

# "By Helping Business You Help Yourself" The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, February 15, 1940

## County Commissioners Court Awarded For County Agricultural Building In Session Monday

At a regular term of the Commissioners Court in session Monday bids were compiled which had been received by the court for the construction of an agricultural building to be erected on the southeast corner of the square.

Six bids had been filed by Floydada, Plainview and Lubbock contractors, and from these the General Building Company, Inc., of Lubbock, were awarded the contract for the building without auditorium. The bid was \$9,845.00. The structure is to be one story 91x39 feet in size. Work on the project will start within ten days and the contract calls for completion within 120 working days.

The court is issuing interest bearing warrants which will be handled by the First National Bank of Floydada, to pay for the building.

## Rotary District Assembly Will be At Abilene

Abilene, Texas, February 15.—In a milestone event for West Texas Rotarians, Walter D. Head, president of Rotary International, will speak to a district-wide banquet assembly here in Abilene, on Monday night, February 26. Don Morris, president of the Abilene Rotary Club, announced today.

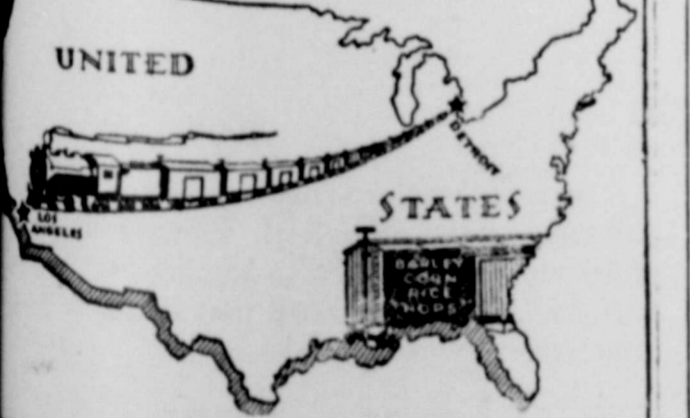
Morris, vice president of Abilene Christian College, and H. R. Arrant, governor of the 27th district of Rotary, and professor of chemistry at Hardin Simmons University, are arranging for President Head's visit. About 650 are expected to attend the banquet assembly.

Head, elected president of Rotary International at the Cleveland convention last June, has been a Rotarian since 1919. He is headmaster of Montclair Academy, Montclair, New Jersey.

President Head's Abilene visit will be one of four Texas speaking engagements. He will speak in Fort Worth on February 27, in Dallas February 28, and in San Antonio on March 1. He will spend a day visiting at the home of Edd McLaughlin, at Ralls, international director, before coming to Abilene.

Invitations to attend the Abilene banquet, honoring Rotary's international president, are being forwarded by Abilene's President Morris and Governor Arrant, to Rotary clubs and Rotary leaders throughout Texas, including the Floydada branch.

## Plans for Brewing Would Fill Train Spanning Three-fourths of Continent



AMERICAN farm products produced by the brewing industry since beer's legalization in 1933 have reached a total of 25 billion barrels, enough to fill a freight train extending from Los Angeles to New York.

More than three million acres of land must be cultivated each year to raise the billions of pounds of wheat, corn, rice and hops for brewers pay approximately \$100 million annually.

The industry alone nearly four billion dollars worth of these products are used in the \$6,191,193 barrels of beer which the United States Bureau of Internal Revenue reports produced last year.

Among the developments reported by the United States Industrial Foundation in its survey of the brewing industry last year also witnessed expansion of the industry's active cooperation with enforcement officials to

## Hurricane-Torn Forests Cleared



The top scene is a typical New England forest after the ravaging effects of the hurricane of 1938. The United States Government, working through such organizations as the United States Forest Service, the Civilian Conservation Corps, and the Disaster Loan Corporation, moved to the aid of the owners of the stricken forests to help salvage valuable timber. Left lying long, the trees would become valueless and create a tremendous fire hazard jeopardizing the timber still standing.

The sawmill is one of the many which swung into full-time operations to convert the storm-felled trees into lumber. Photographs were supplied by the United States Forest Service.

## Motor Ass'n Release Tax Figures

Austin, Texas, February 14.—The Texas trucking industry last year paid taxes to Floyd County amounting to \$24,374.92. Lynn B. Shaw, general manager of the Texas Motor Transportation Association, reported today.

Shaw said the amount represented \$18,095.14 for highway construction and maintenance, and \$6,279.78 for the public schools of Floyd County. For each scholastic in the state, the truckers last year paid \$2.49.

The total amount of taxes paid in the state by the truck operators during 1939 was \$15,388,004.78.

## Singing at Starkey Sunday Afternoon

Music lovers of the community are invited to attend a singing at Starkey Sunday afternoon at 2:30.

Bird McPeak, who has been seriously ill at his home in North Floydada for several days, is reported to be much improved.

## Randerson Announces for Sheriff

TO THE PEOPLE OF FLOYD COUNTY, TEXAS:

Complying with the request of many of my friends that I run for Sheriff of this county, I am making my announcement for that position. Having had experience as a sheriff I feel that I am qualified to act in that capacity and if elected to this office I promise that I will do my best in all matters coming to the attention of that office.

