

Selma Linder is Hostess to 1934 Study Club

The 1934 Study Club met in regular session, Tuesday evening with Miss Selma Linder as hostess. Mrs. Walter Travis, president, was in charge of the meeting. Reports were made by various committees. Minutes of previous meeting was read and approved.

Special committees named in preparation for the open house, January 21, in which the 1934 Study Club will entertain the 1922 and 1929 Study Clubs.

Nominating committee for officers for the coming year made their reports. Mrs. Robert Linder, chairman of committee reading the report and names for officers. The report was voted upon by the group and the following officers for the year 1941-42 were elected.

President, Miss Emma Louise Smith.
Vice President, Edith Lois Wilson.
Vice President, Beryle Busby.
Recording Secretary, Ann Swepston.

Corresponding Secretary, Mrs. Walter Travis.
Treasurer, Miss Reba Copeland.
Reporter, Mrs. Virgil Shaw.
Parliamentarian, Mrs. Russell King.
Custodian, Bert Ione Smith.

The group answered the roll call with rules of Etiquette. Subject for the program being "A Modern Table". Miss Bert Ione Smith bringing the club an interesting and helpful talk on "Modern Appointments."

Following the program lovely refreshments were served the members and two visitors of the club. Beautiful corsages of goditas and candy tuff were presented to each one present. The following members were present: Misses Fannie Mae Ball, Beryl Busby, Reba Copeland, Maurine Hoyie, Betty Newell, Merle Easton, Lois Wren, Bernice Patton, Bert Ione Smith, Emma Louise Smith, Anne Swepston, Edith Wilson, Mesdames Jim Clonts, Oleta McCaskell, Jesse Gordon, Russell King, Robert Linder, Virgil Shaw, Walter Travis, Odell Winter.

Visitors, Glensie Goins and Mrs. G. A. Linder and hostess, Selma Linder.

Club adjourned to meet in open house January 21, at 7 o'clock in the home of Mrs. L. C. McDonald, with Bert Ione Smith, Mrs. Robert Linder, and Mrs. Jesse Gordon, acting hostesses.

Motion Pictures to Shown at Court House Jan. 9 and at Lockney

There will be a free motion picture show of the following films: "Farm and City Forward Together," "Salt of the Earth", "Sam Farmers Cotton", and a 4-H picture, "I Pledge My Heart". These pictures will be shown Thursday night, January 9, at 7:30 p. m. in the District Court Room at Floydada, and on Friday night, January 10, at 7:30 p. m., they will be shown at the Grammar School Auditorium in Lockney. May we urge that, if at all possible, every farmer see these pictures and bring the whole family, as we believe they contain something worthwhile and are very entertaining.

ALCIE A. HOOTS, Secretary, Floyd County ACA.

Political Column!

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 City Election April 1, 1941.

FOR CITY MARSHALL:
Morgan Wright

LITTELL'S LIQUID

A Calcium Sulphurate Solution for relieving the discomforts of itching that frequently accompanies Minor Skin Irritations, Prickly Heat, and the Bites of Non-Poisonous Insects. Locally it helps to allay the itching of Eczema. Price 50c per bottle.

WHITE DRUG COMPANY

Floydada Insurance Agency . . .

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

W. H. HENDERSON
OWNER

Floyd County Schools Receive \$2.00 Per Capita

Clarence Guffey County School Superintendent announces that he has received \$2.00 per capita, making the total received so far \$7.00, which will be pro-rated over the county. The per capita for this year had been placed at \$22.00 by the state.

Mr. and Mrs. Wilmer Jones, Jr., visited Sunday in Matador with Mr. and Mrs. Dorris W. Jones.

Rev Franks Will Preach at South Side Church

Rev. Franks, of Brownfield, will preach at the South Side Baptist Church Sunday, January 12. Regular Sunday School at 10 o'clock.

Everyone is cordially invited to attend Sunday School and Church services.

Mrs. Ruby Gibbs, of Lubbock, spent the week end with her sister, Mrs. Jim Clonts.

Star Cash VALUES

SUGAR, 10 pound bag	48c
SPUDS, 10 pounds	15c
BROOMS, each	22c
SUPER SUDS, Giant box Concentrated	59c
Bring us your coupons.	
CRACKERS, 2 pound box	13c
PEANUT BUTTER, quart	20c
FLOOR WAX, Wilberts 1 lb. Guaranteed	39c
NUTS, mixed, 1 pound	16c
CHILI, 1 pound brick	17½c
OLEO, per pound	10c
APPLES, Colo. Jonathan, sack	19c
LEMONS, 2 dozen,	25c

Better treat that cold with Fruit juice.

