

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

VOLUME No. 12

Floydada, Floyd County, Texas, November 20, 1941

Number 50

## USUAL INTEREST IN ONE VARIETY COTTON IMPROVEMENT AND MARKETING PROGRAM

Special interest in the One Variety Cotton Improvement and Marketing Program is being expressed by producers and ginners in the South Plains area, Jason O. Gordon, Floyd County agent, said today. Although the program has just started a large number of the cotton ginned to go into the program.

Reidell is one farmer who is interested by the program. He is in Hale county and gins his cotton at the Plainview Cooperative Gin. He sold two bales to one of the approved shippers, Anderson, and Company, for \$162.57 per bale. The average of \$8.76 per bale above the spot and \$1.00 above the spot. Had he placed his cotton in the program he would have paid certain amount to at least \$10.00 per bale, so he actually gets nine dollars above the spot. He placed his cotton in the program and he would also have had a \$3.50 per year for storage insurance. He would have to have eleven dollars for his equity in the program before he would equal what he received under the program days ago.

The program has been approved by such good prices as have been paid by the approved shippers and also by a desire on the part of the farmers and ginners to get to domestic mills the high price variety cotton they produced. In the past much of the cotton in this area has gone to the mills. Only within the last few years has a very large proportion been used by spinners in the United States.

When going to the mills from this area the cotton is branded or labeled as produced in the South Plains area and at a particular gin. Two bales from the special bale tag are placed inside the bale at the gin. In addition to the part of the bale which is tied and sealed on the cotton is permanent labeled. When the cotton is ginned from the warehouse further down the bale is placed upon the cotton is compressed a patch is put on the bale carries the following statement: "South Plains One Variety Cotton Improvement and Marketing Program, name of the shipper."

After the cotton is ginned by Mr. Lanier, manager of the Farmers Cooperative Gin, the manager of the Spencerville Mills of Gastonia, North Carolina had the following to say about the program: "This cotton has been very good and has a good high breaking strength. I am interested in learning more about this particular variety."

Farmers in an area produce their product and then let others market it as they are doing under the program, it does not take away from the consumer with a reputation is established.

lished, the producers in that area have the responsibility of maintaining that quality production.

To promote and perpetuate the production of Paymaster-Jennings cotton in the South Plains area representatives of the twenty-one one variety communities in the area have selected a one variety committee, with Mr. R. E. (Bob) Wilson, Plainview, as chairman. This committee receives applications from producers and ginners who can show evidence that they have bought seed of this variety. In every case these people have been admitted into the one variety association.

Any farmer in Hale, Floyd, Briscoe, or Swisher counties who is producing Paymaster-Jennings cotton is eligible to sell his cotton through the program. He should notify his gin at the time he takes his seed cotton to the gin that he wants to sell his bale to one of the approved shippers. The gin will take a representative sample of his cotton, and send it to the Agricultural Marketing Service classing office for free classification by government employed classers. The cotton is classified according to grade, staple length, and preparation, and a classification card with this information on it is mailed to the producer or gin. These cards will be back to most gins in the area within twenty-four hours after the samples are sent to the classing office.

After he receives the classification card the farmer can figure where he can get the most money for his cotton. His gin will have the prices being paid by the two approved shippers, the loan value and the spot market price. The farmer is at liberty to place his cotton where he can get the most money. So far the program price has been considerably higher than the other two sources.

At a meeting of the One Variety Association held about six weeks ago two shippers were approved. They were Anderson, Clayton and Company, represented by Travis Calvin, Lubbock, and M. Hohenberg and Company, represented by Perry Leverett, Plainview.

In order for cotton to be eligible for the program it must be low middling or better white cotton and middling or better spotted, 15-16 inches or longer in staple length; and must be normal or smooth in preparation. The bales must weigh from 400 to 560 net weight.

Mrs. John O'Day, of San Francisco, California, who arrived here Monday, is visiting her parents, Mr. and Mrs. J. L. Coppell.

Mr. and Mrs. Roy Holmes have moved to Grand Prairie to take their home. Mr. Holmes is employed with the American Airway Company.

Miss Winfred Hodge, of Lubbock, visited over the week end with her parents, Mr. and Mrs. Tom Hodge.