I feel that I would be ungrateful if I did not express my appreciation for your past support and co-operation and now solicit your vote and support in the coming primaries of this year. Thanking you in advance, I am,

Sincerely,  
E. S. RANDERSON.  
(Political Advertising)

WOODROW WILSON IS ILL  
Woodrow Wilson, son of Mrs. Bradford Wilson, of South Plains, underwent an appendicitis operation in a Lubbock hospital Saturday. He is reported to be doing nicely.

Mary Francis Jones visited Saturday in a motor with Mr. and Mrs. Dorris W. Jones.

## County Collects About 79 Per Cent Of 1939 Tax

According to information from the Tax Collectors Office Floyd County has collected from October 1, 1939 to January 31, 1940, from the 1939 tax rolls \$131,712.49, which represents about 79.68 per cent of the total tax roll for 1939.

This is a larger per cent of payments than in previous years, and it is believed due to a discount given on early payments of taxes which was taken advantage of by many of the larger tax payers, Mrs. Ethel Graham, office deputy stated.

A recheck of the poll tax payments show 2,812 paid polls and 102 exemptions, making a total of 2,914 qualified voters in Floyd County.

## Second Sunday Singing Well Attended

A large crowd attended the Second Sunday Singing at the South Side Baptist Church Sunday afternoon. Several singers were in attendance from Dickens County. Good singing was reported for the afternoon session.

## United States Government Census This Year is More Detailed in the Collection of Facts About Its People Than Before

The United States government this year is taking its 16th decennial census, broader in scope and more detailed in the collection of facts about its people, their homes and farms and business enterprises than ever before.

From 560 district offices scattered across the nation enumerators are radiating in a carefully planned pattern to record essential facts concerning approximately 132 million people, 33 million dwellings, seven million farms and three million commercial enterprises.

The district office at Lubbock, Texas is headquarters for 13 counties in the 19th congressional district. From there under direction of Mr. Robert H. Bean, twice weekly statistics gathered from business enterprises in these 13 counties are being shipped to Washington for final analysis and compilation.

Enumerators throughout the district are at present engaged in a survey of manufacturing, wholesale and retail establishments. This survey is about one-half completed, and what the final figures will show is highly important to this section of the country. The fact that a census is being taken is well known to practically every one in the United States, but the importance of that census to a particular locality is being overlooked in many instances.

Mr. Bean and his staff are employed by the Bureau of Census to complete a routine job of compiling statistics from 13 counties of Texas. But there is a personal interest in this particular section of the country which prompts a desire for an accurate census so that these counties will receive due credit for progress made in the past ten years, prevent buying power and a score of facts and figures that may work to the credit or discredit of this section, for these figures in printed form will be accepted as a barometer of conditions in respective communities and are not subject to revision.

The only way complete and accurate figures may be obtained is through the wholehearted cooperation of business men and individuals in other walks of life with the enumerators who contact them.

Experience so far in the business census leads to the belief that in some instances proprietors of establishments being canvassed are inclined to underestimate their volume of business. That practice is sure to work to the disadvantage of this section because the true buying power of the area which large manufacturer and industrial plants base their operations will not be shown.

The rapidly growing West Texas area is one of the last frontiers of the United States where there is a definite opportunity for business expansion. True facts are essential to its proper and ordered development. Individual cooperation and integrity are the only means by which an accurate measuring stick may be obtained.

There are two main reasons for failure to obtain accurate reports of business operations from individuals. One is the fear that information given may be used by other government agencies to the disadvantage of the individual and the other is that competitors or local agencies may make use of the information.

The answer to the question of when the government is going to quit prying into people's affairs is that ours is a government of the people and that no government stand a chance of continuing if it does not represent, in the long run the wishes of a majority of those eligible to vote.

The questions asked about you, your home your farm or your business were not thought by a little group of arbitrary bureaucrats in Washington; they grow out of real need, and were pressed upon the government by the people themselves.

It is American business which wants to know the income of each town, county, and state for income means buying power. It is American business that wants to know what kind of a home or farm you occupy, whether it is modern or obsolete and how many of the conveniences it has. For each obsolete home means the possible buyer of a new one and each farm without a tractor or a radio may mean another sale.

This does not mean the census form you fill out can be pawed over by every salesman looking for a customer. The law states it cannot be seen by any except census employees who have sworn not to reveal its contents.

This is your census, being taken in your interest. No other government agency, no individuals outside the census bureau will ever see the individual returns. The answers you write on the census form become very impersonal when they reach Washington. They are transmitted to a series of holes punched in a tabulating card. From then on they are just statistics, but marvelous machines can sort the perforated cards in hundreds of different ways. They can tell you facts about a thousand different business operations but they will not give you the name or any single fact about any individual.

The government and its census bureau agents are doing their best to make this a great census, but they can't do it alone. In the last analysis, the census of 1940 will be as good as the people of the United States make it.

## BROOKS GETS SERVICE PLAQUE



Second from left is Pierce Brooks, President of the Texas Safety Council, being awarded the 1939 plaque for outstanding service in the promotion of safety. Those in the picture are officials and directors of the Council. The award was made in Brooks' Dallas office.

