

"By Helping Business You Help Yourself"

The Floyd County Plainsman

No. 10 Floydada, Floyd County, Texas, Thursday, May 25, 1939 Number 26

Floyd County to Celebrate 49th Birthday Here Friday

Arriving June 1, Higginbotham-Bartlett Company to Have Manager

Local Picnic of Boys and June 12th

Effective June 1, Higginbotham-Bartlett Company will be under new management at the local yard, according to word recently received here by officials. Ernest Fowler, present manager of Higginbotham-Bartlett yard at Ralls, will assume duties here on that date. Marvin English, who has had the management of the local yard, for the past three years, will assume like duties with the company's yard at Midland, Texas.

Dorris W. Jones, bookkeeper, and R. C. Patton, yard man, will continue service here.

Mr. Fowler with his wife and two daughters are expected to arrive here the latter part of this month to make their permanent residence.

Mr. Fowler was located in Floydada some years ago, with Higginbotham-Bartlett when their yard was located across the street from the Plainsman office.

On Rural Route No. 1, Carrier—Oliver Allen, again merits commendation for having better looking boxes than any other route. Many of the boxes on all routes need only the name of the patron to make them 100%. The name on the box is a great help to a substitute who is not as familiar with the names of patrons as the regular carrier. A coat of paint makes any box attractive.

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J. G. Martin Home From Lubbock Hospital

J. G. Martin, who has been ill in a Lubbock hospital for several weeks with typhoid fever, was dismissed from the hospital Saturday and returned to his home in Floydada. Mr. Martin is reported to be much improved, and it is thought he will soon be able to be up again soon, and at his place of business.

Daily's Return From Vacation In Arkansas

Mr. and Mrs. W. P. Daily and son, Fred Daily and wife, returned home Thursday from a four week's vacation trip to Russellville, Arkansas. They reported a nice trip and Mr. Daily said he had good luck fishing and enjoyed the trip very much.

Malcolm Linder Is Awarded Varsity Numeral

Malcolm Linder, of Floydada, was awarded his second varsity numeral in track by the Baylor athletic council this week, it has been reported by the college authorities.

Linder was dash man on the Bruin team and placed in almost every meet he entered this year.

Postmaster Has Completed Annual May Inspection

The local postmaster, Mrs. Barbara Smith, has completed the annual May inspection of Floydada Rural Routes and is grateful for the excellent condition of rural boxes on all the routes.

She wishes to express her appreciation of the splendid cooperation of the rural patrons, and she also thanks the county commissioners for the excellent maintenance of all the rural routes. Floydada Post Office has the finest patrons in all the world, Mrs. Smith stated.

Rural Route No. 4, Carrier—Oliver Allen, again merits commendation for having better looking boxes than any other route. Many of the boxes on all routes need only the name of the patron to make them 100%. The name on the box is a great help to a substitute who is not as familiar with the names of patrons as the regular carrier. A coat of paint makes any box attractive.

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Pioneer Motley Citizen Passes Away

A. B. Echols, 80-year-old Motley County pioneer cattlemen and well-known West Texas benefactor, died at a Plainview hospital Monday afternoon following an illness of three weeks.

Funeral services were conducted Tuesday afternoon at the Matador Baptist Church with Rev. Burnham of Spur officiating.

Armpstead Benjamin Echols was born in Floyd County, Georgia, January 5, 1859. He moved to Jack County, Texas, in 1880 and engaged in the cattle business for ten years. He moved to Motley County in 1890 and filed on a section of land near Whiteflat, a community located nine miles north of Matador.

Mr. Echols was married to Miss Mary Osborn Lisenby at Whiteflat in 1895 and to this union four children were born, three of whom survive.

They are Mrs. Frank Eiring, Plainview, Bob Echols, a partner with his father in the cattle business, Matador, and Miss Ollie Echols, Matador. Mrs. Echols died June 9, 1936.

Under the four-section act Mr. Echols purchased four sections of land in the foothills of the caprock west of Whiteflat and 13 miles north west of Matador where the Echols headquarters are located today. His ranch is now composed of about 17,000 acres, however the partnership which he and his son Bob had operated for a number of years, included about 50,000 acres through ownership and leases.

Deceased Was President of the First State Bank for Over a Quarter of a Century

For 60 years he was a member of the Baptist Church. He was a member of the Masonic Blue Lodge and a Shrine with membership at Amarillo.

Motley County has lost one of its best friends and West Texas one of its greatest men, in the death of Mr. Echols. His gifts to the church and every form of charity were great. For many years he and Mrs. Echols paid the cost of Buckner's Orphan Home for one day each year in memory of his mother.

Texas Tech Grid Guard In Serious Condition

Local fans and students will be interested to know that Dixie White, stellar Texas Tech guard who underwent a major operation Sunday, is believed to be improving in spite of his serious condition earlier in the week.

The griddle captain-elect of the 1939 team, suffered duodenal ulcer and peritonitis.

Dorris Dyer Undergoes Operation

Dorris Dyer, young daughter of Mr. and Mrs. Bill Dyer, underwent an operation Sunday at the Floydada Hospital and Clinic for the removal of a bursted appendix. She had been in a critical condition since Sunday, but was reported as improved Wednesday morning.

Mr. and Mrs. H. A. Dyer and son, Walter, of Carnegie, Oklahoma, father, mother and brother of Bill Dyer, are here during the illness of their granddaughter.

Fishing Party Of Business Men Left Saturday

Several business men left Saturday for Diversion Lake near Wichita Falls, for several days vacation and fishing trip. Among those going were: Conner Oden, A. J. Arwine, Polk Goen, Dr. Guthrie, Bill Daily, Walton Hale, Richard Stovall, Cecil Hagood, Lacey Martin, Clint Wakefield. The party returned home this mid week.

