

# "By Helping Business You Help Yourself"

# The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, October 19, 1939

Number 47

Commemorates Illinois Citizens



Gray of Chicago, student of the late Lorado Taft, one of the most widely known sculptors, puts the finishing touches on a commissioned by the citizens of Dwight, Ill., to commemorate the anniversary of the Keely institute, and pay honor to the three who founded the organization.

## Automobile Sales Are Higher Than Last Year

Austin, October 18.—Automotive dealers of Texas suffered the usual seasonal depression during September, but their sales of new vehicles for the first nine months of 1939 climbed a third higher than for the same period of 1938, University of Texas business reports show.

A total of 3,673 new passenger cars was purchased in fifteen Texas counties during September, 31.8 per cent above September last year but down 21.6 per cent from the preceding month. Commercial car sales, numbering 751, were 33.6 per cent ahead of September last year but down 11.2 per cent from August.

## Dr. Should Cross it With Tumbler Weed For Results

Austin, October 18.—In an effort to transform sections of the Southwest from dust bowl to cotton bowl, a University of Texas botanist is searching for a strain of cotton which will require a minimum of water for germination.

While a short season and hot climate in such semi-arid areas as Northwest Texas minimizes the insect hazard, insufficient moisture is the chief barrier standing in the way of large-scale production in that section, Dr. G. W. Goldsmith pointed out.

At present the cotton being raised in the Texas Panhandle is the same as that planted in the lowlands.

Dr. Goldsmith is conducting experiments to determine which strain of cotton requires the least water to germinate. When his experiments are completed, he will test the seeds in the territory he hopes may some day be a big cotton-producing area.

## Ann Swebston Is Hostess to 1934 Study Club

The 1934 Study Club met Tuesday night at 6:30 at the home of Mrs. Paul Conner with Miss Ann Swebston as hostess.

Following a short business meeting with the president in charge. Program was rendered as follows:

Subject: "Proper Grooming," Topics discussed by Joyce Newsome, Edith Wilson and Reba Copeland.

Following serving of refreshments to 23 club members present, the club adjourned to meet November 7, at the home of Mrs. M. T. Camp, hostess.

H. O. Cline, Arel Rainer and A. J. Cline attended a district meeting of the Magnolia Petroleum Company in Matamoros Wednesday night.

Mr. and Mrs. Pat Sullivan of Big Spring, visited Mr. Sullivan's mother, Mrs. A. C. Sullivan, and sister, Mrs. C. M. Thacker Sunday.

## Funeral Services Held For Sherman Oscar Jester

Funeral services were held Monday afternoon at 3 o'clock at the Wall Street Church of Christ for Sherman Oscar (Sonny) Jester, age 19 years, who died Sunday, October 15, 1939 at Littlefield, Texas. Mr. Jester was operating a shooting gallery and while cleaning a gun with gasoline the pan of gasoline exploded and ignited his clothing and the burns caused his immediate death. The body was brought to Floydada Sunday by Harmon Funeral Home. Elder C. L. Bryant conducted the services.

Deceased is survived by his mother, Mrs. Clyde Jester, one brother, J. P. Jester, one sister, Mrs. E. E. Richardson, all of Floydada.

Flower bearers were: Ben Galloway, Louis Gee, Earlene Gilliland, Andrew J. Ryals, Guy Ferguson, and Ted Morrison.

Interment was made in Floydada Cemetery with Harmon Funeral Home in charge of arrangement.

## 4-H Teams Will go To National Dairy Show In October 1940 Cotton

College Station, October 18.—Texas' 67,000 4-H club members will be represented in the finals of the National dairy contests, held in connection with the National Dairy Show at San Francisco, by the Eastland county judging team and the Hopkins county demonstration team. The contests will be held October 21 to 25.

In the part that left Texas October 14 were L. C. Lowe, Eustice Wheat, and Jack Walker, club boys of Eastland county, and their assistant county agent, Sam E. Rosenberg; Gay Bryan and Jesse Holloway, the 4-H representatives from Hopkins county, and assistant county agent, J. M. McPartridge; and G. G. Gibson, assistant dairyman of the Texas A. and M. Extension Service.

The boys won their state honors in competition with other county teams at the Junior Farmers' Short Course at A. and M. in July.

The Hopkins county 4-H team will show in detail the working of the Dairy Herd Improvement Association in their county, and will demonstrate how it has helped local dairymen produce a larger net profit from one good cow than from three or more ordinary cows. The state contest was conducted by the Texas Extension Service for the fourth year to help clubbers learn and practice good dairy methods and to demonstrate them to others. The Eastland county team will compete in the judging of all dairy breeds.

## Rev. J. M. Harder Of Ralls Died Sunday

Funeral services for Rev. J. M. Harder, pioneer Panhandle Baptist pastor, were held Monday at Ralls where he died Sunday following a heart attack.

Rev. Harder was widely known in this section, and was in many church gatherings in Floyd and adjoining counties.

## Texas Wildlife Meeting Set October 26-27

Galveston, October 18.—A meeting of the Texas Wildlife Federation will be held in Austin Saturday and Sunday, October 26 and 27, Henry W. Flagg, local attorney and president of the group, announced today.

Flagg said that new officers and directors for the federation would be selected at the Austin meeting and that among the subjects to be discussed will be game restoration work in Texas under the Pittman-Robinson act.

