

"By Helping Business You Help Yourself"

The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, March 21, 1940

Number 17

Page No. 11

ARM CHIEF PRESENTED PLAQUE



Mr. McDonald, left, Commissioner of Agriculture, is being presented a plaque by Pierce Brooks, President of the Texas Safety Council. The plaque was awarded by the directors in recognition of Mr. McDonald's work in behalf of safety and the general welfare of the people.

Districts Are Commissioners Approved By Board

March 18.—Sixteen soil conservation districts were given final approval here Monday by the Soil Conservation Board after re-elections held March 9th.

Finally approved were the districts of: Floyd, Concho, Martin, El Paso, Hudspeth, Wilson, Eddy, Caldwell, Travis, Hayes, Guadalupe, Nacogochdoches, Van Zandt, Bowie, Garza, Sulphur, Cypress, Hamilton, and Central Colorado.

Those which failed to get the two-thirds majority in the elections were Bailey Lamb, Dawson-Lynn, Concho Colorado, Nacogochdoches, and Elm Fork District.

The district proposed since the new law was passed failed to get the two-thirds majority in the March 9th election. The board revealed Monday that the Denton-Elm Fork district comprising 1,820,000 acres of Denton and parts of Collin, Tarrant, Cooke, Montague and Tarrant counties. It failed of the two-thirds majority by a vote of 108 for and 530 against.

Quality of Texas Lambs Are Outstanding at K. C.

Kansas City, March 14.—That the quality of Texas spring lambs is gaining favor with packers was demonstrated on the Kansas City livestock market this week when sizeable consignments of Texas and native springers sold at \$11.50 and \$12 on the open market.

Shippers with the first consignments of Texas springers this season included Patterson & Walters, Plainview; R. A. Powell, Abernathy; A. M. Becton, Becton; and H. A. Hegl, Petersburg. The milk fat offerings averaged from 73 to 88 pounds and were heavier than most new crop offerings currently on the market.

Last year was the first year that Texas spring lambs were fat enough to be marketed for the Easter trade. This year the first Texas springers were received earlier than they were last year. In fact the initial Texas consignment was received just one day after the first Arizona springers were marketed at Kansas City. Texas lamb producers have put themselves in an advantageous position by having their new crop lambs in marketable condition for the pre-Easter seasons, and have demonstrated their ability to produce better lambs.

The first Texas arrivals were of outstanding quality and condition as shown by the prices paid.

Besides the major packer demand, springers were accorded an active shipper demand on the Kansas City market this week.

Mrs. W. C. Sims Attends Funeral of Sister at Athens, Louisiana

Mr. and Mrs. W. C. Sims and daughter, Miss Ina, and Mr. and Mrs. W. F. Culpepper returned home Sunday night from Athens, Louisiana, where they attended the funeral of Mrs. Edward Owens, who passed away at her home Tuesday, March 12th. Funeral services were held Thursday afternoon at 3:30 o'clock. Mrs. Owens was a sister of Mrs. Sims and Mrs. Culpepper.

A report of the National Resources Board shows there are only about 9,000,000 acres of first grade land in 13 Southern states compared with 25,983,110 acres in Iowa alone. The report stated that in 11 Midwestern states there are 88,000,000 acres of first grade land.

Wake Up In A Flower Garden

Her poudreuse skirt matches her negligee (right), Venetian Rose, a symphony of color and texture... an exquisite combination of organdy with chintz and cerise taffeta... in a feminine setting. Note the flower print idea is carried out in the draperies as well.

Lovely fresh roses burst into bloom with Venetian Rose again. In this grouping (below) it is a simple task to make stock furniture look custom-made with bright flower prints.



WAKE up in a flower garden! That's the very latest idea in complete fashions for the bedroom. It's an idea of matched sheets, pillow cases, comforters, bedspreads, housecoats, negligees, nightgowns... conceived by Lord & Taylor, Fifth Avenue, to brighten up the day. And children can match

mother in wardrobes for her's an instance where the youngest member of the family isn't overlooked.

It's the sort of fashion that makes you speak with a lilt in your voice, walk with a lift to your step, and smile with all the warmth of spring. It's like really waking up in a flower garden.

Flower Bed, Venetian Rose, Cornflower, Covent Garden, Nougat, they are all prints that can't be resisted and can't be found anywhere else because they are exclusive with Lord & Taylor.

So for spring, it's a symphony of flower prints in the bedroom. They all day... wake up in a flower garden!

Texas Safety Conference Meets April 16-17th

Austin, March 20.—The Texas Safety Conference on April 16-17th will be held in the Senate and House chambers of the state capitol building. It was announced here today by the Texas Safety Association.

