Although cotton harvest will not

get in full sway for several days, several Floyd County cotton producers are making arrangements to go into their fields. This year's yield for the county is expected to be slightly lighter than in years past due to excessive dry weather a few weeks ago.

The first bale weighed 587 pounds and was ginned from 1720 pounds of seed cotton. A sample from the bale went at strict middling with 13-16 inch staple, which was thought very good considering dry weather.

Dry weather during the past few days had caused the cotton to dry out and start opening rapidly.

FLOYD COUNTY FARMERS MAY GET STORAGE LOCKER SYSTEM SOON; MEETS WITH FAVOR

L. A. Williams, W. E. Miller, W. H. Nelson, J. A. Lloyd, and T. E. Leach Working

A cooperative cold storage locker system for Floyd County is being organized with favor in community. The arrangements have been made by men working on the project.

amount will be subscribed for by September 15. It is hoped that the system will be in operation in time for farmers to use during the early fall butchering period.

Services For Accident Victim Held Thursday

Last rites for Betty Jo Graham, six year old daughter of Mr. and Mrs. J. M. Graham, of Sandhill, were held Thursday afternoon at three o'clock at the First Baptist Church in Floydada.

APPLICATION MADE TO RURAL ELECTRIFICATION ADMINISTRATION FOR ADDITIONAL LOANS

Ask For \$100,000 to Extend 100 Miles of Rural Lines to Serve 200 Farms in Three Counties

E. S. Price to Attend Fire Marshals Meeting

E. S. Price, City Water Superintendent and Fire Marshal, will attend the Fire Marshals Convention to be held in Lubbock Tuesday of next week.

Methodist W. M. S. Open Fall Study

Women of the Methodist church met Monday, September 5, in the first fall meeting to make plans for the winter programs. Reports of the summer activities were heard and Monday, September 12 was decided upon as the time for resuming the study of the Old Testament to be led by Mrs. Jno. E. Eldridge.

Fairmont Church Announcement For Sunday

The following church services will be held at the Fairmont Baptist Church Sunday, September 18: Sunday School 10 a. m. Preaching 11 a. m. Preaching Sunday night at 8:00.

Colored People Solicit Aid In Building Church

Members of the local colored church are soliciting the aid of Floydada people in the construction of a church. The call for aid is as follows: "We, the colored people of the colored church of Floydada, are asking the white people of Floydada to aid in building the only negro church in said county."

Special to the Plainsman: The Rural Electrification Administration has given preliminary consideration to an application of the Floyd County Rural Electric Cooperative, Floydada, Texas, for an additional loan of \$100,000 to extend 100 miles of rural lines to serve some 200 farms in Floyd, Hale and Briscoe Counties, and has outlined the steps which must be completed before an allotment of funds can be made.

The original application covered 197 miles to serve 386 customers. REA has already allotted \$189,000 for the project.

It will be necessary for the project sponsors to obtain and submit signed applications for membership in the cooperative as well as applications for electrical service from it; also obtain signed easements for the right-of-way for the power lines, and prepare and send to REA a detailed map of the proposed extension.

The same retail rate which has been tentatively suggested for the first section of the project will probably apply on this new section. Under this rate, residential customers would pay a minimum bill of \$2.45 a month, for which they may receive 25 kw, enough electricity to light the average size home adequately and operate an appliance and \$5.58 would pay for 100 kw, enough for adequate lighting and operating a washing machine an iron, radio, a water pump and one major appliance such as a refrigerator.

Speed in further development of this project depends in large measure upon a continuance of the community cooperation which is principally responsible for the success of the project so far. If the information about this proposed addition is satisfactory, REA expects to be able to allot money to meet the entire construction costs. No money will be lent to pay for rights-of-way.

STANSELL HERD TO BE SHOWN AT TRI-STATE FAIR

O. L. Stansell, prominent Jersey exhibitor, will show several head of fine Jersey cattle at the Tri-State Fair in Amarillo next week. Stansell exhibits cattle in the Tri-State and Panhandle-South Plains Fairs each year.

A window display of over a thousand ribbons and trophies that have been awarded the Stansell herd is on display at Stansell-Collins Company this week. Several highly coveted awards are to be found in the prizes that Stansell cattle have won.

Mr. and Mrs. A. L. Ferguson and son, Joe Msc, of Lubbock, visited Mr. and Mrs. Dorris W. Jones in Floydada during the past week end.

BARTON NEW MANAGER OF TEXACO SERVICE STATION

Harmon Barton is the new owner and manager of the Texaco Service Station, located on the northeast corner of the square. Mr. Barton purchased the fixtures and stock from Ernest C. Carter who had operated the retail station for more than a year.

Barton has been a resident of Floyd County since 1925 and is well acquainted with a number of people in this section. He has engaged in farming and working for Floyd County in precinct four.

"I will appreciate the continued patronage of the customers of the Texaco Service Station. Quality Texas Company products, including Firechief gasoline, Texaco and Havoline Motor Oils and Marfak lubricants will be handled exclusively."

Mr. Barton said as he assumed management of the station Monday afternoon. WITH WHOLESALE "I urge my friends and customers to continue trading at the Texaco Service Station," Mr. Carter said as he expressed his appreciation for the patronage given him while with the station. Carter will continue to work in the wholesale department, which he and E. B. Bloodworth operate jointly.

Father of Mrs. J. C. Newsome Regains Sight

W. H. Hill, of Plainview, father of Mrs. J. C. Newsome of Floydada has regained his sight following an operation for a cataract on his eye. The operation was performed at a Lubbock hospital.

Mrs. Newsome spent last week with her father while he was in the hospital at Lubbock.

Lee Howard Is Granted 15 Day Vacation

Lee Howard, city nightwatchman, was granted a 15 day vacation leave from his duties in a meeting of the City Council Tuesday night.

A. L. Sparks, City, will be night watchman during Mr. Howard's absence.

Mr. and Mrs. Leslie Surginer returned to their home in Houston Saturday after having spent ten days visiting Mr. Surginer's parents, Mr. and Mrs. I. C. Surginer. Mr. Surginer's parents accompanied them home and will visit in Houston several days.

Notices on 1939 Crop Insurance Is Important

County Agent Brodthauer calls attention to wheat producers, who have received premium notices on 1939 crop insurance, to the fact that if premiums are not paid by date specified on notice you are permitted to sign request for extension of time on same, however, it must be kept in mind your premium will be recalculated and you may be required to pay more at a later date than if paid now.

Let Cavanaugh do your Printing.

Weekly News Review

France, Britain Turn to U. S.  
In Search for War Support

By Joseph W. LaBine

Domestic

Chief U. S. interest in the current European squabble (see FOREIGN) has been America's chance of staying neutral. If they once felt secure under the state department's isolation policy, under the neutrality act or under the Johnson act forbidding loans to debtor nations, that cozy feeling was dissipated last fall. In his famed Chicago speech, Franklin Roosevelt pointed to the hopelessness of isolation, favored aggressive U. S. action to preserve world peace.

Last month, Franklin Roosevelt spoke again at Kingston, Ont., promised American aid against invasion of Canada. Though any U. S. President would favor such a



AMBASSADOR BULLITT

"No human being could say..."

policy, the Canadian speech came at a time when anxious British and French were seeking allies in their bluff game against Adolf Hitler. Thus, into the international spotlight were thrown U. S. Ambassadors Joseph P. Kennedy to Great Britain, William C. Bullitt to France. To each fell the job of explaining U. S. policy in European foreign affairs.

Last week, each spoke, cutting through diplomatic red tape in a blunt manner that made touchy British statesmen quake, that made the folks back home shudder over the realities of Europe's current crisis.

At Bordeaux, Ambassador Bullitt uncoiled a bombshell, favoring an informal talk on French wines with bouquets about U. S.-French friendship. Said he: "France and the United States are indefinitely united in war as in peace... by our devotion to liberty and democracy... by our old friendship, by the aid we brought each other in our hour of distress."

Next day, dedicating a monument to American World War dead, he spoke again: "If war should break out in Europe no human being could say whether the United States would become involved."

But in the very next breath he gave proud France and Great Britain another thought to mull over, hinting that Germany's present economic plight might be their responsibility: "If our effort for peace is to achieve anything, it must be based on the ability to put ourselves in other men's shoes, recognizing the truth of this saying: 'There, but for the grace of God, go I.'"

In London, Ambassador Kennedy emerged from a conference with Prime Minister Neville Chamberlain, blurring to newsmen that Britain wanted to know whether she could expect U. S. aid. No sooner had he spoken than the London Evening News criticized Joe Kennedy's outspokenness. Obviously proud England was piqued that the world should know she was actively seeking U. S. aid. But that did not stop him from rushing to Aberdeen, Scotland, where he demanded that the world's youth be given a better deal than "a short life carrying a gun."

