

Floyd County Girls Attending State College For Women

the Plainsman: November 9.—Four Floyd County girls, Misses Ruby Gertrude Marguerite Leonard, and Bert Ione Smith of Floydada; and Leona Jameson of Dougherty are among the 2,700 students now enrolled at Texas State College for Women.

New Mercury 8 Town-Sedan



Mercury 8 town-sedan is one of the four body types of the new Mercury fleet. It is a big car with a 116-inch wheelbase and a bumper more than 16 feet from the front. Its V-8 engine has 95 horsepower. Brakes are hydraulic, enabling the driver to slow down or stop quickly with light pedal pressure. The town-sedan is the "flagship of the Mercury fleet." Both seats hold three passengers comfortably. Interior appointments are luxurious. There is an exceptionally large luggage compartment. White sidewall tires are extra.

men. Final tabulations show that the school is again the largest residential woman's college in the United States, with students from 220 Texas counties, 26 states and 7 foreign countries.

With opening activities completed, the students are now in the midst of a full schedule of work and entertainment, including classes all day, college and club picnics, dances, teas and other social affairs, and an unusually crowded calendar of dramatic, musical and other attractions on the Drama Series and Artists' Course.

T. S. C. W. students had their first holiday November 5 for the A. & M. - S. M. U. game in Dallas, other holidays being scheduled for Thanksgiving, November 23-25; Christmas, December 17-Jan 2; and Spring, April, 6-12.

Leslie Miller New Manager Texaco Station

Leslie Miller, of Dickens, assumed management of the Texaco Service Station on the northeast corner of the square last week. He succeeds M. A. Baston who had been in charge of the station for several weeks.

Charlie Howell, formerly with the Texaco station, has returned to be employed by Mr. Miller.

The Ford Motor Company Announces TWO NEW FORDS



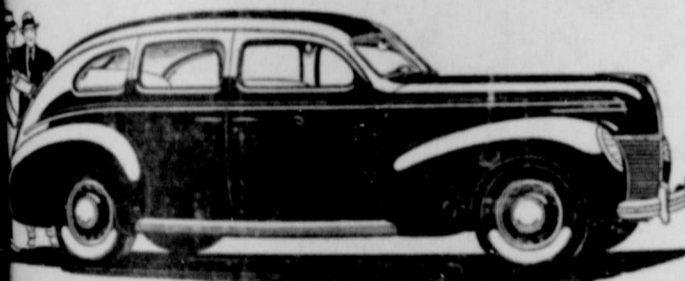
FORD V-8: Now five inches longer from bumper to bumper. Roomier bodies—more luggage space. New styling. Hydraulic brakes. Scientific soundproofing. Triple-cushioned comfort. 85 or 60 hp. V-8 engine. Prices begin at...\$584*

Ford Sedan: with 60-hp. engine, \$624★—with 85-hp. engine, \$664★



De Luxe Ford V-8 Fordor Sedan \$769★

AND THE NEW MERCURY 8 for 1939



MERCURY 8: An entirely new car. Fits into the Ford line between the De Luxe Ford and the Lincoln-Zephyr. Distinctive styling. 116-inch wheelbase. Unusually wide bodies. Remarkably quiet. Hydraulic brakes. New 95-hp. V-8 engine. Prices begin at...\$894*

Mercury 8 Town-Sedan \$934★

The new cars in the Ford Quality Group 1939 give you a broad choice. Whichever you choose, whatever you pay, you'll get top value for your money. That is true of the lowest priced car or the highest. All have one important thing in common—inherent quality. Their quality comes from fine materials, precision workmanship, and from the fact that these cars are the only automobile plant of its kind—where production processes are controlled from iron ore to finished car—and savings passed along as extra value. Things are happening in the automotive world this year! Nowhere is the advance more marked than in the Ford Quality Group. See our dealers before you buy any car at any price.

* Delivered in Detroit — taxes extra

FORD MOTOR COMPANY—MAKERS OF FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

FORD LEADS THE SHOW FOR 1939! These Two Brilliant Fords For 1939—The V-8 And The DeLuxe...

Are now on display in our showrooms—We invite you to see these Masterpieces of Ford engineering.

AMONG THE MANY FEATURES: Hydraulic Brakes, All Steel Bodies, New Body Lines, Ultra Modern Styling.

BISHOP MOTOR COMPANY
Authorized Ford Dealer

Buy the Clothes You Want NOW! At MARTIN'S



IF YOU NEED AN **OVERCOAT** HERE IS THE BIG **SAVING** YOU WAITED FOR! **\$10.00** AND **\$14.90**

Raglan Ulsters, Guards Models, Wraparounds, Bal-macs and Others!

New Fall Patterns in New 1938 Browns, Greys, Blues and Mixtures!

CURLEE OVERCOATS

\$19.75, 22.50, 24.50

We have every style and size imaginable... all made of highest quality fabrics. Get yours now—a coat that will keep you smartly warm for many a winter to come!

CURLEE SUITS

\$19.75 to \$24.50

Smarter Styles than ever before, Fabrics of the very best all-wool, and colors that are outstanding.

OTHER SMART SUITS For Only \$14.90

MARTIN DRY GOODS CO.

You'll Enjoy Making This Appliqued Quilt



Here's a chance for variety! Get out your scrap bag and just have fun applying this cute pup in the material as it comes to hand. He's just one big simple applique patch on a 9 3/4-inch block; the ribbon is put on in contrasting binding or embroidered on. He makes a fine pillow, too, with matching triangles added at the corners to form the pillow. Isn't that a thought for gift or fair? Pattern 1846 contains accurate pattern pieces; diagram of block; instructions for cutting, sewing and finishing; yardage chart; diagram of quilt.

Send 15 cents in stamps or coins (coins preferred) for this pattern to The Sewing Circle, Needlecraft Dept., 82 Eighth Ave., New York, N. Y.

Improved Uniform SUNDAY SCHOOL LESSON

By HAROLD L. LUNDQUIST, D. D., Dean of The Moody Bible Institute of Chicago.

Lesson for November 13

THE SACREDNESS OF HUMAN LIFE

LESSON TEXT—Exodus 20:13; Matthew 5:21-26, 38-42. GOLDEN TEXT—Thou shalt not kill.—Exodus 20:13. Whosoever hateth his brother is a murderer.—1 John 3:15.

Lesson subjects and Scripture texts selected and copyrighted by International Council of Religious Education; used by permission.

The sanctity of human life finds its foundation in the fact that God created man in His own likeness and image. Because that is true no man has any right to take the life of another for any cause except at the direct command of God. Only by the orderly process of law for the protection of society and in accordance with the Word of God may there be any such action by man toward man. Both of these truths are declared in Scripture in God's covenant with Noah (Gen. 9:5, 6), which was made possibly a thousand years before the Ten Commandments were given to Moses.