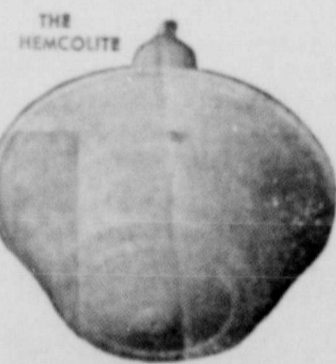
Phone 40 . . . for FREE Delivery.

It's Easy to Read

HEADLINES

But What About the News?

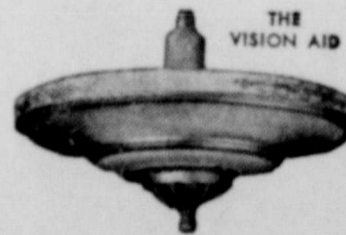
It doesn't take much light to read today's headlines, but headlines and the light to read bold type aren't important. The real news is in the story below set in small type which must be properly lighted to protect your eyes from strain.



THE HEMCOLITE
This attractive plastic bowl changes any harsh, open light into modern light-conditioning in a jiffy. NOW...\$1.75

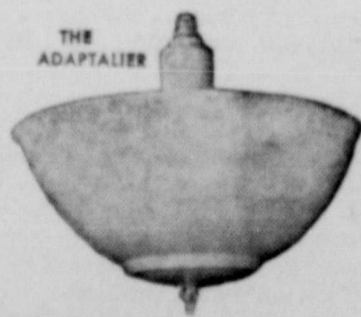
Read the headlines, get all the news—but first look to your lighting! Good light at any price pays dividends in health and happiness.

Here is good light at less cost than ever before.



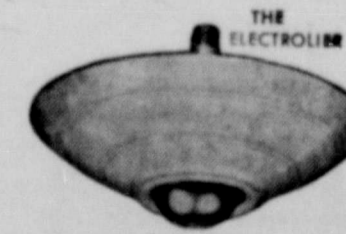
THE VISION AID

Here is soft, indirect lighting with a simple twist of the wrist. A handsome metal fixture complete with Mazda Silver-Bowl globe... only \$3.50



THE ADAPTALIZER

As its name implies—a quick, smart way to adapt old-style lighting to new. Was \$4.45... NOW an extra bargain at \$3.45



THE ELECTROLIM

Another Mazda Silver-Bowl adapter combining plastic for greater diffusion and less eye-strain. Regular price \$2.95... NOW ONLY \$1.95

Only 45c down to modernize your light! \$1.00 per month—or up to 8 months to pay

Cheer Up, Mister!

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TRY OUR FIRST CLASS PRINTING FOR BUSINESS ILLS.

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We are equipped to give you first class workmanship on any style of printing you may need. We have special type faces, special illustrations and can assist you in selection of paper stock that will give your printed matter character and add to the prestige of your business. Low prices and prompt service prevail.

Floyd County Plainsman

Texas-New Mexico Utilities Company

THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week
M. B. CAVANAUGH, PUBLISHER

Floyd County \$1.00; Outside Floyd County \$2.00
Established as second class matter June 23, 1930, at the post office at Floydada, Texas, under the Act of March 3, 1879.

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

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SPECIAL CLOSE OUT PRICES ON TIRES.
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Complete Line of VETERINARY SUPPLIES

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RADIATORS REPAIRED, Radiator Hose and Clamps. Heater and Heater Hose. Parts of all kinds, Welding, Tires, Batteries. In fact we have everything for your car.

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WESTERN AUTO ASSOCIATE STORE.

Farmers: Check Your Defense Against Enemies

College Station, January 8th.—Defense is the watchword of the nation and it is timely for farmers to check their defense resources against natural enemies.

Tyrus R. Timm, Extension Service economist in farm management for Texas A. and M. College, says every family should determine what it will need in combating offenses in the form of insect infestations, machinery obsolescence, feed shortage, equipment breakdowns, and livestock diseases.

"Take an afternoon and count and study the condition of the items comprising your farm property," he suggests. "In the case of land, for example, ask yourself how terraces are holding up; what fields are showing signs of washing; are contours indicating deeper coverage of grass in pastures?"

In the care of buildings, machinery, equipment and supplies every farmer should note what repairs will be necessary and potential trade-in value of old equipment for new models, Timm explains. Numbers of livestock and quantities of stored crops on hand, together with their condition, should at least be reviewed. Maybe some will be reminded they haven't enough feed to care for livestock on hand. Cash owned and cash owed are important captions in any inventory statement, but to gauge progress by increase in cash on hand, or to measure loss by additional debts incurred, without taking into consideration decreases or increases in the value of all property owned, is to invite false conclusions, the economist warns.

This process is comparable to the storekeeper's annual "stock taking," without which he lacks accurate information concerning his profits and losses.