Foreign

Italy's Benito Mussolini, who could do no better than create mild furore with an anti-Jewish drive, must have envied the headlines being made by his fellow dictator, Adolf Hitler. Since early August, the one-time Austrian housepainter has kept all Europe in a "crisis," until last week the word "crisis" began losing its significance.

To Berchtesgaden, der fuhrer's Alpine chalet, sped Konrad Henlein, Czechoslovakian Sudeten leader whose followers want autonomy and eventual annexation by Germany. While Fuhrer Henlein talked with Fuhrer Hitler, German Foreign Minister Joachim von Ribbentrop closeted himself in Berlin with Great Britain's Ambassador Neville Henderson, emerged after assuring the nervous Englishman that Germany plans no hasty step in the Czech squabble.

But Europe had a hopeless case of war fever. If Adolf Hitler's 1,000,000 war-gaming soldiers had gone home, tension might have been relieved. Instead, several hundred thousand Nazi warriors massed on the Rhine frontier, visiting new fortifications they would use in a war on France. Paris bristled immedi-

ately. Almost overnight, 300,000 reservists were rushed to the Maginot line.

Meanwhile, Great Britain enjoyed another spell of worrying, notifying Ambassador Henderson that he might warn Germany of England's inability to remain out of any conflict der fuhrer might start. Inasmuch as Ambassador Henderson has been alternately warning and pleading with Germany since early August, his ultimatum probably fell on deaf ears.

At Prague, observers watched the result of Konrad Henlein's conversation. England's mediator, Viscount Runciman, scurried around. The Czech cabinet met secretly, finally emerged to offer Sudetens (1) territorial autonomy; (2) recognition of their full equality in the Czechoslovak state; (3) recognition of full equality of the German language in Sudeten areas.

This, amounting to complete surrender, might have created a sensation had Adolf Hitler not been stealing the show again. At Nuremberg, before 1,000,000 Nazis attending the annual party congress, der fuhrer defied the world, boasted of Germany's power and praised his two lukewarm allies, Japan and Italy.

At Takaoka, fire leveled 2,000 buildings, caused 100 deaths. At Osaka, 15,000 homes were flooded. At Kobe, 31 ships sank. Such was the aftermath of Japan's second typhoon in five days.

Politics

Behind Franklin Roosevelt lay two smarting political defeats. South Carolina's Democrats had elected Ellison D. ("Cotton Ed") Smith over his objection. California's Democrats had licked his favorite, Sen. William Gibbs McAdoo. These defeats, plus the prospect of more losses in Maryland and Georgia, made Franklin Roosevelt realize that next winter's congress would be stubborn as an army mule and completely devoid of party lines.

Mulling these thoughts, the President soon offered a solution. At his semi-weekly press conference he announced his support of liberal candidates regardless of their political ancestry. Boasted he: "If there is a good liberal running on the Republican ticket, I would not have the slightest objection to his election. Good of country rises above party."

In effect, Mr. Roosevelt said he could no longer be regarded as an organization Democrat, that he is a liberal—whatever that means—in this fall's primaries, in November's election, and in 1940.

The President's apparent hope was that enough liberals, both Republican and Democratic, will be elected next November to give Roosevelt liberalism a clear majority over conservatives of both parties. If that was his idea, Republican Chairman John D. M. Hamilton found the statement a convenient signal for another of his fanatical tirades against New Dealism.

Explained he: "The true Republicans running for congress this year are liberals. Most of the Democrats seeking re-election are not. True liberals are those making a determined fight against centralization of powers in one man. True liberals would never vote for... New Deal schemes to restrict production... for irresponsible fiscal measures."

Soudest comment came from Illinois' Sen. James Hamilton Lewis, vacationing in California where



CHAIRMAN HAMILTON

"True Republicans... are liberals" Sheridan Downey had just won senatorial nomination on a state pension platform. "There are no national political parties left in the nation," he said. "The California election... is an expression of what may now come in every state... of gentlemen running for federal office upon wholly state issues and local remedies."

Three days later, Franklin Roosevelt spoke at Denton, Md., seeking the scalp of Sen. Millard E. Tydings. Again hitting the liberalism tack, he answered "Ham" Lewis' comment: "The Democratic party will live and continue to receive the support of the majority of Americans just so long as it remains a liberal party. If it reverts, it will fail."

Religion

Though Fascism and Nazism jibe in theory, Fascist Italy has never discriminated against Jews like Nazi Germany. But last month, Italian Jews began tasting the bitter fruits of Adolf Hitler's friendship for Benito Mussolini. First hint of this trend was expulsion of Jews from all Italian administrative offices, a step which brought down the wrath of Pope Pius, and brought an equally righteous reply from Il Duce.

Fortnight ago, it became clear that Italy was only starting a campaign of racial intolerance that will equal Germany's. From the council of ministers came a decree that all Jews who settled in Italy, Libya or the Aegean islands since 1918 must get out. Still open, presumably, is Italian East Africa (Ethiopia), an unpopular land where few Italians wish to live.

Next day, another decree closed all state-recognized schools to Jewish teachers and students. As sad-sacked Hebrews began resigning their jobs and inquiring about emigration, only the most optimistic thought Italy's anti-Jewish campaign was at an end.

Aviation

At Burbank, 10 speed pilots nosed their ships into the rising sun, bound for Cleveland's annual air show, 2,042 miles away. Ahead was a handsome prize for the winner of the annual Bendix race. Among the last to leave was attractive, 29-year-old Jacqueline Cochran, whose fast Seversky plane had set an east-west record the week before.

Eight hours, 10½ minutes later, Jacqueline Cochran nosed into Cleveland, winner of aviation's most coveted award, a \$9,000 prize which



JACQUELINE COCHRAN

Fastest from Burbank to Bendix. was boosted \$2,500 because a woman won. Ten minutes later she left for Bendix, N. J., winning \$1,000 more and setting a new coast-to-coast women's record of 10 hours, 7 minutes, 10 seconds.

Jacqueline Cochran did not need the \$12,500 she won, for her husband is Floyd B. Odium, head of the 140-million-dollar Atlas corporation that controls several dozen prosperous companies. Orphaned as a child, taking her first job at 11, owning her first beauty shop at 20, America's new No. 1 woman flier eventually controlled a chain of such shops from Florida to California. In 1932 she met Odium, who dared her to fly alone after three weeks' practice. They were married in 1936.

Jacqueline Cochran's good luck in the Bendix race was not shared by others. Said Frank Fuller, second-place winner: "It was the stinkingest weather I've ever seen." Said Paul Mantz, who followed him: "The weather was awful. And to cap it all I hit a bird at 14,000 feet where no bird should be."

Two days later, Chicago's Roscoe Turner averaged 263.419 miles per hour over 30 laps of Cleveland's 10 mile course, winning the \$45,000 Thompson trophy race. After flying an extra lap for luck, Turner landed, jumped out, threw his arms around his ship, cried: "Oh, you sweetheart!"

People

In 1867, a son named Patrick Joseph was born to Daniel and Mary Hayes in New York city. Orphaned, Patrick Hayes eventually became Patrick Cardinal Hayes, distinguished prelate, head of the richest Catholic archdiocese in the world. Seventy-one years after his birth, on a Sunday morning in Manhattan, devout Catholics attending 11 o'clock mass in St. Patrick's cathedral heard Reverend Henry F. Hammer speak: "I am about to make a most difficult announcement... I shall make it in very few words, because my heart is so filled with grief... Your archbishop, Cardinal Hayes, passed away in his sleep last night. Will you please pray for the repose of his soul."

At Alexandria, Egypt, 19-year-old King Farouk emerged from an athletic club, heard a revolver explode, turned to see spectators pounce on would-be Assassin Jean Asfar, son of a noted Cairo lawyer.

Frightened after his famous charges suffered a three-week throat infection, Dr. Allan Roy Daffoe was reported planning to remove tonsils and adenoids from the Dionne quintuplets next month.

At West Orange, N. J., Mrs. John Eyre Sloane, daughter of inventor Thomas A. Edison, ran for Republican congressional nomination.

Improved Uniform International SUNDAY SCHOOL LESSON

By HAROLD L. LUNDQUIST, D. D., Dean of The Moody Bible Institute of Chicago, © Western Newspaper Union.

Lesson for September 18

JONATHAN: COURAGEOUS FRIENDSHIP

LESSON TEXT—1 Samuel 20:4-17. GOLDEN TEXT—A friend loveth at all times.—Proverbs 17:17.