Life is held rather cheaply in our day. Nations count their boys and girls as only so much "war material." Life is destroyed on the highway, in the shop, or in the home. Let us declare again the solemn command of God, "Thou shalt not kill."

I. The Prohibition of Murder (Exod. 20:13).

The word "kill" in this commandment is one which means a violent and unauthorized taking of life, and is therefore more properly translated "murder." Not all killing is murder. A man may kill another entirely accidentally, or he may be the duly constituted legal officer carrying out the law of the land in taking the life of one who has forfeited his right to live because he has slain another. There is also the right of self-defense, be it individual or collective. But these are the only exceptions; let us not attempt to justify any other.

Murder is too prevalent in our land. In 1936 there were 13,242 outright killings—a murder every 40 minutes. The head of the United States secret service estimates that there are 200,000 persons at large in our land who "have murder in their hearts and who will take human life before they die." Also in 1936 there were 37,800 deaths in automobile accidents. Some of these were by unavoidable accidents, but many were really murder because the one responsible drove with defective brakes, dangerous tires, or while he was intoxicated. Add to these the deaths in industry caused by failure to provide proper safeguards or healthy working conditions, and by the exploitation of child labor, and we say again, that we should cry aloud, "Thou shalt do no murder."

II. The Cause of Murder (Matt. 5:21, 22).

The Sermon on the Mount, from which the rest of our lesson is taken, while it "describes the character of the citizens of the earthly kingdom which the Messiah came to set up" and "assumes a class of people already saved, regenerated, and in fellowship with their King" (James M. Gray), does provide fundamental principles for the guidance of the Christian.

In this matter of murder, Jesus cuts right through the outward aspects of the matter and points out that an angry hatred in the heart is the root of all murder. If we hate, we have murder in our hearts. Circumstances may hinder its fulfillment, but the danger is always there until we remove the cause. Just being angry—calling our brother "Raca" (the modern equivalent of which is "nobody there"), and calling him "thou fool," which classifies him as "morally worthless"—these are the three dreadful downward steps to murder. And they begin in anger. May God help those of us who have strong feelings that we may not yield them to the devil in such anger against our brother!

III. The Prevention of Murder (Matt. 5:23-26, 38-42).

Prevention with God means more than putting up a barrier to keep us from killing. He deals with the heart, and thus puts the whole life right. It is not even a question of how we may feel against our brother. If he has aught against us we are to do all we can to win him. He may be unreasonable, grasping, and unfair. However, the spirit that will win him is not that of retaliation or sullen submission to the inevitable, but rather a free and willing going even beyond what is required.

The full interpretation of this passage is not possible in our limited space. It is clear from other scriptures that it does not mean that wicked and unscrupulous men are to be permitted to defraud and destroy God's people. At the same time, we must not explain away the heart of our Lord's interpretation of this great commandment. Let us seek His grace that we may, like Him, silence by our loving deeds and words even the bitter gainsayers of the gospel.

THE SUNNY SIDE OF LIFE

Clean Comics That Will Amuse Both Old and Young

BIG TOP

"Silk" Fowler, ringmaster, seeks revenge for the elephant's attack on him, and gives a dastardly order.

By ED W...



LALA PALOOZA

Alone in a House Full of People

By RUBE GO...



S'MATTER POP—Temptation? Huh, They Gotta System in Pop's House

By C. M.



MESCAL IKE

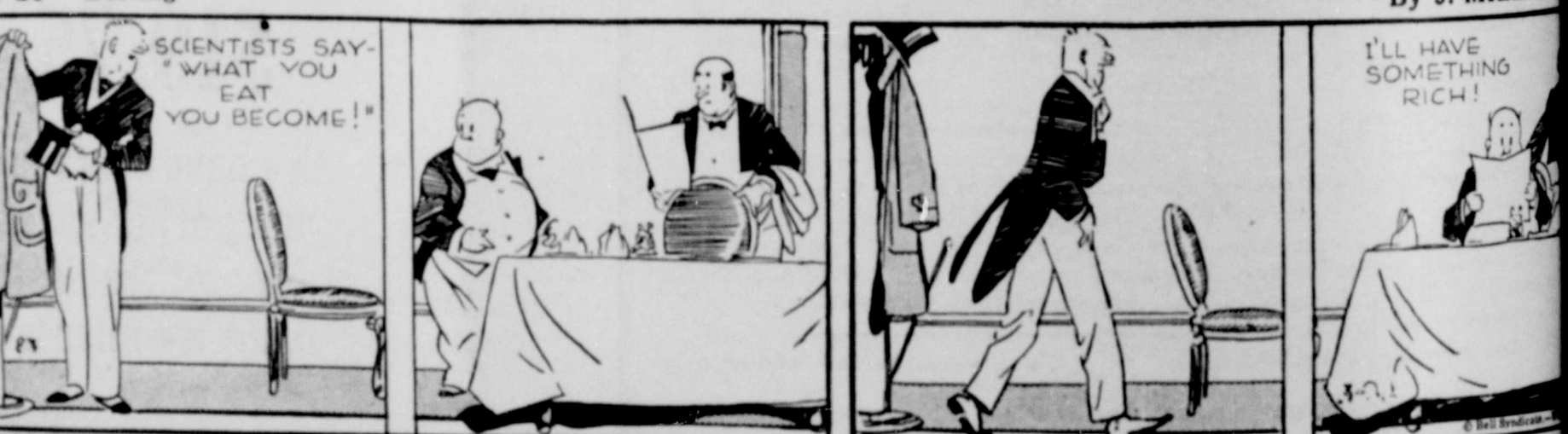
By S. L. HUNTLEY

How Time Does



POP—Dieting

By J. MILLAR



SELECTION

By GLUYAS WILLIAMS

WOULD TRY IT NEXT TIME



Bothered by Constipation? Get relief this simple, pleasant way!

Take one or two tablets of Ex-Lax before retiring. It acts just like delicious chocolate. No bottles or spoons to bother with. No disagreeable concoctions to mix. Ex-Lax is easy to use and pleasant to take.

Source of Progress And from the discontent of man the world's best progress springs.—Ella Wheeler Wilcox.

Check COLD DISCOMFORTS MENTHOLATUM Gives COMFORT Daily

Watch Your Kidneys! Help Them Cleanse the Blood of Harmful Body Waste DOAN'S PILLS

IRIUM makes PEPSODENT POWDER PROOF? 27 MILLION SALES Pepsodent ALONE of all tooth powders contains marvelous Irium

YEARS OF PEACE: 1918-1938

November 11, 1918—November 11, 1938. We join in paying tribute and offering our thanks to those millions of men whose sacrifice made this peace possible.