The two-day conference will be attended by several thousand civic leaders and officials from over the state who will hear the nation's outstanding traffic safety authorities.

The statewide conference is sponsored by the Texas Safety Association, state departments, and scores of statewide organizations.

Governor W. Lee O'Daniel has been invited to make the welcoming address to the delegates. The Texas State Network will broadcast proceedings of the conference.

Awards to mayors of Texas' safest cities in 1939 will be a feature of the annual Safety Award Banquet, which will have Paul G. Hoffman, president of Studebaker Corporation, as the principal speaker.

Traffic safety exhibits prepared by state departments, state organizations and municipalities will be an attraction for conference visitors.

No registration fees will be charged.

Leather Tanning Is Demonstrated To Farmers

The ancient art of leather tanning was revived on 380 Texas farms in 1939.

Farmers tanned 185 hides for string leather, 251 for harness, and 131 for rugs and furs, M. K. Thornton, Jr., agricultural chemist of the Texas A. and M. Extension Service, said.

The work was in the nature of a demonstration of the processing and utilization of leather on the farm.

Mr. and Mrs. Wilmer Jones, Jr., and Mr. and Mrs. W. O. Jones and daughter, Mary Francis, visited Sunday in Fluvana with Mrs. Mattie Jones and family. Mrs. Jones is an aunt of W. O. Jones.

Band Festival to Be Held at Floydada April 16th

M. T. Camp, director of the Floydada High School band, plans for a band festival to be held in Floydada on April 16th.

Twenty or twenty-five bands from within a radius of 100 miles of Floydada will receive invitations to attend. Professor Camp has announced.

Charles Ekridge, director of the Lubbock High School band, will be in charge, and will conduct rehearsals throughout the day and direct a massed band concert at night. A parade of all participating bands will be staged in the afternoon.

All bands taking part in the concert and parade, will be awarded trophies, according to plans under way.

Cowmen Select San Antonio As Meeting Place

Fort Worth, March 20.—San Antonio was selected last Thursday as the 1941 meeting place of the Texas and Southwestern Cattle Raisers' Association, winning over El Paso in a close contest at the closing session of the sixty-fourth annual convention here.

The cattlemen adopted resolutions dealing with problems of their industry and confirmed the list of new officers named by the directors.

The new officers are Jay Taylor of Amarillo, president; Claude K. McCann of Victoria, first vice president; and Holman Cartwright of San Antonio, second vice president.

The principal resolutions expressed strong opposition to extension of Secretary of State Hull's powers to negotiate reciprocal trade agreements, endorsed a pending amendment to clarify interpretations of the seasonal exemption of meat packing companies from compliance with the wage and hour laws, and demanded an increase in the 7,000-pound truck load limit in Texas.

LET CAVANAUGH DO YOUR JOB PRINTING.

Vehicle Accidents Cause Untold Death, Damage

Motor vehicle accidents in Texas during 1939 caused 1583 deaths, 29,000 personal injury accidents, 122,650 property damage accidents, and an economic loss of more than \$45,000,000.

Every 5 1/2 hours someone was killed in a traffic accident; approximately one person was injured every 15 minutes.

Motor vehicle accidents caused twice as many deaths as diabetes, three times as many as syphilis, almost four times as many as fire.

The death toll in 1939 for Texas was equivalent to the destruction of Grand Prairie, Texas; the injury toll exceeded the population of Tyler, Texas.

For these reasons, it is important that safety minded citizens and civic leaders attend the Texas Safety Conference in Austin, April 16-17. National and state traffic authorities will give them remedial measures for the reduction of this appalling and needless loss to Texas.

Commencement Speaker Named For WTSC

Selection of R. B. Anderson of Vernon as the West Texas State College commencement speaker has been announced by President J. A. Hill.

Mr. Anderson, a former state representative, is a prominent attorney. The commencement sermon will be preached May 26 by the Rev. Robert Boehlen of Pampa, a Presbyterian minister.

Commencement day will be May 30, it was announced by President Hill.

Mrs. Wilmer Jones, Jr., and Mrs. W. O. Jones and Mrs. Trenton T. Davis and children were visitors in Lubbock Monday.

Mrs. A. C. Sullivan returned home Sunday from Big Spring where she had visited for sometime with her sons, Pat and John Sullivan.

Panhandle Club Boys Will Ship Trainload

4-H Club boys of Hale, Lamb, Bailey, Cochran, Hockley, Lubbock and neighboring counties are getting ready to 'go to town' with their annual shipment of a solid trainload of beef calves and fat lambs.

Club feed lot operations in this section of the state are on a commercial basis, with most 4-H members passing up the show ring for experience in feeding and marketing on a practical basis. Around 50 boys are expected to follow their livestock to the Kansas City market, K. J. Edwards, district agent of the Texas A. and M. Extension Service, said.