## Mrs. J. A. Staley Dies at Home in Wichita Falls

PIONEER WOMAN NOTED FOR CHURCH WORK, CHARITY

From Wichita Daily Times: Mrs. J. A. Staley, prominent Wichita Falls woman and resident here since 1918, died at her home, 2201 Avondale, Sunday afternoon after a long illness. She was 72. Well known for her charitable and religious activities, Mrs. Staley was born January 17, 1869 in Southwest City, Missouri, the daughter of Hugh S. and Annie Fish Blair. She came to Texas in 1883 and settled in Montague County. On September 17, 1884, she was married to Joseph Albert Staley, who died September 20, 1932.

MOVED TO BURKBURNETT The couple moved in 1907 to Burkburnett, where they witnessed the great oil boom, and came to this city in 1918.

During her residence here, Mrs. Staley was active in the First Christian Church and Woman's Forum and became well known for her deeds of charity and influence for good. Since her husband's death, she had maintained complete management of the Staley interests. Her companion for the past several years has been Mrs. J. L. Keevil.

SURVIVORS LISTED Survivors include two sons, L. M. Staley of Ringgold and C. H. Staley of Fredrick, Oklahoma; three daughters, Mrs. W. L. Hawkins of Wichita Falls, Mrs. Fred Zimmerman of Floydada and Mrs. Chester Wynne of Tyler; 16 grandchildren; and 10 great-grandchildren. Another son, the late J. I. Staley, died in March.

## John Jackson Daniels' Body is Returned to Okla.

The body of John Jackson Daniels, age 50 years, who was killed Friday evening in a head-on collision east of Floydada, was prepared by Harmon Funeral Home and shipped to Atoka, Oklahoma, for burial Saturday morning. Mr. Daniels is survived by his wife and three children, two boys and one girl.

## E.S. Price Returns Home Following Accident

E. S. Price, city water superintendent and fire marshal, returned to his home here from a Gainesville, Texas, hospital Sunday. Mr. Price is recuperating from injuries received when his car and a freight train had a collision at Gainesville November 9. Mr. Price suffered head injuries and several cracked ribs in the accident.

## Funeral Services For James Claud Alexander

Last rites were held for James Claud Alexander, age 44 years, Sunday afternoon at 4 o'clock at the First Methodist Church, Rev. W. M. Culwell conducting the services, assisted by Rev. O'Bruce. Interment was made in Floydada Cemetery with Harmon Funeral Home in charge of arrangement.

Mr. Alexander died early Saturday morning following an automobile accident which occurred late Friday evening about five miles east of Floydada on the Matador Highway. Mr. Alexander's car collided with the car of John Jackson Daniels, of Atoka, Oklahoma, in which Daniels was outright killed, and Mr. Alexander was brought to the Pitts' hospital where he lived only a few hours.

Mr. Alexander is survived by his wife, four sons, they are: J. C., of Phoenix, Arizona; Joe Thomas, Gene, James, all of Floydada; three sisters, Mrs. Grace Hargrove, Lorenzo; Mrs. Bell Mayby, Waxahachie; Miss Bertie Alexander, Wolf City; his parents, Mr. and Mrs. J. B. Alexander, Wolfe City, Texas.

Other out-of-town relatives who attended the funeral were Mrs. Alexander's sisters, Mrs. W. N. Cox, Poali, Oklahoma; Mrs. L. M. Burton, Oklahoma City, Oklahoma; Mrs. Celah Tucker, Brownwood.

Pallbearers were: F. O. Conner, Claud Ring, Bob Carter, W. F. Hinkle, Tom Jernigan. Flower girls were: Lois Burgett, Bertha Lee Jernigan, Wanda Baxter, Mildred Hix, Jean Crabtree, and Dorothy Rushing.

## Floydada Whirlwinds Defeat Crosbyton 68-0

The Crosbyton Chiefs suffered a severe defeat at the powerful hands of the Floydada Whirlwinds on Westerfield, Friday afternoon at 2:45.

The Whirlwinds whirled headlong into the game with Rushing leading with the first touchdown. Loran followed with a total of three downs, Rutledge, Allen 2, Conner 1, Morrison 1, and Ross 1.

Baxter, Fawver, Sparks and Warren played in coordinating manner on the swirling gridiron. This one-sided game finished with Floydada's second string hammering the Crosbyton Chiefs into a final defeat.

