

"By Helping Business You Help Yourself"

The Floyd County Plainsman

Floydada, Floyd County, Texas, Thursday, December 19, 1940

Number 2

VOLUME No. 12

Reaction of Defense Program and War on 1941 Economy

College Station, December 18th.—The defense program expenditures and the war effort, believes W. E. Morgan, Extension Service Economist, constitute the most important element in the economic picture for 1941 and succeeding years.

Morgan interprets expenditures for defense along with the expected heavy increase of industrial exports, as pointing to a materially higher level of industrial activity, employment, income, payrolls and income of non-agricultural consumers in general.

The resulting improved consumer demand, he adds, will affect especially products, including meats, dairy products and poultry products, and some fruits and vegetables, which are sold almost entirely in domestic markets.

Employment may be cut in half by the war, assuming the United States does not become a belligerent in the near future and that the \$17,000,000,000 currently appropriated for defense is expended at the rate of above \$6,000,000 a year.

Analysts trends, Morgan, who presented the recent U. S. Department of Agriculture annual Outlook Conference at Washington, says that export demand for United States farm products is likely to be even worse than in 1940. Continental European markets now are almost shut off and British import restrictions on some commodities have been increased over those prevailing in the first part of 1940. The outlook for exports might be better if the war in Europe ended, although in that event conditions would remain unfavorable.

Cotton exports are expected to be small in 1940-41 compared with the previous marketing year and may drop to the lowest level in modern times. The most optimistic estimates are for an export of around 1,000,000 bales, but many estimates range down to 1,000,000 or less. Domestic consumption may offset this somewhat by reaching the highest level on record, but regardless, an increase in the record carry-over of American cotton next August appears inevitable.

World supplies of wheat continue to be scarce and Great Britain can obtain only limited supplies from the dominions.

The general level of wholesale prices in the United States is expected to average materially higher in 1941 than this year. The forces affecting prices will be conflicting to a substantial extent. Prices of farm products sold in the domestic market will increase in response to improved demand, but unfavorable foreign conditions will continue to offset adversely the demand for some other agricultural commodities, prices of which now are being supported by loans and subsidy programs.

The defense program will greatly increase the demand for certain raw materials and semi-finished products, and for skilled and semi-skilled labor, but this may result in a general increase in costs and prices in a number of industries not directly affected by it.

Cash incomes from farm marketing is expected to be higher in 1941 than in 1940 because of the prospective increases in prices of some farm products, but this will be partly offset by higher production costs. The increase in cash income from livestock and their products is expected to be more pronounced than the increase in income from crops.

Texas soil conservation districts are not confined to one section of the state but are well distributed.

Best cotton and some cattle. He will continue to conduct his own farming operations and his connection in an official capacity with the AAA.

Five ounces of whole milk cheddar cheese is the equivalent in nutritive value of a quart of whole fluid milk.

LET CAVANAUGH DO YOUR PRINTING.

ANDIES, FRUITS, NUTS, ETC. We have candies, fruits, nuts, and confections. Better try that lay-away plan on them, they are usually sold at when you want them. Phone 40. CASH GROCERY. 1-2c

Trueman Kirk Is Assistant at Texas University

Austin Texas, December 18th.—James Trueman Kirk of Floydada is helping to pay for his own education at the University of Texas by working as an assistant in the department of Electrical Engineering.

Granted a student assistantship because of exceptional grades, Kirk grades papers, checks rolls, and gives other routine aid to electrical engineering professors.

Among the other student assistants are Richard H. Craig of Iami, business administration, and three Amarillo students: Paul Henry Coy, civil engineering; Cullen Malone Crain, applied mathematics and astronomy and physics; and Walter Fred Hardgrave, electrical engineering.

MRS. J. F. ROBERTS BURIED SATURDAY AFTERNOON

Funeral services for Mrs. J. F. Roberts, 71-year-old Floyd County pioneer were conducted at 2 o'clock Saturday afternoon at the Lakeview School auditorium.