The bulk of the calves and lambs now on feed will be ready for market in April. A. L. Smith, extension animal husbandman, reported after an inspection tour. Several hundred hogs also on feed will be marketed locally.

The livestock will be concentrated at Plainview and exhibited there prior to shipment.

May 31 Is Deadline On Applications For Payments

No more applications for agricultural conservation payments or for range conservation payments under the 1939 AAA program can be accepted after May 31.

This deadline is final, according to a ruling of the state Agricultural Conservation Association committee, which declared that "no exceptions will be made."

At the same time the committee called attention to the following closing dates:

March 31, final date for filing requests for reconstitution of farms and for designating non-general allotment farms;

May 1, deadline for filing application to participate in the 1940 range and agricultural conservation programs.



Sheppard Boosts John Nance Garner Campaign

In a nation-wide radio address Saturday, March 23, Senator Morris Sheppard, senior Senator from Texas and long-time friend of his fellow-Texan, John Nance Garner, will present Vice President Garner's presidential qualifications to the American people.

The address will be delivered in Washington and will be broadcast over the coast-to-coast network of the National Broadcasting Company, Garner for President headquarters in Dallas announced today. The broadcast will be heard at 7:45 p. m., Texas time.

Texas will receive the broadcast via WFFA WEAP in Dallas-Fort Worth, WOAI in San Antonio, and KPRC in Houston.

Senator Sheppard, distinguished statesman and ardent dry leader, will discuss Mr. Garner's long record of public service and his sterling character.

Mr. and Mrs. Charlie Jones, of Amarillo, visited over the week end with Mrs. Jones' father, J. J. Day and sister, Mrs. O. W. Murray.

Let Cavanaugh do your Printing.

Scouts at Both Fairs Again



Boy Scouts participate in the New York World's Fair and Golden Gate Exposition at San Francisco. Top view—New York World's Fair Boy Scout Service Camp. Others show Scouts at both expositions.



EASTER FLOWERS

POTTED LILIES \$1.50 UP POTTED TULIPS \$1.00 UP

Let flowers brighten up your home for Easter or express your remembrance of a friend or relative. Their fragrance and beauty equips them wonderfully to accomplish either mission gracefully. Choose your flowers at HOLLUMS FLOYDADA FLORIST from a large selection of freshly cut flowers and lovely blooming plants.

WE DELIVER orders to any part of Floydada. We also wire flowers to any part of the United States for a nominal charge. Use this service to remember your friends and relatives in other cities on Easter or anytime.

HOLLUMS FLOYDADA FLORIST

TELEPHONE 69 OR 77 FLOYDADA, TEXAS



Memo: to all women

Shake off the dull look of winter and renew your appearance for the social season ahead! Better not delay!

Permanent Waves

Given by our expert operators. Choose from the newest trends in smart coiffures.

Naomi, Jackie, Deedie

BLUE MOON BEAUTY SHOPPE

THE FIRST NATIONAL BANK Floydada, Texas

1903—Time Tested Service—1940

BABY Chicks



BABY Chicks

DAY OLD CHICKS AND STARTED CHICKS. WES-TEX FEEDS, Fountains and Poultry Remedies.

RICE HATCHERY

Let Cavanaugh do Your Printing!

Pre-Nuptial Shower Honors Miss Mary Anna Ross

A pre-nuptial shower given Friday evening at 7:30 in the basement of the First Methodist Church honored Miss Mary Anna Ross, daughter of Mr. and Mrs. S. W. Ross, who will be married March 31, to David Flowers of Amarillo.

Hostesses for the occasion were: Mesdames G. R. May, W. I. Cannaday, Glad Snodgrass, Ed Johnson, Tom Boyd, H. O. Pope, J. M. Williams, Gene Collins, N. W. Williams, J. H. Green, J. I. Hammonds, O. F. Conner, Lon Smith, A. H. Kreis, Noel Troutman, E. F. Stovall, Lee Rushing, and Miss Bert Ione Smith.

Miss Sapho Ward furnished music during the evening, and Miss Margaret Tubbs sang a solo. George Reid May presented the honoree, her mother, Mrs. S. W. Ross, and aunt, Mrs. E. P. Nelson, each with a beautiful corsage. Mrs. Lon Smith gave a toast to the bride, and Misses Emma Louise Smith and Bert Ione Smith served refreshments consisting of punch, cookies and candy. Mrs. O. E. Hought, of Lubbock, presided over the bride's book and directed the guests in registering.

About 140 guests attended and sent gifts.

