

"By Helping Business You Help Yourself"

The Floyd County Plainsman

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

IS NEWS YOU WILL THE STORY IN E PAGES

TIME No. 10

Floydada, Floyd County, Texas, Thursday, December 22, 1938

Number 4



Merry Christmas

HALL COMPANY ARRIVES TO START CONSTRUCTION WORK OF RURAL ELECTRIC LINES; WIRING PLANS READY

Eighty Irrigation Farmers Attend Meeting and Hear George Long, REA Representative

J. Hall Construction Company... Dallas began moving in Friday of last week.

R. A. Pope Sends Christmas Wishes From Hong-Kong

Christmas greetings have been received in Floydada from R. A. Pope, former Floydada boy who is in the United States Navy and stationed in Hong-Kong, China.

Farmers Dropped From Rolls Eligible for Loan

Amarillo, December 21.—L. H. Hunter, regional director of the Farm Security Administration, announced here today that instructions have gone to all county rural rehabilitation supervisors for making loans to farmers dropped from WPA rolls in Texas who are eligible under FSA regulations.

Floyd Motor Co. Fire Does Little Damage

A fire at Floyd Motor Company Tuesday evening caused little damage, according to members of the Floydada Fire Department who answered the call.

\$1.00 Per Capita School Money Received Here

A payment of \$1.00 per capita on school money was received at the First National Bank, depository for school funds, last week according to County School Superintendent Walter Travis.

Schools Close Today For The Holiday Season

Floydada Public Schools will close today at 3:15 for the holiday season, according to Superintendent A. D. Cummings. Classes will be resumed Monday morning, January second.

Preston Martin Dies Tuesday at Weatherford

Preston Martin, age 67, died Tuesday morning at 8:10 at his home in Weatherford, Texas, following a critical illness of two weeks.

Funeral services were held Wednesday afternoon at 2 o'clock with interment following in a Weatherford cemetery. Mr. and Mrs. Massie and the brothers from Floydada went to Weatherford upon receipt of word of their brother's death and remained until today.

Stansell-Collins Lockney Firm Present Picture

Stansell-Collins Company and Lockney Implement Company, Floyd County John Deere dealers, presented an all-Hollywood feature, "The Tuttle Tugger", at the Palace Theatre Friday of last week.

The day in Floydada was part of a national program sponsored by John Deere dealers. Each year for some time Floyd County farm families have been guests of the John Deere company during "John Deere Day."

George Mahon Closes Office for Holidays

Lubbock, December 21.—Congressman George Mahon, who had maintained his office here since September, announced early this week that he had closed his Lubbock office and would return to Colorado for the Christmas holidays.

His secretaries, Lloyd Croshin of Lubbock and George Witten of Colorado, will also return to Washington next week.

ELECTION OF COMMITTEEMEN FOR 1939 AGRICULTURAL ASSOCIATION WILL BE HELD WEDNESDAY, DECEMBER 28

Farmers to Name Community Committees By Voting at Floydada, Lockney And Cedar

BOXING TOURNEY WILL BE HELD JANUARY 19-20 IN FLOYDADA COMMITTEE ANNOUNCES

A Golden Gloves Amateur Boxing Tournament, under the sponsorship of R. C. Andrews Ward School, will be held in Floydada January 19 and 20.

A. D. Cummings and Odell Winter represented the Floydada schools. Attending from the Whirlwind club were Abner Fry, J. C. Gilliam, Geo. Sherrill and K. Terrell.

Plans, outlined in Thursday afternoon's session, call for the tournament to be held in the gymnasium of R. C. Andrews Ward School.

Santa Claus to Be Here at Community Tree

Santa Claus, of North Pole, will be in Floydada this evening to be master of ceremonies at the Floydada community Christmas tree.

Miss Erin Gamble, of Sanford, visited from Sunday to Thursday with her sister, Mrs. Virgil Shaw and Mr. Shaw.

"Comfortactor" M-M Creation Shown Here

A number of Floyd County people saw the "Comfortactor", tractor creation of the Minneapolis-Moline Company, which was on display Friday at Hatley-Graham Machinery Company, Floyd County M-M dealers.

The "Comfortactor" is a modern, streamlined machine built much on the same order as an automobile. It has a sound proofed cab, cushioned seats, radio, heater, self-starter, electric lights, windshield wiper, safety glass, electric horn, fan, cigar lighter, ash trays, sun visor, rear vision mirror, clock and a handy group of instruments on the dashboard.

The M-M company terms their new creation "The World's Most Modern Tractor".

Floyd County farmers will select community committeemen for the 1939 Agricultural Conservation Association in a general vote to be held Wednesday of next week, December 28.

Three committeemen and two alternates will be named in each of the three community elections. These men will in turn elect one delegate and one alternate to represent respective sections in an election to be held in the County Agent's office next Thursday at 2 o'clock.

Farmers from Lockney, Irick, Pleasant Valley, Muney, Allison, Ramsay, Roseland, Sterley, Lonestar, Providence, and Prairie Chapel will vote at Lockney. Dougherty, Antelope, Baker, Pleasant Hill, Lakeview, Starkey, McCoy, Almon, Harmony, Sandhill, Floydada, Blanco and Campbell farmers will vote at Floydada.

The election at Floydada will be in the District Court Room, starting at 10 o'clock Wednesday morning. Lockney farmers will vote at 2:30 Wednesday afternoon at the Grammar School Auditorium.

Skedgel-Cooper Wedding Here Monday at 5:00

Miss Juanita Skedgel and Harry Lester Cooper, both of the Pleasant Hill community, were married in Floydada Monday afternoon at 5 o'clock.

FLOYD COUNTY PEOPLE OBSERVING HOLIDAYS WITH CHRISTMAS SOCIALS; CLUBS HOLD ANNUAL YULE AFFAIRS

College Students Returning Home to Visit Relatives and Friends During Holiday Season

Floydada and Floyd County people have already started observance of the holidays with gay Christmas parties, socials and trees.

A number of out-of-town visitors have already arrived. Students in colleges and universities in the state are arriving home, classes having been dismissed the fore portion of this week.

Worth, Southern Methodist University at Dallas, John Tarleton Agricultural College, West Texas State College in Canyon, Texas Wesleyan College in Fort Worth, Texas State College for Women at Denton, Baylor University at Waco, Mary Hardin-Baylor at Belton, Texas University, University of Denver at Denver, Colorado, Wayland College in Plainview and others.

FAIRBANKS-MORSE COMPANY LOW BID CONSTRUCTION OF MUNICIPAL WATER AND DISTRIBUTING SYSTEM

Dallas Firm Submits Offer of \$130,298.67; Estimate Sent to P. W. A. For Approval

The estimate was sent to Fort Worth for consideration and action by the P. W. A. officials. Date for the beginning of actual construction on the municipal project has not been set but is pending action of government officials, it was stated.

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for a completed project, including the plant, engines and equipment for producing electricity and all distribution system necessary. Other firms submitting estimates were Eugene Asbe, \$140,167.83; J. C. Morgan, \$138,264.08; A. M. Lockett & Company, \$137,298.67.

Office Will Close for Christmas

Floydada Post Office will be closed for Christmas, according to Barbara H. Smith, Postmistress.

For convenience of Christmas shoppers desiring to send for Christmas, the post office will remain open all day.

The office will be open from 11 to 12 o'clock Monday.

AVANAUGH DO YOUR PRINTING.

FAIRBANKS-MORSE COMPANY LOW BID CONSTRUCTION OF MUNICIPAL WATER AND DISTRIBUTING SYSTEM

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FLOYD COUNTY PLAINSMAN

Published Thursday Each Week

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

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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!

Comments reflections upon the character, standing or reputation of any 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.

JEFFREYS MOTOR AND ELECTRIC

Will Have A
**NEW HUDSON 112
AUTOMOBILE**

On Display At
**MAGNOLIA SERVICE STATION
NUMBER ONE**

All Day Saturday.

HAROLD F. MERRICK
Local Representative

**Harvey Walker
New Manager of
Camp Cope**

Harvey Walker of Canon City, Colorado, is the new manager of Camp Cope, service station, tourist camp and grocery, located on Highway 28. Mr. Walker, who succeeds Orville Poore, assumed charge of the business the first of December.

Mr. Walker is a son-in-law of Mrs. L. M. Daniels of Floydada, and he with his family have moved to Floydada. George Clay, who has been employed at Camp Cope for some time, will continue to work for Mr. Walker.

A complete line of Conoco products and groceries will be maintained at Camp Cope.

CITATION BY PUBLICATION OF FINAL ACCOUNT

THE STATE OF TEXAS
To the Sheriff or any Constable of Floyd County, Greeting:

Henry W. Hancock, Executor of the Estate of A. W. Hancock, Deceased, having filed in our County Court his Final Account of the condition of the Estate of said A. W. Hancock, Deceased, numbered 571 on the Probate Docket of Floyd County, together with an application to be discharged as Executor of said Estate.

YOU ARE HEREBY COMMANDED, That by publication of this writ for ten days in a Newspaper printed in Floyd County, Texas, you give due notice to all persons interested in the account for Final Settlement of said Estate, to appear and contest the same if they see proper so to do, on Monday the 2nd day of January, A. D. 1939, at the Court House of said County, in Floydada, Texas, when said Account and Application will be acted upon by said Court.

GIVEN UNDER MY HAND and seal of said Court, at my office in the City of Floydada, Texas, this 19th day of December, A. D. 1938.

(Seal) A. B. CLARK,
Clark, County Court Floyd County.

I HEREBY CERTIFY that the above and foregoing is a true and correct copy of the Original Writ now in my hands.

FRED N. CLARK,
4-11c Sheriff Floyd County.

Dr. and Mrs. C. M. Thacker, Mrs. A. C. Sullivan visited in Roaring Springs Sunday.

Miss Erin Gamble, of Sanford, visited from Sunday to Thursday with her sister, Mrs. Virgil Shaw and Mr. Shaw.

FOR SALE!

1938 3-4 Ton Chevrolet Pickup. Perfect condition. 1937 Plymouth Sedan. 1936 Chevrolet Coach and several other good cars. 2000 extra good maize bundles.

Geo. M. FINKNER



MERRY CHRISTMAS TO EVERYONE!



**Stewart's Cleaners
And Hatters**

We Give Green Trading Stamps
Phone 366.

To Everyone: A Very Merry Christmas!

Another Christmas, bringing with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close.

To one and all we extend greetings . . . wishing for all a Happy Christmas . . . and a Merry one.

BISHOP MOTOR CO.
Ford - Mercury - Lincoln

Merry Christmas



PURELY AND SIMPLY BECAUSE
WE MEAN IT

**MERRY CHRISTMAS
AND A
HAPPY NEW YEAR**

We appreciate the Splendid Patronage you have given us and sincerely hope that we may continue to serve you during 1939.