Without question, the most precious possession any man or woman has (apart from his fellowship with God if he is a Christian, and the love of his own family) is friendship. It is the flower that blooms by the side of the rugged pathway of life. Like many flowers, some friendships need to be cultivated and encouraged.

It has been said that the love of a woman for another woman is a beautiful thing, the love of a man for a woman an even more devoted and precious thing, but that the bond of love between man and man surpasses all in its strength and glory. Some might question such a statement, and yet it is true that between man and man there is the possibility of the highest type of friendship. David and Jonathan stand at the head of an inspiring list of men who loved each other with their whole souls.

The lesson for today calls for a careful reading of the incidents in the life of Jonathan and David recorded in I Samuel, chapters 14, 18, 19, and 20, as well as the first chapter of II Samuel. It is a story which will richly reward a careful reading. Considering the printed portion in the light of this background we note six things that characterized this great friendship.

**I. Cultivated (v. 4).** Friendships must be "kept in repair." Foolish and almost wicked is that man who by boorishness or neglecting the thoughtful words and acts that cultivate friendship, drives men away from him. "He that hath friends must show himself friendly" (Prov. 18:24). Consider the admonition of our Lord in Luke 16:8, 9, where he urges the righteous use of even our worldly possessions to cultivate eternal friendships. Read what Jonathan did in I Sam. 18:3-5, only one of his many loving and thoughtful acts.

**II. Courteous (v. 8).** David asked that Jonathan deal kindly with him, and the entire story reveals that he did just that, always. More friendships are wrecked on the rocks of little discourtesies than in almost any other way.

We live in an age which affects an outward veneer of culture but which is at heart often thoughtless and unkind. Let Christian men and women be courteous. They should be so as followers of the gentle Jesus, and it will bring them countless friends.

**III. Candid (v. 9).** Friendships that last must be built on absolute candor, not the kind that delights in telling an unpleasant truth, but one which speaks the truth in love. Jonathan told David the truth.

Little wonder that friendships built on smooth greetings of "dear" and "darling" or "delighted to see you, old man," but which are in reality not honestly affectionate and true do not last until one goes round the corner.

**IV. Courageous (vv. 12, 13).** Jonathan was such a faithful son that when the time of parting came he stayed with his wicked father rather than go with David, whom he loved. But he was true to David even though he knew it would incur the wrath of his father if that friendship became known.

Things that cost us nothing are usually "worth it." Real friendship calls for sacrifice, standing by in the night hours, sharing burdens, being loyal even though others may condemn us for it.

**V. Covenant Keeping (vv. 16, 17).** Covenants entered into by solemn treaties in our time are soon discarded as "scraps of paper." People make promises to one another that they never intend to fulfill. Jonathan and David made a covenant and kept it.

This matter of trickery and falsehood in life and business is one that deeply troubles the writer of these notes. He sees unmistakable evidence that this perverse spirit has come into the precincts of the church itself. We should have a revival of honesty in office, home, state, and church.

**VI. Complete (v. 17).** "He loved him as he loved his own soul"—such a friend was Jonathan. His devotion to David had no qualifying "strings" on it. He was not seeking something for himself. The closest he came to that was to bring his children into the covenant with David (v. 15), and who could question the propriety of such devotion between true friends? He saw that David was to supplant Saul as king, and in the face of his own interest as Saul's son, he put David forward.

Friendship is akin to our relationship to God in that it calls for a complete giving of ourselves, if we are to be true friends. This does not mean that individuality is lost, or special interests and abilities destroyed, but it does mean a whole-souled desire for our friend's welfare, and a complete devotion of our all to his good.

What to Eat and Why

C. Houston Goudiss Offers Timely Advice On Avoiding the Menace of Tooth Decay

By C. HOUSTON GOUDISS

ONE of the most serious indictments against our present-day civilization is its failure to preserve the teeth of men, women and children. Countless examinations in all parts of the country reveal that practically 100 per cent of the adult population is afflicted with some form of oral disease. And surveys of the physical condition

of school pupils in different localities and under various circumstances disclose that tooth decay affects between 90 and 97 per cent of our school children.

Remarkable and widely heralded advances have been made in our knowledge of how to control and prevent many dangerous and debilitating diseases. Yet we appear to be complacent in the face of the fact that the majority of our population is handicapped by decayed teeth!

Nor does the mere statement of the case convey any idea of the seriousness of the situation. For it is unfortunate that diseased teeth and dental infections which may result from unchecked decay, seldom incapacitate the sufferer. Thus the victim does not become sufficiently alarmed to take the steps necessary to arrest the progress of the diseased condition.

Yet a single decayed tooth might be compared to a poison factory, distributing its noxious products to every part of the body, and tooth decay may be indirectly responsible for rheumatic ailments, neuritis, dyspepsia or duodenal ulcers. It may even be a contributing cause of heart trouble.

Possibilities of Prevention

Yet there is little or no excuse for the appalling amount of dental decay that afflicts the American people. For in recent years a vast amount of laboratory and clinical research has been undertaken in this field and there is impressive evidence that dental caries, or decay, may be completely controlled by dietary means. Then, too, our understanding of correct dental hygiene has advanced tremendously, and scientifically designed tooth brushes and skillfully compounded dentifrices are available in every town and hamlet throughout the country.

Diet and Dental Disease

Various investigators have advocated different dietary formulas for the control of dental decay. There is a lack of agreement among them as to which single element is the most important in constructing a diet to prevent caries.

But outstanding authorities hold that each of the five following dietary factors has a controlling influence: vitamins A, C and D; an adequate supply, in the correct proportions, of the minerals, calcium and phosphorus; an excess of alkaline or base-forming foods over acid-forming foods; and a generous allowance of raw foods, with emphasis on those that leave an alkaline ash.

Vitamin A and Tooth Structure

Notable research has demonstrated that vitamin A is a definite factor in controlling tooth development. The development of the enamel is governed by a complex structure which begins to deteriorate as soon as vitamin A is withheld. When experimental animals are placed on a diet lacking in this vitamin, their teeth become brittle, chalky and white. This is due to the loss of the enamel, with its orange colored pigment, and the exposure of the dentine.

An English authority also claims that vitamin A is necessary to help prevent diseases of the gums. Inasmuch as vitamin A likewise has many other important functions to perform in the body, every homemaker should see to it that her meals contain an abundance of milk and other dairy products, and the green, leafy and yellow vegetables which are a good source of this vitamin.

Vitamin C and Tooth Health

Vitamin C is closely associated with the health of both teeth and

gums. There is strong evidence that this vitamin is essential to the dentine, enamel, cementum and the bone of the jaw. And there are on record remarkable experiments which demonstrate that dental decay and gum disorders are both prevented and arrested when extra amounts of foods containing vitamin C are included in a well-balanced diet.

Vitamin C is best obtained from the citrus fruits, tomatoes and raw leafy vegetables such as cabbage.

Vitamin D which we get from the sun, from fish-liver oils and concentrates, and from irradiated foods and those fortified with vitamin D concentrate, is necessary for the proper utilization of the calcium and phosphorus, which must be generously supplied if the teeth are to develop properly.

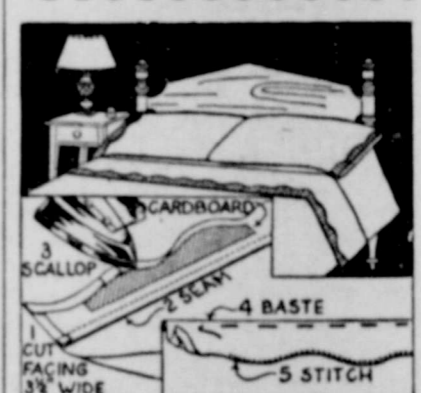
Importance of Dental Hygiene

Thus a carefully calculated diet, beginning before birth and continuing throughout life, is necessary to build teeth that are structurally sound. But even the most perfect teeth require constant care to maintain their soundness.

Thorough brushing is necessary after every meal to remove all particles of food which remain between the crevices and cling near the necks of the teeth. If not removed, this debris may ferment, giving rise to unpleasant odors and creating acids which may attack the tooth enamel.

It is important, however, that the brushing be done correctly, away from the gums and with a slight rolling stroke, so that the bristles can penetrate between the teeth. Never use a horizontal stroke nor brush toward the gums. This may irritate the tender tis-

HOW to SEW



OPENING mail is always stimulating—especially so when one comes upon a letter like this: "Dear Mrs. Spears—If you could step into my house I would see in every room ideas I have gotten from your Book 1—SEWING, for the Home Decorator. Your drawings are so easy to follow that I have made slipcovers and even upholstered a wing chair. I never knew there were so many good ideas for curtains and bedspreads."