# THE FLOYD COUNTY PLAINSMAN

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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.

## TODAY'S TALK!

By George Matthew Adams  
Author of "You Can", "Up",  
"Just Among Friends."

### NO

There is no shorter word in all the English language than No. And yet, what other word can express so much? Or mean so much?

Many a great and stalwart character has been built with this small word as its cornerstone. The young man who early learns the significance of its use travels the direct route to a substantial success.

No, with the right, is a majority! To have the courage and the will to say no at the right time is character genius. To stand thus alone with your decision is a worthy distinction.

If you think no, SAY NO—and walk ahead proudly with your chin up.

We hear a great deal about the Yes folks, but very little about the No crowd. For one reason, because it's a rather small crowd. You often have to stand alone with your No decision. The late Senator Borah was a magnificent representative of the No party. He always had the courage to stand alone and to say No, if he felt that he was right—no matter how many men, or nations, there might be to decry his stand.

Learn the art of saying No, with a smile—but learn it, at any rate. It often becomes the handiest small word in all the world!

The supposition is that No is a negative word. So it is, from some standpoints, and under some conditions, but this talk supports the inspirational side of NO—the side that prods the pride of a man and says to him: Dare to say No! Because it is right.

How many a failure has been saved by this simple No! How many a man can say that he owes his success and happiness to the fact that he knew to say No when the time came. None but cowards can decry you for saying No—if you feel it when you say it—From the Wichita Falls Daily Times.

The above item is, in our opinion, worthy of re-reading.

Texas has more than 90,000 producing oil wells. Last year each well averaged less than 15 barrels a day.

## COLDS

Cause Discomfort

For quick relief from the misery of colds, take 666 Liquid, Tablets, Salve, Nose Drops

# 666

## Shoes Repaired

Dry feet during wet, cold, wintry weather are essential to good health. The cost of waterproof soles is much less than a doctor's bill. If you have shoes with "leaky soles" bring them to us at once.

## Rainer's Shoe Shop

SOUTH SIDE SQUARE

## A STITCH IN TIME SAVES NINE



Get well and stay well the NATURAL AND ECONOMICAL way by drinking genuine Bakerwell Mineral Water. It is a health giving mineral water made from Bakerwell's abundant natural water supply at Bakerwell, Tex. a 36-1 concentrated mineral water. For sale by your local Drug Department or Grocery Store.

Bakerwell Mineral Water Company, Mineral Wells, Texas.

## Meat Curing Simplified By Using New Process

Certain difficulties in curing meats at home have been eliminated with the use of smoke salt and special meat cures now available at low cost. With the use of these preparations nothing needs to be added at home except water in the case of pickling meat. Special meat cures, already mixed except for the water, are pumped to the area around the bones in ham and shoulders, as well as around joints in other cuts of meat, so that, after the outer part has been cured with smoke salt, it can truly be said that the cuts have been cured from the inside out as well as from the outside in.

At small cost, a specially constructed pump is now available, writes John E. Hubel in the Pennsylvania Farmer. This pump has a needle with several small holes at the bottom, so that the pickling solution is spread to the areas around the bones, which are so hard to get at with curing salt when ordinary salt is used for curing hams and other cuts.

The pumping process is so simple that any one can do a good job. Each stroke of the pump brings enough of the pickling solution to the area around the bone in hams and shoulders to cure this part of the meat as thoroughly as that on the outside. For hams and shoulders weighing 10 to 15 pounds about three pumpfuls of pickle, or about 12 ounces, are sufficient, while for larger hams and shoulders, weighing from 12 to 25 pounds, five pumpfuls or 20 ounces of the solution will be enough for a good cure.

## Woman Gains Citizenship By Using Sign Language

A deaf-and-dumb woman who came to the United States from Russia in 1928 was admitted to American citizenship recently without the slightest difficulty in United States District court, Brooklyn, N. Y., after the judge had called upon a knowledge of dactylology acquired in his early youth to test her knowledge of the American form of government.

The applicant was Mrs. Martha Starr, 35 years old, of Brooklyn. When court attendants found that she could not hear or speak, they hurriedly instituted a search for an interpreter. The judge soon put an end to the search, however, when he held up one hand and began a series of rapid manipulations with his fingers. Mrs. Starr responded with similar motions of her own hands and, while persons in the court sat mystified, she and the judge conversed for several minutes.

The judge then revealed that he had admitted Mrs. Starr to citizenship. He said her answers had convinced him that she was a "highly intelligent person" who was thoroughly familiar with the English language and the American system of government. He said that she had repeated the oath of allegiance to the United States in the deaf-and-dumb alphabet. The judge later explained that he had learned dactylology as a boy of ten in Arkansas in order to converse with a playmate who was a deaf-mute.