**Henry Edwards
Elevators**

Sunbeam
THE BEST ELECTRIC APPLIANCES MADE

The name for cherished gifts

Sunbeam MIXMASTER
THE BEST FOOD MIXER MADE

You give freedom from the tiring arm work of cooking, baking, getting the meals when you give Mixmaster. And the whole family will enjoy the doubly delicious foods made so quickly and easily with this great labor saver. From morning till night Mixmaster saves time, saves work in countless daily tasks. Over a million women who use Mixmaster will testify to that. And there stands ONE Mixmaster. So be sure the food mixer you give for the one you receive is a genuine Mixmaster. Complete with two lovely bowls, juice extractor and strainer. \$23.75 (West of Denver, \$24.00)

Sunbeam IRONMASTER
AMERICA'S FINEST FASTEST IRON

Heat up your clothes in the Sunbeam Ironmaster. Start from the top, and the clothes are done in 15 minutes. The only iron that does it with a "Thumb-up" Heat Regulator in the handle, and easy-to-set control buttons. The Sunbeam Ironmaster is a real time saver. Washable, durable, lightweight. It's available in steam iron. Complete with ironing board. \$8.95

Sunbeam COFFEEMASTER
THE SAME DELICIOUS COFFEE EVERY TIME
— AUTOMATICALLY — WITHOUT WATCHING

Automatically brews coffee for the correct time and shuts off when done. The coffee stays hot, the coffee hot and undisturbed. All you do is pour in coffee and water and forget it. It's fully automatic. No watching. No guesswork. All-glass body, chrome plate, unbreakable. Removable brew top and you have the lowest cost server. Sunbeam Coffeemaster. \$15.00. Or with matched service set including tray, sugar and creamer. \$22.50

Sunbeam SHAVEMASTER
IT'S TOPS IN DRY SHAVERS

Though this page is devoted chiefly to gifts that will delight any woman, we must mention your perfect gift for him — Sunbeam Shavemaster. It's the electric shaver all his friends are so enthusiastic about — the one for quick, close comfort shaves without weeks of "learning how." With rich leather zipper case. \$15.00

Sunbeam SILENT AUTOMATIC TOASTER
PERFECT TOAST—EVERY TIME

Every slice a uniform golden brown from first slice to last, no matter how many you make. Silent. No burning. Current shuts off automatically when toast is done. But toast stays hot and ready to butter and serve. Touch a lever and take it when wanted. \$12.95. Or with stunning 8 piece buffet set, including four buffet plates and two relish dishes of genuine Intagio crystal. Large walnut tray and cutting block. \$18.00

Texas-New Mexico Utilities Co.

THE SUNNY SIDE OF LIFE

Clean Comics That Will Amuse Both Old and Young

BIG TOP

"Skookie" goes out to do his act with Alta who, so far, is going through her stunt o. k.

By ED WHEELAN



LALA PALOOZA

Gonzales and Professor Zero Get Together

By RUBE GOLDBERG



SMATTER POP—For a Second, Pop Forgot

By C. M. PAYNE



MESCAL IKE

By S. L. HUNTLEY

The Process of Law



POP—Hazard Removed

By J. MILLAR WATT



Curse of Progress



SPUR TO THOUGHT

"Bridget," said Dennis timidly, "did ye ever think o' marryin'?"

"Sure now," replied Bridget, looking demurely at her shoe, "the subject has never entered my mind."

"Then it's sorry I am," said Dennis, as he started to leave the room.

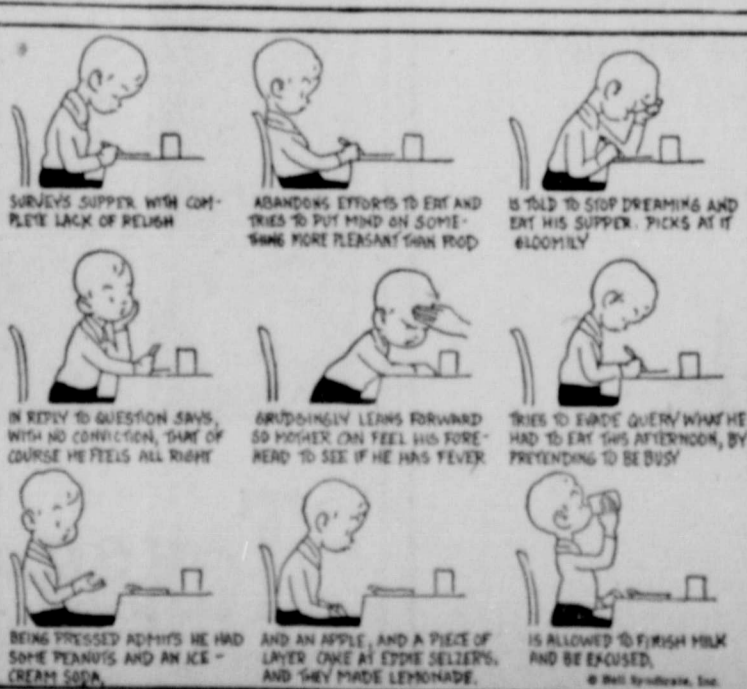
"One minute, Dennis," called Bridget, as he was going. "Ye've set me thinkin'."

Good Enough Evidence
 Manager—Where is Mr. Brown?
 Clerk—Speaking on the telephone to his wife.
 Manager—How do you know it's his wife?
 Clerk—Well, he's been on the telephone half an hour and I've only heard him say "Hullo" and "yes" so far.—Stray Stories Magazine.

And Some Sawdust
 "Darling," said Justwed, "what did you say this stuff is?"
 "Cottage pudding, sweetheart," cooed the bride.
 "That explains it! I've got hold of one of the beams!"

NOT HUNGRY

By GLUYAS WILLIAMS



Improved Uniform International LESSON

SUNDAY SCHOOL LESSON

Lesson for December 25

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

GOD'S GREAT LOVE

LESSON TEXT—Matthew 2:1-12.
GOLDEN TEXT—God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life.—John 3:16.

Christmas Day on Sunday—what an appropriate combination! Today we commemorate the birth of our Lord, the coming of our Redeemer to dwell among men on the day of the week which is a perpetual remembrance of His resurrection from the dead—the Lord's Day. He came as the babe of Bethlehem's manger in order that He might in His death and resurrection from the grave prove His victory over sin and death. For those who know and love the true spirit of Christmas, this should be a great day of rejoicing in Christ.

We have an unusual opportunity to study the birth of Jesus from a text not commonly used for Christmas, namely, the coming of the Wise Men from the East to find and to worship Him. It is suggested that their experiences may be considered as showing the way to Jesus, who is the perfect revelation of God's great love. We should

I. Look for His Sign (vv. 1-3).
 While most of their fellow men saw nothing but an unusually bright star (if they even noted that much, in their hurried devotion to the interests of everyday life), the men of the East showed that they were wise by recognizing that here was the promised sign of Numbers 24:17. Be sure to read that great prophecy. When they told Herod, he, fearing lest his own power and prominence should be challenged, became troubled in his heart.

The parallel to our day is striking. Everywhere in our lives, personal and national, are the unmistakable signs of the presence and power of Jesus. Most people heed them not in their mad pursuit of gold and pleasure. Others hate His name, and would destroy His influence on earth. Let us be among the wise men who come today to seek and worship Him.

II. Listen to God's Word (vv. 4-6).
 The Wise Men knew that He was to come, but they needed further light. They knew where to find it—in God's own Word. How different would be the history that is in the making in our day if instead of turning to the philosophies of men, or trusting in the might of armaments, we would turn to God's Word and let it lead us all to Christ, the Saviour of the world, the Prince of Peace.

III. Seek the Saviour (vv. 7-9).
 Different motives moved in the hearts of those who consulted the Scriptures on that far-off day in Jerusalem. Herod, while hypocritically professing to want to worship, really was looking into it so that he might kill Jesus. There are hypocrites who study God's Word in our day for the same purpose while ostensibly worshipping. The people of Jerusalem had the curious bystander's interest in an unusual event. They have their counterpart in our churches and communities on this Christmas Day of 1938. Then there were the chief priests and scribes, who had a purely professional interest in finding what the Scriptures taught concerning this promised One. There are plenty of that kind of religious workers today.

None of these actually sought the Saviour except the Wise Men. Thank God for the thousands of men, women, and children who will today seek the Christ who is the very reason for the observance of Christmas, but who has been all but lost in the nonsense and commercialism that have practically ruined Christmas as a sacred "holy day."

IV. Worship Him (vv. 10-12).
 These faithful seekers found Him, and in Him they found joy (v. 10), worship (v. 11), opportunity for sacrifice of self and gifts (v. 11), and fellowship with God in the great work of redemption (v. 12). God spoke to them, gave them a personal and secret commission which thwarted the wicked plans of Herod.

Christmas may mean all of that to each one of us if we let the Lord Jesus come into our lives in all the beauty of His redeeming love and holiness. To you who read these lines just now, the writer makes this plea in the name of Christ—let Him have your life and transform it by His grace and for His glory. Only thus can you have a joyful and blessed Christmas.

The Parent Mind
 The souls of the sons of God are greater than their business; and they are thrown out into life, not to do a certain work, but to be a certain thing; to have some sacred lineaments, to show some divine tint of the Parent Mind from which they came.—Martineau.

The Nation's Progress
 National progress is the sum of individual industry, energy, and uprightness, as national decay is of individual idleness, selfishness and vice.

Make This Useful Bag on a Ho

By RUTH WYETH SPEARS
 THIS bag has been a great success. Several others made for different purposes are good to hang in the sewing room for patch, small equipment. When I find a little bigger one for laundry. The size shown requires 3/4 yard of bright



You will notice in the French seams are made the first stitching close to this stitching, bag inside out and the seams again so that the are covered. Punch a hole in the center top for the hook. Clip top's corners to the many gift sets contained in the books shown.

NOTE: Mrs. Spears' Gifts, Novelties and Embroideries has helped thousands of to use odds and ends of things to sell and to use. Sewing, for the Home is full of inspiration for homemakers. These books delightful Christmas gifts. Spears will autograph the quest. Books are 25 cents. Crazypatch quilt leaflet free with every order of books. Address: Mrs. S. S. Desplaines St., Chicago.

Wise and Other

A rumor is often very but it soon gets round same.
 It's not much of a brag a man tells another he gotten more than he known.
 Courtship makes a spoon, but marriage him fork out.
 Work is the secret of says the millionaire. If you've got to get other to do it for you.
 Have you heard of the minded gangster who machine-gun on his fired his secretary.

Bothered Constipation

Get relief this simple pleasant way

Take one or two tablets of Ex-Lax before retiring. It tastes 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.

You don't get the night. No cramps. No gas. No to get up.

In the morning, Ex-Lax acts as a thoroughly and effectively. It works so gently that, except for the relief you enjoy, you scarcely realize you have taken a laxative.

Ex-Lax is good for every member of the family—the youngsters and the grown-ups. Available at stores in handy 10¢ and 25¢ packages.

Now improved—better than the ORIGINAL CHOCOLATED

Advertisement Best Guide to Value

EXPERTS can estimate the value of a product by looking at it. Even experts are sometimes fooled by imperfections.

A more certain way for judging the value of manufactured goods is knowledge of the name and what it stands for. This is a sure index of an assurance against less workmanship, or shoddy materials. Advertisement products are worthy of confidence and you'll pay to read advertisement and to buy advertised.

TO THE HONORABLE INCOMING JUDGE, COMMISSIONERS COURT—OLD AND NEW, OF FLOYD COUNTY, GREETINGS:

We, the undersigned business men and merchants of Floyd County who are property owners and taxpayers of this county, who contribute a portion of our earnings to the upkeep of this county through taxation, extend to you our best wishes for an economical administration of the county affairs during the ensuing two years.

It is our sincere hope that you—The Judge and Commissioners who have been selected by the voters of Floyd County—will see fit to patronize the merchants and business men of Floyd County when purchasing those supplies necessary for the operation of this county's government—For the maintenance of Floyd County Roads, County Buildings, and all Departments of the Administration.