Coach Murray and assistant coach Kelley, first year coaches for the Whirlwinds, are praised along with this mighty and strong spirited team. These boys have mowed Ralls, Lockney, Paducah, Matador and Crosbyton into mighty ruins, and with a reward of royal banners of victory.

The final game of the Whirlwinds is scheduled with none-to-good Spur team. Incidentally this game will be played on the Westerfield Field Thanksgiving day, November 20, at 2:30.

Floydada is headed straight for the championship of District 4-A.

## JOURNALISTIC CLASS ATTENDS PRESS CONFERENCE

The Floydada High School journalist class attended an annual press conference for the West Texas Schools at Lubbock Friday and Saturday.

After registering, the students attended a program held in the journalist building of Texas Tech. A party, held in the gymnasium, followed this program. A banquet and program was held in a Lubbock hotel at 7:30.

The students attend the program and a contest, on interview, Saturday morning. The press conference was dismissed when the Texas Tech-St. Louis football game was completed.

Students attending from Floydada were: Odene Hney, Cleo Kirk, Evelyn Elliott, Dorothy Tye, Floy Jean Hale, Florence Jones, Johnnie Mae Wilson, La Ferne Eubank, Dorothy Ann Dooley, and Mrs. Lula Owens, teacher.

## FLOYD COUNTY FARMERS ARE ASKED TO SELL SCRAP IRON AS PART OF NATIONAL DEFENSE

Special to the Plainsman: An urgent appeal to farmers of Floyd County to market their scrap iron as part of a national scrap iron collection campaign designed to aid the National Defense Program, was made this week by Paul Snodgrass, chairman of the Floyd County USDA Defense Board.

Mr. Snodgrass announced that Secretary of Agriculture Wickard has called upon American farmers to cooperate in the national campaign now under way to help provide necessary iron and steel supplies for the Defense Program. Information received by the Defense Board emphasized that America needs all the scrap iron and steel it is possible to get to help meet shortages of these metals in the production of defense materials. Scrap is essential in the making of steel. Also, steel is needed for the manufacture of farm machinery and farmers who dispose of their scrap iron now will be helping make it possible for more farm machinery to be produced in 1942.

In a letter to the Texas USDA Defense Board, Secretary Wickard said: "The OMP has been putting on

a drive to increase the flow of scrap metal from the cities. They have requested the aid of the Department of Agriculture in increasing the flow of scrap from the farms. I am therefore requesting that every Defense Board put on a drive to get farmers to market their scrap and steel. The financial returns cannot be expected to be large but the results will be important to farmers and to our whole defense effort."

Farmers are being asked to market their scrap iron at current prices which are those that have been set by the Office of Price Administration. However, these prices are moderate and farmers are asked to sell their scrap more to help the National Defense Program than to make money. The scrap iron collection campaign is to be carried on through the usual market channels.

Mr. Snodgrass emphasized that the government does not want farmers to scrap useful farm machinery. Where machinery is being kept for spare parts, it is suggested that the parts be taken off the machines and stored and the remainder of the metal sold for scrap.

## J. C. Gilliam Accepts Job With Lubbock Firm

J. C. Gilliam has accepted a position with the Gray Lumber Company of Lubbock. He assumed his duties there Monday morning. Mr. Gilliam had operated Gilliam's Appliance and Sports Store here for the past few years and prior to that had been connected with local lumber companies.

Mr. and Mrs. Gilliam have been residents of Floydada for sixteen years. Mrs. Gilliam plans to join her husband in two weeks.

Mr. and Mrs. Norvalle Rainer, of San Diego, California, who are visiting their parents, Mr. and Mrs. Earl Rainer, and Mrs. Lula Moore, arrived Friday.

Mr. and Mrs. James Cox, of Plainview, visited Mrs. Cox's sister, Mrs. Newell Parker and Mr. Parker, here Sunday.

## Miss Patton to be With Insurance Company

Miss Bernice Patton, who for the past five years has been employed as bookkeeper for Texas-New Mexico Utilities Company resigned this position, and accepted a position with G. C. Tubbs Insurance Company. Miss Patton began work Wednesday morning, and takes the place of Mrs. Wilmer Jones, Jr., who is moving to California to make her home.

Mrs. Jones has been manager of G. C. Tubbs Insurance Company for the past three years. Mrs. Jones will leave Sunday for San Diego, California, where she will join her husband, who has been there about five weeks.

