

"By Helping Business You Help Yourself"

The Floyd County Plainsman

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, MAY 4, 1944

Stock Contest Making Marked Progress

May 4th.—The West Texas inter-county Agricultural Livestock contest is making progress in its first month, said an announcement today by the West Texas Chamber of Commerce, which is sponsoring the two-year production and improvement plan. The contest was officially inaugurated in March, following a unanimous vote by WTCC affiliates to put it on. Objectives are to contribute to the war effort in increasing production of West Texas farms and ranches and feed crops, and to carry the plan into the post war in fully developing the areas' resources from the soil, to work with soil and water conservation and utilization. On April 1, 43 chambers of commerce, or agencies functioning as such, had progressed sufficiently in their contest participation to warrant certificates of award, these were in the mail to them last week end. The certificate, a piece of embossing and printing, states that the West Texas Chamber of Commerce, "speaking for the people of West Texas and their congratulations, is privileged to bestow this Certificate of Award on the chamber of commerce, as a pioneering leader in the inter-county Production and Improvement contest." It bears the signatures of WTCC President E. Umer and Manager D. A. ...

...receiving the award token are ... of Abilene, Albany, Amarillo, Ballinger, Big Bend, Brady, Breckenridge, Childress, Clarendon, Coleman, Colorado City, Del Rio, Electra, Floyd County, Hamlin, Haskell, Henrietta, Howard, Iowa Park, Lamesa, Lubbock, Memphis, Moran, Pampa, Plainfield, Quanah, Roby, San Angelo, Seymour, Snyder, Stamford, Sweetwater, Tarrant, Vernon, Weatherford, Wichita Falls, and Winters.

COUNTY PLANNING BOARDS

All counties represented by the chambers agricultural planning boards have been fully organized or are now completing their organization. The chambers of commerce are the organizing agencies. Recently completed personnel, are those of Jones, Dickens, Val Verde, Scurry, Shackelford, Taylor, Mitchell, Gray, Howard, Fisher, Donley, Potter, Haselton, Coleman, Childress, Hardeman and Wilbarger. Boards are completing in Coke, Tom Green and Runnels counties. The contest Rules and Regulations, county planning boards are asked, as their first job in the year plan, to make a survey of Section 2, the production and lay out a crop plan for the following years. To date ... have been completed and ... by boards of Jones, Taylor, Howard, Clay, Dickens, Dawson, Fisher and Wilbarger counties. ... the contest are two ... commissions: The Postwar ... C. W. Meadows, Sr., of ... chairman, and the ... and Livestock headed ... Holbrook of Plain- ... Maud Merrick visited in ... Sunday with her sister, ... Thorpe.

Senior Class Roll Floydada High School

Below is given a list of boys and girls who make up the graduates of the 1943-44 graduates of the Floydada High School.

Senior girls are May Hope Boyd, Grace Beedy, Charlene Batey, Jonelle Burke, Peggy Jo Bishop, Arla Vee Bishop, Gloria Box, Jean Crabtree, Betty Eakin, Bessie D. Hendricks, Mary Jackson, Marie Jackson, Helen Jones, Betty Greer Jarnagin, Loweida Myrick, Avanelle Moss, Carrol Reeves, Ada Belle Snodgrass, Veleta Sparks and Sammye Thagard.

Senior boys as announced this year include George Allen, Dean Beck, D. I. Bolding, Junior Cummings, Joel Corder, Bobby Lee Copeland, Charles Dudley, Donald Finkner, Donald Green, J. B. Jameson, Kent Kiker, Dale King, Jimmy Laminack, Ervin Paul Looney, Albert Morrison, Harold Norrell, Marion Parrish, Dewey Parkey, Gene Probasco, Tom Roy Snodgrass, Dave Willis, Kenneth Willis, C. H. Wise and Verlon Wright.

Make Produce Attractive for Quick Sale

About 70 per cent of all food is bought because of its appeal to the eye, according to food salesmen.

Myrtle Murray, specialist in home industries for the A. and M. College Extension Service, said recently in a radio address that farm people would profit by taking this cue and making sure their produce for sale is as attractive as possible.

Home demonstration club women who sell on curb markets or to individual customers have learned the attraction of colorful, clean, country fresh vegetables. Miss Murray says, farm families who contemplate selling fresh foods from their Victory gardens should gather vegetables at the right state of maturity, select those of good quality, and sort them as to size.

In order to keep the vegetables at top quality, those for sale should be gathered in the cool of the evening, washed immediately, and sorted. If the vegetables are to be sold in bunches, they should be sorted and bunched at this time. Miss Murray also advises that the vegetables should be sprinkled and left out in the open during the night.