To assist farmers in making their annual inventory, they may obtain free from county agricultural agents a bulletin prepared by Extension Service specialists and entitled: "How to tell whether you went forward or backward on your farm last year." A more detailed bulletin on the subject may be obtained from the U. S. D. A., Washington. It is titled "Farm Inventories."

E. N. Holmgreen Is Appointed A&M Business Mgr.

College Station, January 8.—Appointment of E. N. Holmgreen, administrative officer in charge of the Agricultural Adjustment Administration in Texas, as business manager of Texas A. & M. College was announced today by Dr. T. O. Walton, president of the college. The appointment, effective February 1, was made by the A. & M. Board of Directors at a meeting in Dallas December 31.

Succeeding Holmgreen in the AAA will be B. F. Vance, assistant administrative officer. Vance's appointment was made by the State AAA committee and is subject to the approval of the Washington office.

Holmgreen will be the first business manager of the College, a position created by the Board of Directors. A. H. Demke, of Stephenville headed the Board of Directors committee which made the selection.

Holmgreen graduated from Texas A. & M. College in 1922, receiving a degree of Bachelor of Science in agriculture. After two years with a private concern, he became assistant county agricultural agent in Dallas county. From 1925 to 1927 he was county agent of Galveston county. In 1927 he was appointed poultry husbandman for the Texas A. & M. College Extension Service, a position which he held until 1934 when he became administrative officer of the AAA's corn-hog program in Texas.

With the reorganization of the AAA in 1936, Holmgreen was named administrative assistant to the director of the Extension Service and had charge of the AAA program. The following year he became administrative officer of the AAA when that agency was separated from the Extension Service.

Vance also studied at Texas A. & M., taking post graduate work in 1929. Previously he had attended Baylor University and graduated from North Texas State Teachers' College. Throughout his school career, however, he farmed and taught school in Wise county. From 1929 to 1933 he was county agent in Madison county and from 1933 to 1935 in Young county. In 1935 he was appointed Extension Service agent for district 3, a position he held until he resigned in 1937 to become assistant administrative officer of the AAA.

Let Cavanaugh Do Your Printing.

J. C. Bolding Seriously Injured In Car Accident

J. C. Bolding is in the Floydada Hospital and Clinic and is reported to be in a serious condition from injuries he received in an automobile accident which occurred Tuesday night, at the Latta Service Station, on the highway east of Floydada.

Mr. Bolding was parked in the station and when he drove out onto the highway, he failed to see a truck which was traveling on the highway due to the heavy fog, and was struck. His condition is considered very serious. Considerable damage was done to the truck and pick up it was reported.

National Emergency and the Bible Sermon Subject

The subject for the morning worship service at the Cumberland Presbyterian Church, according to Rev. Rudolf A. Renfer, the pastor, will be National Emergency and the Bible. In times such as these every branch of our American civilization is bent toward national preparation. In his Sunday morning sermon the Presbyterian pastor will point out the place that America must give to the consideration of her national spiritual welfare. The text of the morning will be, "Righteousness exalteth a nation; but sin is a curse to any people." (Proverbs 4:34).

There will be no evening service as the pastor plans to be on his way to the annual Pastors' Conference of Cumberland Presbyterian ministers at McKenzie, Tennessee.

The regular Thursday evening Bible study and prayer meeting will be held at 7:00 o'clock this evening.

NYA Officials to Take Applications For work Program

Lubbock, January 8.—In view of the large number of requests for NYA employment, J. C. Kellam, State Youth Administrator for the National Youth Administration, has announced that provisions have been made for NYA personnel to spend one day a week in those counties where NYA officials are not located to counsel with unemployed young people, as well as to receive their applications for NYA employment.

Recent developments have caused the National Youth Administration to greatly increase in number the boys assigned to the resident centers and shop projects.

Mr. O. G. Evers, NYA Counselor will be in Floydada at the County Judge's office on Monday morning of each week to advise with young men and women between the ages of 16 and 24 who are unemployed, out of school, and in need of work experience and training being offered on NYA projects. These young people desiring NYA employment who are unable to meet Mr. Evers may mail their applications to Mr. Jennings T. Lewis, Area Director, Box 1466, Lubbock, Texas.

A New Policy for Texas Resources Conservation

College Station, January 8th.—A policy for encouraging and planning efficient use and conservation of all the state's agricultural resources was adopted by the State Land Use Planning Committee at its recent meeting held in Mineral Wells. The policy was approved "to the end that people engaged in agriculture in the state may have opportunity to provide for themselves a standard of living comparable with that available to persons engaged in other occupations," according to Director H. H. Williamson, director of the Texas A. and M. College Extension Service, who is chairman of the committee.