Committee For 11th Reunion Are Named

Committees for all arrangements for the eleventh annual Floyd County Pioneers Association reunion elected to serve for the 1939 reunion are as follows:

Entertainment Committee—Mrs. Joe McCollum, chairman; Mrs. Bettie Counts, Mrs. Artie Newell, Mrs. Dan Shipley, Mrs. Buck Sams, Homer Steen, T. Z. Reed, Mrs. Hope Hammonds.

Registration—A. B. Clark, chairman; Mrs. Maud Burrus, Jeffie Smith, and Mrs. S. W. Ross.

Committee on Parade—Buck Sams, chairman; Walter Gound, Roe McCleskey, Roy Snodgrass, Mrs. Jack Henry, Mrs. Gule Snodgrass, Geo. L. Fawver, A. T. Swepston, R. I. Bennett, Bradley Yeary, Mrs. G. A. Barton, Mrs. Glad Snodgrass, Mrs. Grover Smith.

Business Manager—Glad Snodgrass.

Badge and Ticket Committee—R. E. Fry, chairman, Joe McCollum, Homer Steen.

Memorial Committee—Mrs. John L. West, chairman, Mrs. Lester Honea.

Dinner Committee—S. W. Ross, chairman; Frank McCleskey, Mrs. G. A. Barton, Roe L. Moore, Mrs. G. V. Smith, Mrs. Ross Henry.

Seat Committee—J. A. Hollums, chairman; Bob Garrett, John Maxwell, Arthur Edwards, Bob Willis, E. P. Nelson.

Old Relic Committee—Tom McClain, chairman; Don Griffith, Mrs. J. J. Spikes, Mrs. S. D. Scott, Walter Gound, Marshall Davis.

Committee on Floyd County History Essay Contest between Rural Schools—Mrs. Joe McCollum, chairman; Mrs. Maud E. Hollums, Walter Travis, J. W. Jones, Lockney, A. D. Cummings, Mrs. Len Fawver.

Cowboy Songs Committee—J. B. Jenkins, chairman; Mrs. Dan Shipley, Bob McDonald, Mrs. Leona Bell, Len Fawver.

Dance Committee—John Fawver, chairman; Bob Willis, Ben Gully.

Speakers Committee—G. C. Tubbs, chairman; John Stapleton, Joe McCollum.

Finance Committee—Geo. Fawver, chairman; C. L. Anderson, Roe McCleskey, John Hammonds.

Huggins Funeral Rites Are Held at Lockney Sunday

Funeral service for Mrs. O. J. Huggins, 54, who died at her residence in Lockney Saturday morning were held there Sunday afternoon at 3 o'clock with the Rix Funeral home of Lubbock having charge of the body.

Mrs. Huggins is survived by two sons, J. E. and Fred Huggins of Lockney, and two daughters, Emma Lois and Mary Jewell Huggins, all of Lockney. Five brothers, Clyde Hutsell, of Silverton, George Hutsell of San Francisco, California, Raymond Hutsell of Irving; four sisters, Mrs. J. P. Howell of Dallas, L. C. Trotti of Enid, Oklahoma, Mrs. Lala Smith of Byers, Colorado, and Mrs. Winnie Babb of Amarillo.

County Council Meeting Saturday, May 27th

Regular meeting of the County Council has been announced for Saturday, May 27, at 2 o'clock, by Mrs. B. F. Bertrand. Among the matters that will be discussed will be plans for the trip to A. & M. Short Course, which is scheduled for July 11 to 13.

Mrs. Royce Maddox, of Ventura, California, is visiting with relatives and friends in Floydada this week.

Mr. and Mrs. B. F. Tunnel, of Matador, visited Sunday with Mr. and Mrs. Marvin English and Mr. and Mrs. Carl Miner.

BOEN—To Mr. and Mrs. Ernest Carter, Wednesday, May 17, a daughter, named Zanda Dale.

PIONEERS IN ANNUAL REUNION HERE MAY 26; C. L. ANDERSON WILL PRESIDE AT SESSIONS OF GATHERINGS

Embree Foster, Former Floyd County Resident to Make Main Address at 1:30 p. m.

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Chevrolet Sponsor Of Service Education

Information from Detroit tells of Chevrolet's service and mechanical department taking the initial step, in a program of service education which, between now and July 1, will result in the training of some 27,000 dealers' service mechanics, in the latest and most up-to-date methods of keeping Chevrolet cars and trucks in condition to yield maximum satisfaction to their owners.

The first of nine product training schools to be conducted by Central Office service and mechanical department executives, for some service and mechanical personnel throughout the nine Chevrolet regions, was held in Detroit May 10. Similar meetings will be conducted immediately, in eight other regional cities, to train the company's entire service personnel, in the 45 zones throughout the country, for the task of schooling dealers' service managers, the information indicated.

Santa Fe Railway In Grasshopper Campaign

By L. J. Cassell

Complete cooperation of the Santa Fe Railway in the widespread campaign against the grasshopper menace was assured today by General Lantz, vice president and general manager of the Panhandle and Santa Fe Railway Company.

The program to exterminate the pests this year was advanced several weeks over that of last year in an effort to destroy the insects before they have a chance to migrate. Rail officials believe that by directing earlier and concentrated attention on hatching grounds that the threat of the crop destruction will be considerably lessened.

"The Santa Fe is anxious to aid the farmer and protect his crops in every way," Mr. Lantz asserted. "Full cooperation of the Railway is assured State and County agents in this drive to reduce this crop hazard. Instructions have been issued our officials to take an active part in the program and to offer every assistance possible to insure crop safeguards."