## Cotton Ginning Report Show 116, Bales to Oct. 1

The Census report for Floyd county shows that 1160 bales of cotton were ginned in Floyd County from the crop of 1939, prior to October 1, as compared with 886 bales for the crop of 1938.

## Baptist General Convention to be November 12-17

The Alamo City is rapidly formulating plans for the entertainment of 10,000 visiting baptists who will attend the annual session of the Baptist General Convention November 12 to 17. Dr. J. Howard Williams of Amarillo, president, will wield the gavel during the eight sessions.

This meeting will climax one of the best years in the denomination's history. There has been much increase in members which now total 700,000 in 3,174 churches. Dr. E. C. Campbell, executive secretary, expects to report to the attendance delegates the successful raising of one million dollars for all causes sponsored by the denomination. These include home and foreign missions, Christian education, hospitals and orphanages. Reports will be heard from eight colleges and universities, five hospitals, an orphan home, and a theological seminary, all owned by the convention and located in this state, and from various boards of Southern Baptists relative to baptist mission work around the world.

Preliminary meetings will be held by the pastors and laymen headed by Roy S. Hollomon of El Paso and Women's Missionary Union of which Mrs. B. A. Copass of Fort Worth is president.

## Homebuilders Club Met With Mrs. P. F. Bertrand

Comfortable healthful sleep is largely dependent upon a good mattress, Miss Edith Wilson, home demonstration agent, told members of the Homebuilders Club in her demonstration on making a mattress in the home of Mrs. P. F. Bertrand, Friday, October 13.

It is important that a mattress be scrupulously clean and sanitary. It should also be durable because it is used at least one-third of the time and receives hard wear.

During the business meeting Mrs. Raymond Teeple, president, appointed Mrs. E. W. Moore, Mrs. Elbert Parks, and Mrs. D. D. Shipley as nomination committee. Mrs. D. D. Shipley gave council report. Our next meeting will be Friday, October 24 with Mrs. Raymond Teeple.

Members present for the meeting were: Mesdames C. W. Denison, Elbert Parks, E. W. Moore, Roy Curry, J. D. Eaves, Raymond Teeple, Mabel Sims, W. A. Cates, John Lloyd, E. J. Sontay, Cecil Bronson, D. S. Shipley, F. F. Fuqua; Misses Daisey Aaron, Myra and Joy Dunavant and Edith Wilson.

## F. D. R. Proclaims Armistice Day November 11

Washington, October 16.—President Roosevelt today proclaimed November 11 Armistice Day and called upon the United States to "reflect upon that hour when the voices of war were silenced" and look forward "to a time when a just and enduring peace shall be established among all the peoples of the earth."

## Mrs. C. S. Ray Improved From Operation

Mrs. C. S. Ray, of Dougherty, who underwent a major operation at the Baylor Hospital, Fort Worth, several days ago is reported to be improving. Mr. Ray returned home the first of the week and said his wife's condition was improved and that he would likely bring her home the latter part of this week.

## FIRST TELEVISION PICTURE



NEW YORK—Amos 'n' Andy, famed blackface comedians, made television history at the New York World's Fair when they played the stellar roles in the first experimental television pickup of a commercial radio program. This is how they appeared on the television screen. Incidentally, that's Amos on the left. Later Mr. Whalen was interviewed on the national broadcast of the comedians.

## State Rich in War Minerals Say Geologists

Austin, October 18th.—Six of the 17 strategic war minerals sought by the United States can be obtained in varying amounts in Texas, University of Texas geologists report.

At least a small quantity of chromite, nickel, manganese, tungsten, tin and bismuth may be found in certain areas of Texas, Dr. E. H. Sellards, Bureau of Economic Geology director, stated. The 17 minerals needed for the government's war chest were listed by the United States War Department to Congress last June.

Dr. Sellards said University bureau surveys have shown traces of chromite in Gillespie county; samples of nickel from an area stretching across the northwest corner of Blanco county and the northeast corner of Gillespie county; manganese, used in steel manufacture, on the Spillar ranch in Mason county and other traces reported in Central Texas and in Val Verde county; tin near Streeter in Mason county; bismuth in Llano county.

It is possible there is some tungsten in Central Texas, he added. "While these minerals have been found, the bureau will not know to what extent they exist until surveys now being made are completed," Dr. Sellards cautioned.

## Call Meeting of West Texas Judges At Lubbock Fri.

Judge Marshall Formby, president of the West Texas County Judges and Commissioners Association, has called a meeting at Lubbock, Friday, October 20 at 2:00 p. m., in the East Ballroom of Hotel Lubbock.

County Judges and Commissioners, Mayors and City Commissioners, Chamber of Commerce Secretaries and other interested officials of the section are urged to be present at this gathering.

Judge Formby has called attention to the seriousness of the relief problem that is confronting West Texas, and we think it is very wise to do something about the situation now, before it is too late, he indicated. You know how long it takes to get the necessary action in Washington on matters of this kind, and certainly now is the time to call attention of our Senators and Congressmen, as well as W. P. A. officials, to the increased relief load resulting from crop failures in this area, Judge Formby stated.

Judge G. C. Tubbs and the Commissioners Court of this county is planning on attending this meeting Friday.

Mr. and Mrs. E. H. Chowning and children, of Glorieta, New Mexico, spent the week end with Mrs. Chowning's brother, Bill Dyer and family.

Miss Selma Lider and Mrs. Geo. A. Lider returned home Sunday from a two week's vacation trip to Corpus Christi, Waco and Dallas.