Use of the state's resources without waste or unnecessary depletion is advocated in the new general policy which will be supplemented with statements of policy on water resources, wildlife, and forestry—all supported by scientific investigations. All of the policies are sufficiently general in nature to be applied in any of the 18 types of farming areas in Texas. They were framed by a sub-committee headed by E. O. Stocks, director of the Texas Forestry Service.

Farm and ranch people representing various sections of the state on

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ORIGINAL VACUUM-POWER SHIFT (at no extra cost) BUILT AS ONLY CHEVROLET BURDS IT	QUALITY QUIZ AND YOU'LL CHOOSE CHEVROLET!		CONCEALED SAFETY-STEPS AT EACH DOOR (Instead of old-fashioned running boards) with CHEVROLET'S DASHING NEW "ARISTOSTYLE" DESIGN
90-H.P. ENGINE	YES	NO	NO
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BODY BY FISHER WITH SWITCHEL TURBO TOP	YES	NO	NO
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BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIP-TOE-MATIC CLUTCH	YES	NO	NO

90-H.P. VALVE-IN-HEAD "VICTORY" ENGINE

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SAFE-T-SPECIAL HYDRAULIC BRAKES

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SALES AND SERVICE PHONE 4 FLOYDADA, TEXAS

Conservation Checks are Received

To date 1205 agricultural conservation checks have been received in the County Office in the amount of \$172,557.57, which is payment on all work sheets.

These payments are continuing to arrive in the County Office every few days and notices are mailed to the producers on the day on which the payments are received.

ALCYE A. HOOTS,
Secretary, Floyd County ACA.

James Fry Gibbs, returned to Stephenville Sunday after having spent the Christmas holidays with relatives. James Fry is attending John Tarleton Agricultural College.

Mrs. L. G. Mathews, of Brownwood, spent the early part of the week here attending to business.

Second Sunday Singing Will Meet at South Side Baptist Church

The regular Second Sunday Singing will be held at the South Side Baptist Church beginning at two o'clock. The singers will use their new song books Sunday. The public is invited to attend.

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Epidemic of Cold Symptoms

666 Liquid or 666 Tablets with 666 Salve or 666 Nose Drops generally relieve cold symptoms the first day. Adv. 4-3tc.

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2 1-2c Pound SHIRTS 9c

In Thrift T and Rough Dry Bundles.

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JANUARY PRE - INVENTORY SALE OF FALL MERCHANDISE

We are going to offer for a few days OUR COMPLETE FALL STOCK OF READY TO WEAR at a Ridiculously low price, just before INVENTORY which will enable you to get the very best values ever offered at a PRE-INVENTORY SALE!

Ladies Coats

One Lot of Fall and Winter Coats to go in this sale at

1-2 Price

SPORT DRESSES
Greatly Reduced

\$5.95 Sport Dresses, Reduced to \$2.99
\$4.98 Sport Dresses, Reduced to \$2.49
\$3.98 Sport Dresses, Reduced to \$1.99
\$2.98 Sport Dresses, Reduced to \$1.49

Ladies Skirts

ONE-HALF PRICE

Ladies and Misses Plaid and Solid Colors Wool Skirts, assorted colors and sizes.

SWEATERS AND BLOUSES
Greatly reduced. Some as low as

50c Each

LADIES GLOVES

\$1.00 Fabric Gloves, Reduced to 69c
\$1.98 Kid, Doe Skin and Suede, odd size, Reduced to \$1.29

One Lot of Costume Jewelry at

ONE-HALF PRICE

50c—Some as low as 25c

Ladies Dresses

ONE-HALF PRICE

Dresses that formerly sold at the following prices reduced to one-half price.

\$12.75 Dresses, Reduced to \$6.33
\$10.98 Dresses, Reduced to \$5.49
\$7.98 Dresses, Reduced to \$3.98
\$6.50 Dresses, Reduced to \$3.25
\$5.95 Dresses, Reduced to \$2.99

LADIES AND MISSES
FELT HATS

All Felt and Fabric Hats Reduced to

1-2 Price

SILK HOSE, LADIES AND
MISSES

Two pair for \$1.49
All Fall Colors.

LADIES BAGS

One Group Bags

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Other Bags Greatly Reduced.

SLACK SUITS, 1/2 PRICE

Ladies and Misses Slack Suits at

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and some as low as
\$1.49 Each

Costume Suits

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\$19.50 Costume Suit, Reduced to \$9.75
\$17.50 Costume Suit, Reduced to \$8.75
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Wool Hoods

\$1.98 Hood, Reduced to \$1.49
\$1.25 Hood, Reduced to \$89c
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Fur Chubbys

We have only a few Fur Chubbys left, and are reducing some as low as \$9.98 Each

SILK HOUSECOATS
Beautiful Silk House Coats, Reduced to ONE-HALF PRICE

One Group of Odd
SHORT COATS and JACKETS
Reduced to
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