"Section foremen have been instructed in the method of mixing and spreading grasshopper poison and they are now engaged in efforts to clear the railway right-of-way of the insects. We feel sure that this early start against the grasshopper army, directed particularly at hatching beds, will go far towards reducing the threat of huge crop losses."

A recent survey by H. M. Bainer, general agricultural agent for the Santa Fe System, who has kept in close touch with the alarming situation, shows that many areas in the Southwestern States are thickly infested with grasshopper eggs. He is firm in the belief that in directing initial activity against hatching beds that the hazard will be lessened.

The experience of conducting such a campaign will amount to considerable for the railway, officials pointed out. This will include cost of the poison and mixing in certain localities where it has to be purchased by farmers and railway as well; employment of crews to spread the mixture and use of other equipment including oil burners.

It is the plan of the Railway to offer this cooperation wherever possible, particularly along the right-of-way where farmers are taking similar steps to combat the insects.

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BOEN—To Mr. and Mrs. Ernest Carter, Wednesday, May 17, a daughter, named Zanda Dale.

Albert Ross, of Temple, Oklahoma, is spending a few days with relatives, Mr. and Mrs. G. C. Tubbs and family, Mr. and Mrs. W. H. Henderson, and Mr. and Mrs. W. B. Jordan and family.

LET CAVANAUGH DO YOUR PRINTING.

The Forty-Ninth Birthday of Floyd County will be celebrated when the Floyd County Pioneers Association meet here Friday for their Eleventh Annual Reunion. Sessions will be held on the courthouse lawn.

C. L. Anderson, of Lockney, pioneer citizen, will preside at the reunion. Membership in the association is granted to Floyd County residents who have made Floyd County their home twenty-five years or longer.

Embree Foster, former Floyd County resident, of Amarillo, will make the principal address at the reunion Friday afternoon at 1:30. Following his talk others will make talks on pioneers days and experiences in the early days.

A memorial service for pioneers who have died within the past year will be held. Other features at the session will include cowboy songs and a business meeting when officers will be named for another year.

Old fashioned square dancing will be featured during the evening, and many of the pioneers will take part in this feature of the day's entertainment.

PARADE AT ELEVEN O'CLOCK

The outstanding event, in which all the old timers will participate, is the pioneer parade which will be held at 11 o'clock Friday morning. Buck Sams, chairman of the parade committee, said. Prizes will be awarded to the most representative cowboy in junior and senior classes and cow girl in the same classes. A prize is also planned for the most representative pioneer woman and the best and prettiest float in the parade.

Longhorns Herded Down Streets by Pioneers

Plainview, May 20.—Pioneers that rode the open range in the 80's herded longhorn cattle down the streets of Plainview today as a crowd of 10,000 pioneer round-up visitors stood on the sidelines.

A reception for the pioneers, parade, chuck wagon supper where more than 1,500 were fed, a band concert and a roll call of cowboys riding herd before 1900 and a square dance for the old timers to end the day with a flourish were the highlights. The steers were a part of the parade.

But the greatest thrills for the pioneers were not those on the official program.

Mrs. L. A. Knight was standing in front of the reception building when she saw a man approaching the group. The Plainview woman went to meet him, greeting a tall straight, booted and sombrero shaded man with, "Howdy, Mr. Derrick."

The man was Lewis Derrick. A typical pioneer cowboy if there ever was one, and he worked for the late Lyte Knight, husband of Mrs. Knight, husband of Mrs. Knight, in the early 80's and later for the XIX. Mrs. Knight and Derrick had not seen each other in more than 40 years.

While old timers renewed acquaintances at the reception, Mrs. H. C. Randolph of Lockney recalled that the first year she and her husband were married she cooked under a hackberry tree; the family ate under an arbor in front of the house I made with my fingers."

Mrs. Randolph, a resident of Floyd County for the past 41 years, said she made their first home by sewing tarps together for a tent. "My husband and I rode 25 miles to do the family laundry since the water we had at home, in Jones County, was syp."

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LET CAVANAUGH DO YOUR PRINTING.

THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week

MRS. LOLA CAVANAUGH, BUSINESS MANAGER
M. B. CAVANAUGH, PUBLISHER

SUBSCRIPTION PRICES

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

ADVERTISING RATES GIVEN ON APPLICATION

NOTICE!

Any erroneous reflections upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Floyd County Plainsman will be gladly corrected upon its being brought to the attention of the publisher.

THE FIRST NATIONAL BANK

Floydada, Texas

1903—Time Tested Service—1939



OLD SETTLERS, WE JOIN IN WELCOMING YOU

... For the Celebration of Floyd County 49th Birthday. The courage and faith, with which you are imbued, has stood adversity through these years ... to create a degree of civilization unsurpassed in the history of the world ... We wish this to be your most successful gathering.

WOOLDRIDGE LUMBER COMPANY

1890 — FLOYD COUNTY — 1939



GREETINGS, FLOYD COUNTY PIONEERS!

We join in welcoming you to Floydada for the FORTY-NINTH BIRTHDAY.

WEST TEXAS GAS COMPANY

Good Gas With Dependable Service

Notice to Creditors

Notice is hereby given that Original Letters Testamentary upon the Estate of William Francis McAfee, Deceased, were granted to me, the undersigned, on the 10th Day of May, 1939, 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, at Lockney, Texas, my residence and Post Office Address.

CHARLOTTE B. McAFEE, EXECUTRIX.

Mrs. Trenton T. Davis and daughter, Sherron, visited the past week in Lubbock with Mrs. Davis' parents, Mr and Mrs. T. T. Hamilton.