When the vegetables are moved to market they can be packed in a tub. Moist straw or sand separated from the vegetables with a clean cloth, will help the produce stay fresh. And in any instance, the vegetables should be carefully handled to prevent their being bruised, Miss Murray says.

Erna Schmidt, Kerr County Extension cooperater, prepared her vegetables this way last year and found they sold readily.

Here are two other precautions for persons who plant to sell produce from their gardens: Don't plant more than can be gathered and sold at top quality. Plant every few days to assure continuous supplies.

Miss Anna Stiles, of Amarillo, spent the week end here with friends.

Corporal Gene Blackmon, of Lubbock, visited relatives Monday and Tuesday of this week.



Let 'em hatch, Brother, let 'em hatch!

THOSE WAR BONDS you're buying today—what a beautiful nest egg they're making for your future!

In ten years, you'll get back four dollars for every three dollars you invest now.

That is—unless you redeem them before they mature.

You see, in one respect, War Bonds are like eggs—you've got to let 'em hatch to get the most profit from them.

So let 'em hatch, Brother, let 'em hatch!

Sure, there may be times when you need money. But before you cash in your War Bonds, take a minute to think of the future—and then stick those precious Bonds back in their hiding place!

Here's something else to remember. Whenever a War Bond is redeemed before maturity, it means not only less profit for the person who cashes it in—it also takes those dollars out of the fight.

So be smart. Buy all the War Bonds you can. Put them where they'll be safe—and let 'em hatch!

WAR BONDS to Have and to Hold

This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

March-April dairy Feed Payments Are Increased

Dairy farmers in Floyd County may make application for payment on March and April dairy production any time after May 1, but before June 30. As previously announced, the payment rates will be eight cents per pound for butterfat and sixty cents per hundred weight for whole milk.

Ray S. McEntire, Administrative Officer of ACA, said in discussing the program, "I urge all producers to make application immediately as June 30 is the dead-line for March and April Payments. No application will be accepted and paid after that date."

Those producers who have not received payment on February production should apply now as the closing date has been extended to June 30. Previously the closing date was April 30. These delayed applications will be paid on the February rate instead of the increased rate in effect for March and April.

For further information, see the local AAA office.

FLOYDADA RECEIVES .55 INCHES OF RAIN FRIDAY NIGHT

Rain Friday night amounted to .55 of an inch according to the rain gauge at the R. E. A. office. Reports from over the county indicated that the county received from one-half inch to as much as one inch.

Many Students Will Enter State Events at Austin

Austin, May 4th.—More than 1,000 aspirants for state honors in literary and athletic events, including track, field, debate, declamation, commercial, dramatic and writing contests, will come to the University of Texas campus May 4-5 for the 34th annual University Interscholastic League meet, Roy Bediehek, director, has announced.

In pre-war years, approximately half a million Texas school children entered the League's 20 events. This organization is the largest inter-school competition in the country, both from a standpoint of number of participants and range of events.

Last year, approximately 340,000 participants enrolled.

"Although the number of participants in the League program in the initial brackets of competition—in the counties—is substantially smaller than in pre-war years, we look for no appreciable decline in the number of championship contenders who will come to the state meet," ventured Mr. Bediehek.

JUDGE AND COURT MAKE TRIP TO ABILENE

Judge G. C. Tubbs and three commissioners, W. H. Brock, W. C. Plumlee, and R. B. Calhoun, went to Abilene Tuesday on county business. The party returned home Tuesday.

Santa Fe Elects 4 Directors in Topeka Meeting

Topeka, May 4.—Stockholders of the Atchison, Topeka and Santa Fe Railway Company in their forty ninth annual meeting here last week re-elected four directors to four year terms. Directors re-elected were: Warren E. Brown, retired banker, Wichita; James G. Harbord, Chairman, Radio Corporation of America; Norman Chandler, President, Los Angeles Times; and Charles J. Whipple, President, Hibbard, Spencer, Bartlett & Company, Chicago.

The stockholders approved a recently negotiated purchase of one-half interest in the Oklahoma Railway Company. This Company serving local industries at Oklahoma City is being purchased jointly by the Santa Fe and Rock Island.

President E. J. Engel was chairman of the meeting and presented the Company's annual report. More than 62 per cent of the outstanding Santa Fe stock was represented at the meeting. During the past year the number of stockholders increased 2,500.

Dr. Otto Struve Awarded Isaac Newton Medal

Austin, May 4th.—Dr. Otto Struve, director of the University of Texas' McDonald Observatory at Fort Davis, has been awarded the Isaac Newton Medal for 1944, conferred by the Royal Astronomical Society of London, for work on observation and interpretation of the specter of stars in nebulae.

Dr. Struve, a native of Russia and former student at the University of Kharkoff, is also director of the Yerkes Observatory operated by the University of Chicago at Williams Bay, Wis. He became director of the McDonald Observatory in 1939 and has been director of the Yerkes Observatory since 1932.