## Testing Device for Lights

Night baseball, skating and other athletic pastimes have been made possible by the use of electric light. From the engineer's point of view the illumination problem is not a simple one, and extensive testing and experimenting are required in the laboratory to make sure that the light is adequate and properly distributed for both the athletes and the audience. One of the testing devices is a tunnel 150 feet long and 18 feet in diameter, at one end of which is placed a 1,500-watt lamp as a light source, and at the other a model of the scene to be experimentally illuminated and the measuring instruments. At intervals throughout the length of the tube are curtains with circular openings 10 feet in diameter, which act as baffles to cut off light reflected from the walls of the tunnel, so that only the light in the direct beam is measured.

## Falkland Islands

Recently there was held at Stanley, the capital of the Falkland Islands, a week of festivities in celebration of the centenary of the colony. This far removed crown colony, says a London Times correspondent, is in the southern Atlantic at the gate of Magellan's passage into the Pacific, and is separated from Montevideo, where the traveler bids farewell to the softer delights of civilization, by 1,000 miles of desolate seas which are swept into constant fury by the wild storms of the roaring 40s. The archipelago of two larger and 200 smaller islands can scarcely claim to be sub-Antarctic, but it clings close in winter to the skirts of the ice pack and is chastened at all seasons of the year by the frosty breath of the Great White South. The islands were discovered by John Davis, who sighted them in the Desire in 1592.

## Ladies' Corn Husking Bee

Attired as farmerettes, women attending a "ladies' corn husking bee" at Wapakoneta, Ohio, husked 58 bushels of corn in a few hours. Prizes were awarded to the huskers who shucked the largest number of bushels; who had the cleanest ears of corn and whose bushels contained the most ears.

## Political Announcements

Those whose names appear below have authorized The Floyd County Plainsman to announce their candidacy for nomination for the office under which their name appears, subject to the action of the Democratic Primary Election of July 27th, 1940:

For County Clerk: B. NICHOLS

For Commissioner Precinct Four: H. J. (HUGH) NELSON

For County Treasurer: MRS. O. M. CONWAY

For County Judge: G. C. TUBBS

For Sheriff: FRED N. CLARK, Re-Election. E. S. RANDERSON

For Commissioner of Precinct No. 1: A. S. CUMMINGS. GEO. M. FINKNER. EMMETT E. FOSTER

For Tax Assessor and Collector: M. L. PROBASCO. GEO. B. MARSHALL

For District Clerk: ROY A. HOLMES. MILTON (BUCK) SIMS

For District Attorney 110th Judicial District: JOHN A. HAMILTON

For County School Superintendent: CLARENCE GUFFEE

LET CAVANAUGH DO YOUR JOB PRINTING.

M. L. SOLOMON  
JEWELER  
Floydada, Texas

## NOTICE!

The Old People's Government Association of Floyd County, Texas, will meet in the County Court Room in Floydada, at 2 o'clock p. m. Saturday, February 17th. Everybody invited, both old and young.

O. B. OLSON, Secretary.

For Commissioner Precinct No. 1:

## Floydada Insurance Agency...

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

W. H. HENDERSON  
OWNER

## THE FIRST NATIONAL BANK Floydada, Texas

1903—Time Tested Service—1940

## FLOYDADA STEAM LAUNDRY Phone No. 141

WE CAN MAKE YOUR WASHDAY A "HAPPY DAY" PHONE US NOW!

## AVOID HOME LAUNDRY And all its attendant worries

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

FLOYDADA STEAM LAUNDRY  
Pick-Up and Delivery! Phone

For practically a Song!



ZEPHYR  
COATS  
by  
Betty Rose

Go breezing through Spring—and summer too in a coat of beautiful, lightweight Zephyr faille. Illustrated at right: fitted and flared mod accented with band of gleaming faille.

Priced at \$12.75 and \$16.95

LEFT: A luxury coat—priced so you'll think you misread the price tag! Flowing lines with faille-faced tuxedo front to add height. Tiny buttons add an unusual touch that fastidious women appreciate. Very Special—

\$9.85 and \$12.75

## EXCLUSIVELY AT STYLE SHOPPE

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

Betty Rose coats are Advertised in Vogue and Mademoiselle

## Young Dairymen Increase Ranks By Several

College Station, February 14.—The ranks of Texas dairymen were increased by 600 4-H club boys during 1939 as these took up dairy demonstrations. This brings the total of club boys engaged in dairy calf club work up to 1,817.

Of the 1,698 heifers, club boys bought during the year, 1,142 will be used to furnish milk for home use. The remaining 221 will be used as the foundation for commercial herds.

With the help of county agricultural agents and club sponsors, the club boys are learning the rudiments of dairying from the ground up.

LET CAVANAUGH DO YOUR JOB PRINTING.

## TRACTOR REPAIRS!!!

Repairs for all tractors at money saving prices. Piston rings that will pay for themselves in oil savings easily, also give you new tractor power.

Put your Hydraulic brakes in good shape from our complete stock.