"Pleasantdale Folks", Program By KFYO Station

A new radio program entitled "Pleasantdale Folks," now being broadcast over Station KFYO, tells the story of "the Johnson family" and its experience with the new social security program, according to Lang Holt, manager of the Lubbock Social Security Board office.

"Pleasantdale Folks" is an interesting story, each episode including appropriate music and dialogue in which professional artists of the National Broadcasting Company participate.

The program is heard each Monday at 7:00 a. m. Radio listeners who desire a complete resume of the social security program and how it operates under the old age survivors insurance system, the unemployment compensation and public assistance laws will be particularly interested in "Pleasantdale Folks," Holt said.

Flowers and Vegetables May Be Together

Gardeners who erase boundaries between their vegetables and some of their flowers can save both time and care in garden cultivation around the farm home.

Many families will find it practical to grow at least a part of their annual flowering plants in rows in the vegetable garden where cultivation by hoe or plow will be easier than in flower beds, says Sadie Hatfield, Extension Service specialist in landscape gardening. She points out that if most of the bed space reserved usually for flowers is filled with small shrubs, transplanted wild flowers and long-lived plants, considerable energy will be saved. Among the "long-lived" plants are irises, daffodils, day lilies, verbena and thrift.

Let Cavanaugh do your Printing

Motorists Are Advised to Check Automobiles

Motorists who want to get maximum satisfaction from their cars next summer should take time out within the next few weeks for the Spring check-up, lubrication and adjustment which every car needs in order to give a perfect account of itself during the months of warm weather ahead.

This is the advice of Ed Hedner, national service and mechanical manager for Chevrolet. He added that the company's dealer organization is ready, with factory trained mechanics and factory-approved equipment, to give prompt, economical attention to all spring check-up needs.

"Dealer's experience" he said, "has shown that motorists are much more careful about installing their winter lubricants and anti-freeze in the fall than they are about taking the reverse step when spring rolls around. This is probably because they know that if the matter is neglected they are likely to awake some morning and find their engine frozen, or their transmission case lubricant so thick that they can not shift gears."

"There is no such worry to remind them to remove the winter lubricant and drain out the anti-freeze at warm weather's approach. But there is good reason why both of these details should be taken care of."

"In the case of the lubricant, the reason is that lubricants are effective only under the conditions for which they were designed. Winter demands a thin-bodied lubricant which will not solidify at low temperatures, but retain its lubricating quality no matter how cold it becomes. Cars operate at much higher temperatures in summer than in winter—temperatures at which the winter lubricant, already thin, would liquefy still further and lose much of its effectiveness. And even though the damage resulting from this thinning might not make itself apparent at once, it would be no less real and no less costly to repair.

"In the case of anti-freeze, the situation is somewhat similar. Regardless of the type used, it should be drained in the spring. The varieties subject to evaporation vaporize very quickly in warm weather, and even a day's driving may reduce the cooling solution level to the point where the radiator steams. The non-evaporating type, on the other hand, sometimes develops acidity when left in the car all summer, and acid, of course, tends to corrode the cooling system.

"Many motorists make an annual practice of having their radiators flushed out at the approach of summer, and the old solution replaced with fresh water. This is one of the best ways to insure efficient cooling regardless of summer heat.

"The battery should be checked at the start of spring, and at frequent intervals thereafter, for the level of the solution drops much more rapidly in warm weather than in cold. Battery terminals should be cleaned if they are corroded and cables and wiring checked. A little inexpensive attention to distributor points, spark plugs and ignition coil will be a good investment, and owners of cars not equipped with heavy-duty generators should have the charging rate set somewhat lower than it was through the winter months.

"The fact that speeds will average substantially higher in summer than in winter suggests the wisdom of having the tires looked over carefully, with a view to repair or replacement before the period of severe wear begins. Many dealers will be offering spring check-up service, covering most or all of these items, within the next few weeks, and motorists who want to enjoy maximum satisfaction from their cars could do worse than to select a reliable dealer and have this important work done."

Co.Ed Dresses on Nineteen Cents Per Day

Austin, Texas March 20.—A college girl can be well dressed for as little as 19 cents a day.

Only one girl out of 80 questioned at the University of Texas home economics department was able to accomplish it, however.

She spent \$70 for clothing in one year; the group average was \$230 and the greatest expenditure was \$730.00.

The girl who spent \$70 bought four dresses, two of wool, one linen, and one silk; two wool suits, a tweed coat and a sweater and made four blouses and slips. She paid 69 cents for gowns and 79 cents for hose. Two pairs of shoes cost \$4.98 and \$1.50.

The girl with the \$730 wardrobe had 12 daytime dresses, five evening gowns, 16 pairs of shoes seven hats and six purses.