LEE JOHNSON, OF WINK

Lee Johnson Is In Race for Lions Governor

Wink, Texas, May 4th.—Lee Johnson superintendent of the Wink Public Schools, and active in Lions Club work in West Texas for a number of years, is a leading candidate for Governor of District 2-T, of which Floydada is a part.

Mr. Johnson is being actively supported by his home club, which he has now been serving as president for the past thirty months, and by Region IV clubs, which he is now serving as Deputy District Governor.

Election will be held at the annual district Lions Convention, to be held this year in Plainview, May 14 and 15th.

Because of years experience in Lionism and outstanding abilities which fit him for the office, Lee Johnson is gaining strong support in every part of the district, some sixty clubs, including towns and cities in the Panhandle and West Texas, from the Oklahoma line to the Mexican border and east to Colorado City and west to El Paso.

He is a charter member of the Wink Club and since he became president, has more than doubled its membership with 52 active members, making it one of the "lives" in the district.

Lion Johnson has served in various capacities of the district organization, including presentation of the Necrology Service at the Lubbock conference last year. He has served on the Resolutions and By-Laws Committee for several years and is well acquainted with most all phases of Lions work.

In recent years, Johnson has earned the nickname of "Drive" Johnson, through his remarkable ability to organize and carry through any civic or patriotic campaign. Through his leadership Wink over-subscribed its quota in the recent Red Cross War Fund Drive in less than 30 minutes. He has been County Chairman of all War Loan Drives and each and every quota has been over-subscribed, one by nearly 200 percent. When any drive is to be made in Wink or Winkler County, "Drive Johnson" is drafted to steer it through, and he has yet to fail in making one successful.

Many Items Will Continue to be Scarce

College Station, Texas, May 4.—Uncle Sam has not forgotten that good old institution—Monday wash day. Production of galvanized tubs, wash bolers, pails, and buckets for home laundering will continue at a high level for the benefit of American homemakers, the Bureau of Human Nutrition and Home Economics has notified the Texas A. and M. College Extension Service.

Here are other bright and dark spots in the family living picture: Wire clothes hangers will continue scarce, despite a recent increase in production. There will be more repair parts available for electric refrigerators, but no metal beds or innerspring mattresses will be made for civilian use. Farm-type radio batteries will be even scarcer this year than last.

Manufacturers currently are warning of an impending match shortage, because of a lack of paper, glue, and lumber. But the prospects for increased soap production are bright, since 50 million pounds of lard were released to soap manufacturers last month.

In the foods field, homemakers can expect a small reduction in the ceiling price of enriched flour—5 cents per hundred pounds. Packers soon will release nearly four million pounds of dried apples to the public, and nearly a million pounds of dried currants will make their way to the grocers' shelves. This will be the first sizeable quantity of dried apples available to the public in two years. Experts in the Bureau say there will be slightly less pepper in the months just ahead but an increase in the supply of other spices. Currently the supply of seed potatoes is the largest in history.

Babies have not been forgotten by the WBP's office of civilian requirements. They soon will have new supplies of teething rings and rattles made from plastics.

FEWER SOCIAL SECURITY CARDS ISSUED—CLAIMS ON INCREASE

Lubbock, May 4.—A total of 1725 original social security cards was issued by the Lubbock field office of the Social Security Board during the first quarter of 1944. This is almost 30 per cent less than the 2417 original cards issued in the same period of 1943, according to Erton F. Tate, manager of that office.

You Can't Fail Them Now!

PFC. CHARLES W. MATHERS AMONG HOSPITAL PATIENTS FROM OVERSEAS DUTY

Pfc. Charles W. Mathews, Route 1, Box 33, Floydada, is recuperating in the Stark General Hospital, Charleston, South Carolina, according to information dated April 26.

When the hospital ship Acado docked at Charleston harbor, it brought 38 Texas men and one nurse back from overseas duty. Most of the patients aboard were veterans of the Italian Campaign.

Slack Suit Useful and Will Save Money for War Bonds



Every well-rounded wardrobe should include a slack suit. They are practical and appropriate, whether you play golf or work in a defense plant. Smart in its simplicity is this outfit of brown slacks and jacket with beige front worn by a Powers model. You will want to make and wear it, and buy War Bonds with the money you save by sewing. A suitable pattern may be obtained at your local store. U. S. Treasury Department

Young Opera Star Leans to Pinafores and War Bonds



The young American concert-opera star, Marjory Hess, has her victory garden rambling over this colorful pinafore apron. It is a life saver for your party dresses, and fun to make, even for a beginner. Miss Hess suggests making several aprons because then, with a minimum of time and effort, you will save enough money to buy extra War Bonds and stamps. Suitable patterns may be obtained at your local pattern store. U. S. Treasury Department

