

"By Helping Business You Help Yourself"

# The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, February 29, 1940

Number 14

## STATE SOIL CONSERVATION BOARD OF TEXAS

### OFFICE OF ELECTION ON CREATION OF PROPOSED FLOYD COUNTY SOIL CONSERVATION DISTRICT AND RANGING LANDS LYING IN THE COUNTY OF FLOYD, IN THE STATE OF TEXAS.

ALL PERSONS HOLDING LEGAL OR EQUITABLE TITLE TO LAND Lying within the boundaries of the County of Floyd, Texas, and who are otherwise qualified under the general election laws of the State, and who reside in the proposed soil conservation district comprising the territory, a copy of which is attached hereto, are hereby given that on the 7th day of March, 1940, between the hours of 7 a. m. and 7 p. m. an election shall be held in the said territory for the purpose of the creation of a FLOYD COUNTY Soil Conservation District as a governmental corporation and a public body, corporate and politic, under the provisions of the Soil Conservation Law of the State.

VOTING BOX No. 3  
Cedar Hill School House

Qualified voters residing in Cedar, South Plains, Center, Fairview, Hill, Crest and Liberty School Districts.  
J. C. LACKEY, Presiding Judge;  
C. V. LEMONS, Clerk; T. S. BROWN, Clerk.

VOTING BOX No. 4  
Edgin School House

Qualified voters residing in Edgin and Fairmount School Districts.  
J. A. TAYLOR, Presiding Judge;  
Cecil Purcell, Clerk; Geo. H. PIGG, Clerk.

By direction of the State Soil Conservation Board.  
V. C. MARSHALL,  
Administrator.

FLOYD COUNTY SOIL CONSERVATION DISTRICT NO. 104

LEGAL DESCRIPTION. This district includes all the lands lying within the boundaries of the County of Floyd.

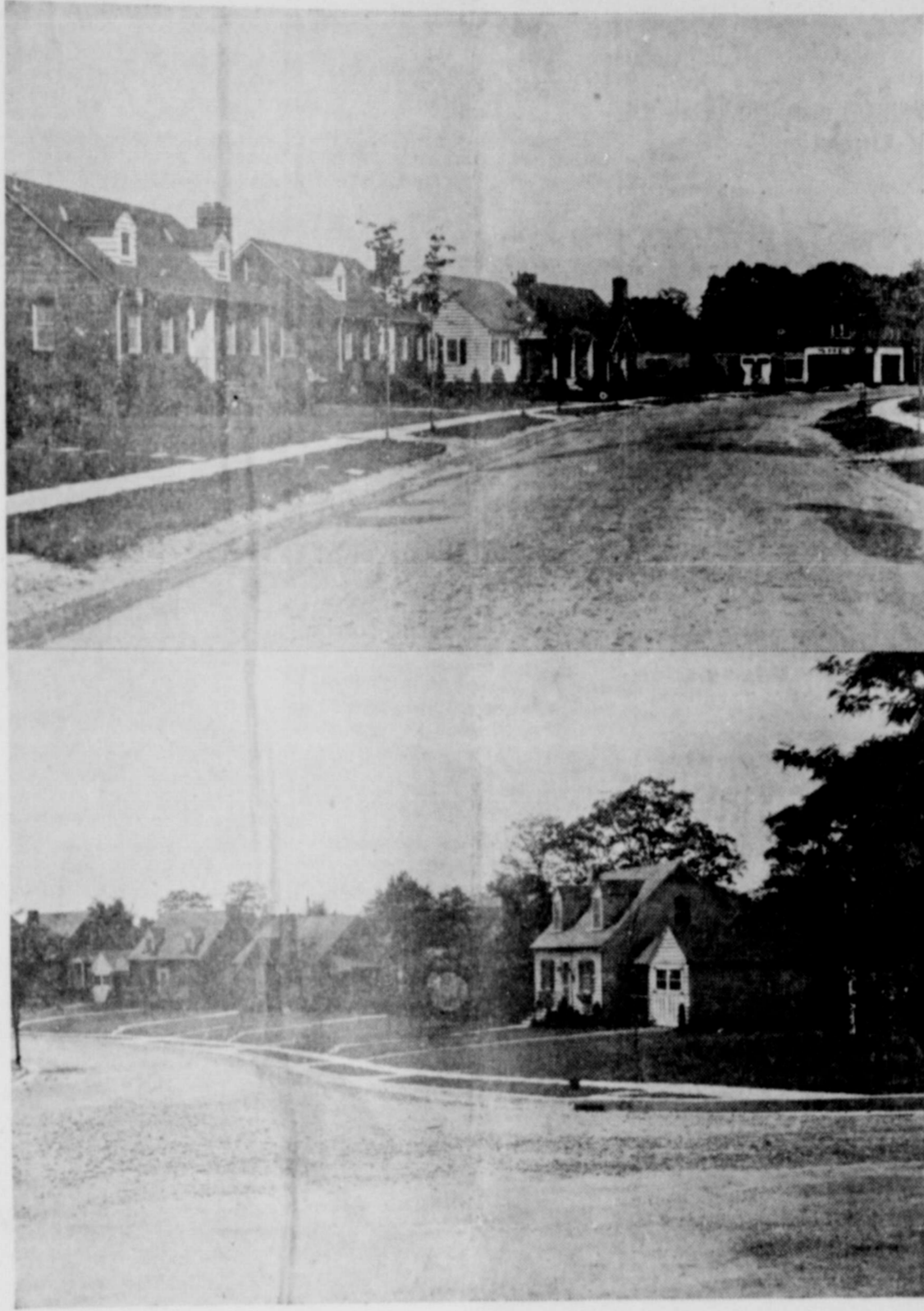
ACREAGE. This district includes 647,000 acres, more or less.

## Mass Meeting of Landowners Is Called for Sat.

The Floyd County Land Use Planning Committee has instructed the County Agricultural Agent D. F. Bredthauer, to call a mass meeting of all landowners of Floyd County on Saturday, March 2nd, at 2:00 p. m. in the District Court Room for the purpose of discussing and helping farmers to understand the District Soil Conservation Law which the farmers of this County will vote on March 9th. Mr. O. T. Williams of the Soil Conservation Service, Lubbock, Texas, has been requested to also be on hand.