**MYER'S AUTO PARTS**  
West of Court House

You'll appreciate these added features:

- Low top
- Russtop
- Fine seam
- Sheer
- Inner heel
- Flex-pure ankle
- Cradle sole
- Inner toe



**Rollins**  
HUNTER  
Stockings

THE NEW  
"Dura-Glo"  
FINISH

## STYLE SHOPPE

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

## Deans & Daniels Automotive Repair

Tune-Up A Specialty. Telephone No. 51  
SOUTHEAST CORNER OF SQUARE

## Cavanaugh do Your Printing!



### He takes 'a stitch in time' on Texas telephones

Each day this Texas telephone man flips keys and watches sensitive indicators as he searches for a clue to possible trouble on Texas telephones. He fully appreciates the wisdom of a stitch in time in finding and fixing troubles—or weak spots that might result in trouble. That is one way we safeguard your telephone service in Texas. And one result is that despite the increasing complexity of telephone equipment, telephone customers report troubles on their telephones only half as often as they did 10 years ago. A stitch in time saves nine. These words in action contribute their full share to the accuracy, dependability, and low cost of your telephone service.

**SOUTHWESTERN BELL TELEPHONE COMPANY**

## Santa Fe System Carloadings For Week

The Santa Fe System carloadings for the week ending January 27, 1940, were 16,656 as compared with 18,350 for the same week in 1939. Received from connections were 5,284 as compared with 5,138 for the same week in 1939. The total cars moved were 21,940 as compared with 23,488 for the same week in 1939. The Santa Fe handled a total of 22,048 cars during the preceding week of this year.

### HOMER McDONALD TO MINERAL WELLS FOR TREATMENT

Mr. and Mrs. Homer McDonald left Sunday for Mineral Wells where Mr. McDonald will receive treatment for his health. He has been sick for several weeks and unable to be at his place of business only part of the time. Clyde Henderson is in charge of the store while Mr. and Mrs. McDonald are away.

Miss Virginia Stovall, of Roswell, New Mexico, spent the week end with her mother, Mrs. E. F. Stovall.

## CLASSIFIED ADVERTISING

**SALESMEN WANTED**  
MAN WANTED for nearby Rawleigh Route of 800 families. Write to day Rawleigh's, Dept. TXE-260-SA, Memphis, Tenn. 12-1

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

**BARLEY SEED FOR SALE**—I have a supply of good winter barley seed at reasonable price. Geo. M. Finkner at Finkner's Garage. 1-4c

New Bulk SEEDS are now arriving at STAR CASH GROCERY. 11c

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

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

**BARLEY SEED FOR SALE**—I have a supply of good winter barley seed at reasonable price. Geo. M. Finkner at Finkner's Garage. 1-4c

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

Think of SEEDS. Think of STAR CASH GROCERY. 11-tfc

Already 254 boys whose heiferts came into production during the past year are keeping records on feed costs and production, the dairyman said. This work is comparable with that of the various dairy herd improvement associations now operating in the state, and forms the basis for culling and selection of breeding stock.

## Automobile Ass'n Release Figures On Truck Tour

Special to the Plainsman: Detroit, Michigan, February 13.—Verified figures on the longest truck test run ever conducted under the auspices of the American Automobile Association have been officially released by that authoritative body, with the completion of Chevrolet's 100,000 mile, record-breaking truck tour of three nations.

The run, which has been in progress since January, 1938, establishes a new world mark for sustained, certified operation. It began and ended in Ottawa, Canada national capital, on January 10, 1938, and January 21, 1940, respectively.

The unit selected for the test was a stock model, 1½ ton Chevrolet truck, selected at random from assembly lines in Flint, Michigan, by AAA officials. From the moment it left the assembly line, the truck has never moved an inch without AAA certification. Three official observers for the impartial auto organization have seen service with unit.

First leg of the record-shattering run was a goodwill trip from Ottawa to Mexico City, after which the unit was returned to the United States for intensive coverage of American highways. Exactly four miles inside the border of the 48th state the unit had visited, the old world record of 50,000 miles of similar operating was equalled. From the state of Washington, where the mark was broken the unit continued to Pikes Peak, where it made the climb on "the world's highest motor road" in time favorably comparable with that required by the average passenger car and with no motor or carburetion adjustments whatsoever.

With the completion of the first phase of the test in 1938, the unit was taken to New York, where it was exhibited dismantled at the auto show. Reassembled under AAA supervision, it again took to the highways, and in the past year has visited every state once again adding more mileage. On January 19, the 100,000-mile mark was passed as the unit entered Detroit. The Detroit-Ottawa round trip added an extra 1,000 miles.

Official AAA figures tell a story of economy, dependability, power and long life bearing out the slogan of the Chevrolet truck department. An average of 15.1 miles per gallon of fuel was maintained throughout the 100,000 miles, at an average operating speed of 33.07 miles per hour. Ten miles per gallon averaged 69.91, based on the 4,590-lb. fixed "pay load" the unit carried throughout the run. Oil was changed 44 times throughout the run, and but five quarts were added between regular changes. Miles per quart of oil consumed totalled 1,072. Of particular interest in the oil story, however, is the fact that mileage per quart during the final 10,000-mile period was ahead of the national average—1,181 miles per quart.

Total operating cost, including gasoline, all oil used, lubrication, work, and replacement was \$1,941.70, which is an average of \$0.01942 per mile and only \$0.00419 per ton mile.

Water was added to the radiator 18 times in 100,000 miles, total amount added being 22 quarts, 3-4 pint. The first pint of water was added after the unit had traveled 11,000 miles.

