

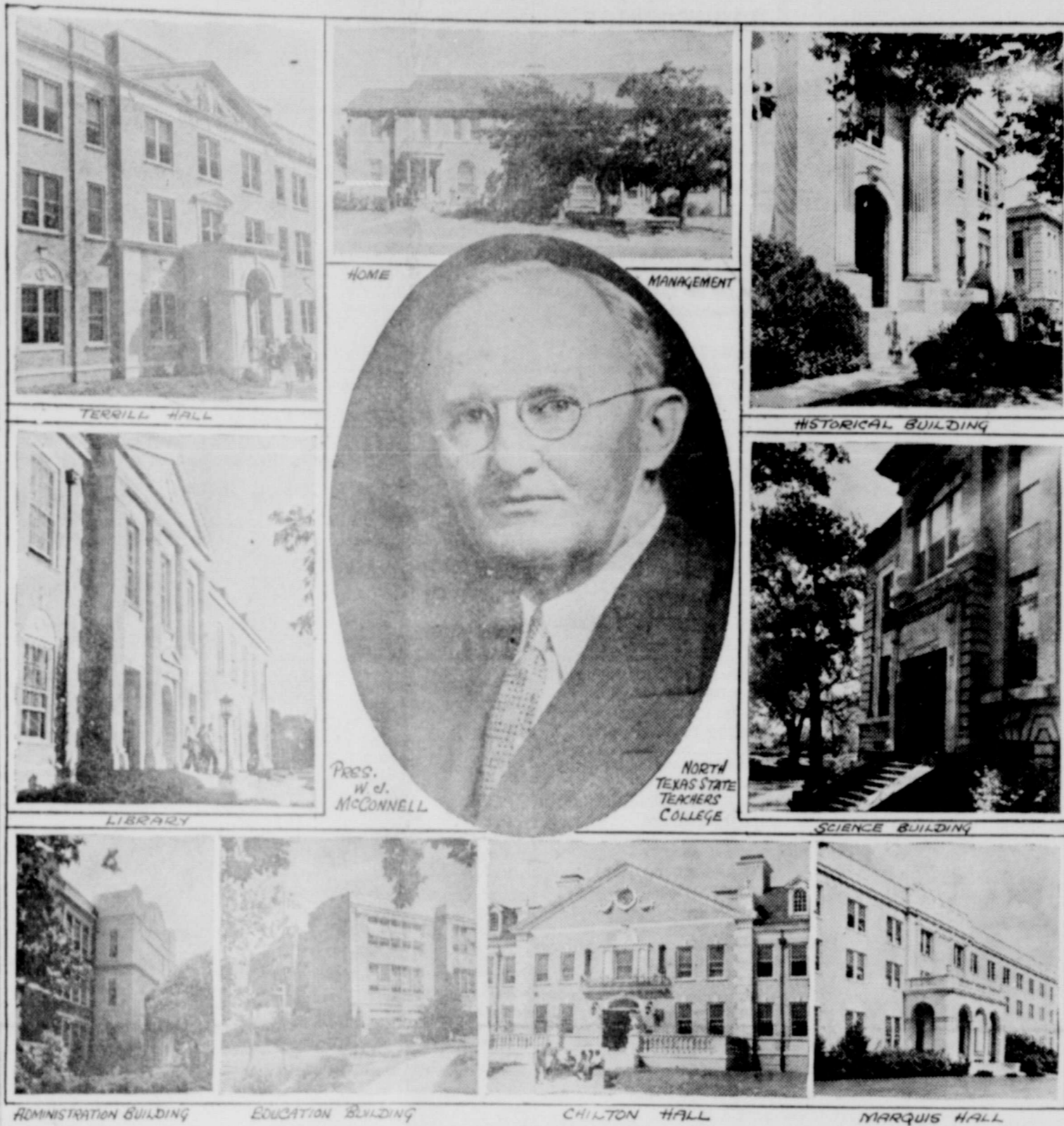
"By Helping Business You Help Yourself"

The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, April 11, 1940

Number 20

North Texas State Teachers College to Celebrate Golden Anniversary Year With Program



Still a "young" school, vital, progressive, and growing rapidly, North Texas State Teachers College will celebrate its half-century of progress in a semi-centennial "Culmination Week" program April 18-21 on its campus at Denton.

Growth of the physical plant of the college, which is ranked as the largest state-supported teachers college of the nation, is indicated above in 11 of the 15 permanent brick buildings on the NTSTC campus. The campus, crowded for class-room

space by a rapidly growing student body, has spread into 17 temporary frame buildings. This year the college reached an all-time record enrollment of more than 3,300 students for the long session.

An outstanding administrator and scholar, Dr. W. J. McConnell, president of the college since 1934, has guided the rapid expansion of the Denton Teachers College during the past six years. During that period both the student body and the valuation of the physical plant have al-

most doubled, the latter reaching a worth of almost three million dollars. The college had its beginning in temporary quarters on the second floor of a hardware building of the square of Denton, with a student body of 184 its first year. For twelve years, from 1891 to 1903, the "old Normal Building" was the only structure on the college campus.

The April celebration will include the presentation of an original operetta, "El Tor", by Miss Mamie

Smith of the English faculty, the nights of April 18-19; an address by Robert Lee Bobbitt, state highway commissioner, April 19 at 10:45 a. m.; an address by T. V. Smith of the University of Chicago philosophy faculty, who is congressman-at-large from Illinois, April 20 at 10:45 a. m.; a "sports parade" the afternoon of April 20; a stage show that night, and concerts by the College A Cappella Choir and Symphony Orchestra Sunday, April 21.