Mrs. Roberts died here early Friday morning after an extended illness. Born in Bedford County, Tennessee, she was married in 1888. The family lived in Archer and Montague counties before moving to Floyd County in 1901.

Survivors are her husband; seven sons, A. J. Roberts of Riverside, California, Elzie Roberts of Lamesa, Luther Roberts of Floydada, Poyner Roberts of Roaring Springs, Julian Roberts of Ralls, and Frank Roberts of Abernathy; three daughters, Mrs. W. C. Wright of Floydada, Mrs. Tilford Taylor of Mt. Blanco, and Mrs. Ellis Head of Wichita Falls; five brothers including F. C. Harmon of Floydada; one sister, 25 grandchildren and two great grandchildren.

Elder Charlie Jarrett of South Plains, assisted by Elder D. L. Handley of Lockney conducted the services. Burial was in the Lakeview Cemetery under the direction of the F. C. Harmon Funeral Home.

Pallbearers were: Tom Porter, Joe Dunn, John Conway, Tom Hopper, Euren Gates, A. M. Battey, L. M. Powell, Earl Edwards, and B. L. Breed.

Community Committeemen Are Elected

Community committeemen elected for 1941 in the Floydada community were as follows: William F. Ferguson, chairman; H. A. Tardy, vice chairman; Claude Fawver, regular member; W. H. Nelson, first alternate; H. L. Hartsell, second alternate. As Mr. W. F. Ferguson was elected as county committeeman for 1941, H. A. Tardy will become chairman. Claude Fawver, vice chairman, and W. H. Nelson, regular member, with H. L. Hartsell as first alternate.

In the Lockney community, Henry W. Schacht was elected chairman of the community committee; Guy D. Allen, vice chairman; Ed Teuton, regular member, with Buck Sams and B. R. Phillips as first and second alternates, respectively.

In the Cedar Hill community, Thomas S. (Sid) Brown was elected chairman; Richard E. Taylor, vice chairman; Arthur A. Tubbs, regular member, with Bryant Higginbotham and John S. Lackey as first and second alternates, respectively.

County committeemen elected for 1941 were: Paul Snodgrass, of South Plains, as chairman; George B. Johnston, of Lockney, as vice chairman; William F. Ferguson, of Floydada, was elected first alternate and Henry W. Schacht, of Lockney, as second alternate on the county committee.

To date 770 soil conservation checks amounting to \$118,515.37, which represents 522 work sheets, have been received in the county office.

ALCYE A. HOOTS, Secretary, Floyd County ACA.

The term "spud," once a popular equivalent for potato, originated from the initials of a dietetical society, now deceased, called the Society for the Prevention of Unwholesome Diet.

Italian rye grass makes an excellent green crop for poultry.

Outdoor Yule Lights Spread Joy For All



Clever Use of a Few Strings of Christmas-tree Lights and Well-placed "Projector" Floodlight Lamps Can Transform a Home into a Glowing Greeting of Good Will.

By Jean Prentice

NEVER before have world events so meaningfully driven home to Americans the desire for "Peace on Earth... Good Will Toward Men". Before the era of electric lights, men were obliged to confine the expression of their Christmas spirit indoors. Symbolizing this spirit were the be-candled indoor tree, sprigs of holly, gaily wrapped gifts, and the common greeting card.

Came a new day, the advent of the colorful multiple burning Christmas-tree lamps like glowing jewels on a string. Came "projector" lamps designed for outdoor flood and spotlighting. Last holiday season entire neighborhoods, through light, were transformed into veritable fairylands. The

custom of expressing the Yule spirit outside has grown by leaps and bounds. This distinctly American tradition will doubtless reach a new peak this season. Black-outs may be the order in lands less fortunate than ours. Over here, countless thousands of home-owners, unafraid, again have the opportunity to join up with the millions who each year at this time illuminate their holiday spirit, letting it flow outside for all to enjoy.