Graceful Lines in Rayon Gives Youthful Tone to This Outfit



A youthful silhouette is attained by the brief sleeves, slim skirt and graceful ruffle of this dress. In a breezy rayon print of yellow, grey and white, you will find it a perfect choice for spring-through-summer wear. This style requires little fabric, and by making it yourself, you will have extra money to put into War Bonds. Sewing Leaflet No. M 5591, "Before Beginning to Cut," may be obtained by sending a stamped, self-addressed envelope to the Needlework Department of this paper. U. S. Treasury Department

Mary Hardin-Baylor College is Remembered

Belton, May 4.—The name of the late Claude McBryde, Belton, has been added to the long list of Mary Hardin-Baylor College benefactors, with the announcement that the major part of his estate, estimated at \$50,000, has been willed to the college.

The income from one-half of estate will endow the Claude McBryde professorship, and income from the remainder of the bequest is to be used to endow scholarships for high school girl graduates, according to terms of the will, which has been filed for probate.

"Announcement of this large bequest at this time serves as a challenge to the many friends of the college who are interested in the \$125,000 endowment campaign now in progress," believes President Gordon G. Singleton. Efforts are being made to increase the general endowment of the college to one million dollars by the Centennial anniversary in 1945.

"It is an inspiration to us," said President Singleton, "to have another fine example of an individual remembering the college in a will, thus perpetuating Christian education a Mary Hardin-Baylor." The McBryde professorship will be the second endowed professorship to be established at the college.

Mr. McBryde, who was an extensive land and real estate owner, died April 8 at the Belton hospital. A former president of banks at both Killeen and Florence, he was known for his kindness and generosity. Mr. McBryde was born at Maxdale. While no appraisal of the estate has yet been made, it has been variously estimated at about \$50,000.

Through the years Mr. McBryde had been intimately associated with many who were directly connected with Mary Hardin-Baylor, and named as his executors men who are, or have been, on the college board of trustees. In discussing plans for his will he had said that since he had no heirs he wanted to leave his money where it would do the most good, and he believed that it would do more good if left to Mary-Hardin-Baylor college than in any of the other uses to which it might be put.

Executors of the estate include Dr. R. T. Wilson, Austin; R. B.

James, Belton; Dr. L. R. Tally, Temple; and W. W. Walton of Bartlett, all members of the board of trustees of Mary Hardin-Baylor college.

BACCALARUEATE SERVICES TO BE HELD MAY 7th

Rev. L. B. Reavis, pastor of the First Baptist Church of Plainview, has been selected to deliver the baccalaureate sermon Sunday evening, May 7th at 8:45.

Charlie Neil, of San Diego, California, is visiting his parents, Mr. and Mrs. Charlie Neil, Sr.

No. 599 NOTICE IN PROBATE THE STATE OF TEXAS

To the Sheriff or any Constable of Floyd County—Greeting:

You are Hereby Commanded to cause to be posted for ten days, exclusive of the day of posting, before the return day hereof, at the Court House door, in Floydada, Floyd County, Texas, a copy of the following notice:

THE STATE OF TEXAS,

To All Persons Interested in the estate of H. B. Early, Non Compos Mentis, Sula A. Julian, Guardian of said estate has filed in the County Court of Floyd County, on the First day of May, 1944, her final account of the conditions of the estate of said H. B. Early, Non Compos Mentis, numbered 599 on the Probate Docket of said court, together with an application to be discharged from said Guardianship Bond. Said account and application will be acted upon by said Court on Monday, the 29th day of May, 1944, at the Court House of said County, in Floydada, Texas, at which time all persons interested in said account and application may contest the same, should they desire to do so.

Herein Fail Not, but have you before said Court at the time aforesaid, this writ with your return thereon, showing how you have executed the same.

Witness my hand and official seal, at Floydada, Texas this First day of May, A. D. 1944.

(Seal) MARGARET COLLIER, Clerk, County Court, Floyd County, Texas.

By Maurice Burton, Deputy.

I hereby certify that the above is a true copy of the original writ now in my hands.

21-3tc LEE HOWARD, Sheriff.

OUR SERVICE IS YOUR GUARANTEE FOR LONGER USE OF YOUR AUTOMOBILE.

CLINE AND RAINER GARAGE

Let us put your car back on its wheels! Your automobile is priceless today; and a car in fair condition can be overhauled so expertly as to rival a new one in service! Get the habit of checking your car at regular intervals—our trained experts are well qualified to give you advice—and the best service.