The truck test run was the third Safe Driving Road Test conducted by Chevrolet, and the longest operation of its type ever undertaken. Driver of the unit throughout was Harry Hartz, old-time race driver. Stanley Reed, official AAA observer, accompanied the unit.

## Double Planting is Suggested for Shade Trees

A system of double planting is advocated for rural people who are in a hurry for shade about their homes but do not admire any of the rapid growing trees. This suggestion is made by Sadie Hatfield, specialist in landscape gardening for the A. and M. College Extension Service.

She says: "Plant rapid-growing trees 10 or 15 feet away from the house and slow growing trees farther back. As soon as the slow-growing trees have made enough growth to give needed shade, the rapid growing trees may be cut down and removed." Among the rapid-growing trees which may be used in this way are cottonwood, sycamore, and native elms. Trees for more permanent places in the landscape which grow larger are pecan, black walnut, and live oak.

Orville Harris made a business trip to Lubbock Tuesday morning.

Bill Dyer was a business visitor in Lubbock Monday.



**STAR FOR STYLING** Eye It... Feast your eyes on the smooth-flowing lines and contours of this best-selling Chevrolet for '40, with New "Royal Clipper" Styling. . . Note that it's the longest of all lowest-priced cars, measuring 181 inches from front of grille to rear of body. . . Yes, eye it and convince yourself that it's the "star for styling"—the outstanding beauty and luxury leader among all cars in its price range!

**STAR FOR PERFORMANCE** Try It... Just touch Chevrolet's Exclusive Vacuum-Power Shift and feel the hidden power cylinder supply 80% of the shifting effort automatically, as no other steering column gear-shift can do. . . Step on the throttle and see how Chevrolet out-accelerates and out-climbs all other low-priced cars. . . Relax as you enjoy "The Ride Royal"—the smoothest, safest, steadiest ride known. . . Yes, try it and then you'll know that Chevrolet's the "star for performance" among all economy cars!

**STAR FOR VALUE** Buy It... See your Chevrolet dealer and learn how very little it will cost to own a new Chevrolet for '40 with your present car in trade. . . Yes, buy it, and you'll own the "star for value," because "Chevrolet's FIRST Again!" The 1940 Chevrolet gives higher quality at low cost! . . . Low Prices. . . Low Operating Costs. . . Low Upkeep.

No other motor car can match its all-round value

*On Special De Luxe and Master De Luxe Series.*

## "Chevrolet's FIRST Again!"

## ODEN CHEVROLET CO.

SALES AND SERVICE PHONE 4 FLOYDADA, TEXAS

The manufacture of petroleum products from Texas oil constitutes 41 per cent of all the manufacturing in Texas.

Texas has proven oil reserves of more than ten billion barrels, or over half the proven oil reserves of the entire United States.

Mr. and Mrs. C. M. Thacker visited in Roaring Springs Sunday with Dr. Thacker's brother and family. Mr. and Mrs. Milton Thacker.

## People and Spots in the Late News



**SILK AND STRAW . . .** This wide-brimmed navy blue straw created by Anita Andrea, with trim of Balinese raw silk, made a hit at advance spring millinery style show. Note the criss-crossed knitting needles through tiny top-knot yarn ball.

**FINNISH 'BEAR' . . .** Though the bear is Russian symbol, this Finnish sentry looks more like a bear than do his Red attackers as, ponderously bundled in coat of reindeer fur, he stands guard outside sleeping quarters of his fellow-fighters in the Salla sector.

**REFLECTING PROGRESS . . .** William Peacock shows a simple mirror made by revolutionary new silvering process he developed through nine years' research and which, with sale of his Philadelphia laboratories to Libbey-Owens-Ford glass company, will be available to U. S. mirror makers, promising better image-reflection, and more extensive use of mirrors in homes. Process is said to outmode silvering method that has been essentially unchanged for 105 years.

**GAME GRIDDER . . .** Don Herring, Princeton football star who lost a leg through injury last fall, received national sportsmanship award of Athletic Round Table from Vice-President Garner. Left to right behind principals are Ken Kavanaugh of Louisiana State, John Kimbrough of Texas Aggies, and Nile Kinnick of Iowa, all-America gridgers.

**INFORMATION, PLEASE! . . .** Having led his town into the thin ranks of debt-free communities, Burgess (mayor) George D. Curran of Montoursville, Pa., was petitioned to explain how it was done, by members of city's National Consumers Tax Commission unit, so methods may be recommended to officials of other cities where NCTC units have launched municipal economy surveys.

## Million Texans Get Their Livelihood From the State's Petroleum Industry, Says Captain J. F. Lucey, of Dallas

Dallas, Texas, February 12.—Texas oil reserves are the main collateral for living of more than one million Texans who get their livelihood from the state's petroleum industry, Captain J. F. Lucey, Dallas independent oil operator, told the Texas Bankers' Association at its East Texas district meeting here Monday morning.