SECTION 1

SECTION 1—WHOLESALE GASOLINE AND OIL DEALERS:

The Wholesale Gasoline and Oil Dealers Undersigned carry a complete stock of all types of gasoline, motor fuels and oils and greases. Any of these dealers can supply ANY or ALL of the County's Needs for these products AT A SAVING IN PRICE to the TAXPAYERS OF FLOYD COUNTY. At any time—You will find a saving of from 10 to 12 cents a gallon on motor oils and greases. ALL PRODUCTS MEET S. A. E. SPECIFICATIONS ON ANY—AND ALL—MOTORS AND MACHINERY THAT THE COUNTY OWNS AND OPERATES.

See CLINE & RAINER

FOR MOBIL GREASES AND OILS. PHONE 37. FLOYDADA, TEXAS

PHILLIPS PETROLEUM COMPANY

PHONE 66. FLOYDADA, TEXAS

SINCLAIR REFINING COMPANY

HENRY HODEL, AGENT. PHONE 131. LOCKNEY, TEXAS

THE TEXAS COMPANY

CARTER & BLOODWORTH, AGENTS. PHONE 87. FLOYDADA, TEXAS

PHILLIPS PETROLEUM COMPANY

PHONE 10-B SOUTH PLAINS, TEXAS

F. M. COVINGTON

JOBBER OF PETROLEUM PRODUCTS DOUGHERTY, TEXAS

CONTINENTAL OIL COMPANY

R. C. HENRY, AGENT. PHONE 5. FLOYDADA, TEXAS

PANHANDLE REFINING COMPANY

G. E. STRICKLAND & SONS, DISTRIBUTORS. PHONE 289. FLOYDADA, TEXAS

CONSUMERS FUEL ASSOCIATION

COMPLETE LINE OF FUELS, OILS AND GREASES. FLOYDADA, TEXAS

HOME OIL COMPANY

WILL APPRECIATE SOME BUSINESS. PHONE 64. FLOYDADA, TEXAS

SECTION 2

SECTION 2—LUMBER YARDS AND BUILDING SUPPLY DEALERS:

The Lumber Yards and Building Supply Dealers Undersigned Carry In Stock—OR CAN PURCHASE—Any type of building material necessary for the maintenance and upkeep of the Roads and Buildings of Floyd County.

ANY—AND ALL—Materials may be bought through the Lumber Yards and Building Supply Dealers at a saving to the Taxpayers of Floyd County. There is no need of spending Floyd County's Money—Outside of Floyd County.

WILLSON & SON LUMBER COMPANY

HIGH QUALITY LUMBER AND LOW PRICES. FLOYDADA, TEXAS

HIGGINBOTHAM-BARTLETT LUMBER CO.

LUMBER AND STEEL CULVERTS. FLOYDADA, TEXAS

J. C. WOOLDRIDGE LUMBER COMPANY

"ANYTHING TO BUILD EVERYTHING" FLOYDADA, TEXAS

J. C. WOOLDRIDGE LUMBER COMPANY

BUILDERS HARDWARE AND LUMBER DOUGHERTY, TEXAS

SECTION 3

SECTION 3—HARDWARE STORES AND MERCANTILE ESTABLISHMENTS:

The Undersigned Hardware Firms and Mercantile Establishments urge that the Incoming Judge and Commissioners Court of Floyd County give earnest consideration to Floyd County Business Institutions before purchasing any item of this nature—Any of these firms named hereon carry a complete stock—in which you will find anything necessary in this line for the operation of Floyd County's Buildings and Roads, Etc.

KIRK & SONS

FURNITURE AND HARDWARE, FLOYDADA, TEXAS

MCDONALD & GILLIAM HARDWARE

HARDWARE AND ELECTRICAL APPLIANCES. FLOYDADA, TEXAS

THE MARTIN DRY GOODS COMPANY

"THE STORE WITH THE GOODS" FLOYDADA, TEXAS

ODEN CHEVROLET COMPANY

PHONE 4. FLOYDADA, TEXAS

BISHOP MOTOR COMPANY

FORD—MERCURY—LINCOLN. PHONE 228. FLOYDADA, TEXAS

PIGGLY-WIGGLY

GROCERY AND MARKET. J. B. CLAIBORNE, MANAGER. FLOYDADA, TEXAS

David, the Shepherd

By Molly Chittick

"YOU can't go out to tend the sheep tonight, Judah," David heard the choke in his mother's voice. "The lion's claws have wounded you sore. I will find someone to send out with them."

"He is hot, so hot," she whispered to David after his father had fallen into a troubled sleep. "It will make him sick unto death if he goes out on the plain."

"Fear not, mother. I will go. Now that I am fourteen, I can prove myself a man. I will go, like my great forefather, David the king."

Rebecca bade him good-by tenderly. "Had I a son older, I should send him. But you are all I have. Take care. The lion may return."

So David drove his father's flock out onto the plain where the shepherds



Suddenly over the hill before him he saw a group of men approaching.

Herds watched their flocks by night. The cool breeze from off the mountains made him draw his cloak close.

Suddenly over the hill before him he saw a group of men approaching. That was a surprising thing, to see men wandering about at night. But there was nothing alarming in their action. They seemed filled with excitement and joy.

Now one of them called: "Who is this, guarding his sheep here? Oh, is it you, David, son of Judah? Come with us. We have seen you star, brighter than any star of the morning. It is moving, and we are following it."

David was on his feet, listening with boyish excitement to their tale of the words they had heard from the heavens, as an angelic host praised Jehovah. His heart burned within him, and he was eager to accompany the band of shepherds.

Then he heard one of the young lambs: "Ma-a-a-a." The answering bleat came from a distance. The mother had wandered off in search of tender morsels. David heard again his mother's warning.

"I have come to guard my father's flock. I cannot go with you."

"We left our sheep, David. This is the king we are about to see. We must go. You are a fool to stay here with these few sheep, when the king is to be seen."

"I came here to tend this flock. It is not mine, but it is my task," was his only reply.

When they saw that he would not accompany them, they made haste to be on their way.

At first his excitement over the tale the shepherds had told him kept him awake. But gradually his eyes grew heavy. He was almost asleep when he heard the "Ma-a-a-a," of a young lamb again. He jumped to his feet, conscious that he had forgotten to hunt up that wandering mother. With staff in hand, and his sling ready to use, he listened intently for a moment. Then he saw the sheep, standing some distance from the others, its head raised listening to something he could not hear. But David knew what there was to be found there. With the starlight shining full upon it, crouched a lion ready to spring.

Swift as the David of old, the lad swung his sling, and the stone went straight into the head of the crouching animal. With a slow yielding of its body the lion fell in death.

"I am glad, my son, that you were so faithful," his mother praised him in the morning. "Your father was beside himself, wild with his illness, and had I not been able to tell him you were with the flocks he would have gone out, sick as he was. And now you have slain a lion. Your fame will go before you."

"But mother, I did not see the king," and David's voice trembled. "Do you not think the king would have scorned a lad who would desert his post of duty from idle curiosity? Nay, my son, you have done your task faithfully and well, and proved yourself a man. Later you may see the king."

©—WNU Service.

Bethlehem Once Unimportant
The city of Bethlehem, birthplace of Jesus Christ, was considered least important among ancient Palestine towns before the Nativity. But tradition has it that the birthplace of Jesus was desecrated by a pagan temple of Adonis before the Emperor Constantine built the basilica of the Nativity in A. D. 330. The basilica is one of the oldest churches in Christendom and has a history 1,600 years old. The original building is still standing but it has been altered by additions.



CHRISTMAS GREETINGS TO EVERYONE

We offer our best wishes for your complete happiness. We hope that this Christmas season will be your most enjoyable. We hope that the coming year will bring you good health, happiness and prosperity. May this success be associated with the service our company can give you. A very Merry Christmas and a Happy New Year.

MARTIN & COMPANY

McCormick Deering Farm Machines



May the True Spirit of Christmas Fill Your Home at this Festive Season . . .

. . . and may its many benefits linger on throughout the entire year. This is our hope. May a new prosperity and happiness be yours throughout the coming new year. This is our prayer. So we join with everyone in an expectant unity that all this may be true.

This Bank Will be Closed All Day Monday, December 26.

THE FIRST NATIONAL BANK
1903—Time Tested Service—1938



"AT CHRISTMAS PLAY AND MAKE GOOD CHEER,
FOR CHRISTMAS COMES BUT ONCE A YEAR!"
May the true spirit of Christmas fill your home at this festive season . . . and may its many benefits linger on throughout the entire year. This is our hope. May a new prosperity and happiness be yours throughout the coming year. This is our prayer. So we join with everyone in an expectant unity that all this may be true.

SEASON'S GREETINGS
To Our Many Friends and Good Customers

THE MASSIE WHOLESALE GROCERY

MERRY CHRISTMAS

To many friends and good customers who have patronized me in the past year, I extend my most sincere wishes for a very Merry Christmas. In the prospect of your future friendship I say . . .

HAPPY NEW YEAR TO EVERYONE!

Speer Garage
SLIM SPEER

MERRY CHRISTMAS

The Space Is SMALL
But Our Greeting Is BIG!

Rainer Shoe Shop
SOUTH SIDE SQUARE

GREETINGS!

To you and yours for a Happy and Most Prosperous New Year and we cordially invite you to continue your friendly and appreciated patronage.

CARMACK HATCHERY



The gift we treasure most was not given at this Christmas . . . but rather it was given all through the year. This gift is your friendship and patronage. We treasure it most because we know it is your way of showing us that our service has been welcomed by you, and that you value this service. So for another year we say "Merry Christmas to All!"

FLOYDADA INSURANCE AGENCY

W. H. HENDERSON

PHONE 273

ALL OF US
Join In Wishing a Very
MERRY CHRISTMAS
TO EVERYONE!



McMURRY'S CAFE



GREETINGS

TO ALL OUR MANY FRIENDS

Jackson Produce
PHONE 328
NORTH SIDE SQUARE



A Merry Christmas to All!

MERRY CHRISTMAS



May the present festive season fulfill all your expectations of complete happiness and may the New Year bring all the things you've hoped for.

Our Firm and Employees Join in Wishing All the Season's Greetings.

We join in the hope that your welcome patronage continues.



REID STRICKLAND
J. L. BAXTER
ERNEST McNUTT
R. E. GOLIGHTLY
DILLARD PATTERSON

STRICKLAND SNACK Shack

MERRY CHRISTMAS



GHOJA KRISTMASKO
GLAEDELIG JULI
FROLICHE WEINACHTEN
FELIZ NAVIDAD!

We can say it in every language . . . we can sing it in every song . . . but it all boils right down to the fact that we all wish you a very MERRY CHRISTMAS!

THE Spirit of Christmas prevades the entire world . . . but nowhere is it more felt, so more sincere than right here in our own Floydada.

SO we join in today to wish everyone . . . our patrons, our associates, our friends . . . a very Merry Christmas and a Happy, Prosperous New Year!

JOY TO YOU
BUON NATALE!
STASNI VANOCE!
UMFELIZ NATALE!
WESOLYCH SWIADE!
ALL MEANING
MERRY CHRISTMAS!