## Students Organize Motley-Floyd County Club

Canyon, October 18.—Organization of a W. T. S. C. Motley-Floyd County Club was completed recently, when twenty-seven students from those counties met at the home of the club sponsor, Dr. B. F. Fronabarger, head of the English department. The students gathered in the attractive back yard of the sponsor's home. After a brief get-acquainted social, the group entered into a business meeting in which officers were elected. It was decided that one business meeting would be held each month, and that the club would have a page in Le Mirage, the college annual. After some discussion of the various socials, programs, and outings that the club will have during the college term, watermelon was served to all those present.

The following officers were elected: President, Wayne Coleman, Lockney; vice president, Addie Lee Lawrence, Matador; secretary-treasurer, Lula Stapleton, Flomot; reporter, Georgia Belyeu, Lockney. Marjorie Kirk of Floydada was elected chairman of the social committee. Other members of the social committee which were appointed by Miss Kirk are Duard Reeves, Lockney; Mary Jo Horn, Lockney; Myra Nell Eavers, Floydada; Talbert Brown, Flomot.

Those who were present for the meeting were Myra Nell Eavers, Lucile West, Glenna Holmes, Imogene Culwell, and Marjorie Kirk, all of Floydada; Lula Stapleton, Truett Priccaett, and Talbert Brown, Flomot; Addie Lee Lawrence, Matador; Ruth Taylor, Quitaque.

Eloise Langley, Mary Nell Mangum, Heleh Boedeker, Reba Savage, Virginia Thomas, Merle Myers, Meda Ruth Thomas, Tress Allen, Lillian Busby, Mary Jo Horn, Wayne Coleman, Mary Frances King, Duard Reeves, Roy Lyles, Roach Allen, and Georgia Belyeu, all of Lockney; and the sponsor, Dr. B. F. Fronabarger of Canyon.

There are at least nineteen other students on the campus from Floyd and Motley Counties, most of whom are expected to join the club.

## Allotments Being Prepared

College Station, October 18.—Predicting that all 1940 cotton allotments will be in the mail by the middle of November, E. N. Holmgreen, state AAA administrator, said necessary information had already been received at state headquarters here for figuring allotments for 16 Texas counties.

Before any allotments can be mailed, however, the state allotment must be set up in Washington and broken down for counties by the state office, Holmgreen said.

Franklin, Delta, Titus, Morris, Rains, Marion, Van Zandt, LaSalle, Coke, Somervell, Bosque, McLennan, Williamson, Frio, Maverick and Zavala counties have already furnished the state office with cotton histories of their farms, and the allotments for these counties will be set as soon as the county figure is available, the administrator announced.

Educational meetings for administrative assistants and county committeemen were held over the state during the week ending September 23, and the necessary forms and printed instructions were sent to all counties during the week ending September 30, Holmgreen said.

Since this instructional procedure, county AAA officials have been assembling the cotton history for each farm in the county during the past three years, computing cotton acreage planted and diverted, and tabulating the information.

The histories are then transmitted to the state office where allotments are set up.

Farmers should begin to receive their allotments through the mail the latter part of October, Holmgreen declared, and all allotments will be made in ample time before the cotton marketing quota referendum December 9.

Rev. and Mrs. Ernest Shephard, of Coleman, are the parents of a son, born Saturday night, October 14, at the home of Mrs. Ernest Shephard's parents, Mr. and Mrs. E. B. Johnson. The child has been named Ernest David. Mrs. Shephard is the former Miss Johnnie Johnson.

## Mrs. M. B. Martin Home From Hospital

Mrs. M. B. Martin, who underwent an operation in a Lubbock hospital ten days ago was brought home Wednesday and is thought to be recovering satisfactorily from her illness.

Mrs. Jess Brown and Miss Louise Hyatt spent the week end in Lubbock visiting relatives.

## Boys Will Be Boys



With obvious delight, A. W. Gabrio of the Grand Army of the Republic takes a few hot licks at an ice cream cone. Mr. Gabrio, 93, of Hazelton, Pa., was one of the veterans at the national G. A. R. encampment at Pittsburgh.

## Program rendered Mrs. Andrews and Others

Andrews presented a number of pupils in a recital Monday at the High School Auditorium.

Following program was rendering the evening:

Song, Joyce Williams, Mrs. June Finley, Mary Heland, Hughetta Smart.

Reading—Gene Cowbo.

News and Cuddles—Gene Amburn.

Tale—By Nevin, Piano.

Entertains Mother's Callers.

Blama, Mary Frances Mc.

Bruce Foster.

Choral Club.

First Basket Ball Game—Parkey.

Hats—Reading, Mable.

James Wester.

Lucy—Comic Reading.

Reading—Gloria June.

Guitar Accompaniment—George Tubbs.

CURTAIN

Old Maid—(Monobankie Wright.

Reading—Joyce Sul.

Choral Club.

Reading—Eddie.

George Ann Huck.

Assembly—Wanda Withers.

Mrs. Fagan.

of a Girl—Doris Dobbs.

McRoberts.

CURTAINS

erson Tea—Operetta.

Blama, Hughetta Smart.

Foster.

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Harris

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and Mrs. A. J. Cline, re-

Sunday from Eddy,

they were called earlier

for the funeral of Mr.

har, who died in Tulsa,

late Tuesday evening of

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was the former home

and for that reason

was returned there for

ment.