Singing Sunday at South Side Baptist Church

The regular Second Sunday Singing will meet Sunday afternoon at 2 o'clock at the South Side Baptist Church on Highway 28. All folks interested in good singing are urged to attend.

J. C. Wester's Father Dies Saturday Night

Y. W. Wester, age 79, Sulphur Springs, Texas, and father of J. C. Wester of Floydada, died in Sulphur Springs Saturday night at 10 o'clock following an illness of several days of pneumonia. J. C. Wester and family left Saturday night following the receipt of the message of his father's death for Sulphur Springs, where they attended the funeral services held Monday afternoon at 2:30.

Y. W. Wester had made his home in Hopkins County most of his life time. His wife and one son, J. C. Wester, of Floydada, survive. He also has three living brothers and three sisters.

John Stapleton Is Elected Zone Chairman

John Stapleton, County Attorney of Floyd County, was elected zone chairman of the five Lions clubs in this area at the final zone meeting of the club held at Childress last Thursday night.

Attorney Stapleton will succeed C. C. Pate of Paducah, who has served the past year. Stapleton will select a zone secretary to succeed Byron Schatz of Paducah.

Clubs of Floydada, Matador, Paducah, Turkey and Childress were represented by about ninety members at the Childress meeting.

Rev. Frank Travis of Childress spoke on Lionsism and entertainment included songs by Jack Barry and a boys quartet.

Adult Educators to Meet in Austin April 18-20th

Austin, April 10.—Adult educators of the Southwest—who "teach" some nine million persons of Texas, Arkansas, Louisiana, New Mexico and Oklahoma—will meet here April 18 to 20th to put their heads together over their public service problems.

The Southwestern Regional Conference on Adult Education will be sponsored by the University of Texas and the American and Texas Adult education associations.

"Education does not cease when the boy leaves school," University Extension Dean T. H. Shelby pointed out. "Man continues learning as long as his mental faculties are active. Sometimes he teaches himself through actual extension courses or night classes, or through reading—but more often he learns through a 'curriculum' he does not even recognize as education."

Adult education is taught by public service organizations such as churches, industrial and labor groups, recreation groups, service clubs, women's organizations, the press and radio, and government agencies.

Representatives of these groups, as well as of extension services, colleges and universities, libraries, private and parochial and public schools, will attend the conference here.

Program for the three-day meeting will hinge on (1) economic self sufficiency, (2) family life, and (3) education for democracy.

Purpose of the conference, Dean Shelby said, is to "challenge our thinking with respect to democracy as a way of life, with its many implications concerning American political, economic, industrial, social and cultural institutions."

The conference will also examine the problem of integrating the work of all agencies concerned with adult education.

J. R. Brewer Dies at Electra Saturday

Funeral services for J. R. Brewer, age 70, prominent farmer and stockman of Electra, was held Sunday at 4:30 p. m. at the Methodist church in Electra. Rev. Finis Crutchfield, pastor of the Vernon Methodist church, officiated, assisted by Rev. C. P. Kerrick, pastor of the First Presbyterian church, and Rev. T. L. Huffstutler, pastor of the Methodist church.

Mr. Brewer died at his home north of Electra Saturday morning after an illness of several months. He moved to Wichita county 38 years ago from Collin county.

Surviving are three daughters, Mesdames A. N. Bratton, Lee Trice and John Haynie, all of Floydada; one son, Sam, of Electra; and 11 grandchildren. The daughter in Floydada had spent considerable time at the bedside of their father the past several weeks, and Mrs. Bratton had just returned home a short time before he passed away, and did not attend funeral services. Friends attending from Floydada: Mr. and Mrs. W. O. Jones, and Mr. and Mrs. J. D. Turner.

Mrs. Virgil Williams left for Clovis Sunday afternoon to attend the funeral of Baby Jene, infant daughter of Mr. and Mrs. Lawson Williams, of Clovis. The baby died of pneumonia at a Lubbock hospital early Sunday morning. Lawson Williams is a nephew of Virgil Williams.

LET CAVANAUGH DO YOUR JOB PRINTING.

HOME FROM GINNERS CONVENTION HELD AT DALLAS

Mr. and Mrs. John W. Lanier returned home Sunday from Dallas where they spent the past week attending the Texas Cotton Ginner's Association. Honorable Oscar Johnson, President of National Cotton Council of America delivered an address April 3rd, at the Fair Park, to members of the National Ginner's and Texas Ginner's who attended from all sections of the South.

4-H Washington Trip Winners Are Named

College Station, April 3.—Texas' 68,685 4-H Club members will be represented at the National 4-H Club Encampment at Washington, D. C., by Onida Johnston, Eskota, Fisher County; Lezette Lewis, Midlothian, Ellis County; Kenneth Garvin, also of Midlothian; and Donald Olsen, Amarillo, who lives in Randall County.

The encampment will be held June 12 to 19th. As usual, the tents will be pitched along the Tidal Basin near the foot of the Washington Monument.

Each state and territory will send four delegates, two boys and two girls.

The awards, announced by Onah Jacks and L. L. Johnson, state club agents of the Texas A. and M. Extension Service, were made on the basis of outstanding work in club demonstrations during 1939.

Mr. and Mrs. Roy Patton were business visitors in Lubbock Monday.

AAA Office Is Running Ahead of Schedule

College Station, April 10.—Running nearly a month ahead of last year's schedule, the state AAA office already has certified the first wheat parity payments under the 1940 program.