Miss Sappho Ward has been employed by Texas-New Mexico Utilities Company as bookkeeper, succeeding Miss Patton.

LET CAVANAUGH DO YOUR JOB PRINTING.

## 3 Marines— by Krieb

**HOLLAND M. SMITH**  
AS ADJUTANT OF THE 4th BATTALION OF MARINES IN FRANCE, WAS AWARDED THE CROIX DE GUERRE FOR COLLECTING INFORMATION UNDER HEAVY ARTILLERY AND MACHINE GUN FIRE

**OLD TOM**  
TRAINED TWO GREAT ACHIEVEMENTS IN THE OLDEST HORSE IN THE WORLD. DIVING, SWIMMING AND BORE SCARS OF THE SPANISH-AMERICAN WAR.

Sgt. **CLIFFORD M. RAWLINS**  
MEMBER OF THE MARINE CORPS RIFLE TEAM. SET AN UNOFFICIAL WORLD RECORD OFF-HAND 21 CONSECUTIVE Y'S IN 2nd BATTALION MATCH IN 1939.

## RIVET SORTER



THIS young woman who was a cashier when war broke out is one of the many thousands of women who are doing a great job in Canadian war industry. She is employed in an aircraft factory where her accurate eyes and nimble fingers deftly sort the rivets that have been dropped by the men who put the aircraft together. Even in a country as rich in minerals as Canada, metals are vitally important these days and not a scrap is wasted.



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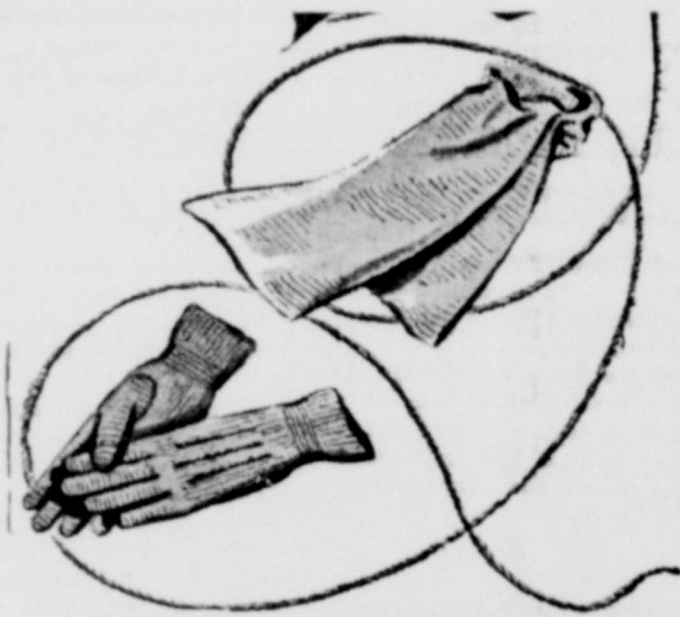
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Wool Gloves, per pair \$1.00



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**Wool Sweaters...**

IN ALL NEW FALL COLORS

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**\$1.98 to \$3.98**

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# FLOYD COUNTY PLAINSMAN

Published Thursday Each Week  
M. B. CAVANAUGH, PUBLISHER

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as second class matter June 23, 1930, at the post office at  
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## ADVERTISING RATES GIVEN ON APPLICATION

### NOTICE!

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

## as Sportsmen Looking ad

November 20th.—Texas  
today, looking back over  
morning dove and a white  
son, and taking a little time  
duck hunting, are "loading

Bear being a general big game  
term that means bear and deer and  
turkey—principally deer and turkey.  
There really are a few black bear  
left in Texas, and there is actually  
an open season on them, November  
16th to December 31st, with a bag  
limit of one per season, but gener-  
ally these creatures, which once pro-  
vided so much sport in East Texas  
and west of the Pecos River are  
"where you find them."

But t's deer and turkey that have  
the boys busy right now—polishing,  
oiling and tinkering with high-pow-  
ered deer rifles and appropriate guns  
for the wily gobblers.

The season on white-tailed deer  
opens November 16th and will last  
through December 31st.

If you hunt blacktail or Mule deer  
east of the Pecos River, the open  
season on these animals is the same  
as for white-tail deer—November  
16th through December 31st. But if  
you hunt Mule deer west of the  
Pecos River, the open season is re-  
stricted to November 16th through  
November 30th.