Side Singing

vention to

Sunday

Side Singing Convention

an all day convention at

Monday. Everyone is

attend this singing.

made a business trip

Tuesday.

**THE FLOYD COUNTY PLAINSMAN**  
Published Thursday Each Week  
M. B. CAVANAUGH, PUBLISHER

**SUBSCRIPTION PRICES**  
In Floyd County \$1.00; Outside Floyd County \$2.00

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**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.

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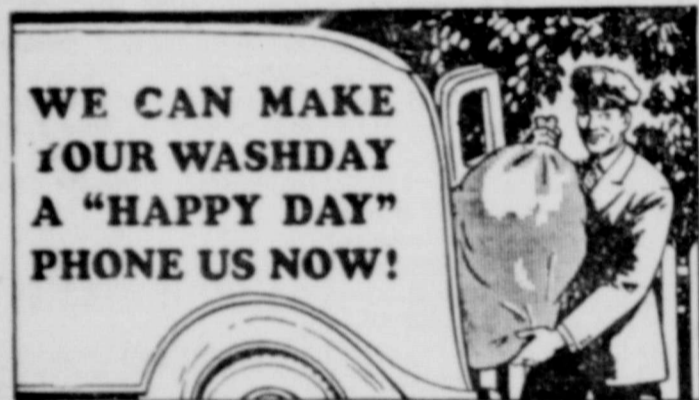
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PHONE US NOW!

**AVOID HOME LAUNDERING**  
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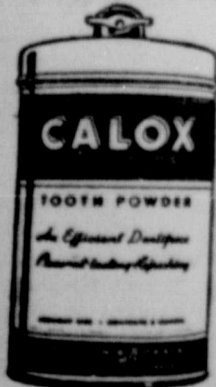
Why spend another washday in a damp basement? We'll do your laundry just as cheaply and save your health and happiness.

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**PLANNED DICTATORSHIP**

If anyone is still looking for a sound reason for rigorously maintaining American neutrality, all he need do is examine the plans now being made for expanding and changing the power and set-up of the Federal government if we again go to war.

These plans are now about complete. According to a review published in the Washington Times-Herald, four great new divisions of government are proposed. The first, National Defense, would include all military affairs and counter-espionage. The second, Production, would include the Agricultural Department, the Labor Department and social security, and would have sweeping powers over the country's non-military manpower. The third, Construction and Transportation, would control Federal public works, all communications, the Power Commission, the Interstate Commerce Commission, the Post Office, Interior Department, etc. The fourth, Finance, would include the Treasury Department and other government fiscal bureaus, and would deal with banks, trust institutions, insurance companies, etc.

All of these divisions would be under the direct control of the President, who would appoint their heads. The catch comes in the plans for giving the proposed new divisions authority. And, according to the news reports, this authority would be virtually unlimited. Every business and every individual in the country would come immediately under the fillest possible official domination. Labor would be virtually conscripted—no man could change a job without permission from the government. The orders which any business could accept would be determined by official fiat. Industries' owners and executives would be mere figureheads, who could do nothing save carry out the orders given them by government. A dictatorship, complete in every detail, would be established.

And this isn't all there is to "M Day" plans by a long shot. Complete government control and censorship of the radio, the press, the rights of protest and assemblage are envisioned. Elections could be deferred if the powers that be decided that the emergency made it necessary.

All this and more is going to happen if war comes to the United States. Gone will be democracy, gone our liberties. Could there be a stronger case for neutrality.—Industrial News Review.

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**Guantanamo Is U. S. Watchdog**

Controls Lane That Links North Atlantic and Caribbean Traffic.

WASHINGTON.—A sudden order recently for the American submarine Spearfish to abandon her South American shakedown cruise and proceed to Guantanamo, Cuba, calls attention to one of Uncle Sam's most strategically located naval bases. It lies on the south coast of Cuba only 75 miles from the island's eastern tip.

"Many tourists familiar with Havana's gay night life and Santiago's long history have heard little of Guantanamo," points out the National Geographic society. "For sightseeing lures in this part of the island are scarce, and civilian visits to the station itself are forbidden except by special permission.

"To the United States navy, however, the Guantanamo base is especially significant. Situated on the south shore of the far eastern end of Cuba, it controls the vital sea lane between Cuba and Haiti which links North Atlantic and Caribbean traffic.

**Convenient for Navy.**

"In case of emergency, ships of some European countries must travel for days to reach these waters. United States' vessels are not only within easy access of base supplies but also have the advantage of familiarity with the area, due to annual target-practice maneuvers thereabouts. Guantanamo is, in fact, a sort of 'winter home' for a considerable part of the U. S. navy that is in the Atlantic.

"Guantanamo bay, the entrance to which is commanded on both sides by the naval station, is one of the best harbors in the West Indies. Extending 12 miles inland, it is wide enough to shelter the entire American fleet. At the same time its entrance is narrowed by a spit of land which, together with surrounding hills, helps afford protection against both storms and enemy attack.

"Once a retreat for pirates, who used its protective shelter as a hide-out from which to pounce on shipping to the nearby port of Santiago, this harbor was also an English operating base against Spanish Santiago around the middle of the Eighteenth century. The British commanding officer at that time was one Admiral Vernon, whose staff included Lawrence Washington, brother of the man who was to become the first President of the United States. Later, Lawrence Washington named his estate on the Potomac 'Mount Vernon,' after his former superior, the name which stuck even after George Washington took over the property.