Each year the Texas oil and gas industry spends more than \$750,000,000 in payoffs, lease payments to Texas farmers, taxes and other operating expenses and plant investments, Captain Lucey reported. Any industry which spends three-fourths of a billion dollars a year in Texas is bound to bring profound economic benefits to the entire state and its citizens, he declared.

"As a matter of fact," the speaker said, "the Texas oil industry has spent altogether about \$600,000,000 more in Texas than it has ever got back. Official facts show that for every dollar's worth of crude oil produced in Texas in the past fifty years, the oil industry has spent \$1.10 here.

"Yet the bankers who have supplied the Texas industry with the borrowed capital necessary to carry on our great industrial development are not alarmed by this excess. They know that they have a margin of safety in the great underground reserves of recoverable oil which constitute a valuable form of collateral.

"The men, women and children of Texas making up more than one-sixth of our population who depend upon the petroleum industry for their immediate and future livelihood, also have come to look upon the oil reserves as their margin of safety. Oil is the bulwark of their present needs and for their future existence. With oil likely to be found and produced in Texas for the next 100 years or more, certainly these million Texans should be able to view their future with confidence.

"Yet it is difficult to see how they can face the future with any degree of assurance when those with selfish political interests are constantly threatening to stifle the normal progress of the oil industry by the imposition of excessive tax burdens upon the production of crude oil.

"The human element in the petroleum industry, of course, transcends all economic considerations. The banker can stop lending oilmen money, and the investor can keep his funds in his boot when conditions reach that stage where continued development is made unprofitable and the margin of safety is wiped out by burdensome legislation. But what will happen to that sixth of our population who get their living from oil? I wonder if those who seek constantly to load greater taxes on oil ever stop to consider this.

"Underground oil reserves already discovered and yet to be found in Texas constitute the mainstay of the banker, the investor, the tax collector, and the oil worker and his family. Each has an important stake in the ultimate recovery of oil on a reasonably profitable basis. If continued development and production of the state's underground oil reserves are retarded by unreasoned and unreasonable statutory measures, all must suffer from the resulting economic repercussions.

"Taxes on Texas oil already have exceeded normal proportions. In fact, they are the highest of any oil state of the nation. Any further increase might not only cause you bankers to call in loans outstanding

but also would result in premature abandonment of producing wells with attendant unemployment and serious economic loss to the respective communities and the entire state. When the general public fully understands these facts, there will be less tendency to accept ill-advised and unfounded statements concerning the Texas oil industry by those who would destroy the margin of safety for a million of our people."

## Home Builders Club Met With Mrs. W. A. Cates

One of the first things to remember in working out your color scheme for your bedroom is to have your ceiling light the walls a little darker and your floors darker than the walls, Miss Edith Wilson, home demonstration agent told members of the Homebuilders Club in her demonstration on backgrounds for ceiling, walls and floors, when they met in the home of Mrs. W. A. Cates February 9th.

Anytime you use a large amount of color in a background of a room, repeat it in some small object as chair cover, vase or book. Never use wall paper that the designs are too projecting, let the paper remain quietly in the background and the furniture and people will be more outstanding. When you start to redecorate a room start with the floors and build your color scheme around the rug.

During the business meeting the president, Mrs. John Lloyd, presided over the meeting. Roll call was answered by my favorite color scheme for a bedroom. Mrs. W. F. Weatherbee gave a parliamentary drill.

Those present for the meeting were: Mesdames Ed Moore, T. J. Heard, John Lloyd, P. F. Bertrand, Mabel Sims, C. W. Denison, Dick Attaberry, Ben Johnson, D. D. Shipley, W. F. Weatherby, Raymond Teople, F. F. Fuqua and the hostess.

Our next meeting will be February 23 with Mrs. Ed Moore.

## MRS. FRED CLARK UNDERWENT AN OPERATION

Mrs. Fred Clark, wife of Sheriff Fren N. Clark, was operated on last Wednesday in a Lubbock hospital, and Mr. Clark said she was doing nicely, and felt encouraged about her condition. Mr. Clark was with his wife four days last week and was in Lubbock Tuesday.

## 6 "EXTRA" HELPS quickly relieve DISTRESS OF CHILDREN'S COUGHS due to COLDS

DON'T "take chances" with unknown products to relieve discomfort of your child's spasmodic croupy coughs caused by colds. Use "Children's" Musterole. Musterole gives such QUICK relief because it's not "just an ordinary salve." Rub it well on your kid's chest, throat and back. It soothes and stimulates surface circulation and helps break up local congestion and pain. Its soothing vapors ease breathing. Approved by Good Housekeeping Bureau.



## Rev. G. G. Tubbs to Assist With Church Dedication

Rev. G. W. Tubbs received a letter this week from the Whiteflat Baptist Church inviting him to take part in the church dedication which will be held there Sunday, February 18th.

Rev. Tubbs is a former pastor of the Whiteflat church and has served the people of that community in various capacities for a number of years. Dedication services will be held at the 11 o'clock hour Sunday.

## COMMITTEE WANTS ROAD WEST FROM 207 TO COUNTY LINE

A committee, Sam Hale, E. B. Gary and J. D. Christian, are asking that the people of Blanco and Harmony communities who are interested in opening a highway leading West from 207 to the county line straight west, and who would cooperate with them in raising funds to pay for the survey, to get in touch with them.