"All my friends admire those I have made. I am now planning to make some new sheets and pillow cases. I like to buy sheeting and pillow case tubing by the yard to fit different beds. Can you suggest some kind of trimming? I want something that will wash well and that I can make quickly on the machine. Sincerely, T. S."

I wonder if "T. S." has my Sewing Book 2, Embroidery, Gifts and Novelties! On Page 14 of that book is a suggestion that just about fills her requirements, and for those of you who are keeping scrap books of these sewing lessons as they appear in the paper, here is an idea for contrasting facings for sheets and pillow cases. The diagram shows each step in the making of the colored facings. Make your own cardboard pattern for the scallops by drawing part way around a small plate or saucer. Use this pattern to mark and

Easy-to-Make That Is It



You'll never miss the spread for it's made at a leisure moment! See the pattern in the pinwheel illustration of them and photograph of materials needed.

To obtain this pattern in stamps or preferred) to The Sewing Household Arts Dept., St., New York City.

And you may also find articles under the name of the teeth.

A Good Dentifrice The selection of a dentifrice is most important because of the dentifrice enough brushing—an effective helps to float away bits of food not reach toothbrush.

It is also advisable paste or powder which restore luster to teeth, been surface-stained beverages.

The use of an antiseptic wash, at least once daily before retiring, is recommended as it leaves fresh and clean.

It is also important teeth regular system, and to see your doctor for a careful

© WNU—C. Houston Goudiss

cut the scallops. After loops are cut, turn the over the cardboard pattern with a warm iron as shown. With the help of Book 1—SEWING, for the Home Decorator, you can make the things you have for the house. Book 1, Embroidery and Gifts is full of ways to use your spare making things for you sell. Books are 25 cents you order both books, quilt leaflet illustrating tie stitches is included. Write: Mrs. Spears, 2111 S. Halsted St., Chicago, Ill.

Overburden Never attempt to do more than one kind of thing. Some people bear things they have had, all they and all they expect toward Everett Hale.

strained eyes quickly recover strength with Leonard's Golden Eye Lotion. Blood-shot, tired and sore eyes without pain in one day. Heals and strengthens.

LEONARD'S GOLDEN EYE LOTION MAKES WEAK EYES STRONG. 35c at all drug stores. New Large Size with Double Strength. S. B. Leonard & Co., New York City.

Two to Share Do not take a blind guess. Get a blind adviser.

SOOTHE BURSTEN MOROLIN SNOW-WHITE PETROLEUM JELLY

FIVE minus TWO leaves FOUR

WRONG? Well, yes—and no. The arithmetic of school days taught that if "Mary had five dollars and spent two..." three dollars remained. But the mathematics—not shopping!

In managing a home... guarding a limited income... we've simply got to do better than Mary. We must sharpen our buying wits... ascertain what dollars of extra value lurk... take five dollars and get much more for the money spent.

Fortunately, there are ever-willing guides right at hand—the advertisements in this newspaper. Advertising is often exceptional value merchandise. It's dollars S-T-R-E-T-C-H.

## LENTHERIC COSMETICS!



We are pleased to announce to the discriminating women of Floydada that we have secured this line.

### ODORS

- CARNATION
- SHANGHAI
- CARNATION
- GARDENIA
- MIRACLE
- ABIENTOT
- NUMERO 12

### LENTHERIC

We extend you an invitation to visit our store and try this line of Cosmetics. Perfumers, lotions, powder, rouge. To those who are not already familiar with this line we highly recommend Lenthéric Parisian.

Also a complete line of Lenthéric preparations for men.

### WHITE DRUG COMPANY

Phone 252

Palace Theatre Building

## PANHANDLE SOUTH PLAINS FAIR TO OPEN IN LUBBOCK SEPTEMBER 26th

Special to the Plainsman.  
Lubbock, September 14.—With only a few days to go before the opening of the 25th Panhandle South Plains Fair and Silver Jubilee, officials are making final arrangements for the six-day celebration.

In the exhibition building, the livestock centers, and the industrial display buildings, will be seen the prize products of the South Plains fertile farming lands and ranches, of its busy manufacturing plants and places of business—the greatest educational exhibitions ever brought together in this area. Handicrafts, home canning, needle work and products of other household arts will attest the skill of South Plains housewives.

Midway attractions will be many and varied, as the Mighty Sheepley Midway will be on hand to provide rides, games, freaks, and amusements of fun for the young and old.

A rodeo program for each evening has been planned to provide the utmost in thrills with top hands of the nation and the meanest broncs, the spookiest calves, the toughest steers and the most spectacular performers of the entire Southwest, matching strength and wits.

On the standard half mile race track each afternoon racing thoroughbreds from some of the major circuits will meet, many of them appearing in Lubbock for the first time. Famous stables from the entire Southwest will match for liberal purses.

Fair visitors will find at the Fair Grounds this year a vastly improved plant, in which thousands of dollars have been spent to make accommodations comfortable, displays attractive, and facilities the best obtainable.

Plenty of parking space inside the grounds will assure every patron of the Fair easy access to all buildings.

## HOME BUILDERS CLUB MET FRIDAY WITH MRS. J. A. BALLARD

The Home Builders Club met Friday, September 9, at 3 o'clock with Mrs. J. A. Ballard and Mrs. C. B. Martin assisting.

Mrs. Raymond Teeple, president, had charge of the business meeting, and the meeting time was changed from 3 o'clock to 2 o'clock.

Mrs. P. P. Bertrand, council reporter, gave the council report. Mrs. J. D. Eaves gave a food report.

Miss Ruth Grimes, home demonstration and a very interesting talk on "Equipping a Comfortable Bed." The club will meet September 23 with Miss Lena Gully and Daisy

Aaron at 2 o'clock, at which school lunches will be demonstrated.

Refreshments were served to: Mesdames D. M. Moore, L. L. Clark, Roy Curry, C. W. Denison, Elbert Parks, Jack Hough, P. F. Bertrand, Elza Cates, Raymond Teeple, J. D. Eaves, Pete Kendricks, A. W. Dunn, D. D. Shipley, F. F. Fuqua, Mable Sims, and E. W. Moore.

Misses Lena Gully and Gladys Bertrand, May Hope, Peggy Jo Eaves, were also present for the meeting.

Miss Ruth Grimes, Mrs. Alma Ballard were guests, and the hostesses, Mrs. Ballard and Mrs. Martin.

## ANNOUNCING!

I have purchased the Delco Agency for Floyd, Hale and Lamb Counties. Located at 422 Broadway in Plainview. Sales and Service since 1923.

### AUSTIN BATTERY COMPANY

Delco Light Sales and Service

## THE FIRST NATIONAL BANK

Floydada, Texas

1903—Time Tested Service—1938

## DO YOUR LAUNDRY

The Easy, Economical Way! All you do is—  
**PHONE 141**

Let the Laundry Do It!  
**BETTER—CHEAPER**



### FLOYDADA STEAM LAUNDRY

PHONE 141

FLOYDADA, TEXAS

## KEY DEMONSTRATION MET WITH MRS. MEL BARTON

Key Home Demonstration in the home of Mrs. Virgil Barton, September 7.

Mrs. E. Assiter was elected secretary. Mrs. I. J. Ardry, president.

There will be an all day meeting on September 16, in the home of Mrs. T. E. Assiter to test

cookers. Everyone that wants their cooker gauges tested should attend. Every person is to bring a dish for the Monday meal. A demonstration on school lunches will be given by Mrs. J. K. Holmes, Mrs. V. C. Permenter and Mrs. W. F. Ferguson at this meeting. Miss Ruth Grimes will give a dem-

onstration on "Equipping a comfortable bed", September 21, in the home of Mrs. W. F. Ferguson.

Those present were: Mesdames T. E. Assiter, L. A. Sargent, A. L. Miller, M. A. Wood, O. C. Vinson, G. E. Assiter, Elmer Warren, O. D. Howard, I. J. Ardry, J. K. Holmes, Geo. Wilson, V. C. Permenter, Efford Parrish Sam Poteet, and Virgil Barton; Misses Leone Holmes, Lillie Ardry, Willie Fay Wilson, Wanda Sargent, and Evelyn Vinson.

Mrs. Jess Brown and Miss Louise Hyatt visited relatives in Lubbock Sunday.

## Fashion Picture

### COATS-SUITS FROM



The tailored reefer that adds swing with flaring front pleates — guaranteed lining.