**Rented From Cuba.**

"Guantanamo bay came into American hands after the war of 1898, when U. S. marines were landed there for action against the Spaniards. Setting up camp on a nearby hill, they fought off Spanish siege for several days, until reinforcements finally gave them control of the area.

"In the early 1900s, land on both sides of the bay was leased to the United States by the Cuban government for the purpose of establishing the present naval base. Under the jurisdiction of the American navy department, this base is maintained solely for the use of the fleet.

"When the fleet is in, the normally sleepy little town comes suddenly to life. Then the numerous baseball fields, tennis and handball courts, and bridge paths swarm with sailors and officers. Club houses and cantens buzz with activity and at night the open-air motion picture theater is crowded with spectators."

**Dog Enjoys Soda Drink Without Using Saucer**

EVANSVILLE, IND. — Muggsy, the nine-year-old mongrel dog owned by Ada White of Evansville, is more than just a mutt—he's a canine companion.

First among his accomplishments is the ability to drink from a bottle. He accompanies his mistress to a soft drink stand and waits patiently for the bottle. When she hands it to him, he wraps his forelegs around it and drinks directly from it. No straw or saucer is necessary.

He doesn't like hot weather. When the temperature rises, he barks for his cold bath. He likes a tub of cold water, and Miss White says he will lie in it for hours.

When he comes into a room, he remembers to close the door.

**Soviet Russia Announces Its Gain in Population**

MOSCOW. — The population of Russia is increasing twice as fast as that of other European nations, the publication of the Soviet's vital statistics showed.

During the past 12 years the Soviet population increased 23,500,000. The statistics also reveal that under the Communist regime the death rate has dropped by 40 per cent.

Last year Moscow had 117,000 births which is stated to be the greatest number for any city in the world. As compared with 1926 the urban population has more than doubled—reaching 55,900,000. Industrial output has increased six fold. During the two "five-year plans" 210 cities have been built.

1014—Fitted Sport Coat of Llanero fabric of mohair and wool. Has design cross-stitching on bodice and 3 large novelty buttons and stitched pocket flaps. Colors: Gray, Taupe Navy, Wine, Aden Green, Oxford.

1655—Semi-sport Coat for the youthful miss in a pencil stripe fabric, trimmed in piece. Persian. New, novelty shoulder effect. Leather belt. Colors: Black, Wine, Green. Sizes 12-20. Prices—

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**To The Floyd Tax Payers**

Your 1939 State and County Taxes were due on the First day of October, 1939, and can be paid any time after that date up to and including January 31st, 1940, without penalty or interest.

The new law will allow a discount on 1939 taxes if paid during October, November or December as follows:

- 3% Discount if paid in October, 1939
- 2% Discount if paid in November, 1939
- 1% Discount if paid in December, 1939
- NO DISCOUNT if paid in January, 1940
- Penalty and Interest added February 1st, 1940.

Above discount applies to State Taxes ONLY as no discount will be allowed on County or School taxes; neither does discount apply to Poll Tax.

The split payment is still in effect whereby the First half of your taxes can be paid in October or November and the balance carried to June 30th, without penalty or interest. If the taxes are divided as above NO DISCOUNT will be allowed on the First half payment.

Another new law went into effect on the First day of October, 1939, The Certificate of Title Law. It is unlawful to offer for sale or trade any Motor Vehicle without first obtaining a Certificate of Title to same. Application for title is to be made at the office of the Tax Collector of the county of your residence.

**Frank L. Moore**

TAX ASSESSOR AND COLLECTOR, FLOYD COUNTY, TEXAS

**Chevrolets Make Their Bow**



Series of passenger cars, re-designed in the new "Royal Clipper" and embodying numerous mechanical improvements to assure safety and comfort as well as finer performance, comprise Chevrolet for 1940, introduced today. All series are much larger, overall increased 4 1/2 inches. The new exclusive vacuum power shift is now regular equipment on all models of all series at no extra cost. The De Luxe series, the Sport Sedan of which is shown at center, has T-spoke steering wheel with horn-blowing ring (upper right). The 1940 Chevrolet six-cylinder valve-in-head engine, which has been reworked for smoother, quieter operation, and extremely long life.

**CHEVROLET MAKES COAST TO COAST SHOWING OF NEW MODELS FOR 1940 OCT. 14**

Detroit, October 14.—Three completely re-styled series of Chevrolet passenger cars, combining greater length and width with much more massive appearance, and embodying many mechanical refinements, made their formal public bow today at the National Automobile Show and in Chevrolet dealers' salesrooms from coast to coast. Over-all length has been increased 4 1/2 inches, a change which makes the new line outstanding for its sleekness and grace.

Improvements, aside from styling, in which sweeping changes are made, include provision of Chevrolet's exclusive vacuum power shift as regular equipment on all models of all three series, helical synchro-mesh transmission with silent low and reverse as well as silent intermediate and high, and numerous revisions affecting safety, comfort, convenience, performance, and long life. Knee-action and shockless steering are featured on the Special De Luxe and Master De Luxe series, conventional I-beam front axle with semi-elliptic springs and airplane-type shock absorbers being retained on the Master 85.

Except for the difference in front suspension and the use of a slightly higher gear ratio on the Master 85, the chassis of the three series are practically identical. All are of the same wheelbase, and the power plant is the same throughout. It is the timelier Chevrolet six-cylinder valve-in-head engine, revised in several particulars in the interests of silent operation, smoothness, and long life. These changes affect the oil system, the valve mechanism, and the camshaft, and in the two latter cases involve change in manufacturing practice as well as in design.