Mr and Mrs. E. F. Tunnel, of Matador, visited Sunday with Mr. and Mrs. Marvin English and Mr. and Mrs. Carl Miner.

Salesmen Wanted

MAN WANTED to supply Rawleigh's Household Products to consumers in Floyd County. We train and help you. Good profits for hustlers. No experience necessary. Pleasant, profitable, dignified work. Write Rawleigh's, Dept. TXE-260-53M, Memphis, Tenn., or see M. B. Martin, Floydada, Texas. 22-4tp

Methodist Church

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

Garlic-Parsley an Aid in HIGH BLOOD PRESSURE

Medical reports say that Garlic-Parsley concentrate has a double action in reducing high blood pressure. First, it tends to relax tightened arteries. Second, it checks or inhibits decomposition of waste matter in the bowels, a contributory cause of high blood pressure. To get concentrated garlic and parsley in odorless, tasteless form, ask for ALLIMIN. These tablets, used at regular intervals, aid in reducing blood pressure and relieving headache and dizziness caused by excessively high readings. To learn what raises your blood pressure and for medical treatment consult your doctor. ALLIMIN is for sale by all druggists. Large box, 50c. Special economy size, \$1.00.

WHITE DRUG COMPANY

Car Sales Gain, 1939 Buyers Pay \$2,400,000 Taxes

With new car registrations in Texas running well ahead of last year, the National Consumers Tax Commission today estimated buyers in the state paid out approximately \$2,400,000 in taxes on their shiny new models during the first three months of 1939.

An NCTC survey—which pointed to 32,931 new car registrations during the first three months this year as compared to 28,827 in the 1938 first quarter—listed 206 direct and indirect taxes involved in the production and distribution of an automobile.

"Most of these taxes are paid by the new car buyer as an unspecified part of the price," stated the report, made public through Mrs. Kenneth C. Frazier, of Dallas, NCTC president. "They are the original levies against metal, rubber, leather and glass producers and manufacturers, against cotton and wool growers, cloth manufacturers, railroads, automobile manufacturers and dealers."

"Fractions of all these taxes, which the businesses of necessity must pass on, crach the car buyers in the form of an increase in the cost of the car. In the averaged-priced automobile, this pyramid of shifted taxes represents 9.4 percent of the selling price. The taxes total, therefore, \$72.20 on the average \$800 car."

The NCTC, with headquarters in Chicago, is a non-partisan organization seeking, through local study groups, to "arouse tax consciousness among women and to expose hidden taxes." Groups are reported in 4,600 communities, of which more than 625 are in Texas.

Mr. and Mrs. W. M. McKenney, of Los Angeles, California, spent from Friday until Monday visiting Mrs. Addie Thagard and Mrs. Oliver Allen. Mrs. McKenney will be remembered as Anna Bell Thagard. Mr. and Mrs. McKenney were completing a five weeks business trip that took them to New York. On their return trip they visited Mr. McKenney's mother in Boston, Mass.

Free Book From McCleary Clinic

Any one afflicted with hemorrhoids (piles), fistula, non malignant rectal lills of any kind or colon trouble, would do well to write the McCleary Clinic, E-100 Elms Blvd., Excelsior Springs, Mo., for a copy of a book published by that institution. The book is full of valuable information—explains the nature of rectal ailments of various kinds, cautions against possibly harmful procedures, and offers suggestions helpful to any one suffering from these common ills.

The McCleary Clinic is the largest institution of its kind in the world, specializing exclusively in rectal and cases. Its treatment is known to thousands of former patients, who have come to it from all over the States, Canada, and many foreign lands. A written request will bring you a free copy of the book, in plain wrapper, without placing you under any obligation. 24-3tp



YIP-EE-E!

A HEARTY GREETING FROM AN OLD TIMER

Floyd County-Shore was an infant when I came here 48 years ago.

We welcome you to Floyd County's 49th Birthday Party.

GLAD SNODGRASS

M. L. SOLOMON JEWELER
Floydada, Texas

CLASSIFIED ADVERTISING

FOR SALE! One Row Implements, your choice at \$3.00. Claude C. Carpenter, Box 668. 25-4tc

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

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

FOR SALE—1937 Chevrolet A-1 Condition. 1937 Oldsmobile A-1 Condition. Geo. M. Pinkner. At Triangle Garage. 10-tfc

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

HEMSTITCHING AND DRESS-MAKING—Mollie Crum, 104½ South Main Street. 21-tfc

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

Mrs. Wilmer Jones, Mrs. Dorris W. Jones, and Mrs. Claude C. Carpenter, spent Thursday in Lubbock visiting with Mrs. Jones' parents, Mr. and Mrs. Jno. R. Freeman.

1890 — FLOYD COUNTY — GREETINGS, PIONEERS!



We join in welcoming you to Floyd County for the 49th anniversary. Your faith and hard work laid the foundation of great civilization. We hope you know that we are glad to have you here. We invite you to be here while in town.

WESTER'S QUALITY BAKERY

WELCOME, OLD TIMERS!