Quite a display can be created by simply attaching some evergreens around the front door and windows. By fastening strings of Christmas-tree lamps to the greens and by running an extension cord to a nearby electrical outlet, most of the job is done. An added note of beauty may be had

through use of the new 150-watt "projector" lamps. Reflector, lens, and filament are hermetically sealed into each of these rugged all-glass lamps. They may be placed close to the house to silhouette a theme message or to spread their light upward in stylized fan patterns. Used at a distance, these lamps will "flood" or "spot" larger areas. Holders are available for these bell-shaped lamps.

And now, just one more hint. When shopping for your Christmas lighting equipment, see a reliable set of electrical goods. Tell him you want to buy only high quality lamps. He will make them. They must be able to stand adverse weather conditions. Besides, the best lights prove to be the cheapest in the long run.

Hansford County Farmer Grows Prize Wheat

College Station, December 18th.—A sample of Tenuis wheat grown by J. D. Wilbanks of Hansford County, Texas, recently won first prize in competition with the entire United States and Canada in the milling and baking contest at the International Grain and Hay Show at Chicago.

In the same contest samples entered by three other Hansford County growers, W. F. C. Eling, George Stewart, and R. C. Chase placed sixth, eleventh, and fifteenth, respectively, according to J. M. Hatton, county agricultural agent.

"These four samples were the only ones entered from Hansford County and the fact that all won a place in the show in the face of the toughest sort of competition shows the high quality of our wheats. Too, it shows that the wheat improvement program started in the county three years ago is bearing fruit," County Agent Hatton comments.

ALLOTMENTS TOTALING \$166,000 FOR REA HAVE BEEN MADE

Allotments totaling \$166,000 for rural electrification in Texas have been announced by Harry Slattery, REA Administrator for Texas. The amount includes \$128,000 to build 193 miles of line for serving 390 members of the Bailey County Electric Cooperative Association in Bailey, Lamb, Farmer, Castro, and Cochran counties. The association previously had been allotted \$178,000 to build 249 miles of line to serve 550 members, and \$20,000 to finance house wiring and plumbing installations.

In addition, the total covers allotments made to finance house wiring and plumbing installations by members of electric cooperatives in Floyd, Karnes, Gonzales, Medina, and Tom Green counties.

CHARLEY NEIL INJURED FROM FALL SATURDAY

Charley Neil, who assists Morgan Wright as City Marshal, with the down town traffic on Saturdays, slipped on the ice Saturday afternoon and injured his back from the fall. No bones were broken, but he is receiving treatment at the local hospital, and will be unable to work for sometime.

There are approximately 3,000 cross-ties per mile of railroad track.

Home Grown Christmas Gifts Are Popular

Home-made and home-grown Christmas gifts are popular with Texas home demonstration club women, especially those who sell high quality products at the homemakers' markets in Texas.

Myrtle Murray, specialist in home industries for the A. and M. College Extension Service, calls these "Christmas gifts from the soil or Christmas gifts from the gods". These represent the creative work of some one who was able to achieve results with the help of the gods, she says.

Some of these home-grown gifts, the specialist suggests are good country wrapped butter in gold cellophane, rich cream or a pint of cottage cheese in a decorative container with a recipe for salad.

In the poultry line, she offers specially fed fat hens, turkeys, or fryers which have been dressed, or a dozen selected eggs attractively wrapped.

Then, not many gifts will beat a home-grown, home-cured ham, back-bones with a quart of yellow meal and a recipe for making cornmeal dumplings, spareribs, good country sausage, or head cheese.

Containers of jellies, preserves, or pickles, home-grown sorghum syrup, or home-produced honey are also on Mrs. Murray's suggested list. She adds also that pecans in an attractive striped checked, or printed cotton sack make a nice gift.

