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PAGES

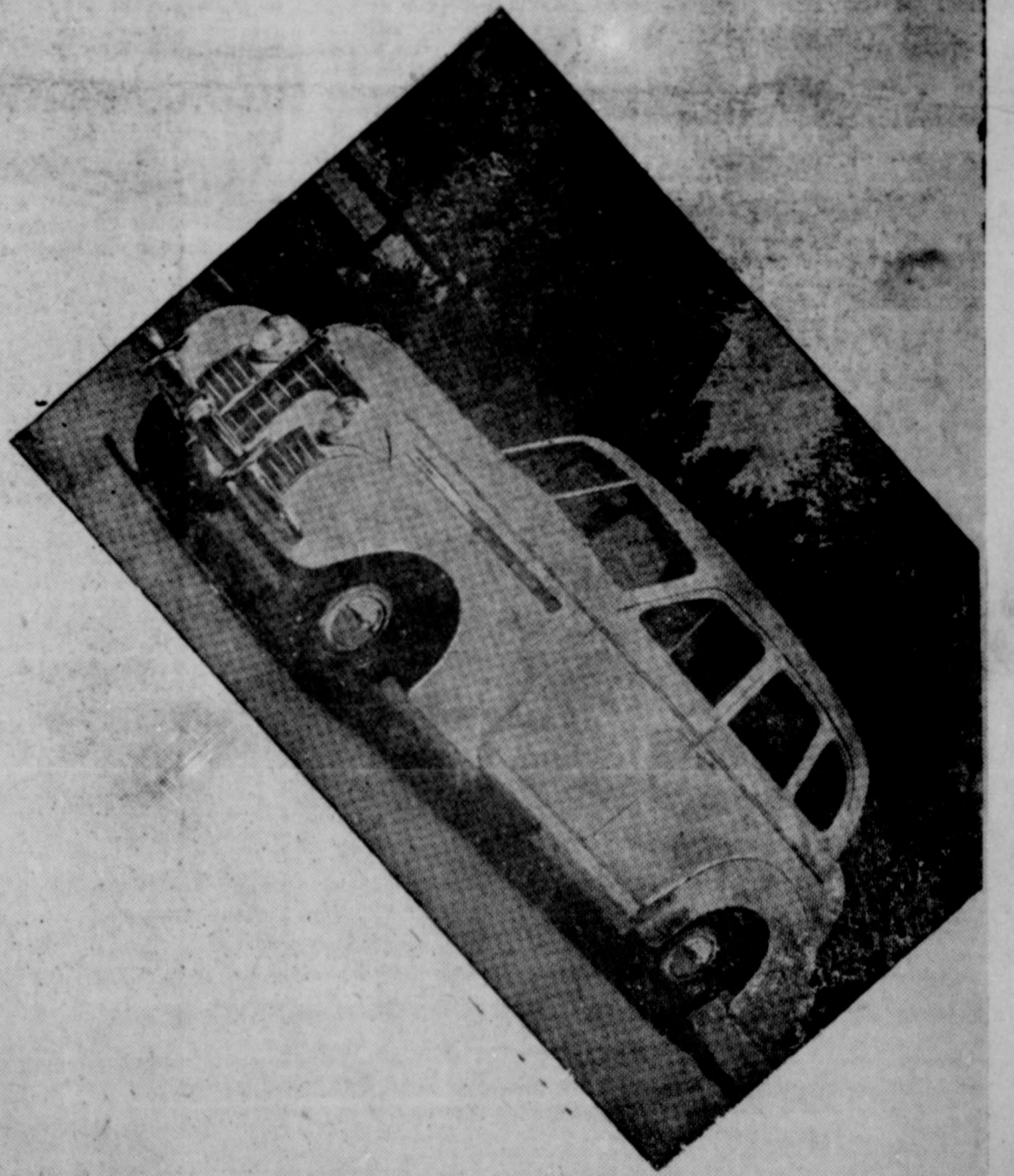
The Floyd County Plainsman

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

No. 10

Floydada, Floyd County, Texas, Thursday, March 16, 1939

Number 16



FLOYD COUNTY PLAINSMAN
Published Thursday Each Week

STRICKLAND, EDITOR AND ADVERTISING MANAGER
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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!

serious reflections upon the character, standing or reputation of a 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.

Homebuilders Met With E. W. Moore March 10

Not a thing to be enjoyed Sunday, Miss Ruth Grimes, registration agent, told members of the homebuilders club in her session on selecting and arranging furniture, when they were met by Mrs. E. W. Moore, March 10.

Decorations usually cheap. Miss Ruth Grimes shows stability and shows to acquaint good children they should be with it Miss Grimes said. The business meeting of the club was read and approved. Bertrand gave council report. Floyd Fuqua bedroom announced for the club to bring their old fashioned chairs to the next meeting. demonstration on pieced chair cushions.