First county to get applications in to the state office was Fisher county, closely followed by Nolan. The applications were audited, certified and sent to the General Accounting Office in Dallas from which point the checks will be mailed to the counties.

All wheat parity payments should be completed by June 1. B. F. Vance, assistant state administrator, predicted. In Texas approximately 50,000 checks, amounting to \$3,500,000, will be paid to wheat producers co-operating with the program. The payments are computed at the rate of 10 cents per bushel of the normal yield of a farm. Premiums on 1940 crop insurance contracts have been deducted from the payments.

Parity payments are made by the AAA, the official explained, to provide farmers with a return for their crop as nearly equal to parity price as possible and thus to place the farmer's income on a more equal footing with the incomes of non-farm people.

Miss Sappho Ward spent the week end at Aiken the guest of Miss Evelyn Groves.

Miss Ruth Jordan, of Littlefield, spent the week end with her parents, Mr. and Mrs. W. B. Jordan.

Acreage Donated By Farmers Non-Depleting

College Station, April 10.—Acreage donated by farmers for the production of vegetables to be used in the WPA school lunch program will be considered non-depleting under the 1940 AAA program.

Under a special ruling of the AAA, such acreage will be classified under the home garden provision of the 1940 program. The ruling stated that the acreage must be devoted entirely to vegetables but will not be affected by commercial vegetable allotments.

Approval of the acreage as non-depleting will be given provided none of the vegetables are sold, the acreage is designed before production, and the designation is approved by the county committee.

This classification applies only to gardens for the production of vegetables under the WPA program, it was pointed out. The WPA is sponsoring a state-wide project for the production of vegetables to provide rural school children with lunches.

Sam Phillips Is Home From Hospital

Sam Phillips who has been receiving treatment in a Plainview hospital the past three weeks was returned home Tuesday. Mr. Phillips' condition is somewhat improved.

Let Cavanaugh do your Printing.

Funeral Services Held Thursday for Mrs. Marshall

Funeral services were held Thursday afternoon at the First Baptist Church for Mrs. Geo. B. Marshall, conducted by Rev. Vernon Shaw, local pastor. Mrs. Marshall passed away April 3, at her home 218 East Georgia Street, following an illness of several months.

Deceased was born August 4, 1910, at Gainesville, Texas. Before her marriage she was Miss Erna Lee Crawford, daughter of Mr. and Mrs. S. M. Crawford of the Dougherty community. Mrs. Marshall had lived in Floydada for the past 15 years. She was a member of the First Baptist Church.

Survivors include her husband and two children, Barbara June, age 8, and Myrna Lee, age 3; her parents; five brothers, Russell Crawford, of Dougherty; Ewell Crawford, of Gainesville; Virgil Crawford, of Brownfield; Roy Crawford, Dougherty; three sisters, Mrs. A. L. Sparks, of McCoy; Miss Dorothy Crawford, of Munday and Miss Thelma Crawford, of Blanco.

Interment was made in the Floydada cemetery under the direction of Harmon Funeral Home.

Texas Contributed \$83,302.87 to Finish Relief

Dallas, April 10.—Texas contributed \$83,302.87 to Finnish relief aside from corporation contributions made direct to Herbert Hoover's committee by the home offices of many concerns having branches in this state. These figures were released by Capt. J. F. Lucey, Texas Director for the Finnish Relief Fund, this week from his office in Dallas. At the same time Capt. Lucey said the state headquarters and the state organization are being discontinued.

The Texas director was profuse in his compliments of the subscription campaign conducted by Texas newspapers. "If we had not had the marvelous cooperation of Texas newspapers," Captain Lucey said, "we never could have got the job done." He also paid his respects to workers at state headquarters and the local committeemen over the state.

While Texas donations were not the largest, nor did Texas lead the states in number of donations, Capt. Lucey said, yet it was one of the ranking states. Only New York, Illinois, California and one or two other states are credited with a greater total in contributions.

In a recent communication from Herbert Hoover, national director of the fund, a request was made that the newspapers continue to keep their columns open for subscriptions and that local committees continue their organization. In this request Capt. Lucey concurs and is asking these agencies to keep their facilities open for further contributions.

"Finland needs help as badly now as ever," Capt. Lucey said. "Rehabilitation must be carried on. Hundreds of thousands of the Finnish people must seek new homes in different localities because their former homes are now a part of Russia. This means starting from scratch as their household effects were destroyed in the war. They are penniless and without equipment."

According to information from national headquarters in New York, the Hoover organization has been skeletonized to a few workers. The volunteer workers and Mr. Hoover are returning to private life and business, although Mr. Hoover will keep in touch with the New York office, it is said. Because of the new setup all donations should be mailed direct to the national offices in New York.

Texas fulfilled her pledge, Capt. Lucey said, in that every cent of the collected funds went 100 per cent to Finnish relief. Expenses of the campaign were taken care of by private donations made by friends of the cause—largely the membership of the committees.

"The people of Texas responded magnificently," said Capt. Lucey. "They stepped to the side of a stricken people who were fighting against overwhelming odds and gave liberally of their wealth and sympathy. I am proud of Texas and her people and am glad to be one of this great family. I cannot say more."