WEEK END SPECIALS

50 Ft. Garden Hose \$2.50
Lawn Mowers \$4.50 and up
Batteries \$2.95 and up

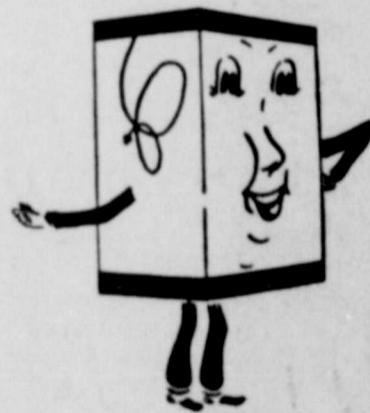
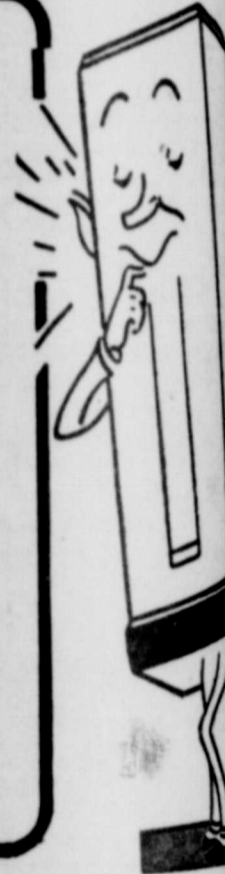
Let us figure your tire bill. We can save you some money.

WESTERN AUTO ASSOCIATE STORE

CLINE & RAINER

MY EARS BURN

when a million users say so many nice things about me. They all say that I am safe ... good looking ... as safe ... as modern as an electric light ... and require no attention at all. But the sweetest music to my ears is for them to say that I am economical and dependable—because that is all anyone could ask of any water heater.



Such modesty, Poppa! don't have a thing to say because I am just as efficient and accurate. I heat only the water you draw off ... and I waste a single penny worth of low cost electricity.



Tch! Tch! What have all got that I haven't? I kick out my plug and get the job done. And more, I'll boil a quart of water in less than five minutes for only three cents. Humph—who said anything about economy!

Come by our office to see us on display.

Automatic Teakettle at \$6.95
Two-Gallon Non-Pressure Hot-Paint Water Heater at \$24.95 ... Any Size Storage Type Water Heater (30-52 gal.), \$103.00

Texas-New Mexico Utilities Company

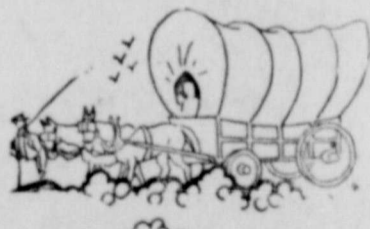
PIONEERS OF FLOYD COUNTY

We join in welcoming you to Floydada for the 49th Birthday of Floyd County Celebration.

We are grateful for the civilization, that you, through your courage and faith have established.

BROWN'S HOUSEHOLD SUPPLY

South Side Square



1890 — FLOYD COUNTY — 1939 WELCOME, PIONEERS!

One Pioneer to another, we join in extending our hearty welcome to the pioneers who, Friday, May 26, will celebrate the 49th birthday of Floyd County.

May the same spirit of faith and integrity that prompted your pioneering prevail among us as long as the civilization you have established stands.

WHITE DRUG COMPANY
"Palace Theatre Building"

How will YOU spend these SPRING DAYS?



Springtime, or anytime for that matter, is no time to spend in the basement slaving over a washing. Why not really enjoy Spring ... get out in the fresh air? It's easy! And inexpensive! Just send your laundry to the Floydada Steam Laundry and make washday your fun day!



Phone 141 for Details of Our Prices!
FLOYDADA STEAM LAUNDRY



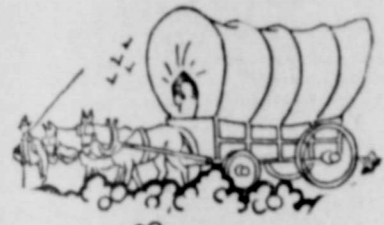
WELCOME, FLOYD COUNTY PIONEERS, FRIDAY, MAY 26th

WHAT DIFFERENCE! BETWEEN THE TRAVEL METHODS LIKE THOSE ABOVE AND THE

NEW 1939 CHEVROLET

The old way of travel has long passed—just like the days of the covered wagon and buggy. Today methods of travel are much faster and more comfortable. Today you can travel 70 miles an hour with the NEW 1939 CHEVROLET—On display in our show room.

ODEN CHEVROLET COMPANY
SALES AND SERVICE PHONE 4 FLOYDADA, TEXAS



—FLOYD COUNTY— 1939 GREETINGS, PIONEERS!

To Floyd County's 49th Birthday Celebration, Friday, May 26.

We invite you to visit us while in town. We appreciate the civilization that has been established through your faith and hard work.

FLOYD COUNTY ABSTRACT COMPANY

McAvanaugh do Your Printing!



WELCOME, PIONEERS! TO FLOYD COUNTY'S FORTY-NINTH BIRTHDAY CELEBRATION

We extend an invitation to you to visit us—your Pioneering Spirit has made possible the development of Floyd County agriculture.

FARMERS GRAIN COMPANY
Phone 43

Tenant Purchase Program Has Been Expanded

The tenant purchase program of the Farm Security Administration will be expanded in Region XII, according to L. H. Hauter, regional director.

The state advisory committees have recommended that Secretary of Agriculture Wallace add several counties to the present list in which loans are being made for the purchase of farms as a part of the FSA's program to break up the growing tenancy problem. The regional committee representing Texas, Oklahoma, Kansas, and Colorado meeting in Amarillo last week asked for larger appropriations as well as additional counties.

It is hoped that the new counties will be announced before June 1, it was indicated over the district.

Counties in which the loans are now available are Prowers County, Colorado; Meade and Wallace Counties, Kansas; Texas County, Oklahoma; Randall, Hall and Hansford Counties in Texas.

Application for loans under the Tenant Purchase Program may be filed only by farmers residing in one of the above named counties now. Applications should be made immediately at the county Farm Security Administration office. As other counties are announced, applicants may be made in them, by farm tenants or farm laborers.