Members were: Miss Lafern Eubilly Johnson; Members Mrs. Mesdames D. D. Shipman, P. F. Bertrand, Ray, J. D. Eaves, T. J. W. Denison, L. L. Clark, A. W. Dunn, Ben Johnson, E. O. Cates, Lee Edgar Duncan, Floyd Fuqua.

qua; Misses Larue Williams Myra Dunavant, Joy Dunavant and the hostess, Mrs. Moore.

New Management For Tulia Herald Is Announced

Tulia, March 10.—Management of the Tulia Herald has been taken over by R. L. Scurlock according to announcement by Mrs. F. P. Engleman, its owner.

The former editor of the paper, F. P. Engleman, died Jan. 31.

Scurlock is a graduate of the University of Missouri and comes to Tulia directly from Blackwell, Okla., where he was connected for 12 years with the Blackwell Tribune, a daily.

J. S. Engleman, former partner with his brother, F. P. Engleman, in editing the Tulia Herald, has disposed of his interest and is on a vacation, recuperating from ill health.

Somer Hollingsworth of Canyon spent the week end with his parents, Mr. and Mrs. A. S. Hollingsworth. He returned to Canyon Sunday and was accompanied by his father and brother, Larry, who returned home Sunday night.

Miss Margurite Leonard, of Tech College, spent the week end with her parents, Mr. and Mrs. Troy Leonard.

Chevrolet Offers Many Advantages To Auto Owners

The 1939 Chevrolet cars, trucks and commercial cars, which may be seen at Oden Chevrolet Company, offer many advantages for motorists.

Greatest of all contributions to driving ease is Chevrolet's new vacuum-operated gearshift. The driver has only to move the lever, mounted on the steering column, and 80 percent of the effort required for shifting is provided by a vacuum cylinder. In selecting gears, the lever is moved to the front or rear exactly the same as with the conventional gearshift.

Among the other advantages offered by Chevrolet is Aero-stream styling by Fisher, Perfected Knee-action riding system, hydraulic brakes, Chevrolet's famous valve-in-head six cylinder engine, built in safety and comfort, shockproof steering, additional beauty and beautiful appointments.

Particular attention has been given to the refinement of Chevrolet body interiors for 1939 to effect an atmosphere of restful beauty, luxuriousness, and comfort. The result is the true beauty that results from the skillful blending of line, form and color, set off with decorative features designed in accordance with the highest standards of good taste.

In the 1939 Chevrolets, everything has been planned to provide comfort for both driver and passengers. This painstaking effort to assure physical and mental ease while riding is reflected in scores of special conveniences throughout the car—things that, taken altogether, contribute largely to the pleasure of motoring.

Card of Thanks

We acknowledge with deepest and most sincere appreciation your help, kind words of sympathy and the many beautiful floral offerings during the illness and death of our husband and father, G. R. Strickland.

MRS. G. R. STRICKLAND, Mr. and Mrs. Ernest Carter, Mr. and Mrs. Herwin Strickland and Barbara Sue, Dale Strickland, and Reid Strickland.

Let Cavanaugh do your Printing.

New Editor And Publisher For Lockney Beacon

Next week there will be a new editor and publisher at the helm of the Beacon, Mr. R. J. Dison of Fritch, Texas has purchased this

newspaper. Mr. Dison will be remembered by many of our citizens as he was editor and publisher for a short time the latter part of 1932, and comes to us as no stranger. He will move his wife and small son to Lockney just as soon as living quarters can be obtained.

The present editor and publisher has been conducting the affairs of

the Beacon for the past six years. We have enjoyed publishing a paper for you. This is home to us, and we will remain in your midst and devote the major part of our time to the operation of our irrigated farm. Tom Suits who has been working with us, will also continue to make Lockney his home, entering another line of business.—J. L. Suits.

VISITS STOCK SHOW

Mr. and Mrs. W. U. White and son, Bob, returned home Monday from Fort Worth, where they spent from Friday until Monday seeing the Fat Stock Show.

Mr. and Mrs. H. B. Hatley spent Sunday in Lelia, visiting Mrs. Hatley's mother, Mrs. J. R. Cardwell and other relatives.

CHEVROLET *The only low-priced car combining "All That's Best at Lowest Cost"*

You can pay more—but you can't get more quality!



Chevrolet brings you the outstanding quality features of the day—including Exclusive Vacuum Gearshift, Body by Fisher, Perfected

Knee-Action Riding System*—at the lowest cost for purchase price, gas, oil and upkeep. Drive this car—be more comfortable physically—and be more comfortable mentally, too—because of the big savings!

* Available on Master De Luxe models only

Don't be satisfied with anything but the best—BUY A CHEVROLET!

SEE YOUR LOCAL CHEVROLET DEALER

ODEN CHEVROLET CO.

SALES AND SERVICE

PHONE 4

FLOYDADA, TEXAS

1939 CHEVROLET



The Public Has Compared All Prices

AND AGAIN THE PUBLIC IS BUYING MORE CHEVROLETS THAN ANY OTHER CAR!