Due to the fact that all of action agencies that exist in Floyd County are extremely busy on various activities, it is almost impossible that these people will be available for community meetings and it is hoped that every landowner, both men and women, will make every effort to attend this meeting so that the proposed bill can be properly explained. Mr. Bredthauer further explained. The Attorney General's Department has clarified several of the rulings which have been more or less misleading in the past. Many people do not understand the purpose of the bill or law or how it will apply to farmers of the county.

## Good Planning Is Good Business



Profitable real estate developments begin with the land, its location, its planning, and its suitability for a specific purpose. From its review of hundreds of subdivisions, the Land Planning Division of the Federal Housing Administration is convinced that successful subdivisions are founded upon intelligent planning and the adoption of sound development programs.

It is essential that every residential neighborhood be protected against adverse influences which may occur through undesirable land uses. Modest houses and attractive natural settings give both of these neighborhoods a distinctive character. Lack of proper protective measures has permitted the encroachment of a gas station and garage on one street, however, injuring the investments of the purchasers.

## Wilbert Matthews In Cast of TCU "Varsity Show"

Special to The Plainsman: Wilbert Matthews of Floydada is one of 110 students who formed the cast of the first annual "Varsity Show" at Texas Christian University last week.

Student talent was used throughout in the writing and producing of the show—music, words, book, scenery lighting, costuming, staging.

The production ran for three nights, including one performance for the benefit of Finnish relief. Extremely favorable reviews were given the production by the theatrical critics of the Fort Worth newspapers. Profit from the show will go into a student loan fund sponsored by the campus Chamber of Commerce.

The scene of the production was laid on a college campus, presenting Matthews as one of the students who became a member of the chorus of the "Varsity Show."

## FUNERAL SERVICES FOR MRS. DELLA VASHTI CLOSE HELD WEDNESDAY

Funeral service for Mrs. Della Vashti (McWilliams) Close was held Wednesday afternoon at 3 o'clock at the First Baptist Church, with Rev. Aaron Shaw, of Lockney, officiating. Mrs. Close passed away February 27, 1940, at her home in Floydada. Deceased was born March 19, 1872 in Hill County, Texas. She was married to E. D. Close in 1909, who survives her. Also surviving are: One son, James R. McWilliams, of California; three daughters, Mrs. H. N. Lamkin, Los Angeles, California; Mrs. Minnie Borden, Galveston; Mrs. H. C. Hall, Mabry Field, Texas.

Interment was made in the Floydada cemetery with F. C. Harmon Funeral Home in charge of arrangement.

Mr. and Mrs. R. O. Thomas and daughter, Berthamae, of Clarendon, spent the week end with Mr. and Mrs. M. B. Cavanaugh and Mr. and Mrs. Ben G. Morton.

Dr. and Mrs. Kibby J. Clements, of Plainview, visited Sunday afternoon with Mr. and Mrs. M. B. Cavanaugh.

Mrs. Ernest Fry left Thursday for Houston where she will visit for several weeks with her sister, Mrs. Hugh Dumas, and Mr. Dumas.

Let Cavanaugh do your Printing.

## Facts Concerning Texas Oil and its Development

Geologists estimate there is enough oil as yet undiscovered under Texas soil to supply the Texas oil industry for 100 years or more, provided operating costs and tax rates do not curtail development.

Weekly wages in the oil industry have been increased 60 per cent since 1914 while hours worked per week have been reduced 43 per cent.

Texas petroleum is produced today from an average depth of 4,000 feet or four-fifths of a mile. Before 1920 it was produced from an average depth of 1,200 feet, or less than one-third as deep.

In 1922 the average cost of drilling an oil well in Texas was \$15,000. In 1938 it was \$26,000 due to wage increases, deeper drilling and more expensive equipment.

Texas produces approximately one-third of the nation's natural gasoline, made from natural gas. More than 90 per cent of it is used for improving gasoline refined from Texas crude oil.

Texas' carbon black, used by tire makers to toughen rubber, is made from our gas, unfit for other commercial use.

The presence of oil in Texas was first reported in 1543 by survivors of the DeSoto expedition.

In the Corsicana oil field, one of the most famous early fields of Texas, there are 621 wells still producing an average of only six tenths of one barrel of oil daily. Thirty-six other wells average only one-fifth of a barrel each daily.

Manufacturing increased 49 per cent in Texas between 1935 and 1937, U. S. Bureau of Commerce figures show. Oil refining, gasoline manufacture and production of carbon black accounted for most of the gain.

Texas has 141 oil refineries capable of refining 1,386,000 barrels of oil a day, or 58,212,000 gallons daily.

Miss LaNell Shirey who is attending Wayland College, Plainview, spent the week end with her parents, Mr. and Mrs. G. N. Hiley.

## THREE OF A KIND



Three Little Words are the voices of Frances, Connie and Fern, the ever-popular "Hour of Charm" program, over the red net of NBC. Redhead, blond and brunette respectively, these three members of Phil Spitalny's all-girl orchestra, have won for themselves an enviable reputation as one of the finest trios on the airways.

## Local Postoffice Will Serve Patrons On Friday

Effective Friday, March 1, Floydada Post Office will be open all day to give window service to all who wish to be served. The local post office is glad to be able to offer this authorized service to Floydada Patrons, Mrs. announced early this week.

In addition to Friday afternoon service, Floydada will have a late afternoon dispatch within a week or ten days. Chief Clerk of Railway Mail Service visited Floydada last week. He is confident of a proposed star route dispatch about 7:00 p. m. via Plainview to connect with south bound Santa Fe at 9:00 p. m. and with north bound Plainview Amarillo Star Route at 10:00 p. m. This star route will carry letters, newspapers, and parcels. A letter mailed at Floydada before 7:00 p. m. will reach Lubbock on the same night at 9:00 o'clock. There has long been a need of quick mail service to Lubbock.

Mail dispatched by this star route will be in Fort Worth at 7:10 a. m. and in Dallas at 8:30 a. m.