Here are some of her suggestions: home-grown pot plants, wreaths of yew, holly, French mulberry and evergreens; cuttings and roots from shrub beds, native shrubs balled and burlapped, ready to "set out"; rag dolls, especially "Negro Mammies" with bright red bandanas; and home-made play equipment.

Hardin-Simmons Award Letters to 30 Members

Award of varsity letters to 30 members of the unbeaten and untied Hardin-Simmons Cowboys eleven, including monogram awards to all 13 seniors on the squad, was announced this week by Coach Frank Kimbrough. The awards are subject to academic requirements at the semester's end.

Presbyterians to Hold Christmas Program

The local Presbyterian church is holding its Christmas program on Sunday evening, December 22, 7:00. The pastor, R. A. Enfer announces the following program:

Prelude, A Medley of Christmas Hymns, Betty Jo Sims. "Welcome" Hope McIntosh. "Invocation" Joy McIntosh. "Joy to the World" a hymn sung by the congregation.

"What Christmas Means" Va Rue Matthews.

"I Wish You a Merry Christmas" Tommy McIntosh.

"Luther's Cradle Hymn" sung by the juniors of the Sunday School.

"Keep Christ in Christmas" a reading by Betty Jo Sims.

"The Best Gift of All" Buster McIntosh.

Old Testament Prophecies of Christmas, a reading by Donald Cornelius.

"Emmanuel" Billy Jack Eudy.

"When Christmas Comes" Billy Matthews.

The Christmas Story (Luke 2:1-20), a reading by Randall King.

"Silent Night" a solo by the Pastor.

"God's Gift to Men" a reading, Jack McIntosh.

A short talk by the Pastor. Prayer, Kenneth Bain, Jr.

At all times, and especially at the Christmas season, the Presbyterian church seeks to promote the spiritual welfare of the community. A most cordial invitation is extended to all to be present for this Christmas program.

BIG BUSINESS IN SMALL WAY

Paul (Tiny) Bowden, of Mayfield, Kentucky, a National Guard lieutenant, walked into a shoe shop in uniform and asked for a shine.

The shine boy looked at the expanse of boot presented by the six-foot five-inch soldier and then called out to another boy:

"Gimme a hand. I've just got an army contract!"—Swiped.

The railroads have spent nine billion dollars for improvements since 1923. Almost half of this amount was expended for equipment.

Texas of all the states has the largest number of rural people with out libraries, according to the People's Library Movement of Texas.

O. P. Rutledge, Jr. Makes Honor Roll in College

Among the students making the honor roll at John Tarleton College for the second preliminary period was O. P. Rutledge, Jr., of Floydada. Of the 1300 students enrolled at John Tarleton, 149 were on the honor roll. To be eligible for this honor a student must make at least 80 in every subject for that preliminary.

J. Thomas Davis, dean of the Stephenville institution, complimented these students highly for their outstanding achievement.

Cotton Quotas Gain In Popularity In Texas

College Station, December 18th.—Twelve Texas counties which last year failed to return a two-thirds majority favoring cotton marketing quotas went over the line with majorities ranging from 67 to 100 percent in the South-wide referendum December 9.

On the basis of unofficial returns from 229 counties in which cotton producers voted, Frank B. Seale, state AAA committeeman and Robertson county cotton farmer, analyzed trends as indicated by the vote and found that only three counties which last year gave quotas a two-thirds majority failed to do so this year. They were Gillespie, 88 percent in 1939, 65 percent in 1940; Lee, 74 and 63; Cochran, 86 and 52.

Marketing quotas failed to get a two-thirds majority in five other counties, making a total of eight counties in the state opposing. The following counties fell short of two-thirds but all except one showed a larger percentage of their vote favoring quotas: Throckmorton, 46 percent in 1939, 62 percent in 1940; Fayette, 49 and 53; Lavaca, 35 and 49; Willacy, 62 and 65; Kendall, 50 and 50.