The committee stated they did not know definitely what the cost of the survey would be, but thought the communities probably could get together and put on a play or pie supper to help raise the funds for the work.

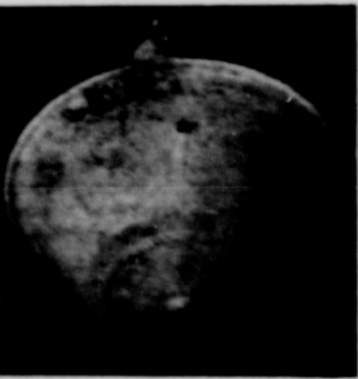
## Cheaper Than a Powder Puff!

Powder puffs are necessary—gracious, yes! . . . but so is eyesight-saving light. Let's see how they actually stack up in cost.

The powder puff that you buy for a dime, and so casually throw away after a week's use, costs almost twice as much as the "better sight" light from these units burning one hour for two brighter weeks!

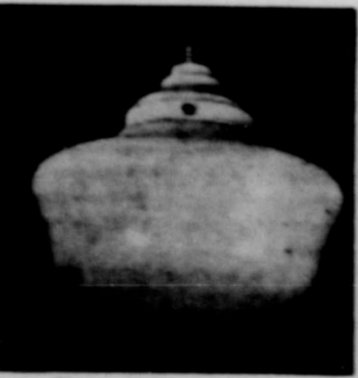
"Sight is priceless .. Light is cheap"

... and these units are the best inexpensive fixtures that money can buy.



Hemcolite ... \$1.75

We'll be glad for you to try one—or as many—of these units in your home—FREE. Just ask any employee.



Renewalite ... \$1.55

Any unit may be purchased for as little as 50c down and \$1.00 a month.

Texas-New Mexico Utilities Company

# Preview of SPRING FASHIONS

## BLACK - WITH - WHITE NAVY and HIGH SHADES, TOO!



VERY SPECIALLY PRICED

\$5.95 to \$7.95

Sleek black dresses with crisp lingerie or frothy lace to make you pretty as a picture. Trim, fitted suit frocks, slim, new high-necked styles! All tiny-waisted with graceful, flowing skirts! They are wonderful buys.

## CHIC, SIMPLE SKIRTS

Well-Tailored Styles \$2.98 and \$3.98  
Herringbones  
Tweeds  
Shetlands

Do you like your skirts well-tailored and slick-looking? These skirts have that "custom made" look about them. Pleated, six-gore, and swing style . . . some have zipper fasteners. Greens, blues, teals, beige, rust and clever combinations. Sizes are from 24 to 32 . . . You'd better come early!

## SWEATER SPREE!

Maroons, Grays, Tans, Greens, Blues, Pinks  
ALL - WOOL  
\$1.00 \$1.98

Here's a selection of bright spring colors that look as if they'd come from Jack Frost's paint box. Angoras and rib-knits, in button-up and crew-neck styles. Sizes to fit everyone.

# STYLE SHOPPE

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

## Spring Hats

Sewed Straws! Pastel Felts! Rough Straws!

Snap Brim Felts \$1.98, \$2.45

FLOWER TRIMS  
VEIL TRIMS  
RIBBON TRIMS  
BIRD TRIMS



Blacks, Navy, Rose, Heaven Blue, Barley Beige



\$2.45  
\$4.98

## NEW SPRING BLOUSE



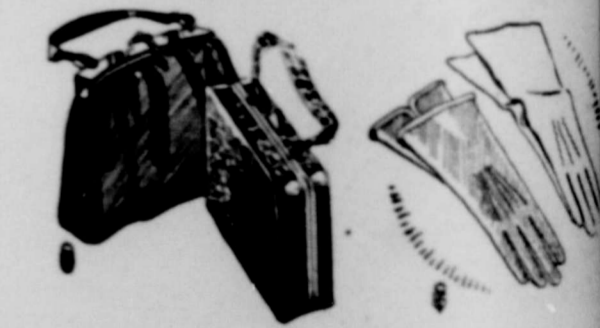
BEAUTIFUL LACE TUCK TRIM SATIN

\$1.98 to \$2.98

TAILORED BLOUSE JERSEY AND CREPE

\$1.98

## SPRING ACCESSORIES



NEW SPRING ACCESSORIES FOR YOUR NEW SUIT OR DRESS

Purses \$1.00, \$2.50  
Gloves 79c, 89c, \$1.00



EVERYTHING AUTOMOTIVE - AT - Finkners AUTO STORE

Help your teeth shine like the stars... use Calox Tooth Powder



Many of Hollywood's brightest stars use Calox to help bring out the natural lustre of their teeth—and you can rely on Calox too. Pure, wholesome, pleasant-tasting, approved by Good Housekeeping Bureau. Five tested ingredients, blended according to the formula of a foremost dental authority, make Calox an economical tooth powder that can't harm tooth enamel. Get Calox today at your drug store. Five sizes, from 10¢ to \$1.25.

Calox 100% Whitening & Polishing, Inc.