In appearance, the 1940 Chevrolet is new from bumper to bumper. Bodies, fenders, hood, and frame are completely re-designed, to embody low-slung grace. These changes result also in increased stability, since they lower the center of gravity of the car as a whole. Changes, except for trim and extra equipment, are the same on all three series.

The radiator grille, one of the most obvious outward changes, is much lower and wider. The massive chrome-plated horizontal bars at the lower part of this unit sweep outward to include the fender area formerly occupied by auxiliary louvers. The alligator-jaw type hood has a deep, gracefully rounded nose, and is designed in such a way that the line along which it opens is unnoticeable when the hood is closed. The hood is equipped with a theft-proof lock so that access to the engine compartment can be gained only after releasing of the latter allows the hood's spring-loaded hinges to raise the nose, giving access to a secondary lock which releases it the rest of the way. This secondary lock prevents the hood from being jarred or blown open while the car is in motion, even if the dash lock should be

accidentally released. Front fenders are longer, wider, and deeper, and sweep inward from the crown to the sides of the hood in an almost horizontal plane, without valleys. Streamlined headlamps, nearly 20 inches long, are nestled in the fenders at locations almost 10 inches farther apart. This mounting makes for maximum illumination, as well as full protection for the lamps, and easy access for servicing. The new sealed beam headlamp units combining lamp, reflector and scientifically-designed lens, are used on all models. Parking lamps are mounted between headlamp and outer edge of fender.

Safety, as well as style, is served by the new all-rubber-surfaced running boards with tripple-peaked longitudinal ribs which parallel the body contours. The running boards terminate just short of the rear fenders for better drainage.

Above the running boards, the body raises in an almost vertical plane to the body belt, from which line it tapers inward toward the top. Slope of the wind-shield and rear panel is even more pronounced, both these members being inclined more sharply. The tempered plate glass rear window, used in all models except the new cabriolet, is of curved section, to blend with the side and rear contours of the body. Windshields are of the new high test safety plate, and safety plate glass is used in all side windows and ventpanes.

Bodies are larger, inside and out, and are also more rigid. Seats are wider, and leg-room and head-room are increased. Wider doors make for easier ingress and egress. Numerous interior refinements, which vary among the three series, result in luxury, comfort and convenience unmatched in previous years' models. In the Special De Luxe series, these items include an illuminated clock recessed in the glove compartment door, and a light within the compartment which turns on automatically when the door is opened, regardless of whether the other car lights are on or off.

Springing has been improved for better balance between front and rear suspensions, and steering geometry on the Master 85 is revised for better steering. Gasoline tank capacity in all models except Business Coupe and Sedan Delivery is increased from 14 to 16 gallons. Trunk capacity is enlarged by the lowering of the car floor, the engine being inclined somewhat more toward the rear, to minimize the rear compartment floor tunnel. Trunks are larger, and are now illuminated through apertures in the rear of the recessed tail and stop lamp shells.

Rustproofing, heretofore confined to sheet metal such as fenders and hoods, is now applied also to the body, prior to application of Duco. Bumpers are standard, front and rear, on all models except the station wagons, where bumperettes are provided at the rear. Bumper guards are furnished at front and rear on the Master De Luxe and Special De Luxe. Double windshield wipers, and a full complement of instruments including engine heat indicator, are included on all models, as are left-hand sun-visors. The Special De Luxe has, in addition, a right-hand sun-viso, special "T"-spoke steering wheel with horn-blowing ring, stainless steel window reveals, decorative door sill plates, and several other extra items.

All series for 1940 include sport sedan, town sedan, and business coupe. Station wagons are provided on the Special De Luxe and Master 85, and four-passenger coupes in the Special De Luxe and Master De Luxe. A coupe pickup and sedan delivery are available both on the Master 85 and the Master De Luxe, and a brand-new cabriolet, featuring extreme beauty along with high performance, is offered on the Special De Luxe.

Geo. A. Lidler, of Amarillo, visited with his family Sunday and Monday.

Conner Oden made a business trip to Matador Tuesday.

Geo. M. Finkner made a business trip to Lubbock Tuesday.

Misses Mollie and Lucy Crum visited in Friona Sunday with their brother, Mart Crum.

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Stylishly New Hats for every cos. Berets, toques, visor, position and brims! Beautifully styled in felts, doe-modes. Black colors.

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## Universal Credit Continues Expansion Program; New Local Office Opens In Lubbock to Serve This Area

In an interview with G. B. Strong, Dallas Branch Manager of Universal Credit Company, on the announcement of the opening of a new Universal office in Lubbock, Mr. Strong stated that this office will be of tremendous value to Dealers in Ford Products and their customers who reside in this trade area.

Nationwide public acceptance of "Universal's" low cost, exclusively Ford Finance Plans and Ford Dealer cooperation has made possible the continued expansion of "Universal" service throughout the past eleven years.

More than 4,000,000 buyers of new and used cars from Ford Dealers have used "Universal" time payment plans. This remarkable growth is largely due to "Universal's" interest in the goodwill and satisfaction of the customer. More than 50% of the customers of "Universal" represent users of the service and repeat buyers of Ford products.