You'll look as lovely as a Glamour Girl in the youthful, superb-fitting Betty Rose styles. Swanky sport coats and aristocratic dressy versions—Many with fur collars! Tweeds as colorful as confetti, the smart Boucle weaves and velvet-soft Fleece. A glance satisfies as to their outward smartness—careful inspection reveals tailoring and finishing. Even the luxurious linings are guaranteed! Truly extra values!

### STYLE SHOPPE

"Always Showing Newest Things First"  
Mrs. Mollie A. Morton, Owner Phone 17

# PAY 30% LESS

## THE U.S. TIRE

(Guard STANDARD)

This World-Famous Brand

- 1 A SPECTACULAR NEW 1938 MONEY-SAVING VALUE—of amazing quality—built by the world's largest producer of rubber.
- 2 PATENTED "U. S." TEMPERED RUBBER—the toughest tread compound ever developed—known everywhere for long, safe mileage.
- 3 EXCLUSIVE "SAFETY BONDING"—makes every ply a safety ply—adds approximately 12 pounds of pure virgin rubber to every 100 pounds of cord material—providing maximum blowout protection.
- 4 "U. S." LIFETIME GUARANTEE—protects you to the last mile—without limit as to time or mileage the tire is used.
- 5 A QUALITY PRODUCT THROUGH AND THROUGH—with an amazing array of famous "U. S." safety, comfort and mileage features.

AT THESE AMAZINGLY LOW NET PRICES

**\$7.60** | **\$9.00**  
5.25-18

4.75-19

TRUCK OWNERS **\$30.10**  
SEE THIS ASTOUNDING VALUE **30** 32 x 6 T.T. (8 ply)

COMPLETE | LET US QUOTE SIZE RANGE | ON YOUR SIZE

## G. R. Strickland & Sons

DISTRIBUTORS, PANHANDLE REFINING CO., FLOYDADA, TEX



# THE LIFE OF THE PARTY

BY ELIZABETH JORDAN

© D. Appleton-Century Co., Inc.

WNU Service

**SYNOPSIS**

Hale calls on Casper Kneeland, a successful but somewhat unattractive man, who tells Hale of his plans to go to Halcyon Camp, a summer resort on Long Island, and promises to take him along as his secretary.

Hale, who has a very attractive and popular college mate, who leaves him with a question about the experience of a disturbing and somewhat unattractive man, and who is a middle-aged man, goes to the camp.

At the camp, Hale finds a group of men, including a beautiful but moody woman, Mrs. Pinney, who is a widow with a young son. He also meets a young man, Rex, who is a member of the camp.

Hale, who is a member of the camp, goes to the camp and meets a group of men, including a beautiful but moody woman, Mrs. Pinney, who is a widow with a young son. He also meets a young man, Rex, who is a member of the camp.

yes, I'll be mighty glad to lie down again, too. That wasn't a fair proposition," he amplified.

Hale laughed that off. The two lay down in perfect communion of spirit, while Mrs. Spencer Forbes prattled on, and Miss Hosanna offered more brandy.

"Asinine of me to set that pace," Craig muttered. He seemed really concerned. Hale found himself rather liking the man. It had been a fine race. Mrs. Wilbur Nash strolled up, looking flamboyant in a scarlet bathing suit and cap. The Nash cub, in the background, revealed his meager frame in a one-piece garment of somber black. Joan appeared from the water and congratulated the swimmers. Ainsworth and Herbert added themselves to the little group, which began to take on the character of an assemblage. Craig ordered Hale to lie still a bit longer. He himself also sprawled contentedly on the sand, making no effort to contribute to the brisk conversation of the spectators.

"I'll back Hale to beat you in the same match within two weeks," Ainsworth told Craig. Hale shook

"What I really want to know," Mrs. Nash admitted, "is how you like the people you're with."

"I like very much the person I'm with now."

"All right. But you can't carry on with me as you do with Mrs. Spencer Forbes. I'm a respectable widow with a son who has high standards for his mother's conduct."

"Has a scandal started in 18 hours?" Hale was amused.

"If it had, it wouldn't be anything new. The people in this lonely neck of the woods haven't much to interest them. They're talking their heads off about Halcyon Camp."

"What are they saying?"

"You're asking me?" Mrs. Nash smiled. "Well, they're saying for one thing that everyone in the house hates everyone else. I suppose we must except Hosanna. She's a good old soul, and of course she's fond of her brother and her nephew and niece. But as for the others—I've watched these people ever since they came here the first of May. I'm in and out all the time. There's something queer about them. I don't know yet what it is, but I don't like

### CHAPTER III

At the house Miss Hosanna soothed him with hot oyster stew and womanly sympathy. He had done a foolish thing, she told him. She sat beside him before the fire in the living-room and watched him enjoy the stew. Hale gulped down the stew, kissed Miss Hosanna's plump hand, which wriggled in surprise under such attention, and went up to his room. Rose had been there. It was in perfect order. But as he approached the davenport between the windows, to stretch himself out and take the recommended nap, something caught his eye. It was something white, tucked partly under the davenport's silk-covered pillow.

He drew it out. It was a square white card. He looked at it frowningly. This time there was no writing on it, but it held its message nevertheless. In the center of the card, drawn with pen and ink, was an elaborate skull with cross-bones. It was a more literate offering than the one at the night before. The



Hale sat up, and steadied his swimming head.

a languid head and advised Ainsworth not to waste his money. Then he forgot Ainsworth and all the rest of them. Joan had sat down beside him.

"I'm ashamed of myself," she confessed. "I forgot completely—"

"It was great fun. Did me no end of good."

Hale sat up, and steadied his swimming head. With a strong effort of will he grinned at the concerned look in her vivid eyes.

"He'll brighten our lives a little longer," Mrs. Spencer Forbes predicted. "I assume you weren't really trying to kill him off, Joan. One with a less trusting nature than mine would certainly think you were doing that. Has she anything to gain by your death, my lad?" she asked Hale.

card was clean. The sketch was well done—was, in fact, quite dashing. It could hardly have been made or left by the same hand that had written and conveyed the first message. Or could it? Hale didn't know. It irritated him. It wasn't funny. It wasn't disturbing. It was merely annoyingly childish nonsense. He wished whoever was back of it would let up. He tore it in two, dropped the pieces into the wastebasket, and simultaneously dropped the card from his mind.

He slept till he was awakened by the luncheon gong. He brushed his hair, shook the sand out of his new tan shoes, and went down to the dining-room. To his relief no one asked him how he felt. They had some tact, then. He was not to be regarded as a semi-invalid. He found Miss Hosanna, Mrs. Spencer Forbes and Joan alone at the table. Craig, Miss Hosanna said, was in his laboratory—a little room which had been fitted up for him at the top of the house. A tray had been sent to him there. He often worked in his laboratory from the bathing hour till tea time.

it. That man Ainsworth, for example. He has some hold over them—some power. It sounds melodramatic, but it's true. They all hate him like poison, yet they let him stay on. Why? I'm afraid for Joan. She's awfully changed from what she was last year. She was the gayest young thing!"

She turned toward him and laid her brown hand on his arm. Her face was very serious.

"Mr. Hale, I'm hoping you will be a sort of guardian angel to her."

Hale laughed.

"That's a large order."

A sudden memory shot into Hale's mind. There's work for you," Kneeland had said. He hadn't said what work it would be. Hale had no chance to say more now. Miss Hosanna suddenly appeared with hospitable words and gestures. She insisted that it was time for him to go into the house and have a nap before luncheon. He must admit to his recent exhaustion and take care of himself. Hale got up willingly, staged an impressive parting with his companion, and left for the bath-house. Mrs. Nash's conversation had been a trifle heady.

# The SALLY SMILE

—By—  
D. J. Walsh

Copyright  
WNU Service

MRS. PINNEY had called to see Miss Bowman, and the two women were in close conversation in Miss Bowman's private office. Miss Bowman was chief executive of the governing board of the hospital, and Mrs. Pinney was a director.

"Well, it simply has come to this," Miss Bowman said, wiping her eyeglasses nervously, "we'll have to close the hospital, if we can't get something to run it on. The citizens have done nobly—nobly, but they can't do everything. It remains for some moneyed person to come to the front now."

"Like Mrs. Chichester?" suggested Mrs. Pinney. Mrs. Pinney was a small, eager woman, who looked rather worn from the long-continued struggle of keeping the precious little hospital going on next to nothing a year.

"Yes! Mrs. Chichester. She is our richest citizen. She could give \$50,000 and never feel it."

"But would she?"

"There's the question. I'm afraid she wouldn't. I've approached her unsuccessfully—"

"So have I," moaned Mrs. Pinney. "Well, you can't force a person to give up her money, that's certain. I suppose it's hopeless."