More Important Than Money

... Yes, there are somethings more important than money. What business could exist, for instance, which neglected to conduct itself legitimately, or render the fullest measure of service to its customers? Without customer confidence, success would be impossible.

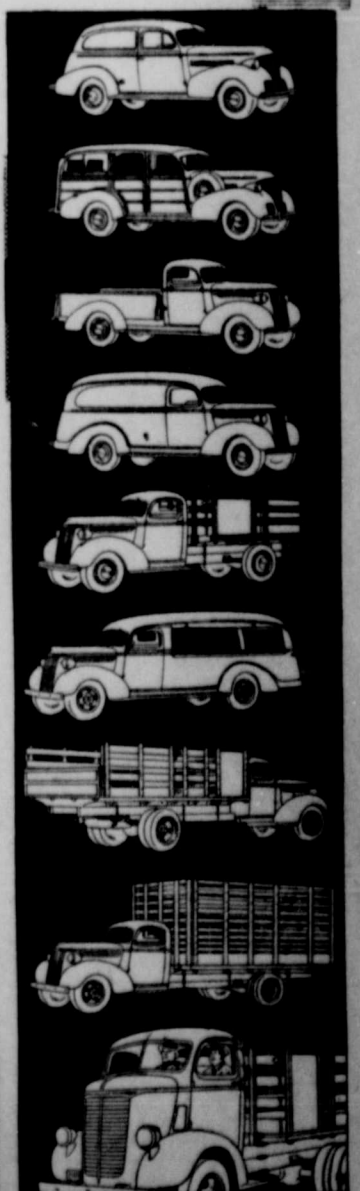
Reputation is not easily won... and once won, must be protected. We recognize these things for what they are, for we know how essential they are in our contacts with Floyd County motorists... Automobiles, repairs and accessories... These are for sale everywhere. But the sincere desire to serve because it is a pleasure to serve... Must come from within. We are proud of our reputation in Floyd County... A reputation which has earned for us a long list of satisfied Chevrolet owners. We'd like to add your name to this list if it's not there.

Oden Chevrolet Company

Sales and Service

PHONE 4

Floydada, Texas



BIG TOP

The boss is going to find out who put Pepper in Alta's water, causing the elephant to go on a rampage.

By ED WHEELAN

SUNDAY SCHOOL LESSON

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

Lesson for March 19

Lesson subjects and Scripture texts selected and copyrighted by International Council of Religious Education; used by permission.
PETER EXHORTS TO CHRISTIAN LIVING
LESSON TEXT—1 Peter 3:8-15.
GOLDEN TEXT—But as he which hath called you is holy, so be ye holy in all manner of conversation.—1 Peter 1:15.

Christians are not only "the called of Jesus Christ," but are also "called saints" (Rom. 1:6, 7). Peter had the same thing in mind when he (in v. 9 of our lesson) says that we "are thereunto called." Let us remember that when we are tempted to say that we "do not profess to be saints." "Dr. James Denney once remarked how odd it would look to see in the New Testament the statement, 'I don't pretend to be a saint.' It would be tantamount to saying, 'I do not take the call of God very seriously and I do not profess to live up to it.' When God calls, our answer is not a matter of indifference and... not a matter of presumption. It is not a life for which we volunteer, or on which we adventure of our own motion, or which we have to carry through our own resources; it is a life for which we have a divine summons, and that summons is our justification." (Arnold's Commentary). All believers are called to live a consistent, powerful, useful Christian life, and God makes such a life possible.
I. Living for Christ (vv. 8-12).
To live for Christ one must be born again into the position of a true believer. Peter was not so foolish as to urge that his readers try to live a Christian life without first being born into the family of God. He therefore lays a foundation for his exhortations by discussing in the early chapters of his epistle the atonement of Christ and the position of the believer. Then he gives specific instructions to certain groups, leading up to the general plea for Christian life and testimony.
1. Among brethren (v. 8). Knowing what Christ has done for us, it might well be assumed that all of us who are His followers would love one another and do nothing but that which would promote Christian fellowship. But human nature prevails even in the Church, and sometimes displays its worst side there. Hence we need to consider this instruction of Peter that we cultivate unity, sympathy, and love among the brethren. Observe that this is not just a pious platitude which we may take or leave. It states our obligation to one another as Christians. Whatever others may do or say, let us be clear that we have obeyed this word of God.
2. With unbelievers (vv. 9-11). God has called us to live peaceably with all men. We will not cure evil by returning for it more evil. If our ungodly neighbors or fellow workers mistreat us by word or deed, we are not to retaliate in kind. We are to control our tongues—how much we need to learn that lesson. We are not to be tricky and deceitful, not to look for a fight, but to seek peace.
3. For our own good (v. 12). What blessed assurance we find here for the believer. The eyes of the Lord are upon both the good and the evil in the world. He knows. Consider also the promise of "blessings" in verse 9, of seeing "good days" in verse 10, the assurance of peace in verse 11. It is not only honoring to God, but good for us to live as Christians.
II. Suffering for Christ (vv. 13-18).
Peter was writing to those who were bearing bitter persecution because they followed Christ. Perhaps some were tempted to say then as they do now, "If there really is a God, if Christianity amounts to anything at all, certainly believers would not be permitted to suffer at the hands of enemies of Christ." Let us be clear that being a Christian in no way exempts us from the common experiences of humanity, nor does it assure us that we will not have to bear persecution and suffering. But (and here is a point of greatest importance), we are able to meet such difficulties in the name of Christ without fear or discouragement, for God is with us.
1. Not afraid (vv. 13, 14). The martyr spirit has not died out in the earth, and there are those in our day who stand unafraid before dictators and rulers who would destroy them because of their loyalty to Christ. "Be not afraid."
2. Not discouraged (vv. 15-17). The one who knows God's Word (and every Christian ought to know it) can give answer (v. 15) concerning his faith. Note that if we are punished for our own wrongdoing we may be depressed, but if we meet persecution with a clear conscience (v. 16) we need feel no discouragement.
3. Not alone (v. 18). The path may be dark and difficult, but one thing we know, our Lender, Christ, walked an even darker and more desolate road. He it is who is now with us, yes, in us. Remember that "Christ also hath once suffered" (v. 18) and go on your way in victory.