"Universal" has been repeatedly responsible for the reduction of finance costs for Ford product buyers. The large volume of business developed has made possible constantly improved plans, providing low cost financing for the Ford purchaser desiring to buy out of income.

Ever since Universal Credit Company commenced operations, financing costs on Ford products have been materially reduced. It is estimated that time payment buyers of Ford cars and trucks have thus been saved in excess of \$75,000,000 through the lower financing costs made available by the Exclusively Ford Finance

Plans of Universal Credit Company. These lower credit costs have been and continue to be constructive contributions toward national economic recovery.

Families buy Ford products today as they have for over thirty years because of outstanding value. Outstanding quality, at low cost, has made the new Ford the choice of millions.

With the favorable outlook for increasing Ford, Mercury, and Lincoln-Zephyr Sales among all Dealers, and continuing economic recovery, opportunities are indicated for making 1940 a great year for Ford Dealers, and in view of these favorable sales prospects Universal Credit, with retail instalment financing plans and Dealer financing service devoted exclusively to the Ford Market, contemplates the addition as needed of other offices to meet the ever-increasing use of "Universal" Plans by Ford buyers and to bring "Universal" operations in the field ever closer to Ford Dealers and their customers.

A number of local people have been engaged for work in the Lubbock office; others have been transferred from Dallas with their families and will make their home in Lubbock.

The Lubbock office of Universal Credit Company will be located at 1015 Avenue J. Telephone: 4236 and 4237. LD 11.

Mr. W. E. Mowery, a man of long credit experience and with a knowledge of modern motor car merchandising, will be in charge of the Lubbock activities of "Universal".

## Mighty Pillar Honors Poilus

Monument Marks Stand of Taxicab Army of Gen. Joffre on Marne.

MONDEMENT, FRANCE.—Towering over the valley of the Marne, a granite slab of 100 feet in height has been erected to the memory of Marshal Joseph Joffre and the "taxicab army" who flung back the German hordes advancing on Paris 23 years ago.

Monuments to other armies have been created on the former battlefields—the United States memorial is visible for many miles on the heights above Chateau Thierry, the Canadian stands at Vimy Ridge, while the Menin gate near Ypres commemorates Britain's "old contentibles" who kept the pass on the frontier—but not until now has the battle which decided the World War been fittingly honored.

One early September evening in 1914 a long line of decrepit taxicabs—typical Paris "crocks" of pre-war days—rattled their way from the Invalides along the bumpy country roads which wind through the Marne valley toward the German frontier.

Each cab groaned under the weight of six or seven men, dressed in the baggy blue and red striped trousers of the Paris garrison. The taxis puffed at the limit of their speed, 700 of them all told, bearing the 4,000-odd men who were to help to swing the balance in the first clash of the opposing French and German forces. They were rushing to the battlefield in response to Joffre's frantic appeal: "Send every available man by any possible means."

It was Gen. Joseph Gallieni, commanding the Paris garrison, who had the idea of mobilizing the Paris "cochers" to transport reinforcements. Train transport was already blocked with truckloads of troops. He summoned the taxi drivers, in great secrecy, to the Invalides, gave them their orders and they set off with their unusual fares by night to meet the kaiser's legions.

The fleet of taxis moved this mobile army from village to village to bring help to the sorely pressed French forces. Whenever a taxi was available, it was rushed back to Paris with wounded and loaded on more soldiers to be brought to the front to help stem the tide.

The battle of the Marne began September 6 and seemed certain to end in an easy break through to the helpless capital. A tremendous weight of man power came winding down the roads from Germany, until along the ridges and in the neighboring valleys Von Kluck had 900,000 men against Joffre's hastily gathered regulars and reserves.

For four days the French took the full shock of the deadly German drive while Allied and other reinforcements, including the Paris garrison, were rushed up until on September 10 the attack was broken. Paris was saved and the first flush of the German march stemmed.

**Illinois Heads Nation In Farm Machinery Use**  
SPRINGFIELD, ILL.—Illinois agriculture is the most mechanized in the country, according to an announcement by the state department of agriculture.

In making the announcement, the department quoted figures from a recent survey of the American Petroleum Institute. At the end of 1938 Illinois farmers had 138,192 tractors in use, while Iowa stood second with 125,308 and Texas third with 98,966. Illinois used 9 per cent of the 1,525,000 tractors in use in the entire country, he said. The survey also showed that the number of tractors in use last year in Illinois was double the 1930 figure of 70,000.

The department pointed out that four of the country's largest tractor manufacturers are located in Illinois and annually supply the great bulk of farm machinery to the United States and foreign countries.

**Asserts Salt Water Fish Is Facing Extermination**

WASHINGTON.—The ocean is not full of fish, a prominent geologist said, and the United States is in danger of using up what fish supplies are left on its "continental shelf" off the Atlantic coast.

Practically all fish are concentrated off the coast lines where they can obtain food, Dr. Frederick W. Lee of Washington told the International Union of Geodesy and Geophysicists.

Extensive fishing operations are rapidly depleting the number of fish, he said, and if fishing is not regulated by the federal government "there won't be any supply of fish along our eastern coast."

**Needlework Helps Flier**  
MARTINEZ, CALIF.—Harry Sherman of Portland, Ore., thinks that standard aviation equipment should include a sewing kit. He made an emergency landing here, owing to a ripped wing, but managed to borrow a needle and thread from a housewife, sewed up the damaged wing and hopped off again.