"I don't know about that. I've been thinking I'd send Sally Drew to her and see what Sally that would do."

"Sally Drew!" Mrs. Pinney jumped. "She's the very one. I'll see her this afternoon."

Sally Drew was a tiny woman with hair like snowy wool and a pale pointed little face. Her eyes were wonderful, so bright, so black, so alive. They danced in her face. But her smile was more wonderful than her eyes.

The smile came now at sight of Mrs. Pinney.

"Julia!" she cried. "Come right in."

In Sally's small living room, so old-fashioned, so cozy, and withal so well suited to Sally herself, Julia Pinney told her story.

"Well, what do you want me to do?" Sally asked.

"I want you to go to Helen Chichester and get her to give us \$5,000. That will keep the hospital running for one year. After that—but we'll hope."

Sally's smile vanished. She was silent an instant.

"I'll go, of course," she said quietly.

Mrs. Pinney arose.

"Sally, you're a dear. If any one can do it you can. You are our last resort."

At 9, just as Mrs. Pinney was ready to fly to pieces with suspense, Sally walked in. The Sally smile was bright indeed.

"I couldn't get away sooner. Helen wouldn't let me come. You

**A Costly Road**

The Pulaski skyway is probably the most expensive road in the world for its length. The part of it that is raised is three miles long and cost \$21,000,000. The approaches cost an additional \$19,000,000. This roadway is 50 feet in width and can easily accommodate five lanes of traffic. It is estimated that 20,000,000 motor vehicles use it annually. It passes over both the Hackensack and the Passaic rivers and the New Jersey Meadows.

see, we haven't spoken before in thirty years—"

"What?" gasped Mrs. Pinney.

"Thirty years," nodded Sally. "I did hate to go. But after I got there it was all right. Here's your money." She drew a check from her handbag and gave it to Julia. "Fifty thousand dollars!" Mrs. Pinney could just articulate. "But we hoped your smile would do it."

"It did," Sally grew grave. "Thirty years ago Helen got the man I wanted. But no one ever knew it except her and me, for the day she was married I pinned on my smile and I've worn it ever since." She paused reflectively. "She says she was puzzled for thirty years over my smile. We made a fair exchange. I told her how I got it and she gave me \$50,000 for my secret."

Herbert Chichester had only lived five years, but he had lived long enough to spoil the lives of two women. His wife had grown selfish and sore, but the woman she had won him from had "pinned on a smile" that had brightened a whole community.

## Quality + Economy = Firestone CONVOY

When it is low cost combined with high quality it's always Firestone. Car owners everywhere are buying Firestone Convoy Tires for safe, sure economical service because they want to get a high quality tire at an unusually low price. Only Firestone gives you all of these patented and exclusive extra value features:

1. Gum-Dipping, the Firestone patented process which protects against blowouts.
2. Two extra layers of Gum-Dipped cords under the tread, a patented construction which protects against punctures.
3. Scientifically designed tread which protects against skidding and gives long mileage.

See your nearby Firestone Dealer or Firestone Auto Supply & Service Store and equip your car with Firestone Convoy Tires—the safest tire that money can buy at these low prices.

**AS LOW AS \$7.90**  
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**LOOK AT THESE LOW PRICES**

4.75-19..	\$8.15	5.50-17	\$10.45
5.00-19..	8.80	6.00-16	11.80
5.25-17..	9.25	6.25-16	13.15
5.25-18..	9.65	6.50-16	14.50

Tires for Trucks and Buses at Proportionately Low Prices

**LOOK AT THIS GUARANTEE**

**LIFETIME GUARANTEE**

Every tire of our manufacture, bearing our name and serial number, is guaranteed by us to be free from defects in workmanship and material, without limit as to time or mileage, and to give satisfactory service under normal operating conditions. If our examination shows that any tire has failed under the terms of this guarantee, we will either repair the tire or make an allowance on the purchase of a new tire.

**TRUCK OWNERS SAVE MONEY TOO!**

The Firestone Convoy Truck Tire is made in all sizes for trucks and buses. It brings you high quality at low cost. Truck owners who have already used this tire are referring to it as the truck tire sensation of 1938. Cut your cost per ton mile and at the same time keep your tire investment low — equip your truck today with a set of Firestone Convoy Truck Tires.

**CHANGE OVER TO A Firestone BATTERY**

Here is a battery that will take you through the hardest winter without trouble. Built with patented allrubber separators and interlocking grids, it assures quick starting, longer life, greater dependability. Ask for our special "Changeover Price."

**Firestone AUTO RADIOS**

With 6 all-metal tubes, 8-inch dynamic speaker sound diffusion system, represents highest quality. Custom Built Dash Mountings Available

**Firestone SPARK PLUGS**

Save gasoline, secure quicker starting and improve motor performance by putting in a new set of Firestone Spark Plugs today.

Listen to THE FIRESTONE VOICE OF THE FARM—Interviews with the Champion Farmers of America, featuring Everett Mitchell, twice weekly during the noon hour. Consult your local paper for the station, day, and time of broadcast.

Listen to THE VOICE OF FIRESTONE featuring Richard Crooks and Margaret Spinks and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings over Nationwide N. E. C. Red Network.

## Charcoal of Ancient Trees May Date Culture of Indians of the Middlewest

Indian culture of the Middlewest and of Illinois, which University of Chicago anthropologists have shown to have been in existence at least 2,000 years ago, may be dated definitely to the exact year by study of charcoal from old campfires and burned village sites, Dr. Fay-Cooper Cole, chairman of the university's department of anthropology, said in announcing a novel research project.

The usefulness of the tree-ring method is now being determined by Dr. Florence Hawley, recently appointed research associate in anthropology. Doctor Hawley, who has proved that the tree-ring dating method is workable by using charcoal found in mounds and camp sites, this week began field activities in Wisconsin.

Doctor Hawley's demonstration that charcoal remains of trees is as useful for dating purposes as are timbers and stumps, opened up the possibility of dating the middlewestern cultures. In the Southwest the dry climate has preserved timbers in buildings for centuries, but the moister climates of this section has

rotted all early timber and tree stumps except those which have been burned into charcoal.

Doctor Hawley is gathering specimens of tree cuttings and borings from standing trees and stumps. These specimens, with the charcoal found by university expeditions will be used to compile a "master chart" of the region.

**Principal of Basic English**

Basic English was devised by Dr. C. K. Ogden, the English psychologist, who believes that 850 words are sufficient for all ordinary purposes. His simplified language, called "Basic" (from British-American Scientific International Commercial) uses 600 nouns, 100 adjectives, 100 adjectival opposites, 30 verbs and the remainder participles. Most of the nouns used can be defined in not more than 10 words. In addition to its 850 words, Basic is free to take in international words that are universally understood, such as coffee and tobacco. The literature of Basic is extensive, one of the most comprehensive textbooks being "The System of Basic English."

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TER II—Continued

stare of Craig. Joan then spoke quickly, as if for a verbal life-line.

"Mr. Hale, a race referee," she said. "Why not go from here to the referee?"

"Craig spoke without me but he took in the one of his X-ray men. He mentally classed the men rose and stood the start."

"I say go," Joan dismissed any way you like to the shore." Sudden voice was full of vitality and youth. "One, Go!"

Craig went into the sea. A second later they were through the water. Hale had not expected this. Now he was disbelieving. Craig's dark head was in advance of the rest. He was plainly putting forth his best efforts for the take-off. On the shortness of the race, he seemed to the finish. Craig, and held his breath. To his deep disgust he was his rival. Craig was a good time. He had a flashing smile as he swam. The smile seemed a demon on that dark face. It lingered, too. Joan gained a few inches. Hale could see it as he swam and called on all his strength.

Apparently, was out to beat the break all records from the shore. The sleek dark head was a few inches more. That was it. It would not do at all. Kneeland looking on, Hale called on the fighter who wins victory when the shore was close. A hundred feet, fifty, of twenty. The two swimmers were on a line. He saw Miss Hosanna Spencer Forbes, motionless, watching them. That head was still on a line. . . . It seemed to fill his chest. . . . He was bursting. His eyes were streaming from his head. For he saw nothing. In the water under his feet. He staggered a few yards of water again, fell once more, and cast himself flat on the sand, gasping and fopped. Mrs. Spencer Forbes hurried to the prone figures, and expelled a few mouthfuls of water, and feebly turned his eyes. Both gasped sheepishly. On a impulse each waved away approaching women who again teared.

Hale, Craig brought breath with difficulty when he caught his breath. "I for pneumonia of yours. It's like that, but you won't like it." "I'm sure you when I landed."