FLOYD COUNTY COMES IN

Counties which last year failed to give a two-thirds majority but which did so this year were Floyd, 63 percent in 1939, 67 percent in 1940; Shackelford, 51 and 76; Runnels, 61 and 73; Eastland, 62 and 75; Brown, 65 and 84; Comanche, 60 and 84; Hamilton, 65 and 71; Van Zandt, 66 and 86; Colorado, 64 and 73; Maverick, 36 and 91; Sutton 50 and 100.

The final unofficial tabulation showed 88 percent in the state favoring quotas with a total of 153,782 votes cast, 135,293 for and 18,407 against. Status of 82 challenged votes was undetermined.

Notice Young Men Interested In Army Aviation

The Army requires a number of young men for enrollment as Flying Cadets in the Air Corps. These Cadets who qualify will be given a complete course of Army Aviation training and with a view to appointment as Reserve Officers in the Army Air Corps.

While training, Flying Cadets are paid \$75.00 per month, food, clothing and medical attention furnished free.

They are given as thorough course of training (about nine months) as can be obtained anywhere.

Ages 20 to 27.

Unmarried.

First class physical condition.

Two (2) years College or written examination in lieu thereof.

This is important. If interested apply now.

See your postmaster or write the U. S. Army Recruiting Officer, Lubbock, Texas.

COMMISSIONERS COURT MET MONDAY AND DECLARED RESULTS OF BOND ELECTION

The Floyd County Commissioners Court met Monday and declared the results of the Road Bond Election which was held Saturday. The election failed to carry by a two-thirds majority.

A two-thirds majority is required to carry bond elections. There were cast at said election 752 votes of which number 445 were cast for issuance of \$300,000 and 307 votes were cast against the issuance of the bond.

Small Grain Pastures Are Suggested

College Station, December 18th.—Dairymen should provide small grain pasture for their cows during the winter and early spring whenever possible. But, says E. R. Eudaly, Extension Service Dairyman for Texas A. and M. College, too much of this kind of pasture tends to lower the cows' production and, therefore, they should have an accompanying feed of hay.

A Jersey cow producing two gallons of milk daily has to have at least 20 pounds of dry matter. Small grain pasture in late autumn usually analyze about 85 per cent water, and in order for the average Jersey to get the necessary 20 pounds of this kind of pasture tends to lower the cows' production and, therefore, they should have an accompanying feed of hay.

Eudaly suggests keeping hay in a rack where cows can have free access to both hay and pasture. Assuring that they will eat the correct amounts, he says this ordinarily will vary from five to ten pounds of hay and 50 to 80 pounds of small grain pasture daily, depending upon how "watery" the pasture growth is.

Small grain pasture being high in protein and low in carbohydrates, Eudaly recommends sorghum cane hay, Johnson grass, sudan, Bermuda and prairie grass hay as suitable sources of carbohydrates to provide the balance of the two substances. Good dairy cows also will need some grain mixture low in protein in addition to hay and pasture. A combination of 500 pounds of ground ear corn and 100 pounds of cottonseed meal would analyze 14 percent crude protein.

As a second choice, the dairyman might replace 100 pounds of the ground ear corn with 100 pounds of ground oats as barley, feeding three pounds of the grain mixture daily for each gallon of milk a cow produces.

Adoption of this feeding schedule, Eudaly says, will get the maximum amount of milk at the least possible cost.

Texas Needs More Manufacturing Milk for use

Texas needs more manufacturing milk to meet the demands of its domestic market.

W. V. Maddox, Extension Service dairy manufacturing specialist for Texas A. and M. College, says Texas imports butter, concentrated milks and cheese because the volume of manufacturing milk falls far short of demand.

"With increased population," he explains, "we need to produce still more dairy products. But, with some of the general practices and trend prevailing on most farms we may expect a decline in production of manufacturing milks."