In every County save one, the bag  
limit on white-tailed deer is the  
same—two bucks per season. The ex-  
ception is Brown County, which by a  
special law passed this year now has  
an open season, but a bag limit re-  
stricted to one buck per season.

The bag limit on blacktail or Mule  
deer is uniform west of the Pecos  
River—one per season. If you're  
hunting them east of the Pecos, the  
bag limit is two per season.

A great many Counties have no  
open season on either deer or turkey.  
For a list of those Counties you'd  
better consult your Digest of the  
Game Laws. If you haven't obtained  
a copy of the Digest as yet, write to  
the Game, Fish and Oyster Com-  
mission at Austin, and one will be  
sent to you free of charge.

The wild turkey open season is  
the same as that of deer and bear—  
November 16th to December 31st, in-  
clusive. Generally the bag limit is  
three gobblers per season, but in 21  
Central and West Texas Counties  
(ranging all the way from Gillespie,  
Kerr and other "hill country" Coun-  
ties all the way over to El Paso  
County) the turkey bag limit is two  
gobblers per season.

Reports to the Executive Secretary  
from Game Wardens and other field  
men over the State bring the cheer-  
ful information that deer and tur-  
key are more plentiful than in years,  
due to excellent food and cover con-  
ditions, and a growing tendency on  
the part of the public to protect game.

## Rural Electrifica- tion Short Course Planned

College Station.—An opportunity  
to become more familiar with the  
newest developments in electric equip-  
ment for the farm will be given 150  
leaders expected at a Rural Electrifi-  
cation Short Course on the campus  
of Texas A. and M. College, Novem-  
ber 6-8.

The Short Course is planned for  
rural service representatives of elec-  
tric companies, superintendents of  
electric cooperatives, county exten-  
sion agents, vocational teachers, rep-  
resentatives of electrical equipment  
manufacturers, dealers, and others  
who help farmers with electric uti-  
lization problems. Outstanding lead-  
ers in these fields are being brought  
to the conference to serve as Short  
Course instructors. The college agri-  
cultural engineering department is  
in charge of arrangement.

Laboratory work and discussion  
will be conducted as follows: House-  
hold equipment—the farm laundry,  
L. T. Day of Dallas; fundamentals  
of refrigeration and insulation, Paul  
Barmann, Fort Worth; problems in  
electric water systems, W. C. Struble  
of Dallas; dairy barn equipment,  
barn ventilation, Price Hobgood of  
the college agricultural engineering  
faculty; processing whole grain ce-  
reals, M. R. Bentley, agricultural en-  
gineer of the Extension Service; us-  
ing whole grain cereals, Gwendolyn  
Jones, Hamilton County home dem-  
onstration agent; portable spray ir-  
rigation, Don Christy, agricultural  
engineering faculty; and electric mo-  
tors on the farm, Tom Verner, Hous-  
ton.

Among the other program features  
will be a talk on farm electrification  
in the vocational agriculture shop by  
M. F. Thurmond, Austin, of the State  
Department of Vocational Education,  
and an address on "The Future of  
Farm Electrification" by George W.  
Kable of New York, editor of a  
journal devoted to electricity on the  
farm. P. T. Montfort, research as-  
sociate in agricultural engineering  
will discuss new developments in  
electric equipment for the poultry  
farm, and T. H. Brannan of Fort  
Worth will speak on "Fluorescent  
Lighting on the Farm" and "Yard  
Lighting."

Speaker for the rural electrifica-  
tion banquet which will close the  
short course will be Berle Raborn,  
Houston, who will talk on selling  
electric service on the farm.

## Farmers Asked to Repair Machinery By Winter's End

Repair all old farm machinery by  
the end of the coming winter is be-  
ing asked of every Texas farmer, ac-  
cording to B. F. Vance, chairman of  
the Texas USDA Defense Board.

As an initial step in the nation-  
wide farm machinery repair program,  
all farmers signing their Food For-  
Freedom pledges are being urged to  
check their machinery, order neces-  
sary parts now and, if parts are not  
available to notify their county de-  
fense boards.

Checking and repairing machinery  
now will facilitate difficulties in  
starting farming operations next  
spring, Vance declared.