County Gives General and Snow

Light sleet and snow Friday night over Floyd County amounting to about one inch which covered the county country. Many sections from 3 to 5 1/2 inches of snow over most of West Texas. Cattle and stockraisers are in a better position than they were a year ago. Experienced farmers say that crop conditions are better than in several years. It had been looked upon as a total loss due to blowing southerly conditions again is

Loans May Be Extended to Counties

Station, April 10.—Loans of 27 Texas counties may be extended until April 30, 1941. Extension will enable farmers to meet under the loan in sections of 1940 winter wheat production unfavorable to hold more crops, E. N. Holmgreen, county administrator, pointed out. The loan is available for stored wheat only.

Commodity Credit Corporation, the administrator said, will extend the loan in Texas, in the 27 counties in which the loan may be extended, and stored loan wheat will be covered by the corporation of this year. The wheat is pooled and sold, with the proceeds, if any, over the loan charges and other costs distributed among producers a flat per bushel basis.

Extension of loans will be made on condition that the wheat and facilities shows the condition satisfactory, Holmgreen said. He is wishing to extend their term to certify their county ACA to their intentions before

counties in which the loans are extended are: Armstrong, Borden, Carson, Castro, Dal-

Wilda Cagle Presents at District Meeting

Wilda Cagle attended a district meeting of Housekeeping Aides at Lubbock, April 5. Mrs. Jenkins, field supervisor, and plans were made for training of women on the WPA Project that gives employment as well as help. These women are trained center at various household tasks, sewing, home care of the sick, simple carpenter work, and then sent out to homes in which to assist and train the house-

P. Woody Is Candidate for Election

P. Woody, present incumbent, has been named by the Plainsman to announce candidacy for the office of County Commissioner of the Peace Precinct No. 1, County, Texas, subject to the vote of the primary. Mr. Woody desires to thank the people for the privilege of serving them as their representative of the Peace, and solicits their support in the July Primary.

Mr. Wilson is in Dallas this week attending the Lumbermen's convention.

# THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week  
M. B. CAVANAUGH, PUBLISHER

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

ADVERTISING RATES GIVEN ON APPLICATION

### NOTICE!

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

## A Bad Start

That king of destroyers, fire, is on the rampage again.

During the first two months of this year, according to the National Board of Fire Underwriters, direct fire loss was about \$14,000,000 higher than in the same period in 1939. If that ratio should obtain for the balance of the year, the increase would be close to \$90,000,000, bringing the total loss to around the \$400,000,000 level. And remember—the indirect loss caused by fire is estimated at three or more times the direct loss. Lost jobs, orders, business of all kinds, are just as serious as burned buildings. Most serious by far is fire's toll of human life, running to 10,000 in an average year.

## Recovery Formula

In a recent address, W. C. Mullendore of the Southern California Edison Company, observed that there is a "simple and plain but not an easy formula for recovery." And he summarized it in these words: "Wealth comes from the production of a people employed in agriculture, industry and commerce. Employment is dependent upon the expansion of industry. Industry cannot expand until the spirit of enterprise is released from oppressive restrictions, both governmental and private. Competition must be free and fair, and must be rewarded. Enterprise can only be released under a government that ap-

preciates its importance and encourages it, whereas it will continue to wither and die under a government which distrusts and hampers it by espionage and oppressive regulation, by excessive taxation and by tampering with the medium of exchange. We owe it to our children and to generations yet unborn to fight for the recognition of those simple truths which our people have now too long ignored."

## Political Announcements

Those whose names appear below have authorized The Floyd County Plainsman to announce their candidacy for nomination for the office under which their name appears, subject to the action of the Democratic Primary Election of July 27th, 1940:

For Congress  
**GEORGE MAHON**

Candidate for the Legislature for the 120th Representative District of Texas:  
**L. G. MATHEWS**

For County Clerk:  
**B. NICHOLS**

For Commissioner Precinct Four:  
**H. J. (HUGH) NELSON**  
**C. M. LYLE**

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

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

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

For Commissioner of Precinct No. 1:  
**A. S. CUMMINGS**  
**GEO. M. FINKNER**  
**EMMETT E. POSTER**

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

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

For District Attorney 110th Judicial District:  
**JOHN A. HAMILTON**

For County School Superintendent:  
**CLARENCE GUFFEE**

For County Attorney:  
**JOHN STAPLETON**

For Justice of the Peace Precinct No. 1:  
**B. F. WOODY**

Let Cavanaugh do your Printing.

## Save Money In Spring By Proper Change in Feed

College Station April 10.—Dairy men with cows on good spring pasture can save money by making a slight change in feed.

Usually cows are fed a 22 percent protein grain mixture during the winter when the roughage consists of hay or silage. A lot of dairymen feed their cows the same grain mixture in the spring.

That is where they are making a mistake, according to E. R. Eudaly, dairyman of the Texas A. and M. Extension Service.

Early spring grass is high in water, protein and minerals but low in carbohydrates. That means that the protein should be cut down to from 10 to 14 percent.

Wheat, oats, clover and young sudan pasture are especially high in protein, and a 10 percent protein grain mixture does the job. Spring mesquite, buffalo, dallis or sorghum grass needs to be supplemented with a 12 percent protein mixture. Bermuda or Rhodes grass needs a 14 percent supplement.

Here are some sample grain mixtures: 22 percent protein—100 pounds ground ear corn or maize heads, 100 pounds wheat bran, and 100 pounds cottonseed meal; 14 percent protein, same except only 20 pounds of cottonseed meal; 12 percent protein, same except only 10 pounds cottonseed meal; and 10 percent protein, 100 pounds ground ear corn or maize heads and 80 pounds wheat bran.