Maddox believes that with the new era of agricultural policies and a change to larger farm units operated by hired labor, we may expect a decrease in producers of cream and milk for manufacturing purposes. The new methods brought about a decrease in farm people who formerly produced milk and cream for their own tables and sold a little surplus to manufacturing plants. Their altered status removed them from the producing class and placed them wholly within the consumer element.

Carloadings for Week-ending are Slightly Up

The Santa Fe Railway System carloadings for the week ending December 14, 1940, were 19,896 compared with 19,164 for the same week in 1939. Received from connections were 7,114 compared with 5,709 for the same week in 1939. The total cars moved were 27,011 compared with 24,873 for the same week in 1939. The Santa Fe handled a total of 26,671 cars during the preceding week of this year.

Let Cavanaugh Do Your Printing.

THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week
M. B. CAVANAUGH, PUBLISHER

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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.



POINSETTIAS at Christmas Time!

Give your home a joyful
holiday atmosphere with
the traditional Christmas
flower — POINSETTIAS.
Select from our gorgeous
assortment of hardy, home-
grown plants. Many vari-
eties—all sizes.



Cut Flowers

We carry a complete selec-
tion of fresh cut roses,
chrysanthemums, carnations
etc. Prices begin at \$1.00
per dozen—and UP.

TELEGRAPH Your Floral
Gift—Guaranteed Delivery.

HOLLUMS' FLOYDADA FLORISTS

Mrs. Maud E. Hollums



WET WASH

WASHED AND EXTRACTED
READY TO IRON

2 1-2c Pound
SHIRTS 9c

In Thrift T and Rough Dry
Bundles.

FLOYDADA STEAM LAUNDRY

Phone 141 for Pick-Up and Delivery Service!

19 BEST WISHES 40 for Christmas-time



STANSELL & COLLINS

JOHN DEERE DEALERS



Geo. B. Marshall

District Clerk

Greetings

May the Christmas Season bring enjoyment
that will fill every minute and hour of the yuletide
season and face the New Year with fondest ambi-
tions and hopes.

MAY EACH OF YOU HAVE A HAPPY AND
PROSPEROUS NEW YEAR.

MRS. O. M. CONWAY
COUNTY TREASURER.



The two words of greeting—MERRY CHRISTMAS
—have behind them all our good wishes for your
future and our gratitude to our patrons.

We wish for each and everyone of our hundreds
of friends and loyal customers the very Merriest
Christmas and a very prosperous New Year.

FLOYDADA INSURANCE AGENCY

W. H. Henderson, Owner

Phone 273



We wish to take this opportunity to express our appreciation
for your patronage and hope that we may continue to serve you in
the year to come.

JONES MARKET

EDGAR JONES.

1934 STUDY CLUB HOLD CHRISTMAS PARTY AT WALTER TRAVIS HOME

The 1934 Study Club met in the
home of Mrs. Walter Travis Tuesday
night at 6:45 o'clock with Mrs.
Travis, Mrs. Russell King and Miss
Merle Eaton as hostesses.

Christmas decorations were beau-
tiful and a lovely dinner was served
to the members of the club. They
were served from a beautifully laid
table and seated at tables of four in
the living room.

The following program was ren-
dered:

Entire group sang Christmas carols
Reading, Emma Louise Smith.
Piano Solo, Carolyn Wester.
Christmas Story, Beryl Busby.
Duet, Betty Newell and Lois Wren
accompanist, Carolyn Wester.

Following the entertaining pro-
gram Merle Eaton was Santa Claus
and handed out the gifts. A beauti-
fully decorated Christmas tree com-
pleted the decorations in the living
room and gifts were placed under
the tree.

The following members of the club
were present:

Misses Bernice Patton, Reba Cope-
land, Lois Wren, Betty Newell,
Merle Eaton, Carolyn Wester, Mau-
rine Hoyle, Imogene Roy, Emma
Louise Smith, Edith Lois Wilson,
Fannie Mae Bail, Polly Smith, and
Ann Swepston; Mesdames Walter
Travis, Russell King, Virgil Shaw,
Jessie Gordon, Oleta McCaskell, Bill
Colston, Jim Clonts, and Robert
Linder.