"If I ever saw one—"

expressive Mrs. Spencer joined them at last. "You gave us a real

at up. Both were wobbling were still grinning. "I'm having a great time," Rex testified. "Look at me. Yesterday I was a lonely orphan. Today I'm a guest at Halcyon Camp. There's contrast for you—and you ask me how I like it!"

**THE FLOYD COUNTY PLAINSMAN**

Published Thursday Each Week

HERWIN STRICKLAND, EDITOR AND ADVERTISING MANAGER  
MRS. LOLA CAVANAUGH, BUSINESS MANAGER  
M. B. CAVANAUGH, PUBLISHER

**SUBSCRIPTION PRICES**

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Entered as second class matter June 23, 1930, at the post office at Floydada, Texas, under the Act of March 3, 1879.

ADVERTISING RATES GIVEN ON APPLICATION

**NOTICE!**

Any erroneous reflections 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.

**PROSPECTS ARE BETTER**

Business conditions in Floydada, suffering a slight slump during the latter part of August in the annual let-down period, should be on the upgrade for the remainder of the year. With approach of harvest and possibilities of a large amount of money in circulation in Floyd County, merchants and business men should experience a good business.

Several projects will release money which in addition to the farm program payments and receipts from cotton and feed harvest start business humming. The rural electrification project will release several thousand dollars for labor and material and the highway improvement program will contribute a good sum to workmen.

Following harvest and highway construction the holiday season will bring a period of spending for all types of merchandise. From a viewpoint of farm income Floyd County should be in fair condition in spite of low farm prices which prevail at the present time.

**WHAT IS EXPECTED**

Just what the people of America want in weekly newspapers is somewhat of a problem. It is necessary that newspaper publishers attempt to give their readers something of every type of news, local, national and foreign. The readers demand information about national and world affairs. They expect such information in the newspaper they buy. They are more interested in such things than in the gossip of the local community. National and world conditions fix prices of farm products; they determine farm income, and farm income determines the income of town homes.

It is a topsy-turvy period in which we are living—a constantly changing sequence of events—and our readers want to keep in touch with national and world affairs. The Plainsman is attempting to give our readers a paper in which discussions of local, national and world news may be found. We believe that we are doing that as the comments of our subscribers justify that belief.



**STRICKLY CONFIDENTIAL**

By Strick

**STRICKLY CONFIDENTIAL**—And this is not confidential, because everyone in Floyd County knows it already—business conditions are sure to start getting better by the first of October—this is an obvious fact as Floyd County people are receiving revenue from several sources—Rural electrification will provide employment for several—highway projects will employ many men—cotton and feed harvest will be underway—all-in-all conditions are looking brighter. \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—Did you know that England has only 1,300,000 unemployed people? Also—do you know why? The answer re-arrangement! The Lion is making preparations in the event of conflict—that is one way to solve the problem of breadlines and relief—personally I think the United States' policy is the best. In case of war the British want to be prepared—that is the reason for expenditure of gigantic sums during the coming year for guns, ammunition, fortifications, and domestic protection—England's unemployed list has been steadily decreased while in the United States the list has been on the incline—They face possibility of war—America wants peace. \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—Perhaps if those countries on the other side of the lake organized a system of sports like American football—and would "take off" every Saturday afternoon—to see grid games instead of war games—the tension would be lessened and all this talk about war would cease—I don't suppose that will occur—so long as the major powers use bombs for footballs and boundaries of other countries as goal lines. \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—Guess I had better return from abroad—nice trip I had over there—to come down to brass hats—what we are interested in is the Floydada-Slaton football game. Prospects are good for a hard-fought little battle. The Whirlwinds are shaping up fast under the direction of Winter and Thomas. Many fans will go to Slaton Friday evening for the initial struggle of the gridiron. \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—I know that I have not the proper appreciation of nature, astronomy etc—but even I could not fail to notice the beautiful moonlight nights—Friday night the moon was full—flaming youth could not have been much brighter in its hey-day—Another feature of the plains is the beautiful nights. Dust storms, hail and drought have not changed these and misfortunes have not changed many old timers' love for the last frontier—(Boy, ain't I sniffing the trail dust.) \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—A few days ago I was talking with a farmer who is about to be rural electrified—that is he is putting electricity in his home. He stated that he planned on installing a few conveniences viz—electric shaver, electric scalp stimulator, coffee percolator, toaster, iron, washer, radio, air conditioner, refrigerator, desk lamp, fan, sewing machine, stove, clock, dishwasher, and a sweeper—further added that as soon as he made another good wheat crop—that the home would be completely modernized—I always say, I guess there is no stopping point to this "coming abreast of the times". \*\*\*\*\*

**STRICKLY CONFIDENTIAL**—Then there is the story about the fox and the grapes—the fox finally jumped high enough to get the grapes only to find them sour—the only admirable point about the fox was HE HAD ENOUGH ENERGY TO JUMP! Confidentially yours, Strick.

Jack Henry returned home Saturday from Arkansas where he had been several weeks in a veterans hospital receiving treatment. He reports his health much improved.

**WHITE'S CREAM VERMIFUGE**  
For expelling Round Worms and for reducing Pin Worm infestation in children.  
Price 35c  
WHITE DRUG COMPANY



**It's Football Time Again !!**

SEE THE FIRST GAME—  
**FLOYDADA WHIRLWINDS**  
VS.  
**SLATON TIGERS**

**PALACE CAFE**

To Be Played **FRIDAY NIGHT**  
We're Behind Our Team

**A. J. CLINE'S**  
MAGNOLIA SERVICE STATION No 1

**ODEN CHEVROLET COMPANY**

**PHILLIPS PETROLEUM CO.**

**LUTHER FRY, TAILOR**

**FROGGE'S STUDIO**

1 5x7 Enlargement FREE With Each Roll of Film.

**J.C. WOOLDRIDGE LUMBER CO.**

**STANSELL - COLLINS**

**W. H. HENDERSON, Phone 273**

**WITHERS Air Conditioned CAFE**

**BROWN'S HOUSEHOLD SUPPLY**

**CONSUMERS FUEL ASS'N**

**WEST TEXAS GAS COMPANY**

**WE'RE TOUGH AS NAILS!**

**YET SOFT AS BUCKSKIN!**

**AND FLEXIBLE AS BAMBOO!**

SEE THAT SHELL!

**HERE'S FOOT COMFORT**  
THAT HAS CAUSED MILLIONS OF MEN TO WEAR ONLY  
**WOLVERINE SHELL HORSEHIDES**

AND here's why. Both our soles and uppers are made of SHELL HORSEHIDE—from that portion of the hide directly over the horse's hips, which alone contains the tough inner-shell, a close fibred substance like your fingernail. You can soak us all day—we will dry out glove soft, and stay soft. As comfortable as moccasins! We are tanned that way. Come in and see us. Then you'll know the difference between Wolverine Shell Horsehide and other work shoe leather.

**WOLVERINE**  
WORK SHOES WORK GLOVES

**MARTIN DRY GOODS COMPANY**



**Announcing...**

THE 25th ANNUAL  
PANHANDLE SOUTH PLAINS

**FAIR!**

LUBBOCK, TEXAS

September 26 through October 1

HEREFORD, DAIRY CATTLE  
AND SWINE EXHIBITS  
COUNTY, COMMUNITY  
AND INDIVIDUAL  
AGRICULTURAL EXHIBITS

DAZZLING  
MERCHANTS' DISPLAYS  
NEWEST IN FARM IMPLE-  
MENTS AND EQUIPMENT  
HOMES AND FINE ARTS  
EXHIBITS

Horse Races... Rodeo  
EACH AFTERNOON EACH EVENING

Mighty Sheesley Midway  
"A Show That's Different"

School Children Free Wednesday, Sept. 28

PANHANDLE SOUTH PLAINS FAIR ASS'N  
LUBBOCK, TEXAS

ALEX McDONALD, President

A. B. DAVIS, Manager



**New Fall Clothes**

Will stay new longer if cleaned by this exclusive process. New equipment at

**STEWART'S CLEANERS**

PHONE 366

**NOTICE TO CREDITORS**

Notice is hereby given that Original Letters Testamentary upon the Estate of Mrs. W. H. Street, Deceased, were granted to me, the Undersigned, on the 5th Day of September, 1938, by the County Court of Floyd County, Texas. All persons having claims against said Estate are hereby required to present the same to me within the time proscribed by law. My residence and Post Office address is Lockney, Texas. FRANK PERKINS, Executor of Estate of Mrs. W. H. Street, Deceased. 41-41c

**OFFICIAL STATEMENT OF FINANCIAL CONDITION**

of the Floydada Finance Company at Floydada, Texas, State of Texas, at the close of business on the 31st day of December, 1937

RESOURCES	
Loans and Discounts, other than R E	\$2,049.26
Repossessed Chattles	100.00
Incorporation Expense	55.00
<b>TOTAL</b>	<b>\$2,204.26</b>
LIABILITIES	
Capital Stock Paid in	\$1,000.00
Surplus	300.00
Undivided Profits, net	412.42
Unearned Interest	265.42
Accounts Payable	226.42
<b>TOTAL</b>	<b>\$2,204.26</b>

STATE OF TEXAS, COUNTY OF FLOYD.