GENERAL MOTORS' NUMBER ONE CAR IS THE NATION'S NUMBER ONE CAR

In Value . . . In Road Action with Economy . . . In Sales!

The 1940 Chevrolet gives higher quality at low cost! . . . Low Prices . . . Low Operating Costs . . . Low Upkeep.

No other motor car can match its all-round dollar value

The nation looks to General Motors for genuine motor car leadership!

You will find convincing proof of this in the fact that General Motors' number one car, Chevrolet for '40, is also the nation's number one car in dollar value and in sales!

Chevrolet's great list of quality features makes Chevrolet the outstanding car value of 1940.

And, of course, it's the sales leader—for the ninth time in the last ten years!

Eye It . . . Try It . . . Buy It!

ODEN CHEVROLET CO

SALES AND SERVICE

PHONE 4

FLOYDADA,

Preparations for finishing oil floors which contain kerosene or gasoline constitute fire hazards and should be avoided. Safe and effective oil finish formulas are given in the Texas A. and M. Extension Service publication C-112. "Finishing Floors, Walls, and Woodwork", which is available from county home demonstration agents.

Mrs. Nora Cox and daughter, Thelma, and Irvin Bishop, visited in Amarillo Monday with Mrs. T. W. Young.

The possibility of having a 'labor-saving kitchen' as well as a 'labor-saving landscape' has been pointed out by Sadie Hatfield, specialist in landscape gardening for the Texas A. and M. Extension Service. The trick is to plant hardy native shrubs that will not require constant attention.

It is estimated that around 1,700,000 farm families over the nation now get electricity from REA or rural commercial power lines, and that an additional 250,000 have their own light plants.

"Show me a cotton farmer who produces food for his family for his livestock and the rest of the world, and I can show you a farmer who can't buy what he needs—W. H. Williamson, director of the Texas A. and M. College Extension Service, Lubbock, said.

Oil was accidentally discovered in Corsicana, first large oil field in Texas, in drilling a well for the city's water supply.

THE RECORD . . . Facts That Concern You

No. 16 of a Series



"THANKS FOR A LOVELY EVENING"

A new kind of beer retailing is bringing wholesome recreation to millions of Americans!

America's new kind of beer retailer wants to sell good beer, of course . . . but he is also keenly aware of his social responsibility to the community. He makes sure that his place is clean and inviting—and scrupulously free of anti-social influences of any kind.

The Brewing Industry wants all of beer's retailers to be of this type. We do not want any other kind. And we are taking

action to eliminate any abuses in beer retailing that may occur.

We have instituted a new plan . . . in effect in a few states and being extended as rapidly as possible . . . to protect your right to drink good beer in decent surroundings. May we tell you about it in an interesting free booklet? Write United Brewers Industrial Foundation, 19 East 40th Street, New York, N. Y.

BEER...a beverage of moderation



Builders have quickly recognized the value of an automatic gas heating system. It insures the owner of a new home the finest automatic equipment fitted to the best fuel that man can buy.

West Texas Gas Company

GAS FOR THE 4 BIG JOBS: Cooking — Water Heating — Refrigeration — House Heating

Return Home from Trip to Missouri

and Mrs. Harry Morckel and J. H. Buchanan returned home Thursday from a three week trip to Springfield and Carthage, Mo., where they visited with...

D. Jones, of Dallas, visited Friday night with Mr. and Mrs. Jones and family.

Mrs. W. N. Paschal went to Bartlett Saturday to see their boy, who has been ill for some time. Mr. Paschal accompanied Roy to Oklahoma City where he will remain for several days.

Trouton T. Davis and children last week in Lubbock with Davis' parents, Mr. and Mrs. T. Davis.

LET'S PLANT!

Complete stock of Bulk Garden Seeds—

- Seed Potatoes
- Onion Sets
- Onion Plants
- Cabbage Plants

SEED CORN

We take orders for Pioneer Hybrid Corn.

A few large seamless bags at bargain.

PHONE 40

STAR CASH GROCERY

The **EASTER PARADE** *Starts Here!*



EASTER FASHIONS—An array of highly tempting models in Spring's newest fashions that enable you to buy many essentials for Easter and Spring and Summer wear at a fraction of usual prices.



Dress Makers Suits

Blacks and Navy with hair line stripes.

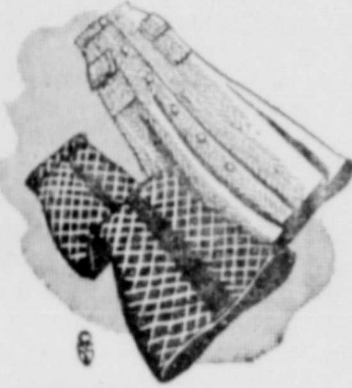
Price \$16.95



Spring Toppers

Blacks, Navy, solid colors and mixed tweeds.