We buy junk Batteries. Phone 37

CLINE AND RAINER

WESTERN AUTO ASSOCIATE STORE

**FIRST NATIONAL BANK
Floydada, Texas**

1903—Time Tested Service—1944



COTTON SOFTNESS FOR FEMININE CHARM

Demure, soft and charming is this adorable cotton frock. The ruffling around the deep "U" neckline and at the pockets accents your femininity. Perfect for your off-duty hours!



FRESH CROP OF COTTONS

Cottons with city sophistication—fresh and crisp as the first crocus of spring! Two pieces that you will want to live in—in plaids that will quicken your heartbeat.

STYLE SHOPPE

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

The Floyd County Plainsman

PUBLISHED THURSDAY EACH WEEK
M. B. Cavanaugh, Publisher

FLOYD COUNTY \$1.00; OUTSIDE FLOYD COUNTY \$2.00
Second Class Matter June 23, 1930, at the Post Office at
Floydada, Texas, under the Act of March 3, 1879.

NOTICE!

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

Partial Pictures

The Memphis (Tenn.) Commercial Appeal

There is interesting reading for South, as well for other sections of the country, in the report by The Commercial Appeal on Thursday on some of the findings of the Fifth Annual Share Week in New York. It is very well, too, that things and not suggested deserve attention than the actual proposals.

The speaker held that the only way for sharecropper problems in the Federal Security Administration, and further suggested that the poll tax requirement for voting was a vast handicap to the tenant. Another person on the program weighed against the laws governing tenant-landlord relations and recommended study and amendment of the statutes now on the books of some Southern States. A speaker wanted an education program to improve the economic and social status of the sharecropper, while a fourth declared that schools' recreational facilities, housing and the development of cultural appreciation." The Commercial Appeal has in what to Prosper files the rec-

Political Announcements

Those whose names appear below are authorized by the Floyd County Plainsman to announce candidacy for nomination for office under which their names are subject to the action of the Democratic Primary Election May 22, 1944:

- CONGRESS
George Mahon—Re-election
COUNTY TREASURER:
Mrs. O. M. Conway
DISTRICT CLERK:
Mrs. P. G. Stegall
COUNTY CLERK:
Margaret Collier
ASSESSOR-COLLECTOR:
Gen. B. Marshall
Ebel Graham
COMMISSIONER PRE-
DISTRICT NO. 1:
W. H. (Bill) Brock
COMMISSIONER
DISTRICT NO. TWO:
E. R. Harris
COMMISSIONER
DISTRICT FOUR:
W. B. Calhoun
COUNTY SCHOOL
SUPERINTENDENT:
Clarence Guffee
MAGISTRATE FOR DISTRICT
MURKIN 110th JUDICIAL
DISTRICT:
Richard F. Stovall
COUNTY JUDGE:
G. C. Tabbs

PERMANENT WAVE, 59c!

your own Permanent with
Karl Kit. Complete equip-
ment, including 40 curlers and
more. Easy to do, absolutely
practical. Praised by thousands
including Fay McKenzie, glamor-
ous star. Money refunded
if not satisfied.

ARWINE DRUG STORE.

WORTHAND in
6 Weeks at Home

Speedwriting
SCHOOL OF COMMERCE
CLOVIS, NEW MEXICO

to better things. No one with any claim to social and civic consciousness would demur at proposals to expand and improve educational and recreational facilities in this country. It is very bad, though, if anyone produces or attempts to produce the impression that no such facilities are now in operation. In any event, the only hope lies in making the most of the present while thinking of and wishing for a brighter future. The poor workman is invariably the one who complains most about his tools.

There are nearly always charges that can be made justly against a system and against conditions. By the same token, however, there are always things the individual can do for himself that will never be done for him by anyone else, and that purely and simply because no one can do them for him. Neither the FSA nor private enterprise can help a man who won't help himself. It is ever well to try to draw complete instead of partial pictures. There is no governmental substitute for "gitup and gumption."

—V—

Mr. and Mrs. A. B. Clark left last Thursday for Hot Springs, New Mexico, where Mr. Clark has gone for his health.

—V—

You'll get by all the ups and downs of life if you stay on the level.

—V—

LET CAVANAUGH DO YOUR JOB PRINTING

Miss Dorothy Dooley Has Part on Program

Denton, May 4.—Original work of students of Texas State College for Women, including one from Floydada, will be shown here May 8-12 in one of the most impressive displays of creative talent ever attempted at the college. Student achievements in the fields of physical education, writing, music, drama, decoration, fashions, and art will be spotlighted in the series of evening programs arranged as follows:

May 8, dances and other physical activities developed by students in the department of health and physical education; May 9, prose and poetry at the English Honors Session; May 10, original compositions by students of music; May 11, two one-act plays written, directed and acted by students of

drama; May 12, all-day exhibit of flower arrangements for luncheons and banquets. Art work and clothing designed and made by students will be on exhibit throughout the week.