Cline's Automotive Repair Service
PHONE 35



Let's wish together! Let's overlook our little complaints, and let's be thankful for what we have and for what we intend having. Let's wish for each other's joy in this great season . . . and hope for each other's happiness in the coming year. It's easier this way, and more enjoyable. All together, then! A brighter, happier year.

Magnolia Service Station No. 1

A. J. CLINE

PHONE 36

A MERRY CHRISTMAS TO EVERYONE

WE SEND TO YOU OUR GREETINGS!

May your way be gay; your pleasures unending; your Christmas a Merry One; your New Year a prosperous one. These are our wishes for you. For ourselves? All we want is your continued friendship and patronage. This is enough for anyone.



FLOYD MOTOR COMPANY
DODGE-PLYMOUTH

BEST CHRISTMAS WISHES

TO ALL THE FRIENDS OF YOUR FRIENDLY

FOGERSON'S SHOE SHOP

REDMAN SHOE SERVICE

SHOE REPAIR GUILD



OUR BEST WISHES FOR YOUR HAPPINESS

We offer our best wishes for your complete happiness. We hope that this Christmas season will be your most enjoyable. We hope that the coming year will bring you good health, happiness and prosperity. May this success be associated with the service our company can give you. A very Merry Christmas and a Happy New Year.

Flowers for the Holidays

A wide selection of pot plants for Christmas Table Decorations and Holiday Events.

Hollums Floydada Florists

Miss Faye Angew of Plainview visited in Floydada Saturday and Sunday with Miss Ann H. Bradley of the Floydada Hospital and Clinic.

Mrs. Smith Is Guest Speaker at Amarillo Club

Mrs. Lon V. Smith of Floydada was guest speaker at the Twentieth Century Club in Amarillo on Friday, December 16. Mrs. Smith spoke on the subject, "The Pioneer Woman and Christmas".

Mrs. Smith was a house guest, while in Amarillo, of Judge and Mrs. A. J. Folley. Mrs. Folley was also a guest of the Twentieth Century club at the Friday meeting.



STRICKLY CONFIDENTIAL

BY STRICK

Where School Teachers Will Spend Holidays

Bradley Thomas will visit during Christmas holidays with relatives at his home in Brownwood. Mrs. J. N. Johnson will leave this week for Newcastle, Texas, to spend the holidays. Misses Margie and Ruby Norton will visit in Gilmer with their sister, Mrs. Harold Thomas and mother, Mrs. A. F. Norton.

Miss Nancy Ann Hadsell, also a teacher in the R. C. Andrews Ward school, will go to Denton for the holiday season. Miss Bernice Dallinger will visit with her relatives in Plainview. Miss Elizabeth Caldwell will leave Thursday for Perryton to enjoy Christmas. Miss Jane Hughes will visit with her parents at Quitaque. Miss Beryl Busby will leave this week for Mart, Texas, for Christmas and New Year.

Miss Alva Weatherford will go to Mt. Vernon Friday and will return in time to meet classes January second. Miss Maudie and Vera Meredith, and J. H. Myers of R. C. Andrews Ward School will be in Floydada.

HIGH SCHOOL FACULTY

Mr. and Mrs. O. K. Davis and family will go to Anson for a visit with his mother. Miss Eunice Howell will be in Paducah, Miss Reba Copeland at Amarillo and Miss Grace Cade in Chandler from Friday of this week until Monday, January.

Mrs. Eva Braddock Piper will go to Austin and visit also at San Angelo and Brownwood during Christmas.

Miss Daltis Rea expects to spend

Mrs. McKinnon Honored On 82nd Birthday

Mrs. A. P. McKinnon celebrated her 82nd birthday Tuesday of this week and a number of friends called to wish a 'Happy Birthday' to one of Floydada's most loved 'young' women.

Mrs. E. L. Angus, Mrs. Lon M. Davis, Mrs. E. C. Henry, Mrs. Clem Henry, Mrs. Willson Kimble and Mrs. R. F. Kirchner were joint hostesses at a reception in Mrs. McKinnon's honor. Mrs. Henry presided at the punch bowl and Mrs. Kirchner, Mrs. McKinnon's daughter, received the guests. Hot punch and cake were served those who called. Mrs. McKinnon received a large selection of beautiful gifts.

Visitors during the day included Mr. and Mrs. J. M. Willson, Mr. and Mrs. Glad Snodgrass, Mr. and Mrs. Jack Henry, Rev. and Mrs. Jno. Eldridge, Mr. and Mrs. W. H. Henderson, Mr. and Mrs. N. W. Williams, Mr. and Mrs. Homer Steen, Mr. and Mrs. Lon M. Davis; Mesdames W. H. Alexander, Clem Henry, E. L. Angus, E. C. Henry, P. M. Felton, H. M. McDonald, Champ Walter, Lillie Britton, E. C. Nelson, O. P. Rutledge, A. A. Beedy, J. D. Colville, E. S. Randerson, B. P. Woody, L. G. Mathews, Geo. V. Smith, Wilson Kimble, Fred Nabors, W. I. Cannaday, I. W. Hicks, Edd Johnson, J. U. Borum, E. F. Stovall and Mrs. Robt. McGuire and sons, Donald Bruce and Robert Lee; A. D. Cummings, R. Fred Brown, Billie Joe Welch and Kenneth Pagan.

1934 Study Club Has Its Christmas Party

A Christmas holiday motif was carried out in the arrangements for the 1934 Study Club's social evening at the home of Mrs. I. R. Grundy. Misses Oleta Owens, Alva Weatherford and Lois Fouts were joint hostesses.

Miss Fern Finkner played two numbers on the xylophone and Miss Wilmina Salisbury gave a review on the book, "The Other Wise Man." Following the program the group held a Christmas tree, exchanging gifts.

Proceeding the program refreshments were served to Misses Fern Finkner, Wilmina Salisbury, Betty Newell and Mrs. Lacey Martin, guests and Lois Fouts, Alva Weatherford, Oleta Owens, Eunice Howell, Roba Coppelard, Mary Shaw, Mildred Olson, Dorothy Scott, Helen Krouger, Selma Linder, Bernice Patton, Thelma Browning, Mildred McClung, Ruth Grimes and Mesdames Walter Travis and W. T. Camp, Beryl Busby, Bernice Dallinger, Mrs. Russell King, members.

Hospital Notes

Mrs. Roy Cary was admitted to the Floydada Hospital and Clinic for medical treatment Wednesday.

Mrs. Joe Parrish underwent a minor operation Wednesday.

Bill Hale, son of Mr. and Mrs. Walton Hale, city, underwent a minor operation Monday.

Roland de Cordova of Pottersburg was admitted for a minor operation Tuesday.

Mrs. B. F. Ewing has recovered from an attack of pneumonia and has returned to her farm.

Otis Anderson is recovering from an eye operation.

John Key West received medical treatment for burns to his eyes.

Bob Camden was dismissed from the hospital Sunday, having recovered from an appendectomy.

CITATION BY PUBLICATION

THE STATE OF TEXAS, To the Sheriff or any Constable Floyd County—Greeting:

YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in the newspaper published in the County of Floyd once each week for five consecutive weeks previous to the return day hereof, W. S. Laughlin whose residence is unknown, to appear before the Hon. District Court, at the next regular term thereof, to be held in the County of Floyd, at the Court House thereof, Floydada on the fourth Monday of January, 1939, then and there to answer a Petition filed in said Court on the 12th day of September, A. D. 1938, in a suit numbered on the docket of said Court No. 2018, where Maud Laughlin is plaintiff and W. S. Laughlin is defendant. The nature of the plaintiffs demand being as follows, to-wit:

Suit for Divorce, and restoration of her name of Maud Shurbot, plaintiff, alleges cruel and inhuman treatment because of drunkenness an abuse.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof this writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Floydada Texas, this, the 20th day of December, A. D. 1938.

GEO. B. MARSHALL, Clerk District Court, Floyd County Texas.

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

A TIP

from Santa

"For Carefree Mondays—No Work or Fuss, Gather Your Washing—And Send It to Us"

PHONE 141

FLOYDADA STEAM LAUNDRY

Greetings for the coming **Christmas and New Year**

May Christmas bring you Joy . . . And each day of the year bring you more happiness.

MARIE'S BEAUTY SHOP

Boothe Building

CHRISTMAS CHEER

MAKE OTHERS HAPPY—Is the big lesson of Christmas and it is one that cannot be stressed too much among Mankind.

In fact, we are glad not only to co-operate in the joyous task of Making others happy during Christmas, but we carry the practice into all the other weeks of the year.

For we believe that to render daily an efficient, courteous, cheerful service necessary to the progress and comfort of the community is to help in making others happy.

BEST WISHES FOR THE NEW YEAR.

FLOYDADA HOSPITAL AND CLINIC

A. E. GUTHRIE, M. D. Physician and Surgeon
DONALD H. PITTS, M. D. Surgeon
ANN H. BRADLEY, R. N. Supt. of Nurses
MRS. MAUD MERRICK Secretary and Business Manager

Merry Christmas

Through your kindness and consideration we have been enabled to reach a constantly increasing number of customers. At this time we want you to know that we greatly appreciate all that you have said or done for us. May this be a Merry Christmas for each of you, is our wish.

KING'S GROCERY AND MARKET

A Merry Christmas to All!

Floyd County Plainsman

HOLIDAY SPECIALS

Cherries . . . 19c
Chocolate Covered, 1 lb. Box

Marshmallows . . 1 lb. pkg. . . 15c

Beans, 2 for 25c
Empson's Cut Green Beans, No. 2 can.

Cake Flour . . 29c
Swan's Down Cake Flour, pkg.

Heinz Catsup 19c

Corn, 3 for . . . 25c
No. 2 cans

Light Crust Flour 48 lbs . . . \$1.35

COMPLETE STOCK Nuts, Fruits and Christmas Candies.

WE WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

We will be closed Monday, December 26.

HULL AND McBRIEN

Joyous Holiday Season



May The Dawn of Another Year Be Bright and Fair - Promising a Better Year Than Ever Before

For all our friends and patrons our wish would be that this New Year bring only Happiness, but better still let us hope that bring what it may it will find us ready to make the best of the opportunities it affords, ready to look for the good and not the bad, and ready to be cheerful and of service to everyone it is our good fortune to meet.

May we thank you for past favors and sincerely assure you our chief aim will be to please you to the best of our ability . . . and perhaps we may be permitted to help make yours a prosperous New Year.



for the coming

Christmas and New Year

May Christmas bring you joy and each day of the year add to your joy!

West Texas Gas Co.

Natural Gas—Your Quick-Clean-Economical Servant

WE SEND TO YOU OUR GREETINGS!

May your way be gay; your pleasures unending; . . . your Christmas a merry one; your New Year a prosperous one. These are our wishes for you. For ourselves? All we want is your continued friendship and patronage. This is enough for anyone.