LALA PALOOZA — Vincent Is Quite an Inventor

By RUBE GOLDBERG

By RUBE GOLDBERG

'SMATTER POP' — For a Moment Things Looked Bad!

By C. M. PAYNE

By C. M. PAYNE

MESCAL IKE — By S. L. HUNTLEY

The Noble Experiment

By S. L. HUNTLEY

POP — Proof Enough

By J. MILLAR WATT

By J. MILLAR WATT

'KEEPING UP WITH THE JONESES' — A Bargain

By POP MOMAND

By POP MOMAND

Jerry On the Job!

On the Second Bounce

by HOBAN

by HOBAN

CLASSIFIED DEPARTMENT
BABY CHICKS
From Arkansas...
ARR-HATCHED-NORTHERN...
Baby chicks, Arkansas...
White Rock, Leghorn, Wyandotte, Orpington, Brown Leghorn, B. B. for new low prices...
MAY MORTON, 4505 Ross

NEWS... PERFECT CASTOR OIL EASY TO
It's news when, by a new...
lutionary process, that oil...
medicine, castor oil, is now...
tually odorless, tasteless...
to take. Kellogg's Perfected...
Castor Oil—the same of...
and purest of castor oil—...
refinery-sealed 3 1/2 oz. bottles...
drop. Always fresh, full...
ficient, always fresh, full...
Kellogg's Perfected—...
called "tasteless"—except...
Kellogg's Perfected...
a bottle, but what a...
quality! Approved by...
keeping Bureau.

Watery Head Colds
Relieve discomfort...
Simply...
Penetro...
in each...
essential...
ents in...
formul...
smooth,...
tated...
nose and...
duce...
bring...
with every

PENETRO

Great Stimulant
Nothing great was ever...
without enthusiasm—Emerson

HEADACHES
Here is a...
NATURE'S REMEDY...
Without Risk...
PRICE, 75c per bottle...
ALWAYS CARRY...
STUMPS...
WNU-L

for STUFFY NOSTRILS
due to colds

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COMFORT



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A specialized grouping of the newest and most authentic styles in suits, coats and dresses . . . to meet the style demand of business women, teachers and all thrift-minded individuals who want to save money and still stay in the realm of Fashion.



DRESSES . . . PRINTS AND SHEERS . . .

JACKETS AND BOLERO TYPE . . . two-piece sports dresses . . . and the one-piece swing skirt or pleated skirt dress, in black, navy and high colors.

\$3.97 to \$7.95



THE COATS . . .
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Box swaggers, reefers and fitted classics . . . Black and Navy Woolens, Imported tweeds and novelty wools, in new colors.



MAN TAILORED SUITS
\$8.89

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

G. R. Strickland Passes Suddenly; Funeral Sunday

G. R. Strickland, age 58 years, 9 months, passed away Saturday morning at 6:20 o'clock in the Floydada Hospital and Clinic following a few hours illness from a cerebral hemorrhage. He became ill Friday night while working at the Panhandle Service Station.

Mr. Strickland had been a resident of Floyd County and Floydada since November, 1919. He engaged in farming for two years but became associated with the City of Floydada on November 15, 1921. Mr. Strickland remained in the employ of the city for twelve years during which time he served as City Marshal, City Fire Marshal, Water Superintendent and Night watchman. He became associated with Panhandle Refining Company as distributor on January first, 1933 and was serving in this capacity at the time of his death.