"The purpose of the week is to stimulate creative thinking and creative doing on the part of the entire student body," Dr. L. H. Hubbard, president of TSCW, said.

Local students taking part include: Miss Dorothy Dooley, daughter of Mr. and Mrs. W. R. Dooley, Route 4, who will be a member of the cast of "First Stop Covington," one-act play to be presented May 11 under student direction. It was written by a former student of the college now in the Marines and won the Southern One-Act Play contest in 1942, in competition with entries from 13 states. Miss Dooley is a sophomore speech major at TSCW.

—V—

LET CAVANAUGH DO YOUR JOB PRINTING

DR. KIBBY J. CLEMENTS

OSTEOPATHIC PHYSICIAN AND SURGEON

Diatomy, Light Therapy, Colonic Irrigations, New Improved Methods of Curing Piles, Fistula, Pruritis (Itching Piles) by Office Treatment Without Interrupting Daily Routine.

ROOMS 313-315, SKAGGS BUILDING, Plainview, Phone 683

LET us DO YOUR LATHE WORK

We have two Lathe machines and are prepared to do many jobs which will save you time and money on repairing your farm equipment and other machines where lathe work is required to make the adjustment.

Steel Flex Rings, Tires, Batteries

We carry in stock a large assortment of Steel Flex Rings, Third Grade Tires, and Allied Batteries. Come to our store for your needs.

BILL DYER'S AUTO STORE

WEST SIDE SQUARE

To Our Friends and Customers

The Southwestern Public Service Company has been furnishing Floydada with Electric and Ice service since the fall of 1942, having acquired the Texas-New Mexico Utilities Company system at that time, and in order to better acquaint our friends and customers with the Company and its operating policies, we are instituting a series of statements to be published in the form of advertisements one each week for the next few weeks.

The Southwestern Public Service Company was organized in New Mexico in 1925 and, before acquiring the Electric and Ice facilities in Floydada, and in neighboring cities and towns, it served principally the Central Panhandle of Texas and the Pecos Valley area of New Mexico.

Soon after its organization, the Company established a general policy of operation which has been continued through the ensuing years.

This policy consists principally of the following:

- (1) The best possible service to the public with friendly and courteous handling of our customers' dealings with us.
- (2) The fair treatment of our employees, supplemented by a continuous program of training them in an eager willingness to serve the public and in good citizenship in their communities.
- (3) A program of voluntary reduction in our rates to the public, made periodically as business conditions permit.

As a result of the repeated rate reductions made during the period of our operations from 1925 until the outbreak of the war, the average rate per kilowatt hour for all lighting and power sold by the Company, in the original territory served, was reduced to less than one-third of what it was in the beginning. These reductions in rates were accompanied by large increases in electric plant and line investment, to provide adequate service at all times.

This is the program of service to the public which we bring to the people of Floydada. Although we are handicapped along with all others by war conditions, it is our purpose to put our operating policy in full effect in the years of peace ahead. These matters will be amplified in later statements, and additional information will be presented to you, in order that you might become better acquainted with the Company and the service which it renders.

Southwestern
PUBLIC SERVICE
Company



Frankly Flirtatious

... is this petite little chapeau verdant with full blown roses

FLOWERS TO WEAR WITH EVERYTHING

over your ears, over your brow, at your hair-line ... halfhats weighted with flowers, caps mounted with flowers, beguiling flower curvettes. All of them soft with beauty ... highly illuminating. There is just something inspiring about flowers for spring.

STYLE SHOPPE

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

Formby Will Not be Candidate for State Senator

From his Army post "Somewhere in England" Lt. Marshall Formby, State Senator of this District, has announced that he will not be a candidate for re-election in the 1944 elections. Senator Formby was elected to the State Senate in 1940. He enlisted in the Army as a private in 1942, and is now serving as a Lieutenant in the U. S. Corps of Engineers in England. His announcement that he will not seek re-election was sent to his secretary in Austin, who submitted it to this newspaper. Senator Formby issued the following statement:

"I can not give full attention to the duties of State Senator while serving in the Army on foreign soil. Since my first duties to my country is as a soldier, I am not seeking re-election to the State Senate.

"Naturally, it is with deep regret that I decide not to run again, for my service in the Senate was an enjoyable experience. However, I feel that our District will need someone present in Austin throughout the Session in 1945. I want to express my deep appreciation for my friends in the 24 counties in this Senatorial District who have supported me during recent years. My special thanks go to those who have insisted that I run again this year even though I am in the Army in a foreign country. However, I feel that it will be far better to elect someone who can be present at all times for the 1945 Session, and I am asking that my name not be submitted as a candidate for re-election for a second term. It has been a pleasure to serve the 270,000 persons in this District and I shall always remember your friendship and confidence. The winning of this war is by far the most important job for all of us to do right now—most everything else is very unimportant—and all of us must do our part, whatever part that is. My prayer is that Divine Providence will guide us to a quick victory, with the loss of as little life, and with as little suffering as possible. Thanks to everyone. Respectfully submitted." Marshall Formby.