\$7.95 to \$12.75



WOOL SKIRTS

Plaids and solids \$2.98 to \$3.98
BLACK PLEATED SKIRTS—In Alpaca and Romain Crepe \$3.98

LADIES SLIPS

Crepe and Satin. New Camsole tops with lace trim \$1.98, \$2.98



Lorraine Trique Suede Slips

A perfect underwear fabric, will not run. Will not shrink. Will not sag. Price \$1.00



FLOWER FRESH BLOUSES

Add a touch of Spring to your suit with a dainty blouse or two. If you like ruffles and lace or sheer batiste, you'll find just what you want.

CHIFFON BLOUSES—In White and Pastel shades. Long and short sleeves \$2.98 to \$3.98

BATISTE BLOUSES—tucks and lace trim \$1.98, \$2.98

TAILORED BLOUSES—In Jersey and Crepe \$1.98



LADIES DRESSES..

In Alpaca, Romain Crepes and other new materials and in new spring shades. Regular sizes 10 to 20; 38 to 46. Also a nice range of half size dresses 16½ to 24½

Price \$7.95 to \$12.75



LADIES DRESSES..

This group of dresses are in chambray, gingham, spun rayon and printed crepes.

Price \$2.98 to \$5.95



FEED THEM

CORRECT

FEED...

For early Egg Production—Start them on the Correct Starter—Use good growing mash—then when the time comes—Feed Egg Mash.

SEE US FOR THE BEST FEED FOR YOUR CHICKS—REGARDLESS OF THE AGE.

FARMERS GRAIN COMPANY

TELEPHONE NUMBER 43 FLOYDADA, TEXAS

"NO MORE HOME LAUNDERING FOR ME!"



It's Cheaper to Send it to the Floydada Laundry

This housewife, just as many other enlightened Floydada housewives, has found that "amateur" home laundering cannot compete with "professional" laundering. We can do your laundry better because we are organized solely for that purpose. Give us a trial.

HERE'S WHY THE LAUNDRY CAN DO IT BETTER!

1. We have all the latest scientific laundering equipment!
2. Our personnel is thoroughly trained, capable and experienced!
3. We do a volume business, and use large-scale methods!

FLOYDADA STEAM LAUNDRY

Phone 141 for Pick-Up and Delivery Service!



LADIES HATS

LADIES STRAWS—Flower and veil trim.

\$2.98 to \$4.98

SNAP BRIM—New felts in Pastel shades

\$1.98 to \$2.45

STRAW SAILORS—With and without veils.

\$1.98 to \$2.45



STYLE SHOPPE

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

Sentinels of Health


Don't Neglect Them!

Nature designed the kidneys to do a marvelous job. Their task is to keep the flowing blood stream free of an excess of toxic impurities. The act of living—1/2 time—is constantly producing waste matter the kidneys must remove from the blood if good health is to endure.

When the kidneys fail to function as Nature intended, there is retention of waste that may cause body-wide distress. One may suffer nagging backache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—feel tired, nervous, all worn out.

Frequent, scanty or burning passages are sometimes further evidence of kidney or bladder disturbance.


The recognized and proper treatment is a diuretic medicine to help the kidneys get rid of excess poisonous body waste. **Doan's Pills**. They have had more than forty years of public approval. Endorsed the country over. **Doan's Pills** are sold in all drug stores.



DOAN'S PILLS

Believe It or Not

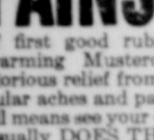
You can now buy for \$1.00 enough genuine 100% Mineral Wells, P. A. Pinto County, Texas, **BAKERWELL** dehydrated mineral water crystals to make 20 gallons No. 4 strong mineral water. Why suffer from aches, pains and nervousness caused by acidity and constipation. **BEWARE OF SUBSTITUTES.** Call your local Drug, Department or Grocery Store or Bakerwell Mineral Water Co., Mineral Wells, Texas.



MUSCULAR BACKACHE - SORENESS - STIFFNESS PAINS-ACHES

If first good rubbings with soothing, warming Musterole don't bring you glorious relief from those torturing muscular aches and pains—due to cold—by all means see your doctor. But Musterole usually DOES THE WORK.

Musterole gives quick relief because it's MORE than "just a salve." It's a wonderful soothing "counter-irritant" which penetrates the outer layers of the skin to help ease local congestion and pain. Used by millions for over 30 years! 3 strengths: Regular, Children's (mild) and Extra Strong, 4oz.



MUSTEROLE

Better Than A Mustard Plaster!