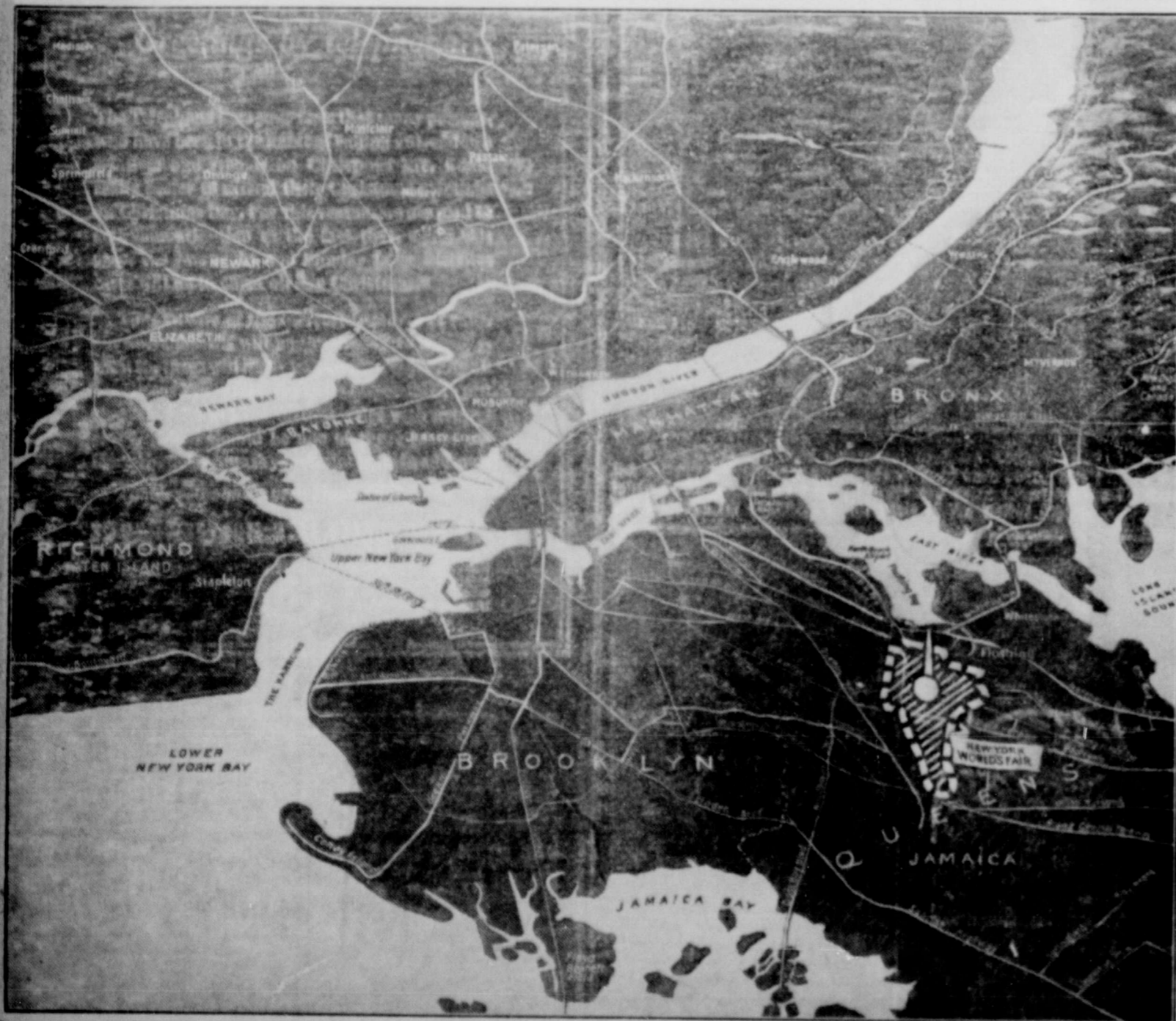


CLOUD PONTIAC COMPANY
Pontiac Sales and Service USED CARS

SCOTT GIN

C. T. (BILL) SCOTT, MANAGER

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.

Funeral For Mrs. Pope Held Wednesday P. M.

Mrs. Mary Jane Pope, age 83 years, passed away at her home in Floydada Wednesday morning at 4:15 following a prolonged illness. Mrs. Pope, widow of J. H. C. Pope who died in 1917, had been a resident of Floyd County since 1916.

Deceased was born August 12, 1855 in Tennessee. She came to Texas when three years of age and resided in Bell County until moving to Floyd County in 1916. Mrs. Pope was married to J. H. C. Pope, Civil War veteran, in Bell County.

Survivors include one son, H. O. Pope of Floydada and the following grandchildren: Bernard Pope, Lockney; Leonard Pope of Floydada, Annie Bell of Lamesa, Lillie Mae Pope of Lamesa, R. A. Pope of Manila, Philippine Islands, and Troy Pope of Dallas. One son and two daughters preceded Mrs. Pope in death.

Last rites were held Wednesday afternoon at 3:30 at the F. C. Harmon Funeral Chapel. Rev. Vernon Shaw, pastor of the First Baptist Church, conducted.

Interment was in the Floydada cemetery.

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

LET CAVANAUGH DO YOUR JOB PRINTING.

M. L. SOLOMON JEWELER
Floydada, Texas



The gift we treasure most was not given at this Christmastime . . . but rather it was given all through the year. This gift is your friendship and patronage. We treasure it most because we know it is your way of showing us that our service has been welcomed by you, and that you value this service. So for another year we say "Merry Christmas to All!" And a Happy New Year.

SHARP'S MOTOR SERVICE



MERRY CHRISTMAS TO ALL

The closing clock strikes . . . Christmas in the store is ended. Christmas in the home has just begun. The throng is homeward bound . . . to loved ones . . . to share in their joys and happiness. We join the throng and await the dawn of the year's happiest morning. But not until, with all others in this organization, we add our voice to the chorus of "Merry Christmas to one and all."

WILLIAMS GROCERTERIA

1938-1939—GREETINGS TO EVERYONE

Old Father Time just keeps on marching along and we welcome 1939 with open arms as the bringer of 365 days of opportunity for worthwhile achievements! At the close of the old year accept our gratitude for past favors and our best wishes for a happy new year.

SAM'S BODY AND FENDER WORKS



Christmas A Year Late

By Edith Kirkwood

TOMORROW'S Christmas day, tomorrow's Christmas day," little Dorothy was singing as she was prancing about the dingy apartment. She'd stop to roll up the sleeves that were continually slipping down over her hands. No wonder they didn't stay up, for the dress was one that Helen, two years older, had outgrown. Mother had meant to make it over, but she was too tired when she got home from cleaning house for other people all day.

"Hush up, Dorothy. Mother will be coming in pretty soon, and she'll cry if we say anything about Christmas," Helen reminded her.

"I don't see why. Christmas is a time to laugh, and not to cry," Dorothy responded philosophically.

"Don't you remember last Christmas, and how daddy didn't come home with our packages?" Helen couldn't believe that even so little a sister as Dorothy should forget that. For daddy had never been heard from since that Christmas eve.

As Dorothy started to reply, Helen warned her: "Sh—, there comes mother," and the youngsters were silent when she entered. Mrs. Bond, tired and absorbed in her own anxious thoughts, did not heed their un-



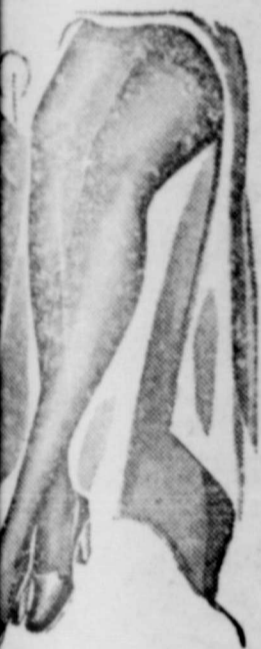
A CHRISTMAS WISH FROM US TO YOU

Our wish for this Christmas is that the choicest blessings of life, pleasant environment, good associates that will add to a store of rich experiences may be all yours. To you and yours we give this wish of happiness and contentment for the holiday season and throughout the coming year.

We thank you for every courtesy you have shown and earnestly solicit your patronage for the New Year.

J. C. WOOLDRIDGE LUMBER COMPANY

Gifts TO BRING CHEER ALL YEAR



HOSIERY—
the new shades
\$1.00, \$1.25



GIFT APRONS—
Fast Color Prints
63 Cents.



FLANNEL ROBES
And Chenille, Luxury Gift—
Low Priced
\$4.95



HANDKERCHIEFS—
Always a welcome Gift
5c, 25c, 35c



GIFT SCARFS—
In all the newest styles
49c, 69c, 89c



GIFT HOUSECOATS
Satin, Moires, Taffetas, Rayon Crepes.
\$3.98, \$5.95



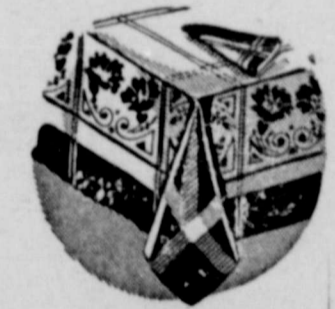
COSTUME JEWELRY
Assortment to select from
50c, \$1.00



GAY NIGHT GOWNS
Gowns She'll Love
\$1.00, \$1.98



PURSES—
Practical Gift
1.00 to \$1.98



GIFT LUNCHEON SETS —
They're things that every one wants in her home.
\$1.25 to \$2.25



GLOVES—
In all colors
\$1.00, \$1.98



STEP-INS
Plain and Lace Trim
49c, 63c

BED JACKETS
Pastel Colors
\$1.98

PARKER HOOD
And Glove Set
\$1.00, \$1.50

BABS was such a little girl to be disappointed at Christmas, but there seemed no other way.

Her mother called her to the bedside. "Babs, darling," she began softly, "Christmas will soon be here."

The little girl's eyes shone. "It won't be the same this year, darling. There won't be any presents, or well—anything."

"No Santa Claus?"
"No Santa Claus?"
"But why?"

"You're going on five, Babs. Try to understand. What we call Santa Claus is really just the love people have for each other at Christmas." Her voice trailed off in a fit of coughing. "That pillow—there—now I can breathe. It isn't I don't love you, darling. I just can't do things this Christmas. That lovely tree last year—you remember it, don't you, Babs?"

"Oh, yes, Mummy."
"We'll try to have one like it next year, if—" She choked a moment. "If I get well."

"Why, Mummy, you're crying!"
"No, no I'm not. See? Why don't you run out and play a bit? Get your coat and rubbers."

Babs went out into the snow very thoughtful. A group of children were



He came dressed as she had seen him first, and with a bag of toys.

playing down the block, but she didn't want company.

Of course there was a Santa Claus. Hadn't he come last year? And all her playmates—he came to see them, too. How could Mummy be so mistaken?

She hadn't intended to come so far. But it was fun walking on the crisp, crunchy snow. And there, ahead, were men stringing lovely colored lights and loops of greenery on lamp posts.

"What's she want, Bill?"
"I can't just get it. Something about Santa Claus."

"Why, sure, kid. Just down the block. He's ringing a little bell."

The men laughed, and Babs laughed, too. Santa Claus! She would find Santa Claus. The street was alarmingly crowded, but she could hear the thin tinkle of a bell.

Then she saw him, all dressed in red and with a long white beard. He was sitting by a big red box, and every now and then someone would drop money into it. Babs stood for a long while watching, fascinated, afraid to speak.

The tinkling stopped, and the Santa Claus came over. "What's the matter?" he asked gently. She let him lead her back to the big red box. He took her up on his lap, and gave her the little bell to ring. Slowly she told her story. Mummy, who was so sick, had said there wasn't any Santa Claus this year. Babs took care of Mummy. She didn't know how to get home.

"I think I had better see if we can't find your Mummy," Santa Claus declared. "She's probably worried about you. You aren't afraid to come with me, are you?"

"Oh, no," Babs answered trustingly, and carried the bell while he put away the big red box.