MORE WOMEN ARE NEEDED TO TAKE OVER WAR ESSENTIAL JOBS

Women of the South Plains area may now choose any one of numerous Army Air Force stations in the state, in Louisiana, New Mexico or Oklahoma at which to serve as members of the Womens Army Corps, it has been announced.

With the tempo of the war stepped up every day, more and more women are needed to take over essential jobs which will materially help speed the day of victory. Enlisted Waacs have been notified that they may now wear a summer uniform of khaki tropical worsted material, similar to the summer uniform worn by WAC officers.

CLUB WOMEN OF LAMAR COUNTY DO COMMENDABLE WORK

Despite their heavy war-time duties, home demonstration club women of Lamar County find time to brighten the days for patients at the Camp Maxey hospital.

At a recent party given in the hospital's recreation room, members of the county home demonstration council brought in 50 pounds of home-made candy. Three community clubs provided cookies and punch for 300 last month, and every club in the county will provide hostesses and refreshments during a two-month period.

Maybe the one-track mind would not be so bad if it didn't get off the track so often.

The slogan "America First," was popularized by President Woodrow Wilson.

HATS OFF TO... America's Sweetheart MOTHER



EVERY MOTHER WOULD BE GLAD TO RECEIVE A HAT FROM OUR SPECIAL SELECTIONS

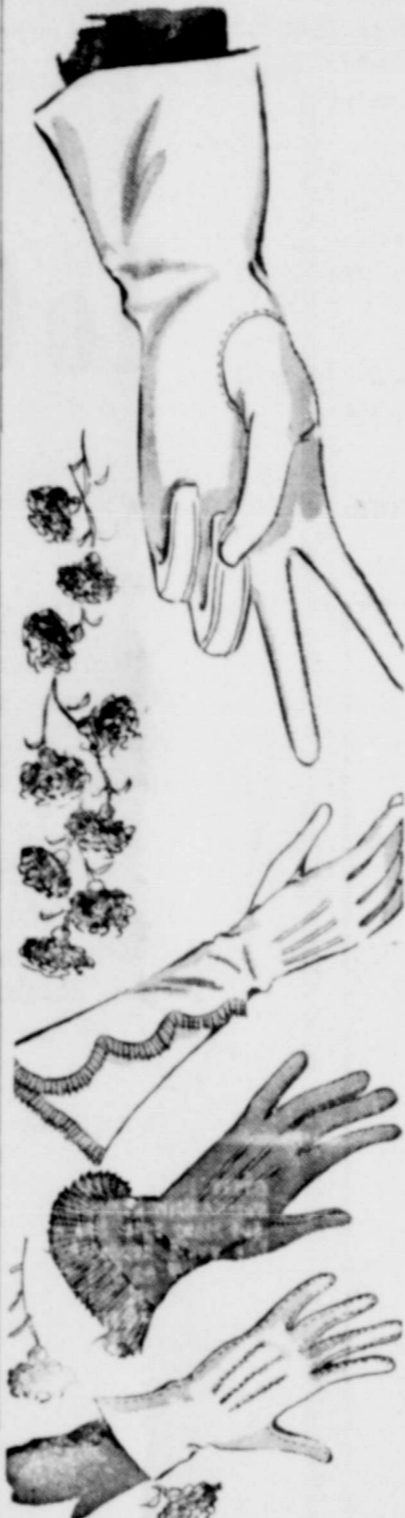
Every Hat is Charming in our varied stock of sailors, pill boxes, homburgs, big brims, and tiny floral creations. Veil included with almost every one.



MOTHER'S SURE TO WANT A SUMMER HANDBAG

They're perfect gifts—these bags—in pouch, strap or envelope styles—thoughtfully colorful to go from Spring into Summer!

FABRICS, LEATHERS, PLASTICS, STRAWS BEAUTIFULLY LINED AND FITTED.