This late dispatch to Plainview will speed all mail sent by air. An air-mail letter placed in mail drop at Floydada Post Office before 7:00 p. m. will arrive in Kansas City at 8:14 a. m. the next day, in Chicago at 2:56 p. m. the next day, in Houston at 11:00 a. m. the next day, in Saint Louis at 0:103 a. m. the next day, in Los Angeles at 4:19 a. m. the next day, in San Francisco at 6:33 p. m. the next day, in Washington, D. C. at 5:25 p. m. the next day, in New York at 5:37 p. m. the next day.

This proposed star route will originate at Plainview and make a round trip to Paducah. It will bring Floydada an extra mail around 12:00 noon. Other mail schedules are not affected by this additional service.

## Miss Busby's Father Dies at Mart, Texas

T. L. Busby, of art, Texas, father of Miss Beryl Busby died late Tuesday afternoon after a short illness of pneumonia. Miss Busby left Tuesday night for Mart, where she will attend the funeral of her father which will likely be held Thursday. Miss Busby is a teacher at the Andrews Ward School.

## Mrs. Dorris W. Jones Out of Hospital

Mrs. Dorris W. Jones who underwent an operation in the Floydada Hospital and Clinic was able to leave the hospital Wednesday, and was moved to the home of her parents, Mr. and Mrs. Jno. R. Freeman, of Lubbock, where she will spend about ten days before returning to her home in Matador. Mrs. Jones and little daughter, Linda Gay, were carried to Lubbock by her father-in-law, W. O. Jones.

## Home Production Of Foods Is Great Item During 1939

College Station, February 28th.—Farm families cooperating with county agricultural and home demonstration agents in the home production of food planted the staggering total of 129,651,123 row feet—24,555 miles—of vegetables for home use in 1939. To provide fruit for the future, 975,160 fruit trees, bushes, and vines were planted. In addition, 3,304,648 seeds—mostly peaches and plums—were planted for budding in 1940. During 1939 77,547 seedlings planted in previous years were budded to improved varieties.

A breakdown of the vegetable figures, submitted by J. F. Rosborough, horticulturist of the Texas A. and M. Extension Service, shows that the "regular field frame" garden system is a popular one. Under this plan, the regular garden plot provides vegetables under intensive culture, a field garden provides volume for canning, storage, and similar uses, and the frame garden furnishes out-of-season vegetables.

Home gardens continued as the main contributor of vegetables, with almost 100 million row feet planted; over 30 million row feet were planted in field gardens; and somewhat over a million in frame gardens.

Since unfavorable production conditions can be pretty well controlled in the frame gardens, a given area in a frame garden will often yield 10 times the production of the same area in an open garden, the horticulturist pointed out.

Mr. and Mrs. T. P. Guimarin left Wednesday for Denver, Colorado, where they will visit for sometime with their daughter, Mrs. H. P. Shrader. Mr. Shrader had been here since Sunday visiting Mr. and Mrs. Guimarin and they returned home with their son-in-law.

## World's Largest Lamp



MARKING the 93rd birthday anniversary of Thomas Alva Edison last week, the incandescent lamp division of General Electric presented to the city of Port Huron, Michigan, the largest lamp bulb in the world. The huge 50,000 watt lamp, mounted atop a replica of what is to be a permanent Edison Memorial, was lighted on the city's main thoroughfare by Mrs. Mina Edison Hughes, at right, widow of the inventor. In his youth, Edison worked in Port Huron as a telegraph operator, there laid plans for many of his later revolutionary experiments.

# THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week

M. B. CAVANAUGH, PUBLISHER

## SUBSCRIPTION PRICES

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

## ADVERTISING RATES GIVEN ON APPLICATION

### NOTICE!

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

## 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. POSTER**

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: **CLAEENCE GUFFEE**

For County Attorney: **JOHN STAPLETON**

## COLDS Cause Discomfort

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

## M. L. SOLOMON JEWELER Floydada, Texas

**BE SURE TO INSIST ON Ingersoll**



Look for the Ingersoll name on the dial of the watch or clock you buy. It's your assurance of dependability and quality in a timepiece.

Pocket Watches from \$1.00

Wrist Watches from 2.50

Alarm Clocks from 1.00

## Floydada Insurance Agency ... W. H. HENDERSON OWNER

## Way to Pup's Brain

**Is Through Stomach**  
WOODSTOCK, VA.—Folks hereabouts claim the smartest dog title for the Boston bull pup owned by H. W. Clements, a barber. When the customer gives him a nickel, the dog trots to a nearby meat market, presents the coin and returns to the barber shop with a sack of hamburger—so Clements can season it for him.

## Eskimos Take On White Man's Ways

### Painful but Effective Bit Of Native Dentistry.

NEW YORK.—Dentistry has taken firm root among the Eskimos—literally.

A Mackenzie Delta Eskimo had a tooth knocked out by a harpoon handle. He had heard of the white man's false teeth, and after pondering the matter for a while, he carved a tooth from ivory, root and all, and drove it into his jawbone with a mallet.

According to Philip H. Godsell, who tells the story in an article in Natural History, the magazine of the American Museum of Natural History, the man was apparently none the worse for his painful but effective bit of dentistry.

Another instance related by Mr. Godsell is of an Eskimo named Mike who purchased a portable foot-drill from a traveling dentist, and took it with him to Herschel island and set up business.

"For two weeks," writes the author, "Mike worked overtime providing the Stone Age Eskimos with golden eyeteeth at two white foxes each. When his supply of gold ran out, he sold dental charts for one white fox each (worth \$60) guaranteeing that in combination with cabalistic signs, they would cure stomachache, headache, birth pains, etc."

In their desire to ape the white man's ways, says Mr. Godsell, the Eskimos are both comical and pathetic.

After relating a number of instances of the influence of civilization on the Eskimo, the article closes with an account of the medicine man who heard that a missionary at nearby Shingle Point could cause the moon to enter and leave his house at will. Pekiak, the medicine man, investigated and found that the moon was white man's electric light.