Nearly \$12,000,000 paid last year to Texas telephone people

Into pay envelopes for Texas telephone people last year went nearly 12 million dollars—wages to operators, to linemen and repairmen, to others in the far-flung brigade of Texas telephone people.

The largest item in the cost of furnishing telephone service in Texas is the wages paid to the 8,700 men and women who make Texas telephones talk. Of every dollar it cost last year to furnish telephone service in Texas, more than 40 cents went for wages.

Nearly 12 million dollars' worth of human energy and skill went into your telephone service in Texas last year... to the people who furnish you fast, accurate, and dependable telephone service... yet the cost of a telephone in your home is only a few pennies a day.

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Geo. A. Lider, of Amarillo, visited with his family Sunday and Monday.

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He's right! Just think of burning an I.E.S. Better Sight Lamp with a 100-watt bulb for over three hours for only 1 cent. Good light was never so cheap as it is today. Use it freely for better sight.

And, I.E.S. lamps are as cheap to buy, too. Any lamp may be purchased for as little as 95c down, \$1.00 per month.

Texas-New Mexico Utilities Co.

## Better Parenthood Is Slogan of Drive

National Project Is Given Hearty Approval.

CHICAGO.—Better Parenthood week, October 23-29, will be observed by communities from coast to coast, announces George J. Hecht, publisher of Parents' Magazine and chairman of the committee of leading educators and famous parents who are sponsoring this event.

"Give first thought to children" is the slogan of the 1939 Better Parenthood week. The U. S. children's bureau is co-operating in the promotion and in many states and cities governors and mayors have issued official proclamations urging special observance of this week.

Better Parenthood week, which was observed for the first time last year, is concerned with developing closer relations between home and school, promoting organized study of child problems, and inspiring closer understanding between parents and children. "This year Better Parenthood week has added importance for all of us because it will be an incentive for community education in how to preserve our democratic ideals in the face of world conflict," states Mr. Hecht. "With America one of the few nations in which parents can still be reasonably certain of keeping their children under their own guidance, we feel that programs planned for this week will have an unusually thoughtful and receptive audience. The threat to humanitarian principle, which war always brings, makes paramount the need today for more thoughtful guidance in the moral and spiritual development of children."

Katharine Lenroot, chief of the U. S. children's bureau, in endorsing this national project, writes that, "It seems to me this is an excellent time to call to the attention of the country in this special way the opportunities open to parents for more adequate facilities for the care and protection of children, through the co-operation of many different groups and organizations."

## Ancient Mound Gives Up Bones and Queer Relics

UNIONTOWN, PA.—Excavations of the Pennsylvania Indian research are revealing remnants of the civilization of the prehistoric mound builders on a farm near New Salem, Pa.

Archeologists of the research group are slowly piecing together data and relics from a camp site of the mound builders, a people who flourished before recorded history.

In the early stages of excavation on the old Langley farm, skeletons have been uncovered, according to Philip Ventura, president of the Pennsylvania Indian research.

The bodies have been identified as those of mound builders by George S. Fisher, of Finleyville, archeologist for the research organization.

Also found in one mound located in the former mound builder city were rocks carved with peculiar inscriptions, a stone carved in the shape of a turtle, and other relics.

## Wireless Operators Wed After Long Air Romance

YAKIMA, WASH.—Richard C. Young, of Yakima, and Miss Mildred Tate, of Victoria, B. C., were married in the Canadian city after a courtship of three years over their short wave radio sets.

The couple first talked to each other on the air three years ago. They continued their conversation from time to time and then regularly, and became engaged when they met.

A number of other "hams" on the West coast bent ears to the courtship, much to the couple's embarrassment when they found it out through receipt of congratulatory letters after their engagement was announced.

## Nonmusical Cabman Is Director of Dance Band

NEW ORLEANS.—Frank ("Val") Barbara makes a living out of cabs and caddenas without being able to read music and without being classed as a singing cabdriver.

Here's how he does it: During the day he foregoes music entirely, with the exception of an occasional tweet on the whistle as a cab starter—from 8 a. m. to 5 p. m.

After dark, Barbara directs his dance band. He doesn't know anything about music personally, but he knows there's money in dance bands.

## Pigeons Make Long Good Will Flight

NEW YORK.—Forty messenger pigeons recently completed a flight from Trujillo City, Dominican republic, to New York, carrying a message of Pan-American good-will to Mayor LaGuardia. The birds flew by way of Washington to commemorate Dominican Republic day at the World's fair. The flight of birds was named the Columbus Memorial Pigeon flight.

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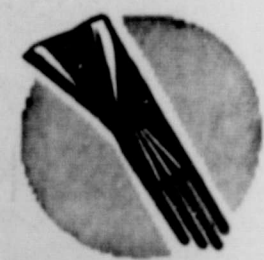
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Colors to match your bag! Classics, new costume types

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## TIRE AND BATTERY SALE! Starts Friday, October 20th, 1939

and runs to November 4th. Extra ordinary savings on first quality Davis De Luxe Tires. In spite of the general upward trend in prices—we have ample stocks—bought before cost advanced and we are passing this saving on to you.

With quality and service assured by our definite guarantee, why pay more than our low prices.

WIZARD BATTERIES are widely known for their excellent service. With these extra low prices in effect it is time to replace your worn out battery with a new powerful WIZARD.

Be sure and check catalog mailed this week for prices.

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—From Autobiography With Letters by William Lyon Phelps, published by Oxford University Press, 1939.

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