Colorful GLOVES

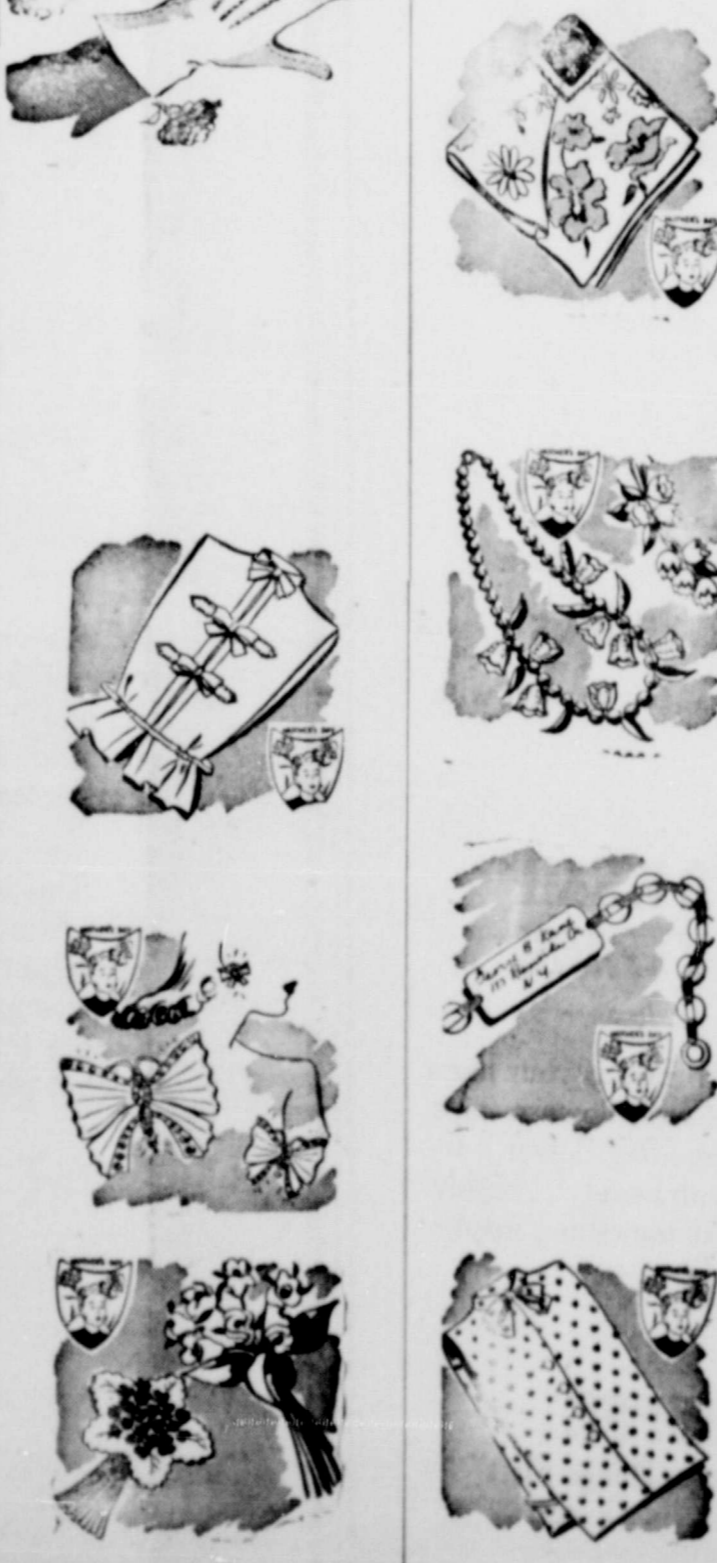
A HANDY GIFT!

In Fabrics and Washable Leathers.

PINK, BLUE, YELLOW, VIOLET, ALMOND GREEN, RED, ROYAL, KELLY GREEN

And Tailored Types in White Beige, Gray.

They're all beautifully seamed and put together—real buys if we ever saw them. You'll want some as Mother's Day gifts—and a few pairs for yourself. Every pair is guaranteed washable, and instructions provided.



MOM'S SOMETHING SPECIAL THIS YEAR!
So Give "Something Special" on Her Day, May 14th

Let her know she's in your heart, even though you're miles away. We've gotten together the important trifles that won't dent your check, but will add joy to mother's pride in you, because you're a son. We'll be glad to help you pick the one gift that will delight your kind of mom—



DRAPERY IN PRINT

Softly draped silhouette in an exciting imaginative print makes your heart beat for joy. It's the kind of a dress that takes everywhere.

FOR MOTHER'S DAY

Lowray Dress, Gift Certificates



... A LOURAY DRESS ... nicest gift of all ... for Mothers of the baby carriage brigade or Mothers "I've two in the Army and one at sea." Give her the added pleasure of choosing the dress herself with our LOURAY GIFT CERTIFICATE! So many becoming, flattering styles and all wonderfully slimming! You can be sure you'll please her with a gift she can wear ... A LOURAY ORIGINAL! Sizes 36 to 44 and 16 1/2 to 24 1/2!

Mother looks Younger in Lowray ORIGINALS

EXCLUSIVE WITH

STYLE SHOPPE

"Always Showing Newest Things First" Mrs. Mollie A. ...