Successful applicants who will receive loans will be given a wide choice in selecting the farms they want to buy. The price of the property, however, must be in keeping with its value, as determined by the county committee and the FSA.

Loans are made for a 40-year period at 3 per cent interest. However, the Bankhead-Jones Farm Tenant Act provides that after 5 years payment in full may be made at any time.

The four-state advisory committee, which recommends counties where the program is to function is composed of John E. Hill, chairman, of Amarillo; Albert Crump, Wheeler; Charlie L. Thomas, Pampa; R. C. Hopping, Lubbock; Adolph Hansen, Granada, Colorado; Marshall S. Dean, Las Animas, Colorado; George C. Drum, Wallace, Kansas; John Hiatt, Plains, Kansas; Edward L. Morrison, Goodwell, Oklahoma.

Additional counties in these four states where the program will operate next year will be announced soon by Secretary of Agriculture Henry A. Wallace.

Mr. and Mrs. W. E. Jordan, J. B. and Albert Ross, of Temple, Oklahoma, visited in Plainview Sunday afternoon with Miss Doris Jordan of Wayland College.

Richard Tubbs of Tech College Lubbock, was home for awhile Friday night to attend the graduating exercises.

Miss Katie Coker Becomes Bride of Grady Harris

Miss Katie Coker and Grady Harris were united in marriage Saturday evening at 8:30, at the home of the bride's sister, Mr. and Mrs. A. J. Cline, on West Virginia street. Rev. Vernon Shaw, pastor of the First Baptist Church, said the ring ceremony.

Refreshments of ice cream and cake was served following the ceremony.

Mrs. Harris is the daughter of Mr. and Mrs. J. A. Coker, of Waco, Texas and has resided in Floydada the past two years where she has been employed at the White Swan Cafe. Mr. Harris has made his home in Floydada for several years and is employed with the Scott Gin Company.

Mr. and Mrs. Harris will make their home at 225 West Kentucky street, where they have an apartment at Mrs. Jennie Bishop's home.

Those attending the wedding were: Mr. and Mrs. Carl Smith, Mr. and Mrs. Bill Scott, Mrs. J. C. Wester, Miss Alva Weatherford, Miss Peggy McKinney, Miss Louise Hyatt, and Mr. and Mrs. A. J. Cline.

Carl Campbell went to Burkburnett on business Friday night, he returned Saturday morning, and was accompanied by his brother, Robert. They returned Saturday night to spend the week end with his parents.

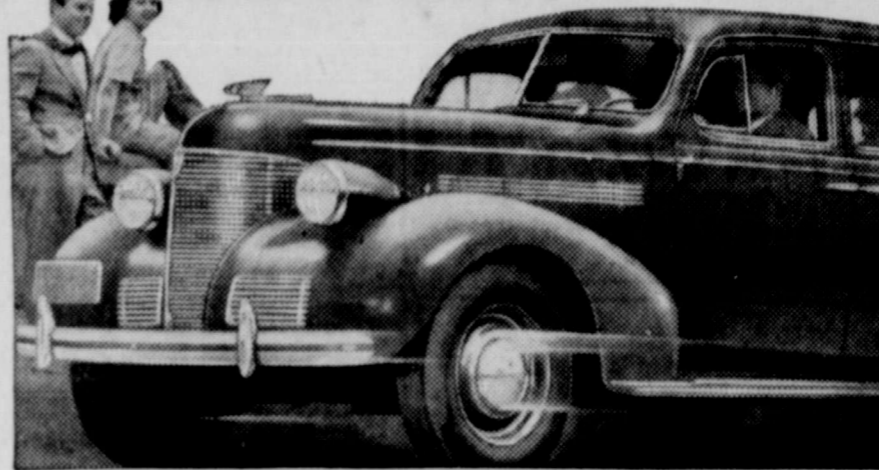
BORN—To Mr. and Mrs. Ernest Carter, Wednesday, May 17, a daughter, named Zanda Dale.

666 SALVE
Relieves COLDS
Liquid Tablets price 10c & 25c
Salve - Nose Drops

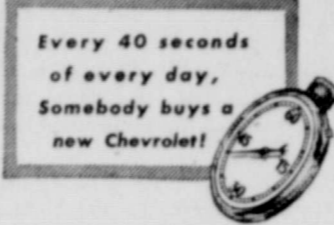
Over HALF A MILLION 1939 CHEVROLETS

FIRST IN SALES FIRST IN VALUE

sold to date!



CHEVROLET is the LEADER!



Every 40 seconds of every day, somebody buys a new Chevrolet!

Here is the most important motor car news of 1939, born of "the biggest package of value" ever offered to motor car buyers! . . .

Over half a million 1939 Chevrolets sold to date! . . . A car every forty seconds of every twenty-four-hour day—Sundays and holidays included! . . . Placing Chevrolet first in sales again for the eighth time in the last nine years!

Here's proof of all the things we've been telling you to the effect that Chevrolet brings you more quality at lower cost than any other automobile on the market!

Better visit your Chevrolet dealer and buy the leader—today!

EXCLUSIVE VACUUM GEARSHIFT

Vacuum Booster Supplies 80% of the Shifting Effort

NEW AERO-STREAM STYLING

NEW BODIES BY FISHER

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX

PERFECTED HYDRAULIC BRAKES

PERFECTED KNEE-ACTION RIDING SYSTEM

(With Improved Shockproof Steering)

On Master De Luxe models only

NEW "OBSERVATION CAR" VISIBILITY

CHEVROLET
A GENERAL MOTORS VALUE

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

YOUNGER CROWD PLAY CLOTHES FOR SUMMER FUN!