Robert Griffin Strickland was born June 7, 1880 in Conway, Arkansas, a son of Judge and Mrs. Oliver Strickland. At the age of nineteen years he came to Texas to make his home at Wolfe City. Two years later, in 1901, he went to Commerce where he attended school for a period of two years. Mr. Strickland returned to Wolfe City in 1903, and was married on January 5, 1908 to Miss Ettie Stone, also of Wolfe City, who survives.

Five children were born to this union, four of whom survive. One son, Clyde, died at the age of six years and is buried in Mt. Carmel cemetery near Wolfe City.

Surviving are three sons, Dale, Reid and Herwin Strickland of Floydada; one daughter, Mrs. Ernest Carter, and a granddaughter Barbara Sue Strickland, also of this city. One brother, M. E. Strickland of Naylor, Arkansas; three half-brothers, Fred Blasingame of Kingston, Oklahoma, Dr. Munn Parriet of Little Rock, Arkansas and Jack Parriet of Naylor, Arkansas also survive.

Funeral services for Mr. Strickland were held Sunday afternoon at 3 o'clock in the First Baptist Church. Rev. Vernon Shaw, pastor of the church, and Rev. Gordon Voight, pastor of the First Christian Church, conducted. F. C. Harmon was in charge of arrangements.

The body lay in state from 2 o'clock until 3 o'clock at the church.

Interment was in the Floydada Cemetery at 4 o'clock Sunday afternoon.

Pall bearers were Burl Bedford, Bob Smith, J. R. Maddox, W. N. Paschall, E. S. Price, E. S. Johnson, Glad Snodgrass and E. P. Nelson. Flower bearers were Mesdames E. F. Stovall, I. W. Hicks, E. P. Nelson, Bob Smith, Glad Snodgrass, J. B. Claiborne, L. D. Britton, J. W. Fowler, Clinton Fyffe, A. V. Stewart, Hazel Cooper, N. B. Stansell and Arthur Stewart.

Out-of-town relatives and friends here for the funeral included Mrs. Dollie Stone, Mrs. Strickland's mother, Mr. and Mrs. J. M. Weeks, Ed Davis and Miss Myra Lee Stone of Wolfe City; Fred Blasingame of Kingston; Mr. and Mrs. L. H. Stone and daughter, Ruth, of Clovis, New Mexico.

L. H. Stone is a brother and Miss Stone is a cousin of Mrs. Strickland.

G. W. Reed, Vice-President of Panhandle Refining Company, J. G. Kilgore, sales Manager, J. K. Naylor, auditor, and Grady Payne, all of Wichita Falls were here Sunday as was A. H. Mabry of Plainview, divisional manager.

Ham Smith Jr. Awarded Letter At Texas Tech

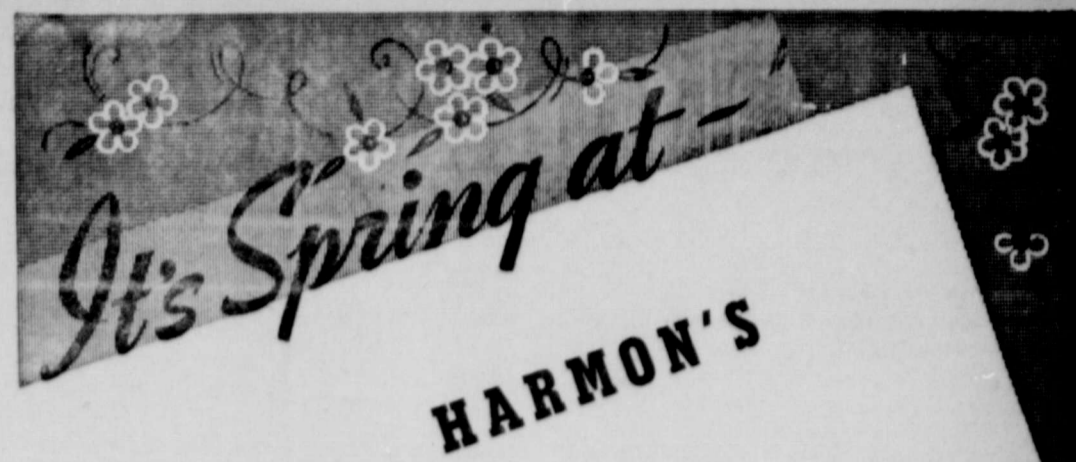
Ten future varsity hopefuls, Texas Tech's freshman basketball squad, will receive letters for the past season's work, according to an announcement Monday from W. L. Stangel, chairman of the athletic council.

Lewis Jones coached the fish team this year and said that several of the boys showed promise of developing into fine Red Raider material next season.

Those receiving letters follow: Billy Ray Abernathy, Edwin Irons, Norman Cox, Fred Thompson, Ham Smith, Edmund Easterwood, Stanley Sigmon, Royden Woodward, John Starkey, and Marion Wilson.