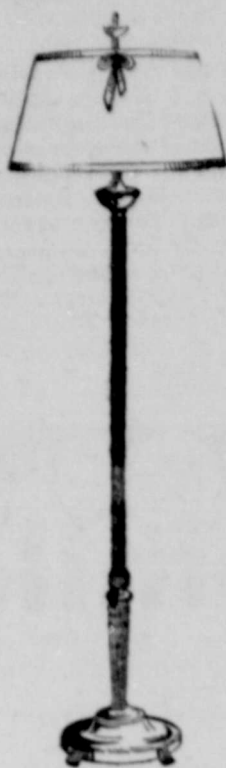
We, B. K. BARKER, as President, and Charlie Bedford, as Secretary, of said Company, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

**CORRECT-ATTEST**

B. K. BARKER, President.  
CHARLIE BEDFORD, Secretary.  
BEN P. AYRES,  
E. P. NELSON,  
O. M. WATSON,—Directors.  
Subscribed and sworn to before me this 14th day of September, A. D. 1938.  
(Seal) D. G. AYRES,  
Notary Public Floyd County, Texas.

Lamb County open for Raleigh Dealer. Opportunity for right man. See M. B. Martin or write W. T. Raleigh Company, Memphis, Tennessee. 42-4th

It Costs  
**SO LITTLE**



...Is Worth  
**SO MUCH**

In terms of valuable eye-sight, proper light conditioning is the improvement that can be made in your home. The hundreds of I. E. S. lamps that have been sold during the past two weeks proves to us that proper lighting is no longer considered a luxury—instead, an actual necessity!

A limited group of I. E. S. lamps have been reduced 33 1/3%. This offer applies to the base only during September. As soon as possible, visit our office and make your selection early. Ask any employee for a free overnight trial.

TEXAS-NEW MEXICO UTILITIES COMPANY

**LANDS FOR LEASE**  
A few farm tracts to lease at reasonable prices for cash.  
W. M. MASSIE & BRO.  
Floydada, Texas. 11-11c

**1929 Club Opens Year With Breakfast**

Opening the year for the 1929 Study Club, members enjoyed a breakfast at the home of Mrs. Winfred Newsome Thursday morning, September 8. Mrs. E. L. Norman and Mrs. Jno. E. Eldridge were joint hostesses with Mrs. Newsome.

A lavender and white color scheme, colors of the club, was carried out with an autumn motif. Place cards were autumn leaves in brown and orange, and petunias, dabbias, periwinkles and phlox further attributed to the lavender and white scheme.

Following the breakfast the president, Mrs. G. L. Kirk, called for reports from the various committees. Interesting outlines of the year's work and objectives were given by the following chairmen: Mrs. Walton Hale, American Homes; Mrs. A. D. Cummings, Education; Mrs. Winfred Newsome, Junior Clubs; Mrs. A. B. Keim, Fine Arts; Mrs. L. J.

Welborn, International Relations; Mrs. Robt. McGuire, press and publicity; Mrs. G. E. Bond, Legislative. Mrs. Jno. E. Eldridge reported the library project for the summer a success in every way. Many children have availed themselves of the excellent books and many enjoyed the story hour each week. Mrs. A. D. Cummings will be hostess to the club at the next regular meeting on September 22.

**BORN**—To Mr. and Mrs. N. B. Frogge, Thursday morning, September 8, a daughter.

Earl Cantwell, minister from Silvertown, was a visitor in Floydada at the Church of Christ on Wall Street Sunday evening.

**CLASSIFIED ADVERTISING**

Our FLOWERS are FRESH and are BEAUTIFULLY ARRANGED. HOLLUMS, FLOYDADA FLORISTS

Good John Deere No. 11 cream separator for sale cheap. Call better Way Laundry. 42-31c

SPECIAL—\$14.95 Burpee Canner, \$9.95. Kirk & Sons, "We Make Our Price." 42-11c

GOOD, JUICY Hamburgers, 3 for 25c. WITHERS' CAFE. 21-11c

PAINTS, Oils, Wallpaper, Glass and Canvas. Kirk & Sons, "We Make Our Own Price." 42-11c

For best and cheapest monuments, either in marble or granite. See S. M. McCLESKEY. 24-11c

30 to 50 Percent Reduction on all Pyrex Ware. Kirk & Sons, "We Make Our Own Price." 42-11c

Your Favorite flavor ICE CREAM 15c pint at WITHERS' CAFE. 21-11c

NEW LOW PRICE ON BICYCLES. Kirk & Sons, "We Make Our Own Price." 42-11c

We invite you to visit the greenhouse. PARK FLORISTS—Mrs. W. S. Goen. Phone 78. 46-11c

FOR SALE—7 coming 2 year old Jersey Heifers. Calve in November. Heifers and calves subject to register. See Edgar Jones. 42-31c

cures MALARIA in 7 days and relieves COLDS first day Headache, 30 minutes Liquid, Tablets, Salve, Nose Drops. Try "Rub-My-Tam" World's Best Liniment

**SPECIALS FOR WEEK-END**

COFFEE 19c  
BLISS, 1 POUND

TOMATOES, 6c  
NO. 2 CAN

Pinto Beans, 25c  
5 POUNDS

CRACKERS, 19c  
2 POUNDS

Pineapple, 25c  
THREE NO. 1 CANS

Marshmallows, 1 pound 15c

DREFT, 22c  
LARGE PACKAGE

PEACHES, 17c  
DEL MONTE, No. 2 1/2 CAN

Kraft Cheese, 39c  
2 Pound Box

**HULL AND McBRIEN**

**SEE THE NEW 1939 PLYMOUTH**  
NOW ON DISPLAY AT  
**FLOYD MOTOR COMPANY**

**IT'S THE BETTER WAY**  
When you save time, money and labor on Laundry. The easy way to less worry is to let it more comfortable at the Complete Air-Conditioned  
**BETTER WAY LAUNDRY**  
BEE MARTIN, PROP.

**THANKS**  
For the Splendid Business I did for me while I operated the Texas Service Station.  
I urge all my friends and customers to continue their patronage with M. A. BARTON.  
I am continuing my connection with the Texas Company Wholesale and selling Texas Company Products.

**E.C. CARTER**

**ANNOUNCING**

I have purchased the stock and fixtures of the Texas Service Station from E. C. Carter and will continue to operate at the same location on the Northeast Corner of the Square.

I invite the continued patronage of the friends and customers of this station and ask that my friends come to see me in this new business.

A full line of Texaco products, including Firechief Gasoline, Texaco and Havoline Motor Oils and Marfak Lubricants will be featured as in the past.

**M. A. BARTON**

The Texaco Station will be operated under the name:

**BARTON'S TEXACO SERVICE STATION**

"The Home of Friendly Service"

**UNLOADING OUR USED CAR CARGO!**  
ALL FORD V-8'S AND OTHER MAKES AT MOST ATTRACTIVE PRICES AND TERMS IN FORD DEALERS' GREAT

**"CLEAR THE DECKS" Used Car Sale!**

**LOWER AWAY!**

Ford Dealers' entire stocks of cars, trucks and commercials are included in this event. There is an especially fine selection of late model Ford V-8's to choose from—good looking, sweet running, smooth riding cars with low mileage, sound tires and good batteries. For volume and variety as well as value it's the best used car buying opportunity you've had in months. So see your Ford Dealer today!

**LOOK BELOW FOR TODAY'S FORD DEALER "CLEAR THE DECKS" SPECIALS**

<b>1934 V-8 FORD TUDOR</b> This Car Exceptional Value. Price Right	<b>1937 COACH Chevrolet</b> RADIO-HEATER Low Mileage Good Tires and Motor	<b>1936 COUPE FORD</b> New Paint, Upholstering Motor Overhauled Extra Good Tires	<b>1936 COACH Terraplane</b> NEW PAINT Good Motor. Get Our Price	<b>1937 Fordor DODGE</b> SEDAN This Car Can be Bought Right. Small Down Payment.
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**BISHOP MOTOR CO.**  
Barker Brothers Building Floydada, Texas Telephone No. 228