"And ready, like every Eskimo, to learn by example," continues the author, "Pekiak's 15 by 18 foot driftwood igloo is now lighted by electricity from its own lighting system."

Let the reader conclude that the Eskimo is both poor and "dumb," Mr. Godsell adds that every worthwhile Eskimo in that section owns a motor schooner worth from \$4,000 to \$6,000.

## Stolen Auto Is Recovered And in Better Condition

EAST LIVERPOOL, OHIO.—Edward B. Martin almost wishes the same person who drove his car away from his home would do it again, because when he got it back, Martin was considerably to the good. "My car was gone all week-end," Martin said. "I fretted and fussed, but finally found it. I noticed a marked improvement in its running."

Inspection at the police station revealed that although the car had more than 300 more miles on it there were eight more gallons of gasoline in the tank, a new fuel pump and distributor head had been installed and the front wheels re-bushed.

"All I need now to make the overhaul complete," Martin said, "is a new set of spark plugs. I don't know how the thief overlooked changing the spark plugs, though."

## Four Thumbs Are 'Useful'; Extra Digits His Heirloom

CHEYENNE, WYO.—"Very useful" is the way W. N. Caldwell, middle-aged Cheyenne resident, describes his four thumbs.

Caldwell has two thumbs on each hand, which he says is a family trait, and all of them are mobile; he uses them readily in his work.

He explained that for generations back the men folks on his father's side of the family have had extra thumbs and toes. He has a half brother with six toes on each foot.

In recent generations, however, Caldwell is the only one to have usable extra digits of normal size and able to operate them. His son has no extra digits but the upper joints of his thumbs are stiff.

He said his great-aunt is the only woman in the family to have extra thumbs.

## Three Pairs of Pants Have a Silver Lining

DAVENPORT, IOWA.—With the weather below zero, hospital attendants here weren't surprised when they received a patient wearing three pairs of trousers. It's what they found in the various pockets that bowled 'em over.

From numerous wallets and pocketbooks they removed a total of \$4,197.41.

The patient was Herman Arp, 67 years old, a retired farmer. He was treated for a stroke.

## Farm Plan Sheet Will Be Popular For 1940

College Station February 29th.—Planned farming goes on a wide front in 1940 when thousands of Texas farmers will map out their own farming plans for the coming year on the AAA's Farm Plan Sheet.

Closely linked with the Farm Plan is the 1940 Agricultural Conservation Handbook for Texas, this year being the first time the state has had a special publication listing only the provisions of the program applicable to Texas.

By studying the Handbook and applying to his farm the practices most needed, the individual farmer can plan his year's operations so as to use to best advantage the AAA program, according to George Slaughter, chairman of the state Agricultural Conservation Association committee.

The AAA's farm plan will supplement the national land use planning program and, by acquainting individual farmers with the advantages of planned farming, is expected to strengthen land use planning work already started on state, county, and community levels.

Every farmer cooperating with the program will be requested to fill out and sign a Farm Plan Sheet, Slaughter explained. Helping him to select the best provisions for his farm will be county and community yocomiteen. AAA administrative assistants and county agents who will assist each farmer, taking into consideration the varying conditions of the individual farms. The committee man helping the individual farmer draft his Farm Plan, in many cases, is the latter's neighbor. He himself is a farmer who understands his neighbor's problems and, in addition, is trained to help solve them.

These committeemen, in turn, are assisted by Extension Service workers and benefit from their technical information and recommendations.

The farmer is given all information needed about the program and the emphasis on soil conservation. He then puts down on the Farm Plan Sheet just how much land he will set aside for what crop for what cash income, how much his soil deepening acreage will be, what he will do to obtain maximum AAA assistance for soil building, and how much land he will set aside for food and feed for home consumption.

"All in all, the Farm Plan and the Texas Handbook should result in a greater conservation program," Mr. Slaughter declared. "Through the Farm Plan the farmer will have a clear conception of what he can do to get the greatest benefit from the program and through the simplified State Handbook he will find it much easier to select the practices especially adaptable to his farm."

## VICE PRESIDENT OF PRODUCTION CREDIT CORPORATION DIES

Houston, February 24.—John H. Rugel, 42, 2020 North Blvd., died at a local hospital at 8 a. m. Saturday after a long illness. Mr. Rugel was Vice President of the Production Credit Corporation of Houston. He was born May 15, 1897, at Mesquite, Texas, the son of J. C. and Florence Frierson Rugel, and spent his boyhood there. He attended Trinity University at Wacahie, leaving college to serve in the air service of the United States Navy during the World War.

May 29, 1921, Mr. Rugel married Clara Hood of San Antonio. For seven years Mr. Rugel was employed by the American Exchange National Bank and the First National Bank of Dallas, after which he became manager of the Texas Cotton Growers Finance Corporation. In 1933, he became associated with the Production Credit Corporation of Houston, and was made Vice President in January 1937.

Mr. Rugel is survived by his widow, a son, Jon Rugel, two brothers, Dan Rugel of El Paso and Joe Rugel of Alberta, Wisconsin, and two sisters, Mrs. L. E. Gross and Mrs. L. B. Sowell, both of Mesquite.

Burial was in Forest Park cemetery at 2 p. m. Sunday, with Rev. Charles L. King officiating.

## Mrs. Dorris W. Jones Out of Hospital

Mrs. Dorris W. Jones who underwent an operation in the Floydada Hospital and Clinic was able to leave the hospital Wednesday, and was moved to the home of her parents, Mr. and Mrs. Jno. B. Freeman, of Lubbock, where she will spend about ten days before returning to her home in Matador. Mrs. Jones and little daughter, Linda Gay, were carried to Lubbock by her father-in-law, W. O. Jones.

## 10,241 Frame Gardens Were in Use in 1939

Texas farm families planted 10,241 frame gardens in 1939, an increase of 7,119 over the 1938 total of 3,122, according to information given out early this week.

The little gardens, usually around four feet wide and 20 feet long, yielded 2,125,000 pounds of vegetables valued at \$112,000. Many produced three to five crops in 1939.

The frame gardens, protected against wind and extremes of heat and cold, and usually subirrigated, were especially valuable in a year when drought cut vegetable yields over a large portion of the state.