Get ready now for the "Good Ole Summertime" . . . for camp, picnics, tennis, swimming, sunning—for some plain and fancy loafing. Choose your pastime and we'll turn you out dressed for a grand and glorious good time.



DON-A-TOG
Leisure Apparel
NO. 3166

SLACK SUITS
Price \$1.98 up to \$4.98

In Spun Rayon, Shark-skin; Solid Colors, Navy, Dusty Rose, Shrimp, Beige, Green. Also black and white pincheck.



DON-A-TOG
Leisure Apparel
3177

PLAY SUITS
Price \$1.00, \$1.98

In Wash Materials. Fast Colors in Figures and Stripes.

Style Shoppe

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

Commissioners Set As Board of Equalization

The Commissioners Court and County Judge G. C. Tubbs have been working this week as a board of equalization, and will probably get through today. They have set June 15, as the date for hearing on various tax renditions.

Mrs. Robert Ardry and son, Elree, of Quemado, New Mexico, arrived Friday for several weeks visit with her parents, Mr. and Mrs. A. J. Hatley, of Dougherty. Mrs. Ardry and son visited her brother and wife, Mr. and Mrs. B. Hatley Friday afternoon.

Eastus Announces Appeal of Lubbock Cotton Loan Cases

Press dispatches Wednesday morning indicated that an appeal of the Lubbock Cotton Loan Cases had been filed at Dallas. Judge T. Whitefield Davidson ruled last week against the government in the case.

Judge Eastus was quoted as saying: "I'm sure that we'll get a reversal on this decision."

Mrs. E. W. Turner and Verda Frances, spent Thursday in Lubbock. They were accompanied home by Loyce Turner who spent the week end here.

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Homemakers class Entertains With Steak Barbecue

The Homemakers Sunday School Class of the First Baptist Church, entertained the Young Business Men's Sunday School Class Tuesday evening at 7 o'clock, at the home of Mr. and Mrs. Marvin English, with a steak barbecue in the spacious back yard of the English home. After the barbecue games were enjoyed during the evening.

Those attending included Mr. and Mrs. Baird Bishop, Mr. and Mrs. W. B. Cates, Mr. and Mrs. Alva Hull, Mr. and Mrs. Russell King, Rev. and Mrs. Vernon Shaw, Mr. and Mrs. Marvin English, Mr. and Mrs. R. C. Patton, Mr. and Mrs. Vernon Norman, Mr. and Mrs. Ray Chapman, Mr. and Mrs. Wilmer Jones, Mr. and Mrs. E. Marshall, Mr. and Mrs. C. Carpenter, Mr. and Mrs. Buck Sims; Buford Terry, Mr. Gregory, Mrs. Hulda Grundy, Bobby English, Woody Thomas, and Kenneth Shaw.

EAST FLOYD COUNTY GETS RAIN; SOME HAIL DAMAGE IS REPORTED

Rain, Friday afternoon, covered several miles in scope across the east side of Floyd County. A strip 8 or 9 miles wide reaching from the vicinity of McAdoe north through Dougherty received the most moisture.

Some hail damage was reported; estimates running as high as 40 per cent in places.

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NO OTHER LOW-PRICED CAR CAN MATCH IT

★ Before you decide on any new car, learn for yourself why this year's Ford owners are looking so pleased and so proud!

They stop with the BIGGEST HYDRAULIC BRAKES ever put on a low-priced car! 12-inch drums, 162 square inches total braking surface.

They ride on the ONLY STABILIZED CHASSIS among all low-priced cars. Only one with Torque-tube drive and 4 radius rods!

They get the smooth, quiet power of the ONLY V-8 ENGINES in any low-priced car.

See your Ford Dealer and see for yourself... this is the year to go

FORD V-8

EXCELS IN THE THINGS THAT COUNT

They're driving the car that gave the BEST MILEAGE of all leading low-priced cars in the year's Gilmore-Yosemite Economy Road Test (H. P. Ford V-8.)

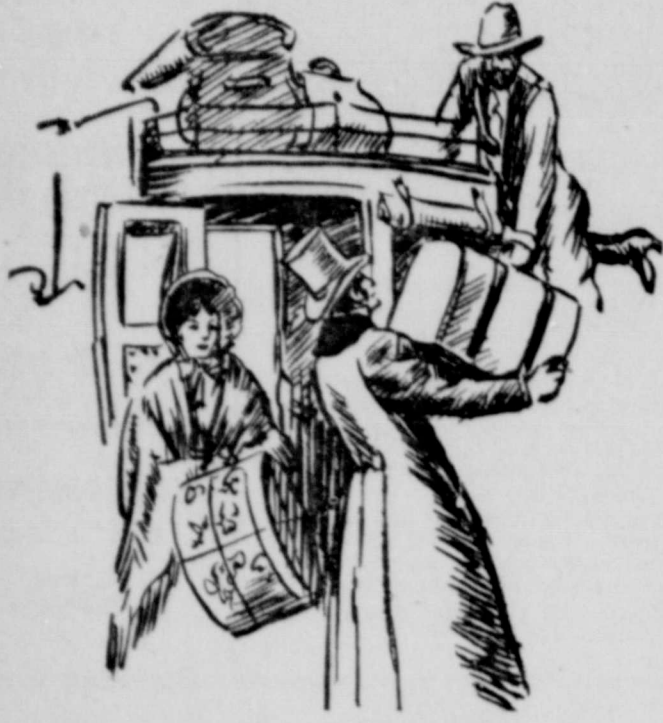
They enjoy the MOST ADVANCED STYLING this year's low-price field.