RADIO ELECTRIC COMPANY
PHONE 201

YEARS OF PEACE



On this, the eve of the twentieth anniversary of the Armistice, we join in paying our tribute to those brave men, living and dead who fought for peace. Whose supreme sacrifice made possible freedom from wars during this time. We pledge ourselves to hold high the torch of freedom and peace . . . Ride In An Oldsmobile—And Have Both.

GEO. M. FINKNER
THIS YEAR IT'S OLDSMOBILE!



THE WAR'S OVER

That was the news all along the lines—there was shouting, cheering; men just quietly tried to adjust themselves to the new conditions, to realize that fighting, shells, gas and life in the mud was ended. Their only thought was home and their return to peaceful pursuits that produce this country's achievements. In honoring the Army of '18, let's resolve to keep that peace they won—in memory of their great service.

STANSELL-COLLINS, INC.
John Deers Dealers

Talon Fastened LASTEX GIRDLE of Super Quality



Fashion conscious women now insist on attractiveness in foundation garments and the Henderson designers have responded with new, smart designs made of luxurious fabrics.

HENDERSON Style 926

have responded with new, smart designs made of luxurious fabrics. is made entirely of extra fine quality, lightweight, two-way stretch Peach Lastex. Has Talon closing on the left side. The garment has a lightly boned inner section over the abdomen.

EXCEPTIONAL VALUE
\$5.95

STYLE SHOPPE

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

Thrills Aplenty for Women At New York Fair, 1939

NEW YORK (Special).—The thrill capital for women next year will be the New York World's Fair. Designers, merchants, manufacturers, artists, governments—all "the authorities"—have seen to that.

And yet, uniquely enough, there will be no "woman's building" at the \$150,000,000 exposition. Fair officials at the outset decided against such "segregation." Grover A. Whalen, president of the Fair Corporation, said that "a woman's building at a modern-day exposition would not be in tune with the progress of womankind."

Now, in this last year of construction, it is already obvious that woman is going to have her due at the New York fair. Those fortunate enough to attend are going to know thrills that will live with them always. The following presents only a pot-shot at all there will be to interest and delight women in the 1216½ acres of fair grounds. It is one observer's idea of what to see where.

Some of the Wonders

House of Jewels—a \$5,000,000 display, by gem mining concerns and leading jewelers, showing stones in the rough, precious gems in finest settings, famous gems and perfect examples of goldsmith's and silversmith's art.

Apparel and Accessories—in their own building along Petticoat Lane—a \$750,000 exhibit of all that is new in fashion, hats, handbags and similar wearables or gadgets.

Cosmetics Building—showing just about everything ever done since the history of beauty aides and preparations began a few thousand years ago—with accent on the cosmetics and perfumes of today and a look at those of tomorrow. (They put thousands of dollars' worth in the cornerstone alone.)

Hall of Textiles—showing how they (worms to machines) make woven fabrics—hand looms, demonstrations of needle arts, discourses on home furnishing materials—silks and woolen here, rayons in one wing, cottons in another. 68,098 square feet, to be exact, of allied exhibits.

Health and Science

Home Furnishings Building—"heart of the Community Interests Zone," with its focal display showing the meaning of "Home" in present and future phases and how to create one of your own—all in exhibits that thrill.

Medicine and Public Health and Science and Education Building—a "famous first" exhibit showing the wonders to be accomplished by due attention to the "body beautiful"—a must attraction that'll not leave one with a dull moment.

Gas Industries Building—everything from a laboratory to an all-gas house, a cooking school and a gas flame 50 feet high—spectacular but looking to comfort at home.

Food Buildings 1, 2 and 3—putting romance into the age-old task of fixing a meal, by and with the world's knowledge and products.

Horticultural Exhibit—acres of gardens, flowers and equipment (with a chance for a cup of tea).

Thrills in a Lifetime

Theme Centre—thrill of a lifetime from a ride on the "Magic Carpet" through the 200-foot globe and the World of Tomorrow.

Contemporary Arts Building—World's Fair Theatre (music and drama)—Consumer Building—an "Hospitality Centre," first of its kind, for feminine get-togethers—spectacles on the island stage of New York State's Amphitheatre on Fountain Lake—products and kitchens of the world in two score foreign-built pavilions—the Hall of Nations, the Court of State Buildings, the \$3,000,000 Federal Exhibit—buildings of industries and the City of New York—nightly spectacles of water-fire-color-and-sound—280 acres of amusements—and, withal, a setting of courts and garden with an ample supply of shaded benches.

Refreshment to go on and on may be had in any one of some 80 restaurants, affording a total of 43,200 seats, and serving the meals of almost every known nation. And—perhaps most thoughtful provision of all—the youngsters can be parked in the Children's World where they'll be happy and well-cared for.

Firemen Busy As Two Alarms Come In

Floydada's Fire Department was kept very busy for a short time Friday afternoon when two alarms came in, within a few minutes.

The first call was from the Davis Gin Company where a fire in the press room caused minor damage.

Gaming activity was renewed in the evening. Second call was to the home of Dr. and Mrs. Lon Smith where slight damage was done by a fire in the rear of the house on a porch. Firemen left the gin after extinguishing the fire there and rushed to the Smith home.

Miss Marjory Kirk, of Canyon, spent the week end with her parents, Mr. and Mrs. Ohmer W. Kirk, Floydada.

Let Cavanaugh do your Printing 48-4tc

NOTICE TO CREDITORS

Notice is hereby given that Original Letters Testamentary upon the Estate of R. C. Watson, Deceased, were granted to me, the undersigned, on the 17th day of October, 1938, by the County Court.

All persons having claims against said Estate are hereby required to present the same to me within the time prescribed by law.

My residence and Post Office address is Floydada, Texas.
MARY ALICE WATSON, Executrix.

Chevrolet Takes Big Strides Ahead for 1939



New Aero-stream styled bodies combine with major mechanical improvements to provide new beauty, safety, comfort and operating ease, in the 1939 Chevrolets, presented October 22, and featured at the big auto show this month. The new models are offered on two chassis, the Master De Luxe and the Master 85, both of which are powered with Chevrolet's famous six-cylinder valve-in-head engine.

A new vacuum gear shift mechanism with steering column control, optional on all models at small extra cost, does 80 per cent of the work of shifting gears. The Master De Luxe series features a new riding system, in which a brand new Chevrolet Knee-Action mechanism is scientifically co-ordinated with new ride stabilizer and double-acting hydraulic shock absorbers to furnish a smooth, soft ride.