The idea of the frame garden for out-of-season vegetable production goes back a number of years ago to Castro County, where Mr. and Mrs. Charley Heck decided that their family needed fresh vegetables and turned to cold frames as a means of growing them in spite of limited rainfall, winds, and blowing sand on their wheat farm.

Later, according to Jennie Camp, specialist in home production planning with the Texas A. and M. Extension Service, a home demonstration agent was employed by Castro County. This agent, Isora Clark, passed on word of the Heck's success to other farm women and to neighboring home demonstration agents.

By 1935 the idea had spread to a number of counties in the South Plains area, and Grace L. Neely, extension specialist in food preservation, investigated the plan. By 1936 the Extension Service had adopted the system as a standard recommendation.

The secret of the success of the frame garden lies in the protection afforded by the sides and the cover, usually canvas. Since the area is so small—usually around 100 square feet—farm families can afford to improve the soil for intensive cultivation. Subirrigation is almost a standard practice, but the gardens can be successfully irrigated from the surface.

Frame gardens often yield 10 times the volume of vegetables that can be produced on a similar area in open gardens.

The vegetables, because they grow rapidly and are protected from sudden changes in temperature, are of surprising flavor and tenderness.

The main value of the frame gardens from the standpoint of nutritional experts, however, is that they produce vegetables early in the spring and late in the summer at a time when the ordinary garden is bare. In some sections of the state, the frame garden is the only source of fresh vegetables.

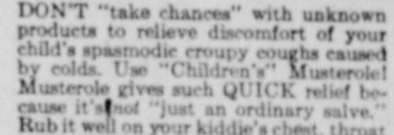
The miniature gardens are also ideally adapted for use in towns and cities. Miss Camp pointed out:

The 300 percent increase in the number of frame gardens in 1939 over the 1938 total is cited as evidence of the practical value of the system.

Detailed information as to the construction and culture of frame gardens is contained in an Extension Service circular, C-121, "Frame Garden Suggestions," which can be secured free at the offices of county agricultural and home demonstration agents.

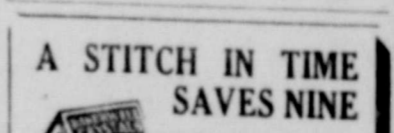
## 6 "EXTRA" HELPS quickly relieve DISTRESS of CHILDREN'S COUGHS DUE TO COLDS

DON'T "take chances" with unknown products to relieve discomfort of your child's spasmodic croupy coughs caused by colds. Use "Children's" Muterole! Muterole gives such QUICK relief because it's food "just an ordinary salve". Rub it well on your kiddie's chest, throat and back. Hypothes and stimulates surface circulation and helps break up local congestion and pain. Its soothing vapors ease breathing. 40¢. Approved by Good Housekeeping Bureau.



CHILDREN'S **MUSTEROLE**

A STITCH IN TIME SAVES NINE



Get well and stay well. Use NATURAL AND ECONOMICAL water by drinking genuine Muterole. Well! Palo Pinto County, Texas health drink.

Mineral water made from BAKERWELL hydrothermal mineral water crystallized by BAKERWELL. Last a 90% concentrated mineral water. For sale by your local Drug Department or Grocery Store.

Bakerwell Mineral Water Company, Mineral Wells, Texas.

## Brewer Action Program Now in Twelve States

In twelve states—one fourth of the nation—the new "clean-up or close-up" program of the American brewing industry is now in full swing. The movement is to be gradually extended into other states.

In these twelve states, brewers and beer distributors are engaged in active cooperation with law enforcement of orderly, lawful conditions wherever beer is sold.

Since the first of the year three new states, Arkansas, Missouri and Georgia, have installed the industry's program of acceptance of the social responsibility of brewing.

Launched as an experiment in Nebraska in 1938, this program proved so successful in eliminating antisocial conditions where they were associated with the sale of beer that it was adopted last year in Alabama, Kansas, Maine, Tennessee, North Carolina, Mississippi, Oklahoma and West Virginia.

The movement is being sponsored by the United Brewers Industrial Foundation, representing brewers in all sections of the country. It is designed to protect an industry which contributes a million dollars a day in taxes, utilizes the products of three million acres of farm land annually and helps provide employment for a million people, from the irresponsible actions of a small number of law-violating dealers.

The plan consists of systematic investigations of retail outlets, and prompt appeals to the constituted authorities for revocation of the licenses of persistent law violators.

The program in each state is administered by a State Director selected from outside the industry. Among these Directors are a former Congressman, two former Assistant United States Attorneys, two former State Alcoholic Beverage Board Administrators, and two former Assistant Attorneys General.

Misses Evelyn and Mary Wilson Hicks of Plainview, spent the week end with their parents, Dr. and Mrs. I. W. Hicks.

Miss Vernell Marshal of Wayland Colege, Plainview, spent the week end with her parents, Mr. and Mrs. L. A. Marshall.

Mr. and Mrs. E. D. Speck and Miss Nora Speck, of Lubbock, visited Sunday afternoon with Mr. and Mrs. Roy Patton.

LET CAVANAUGH DO YOUR JOB PRINTING.

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## GAME PRESERVATION DEMONSTRATION EXTENSION SERVICE TEXAS A&M COLLEGE

There are 79,280 of these signs designating the 27,262 of Texas land included in the game management demonstration. Altogether 22,692 farmers and ranchmen, plus 588 4-H men are taking part in the movement which has as its aim the protection of wildlife on Texas farms and ranches.

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## The Road Shoe Economy

Those long wearing, ing. WEAR-UVELL for men and women provide foot wear at low cost.

Avail yourself of economies by coming to our shoe repair work.

## Rainer's Shoe Shop SOUTH SIDE SQ.

Rainer's Shoe Shop SOUTH SIDE SQ.

## GARDE TIME

We have everything BULK SEED, Onion Seed Potatoes.