"Requirements of steel for arma-  
ments has made it necessary for the  
Office of Production Management to  
curtail the consumption of steel in  
every civilian channel. Not only  
will there be a smaller amount of  
farm machinery manufactured in '42  
but there will also be less fence wire,  
steel fence posts, nails and other  
iron and steel materials available for  
farm use," the board chairman said.

In many instances farm machinery  
that normally would be discarded  
must be used in 1942 and maintained  
at maximum efficiency if the food  
for production goals are to be reach-  
ed.

County defense boards are expect-  
ed to make an appraisal of the farm  
equipment situation in their coun-  
ties, an inventory of machinery re-  
pair and welding shops, and check on  
the availability of skilled mechanics  
and farmers skilled in repair work.

"This is not a farmer program  
alone. It must have the support and  
assistance of manufacturers, mer-  
chants, mechanics, blacksmiths, and  
schools and colleges," the Texas chair-  
man pointed out.

## SOUTH SIDE SINGING CONVEN- TION WILL MEET AT RUSHING CHAPEL SUNDAY

The South Side Singing Conven-  
tion will meet Sunday at Rushing  
Chapel in an all-day gathering. Sing-  
ing will start at 10 o'clock. Every-  
body is invited to attend and bring  
their dinner.

## ACCEPTS CALL TO SOUTH SIDE BAPTIST CHURCH

Rev. Marvin Clark accepted the  
invitation as pastor of the South  
Side Baptist Church and begin his  
service there Sunday. Rev. and Mrs.  
Clark moved to Floydada Thursday.

## Examination for Border Patrol is Announced

The U. S. Civil Service Commission  
will hold an examination for Border  
Patrolman, U. S. Department of Jus-  
tice, \$2000 a year, within the next  
few months, and this service desires  
to have a large number of qualified  
applicants.

The applications to participate in  
this examination must be on file with  
the U. S. Civil Service Commission,  
Washington, D. C. by November 28,  
1941. Application forms and infor-  
mation may be obtained at any post  
office where civil service examina-  
tions are held.

## WOODMEN CIRCLE CLUB MET WITH MRS. HILTON

The Woodmen Circle Club met at  
the home of Mrs. W. H. Hilton for  
an all-day gathering Tuesday. All  
club members brought covered dishes  
for the Thanksgiving social meeting.

Those attending were: Mrs. N. A.  
Armstrong, Mrs. Myrtle McCauley,  
Mrs. J. L. Coppell, Mrs. Earnest  
Randerson, Mrs. C. Surginer, Mrs.  
Katie E. Conner, Mrs. W. O. Conner,  
Mrs. Will Walker, and Mrs. Dean  
Hill.

Mr. and Mrs. Joe Conway, of  
Grand Prairie, spent the week end  
with their parents, Mrs. O. M. Con-  
way and Mr. and Mrs. Claud Car-  
penter. They returned home Mon-  
day morning.

## SINCE 1883

Ballard's Snow Liniment has  
been an inexpensive aid in relieving  
the discomforts of Muscular  
Congestion that accompanies  
Sprains, Strains, Bruises, and Mus-  
cular Soreness from over-exertion  
or undue exposure. In 30c and  
50c bottles.

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Floydada, Texas. 11-17c

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wear plastic

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plastic and steel replace the more vital defense  
metals—zinc, aluminum, magnesium. It's not a  
makeshift telephone—it's a good telephone.

In the months ahead, however, you may find it  
hard to get one. Where all lines in our cables are  
taken up we can't add new customers quickly,  
because nearly all the additional cable we can get  
is required for vital defense construction.

We're making every substitution, salvaging every  
bit of usable equipment to keep up with orders as  
well as we can.

We hope that our record over more than 60 years  
is evidence that we will always be doing our best  
to keep your service as good as conditions permit.



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latest news is not all! The Dallas News is full of  
special features that every member of the family  
will read and enjoy after he is through with the  
headlines and news items... Comic strips—"Facts  
and Features," a popular column for boys and girls  
the helpful foods and fashion pages—complete  
cultural, sport, and financial pages make The  
News the ideal family newspaper.

—And in THE BIG SUNDAY NEWS is  
even more—"This Week" Colorgrature  
Magazine, a big comic section in full  
colors, also Dr. Gallup's weekly poll of  
public opinion.

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\$3.75; one month, \$1.00. These prices effective  
in Texas.

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quiries and business respectfully  
solicited.