Central picture is the new Master De Luxe Sport Sedan. Upper right: front end view of the 1939 car; Upper left: Master De Luxe front suspension unit, complete; Lower left: accessibility and finger-tip ease of operation are two major features of Chevrolet's vacuum gear shift with steering column control; Lower right: As the handbrake on all models is re-located under the cowl, front compartment floor is cleared in cars with vacuum gear shift.

CLASSIFIED ADVERTISING

HELP WANTED!
TWO WOMEN—Manufacturer preparing for Christmas sales. Can use two more women with pleasing personality who can handle customers. Write R. C. Rubie, 100-120 W. Iowa Ave., Memphis, Tennessee. 49-2tc

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

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

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

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

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

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

BORN—To Mr. and Mrs. Daily Bishop, of New Braunfels, Texas, Monday, October 31, a daughter.

Let Cavanaugh Do Your Printing.

666 relieves COLDS first day, HEADACHES and FEVER Liquid, Tablets, due to Colds, Salve, Nose Drops in 30 minutes Try "Rub-My-Tim" a Wonderful Liniment

M. L. SOLOMON JEWELER
Floydada, Texas

Floydada Insurance Agency
Insurance of all kinds. Your inquiries and business respectfully solicited.

W. H. HENDERSON
OWNER

Annual Week of Prayer Is Observed Here

An all day session of the Women's Missionary Society of the Methodist Church, observing the annual week of prayer, was held Monday with an interesting and profitable program. The offering this year will be used in council work in China, and in the McDonnell Institute in Louisiana.

Mrs. Betty Colville, superintendent of supplies, and her committee have planned to pack boxes for council institutions on Monday, November 13 after the study lesson. This committee asks that towels, dish cloths, wash cloths, sheets, lightweight bed spreads, soap, lengths of new material, and good, used clothing be sent to the church between now and Monday.

If you have no way to send it, call the parsonage or some member of the society and arrangements will be made to call for your contribution.

Officers were elected for the year 1938-39 at the business session following the program.

Young Peoples' Zone Meeting Held Monday

Young people from Mazador and Caser's Chapel were guests of the Methodist Young Peoples' Division of the First Methodist Church in Floydada Monday evening.

A play entitled "The Choice" was given with the following in the cast, Charles and Lorena Dennison, Edith Grimes, Carl Arnold, Lynn Colville. A social hour followed with games and refreshments.

Express Agent On Two Weeks Vacation Trip

Mr. and A. S. Hollingsworth and son, Larry, left Friday for a two weeks vacation trip to Houston, Louisiana and possibly other points. J. E. Sullivan, of Electra, is relief agent for the American Railway Express Company during Mr. Hollingsworth's absence. Somer Hollingsworth will assist Mr. Sullivan.

LET CAVANAUGH DO YOUR JOB PRINTING.

New CHEVROLET 1939

Again More Quality AT SUBSTANTIALLY REDUCED PRICES

ALL PRICES REDUCED some models as much as \$45



THE SMARTEST EXAMPLE OF THE NEWEST STYLE TREND

Dashing new Aero-Stream Styling. Brilliant new Bodies by Fisher, make Chevrolet for 1939 outstandingly beautiful with a beauty that is up-to-date!

Chevrolet for 1939 is the smartest example of the newest style trend. It presents the newest styling, its keenest and best! You'll know this the moment you see its dashing new Aero-Stream Styling, its luxurious new Bodies by Fisher and its richly tailored interiors. Visit your nearest Chevrolet dealer and see this more fashionable motor car—today!

A General Motors Value

"CHEVROLET'S THE CHOICE"

Take your turn at the PERFECTED VACUUM GEAR-SHIFT Exclusive to Chevrolet in Its Price Range Available on all models at slight extra cost

- See and be Safe! NEW "OBSERVATION CAR" VISIBILITY with Safety Plate Glass All Around
- Pace-maker in Performance! CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX Tops for Thrills and Thrift!
- Ride and Rejoice! PERFECTED KNEE-ACTION RIDING SYSTEM Giving the World's Finest Ride Available on Master De Luxe models only
- PERFECTED HYDRAULIC BRAKES and Trigger-Control Emergency Brake For Protection Plus!
- Touch—don't "shove"! TIPTOE-MATIC CLUTCH almost operates itself!

ODEN CHEVROLET CO.
SALES AND SERVICE PHONE 4 FLOYDADA, TEXAS

ARMISTICE DAY 1938



Today we celebrate the twentieth anniversary of the signing of the Armistice in the great world war TO THOSE MEN—LIVING AND DEAD—Who made the great sacrifice—we join in paying tribute. Like many others we hope that the future holds no other wars . . . That peace will be ours.

EDGAR JONES' MARKET
HOME KILLED MEATS

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

In Floyd County \$1.00; Outside Floyd County \$2.00

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

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.

Let Cavanaugh do your Job Printing!!

ARMISTICE DAY

We again pause to pay tribute to the nation's heroes who gave so freely—even unto . . . death—in a cause deemed just for the safety of our country—All honor to them, the dead and the living



FLOYD MOTOR COMPANY
Dodge - Plymouth Dealer



STRICTLY CONFIDENTIAL

By Strick

STRICTLY CONFIDENTIAL—

Tomorrow, Friday, November 11, over the United States tribute will be paid—Naturally a statement as the one before is not confidential—But—those millions of men who fought and died that peace might be had—are due all honor and respect—Those brave Americans—those that live and those that gave their lives—they fought for the country they loved—for Democracy.

STRICTLY CONFIDENTIAL—

I think that the most appropriate and most touching of all poems written about the World War is the one written by Lieutenant Colonel John McCrae:

In Flanders Fields the poppies blow
Between the crosses, row on row,
That mark our place;
And in the sky, the larks, still
bravely singing, fly,
Scarce heard among the guns below

We are the dead.

Short days ago
We lived, felt dawn
Saw sunset glow,
Loved and were loved,
And now we lie
In Flanders fields.

Take up our quarrel with the foe!
To you from falling hands we throw
The torch; be yours to hold it high!
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.

STRICTLY CONFIDENTIAL—

We do not hear the roar of planes, the shriek of shells—we hear only praise for the living and dead of those men—Throughout the nation tomorrow the flags will be unfurled—commemorating the twentieth anniversary of the signing of the Armistice—Tomorrow bands will play and the ex-soldiers will parade—reviewing again those breath-taking, awe-inspiring formations of the years gone by.

STRICTLY CONFIDENTIAL—

The best explanation of the winner in wars is set out in the "Military Orator" by Marion Doyle—"We Conquered", he said; "We showed them who's master!" In the deafening applause, he rested for breath. We, indeed! Since the first war's disaster there has been but one victor: A master Named Death.