Mr. and Mrs. Bill Dyer and family went to Tucumcari, New Mexico, the latter part of last week for a visit with Mr. Dyer's sister, Mrs. Wanda Chowning. Mrs. Chowning and sons returned to Floydada with the Dyers and are visiting for some time here.

Mr. and Mrs. John Dyer of Carnegie, Oklahoma, spent the week end visiting in Floydada with Mr. Dyer's brother, Bill Dyer and family.



ATTRACTIVE DISPLAYS OF NEW MERCHANDISE ARE NOW ON DISPLAY AT OUR NEW LOCATION . . . INCLUDING . . .

1939 NORGE REFRIGERATORS

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1939 PHILCO CONSERVADOR REFRIGERATORS

We have a size and a price for every city and rural home. With the approach of warmer weather every home owner should give attention to a NEW REFRIGERATOR.

You will enjoy visiting our store and seeing the many beautiful selections of new bedroom suits, dining room and living room suits.

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North Side Square



MARVELOUS VALUES
In High Quality
FOODS

P & G SOAP, 5 bars	19c
OXYDOL, Giant Size	59c
BROOMS, Each	25c
PICKLES, Sour, 25 oz. Jar	10c
MEAL, 20 lbs.	39c
BLISS COFFEE, 1 lb.	20c
TOMATOES, No. 2 cans, 4	29c

See Our Circular for special prices on all Del Monte Products

HULL & McBRIEN

Phone 292

Phone 292

Automobile Engineering of Today Show Wonderful Improvement Over Early Day Models

By C. L. McCuen
General Manager, Oldsmobile

Some years ago automotive engineers accepted as a truism that "there is no substitute for weight and wheelbase."

The reference, of course, was to the fact that only heavy cars of long wheelbase then could lay claim to any remote degree of riding comfort. And even those large cars were comfortable only by comparison with the smaller types which had no riding qualities at all.

The huge Oldsmobile Limited of 1910, largest car ever built by Oldsmobile and one of the largest in all automotive history, was probably the most comfortable or rather the least uncomfortable care of its time. The Limited had a wheelbase of 138 inches and weighed 5,160 pounds. But its big leaf springs carried several responsibilities besides the primary function of springing the car body and protecting the passengers from shock.

The front springs had to be rigid enough to hold the front wheel and axle in line so that the car could be steered. The rear springs had three jobs: springing the car, absorbing

sign. The first major improvement in car springing came in 1934 when knee-action assembly assumed the tasks of absorbing brake torque and steering effort, permitting the use of "softer" front springs. The ride improved, but remained far from perfect because it still was necessary to retain the conventional leaf springs on their various jobs at the rear. The rear leaf springs being stiffer than the front coil springs, the resulting unequal reactions of the two sets left much to be desired in the way of riding comfort.

This year Oldsmobile has found means of entirely eliminating the extra responsibilities of the rear springs, thus making it possible to use "soft" coil springs at the rear as well as the front. The features of chassis design by which these "Quadri-Coil" springs are controlled, the wheels kept in line and the body restrained from disturbing movement in any direction, involve four factors: double acting hydraulic shock absorbers of advanced type, massive twin steel arms at the rear of the chassis for fore-and-aft stabilization, another arm for lateral stabilization, and a heavy anti-sway bar of spring steel, located at the front of the chassis. The combination of these four factors and the ride which results, I regard as one of the finest achievements in Oldsmobile's brilliant history of automotive firsts.

We have urged our sales organization not to attempt to "demonstrate on the show-room floor," because this year we believe that Oldsmobile has something to offer which can be demonstrated only on the road.

Twin Daughters

BORN—To Mr. and Mrs. Bill Holliday, City, twin daughters Monday night, March 13. Both the girls weighed between four and five pounds each.

Richard Tubbs and Edwin G. Lightly, of Lubbock, spent the weekend with their parents, Mr and Mrs G. C. Tubbs and Mr. and Mrs. O. R. G. Lightly.



C. L. McCuen

rear brake torque and carrying the driving torque of the rear wheels. That situation continued until 1924 when the introduction of four-wheel brakes complicated matters further by imposing the job of absorbing brake torque upon the front springs as well as the rear.

These extra responsibilities, naturally, limited all four springs in the performance of their primary function. It was necessary to build both front and rear springs much heavier and more rigid than would otherwise have been required. In large automobiles the resulting rough ride was modified somewhat by sheer weight which provided enough inertia to partially subdue the jolt and bounce caused by excessive spring resistance. Long wheelbase also helped to so meekly by distributing the disturbing effect of road shock over a greater length of car.

For many years no fundamental change was made in automobile springing as can be attested by those who recall scrambling for the front seat because its more central position on the chassis subjected them to less violent treatment.

All that has been changed, however, by modern engineering progress. In the light of what we know today, neither great weight nor extreme wheelbase now are essential to riding comfort. Oldsmobile's new entry in the low price field, the Sixty Series, has a wheelbase of 115 inches and the heaviest car in the series, the four-door sedan, weighs only 3150 pounds. But this car gives an infinitely better ride than did the Oldsmobile Limited or any of its successors in the big car field.