They found the right neighborhood with no great difficulty. Babs insisted that Santa Claus come in, "to show Mummy there really is a Santa Claus," and he agreed. Then things began happening. There was a doctor, and a nurse, and Babs must be quiet, and mustn't see Mummy—not for days. Through it all Santa Claus kept coming back, only without the beard or red suit.

Until Christmas, that is, and then he came dressed as she had seen him first, even to the little bell, and with a big red box full of toys for her. And as an even grander present, he said that Mummy was well enough to sit up.

He was very tender to Mummy, and carried her gently to the big chair that was ready for her. Babs was sure that Mummy looked prettier than she had ever seen her. Oh, it was such a Merry Christmas! If it could only last!

"My," said Babs, "I wish you could stay here forever."
And the Santa Claus man answered very gravely, "Thank you, Babs. There's nothing I should like better."

But he wasn't looking at Babs. It was more as though he were talking to Mummy.

Copyright—WNU Service.



Mrs. Bond was roused by a knock at the door.

childlike quiet. Her apathy had developed that trait in them, and she was unaware of what her sorrow was doing to her children. She busied herself with the simple meal, and Dorothy's faint, "Mother, is Santa coming tonight," was the cause of her only break: "My poor baby, I'm afraid Santa doesn't even know you exist," she sobbed. She was getting them into bed, and they were soon asleep, their pillows wet with their tears that Santa was not coming. Too tired to sew, and in deepest depression, Mrs. Bond was roused from her inert brooding by a rap at the door.

A caller was unheard of. No one came to see her, for she had repelled all kindly offers of assistance when her husband disappeared. She ignored the knock. When it came again it was a significant signal, two short raps, repeated three times. Her husband's knock!

Quivering with excitement, she moved toward the door. Her fingers were trembling so that she could hardly turn the key. The door opened, and she gasped, "Tom!" as the sturdy, well-dressed man exclaimed, "Barbara!" and took her in his arms. Then, after a long embrace, he led her to the big chair she had just quitted, and drew her on his lap while they talked.

"I left you Christmas eve to do the last-minute shopping. But an icicle struck my head, and knocked me unconscious. I couldn't remember who I was or where I lived. I went to a hotel and after a few days got work as a salesman. I told my boss my predicament, and he has been very kind. Today, Christmas shopping somehow brought back to me who and what I was. And I couldn't wait to find you!"

"But how did you ever trace us?" Barbara asked. "I thought I left no clues. I thought you had deserted me, when we found you weren't an accident case."

"Deserted you? You? My poor child," and he drew her close again. "I did have a heck of a time, but old Jack, the baggage man, finally told me where you had moved to. But now we must get ready for last year's Christmas. And next week we'll get out of this hotel." Tom's affluence was apparent.

"My dear, my dear. I don't mind the hovel, now that you are safely home," Barbara whispered.

"All right, Babs, old girl. But stop crying down my neck if you are really glad to have me back," but his tender kiss belied his joking words.

©—WNU Service.

Popular Christmas Carols
Probably the best known Christmas carol is "Adeste Fideles," composed in 1700 and sung in Roman Catholic churches ever since. It was adopted in England in 1841 and sung in Protestant churches as "O Come All Ye Faithful." Among the more popular Christmas carols are "While Shepherds Watched Their Flocks by Night," "Christians Awake," and "Hark, the Herald Angels Sing." St. Ambrose is said to have written one of the first Christmas hymns in 340 A. D.



That
You and
Yours may
Have a Merry
Merry Christmas
Day... That the New
Year may dawn brightly
For you and be the best of
All the years you've ever
Known, is the wish of everyone
In our organization

MERRY CHRISTMAS

CONSUMERS FUEL ASSOCIATION

Phone 122 Floydada, Texas

Style Shoppe

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

Announcing!!

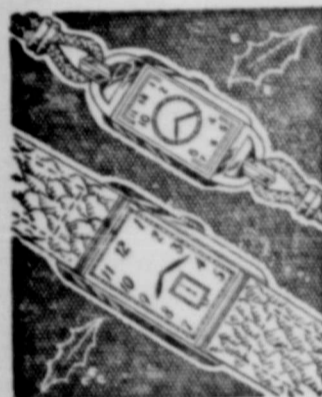
I have assumed management of Camp Cope located on Highway 28. Continuing to handle: Conoco Products, Complete Line of Groceries.

COME TO SEE US.

CAMP COPE

Harvey Walker, Manager

WATCHES



MAN'S WRIST WATCH!
7-jewel; modern design, leather strap . . \$15.00

NEW LADY'S WATCH
Accurate movement, gold case, cord band . \$25.00

GREETINGS!

Our best wishes to our friends and customers for a very Merry Christmas and a Happy, Prosperous New Year!

M. L. SOLOMON, JEWELER

A REAL CHRISTMAS

By Vera Ashton

"Oh, lookit, lookit, Jimmie. Doesn't it look like a real baby? Just 'magine it's for me!" And little Sally's face was radiant with the imagined joy.

"Ah, that's nothin' but a doll! You girls!" and Johnnie's nose turned up with disgust. "If you're lookin', just lookit that!" and he pointed to a scooter that leaned proudly against the wall in the show window. "That's what Santa Claus has picked out for me." And Johnnie's eyes shone.

A well-dressed man standing near them heard the words, and looked curiously at the ragged children. As he saw his wife approaching, the children started on, but not before he heard the boy say to his sister, "It's no use 'magine anything this year. Aunt Meg doesn't even have a chimbley for Santa to crawl down, and he probably doesn't even know that daddy and mother aren't here any more," and his brave little lip quivered.

The man turned to his wife, who had just reached him. "Madge, look at that window."

But her voice was shrill with a hysterical grief, as she exclaimed: "Oh, Phil, I can't look at those toys. You know I can't. When little Elsie is dead, and we have no one to make Christmas for."

"But Madge, that is what I mean. We have someone to make a Christmas for. See those kids there, just going round the corner? They are the Mayne children, whose father and mother were killed in that factory fire last month. They're living with their aunt, who already has four children of her own, and her husband is only working part time since the fire." He said no more but watched his wife anxiously.

Her look of grief turned slowly to one of questioning and then pleasure.

"We'll do it!" she exclaimed in glad tones.

"I heard them tell each other what they wanted," Phil said joyously.

So on Christmas morning Sally and Johnnie were surprised to have an auto drive up in front of their Aunt Meg's house, and have a fine big man ask them to go home with him to dinner. And there, when they had taken off their coats and hats, they found a lovely Christmas tree with a beautiful doll and a perfectly grand scooter, and a new suit for Johnnie and a dress for Sally which made her dress sparkle with joy.

"We don't want you to go home," Mrs. Vigers said when the children began to talk about having to go, after the dinner of turkey and cranberry sauce and all the fixings. "We want you to stay, don't we Phil?"

"Indeed we do, for we need a little boy and girl in our house," Phil Vigers replied, with a happy smile on his face. And he added, under his breath, as he gave his wife a mighty hug, "This is a real Christmas, Madge. I'm glad that there was plenty of room at this inn."



FOR THE HOME

Coffee Service, Bridge Sets, Ice Service, Cocktail Sets, Lamps.

MAKE THIS A "Doc"



White Drug Company

The Rexall Store

Phone 202

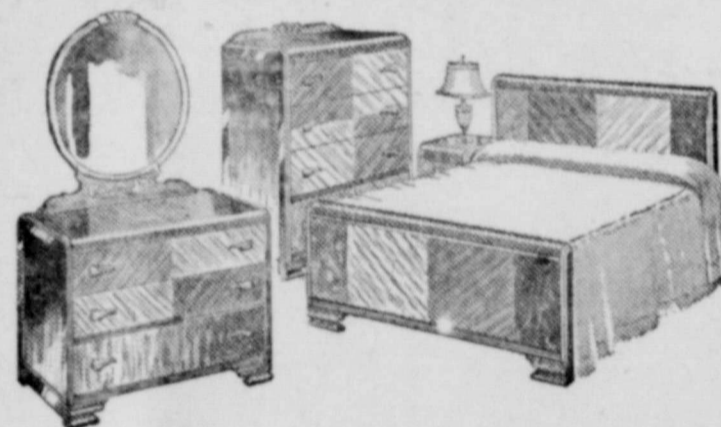
SHOP HERE FOR

Lentheric Cosmetics, Fitted Cases, Perfumes, Boudoir Lamps, Manicure Sets, Men's Shaving Set, Men's Zipper Sets, Travel Kit.



Complete Gift Selection!

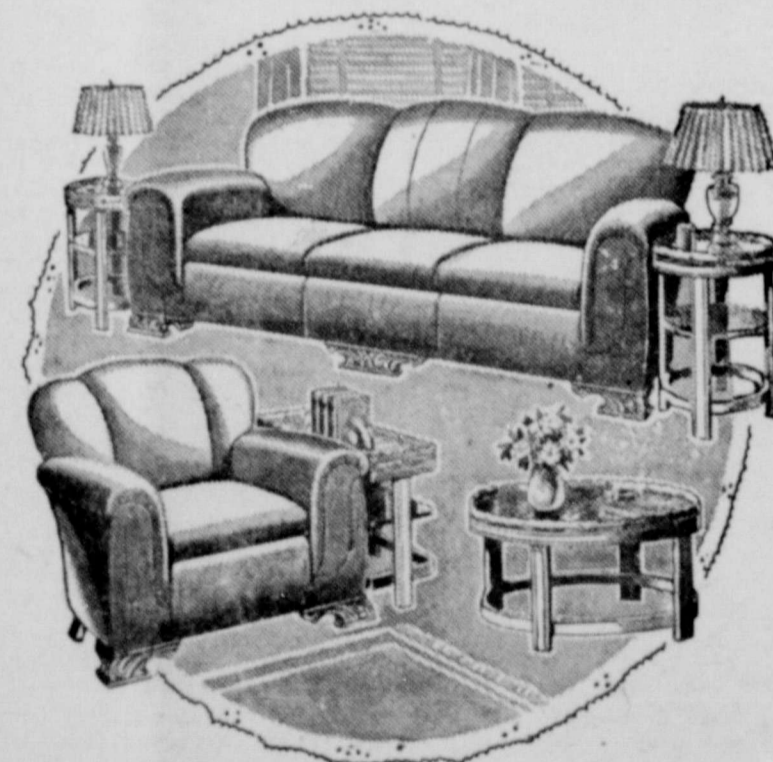
For the Jolliest Christmas ever - GIVE FURNITURE



BED-ROOM SUITS

- Maple
- Walnut
- Blond Maple

\$29.50 to \$102.50



LIVING ROOM SUITS BRING XMAS CHEER! A more appropriate Gift Cannot be Found \$39.50 and up

PHILCO RADIOS . . .

Year Around Pleasure!