STRICTLY CONFIDENTIAL—

Now you will see something—that is if you care to see the Lockney-Flomot football game on the eleventh—it should be a good one—Floydada's badly crippled Whirlwinds bowed to the Longhorns Friday afternoon in a decisive game on Whirlwind field—the Whirlwinds journey to Matador tomorrow for a set-to with the Matador Matadors.

STRICTLY CONFIDENTIAL—

One never knows how the annual scrap between the Whirlwinds and the Longhorns is going—however it is reasonable to assume that the proper place for one's money is in the bank—neither should one protrude one's chin—The game, formerly played on Armistice, always brings a good crowd together—the nearest thing to a county reunion.

Northwest Texas Conference to be at Memphis

Annual meeting of the Northwest Texas Conference of the Methodist Church will open Wednesday afternoon at 2 o'clock next week at Memphis. Delegates from over the entire conference will be in attendance.

J. M. Willson, local delegate, and Rev. and Mrs. Jno. E. Eldridge will be in attendance from the Methodist Church in Floydada. All are members of boards which will meet Tuesday evening and Wednesday morning.

Mr. Willson is on the board of lay activities and education, Mrs. Eldridge is on the board of education and is director of children's work in the conference. Rev. Eldridge is treasurer of conference funds and mission board.

Let Cavanaugh do your Printing.

ARMISTICE DAY 1938



Respect, Honor, Remembrance, Gratitude—All rather inadequate words, when applied to the sacrifices made by those legions who fought and died during the Great World War . . . might have peace.

G. C. TUBBS
INSURANCE AGENCY

ARMISTICE DAY

RESPECT, HONOR, REMEMBRANCE, GRATITUDE

All rather inadequate words when applied to the service of men for their country, for you and I! The sacrifice of this great, courageous army deserve far more praise than possibly bestow.

FRIDAY, NOVEMBER 11th

We join in paying tribute to all those men whose bravery and sacrifice made this peace possible.

BROWN'S HOUSEHOLD SUPPLY

PHONE 103 FLOYDADA

1918—1938

ARMISTICE

Twentieth Anniversary of the signing of the armistice, November 11, 1918. We join in paying tribute to those brave millions who fought and died that we might live in peace.

MARTIN & COMPANY
Full Line International Dealer



FRIDAY, NOVEMBER 11
ARMISTICE—1918—1938

Tomorrow we celebrate the twentieth anniversary of the signing of the Armistice—We join in paying tribute to those men—whose sacrifice made this peace possible.

We are everlastingly indebted to those service men who fought in the Great World War

FARMERS' GRAIN COMPANY
PHONE No. 43

THIS GROUP OF DRESSES

Friday And Saturday At ONE-HALF PRICE

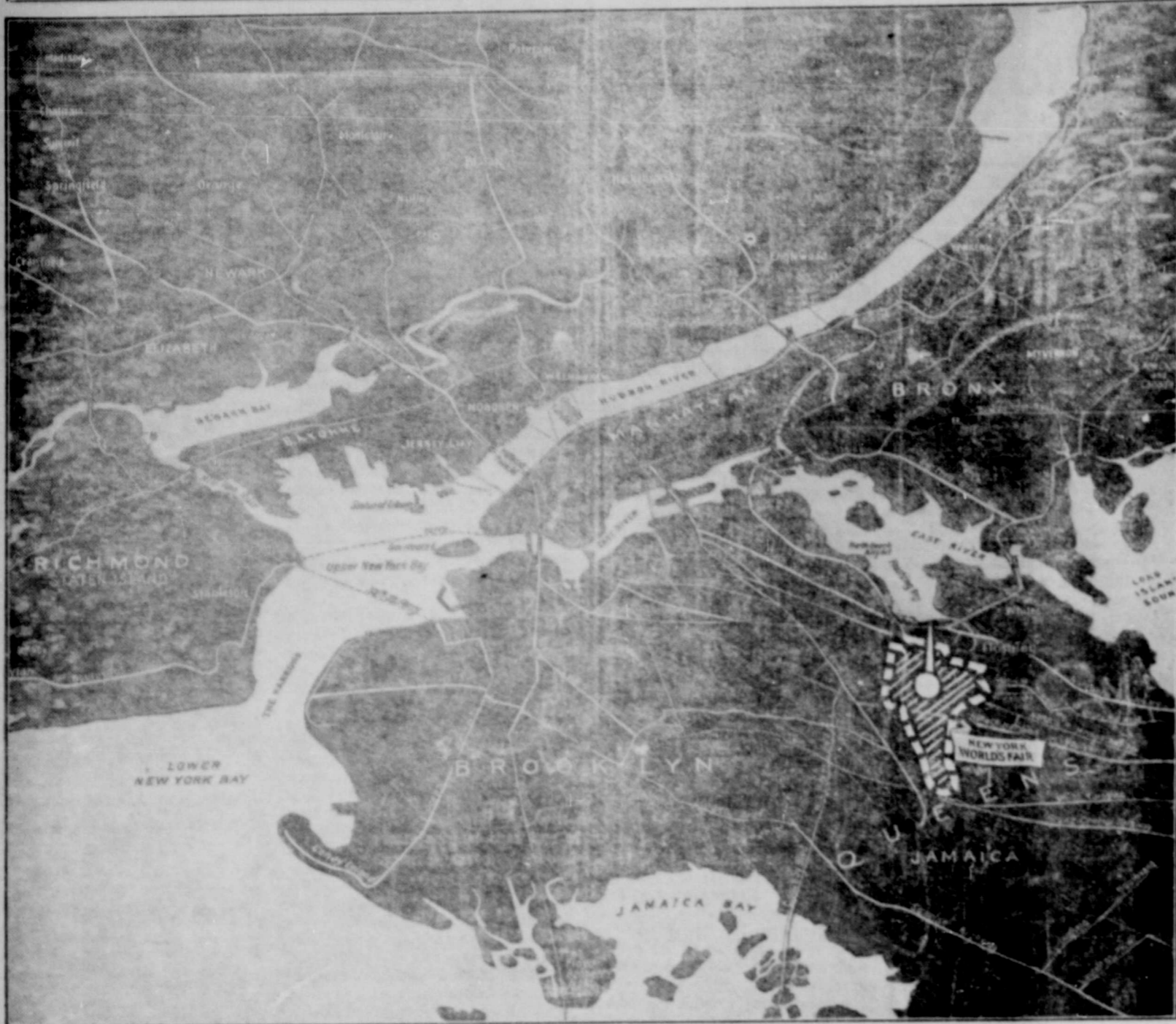
You can afford two of these dresses—For Daytime and Dress-Up! Matelasses, Crepes, Alpacas, Challies. A joy to find such expensive looking frocks at ONE-HALF PRICE.