Floydada Insurance Agency...

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

W. H. HENDERSON
OWNER

BE SURE TO INSIST ON Ingersoll



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

Pocket Watches from \$1.00
Wrist Watches from \$2.00
Alarm Clocks from \$3.00

THE AWFUL PRICE YOU PAY FOR BEING NERVOUS

Read These Important Facts!

Quivering nerves can make you old, haggard, cranky—can make your life a nightmare of jealousy, self pity and "the blues."

Often such nervousness is due to female functional disorders. So take famous Lydia E. Pinkham's Vegetable Compound to help calm unquiet nerves and lessen functional irregularities. For over 50 years relieving Pinkham's Compound has helped tens of thousands of grandmothers, mothers and daughters "in time of need." Try it!

WHY suffer from Colds?

For quick relief from cold symptoms take **666**

Liquid, Tablets, Salve, Nose Drops

THE FLOYD COUNTY PLAINSMAN

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ADVERTISING RATES GIVEN ON APPLICATION

NOTICE!

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

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It's a Safety Sensation - New Brake-Action Tread

Come In...FEEL Why It Makes Quicker, Straight-Line Stops

The instant you apply the brakes... 2500 extra gripping edges go into action... open up... grip, hold, stop your car quicker, straighter, safer on even the slipperiest of wet pavements.

Before You Buy Any Tire... **THINK** Can you afford to be without the protection of this tire's quicker-stopping, non-skid "Brake-Action" Tread?

You Can Actually Feel Its Extra Stopping Power

Rub your hand over this amazing "Brake-Action" Tread. Feel the extra safety of 2500 "grippers" set at the angle of greatest resistance to forward and side skids!



The Quicker Stopping Tire MILLIONS CAN AFFORD

U.S. ROYAL De Luxe

DOES THINGS You Never Dreamed A Tire Could Do

- Stops Quicker
- Stays Straighter
- Wears Longer
- Rides Smoother

Now ON DISPLAY

DALE STRICKLAND

Distributor of Panhandle Products

Surer, steadier food protection

with New Westinghouse **TRU-ZONE COLD**



KEEPS FOOD BETTER... DAYS LONGER! Lets you select the exact amount of cold you need—then holds temperatures true, gives you the "right" cold and humidity for each type of food. Be sure to see this new feature! See the five distinct zones of cold!

Only WESTINGHOUSE has TRUE-ZONE COLD—and less than 26c a day will buy the big 8 cu. ft. Westinghouse Aristocrat. Less expensive models run as low as 12c a day!

Texas-New Mexico Utilities Company

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.



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Wrong type Twine Costs Wool Growers

College Station March 13th—Use of sisal and rough just twine for tying fleeces is throwing such wool into lower classes with penalties of several cents a pound Texas wool dealers report.

Use of sisal and jute twines for tying fleeces went out almost entirely several years ago, but now some increase in the use of these materials has been noted in the area around Dallas and Fort Worth, in East Texas, and in other areas of the Southwest.

In West Texas, almost all wool growers have turned to paper twine.

Paper twine can be taken from the fleece intact, but if pieces are left in the wool they disintegrate in the scouring process, W. E. Nisbet, sheep and goat specialist of the Texas A and M. Extension Service, explained.

When sisal or binder twine is used, strands or fibers of these twines mix with the wool. Then the fleece must be hand picked at considerable expense. If the fibers are not removed, they go through the spinning process and appear as defects in the finished product.

Naturally buyers have to "dock" fleeces tied with rough twines.

MRS. JIM CLONTS HOSTESS TO 1934 STUDY CLUB

Mrs. Jim Clonts was hostess to the 1934 Study Club Tuesday evening at her home on West Crockett Street. Miss Myrtice Meadow assisted with the entertainment. After a short business meeting three of the high school students gave a clarinet trio. Mrs. Winfred Newsome gave a book review of "The Patriot" by Pearl S. Buck.

Refreshments of pie and punch was served following the program.

Miss Fannie Mae Rees will entertain the club April 2.

Mrs. A. J. Cline visited from Saturday until Wednesday in Waco with her parents, Mr. and Mrs. J. A. Coker. Mrs. Cline went with G. N. Shirey who attended a lodge meeting in Waco.

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

Mrs. Nora Cox had as her guests Sunday her brother, Irvin Bishop, of Long Beach, California; sisters, Mrs. T. W. Young, of Amarillo; Mr. and Mrs. Ray Dickey and son, Richard, of Lubbock; nephew, Billie Pitts, of Lubbock, niece, Mrs. Oscar O'Neil and husband, of Oklahoma City, Oklahoma. Irvin arrived Saturday and will be here several days visiting among relatives and friends.