Lawn Seeds for the Law

You can save on your GROCERY ACCOUNT, ing at—

## STAR CASH GROCER

STAR CASH GROCER

## Sentinel's of Health

Don't Neglect It! Nature designed the kidney to do a marvelous job. Their task is to filter out the waste products of the body and to maintain the blood in a healthy state. When the kidneys fail to do this, a disease called kidney trouble is the result. It is a disease that may cause blindness, deafness, rheumatism, and other serious ailments. Doan's Backache Kidney Pills are the only medicine that has been proven to be effective in the treatment of kidney trouble. They are sold at all drug stores.

Doan's Backache Kidney Pills

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More Effective Sprays Produce Seedless Fruit

The technique of producing fruit from unpollinated flowers—known to scientists as parthenocarp—advanced another step when scientists of the United States department of agriculture found two new growth substances—naphthalene acetic acid and naphthalene acetamide—art much more effective as pollen substitutes than substances used as sprays in previous tests.

The experiments, conducted by the federal bureau of plant industry, renew interest in parthenocarpic fruits, which develop normally but produce no embryos, or seed. Bananas and navel oranges are good examples of parthenocarpic fruits.

Most of the previous work, and all with the two new substances, has been with the holly plant. With holly, the male and female flowers are borne on separate plants. Berries develop only on the female plant after fertilization by insect-borne pollen from the male plant. In the tests, conducted by Dr. F. E. Gardner and P. C. Marth, the female plants were sprayed with weak solutions of the substances and covered with glassine bags to protect against pollination.

Both greenhouse and outside holly plants were sprayed. Using an 0.01 per cent solution, the strongest of three solutions used, 85 to 98 per cent of the flowers sprayed set fruit. The naphthalene acetamide was slightly more effective than the naphthalene acetic acid.

In previous experiments with strawberries, and using indole butyric acid as the spray, Dr. Gardner and Mr. Marth had partial success in growing a set of parthenocarpic fruit. The embryos did not develop, but the hard seed coverings or "achenes" grew just the same, giving the parthenocarpic fruit much the same appearance as normal berries.

Production of parthenocarpic fruits—free from seeds—would be commercially desirable in some fruits such as tomatoes which do not have hard seed covering about the embryo. At present the chemicals are expensive, yet because of the low concentrations needed, the cost is not prohibitive.

Battleship Type of Steel Used in Building Trailers

As fast as a new material is developed these days for one purpose, it finds its way into a number of other industries where it proves to be of equal or even greater value. Recently it was discovered that one of the latest types of steel, intended for battleships, will probably cover more miles of highway than it will of ocean travel before the history of its existence has been completed.

The new steel has been selected for the building of battleships because by its use it is possible to save 25 per cent in the weight of the armor and increase the speed of the battleship another 25 per cent. It is found also that because of the decrease in weight, a saving of 20 per cent in fuel is effected.

Exactly this same steel is being used for a new series of trailers. Thus the metallurgist who invented this steel for war purposes has made a marked contribution to the efficiency of motor transport on the highways.

Proper Varnish Application

Care should be used in preparing and applying varnish. Never store varnish in a room where the temperature is usually low. When you pour it from the can, pour it carefully so that no air bubbles will form. Be sure that there is no dust present on the surface to be varnished and that a minimum of dust is in the room. Use a first-quality flat brush and dip it gently into the varnish so no air bubbles or froth may form. When the brush is not in use, preserve it by soaking in raw oil. Before using, however, work all oil possible from it and then clean it in turpentine and shake dry. When applying the varnish lay it on without brushing it out too much. If two coats are necessary, use a quick-drying, harder type for the first coat than you use for the latter. Two coats of the same type are frequently used, however, with good results.

'Watching' the Wind Blow

To see the wind, hold any flat, smooth surface having a straight edge (a straight-backed hacksaw is excellent for this purpose) against the wind, but inclined to the vertical, with the straight edge uppermost and leaning with the wind, says the United States weather bureau. Then sight along this straight upper edge toward a white object. If the wind is moderately strong one will see it pouring over the straight edge like water over a dam. This phenomenon is owing to irregular densities in the air which in turn cause irregular refractions of the transmitted light.

Forecasting a Revolution

Jacques Cazotte, French journalist, sat with many friends at dinner in a Parisian mansion one cold winter's night in 1788. Talk turned to politics and before it was finished Cazotte predicted the French Revolution and indicated the fate of each of his fellows therein. They ridiculed him then, but every one of them died in the manner he predicted before and during the Terror. The French Revolution began with the storming of the Bastille by the Paris mob on July 14, 1789.

STANSSELL HERD ONE OF LARGEST IN PANHANDLE WILL SHOW AT AMARILLO

The grand champion Jersey cow of the 1939 Tri-State Fair came from one of the largest and most prominent Jersey herds in the Panhandle Plains area, that of O. L. Stanssell of Floydada.

The prize winning cow, Allen Premier Peggy, is one of the many fine Stanssell cows of line bred combination Premier blood. Premier Fancy Combination is the senior herd sire and Easter Premier Brownie the junior sire.

All the Stanssell stock is of Combination Premier breeding except a few heifers out of their best proven cows and a Sybil bull out of Mr. Bonnell's Cranberry Run Farm in Ohio.

Indicating the high production of the Stanssell Jerseys are the records of several young cows. Princess Combination Ula as a senior yearling produced 492.51 pounds of butterfat, Allen Premier Lola accounted for 463.19 pounds as a two year old, Allen Premier Darling produced 461.35 pounds as a two year old.

A breeder of Jerseys 15 years, Mr. Stanssell now has 62 registered animals in his herd. Thirty cows are now in production. Mr. Stanssell has a number of young breeding stock animals and has furnished the foundation stock for many dairy herds in this section.

He plans to exhibit show herds this year at the Plainview dairy show and at the Tri-State Fair, where he has not missed showing in the past 21 years.—Sunday Amarillo Globe-News.

Mr. and Mrs. John A. Hollums and Mrs. Arthur B. Duncan visited in Lubbock Sunday afternoon with relatives.

Dr. and Mrs. C. M. Thacker and Miss Louise Hyatt and Mrs. Jess Brown visited in Lubbock Sunday afternoon.