Style Shoppe

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

**BY LAND, BY SEA, BY AIR —
ALL ROADS LEAD TO NEW YORK FAIR**



Aerograph showing main highways which lead from New Jersey, New England, Westchester and Long Island to the grounds of the New York World's Fair 1939 in the heart of greater New York City. Tunnels, bridges, ferries, airports, water gates—all are indicated.

Miss Ella Livingston Married to Carrel Gilbreath

In a quite ceremony at the residence of Rev. and Mrs. W. E. Yandell, Friday afternoon, November 4, at 5:30, Rev. Yandell read the ceremony which united Miss Ella Livingston, of Pickton, Texas, and Carrel Gilbreath, of Sandhill community in marriage.

Mr. Gilbreath is the son of Mr. and Mrs. W. T. Gilbreath of Sandhill.

Miss Ella Livingston is the daughter of Mr. and Mrs. C. T. Livingston, of Pickton, Texas.

The couple will make their home in the Sandhill community.

20 YEARS OF PEACE!

Nov. 11, 1918

Nov. 11, 1938

Twenty years since that memorable hour when Great World War came to an end. Tomorrow join in paying tribute and offering our thanks to those millions of men whose supreme sacrifice made this peace possible.

**BOOTHE
CLEANERS - HATTERS**



**1918 — 1938
20 YEARS OF PEACE!**

Tomorrow we join in celebrating the 20th anniversary of the signing of the Armistice!



To those thousands of men who made the supreme sacrifice that the world could be safe... we join in paying tribute and extending our appreciation.

ODEN CHEVROLET COMPANY

Sales and Service

Phone No. 4

REMEMBER! PHONE NO. 141

And we will call for your laundry. Don't wash during cold weather. Save health and happiness by sending your laundry to

FLOYDADA STEAM LAUNDRY

Whirlwinds to Meet Matador Friday Afternoon

Floydada High School's Whirlwinds, twice losers in District 4-B play, will go to Matador Friday afternoon for their Armistice Day game with the Matador Matadors.

The teams will be playing on fairly equal basis, with the slight nod going to the green and white lads.

Record Crowd Expected at A.C.C. Home Coming

Early correspondence indicates that this year's "home-coming" crowd at Abilene Christian college in Abilene, Texas, November 11 and 12 will be by far the largest in the history of the school.

The complete program has been announced by Crutcher Scott, president of the ex-students' association. With the fall of dusk Friday, the 11th, festivities on the campus will begin with the traditional burning of a large bon-fire, followed by what is expected to be the biggest pep rally ever held at the college.

Saturday's program will open with the reunion meeting at 9:00 a. m. of the classes of '08, '18, '28, '38, which have been sent special invitations. The annual home-coming chapel program in Sewell Auditorium will come at 9:30. The seventh yearly West Texas Barbeque, with all old students and friends as guests of the college will be held at 12:00 noon.

Observing the two days' fete the Abilene Christian Wildcats will meet the Daniel Baker eleven from Brownwood at 2:00 on Morris Field in Abilene.

Many of the organizations of the college are also planning banquets, suppers, and other affairs in honor of their old members which will be visiting the campus during the home coming program.

District Church Meeting Held at Hale Center

Methodist pastors, church officials and laymen of six counties in the Plainview District attended an all-day program and conference at Hale Center Thursday of last week. The meeting was for the purpose of hurrying along the district's program of work and finance before the Northwest Texas conference in Memphis, November 16.

Appearing on the program were presiding elder, E. E. White of Plainview; Rev. C. R. Hooten, Plainview pastor; J. M. Willson of Floydada, district lay leader; J. E. Swenson of Tulsa; Judge G. E. Hamilton of Matador and the host pastor, Rev. W. R. Burnett.

Mr. and Mrs. J. M. Willson and Rev. Jno. E. Eldridge attended from Floydada.

BORN—To Mr. and Mrs. Dally Bishop, of New Braunfels, Texas, Monday, October 31, a daughter.

Miss Marjory Kirk, of Canyon, spent the week end with her parents, Mr. and Mrs. Ohmer W. Kirk.

BE-EQUIP WITH CAR MAKERS HAVE TESTED!



FOR YEARS THE JOB OF BUILDING THE TIRES FOR MANY OF AMERICA'S FINE CARS HAS KEPT U.S. TIRE ENGINEERS CONSTANTLY AT WORK WITH CAR ENGINEERS. THUS, U.S. ROYALS ARE ENGINEERED AS A UNIT TO EACH MODEL OF CAR. INSIST ON THIS ASSURANCE OF CONTINUED SMOOTH PERFORMANCE, SAFETY, ECONOMICAL OPERATION... WHEN YOU BUY NEW TIRES.

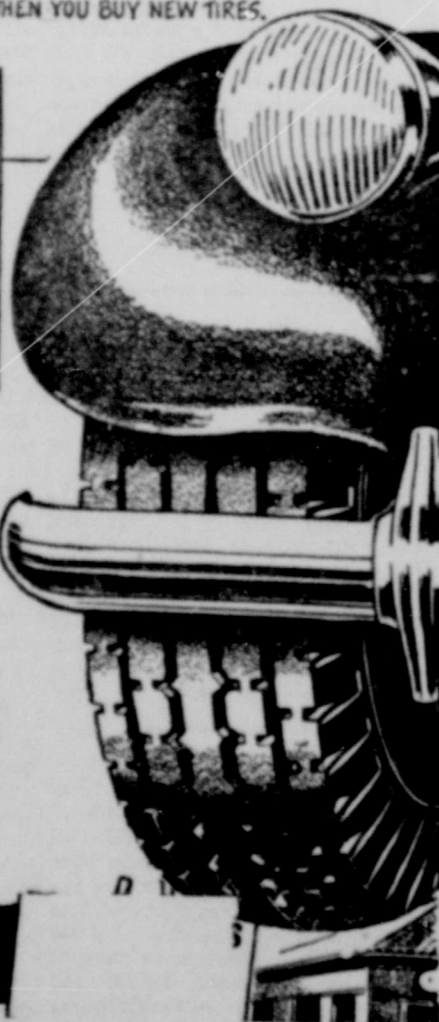
"SAYS J. J., 'SINCE THE DAY I BOUGHT MY CAR, THREE YEARS AGO, I'VE BEEN RIDING TO WORK ON THESE U.S. ROYALS WITHOUT LOSING ONE MINUTE FROM TIRE TROUBLE.'"