The reason is to be found in new principles of spring and chassis de-

Three New Oldsmobiles Draw Much Interest

Three new Oldsmobiles—two sixes and an eight—representing the finest in motoring luxury, styling and value are on display. Each series presents many new and exclusive features to give even greater appeal this year to the offerings of motor-dom's pioneer builder.

This year Oldsmobile has entered the low priced field. A roomy, powerful, beautifully styled, six-cylinder Oldsmobile, known as the "Series Sixty" is well equipped in every way to bid for sales honors in this highly competitive group. Offered on a wheelbase of 115 inches, the "Sixty" is powered with a new Econo-Master

engine which develops 90 horsepower.

With the introduction of this new car in the low-price field traditional Oldsmobile quality is now available to new thousands. In the popular-price field, Oldsmobile's six-cylinder "Series Seventy" engine develops 95 horsepower and presents an entirely new value in 1939 offerings. Large, comfortable "Observation" Bodies by Fisher permit greatly increased vision which is destined to win favor with both driver and passengers. The "Seventy" has a wheelbase of 120 inches. On this same wheelbase, Oldsmobile's straight eight "Series Eighty", in the medium price field represents the ultimate in fine car quality and comfort and is powered by a 110 horsepower engine. Broad vision bodies are also a feature of the Oldsmobile "Eighty", and motor car luxury is emphasized in every detail throughout the entire series.



THANKS!

I want to thank the people of Floyd County for their splendid support in the Brunswick Tire Selling Contest.

I am now in sixth place which is a very nice position to hold as the first eight leaders get a free trip to the World's Fair in New York.

We are offering these tires at real bargains during this contest. If you want the highest possible quality at the lowest possible price, see us right away.

DYER'S AUTO PARTS
BILL HAROLD

TUNE-IN ON SAVINGS

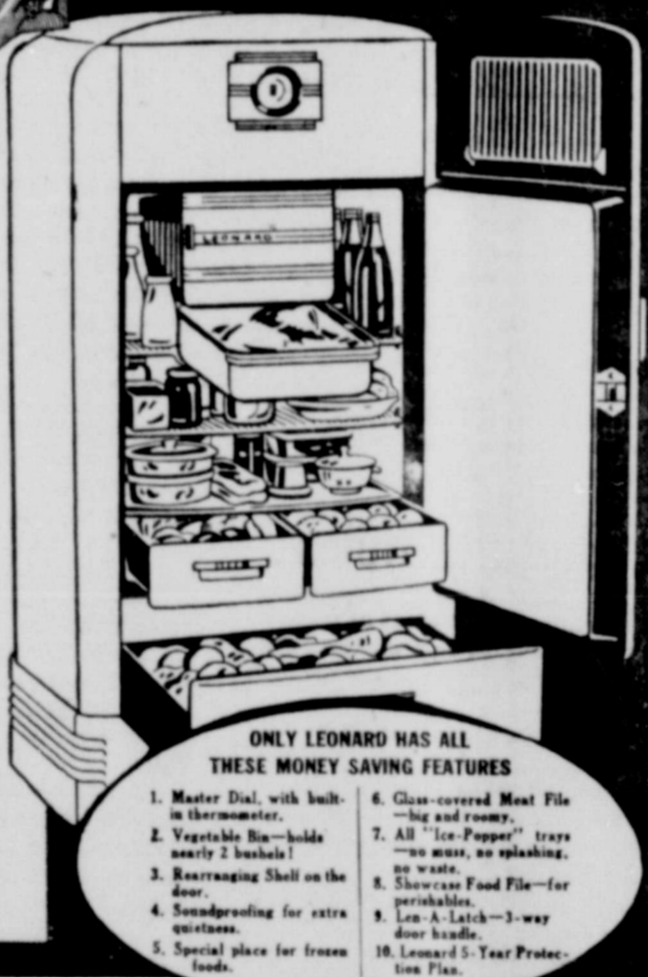
See the New, Quiet
LEONARD
with the Master Dial!

FROM THIS DAY, you can own one of these beautiful, quiet new 1939 Leonards. And once you see it, you'll realize there's no refrigerator like it in the world!

Only Leonard has the Master Dial with built-in thermometer—that lets you "tune-in" the temperature you need... gives you protection in hot weather—saves current!

Only Leonard has the genuine insulated, long-life Leonard cabinet... handy Rearranging Shelf and 3-way Len-A-Latch on the door.

Come in and see this beautiful new refrigerator. Find out about Leonard economy with the new Glacier Sealed Unit and the new stainless steel Zero-Freezer. And find out about Leonard's new low price... for it's easy to own!