— SETS —

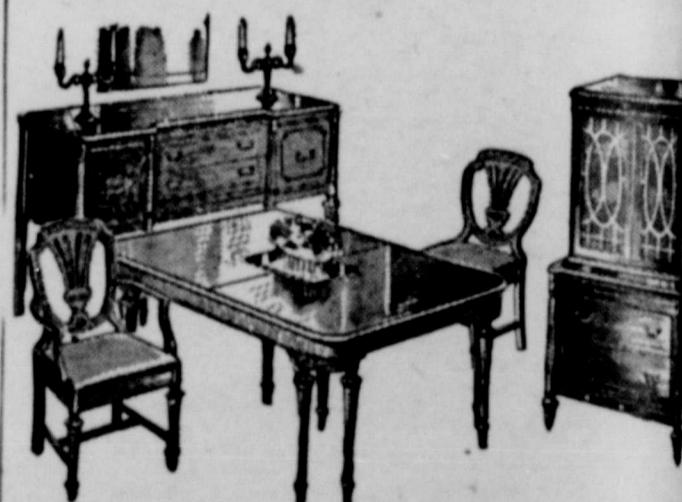
\$25.00 to \$215.00



- End Tables
- Card Tables
- Coffee Tables



ALSO— Lounge Chairs, Smoking Stands, Cedar Chests, Desks, and Magazine Stands.

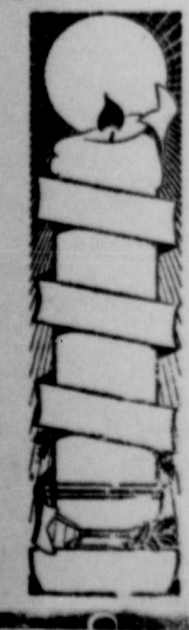


DINING ROOM SUITS— \$68.50 to \$105.00

F. C. HARMON



1939



As the New Year approaches and the old comes to a close . . . We join in extending to our friends and customers the greetings of the season.

May this be a Joyous Season of Thanksgiving for the many good things of 1938 . . . May the Christmas Spirit prevail in your home throughout the year 1939 . . . and may there be "Peace on Earth, Good Will Toward Men."

We appreciate the courtesies shown us during the past year . . . and we hope that we will continue to justify the faith that you have placed in us . . .

From the entire organization and all the employees MERRY CHRISTMAS AND A HAPPY, PROSPEROUS NEW YEAR.

FARMERS GRAIN COMPANY
Phone 43, Floydada, Texas

**COMPLETE LINE
OF FIREWORKS
FOR THE
HOLIDAYS**



FRUIT CAKES, Per Pound . . 35c

**LAYER CAKES,
Large 3-layer, each 50c
Assorted Flavors**

**WESTERS' QUALITY
BAKERY**



**Greetings and Sincere Good Wishes
For A Merry Christmas**

In all sincerity we thank those who made our business possible in 1938 and wish each of you the happiest, best and most prosperous year in 1939 you could possibly wish for yourself.

LUTHER FRY, TAILORING

*A special message
for you who plan to extend
out-of-town Christmas
Greetings by telephone...*

The Telephone Company feels that many persons, who have been in the habit of calling out-of-town relatives and friends on Christmas Eve, would really prefer to extend their Christmas greetings on Christmas Day. For this reason, we are glad to call your attention to the fact that, again this year, the low night and Sunday Long Distance rates will be in effect all day Christmas.*

To take care of the increased volume of calls, our switchboards will be "manned" to capacity. Even so, there will likely be periods—especially on Christmas Eve—when it will be impossible to put through calls to a few distant cities with normal speed. If you should be one of those inconvenienced by delay, we ask your indulgence in advance.

Thank you—and a very Merry Christmas.

SOUTHWESTERN BELL TELEPHONE CO.



*The low night rates will also be in effect all day Monday, Dec. 26, New Year's Day, and Monday, January 2.

CHRISTMAS GREETINGS . . .

The two words of greeting . . . Merry Christmas . . . have behind them all our good wishes for your future and our gratitude to our patrons and clients. To all, A Merry Christmas, good health and good cheer.

**G. C. TUBBS
INSURANCE AGENCY**

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

By virtue of an Alias Order of Sale issued out of the District Court of Bell County, Texas, on the 22nd Day of November, 1938, by the Clerk of said District Court, for the sum of TWO THOUSAND NINE HUNDRED FORTY-THREE & 02/100 (\$2943.02) DOLLARS, with interest thereon from the 17th Day of October, 1933, at the rate of 10% per annum, and costs of suit, under a Judgment rendered in said Court on the 17th Day of October, 1933, in favor of H. C. Glenn, Receiver for Temple Trust Company, Plaintiff, against Fred Bell, Individually, and as Community Administrator of the Community Estate of himself and his deceased wife, Antoinette Bell, Deceased, Defendant, in a certain Cause in said Court, No. 20468, styled H. C. Glenn, as Receiver, for Temple Trust Company vs Guy Nickels Etal, I, Fred N. Clark, as Sheriff of Floyd County, Texas, did on the 6th Day of December, 1938, levy on certain real estate situated in Floyd County, Texas, described as follows:

All of Lot Number Twenty-Six (26), in Block Number Sixty (60), of the Town of Floydada, Floyd County, Texas, together with all improvements thereon situated. —and levied upon the property of Fred Bell, Individually, and as Community Administrator of the Community Estate of himself and his deceased wife, Antoinette Bell, Deceased, and that on the First Tuesday in January, 1939, the same being the 3rd Day of January, 1939, at the Court House Door of Floyd County, Texas, in the City of Floydada, Texas, between the hours of 10:00 A. M. and 4:00 P. M., by virtue of said levy and said Order of Sale, I will sell above described real estate at public vendue for cash to the highest bidder, as the property of said Fred Bell, Individually, and as Community Administrator of the Community Estate of himself and his deceased wife, Antoinette Bell, Deceased.

And in compliance with law, I give this notice by publication in the English Language once a week, for three consecutive weeks, immediately preceding said date of sale, in The Floyd County Plainsman, a newspaper published in Floyd County, Texas.

WITNESS MY HAND This 6th Day of December, A. D. 1938.
FRED N. CLARK,
2-3tc Sheriff, Floyd County, Texas.

NOTICE TO CREDITORS

Notice is hereby given that Original Letters Testamentary upon the Estate of Pauline L. Butz, Deceased, were granted to me, the undersigned, on the 5th Day of December, A. D. 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 prescribed by law.

My residence and Post Office Address is R. F. D. Lockney, Texas.

CHARLIE BUTZ,
Executor Estate of Pauline L. Butz, Deceased. 2-4tc

**CLASSIFIED
ADVERTISING**

Ambulance service in town \$2.00, up to 10 miles in country \$2.50. Call the ambulance and save future trouble, F. C. Harmon. 1-2tc

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

Our ambulance service is worth lots more than we charge but we will be glad to serve you any hour. F. C. Harmon. 1-2tc

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

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

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

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

Get that radio tuned up for the holidays. Prompt, efficient service at prices that you can afford to pay. F. C. Harmon. 1-2tc

We have a full line of B and C batteries and packs, also radio tubes of all kinds, F. C. Harmon. 1-2tc

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

Mr. and Mrs. F. C. Harmon Jr., of Dallas, arrived this week to spend the Christmas holidays visiting in Floydada with Mr. and Mrs. F. C. Harmon. F. C. is attending Baylor Medical College in Dallas.

MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR !!

The long-awaited day is at hand, and we hope that it contains a multitude of blessings for you, in the form of dreams that have come true, and in quantity of mental serenity and happiness that it brings.

It gives us real pleasure to wish you a Merry Christmas and a Happy, Happy New Year.

JONES MARKET

MERRY CHRISTMAS, FOLK

Please accept this hearty, sincere greeting that your Christmas may be merry and your NEW YEAR filled with happiness. At this season of the year we want to stop long enough from business activities to express our thanks for the many kindnesses that have been shown us during the past year, and extend our greetings of the season.

GEO. M. FINKNER

GREETINGS of the Season

G. R. Strickland & Sons and all the employees join in wishing for you the most enjoyable Christmas and a Happy, Prosperous 1939.

We have enjoyed serving you during the past year and hope that we may continue to deserve your patronage. Our resolution is to serve you better with—PANHANDLE PRODUCTS—U. S. TIRES.

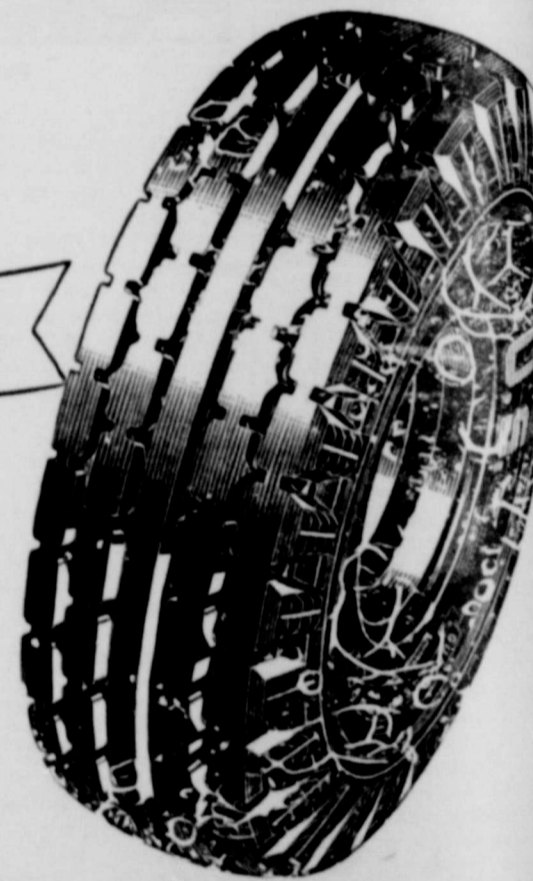
G. R. Strickland & Sons

Distributors, Panhandle Refining Company, Phone 288

PAY 30% LESS

This World-Famous Brand

THE U.S. TIRE
(Guard STANDARD)



IT'S NOT TOO LATE!

. . . To Equip Your Car with a set of New U. S. Royal, U. S. or U. S. Royal Master Tires before starting on that Holiday Trip.

. . . You will be safer on U. S. Royal Masters!

COMPLETE SIZE RANGE!!
Let Us Quote On Your Size.

- 1 A SPECTACULAR NEW 1938 MONEY-SAVING VALUE—of amazing quality—built by the world's largest producers of rubber.
- 2 PATENTED "U. S." TEMPERED RUBBER—the toughest tread compound ever developed—known everywhere for long, safe mileage.
- 3 EXCLUSIVE "SAFETY BONCING"—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—U. S.—with an amazing array of famous "U. S." safety, comfort and mileage features.

G. R. Strickland & Sons

Distributors, Panhandle Refining Company, Phone 288

MAYOR PLEADS WITH JUVENILE'S

Several residents who have been so nice to place in their homes Christmas decorations, have had to make complaints of boys taking light bulbs. (Likely these boys are doing this unthought) and not even thinking they could be fined fourteen dollars for this, however we have had to go to the expense of placing night watchman in different parts of town to avoid this. Please boys—lets be good good fellows and stop this.

FIRE WORKS—There has been several disastrous accidents from shooting fire works on the streets and we ask you to be careful and not shoot em where any one could be hurt, and make it a point to get away from the main business district.

DRUNKS—If you elders are going to get drunk. We advise you to go home, as we are going to enforce this law and if you land at the City Hall. Don't send your friends to get you out until you've paid your debt to the City and have your normal mind back as we are not going to do any monkey business with drunks.

What we want to do is be with you as better Citizens and not over you.

GLAD SNODGRASS
MAYOR OF FLOYDADA.



CHRISTMAS GREETINGS

With the approach of a New Year we join in wishing for you and yours the best of everything during Christmas and 1939...

We appreciate the patronage given us and the courtesy shown in the past year. May we continue to serve you?