"MRS. S. IS SO AFRAID OF SKIDDING," SAYS G. B., HER CHAUFFEUR, "I WOULDN'T THINK OF USING ANY TIRE BUT ROYALS. THE MANUFACTURERS WHO PUT THEM ON FINE CARS KNOW THEIR BUSINESS."



"BLOWOUTS DON'T MIX WITH THE WAY I HAVE TO DRIVE," SAYS FIRE CHIEF R. D., "THAT'S WHY I SPECIFY ROYALS. THEY PASS THE STRICTEST OF ALL SAFETY TESTS—THE PROVING GROUND TESTS OF AUTO ENGINEERS."



U.S. ROYALS

G. R. Strickland & Sons

Distributors, Panhandle Refining Company, Phone 289

**Armistice
1938**

**Twenty Years Ago Tomorrow
November 11, 1918,**

The end of a great world conflict... PEACE Made possible in a large degree by the sacrifice made by the United States soldiers in France. To those men, living and dead, join in paying tribute.

May the peace, for which you fought and died, be preserved.

**TEXAS-NEW MEXICO
UTILITIES COMPANY**

Miss Francis Probasco and Preston Badgett Married in Clovis Sunday

Miss Francis Probasco, daughter of Mr. and Mrs. Zell Probasco of Floydada, and Preston Badgett, son of Mr. and Mrs. D. R. Badgett were wed in Clovis, New Mexico, Sunday morning.

The couple was accompanied to Clovis by Miss Irene Probasco, cousin of the bride, Maurice Garner and Van Fuqua.

Both the bride and groom are graduates of Floydada, she in the class of 1938 and he with the class of 1937. Mr. and Mrs. Badgett will make their home in Floydada.

TWO NEW FORDS FOR 1939 SHOWN IN FLOYDADA THIS WEEK

Two new Fords, said to be the two finest Ford cars in the 35 years of the company's history, went on display in Floydada Friday morning of last week. The cars are the 1939 Ford V-8 and the 1939 DeLuxe Ford V-8. Each is individually styled, has hydraulic brakes.

Introduction of the new Fords climaxes a year of activity which saw the company embark on its current plan expansion program, bring out its entirely new Mercury 8, and establish the Lincoln-Zephyr still more firmly as the acknowledged style leader in the automobile industry.

The DeLuxe Ford V-8, with wholly new streamlines, has a distinctive appearance of its own. At the same time, both it and the Ford V-8 share a family likeness with the Lincoln-Zephyr and the new Mercury 8. The former car is powered with an 85 horsepower V-8 engine of even more rugged construction than the 5,000-000 already in use. The V-8 is offset with the same engine as the DeLuxe or with the economy 60 horsepower V-8 engine.

All Ford cars are now equipped with hydraulic brakes. Pedal action is exceptionally easy, and the brake shoes work in 12 inch cast iron drums with a total of 162 square inches of braking lining for quick stopping and longer life.

The bodies are of all-welded steel construction, and are fitted with safety glass throughout. They have clear-vision ventilation and ventilating windshield. All body types have large luggage compartments. In fact, the coupes in both lines

have two luggage compartments and large shelves for parcels as well.

Interiors of the DeLuxe cars are luxuriously appointed. Cushions in all body types are of entirely new construction to allow freer spring action. They are notably deeper, and the paneled effect in the tailoring gives them added smartness.

Both the new Fords have the modern gauges, glove compartment, grille for radio speaker installation, cigar lighter, ash tray, choke, throttle and other controls well grouped on newly designed instrument-panels.

Proved Ford engineering features are continued in the new models. These include the centerpoise ride which allows passengers to ride between instead of over the axles. The springs are of chrome-alloy steel, and are of the transverse cantilever type. All Fords also have four double-acting adjustable shock absorbers. They have rigid deeply-channeled frames reinforced with an X-member. Wheel base for both Ford V-8 and DeLuxe Ford V-8 is 112 inches.

New Teacher Elected For High School

Miss Eunice Howell, who at present is teaching at Dougherty, has been elected to fill the vacancy in the Floydada High School faculty left by the resignation of Bert Williams.

Mr. Williams has moved to Littlefield to accept a position with the government. Miss Howell is expected to start her work here this week.

Marvin English Successful On Deer Hunt

Marvin English and Clarence Hammonds returned last mid week from northwestern New Mexico where they had spent several days on a deer hunt.

Mr. English was successful in bringing down a good size three year old buck.

Whirlwind Fans Take Players To Tech Game

Members of the Floydada High School Whirlwinds squad saw the Tech-Loyola football game in Lubbock Saturday. The Whirlwinds were part of a delegation that accompanied the band.

Hershel Green, Walter Collins, K. Terrell and Odell Winter furnished transportation for the boys.

Season's Low Temperature Monday Morning

The season's low temperature was recorded here Monday morning at 6 o'clock. Readings at the West Texas Gas Company showed 18 degrees at that time.

Snow which accompanied the current cold weather covered the entire county. Fall has been estimated at about one-half inch.

Mr. and Mrs. A. J. Cline Entertain On Anniversary

Mr. and Mrs. A. J. Cline entertained Tuesday evening at their home with a party observing their wedding anniversary. '42' and other games furnished amusement for the evening.

Refreshments were served to Mr. and Mrs. Oliver Allen, Mr. and Mrs. Gen. Sherrill, Mrs. Jess Brown, Misses Peggy McKinney, Louise Hyatt and Katie Coker and Mr. and Mrs. Cline.

L. B. Williams, of Littlefield, was here on business the latter part of last week. Mr. Williams is employed with the government.

Let Cavanaugh do your printing.

WHITE'S CREAM VERMIFUGE

For expelling Round Worms and for reducing Pin Worm infestation in children.

WHITE DRUG COMPANY

GET READY FOR HOLIDAYS NOW!

With a New Permanent. Croquis-nole Permanents

\$1.50 up

MACHINELESS WAVES

\$3.50

AND

\$5.00

MARIE'S BEAUTY SHOP

Women of South-Side Baptist Church Meet

The ladies of the southside Missionary Baptist Church will meet on Monday afternoon, November 14 at 2:30 for their regular weekly bible study.

All ladies of the church and also any other women are urged to be present. Study lesson for Monday will be Genesis 18th and 20th chapters.

South Side Singing to be Sunday

A regular second Sunday singing convention will be held Sunday afternoon starting at 2 o'clock at the Southside Baptist Church.

All singers are urged to be present. Plenty of new song books will be available.

R. L. Bain Is Ill At Clarendon

Robert L. Bain, brother of Mrs. J. S. Solomon of Floydada, is ill at his home in Clarendon. His condition was thought improved this mid week.