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1903—Time Tested Service—1941

## CLINE AND RAINER GARAGE

Where you can get everything for your car at one-stop.  
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RADIATORS REPAIRED, and boiled out for cars, tractors  
and combines. Parts of all kinds, welding, tires, batteries. In fact  
we have everything for your car. See us for lawn mowers and hose.

We buy junk Batteries. Phone 37

CLINE AND RAINER  
WESTERN AUTO ASSOCIATE STORE

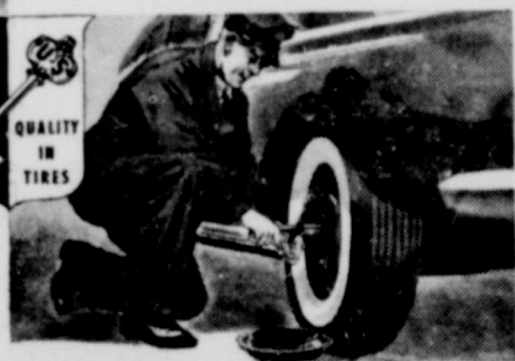
## Will the tires you buy be safe when you travel 50 or more?



IF YOU DROVE OVER 350 M.P.H.  
—like the speed marvels who go  
after records on the Bonneville  
Salt Flats, Utah, your tires would  
cost around \$200 each and would  
have to be changed every 12 miles!

DID YOU KNOW that when your car travels  
50 miles per hour a total centrifugal force of  
more than 2 tons tries to pull the tires apart;  
that the heat generated inside your tires may go  
higher than melting asphalt; that for protection  
against this terrific beating, you need the extra  
strength and better construction of quality tires?

Your tires may be safe enough at 35 or 40  
miles per hour, but how safe are they at 50,  
60, 70, 80? Such speeds are often necessary,  
but they put a terrific strain on tires...  
build up the internal heat and pressure that  
may cause dangerous blowouts in tires built  
to sell at a low price. When you go 50 or  
more you can't depend on carelessly chosen  
tires to protect your family, yourself and  
your car... only top-quality tires are  
your keys to safety!

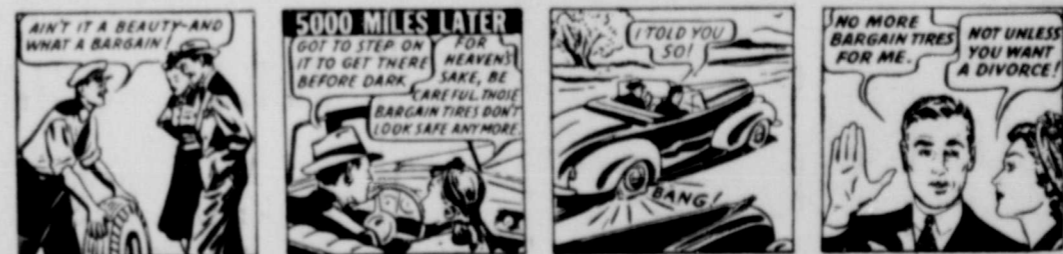


### U.S. ROYAL MASTER

The modern safety device  
that guards a million lives

- GET 3-WAY EXTRA PROTECTION
1. EXTRA BLOWOUT PROTECTION! High-strength cords "safety bonded" in pure latex for extra resistance to heat and failures.
  2. EXTRA SKID PROTECTION! Tread block units bite through film and GRIP the road the instant brakes are applied.
  3. EXTRA-LONG MILEAGE! Thick Tempered Rubber tread is now improved to give it greater resistance to heat and even more mileage.

BARGAIN BUYERS ★ ★ ★ CASE HISTORY 237



DALE STRICKLAND, DISTRIBUTOR  
Floydada, Texas





### 1934 Study Club Met at Legion Hall Tuesday Evening

The ladies answered the roll call of unusual occupation of Floydada women. Miss Emma Louise Smith, president, welcomed the club members and friends. Miss Dorothy Ann Dooley, gave an interesting reading. Miss Thomas, of Lockney, sang "A Garden in the Country" and "Time Was." Miss Mary Helen Mickey played several piano selections.

Mrs. Jim Willson spoke on art. Miss Imogene Roy spoke on unusual occupations of women. Special guests were members of the 1922 and 1929 Study Clubs. Hostesses for the large group were Mrs. Florence McMurray, Miss George Mae Hall and Miss Margaret Stuart.