Since spring grass is high in water, cows should be offered all the dry hay, bundle feed, or cottonseed hulls they will eat—usually 5 to 10 pounds per day per cow.

Nacogdoches County women, when they entertain District 9 of the Texas Home Demonstration Association in Nacogdoches on April 26, will lead emphasis to the Use More Cotton campaign in Texas by wearing cotton dresses. In addition they have asked that all women planning to attend the meeting come attired in cotton, according to Mrs. J. Y. Welch, vice president for District 9.

More than 280,000 acres are included in the Mason County Livestock and Game Protective Association.

In every region of the country families living on the farm tend to rank first in the proportion that have good diets, surveys made by the U. S. Bureau of Home Economics reveal.

## Crowded Space Is Cause of Chick Cannibalism

College Station, April 10.—About this time of year baby chicks exhibit tendencies towards cannibalism.

The tendency, according to Geo. P. McCarthy, poultry husbandman of the Texas A. and M. Extension Service, is intensified by crowded conditions in the brooder house and lack of space at the feed hoppers.

Cannibalism can be controlled by darkening the windows with red paint or paper. A red light in the brooder will help. So will the feeding of clipped extra, but plenty of grit must be provided to help the chicks grind the oats.

Other chick troubles come in the form of rickets, slipped tendons, and nutritional paralysis.

Rickets is indicated by ruffled feathers, wobbly gait, sore joints, and tendency on the part of the birds to sit most of the time. Put the brooder on green range or add one-half of one percent of cod liver oil to the ration.

Chickens with clipped tendons have big hock joints and crooked legs. The addition of 20 percent without gray shorts to the ration will prevent this.

Birds with nutritional paralysis walk on the back joints and their toes curl inward. Birds on green range are not likely to be affected. Milk and dehydrated alfalfa should be given to birds not on range.

## Facts Concerning Texas Oil and its Development

In forty oil-producing counties of Texas, taxes on oil-producing properties make up 68 per cent of all local tax levies including cities, counties, school districts, water districts, levee districts and other independent taxing subdivisions.

Texas' forty carbon black plants produce 425,000,000 pounds a year, or 82 per cent of the nation's total output.

In 1936 the total tax on Texas oil averaged 9.3 cents per barrel.

Flax acreage in Texas is expected to total 80,000 acres in 1940, compared with only 20,000 in 1939. This represents a gain of 200 percent, according to figures released by the USDA Bureau of Crop and Livestock Estimates.

## DRY-DOCK YOUR CAR, SAILOR!

**GET IT SHIP-SHAPE FOR Spring**

**Get It Sovereign-Serviced for Safer, Better, Low-Cost Driving**—Most cars after a winter of tough driving need a complete check-up. Avoid possible trouble and enjoy more care-free motoring by swinging into our station today. Let us change you over to spring-grade oils and greases, drain your radiator, check your battery and give your car a thorough bumper-to-bumper going over. Our products are Sovereign Quality and that means they're tops.

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**INDEPENDENTLY OWNED and OPERATED**

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COMPLETE LUBRICATION SERVICE.  
Engine Tune-Up A Specialty. Telephone 1111  
LOCATED SOUTHEAST CORNER OF SQUARE

"PAT-A-CAKE, PAT-A-CAKE, BAKING DAY, NEVER A FAILURE FOR ME; THE MEASURED HEAT IS EVEN AND TRUE, WHEN I BAKE ELECTRIC-LEE!"

UNIFORM BAKING SUCCESS with Electric COOKING

## Make a date... to see our 1940 ELECTRIC RANGE REVUE

Clean—Safe—Fast—... just like electric light, the whole story of electric cooking. It is folly to endure your range when you can have a range for much less than you think.

**FAST AS FIRE... without the flame**

\*Many models may be purchased for less than 10c a day on our 1940 Range Revue today... and save on our new prices for May only.

**SPECIAL—**

In response to many requests, we are offering again a trade-in value of \$1.00 for your old iron on a new Sunbeam Iron-Master. This offer is made for April only. 95c down and one dollar a month.

**\$8.95** less \$1.00 for your old iron

Texas-New Mexico Utilities Company

## Sure Signs Of Spring



Spring is here when motorists dig out the road maps and lay their plans for seeking the "open road," and sailors the country over begin their annual "letting-out" activities, preparing sleek water craft for the first jaunt of the season. Here Skipper Ted Skinner begins operations under the watchful eye of Miss Tony Clark, who motored down to the boatyard in her new 1940 Chevrolet.

## LIVESTOCK REMEDIES

We have a complete stock of Poultry and Live Stock Remedies and are better prepared than ever before to serve the Poultryman and Stockman.

### SWINE—

Hemorrhagic Septicemia.

Per Dose . . . 5c

### SHEEP—

Hemorrhagic Septicemia.

Per Dose . . . 5c



- 5 Gallons De Hess Dip . . . \$6.25
- 35 pounds Poultry Pan-a-min . . . \$4.65
- 2 1/2 pound can, Hess's Lice Powder . . . .65
- 100 Chick Tablets . . . .50
- 25 pounds Hog Special . . . \$3.30
- Hess Udder Ointment . . . .50
- 5 cc. Hog Worm Capsules, Each . . . .04
- Dr. Hess Stock Tonic, 35 pounds . . . \$4.65
- Dr. Hess Household Disinfectant, 12 c . . . .35
- Poultry Worm Tablets, each . . . .01

PLENTY OF FREE LITERATURE ON CARE AND TREATMENT OF POULTRY AND LIVESTOCK.