Mr. and Mrs. N. W. Williams, Mr. and Mrs. Hodge Henderson, Mrs. Lula Moore and daughter, Maudine, visited with Mr. Bain Sunday.

Methodist Church

Sunday School 9:45 a. m.
Morning Services 11 a. m.
League 6:15 o'clock
Evening Service 7:00 o'clock
Prayer Meeting Wednesday 7:30.

BEWARE OF THINGS THAT ARE

JUST AS GOOD.

Small purchases may not hurt very much but when it comes to a SUIT OR OVERCOAT—you can't afford to take chances.

There is NOTHING just as good as our Clothes or Stetsons, Etc.

GLAD SNODGRASS

Smart Wear For Men Since 1900

FOR FALL OCCASIONS



BE ASSURED OF THE BEAUTY THAT IS NATURALLY YOURS—

AVAIL YOURSELF OF OUR EXPERT BEAUTY SERVICE AND LOWER PRICES.

Personalized Stylish Permanent



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VOGUE BEAUTY SHOPPE

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ANNOUNCING THE OPENING OF FLOYDADA HOSPITAL AND CLINIC

Floydada, Texas

A. E. GUTHRIE, M. D.
Physician and Surgeon

ANN H. BRADLEY, R. N.
Supt. of Nurses

DONALD H. FITZ
Surgeon
MRS. MAUD
Secretary and
Manager

Modern fireproof building, fully equipped for the proper care of surgical, medical and obstetrical patients. X-Ray and laboratory equipment.

SPECIALIZED SERVICE AT MODERATE RATES
A doctor available at all hours.

THE FIRST NATIONAL BANK

Floydada, Texas

1903—Time Tested Service—

20 YEARS OF PEACE

On this, the eve of the twentieth anniversary of the Armistice, we join in paying our tribute to those brave men, living and dead, who fought for peace. Whose supreme sacrifice made possible freedom from wars during time. We pledge ourselves to hold the torch of freedom and peace.

West Texas Gas Company

GOOD GAS WITH DEPENDABLE SERVICE

PEACE FOR TWENTY YEARS

November 11, 1918 marked the end of the worst conflict, that peace has been maintained in the United States. Today we hear not the roar of planes, the explosion of shells. . . We hear only the praise to those brave legions who made this possible. We join in paying tribute to those who made this peace possible.

KING'S GROCERY AND MARKET

1918 — 1938 — ARMISTICE DAY

20 Years of Peace—Since November 11, 1918, when ended the greatest of all world conflicts. We join in paying tribute to the millions of brave Americans whose sacrifice made this peace possible.

A. J. CLINE'S Magnolia Station No. 1

ARMISTICE DAY



RESPECT, HONOR, REMEMBRANCE, GRATITUDE.

All rather inadequate words when applied to the service of millions of men for their country, for you and I! The sacrifices made by this great, courageous army deserve far more praise than we can possibly bestow.

FRIDAY, NOVEMBER 11th

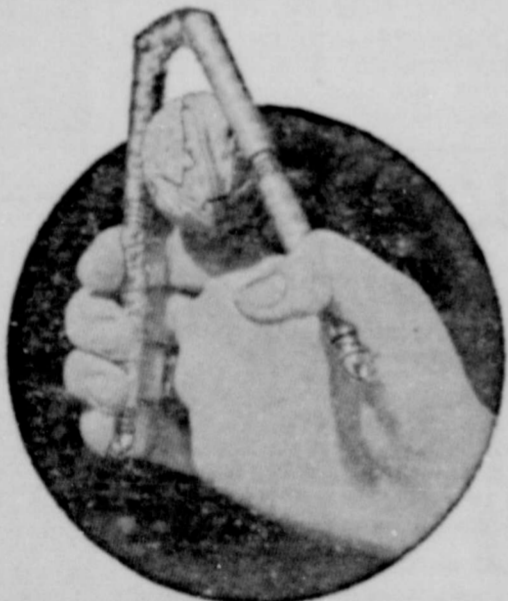
We join in paying tribute to all those men whose bravery and sacrifice made this peace possible.

HOME OIL COMPANY
C. Foster Floydada, Texas

AN EASY NUT TO CRACK!

IT'S NO TROUBLE TO SAVE MONEY HERE—

"BECAUSE WE MAKE OUR OWN PRICE."



KIRK & SONS



GET READY FOR HOLIDAYS

WITH A NEW MADE-TO-MEASURE SUIT AND OVERCOAT BY CHURCHILL. WE HAVE HUNDREDS OF PATTERNS AND STYLES TO CHOOSE FROM.

A COMPLETE CLEANING AND TAILORING SERVICE AT

STEWART'S CLEANERS AND HATTERS

PHONE 36—WE GIVE GREEN TRADING STAMPS



Floydada Exes Attended W. T. Homecoming

Several ex-students of West Texas State College in Canyon attended the annual homecoming of that school last week end.

Among those present from Floydada were Mr. and Mrs. A. D. Cummings, Mr. and Mrs. E. C. Carter, Miss Fannie Mae Reese and Mrs. Clinton Fyffe and several others.

Senior Pictures Being Made At High School

Seniors of Floydada High School are being photographed this week at Frogge's Studio for the 1939 class pictures which will be placed in the hall at the building.

Frogge is also making complete pictures for the Plomot High School and South Plains High School.

Mrs. E. McCarty Is Confined to Lubbock Hospital

Mrs. Edgar McCarty of Floydada is ill in the West Texas Hospital at Lubbock this week. She had been in failing health for some time.

Mrs. McCarty was carried to Lubbock by F. C. Harmon Monday of this week.

Mrs. Earl Rainer Is Injured In Auto Accident

Mrs. Earl Rainer sustained painful injuries in an automobile accident Friday night. Mr. and Mrs. Rainer were returning from Lubbock when their car struck a trailer, which was drawn by a pickup driven by Arthur Womack, just south of Starkey store.

Mrs. Rainer received a fractured collar bone and a deep gash on her nose and forehead. Four stitches were required to close the cut. Mr. Rainer was uninjured. Mr. and Mrs. Rainer were returning from taking their son, Lavon, back to Texas Tech.

The Rainer car was badly damaged.

Story Of The Red Cross to be Broadcast

The story of the Red Cross in Texas, which is the story of the service of Texans to fellow Texans, will be dramatically told in a one-half hour program, "Texas and the Cross of Red," to be broadcast over Texas Quality Network Saturday, November 12 from 9:30 until 10 p. m.

In 1886 a drought rakes the Panhandle of Texas with famine. On September 8, 1900, Galveston is deluged with death—death and des-