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### Last Rites For Mrs. E. C. Hayden Held Tuesday

Funeral rites were held for Mrs. E. C. Hayden, age 43 years, at the home in Campbell community Tuesday morning at 10 o'clock. Immediately after the services the body was moved overland to Altus, Oklahoma, for burial by Harmon Funeral Home.

Mrs. Hayden died Monday, November 17, 1941, at 1:15, in Pitts' Hospital, following an operation November 13. Her condition had been critical several days.

Mrs. Hayden was born Ruby Caroline Bellows, March 13 1898, at Blair, Oklahoma, the daughter of Mr. and Mrs. Doc Bellows. She was married to E. C. Hayden January 31, 1931, at Orange, California. Mrs. Hayden and husband resided in the Campbell community where she was employed as a teacher in the Campbell School.

Mrs. Hayden is survived by her husband, E. C. Hayden, two sons, by a former marriage, they are: Jas. Darrell and Devon Maurice Darrell, of Davis, California.

Also survives is her parents, Mr. and Mrs. Doc Bellows, Altus, Oklahoma; two sisters, Mrs. J. A. Allen, Orange, California; Mrs. A. A. Hunt, Blair, Oklahoma; five brothers, Ruf. George and Ewing, Bellows, Orange, California; Lawrence Bellows, Long Beach, California; Tom Bellows, Altus, Oklahoma.

Interment was made in the Altus Cemetery.

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### Matador Passes Beat Lockney Longhorns 20-13

Matador, November 14.—A beautiful passing combination of Durbin to Billy Tunnell clicked here Thursday afternoon to give the Matador Bullfighters a 20-13 victory over the Lockney Longhorns.

The victory clinched second place in district 4-A for Matador.

A 30-yard pass from Durbin to Tunnell brought the first Bullfighter touchdown in the first three minutes of the game and Tunnell's extra point kick made the score 7-0.

Childress passed to Mitchell for 60 yards and a Lockney touchdown and Newman converted to tie the count 7-7 at halftime.

Durbin passed to Tunnell for 30 yards and again for 4 for the second Matador tally and Tunnell again converted. The Maadors increased their lead to 20-7 when Vance Campbell drove 60 yards on a series of line plays for a touchdown.

A series of passes, concluded by an 8 yard toss from Norman to Handley, gave Lockney its final score late in the game.

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- The grower buys insurance before the crop is planted...
- 75% or 50% of an average yield can be guaranteed...
- Total losses will be paid when they occur...
- Partial losses will be paid after picking.

The goal of this protection is based on the actual risk of growing cotton on each farm.

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- CREAM OF CELERY SOUP
- ROAST TURKEY, STUFFING AND GRAVY
- CRANBERRY SAUCE
- BAKED SWEET POTATOES
- HEAD LETTUCE
- HOT BISCUIT, HONEY
- PUMPKIN PIE
- COFFEE
- GREEN BEANS
- SALAD DRESSING
- BUTTER
- WHIPPED CREAM
- SALTED NUTS
- MILK (for Children)

West Texas Gas Co.

### Winter Condition Your Car...

For the best in Winter Driving let us tune-up your car and Winter Condition it. Phone 51

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## Star Cash Values!

FLOUR, 48 pounds, Guaranteed	\$1.55
GRAPE FRUIT JUICE, 46 ounce can	15c
CHUCK WAGON BEANS, 3 cans	25c
APPLE BUTTER, 2 pound jar	15c
MACKERAL, 2 cans	25c
CRACKERS, 2 pounds	14c
PANCAKE SYRUP, per gallons	69c
BACON, No. 1 Sliced	27c
GLOVES, per pair	10c

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To Relieve Nerve of

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### IF IT WAS REALLY CHILD'S PLAY

We wouldn't have to be in business, if laundry work was fun! But it's drudgery for the housewife—so we're here to do the washing and ironing for you, at economy prices. Phone 141 to start employing our service this week!

## HELPHY - SELFY LAUNDRY !!

We maintain a Helpy-Selfy Laundry in connection with our Steam Laundry if you care to do your own washing. Our prices are reasonable.

## WHITE WAY LAUNDRY

210 North Main Street Phone 141

### Get on our BARGAIN BAND WAGON and SAVE

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Your choice of the two most popular newspapers in Northwest Texas and Southwest Oklahoma...

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