CLINE & RAINER

H. O. CLINE
J. O. WARREN

A. C. RAINER
BUD SPARKS



OUR BEST WISHES FOR YOUR HAPPINESS

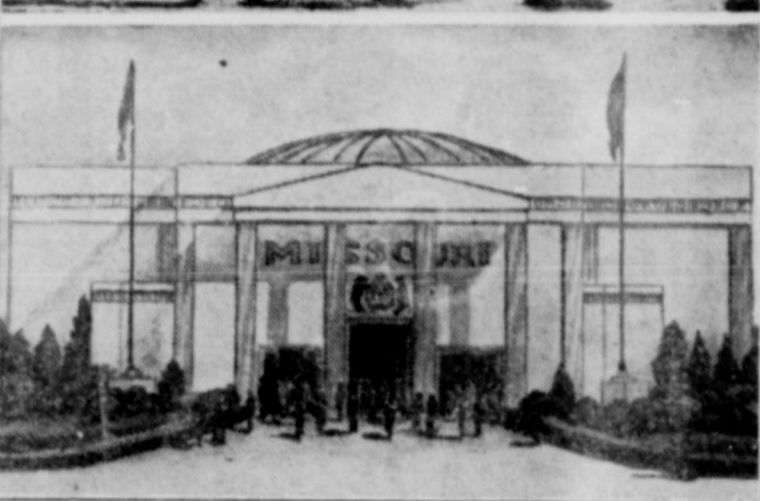
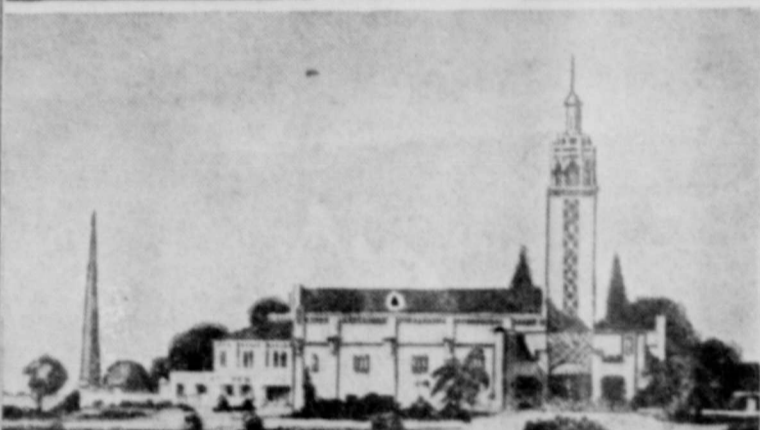
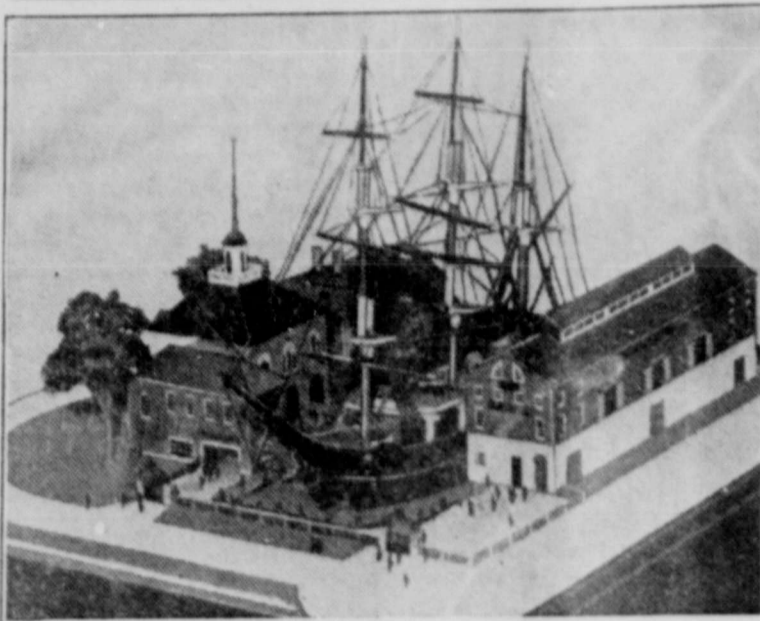
As Christmas draws near, it is only natural that our thoughts turn to those of you who have played such an indispensable part in our success. Our best way of wishing you a very merry Christmas and a prosperously happy New Year... is to assure you of continued high quality and courteous service throughout the coming year... and all the years to come.

In selling you a Chevrolet car, we confidently believe that we have sold you more genuine comfort and stability at a price not obtainable in any other make of automobile.

Oden Chevrolet Company

Sales and Service Phone No. 4

Typical State Buildings At New York Fair 1939

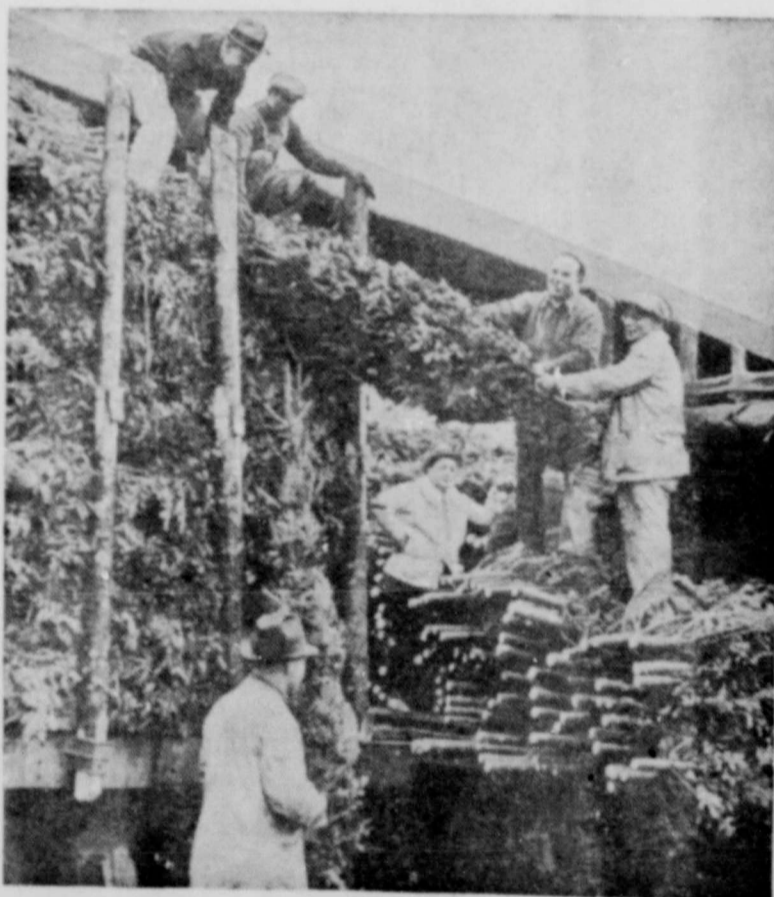


At the top is a model of the New England Building for the New York World's Fair which opens on April 30, 1939. The scene is a typical New England waterfront with a 135-foot sailing vessel lying at dock. On one side is a merchant's warehouse; on the other, a two story structure indicating the Balfinch contributions to New England architecture.

In the middle is the Florida exhibit which will occupy 2 1/2 acres of ground and will depict the citrus industry, phosphate mines, animal life and other resources and advantages of the state.

At the bottom is the building of the state of Missouri in which will be shown the industrial, agricultural and recreational life of the state.

Nature's Yuletide Gift



From verdant forests throughout northern America, trees to grace the nation's Christmas morning are shipped each year. This picture was taken in Maine, where 1,500,000 trees are being felled for the holidays, to be loaded for shipment to all parts of the United States.



"Whee-e-e! Some tricycle Santa left me. There's so much to play with that I hardly know where to start. Wouldn't it be nice if Christmas came every day? But maybe that would be too much work for Santa Claus, and, after all, maybe I'd get kind of tired, too."



"What's this? Another doll! Kind of hard to get it out. Wonder what else is in this big stocking maybe it's the candy I ordered from Santa Claus."

Colorado Town Revives Ritual Of Log Burning

PALMER LAKE, COLO.—Residents of this high-perched town on the great Divide celebrate their modern Christmas in an old-fashioned way, by burning the traditional yule log.

Each year the log is secretly cut, notched and tied with hempen cord, hidden among the trees and rocks awaiting the fender to whom goes the honor of dragging it into town.

Last year for the first time Palmer Lake burned its yule log in the town hall, where local firemen built a huge stone fireplace wide enough to accommodate a four-foot log. Previously the celebration was held in a private home where fewer guests could be accommodated.

The hunt for the yule log starts at 1 p. m., when all participants are summoned by a bugle to meet in front of the hall.

The yule log has a colorful history. In Scandinavia, where Thor, the god of thunder, was worshiped, great log fires were built along the rocky shores both at mid-summer and mid-winter in order to propitiate him for his rumbling wrath.

When the early fathers substituted the feast of the Nativity for that of Mithra, the Persian sun god who was worshiped on December 25 in early Rome, a different note crept in. Yule-tide became a time for feuds to cease.

In England, before the Reformation, bringing in the yule log was an important part of the Christmas festivities. The community usually gathered in the hall of the lord of the manor, where the log was kindled with due ceremony and all partook in the wassail cup, a sweet cider flavored with fruits and spices.



This monument at Oberndorf, Austria, honors Joseph Mohr, who wrote the words to "Holy Night," and Franz Gruber, who wrote the music for one of the world's most beloved Christmas hymns.

Christmas Wreath 'King' Started as Shoemaker

WINSLOW MILLS, MAINE.—Thrown out of work when a shoe factory closed last year, Mervin Flanders came back to his home town and set himself up as the leader of Maine's Christmas decoration business. Flanders' success story started with a ball of string, some barrel hoops, some spruce, boughs and a little ambition. Now he's perfected a gadget that speeds up the wreath-making process by ten times. Shoemaking, he says, can't compare to the wreath business.

CHRISTMAS FIRE HAZARDS

Lighted Christmas candles in the window look nice but they may ignite the curtains. Fire experts warn that extreme care must be observed in using candles and other Yuletide illumination.



Our New SPRING

Debbly Rose
COATS
by Betty Rose



GAY, CHARMING, YOUNG

... in their very first and already going to places as far higher as coats. It's their clever and smart tailoring that they have unusual touches that show careful and creative thinking the part of their design.

SKETCHED... A coat that could go proudly... Straight lines in Bet-teen Tweed, centered by grosgrain binding the collar and Shaggy pockets... Lined with lasting Coronation Satin.

STYLE SHOPPE

"Always Showing New Things First"
Mrs. Mollie A. Morton, Proprietress
Phone 17



MERRY CHRISTMAS AND JOYOUS NEW YEAR!

Accept our heartfelt gratitude for the patronage given us during the past year.

We sincerely hope that the service we have rendered will warrant your continued good patronage.

BROWN'S HOUSEHOLD SUPPLY

Merry Christmas



GREETINGS, TO OUR FRIENDS

We wish you a Merry Christmas, A Happy New Year, too; Good store of cheer throughout the year, Good Luck in all you do.

We are mindful, too, of the favors you have shown us in the past, and at this Yuletide Season we want to thank you very sincerely for the business you have given us.

Sincerely yours,

ARMOUR CREAMERY
E. L. Angus, Manager