**WHITE DRUG COMPANY**

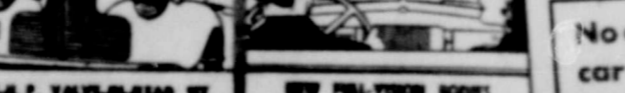
## NOWHERE ELSE Features Like These!

Chevrolet for '40 is the only car in the world combining all the modern features pictured here. Remember, only Chevrolet brings you all these features at low prices and with low cost of operation and upkeep! Only Chevrolet has the top volume production—the consistent year-after-year sales leadership—to give such value. Buy the best. . . . Buy a new Chevrolet for '40!

## "CHEVROLET'S First Again!"

Eye It..Try It..Buy It!

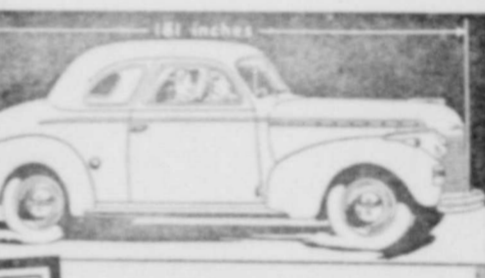
LEADER IN SALES . . . 8 OUT OF THE LAST 9 YEARS!



**NEW EXCLUSIVE VACUUM-POWER SHIFT**  
On all models at no extra cost. Only Chevrolet has this marvelous Exclusive Vacuum-Power Shift... supplying 80% of the shifting effort automatically, and requiring only 20% driver effort.

**NEW FULL-VEHICLE BODY BY FORD**  
The finest bodies built today—bigger, more beautiful, more comfortable in every way.

**55-4.7 VALVE-IN-HEAD IRON**  
Chevrolet's first in overhead-iron, in 4-cylinder, and in all-round performance with all-round economy.



**"THE LONGEST OF THE LOT"**  
From front of grille to rear of body (181 inches) Chevrolet for 1940 is the longest of all lowest-priced cars!



**"THE KING ROYAL" with Perfected Knee-Action**  
On Special Deluxe and Master De Luxe Series Chevrolet's famous Perfected Knee-Action Easing System brings you ride results never before known.



**NEW "ROYAL CLIPPER" STYLING**  
With completely new streamlined body—lowered center of gravity without reduction in road-clearance.

**NO OTHER MOTOR CAR CAN MATCH ITS ALL-ROUND DOLLAR VALUE.**

**NEW SEALED BEAM HEADLIGHTS with Separate Parking Lights**  
The safest, most scientific road-lighting system ever designed.

**ODEN CHEVROLET CO.**  
SALES AND SERVICE PHONE 4 FLOYDADA, TEXAS

**Fe System  
President Visits  
Floydada**

Chicago, president of the Fe System lines was in Floydada for a brief visit Sunday. He was pleased by the improved conditions of Floydada as having the appearance of a thriving little city and a desire to return when he comes to stay.

Mr. Eagle's party were W. K. ... president, Chicago; J. A. ... president and general manager of the Panhandle Lines, ... H. Minchin, assistant to ... manager, Amarillo; T. A. ... civil engineer, Amarillo; ... superintendent, Slaton; ... division freight and ... agent, Lubbock.

Mr. Eagle came to Plainview by ... to Lockney, Floydada, ... and Balls, by automobile. ... explained that his trip ... Fe system was for in- ... purposes to be used in the ... industry.

**ers' Retail  
Up For  
vrolet**

Michigan, April 10.—Chevy. ... read sales of new cars ... in the month of March

**Nagging  
Backache**

**Warn of Disordered  
Kidney Action**

... with its busy and worry, ... habits, improper eating and ... risk of exposure and infec- ... heavy strain on the work ... They are apt to become ... and fall to filter excess acid ... from the life-giving

... nagging backache, ... getting up nights, ... feel constantly ... all worn out. Other signs ... or bladder disorder are some- ... or too frequent ...

... Don't! Don't! Don't! help the ... to you of harmful excess body ... They have had more than half a ... by grateful users everywhere. ... your neighbor!

**DOAN'S PILLS**

totalled 106,014, an increase of 41.1 per cent over the February record, it was announced today at the Company headquarters here. Sales for the month were the highest recorded since April, 1937, comparison of the figures showed.

Sales in the final 10-day period were 45,356 units, only 15,302 units less than the total for the two previous 10-day periods combined.

The 10-day figure was higher, by 35.4 per cent, than that for the previous 10 days, indicating an excellent outlook for continued high volume in April, it was stated.

Sales for the first quarter, the report showed, were 254,751, as compared with 191,607 in the first quarter of 1939. The increase amounts to 33.0 per cent.

Movement of dealers' used cars also continued heavy through the month, the report indicates. Sale of 162,663 of these units was recorded, as against 141,700 in the same month last year.

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**Floydada Insurance Agency . . .**

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

**W. H. HENDERSON**  
OWNER

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

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



**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!

**Clearance**

**Ladies Coats, Suits and Dresses**

Our After Easter Clearance will close in a few days. You should take advantage of the many values offered in this sale. Buy your spring wardrobe here and be assured of new merchandise. Up to the minute styles. We are offering a great saving on Ladies Coats, Suits, Dresses.