ONLY LEONARD HAS ALL THESE MONEY SAVING FEATURES

1. Master Dial, with built-in thermometer.
2. Vegetable Bin—holds nearly 2 bushels!
3. Rearranging Shelf on the door.
4. Soundproofing for extra quietness.
5. Special place for frozen foods.
6. Glass-covered Meat File—big and roomy.
7. All "Ice-Popper" trays—no waste, no splashing, no waste.
8. Showcase Food File—for perishables.
9. Len-A-Latch—3-way door handle.
10. Leonard 5-Year Protection Plan.

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and **BOYS**, we want you to have your fun



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to fly your kite near an electric line. It's DANGEROUS to use wire of any sort for string. It's DANGEROUS to recover your kite that becomes tangled in electric wires. Call our lineman and he will help get your kite back. That's fair, isn't it, boys?

Texas-New Mexico Utilities Company

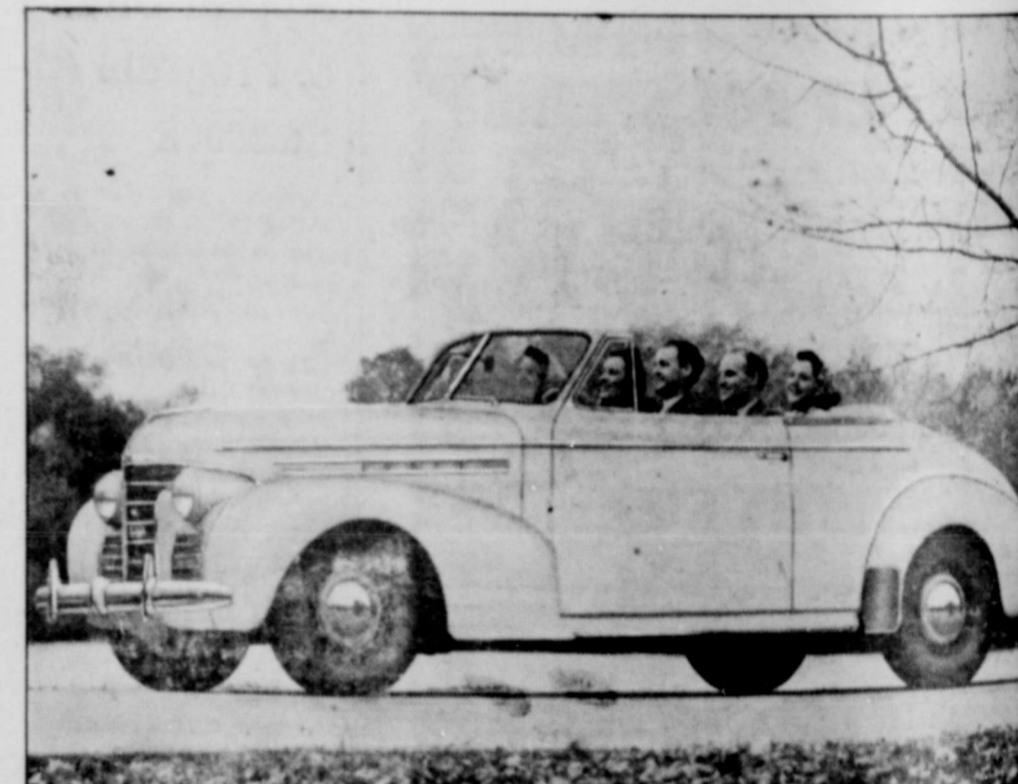
THREE BRILLIANT NEW OLDSMOBILES FOR 1939



1939 Oldsmobile Six Series 60 Four-Door Trunk Sedan



1939 Oldsmobile Six Series 70 Two-Door Trunk Sedan



1939 Oldsmobile Eight Series 80 Convertible Coupe

COMPLETE SERVICE—

... On all cars... regardless of make... Full stock of replacement parts, and accessories. Tires, Tubes, Batteries, Gasoline and Oil. Several good used cars priced to sell. See us first... And Last!

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Oldsmobile

International

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With These Fine Panhandle Products

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PANHANDLE SPECIAL GASOLINE
PANHANDLE NOXLESS GASOLINE
PANOLENE MOTOR OILS
PANOLENE LUBRICANTS

Whether you are driving a New 1939 Model Car or an Old one . . . You will get better, more efficient performance with these Texas manufactured petroleum products.

Three Modern Refineries at WICHITA FALLS, KINGSMILL AND LEUDERS, TEXAS Supply the Motorists of portions of Texas, New Mexico and Oklahoma with dependable motor fuel, oils and lubricants.

FOR GREATER MOTORING PLEASURE Stop at the sign of the Longhorns and Triangle . . . YOUR PANHANDLE DEALER.

For Safety On The Highways

Equip your car with U. S. Royal or U. S. Royal Master Rayon Cord tires! More automobile manufacturers equip their cars with U. S. TIRES Than Any Other Make.

Panhandle Refining Company

General Offices, Wichita Falls, Texas

G. R. Strickland & Sons, Distributors

Phone 289 Floydada, Texas