They ride on the LONGEST RIDERISE of any low-priced car (125 inches between springs!).



Bishop Motor Company

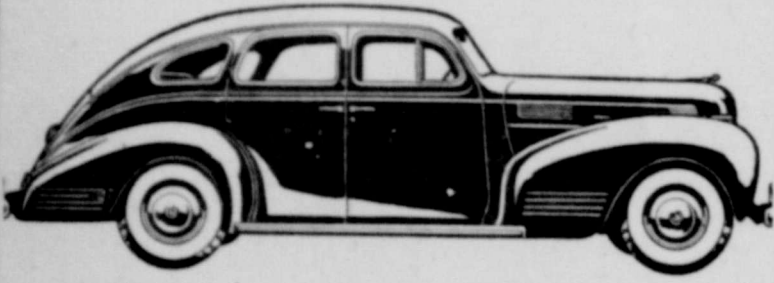
AUTHORIZED FORD DEALER — BARKER BROS. BUILDING



WELCOME, PIONEERS!

Visit MARTIN'S Summer Opening Sale at Your Pioneer Dry Goods Store.

MARTIN DRY GOODS CO.
Since 1910



GREETINGS, PIONEERS!

We wish for you a day filled with many happy memories. Visit our show-room and see the New Dodge-Plymouth line of Automobiles and Trucks.

FLOYD MOTOR COMPANY

LEE WILKINSON Dodge-Plymouth Sales and Service



PIONEERS OF FLOYD COUNTY WE WELCOME YOU FOR YOUR 49th BIRTHDAY, ON MAY 26th

We extend with others our greetings to those pioneers whose grim resolve brought about the present state of development of this plains country.

Mr. Wheat Farmer: Come in and let us show you the tractor for your farm needs. JOHN DEERE pioneered in bringing modern machinery up to the modern days. John Deere line is modern in every way—with such ease to operate you wonder just how you ever accomplished anything back in the Pioneer Days. Full line of repairs for all John Deere Machinery.

STANSELL-COLLINS CO. LOCKNEY IMPLEMENT CO.

JOHN DEERE DEALERS

GREETINGS, PIONEERS!

We appreciate what you have done in building up the country to its present modern day of conveniences. It is no longer necessary to go to Childress, Amarillo or El Paso, for any of your supplies.

Here In Our Store

We carry the best line of parts that is possible to select.

Let Us Tune Up Your Car For Summer Driving

We carry Hastings Piston Rings, A. C. Fuel Pumps, Spark Plugs, Delco Remy and Auto Lite Electrical Parts, Hydraulic Brake Parts, Carter and Stromberg Carburetors, Brake Lining, McQuay-Norris and Thompson replacement parts for Plymouth, Ford, Chevrolet and other cars.

TIRES AS LOW As \$7.85

For 600x16 Guaranteed for one year. They are good ones.

Batteries from \$2.85 ex. and up.

GEO. M. FINKNER

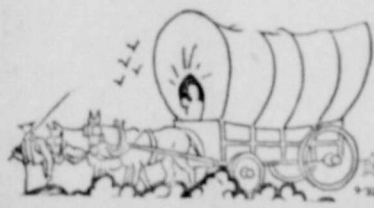
NOTICE, WHEAT MEN!

Our tire sale has been extended to July 1. See us for real BARGAINS.

SIX MONTHS BATTERY \$2.25 ex.

BILL DYERS AUTO PARTS

West of Court House, Floydada



WELCOME, PIONEERS!

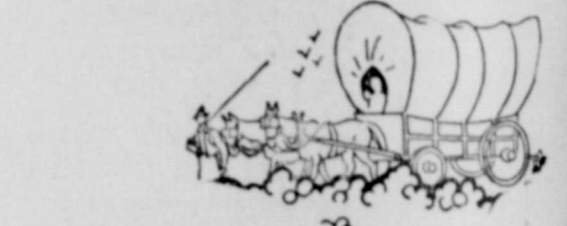
The men who came westward 40 to 50 years ago to bring civilization have long since accomplished their ends.

The pioneer with his Prairie Scooner, his Rifle, Oxen and Stage Coach travel is no longer in evidence—But, we believe that the Pioneering Spirit is still with us.

We welcome you back to Floydada. Your coming to Floydada is the biggest event in months.

FLOYDADA INSURANCE COMPANY

W. H. Henderson, Owner



GREETINGS to Floyd County Settlers, From a Pioneer Business Institution...

We join in welcoming fellow old settlers to Floyd County OLD SETTLERS REUNION FRIDAY, MAY 26. As we participate in the developing of this plains country so has this institution the ABSTRACT BUSINESS. Our books have been many years in the making, and are unquestionably the most complete of the county.

ARTHUR B. DUNCAN ABSTRACT COMPANY

MRS. MAUD E. HOLLUMS, MANAGER

Let Cavanaugh do Your Printing

1890 — FLOYD COUNTY — 49th Birthday of Floyd County



WELCOME, OLD SETTLERS FROM ANOTHER COUNTY PIONEERS. HERE SINCE 1890 TO SEE ME. PLENTY OF MEATS OF ALL KINDS.

EDGAR JONES MARKET

Welcome, Floyd County Pioneers, In Your Forty-Ninth Reunion, May 26th



THE HALL KUMFORT KOOLER

Available to all at a very low cost, the Hall KUMFORT KOOLER now makes summer comfort possible in thousands of homes, hotels and apartments! This remarkable device provides a better way to fight sweltering days—sleepless nights. Gone is the "SUMMER SLEEP" the air is conditioned to the comfort point by the KUMFORT KOOLER. At home especially, is this remarkable device a boon.

RADIO ELECTRIC COMPANY