ADVISES YOUNG GIRLS ENTERING WOMANHOOD

Thousands of young girls entering womanhood have found a "real friend" in Lydia E. Pinkham's Vegetable Compound to help them go "smiling thru" restless, moody, nervous spells, and relieve cramps, headaches, backache and embarrassing fainting spells due to female functional irregularities. Famous for over 60 years. WORTH TRYING!

Used Car Plays Great Part In Transportation

By E. A. NIMNIGHT Assistant General Sales Manager Chevrolet Motor Division

The part played by the used car in American transportation is vastly more important than the average motorist realizes. Some idea of its true place in the picture can be gained, however, from the assertion that every car on the street is a used car, regardless of its "date of birth".

The point is brought out even more strongly through figures released by the various automobile associations, showing that three of every four cars sold in recent years have been sold as used cars. In other words, 75 per cent of automobile sales volume, in units, is in the used car branch of the business.

Consequently, not only the retail automobile dealers, but factories as well, are coming to place increasing emphasis on used cars in their business calculations. One of the outstanding used car merchandising jobs, it is generally agreed, is done by the industry's largest volume producer, Chevrolet, which in the past six years has produced and sold 6,000,000 new cars and trucks, for an average of a million a year. Chevrolet has made what is perhaps the most comprehensive study of the used car business ever conducted.

Chevrolet has developed an unusually efficient used car reconditioning program.

As a matter of fact, Chevrolet's service department operates a research "laboratory" of a sort itself. It consists of a typical dealer's service department, where the average mechanic is the "scientist," auto repair tools are the "instruments," and practical results are his "reports".

Constantly, Chevrolet's service men are seeking new methods, new processes, new tools and equipment to renovate used cars, restoring large part of the mechanical efficiency, as well as the appearance value, that was originally built in at the factory. Through Chevrolet's service department flows a stream of inventors, creators, salesmen, each with some product or some tool that he feels can aid in renewing the older motor car.

Polishes, perhaps, lead the list of the materials submitted. Each one is

given a fair and accurate test in actual practice, on the grimy surface of an old car. If it does the job efficiently and is seen to be a superior product to the one in use, Chevrolet experts recommend its adoption. Once selected, such a product may then be recommended by the service specialists to the mechanics in the nearly 9,000 Chevrolet dealer ships in the country.

Sandpaper may be thought of as an insignificant item, yet the annual cost of that one material, consumed by thousands of dealers' service departments, is a considerable sum. Through the efforts of the service headquarters in Detroit, dealers have been shown the way to annual savings of hundreds of dollars, with the development of a new type electric hand sander, which replaces the old hand method. The success story behind the introduction of this improvement lies in the fact that its inventor, who submitted his idea to Chevrolet, has built a thriving business on this one idea, because service department research substantiated his assertion that it would do the job better, at a lower cost. The savings are passed on to the buyer in the shape of lower prices.

Every product presented is tested thoroughly and impartially by mechanics who employ it in actual practice, renewing a used car that has traveled many miles on its speedometer. Whiting, for white sidewall tires, seems to be a popular item for experimenters, for scores have offered their formula for tests. Headlight re silvering compound is another, as are soldering flux, upholstery cleaning solutions, dyes, paints, polishing and sanding discs.

The practical testing of these products sometimes works "in reverse," too, for often highly-touted items are shown to be valueless. Such, for example, was a miracle-working "motor cleaner," which when put into a used motor, was supposed to clean it at once of all gum and carbon. Chevrolet service men proved there was no substitute for painstaking, careful cleaning.

So behind the used car, as well as the new model, there lies a story of extensive research, a constant testing and experimenting, to the end that each used car on a Chevrolet dealer's lot be "as advertised"—in A-1 condition, ready, willing and able to deliver thousands of carefree miles.

Florrie Conway of Wayland College, Plainview, spent the week end with her mother, Mrs. O. M. Conway.

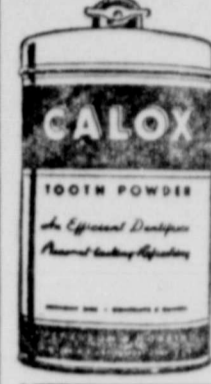
Solon Clements, Jr., of Plainview, was a business visitor in Floydada Tuesday.

Let Cavanaugh do your Printing.

Spears & Daniels Automotive Repair

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

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.

Advertisement for Rollins Stockings featuring a woman's legs in stockings and the text 'STYLE SHOPPE' and 'Always Showing Newest Things First'.

Pie and Coffee—The Boston Way!



HERE'S a dessert course in the best Back Bay tradition—Boston Cream Pie—and coffee, of course! Coffee's in the filling as well as in the cups—a new variation that makes a coast-to-coast favorite of a New England tradition. Your coffee to drink will be single strength, but make it double-strength for flavoring (that means two heaping tablespoons of coffee to each measuring cup of water) and then go on from there with the following recipe. It's simple to make a simply delicious version of a favorite dessert you'll want to serve often—with a cup of coffee.

Advertisement for THE FIRST NATIONAL BANK, Floydada, Texas, featuring the text '1903—Time Tested Service—1940'.

Large advertisement for Oden Chevrolet Co. featuring the text 'Do as millions do—see your CHEVROLET DEALER FIRST for the best USED CAR VALUES' and 'BIGGEST USED CAR BARGAINS OF THE YEAR!'.

### Grasshopper Control Campaign Proves Saving

College Station, February 28.—The grasshopper control campaign of 1939 protected crops on 3,544,670 acres from serious damage and saved farmers an estimated \$4,254,203.

Actual losses from grasshoppers totaled \$536,779.

The campaign, with R. R. Reppert, entomologist of the Texas A. and M. Extension Service, as state grasshopper control leader, was supervised in the various counties by county agricultural agents with the cooperation of county commissioners' courts, WPA, Texas Highway Department, Texas National Guard, Soil Conservation Service, and other agencies.

Early and thorough poisoning on the part of 6,358 farmers and ranchmen held down the infestation of the migratory hopper in the Panhandle area, where the potential damage had been estimated as 28 percent more severe than that of 1938.

Altogether 3,320 tons of bait, containing 40,289 gallons of sodium arsenite, were used. Various counties contributed \$21,411.28 and farmers in many cases matched the amount of poison bait material furnished by the federal government.