**LADIES DRESSES . .**

In Alpaca, Roman 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 16 1/2 to 24 1/2

- Ladies dresses \$5.95, reduced to . . \$4.69
- Ladies dresses \$7.95, reduced to . . \$6.89
- Ladies dresses \$9.85, reduced to . . \$8.89
- Ladies dresses \$12.75, reduced to \$10.98
- Ladies dresses \$14.95, reduced to \$12.69



**Ladies Coats**

- \$6.95 Coats, reduced to . . . . . \$5.50
- \$7.95 Coats, reduced to . . . . . \$6.89
- \$9.85 Coats, reduced to . . . . . \$8.89
- \$12.75 Coats, reduced to . . . . \$10.98
- \$16.95 Coats, reduced to . . . . \$13.69
- \$19.50 Coats, reduced to . . . . \$16.98

**Ladies Dress Maker Suits**

Ladies Dress Maker Suits, \$16.95 values, reduced to . . \$13.69

Ladies Tailored Suits at . . \$12.75

**Short Jacket Coats**

\$5.95 Coats, reduced to . . . . . \$4.69



**LADIES DRESSES . . .**

This group of dresses are in spun rayon and printed crepes

- Ladies dresses \$2.98, reduced to . . \$2.69
- Ladies dresses \$3.98, reduced to . . \$2.89
- Ladies printed crepes \$4.98, reduced to . . \$4.29

**STYLE SHOPPE**

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

### CLASSIFIED ADVERTISING

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

**LANDS FOR LEASE**  
A few farm tracts to lease at reasonable prices for cash.

W. M. MASSIE & BRO.  
Floydada, Texas. 11-tfc

We invite you to visit the greenhouse. **PARK FLORISTS**—Mrs. W. S. Goen. Phone 78. 46-tfc

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



### Poultry

We will have a few sexed cockerels this week at \$2.95 per 100—ideal for friers. Also day-old and started chicks at attractive prices. All chicks from Texas U.S. Approved Poultry. Tested stocks. See us before you buy. Carmack Hatchery. 20-2tp

Dr. and Mrs. C. M. Thacker are attending the dentists convention in Dallas this week. Mrs. F. C. Harmon went down with them and is visiting with her son and family, Mr. and Mrs. F. C. Harmon, Jr.

### WOMEN IN "40'S"

Read This Important Message!

Do you dread those "trying years" (38 to 42)? Are you getting moody, cranky and nervous? Do you lose hot flashes, weakness, dizzy spells? Are you jealous of other women? THEN LISTEN—These symptoms often result from female functional disorders. So start today and take famous Lydia E. Pinkham's Vegetable Compound. For over 40 years Pinkham's Compound has helped hundreds of thousands of grateful women to go "smiling thru" difficult days. Pinkham's has helped calm unquiet nerves and lessen annoying female "troubles." One of the most effective "women's" tonics. Try it!

### A STITCH IN TIME SAVES NINE

Get well and stay well with the NATURAL AND ECONOMICAL... Bakerwell Mineral Water Company, Mineral Wells, Texas.

### BE SURE TO INSIST ON Ingersoll



Look for the Ingersoll name on the dial of the watch or clock you buy. Your assurance of dependability and quality is in Ingersoll. Pocket Watches from \$2.50. Watch Chains from \$1.00.

### University of Texas Prints Largest School Paper

Austin, April 10.—The nation's largest issue of a collegiate daily newspaper rolled off the press on the University of Texas campus here—a 100-page edition for the Daily Texan. Campus news organ for 11,000 students, the Texan in this edition topped its own national record of 60 pages.

The special edition—largest in the history of collegiate journalism—was prepared by Editor Max Skelton and his volunteer staff for the Eleventh Annual Round-up, ex-student homecoming, April 4-7. It included sports, society, Bluebonnet Belles, campus, amusements, news and magazine sections.

Twice winner of Pace-Maker awards—given by the American Collegiate Press to only 1 per cent of the country's college papers—the Texan has consistently attracted comment as a "professional" publication.

Last year, Skelton said, 327 individual students' names appeared on the masthead for volunteer night work.

Now in its 41st year, the Texan has been a daily for 26 years.

### Undernourished School Children Receive Food

Lubbock, April 10.—Undernourished school children have received 125,457 hot mid-day meals in schools in the Lubbock area as a result of the WPA school lunch program, according to a report issued Saturday by District Manager J. O. Jones.

Jones' statement, summarizing physical accomplishments on WPA service projects in this section, was the third in a series of four reports detailing tangible results of four and one-half years of activity by the Federal agency.

In January of this year WPA women workers in the Lubbock territory were serving 810 lunches daily to youngsters from underprivileged homes in four public schools.

Other outstanding accomplishments were listed in this phase of the report as follows:

In WPA food preserving plants there were canned 1,000 quarts of foodstuffs. Housekeeping aides paid \$8,492 visits to the homes of helpless and destitute families requiring home service. During December, '39, a typical month of house-keeping aide activity, 326 families were assisted.

Women workers in WPA sewing rooms in this district have produced 743,450 garments for distribution to destitute families. In addition to garments manufactured, sewing room workers produced 45,109 household articles for distribution into the homes of the underprivileged.

During January of this year there were 28 pre-school children attending WPA nursery schools; there have been 95 children enrolled in such classes since the inception of the program.

Library workers employed by WPA have catalogued 64,938 volumes and have repaired or renovated 133,220 books. During December, 1939, there were circulated 84,946 books by WPA workers employed in 68 libraries.

Establishment of a basis for fair and equitable land tax valuation, location of underground water sources, compilation of comprehensive data regarding adequacy of school facilities, and discovery of useful natural resources, including rock and gravel for road building and other construction work, were the results of the statewide survey projects operated by WPA workers in the Lubbock district.