Mrs. J. I. Hammonds, Mr. and Mrs. Ralph Hammonds and Mrs. Maud E. Hollums went to Amarillo Saturday afternoon where they met John I. Hammonds who was returning home from Los Angeles, California. Mrs. Joe E. Pitts returned home with the party and is visiting her mother, Mrs. Sarah K. Duncan and other relatives here this week.

Miss Willie Chapel, of Lubbock, came last Friday and has been employed in the F. S. L. Office.

Mr. and Mrs. T. P. Guimarin returned home Tuesday from Denver, Colorado, where they visited for the past three weeks with their daughter, Mrs. Harold P. Shrader and family.

Mrs. Jennie Conner and Mrs. L. H. Lewis visited over the week end with relatives in Abilene.

CLASSIFIED ADVERTISING

NOTICE

Anyone who holds a note or account against P. M. (Pete) McDonald, deceased, late of Floyd County, Texas, will please present the same to Wilson McDonald by letter or in person at his home at Melisa, Texas. The account must be properly authenticated.

15-3tp WILSON McDONALD.

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

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A few farm tracts to lease at reasonable prices for cash.

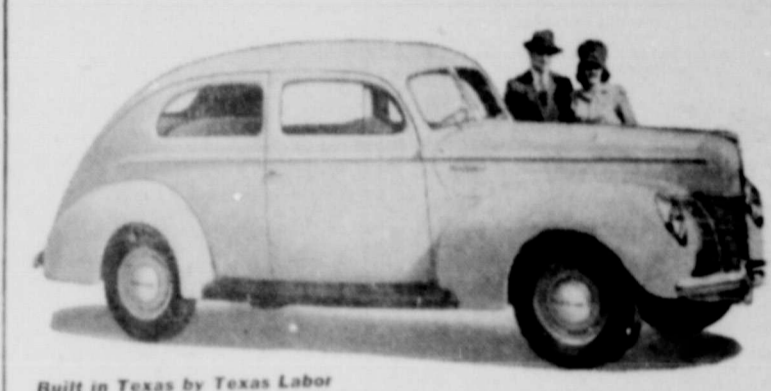
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Floydada, Texas. 11-4tc

We invite you to visit the green house. **PARK FLORISTS**—Mrs. W. S. Goen. Phone 78. 46-4tc

For best and cheapest monuments, either in marble or granite. See **S. B. McCLESKEY**. 24-4tc

Wheat Pasture, see J. C. Bolding. 2p

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Leadership in 7 BASIC ESSENTIALS GREAT LOW-PRICED

In the major things, the biggest, the real things that make you want a car—all 7 of them—Ford takes commanding leadership. Here is where Ford excels:

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- STOPPING POWER:** The strong, straight-line stopping power of the Ford V-8's hydraulic brakes of the Ford V-8 are far and away the biggest in the low-priced field—a safety factor you've got to have in the new car you buy.
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- SMOOTHNESS:** Not only in amazing power does the Ford V-8 engine excel, but in the smoothness that gives velvet quiet. Every one knows no car of fewer cylinders can match a Ford's smoothness.
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- STYLE:** Ford's current modern beauty of lines, and unequalled paint job—its beauty permanent.
- COMPLETE ECONOMY:** The combination of price, low cost of operation, high trade-in value, more extras at no cost, makes the Ford great economy buy.

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• Treat your car to Sovereign Spring Safety Service for peppier, safer, more enjoyable driving. We'll doctor it up with warm-weather lubricants, drain and flush the radiator, test the battery and give 'er a thorough examination for possible troubles that might cause you trouble later on.

Just pull in today. We offer expert service, finest products and fast courteous attention. You'll be ready, then, to sail through the big-driving months with the least trouble.

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Political Announcements

Those whose names appear have authorized The Floyd County Plainsman to announce their candidacy for nomination for the under which their name is subject to the action of the cratic Primary Election of July 1940:

For County Clerk: **B. NICHOLS**

For Commissioner Precinct F: **H. J. (HUGH) NELSON**

For County Treasurer: **MRS. O. M. CONWAY**

For County Judge: **G. C. TUBBS**

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

For Commissioner of Precinct A: **A. S. CUMMINGS**
GEO. M. FINKNER
EMMETT E. POSTER

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

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

For District Attorney 11th Judicial District: **JOHN A. HAMILTON**

For County School Superintendent: **CLARENCE GUPFER**

For County Attorney: **JOHN STAPLETON**

From 750,000 to 1,000,000 bags will be used in sacking winter peas and hairy vetch the Commodity Credit Corporation 1940 seed loan program.

M. L. SOLOMON JEWELER

Floydada, Tex.