The government's contribution, administered by the U. S. Department's Bureau of Entomology and Plant Quarantine, amounted to \$96,192.

Sufficient bait material was left over from the 1939 campaign, and is now stored at various points in the state, to control the infestation anticipated for 1940, Reppert said.

#### H. C. CRIE, FORMER RESIDENT OF FLOYDADA, DIED IN MEXICO

H. C. Crie, a former resident of Floyd County, who moved from here to Tahoka, Texas, in 1905 where he published The Lynn County News for a number of years, died at the home of his daughter, Mrs. Charles Shook, at Cubero, New Mexico, Sunday, February 18, according to a news dispatch last week.

Mr. Crie sold his interest in the Lynn County News to Jas. L. Dow and W. M. Shaw of Lubbock, on December 28, 1917, and had been engaged in other business in Tahoka and Mexico until his death.

James Crie, a son, who was associated with his father in the Tahoka newspaper, was employed as a printer for a time in Floydada during 1918, before moving to Mexico in which state he later died from burns received while working.

Natural gas from the Panhandle gas field of Texas is piped nearly one thousand miles to the industrial centers of Illinois and Indiana.

Approximately 92,000 dry holes were drilled in Texas between 1889 and 1939 in the search for oil. The dry holes represent a loss of one billion dollars to the Texas oil industry.



**SHAMROCK TIME:** Top O' the Mornin' to you! Could we be thinkin' of St. Patrick's Day so soon? Sure an' it's a bit early, but Irish lassie Arline Blackburn, who plays the radio role of Pretty Kitty Kelly, wants to make certain there's a shamrock growing in your back-yard. Pretty Kitty Kelly is heard over the CBS network, Monday through Friday, at 10:00 a.m., EST, for Eastern listeners, and at 1:00 p.m., PST, for Western listeners.



*discovered*

#### The use of Gas

has played an important part in the progress and development of our living standards. The Gas Range, Refrigerator, Water Heater, Furnace and Laundry Appliances go far toward making home a better place to live in.

Let GAS do the 4 Big Jobs

- Cooking . . . Water Heating . . .
- Refrigeration . . . House Heating

### West Texas Gas Company

Natural Gas . . . Your Quick, Clean, Economical Servant

# Preview of SPRING FASHIONS

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

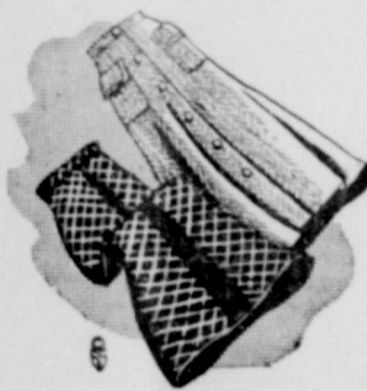


VERY SPECIALLY PRICED

\$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 tithy-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.

## 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



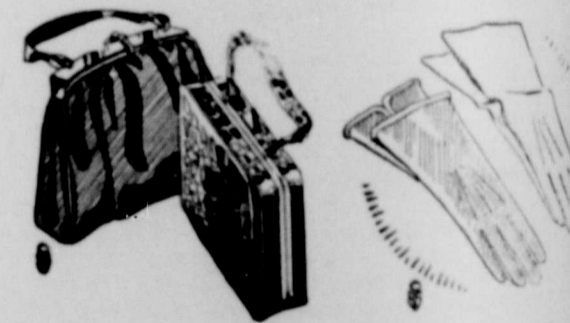
BEAUTIFUL LACE AND TUCK TRIM BATHING

\$1.98 to \$2.98

TAILORED BLOUSES, JERSEY AND CREPE

\$1.98

### SPRING ACCESSORIES



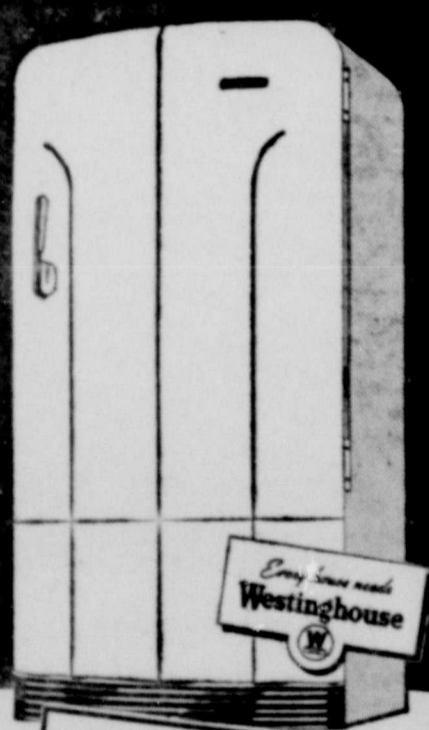
NEW SPRING ACCESSORIES FOR YOUR NEW SPRING SUIT OR DRESS.

Purses \$1.00, \$2.50

Gloves 79c, 89c, \$1.00

# IT'S HERE

The new Westinghouse 1940 REFRIGERATOR with TRU-ZONE COLD



**Surer, Steadier Food Protection . . .**  
for ALL foods at ALL times!  
New Westinghouse TRU-ZONE COLD gives you steady food-keeping temperatures—gives you five kinds of cold in one refrigerator, the "right" cold and humidity for each specific food. You'll want to see this new feature—the simple, sure method of keeping foods better . . . longer!

MANY OTHER Sensational FEATURES!

Be sure to see the big "Sanalloy" SUPER FREEZER, with extra space for frozen storage . . . the new "window front" MEAT-KEEPER, holds 15 pounds . . . the full-width HUMIDRAWER for fresh fruits and vegetables . . . new FIBER-GLAS, the "lifetime" insulation . . . the thrifty ECONOMIZER Mechanism.

Other Models as Low as Only 12c a day PUTS A NEW WESTINGHOUSE IN YOUR HOME

Texas-New Mexico Utilities Company

WESTINGHOUSE WITH TRU-ZONE COLD!

# STYLE SHOPPE

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