Results of other research and records projects were listed as follows:

A cumulative school grade records project has been completed for the city of Mileshee. More than 30,400 deeds, court orders, district and coun-

### Short Course Dates Announced For A and M College

College Station, April 10.—The annual Farmers' Short Course at Texas A. and M. College will be held July 8-12. H. H. Williamson, director of the Extension Service, has announced.

The annual gathering will again be divided into three sessions. The junior short course for 4-H Club members and other boys and girls is scheduled July 8 and 9 and the adult will meet July 11 and 12.

County agricultural and home demonstration agents will hold their annual conference in between these two sessions on July 9, 10 and 11.

A number of special groups, including the Texas Home Demonstration Association and the Texas Agricultural Writers, have scheduled their annual meetings to coincide with the adult session.

Mr. and Mrs. A. S. Hollingsworth and son, Larry Joe, and daughter, Mrs. Jim Bandy, spent the week end in Seminole visiting their son, Lewis Hollingsworth and Mrs. Hollingsworth.

Mr. and Mrs. Ernest Fry returned home Sunday from Dallas, where they attended the Southwestern Life Insurance Convention.

Mr. and Mrs. John A. Hollums and Mr. and Mrs. Duncan Hollums and Mrs. Sarah K. Duncan, visited relatives in Lubbock Sunday.

Mrs. A. P. McKinnon returned home Monday from Austin where she had been visiting since December. Mrs. McKinnon also visited in Dallas and San Marcus while away.

Miss Louise Hyatt returned home Monday night from Menard, Texas, where she had visited the past two weeks with Mr. and Mrs. E. H. Carmichael.

Mrs. Douglas Hollums who underwent an operation in a Lubbock hospital last week is doing nicely, and it is thought she will be able to move home in a few days.

A three-day Cotton Research Congress will be sponsored by the Texas State-Wide Cotton Committee in Waco during the first week of June. Cotton production, harvesting, ginning, and usage are among the topics to be studied.

### Card of Thanks

We wish to express our heartfelt thanks to our many friends who so ably assisted and for the beautiful flowers and kind words of sympathy received during the illness and death of Erna Lee Marshall. May God's richest blessings be yours in our prayer.

GEO. E. MARSHALL,  
Barbara June Marshall,  
Myrna Lee Marshall,  
L. A. Marshall and Family,  
S. M. Crawford and Family.

Miss Gloria Hammonds, who underwent an operation in a Lubbock hospital ten days ago, was brought home Sunday and is doing nicely.

**M. L. SOLOMON JEWELER**  
Floydada, Texas

### FOR BETTER RESULTS USE ECONOMY FEEDS WITH KELCO MEAL

Hens that are underfed or under-cared for do not produce a profit—A scientifically balanced ration means a good profit from your laying hens.

WE HANDLE ALL KINDS OF FIELD SEEDS.

## Farmers Grain Co.

### PARTNERS IN A GREAT TEXAS ENTERPRISE

**Oil** TEXAS farmers and ranchers received last year from oil men the huge sum of \$132,478,000 for leases and royalties as their share in this partnership.

All but seven of Texas' 254 counties now share in this cash return from leases and production on more than 50,000,000 acres of Texas land.

Then, too, the Texas farmers and ranchers sell to oil workers and their families more than \$60,000,000 worth of farm and livestock products each year.

Thus the farmers and ranchers of our state receive nearly 200 million dollars a year as their share of oil's total expenditure of 750 million dollars annually in Texas. These 200 million dollars in turn flow into every channel of Texas trade.

The Texas farmer and rancher and the oil man are partners in the development of Texas.

This Advertisement Paid for by Various Units of the Industry and Sponsored by  
**TEXAS MID-CONTINENT OIL AND GAS ASSOCIATION**

### COLDS Cause Discomfort

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

### GUARANTEE!!

That's what we say about all our work. Because—we use only the high quality materials! and the prices are reasonable.

Complete stock of WEAR-U-WELL shoes.

We remove those sore corns and bunions.

**Rainer Shoe Shop**  
SOUTH SIDE SQUARE

### THE FIRST NATIONAL BANK

Floydada, Texas

1903—Time Tested Service—1940

**BABY Chicks**

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

### RICE HATCHERY

### CHECK-UP FOR SPRING DRIVING SERVICE!

DRIVE A "SPRING CONDITIONED" CAR FOR PLEASURE AND SAFETY—It's Spring—but is your car ready for it? Probably not, after a tough winter's driving! TURN it over to FINKNER'S AUTO STORE for Spring check-up. We'll tune it from bumper to bumper. You'll drive better and cut upkeep costs.

### FINKNER'S AUTO STORE

EVERYTHING AUTOMOTIVE

Let Cavanaugh do Your Printing

FOR **Information** PLEASE

... note the features of these **LORRAINE Slips**

**\$1.29**

Satin  
Swish Taffeta

**FEATURES**

- Choice of three Rayon Charmant fabrics: Satin, Swish Taffeta, Crepe. Laboratory tested for long wear.
- Four gore true bias and four gore straight cut.
- Double front and back. Bust moulding top.
- Adjustable shoulder straps that stay put.
- Won't twist, ride or slip.
- Perfect fit.
- Dressmaker finish.
- Full, accurate sizes.
- Choice of two lengths.

### STYLE SHOPPE

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

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★ **Help your teeth shine like the stars... use Calox Tooth Powder** ★  
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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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