The club adjourned to meet Janu-
ary 7, 1941 in the home of Miss
Selma Linder at 6:45.

Holiday Menus Will Feature Season

Holiday menus will bring a sea-
sonable change in the customary diet
of the U. S. Marines, but following
Christmas and New Year's Day tur-
key, plum pudding, mince pie and
many other items on the holiday bill
of fare will promptly disappear until
some future occasion of special
feasting, it was announced this
week.

Through tradition as well as eco-
nomy the marines favor the sort of
food found on the table of the aver-

age American family. Back in the
year 1830 the Commandant of the
Marine Corps administered a mild
rebuke to the commanding officer of
the barracks at Boston for serving a
rather too sumptuous menu.

The Commandant ruled that "or-
anges, squabs and old bottled wine
cannot be necessary for persons
brought up as soldiers."

Evidently the Commandant's criti-
cism of fancy food has left a lasting

impression for, apart from holiday
occasions, plain but wholesome food
has been the rule in the Marine
Corps ever since.

Amazing Safety Discovery— New Brake-Action Tread

FEEL Why It Stops Quicker



Come in today! Rub
your hand over new
"Brake-Action"
Tread. Actually feel
for yourself the extra
safety of its new-
type, sharp-edged
"grippers."

Double Action Tread

Has 2500 Extra Grippers

As you apply the brakes—2500 extra
gripping edges... built into famous U.S.
Cogwheel Tread... go into instant action.
They open up... grip, hold... stop
your car quicker, safer, straighter.

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



DOES THINGS You Never
Dreamed A Tire Could Do

★ Stops Quicker ★ Steers Straighter
★ Wears Longer ★ Rides Smoother

Greetings of the Season to You!

The Panhandle Refining Company and all the employees join
in wishing for you the most enjoyable Christmas and a Happy,
Prosperous 1941. We have enjoyed serving you during the past
year and hope that we may continue to deserve your patronage.
Our resolution is to serve you better with Panhandle Products and
U. S. Tires during the coming year.

PANHANDLE REFINING CO.

DALE STRICKLAND, DISTRIBUTOR

PHONE 289

The Light that must not Fail!

This Christmas, on trees and
shrubs, on the house itself and
on Christmas trees inside the
home... in public places all
over America, hundreds of mil-
lions of tiny, colorful Christmas
lights will symbolize the hope
we keep, the faith we cherish.
Like bright stars, close to earth,
they will proclaim our heart-
felt wish for peace on earth,
good will toward men.

Christmas lighting is an American
custom. It has attained a variety
and beauty here that has captivated
and charmed visitors from other
countries. This year it assumes a
new significance—for this year it
becomes a forceful and expressive
way to tell the rest of the world
that, in America, Christmas reigns
as usual... in America, it is being
celebrated with the music of ringing
bells and singing voices, amidst the
sparkling beauty of colorfully lighted
streets and homes.

Abroad there is fear and blackout.
In America there is liberty and light.
Perhaps our Christmas lighting will
help us to express our conviction
that we have something to be deeply
thankful for, in the privilege of being
an American and living in America.

Thus, Christmas lighting now be-
comes a symbol of the freedom that
shines in the heart of every Ameri-
can. That is your warrant for mak-
ing the lighting of your tree and of
your home this year, a ceremony to
drive home this truth, that liberty
and light dwell together.

This is the light that must not fail.



Texas-New Mexico Utilities Company

CLASSIFIED ADVERTISING

WANTED—Sewing and Alterations. See Lucy Crum, 102 E. Houston Street. 48-tfc

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

LANDS FOR LEASE

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

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

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

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

Free! Free! Free!

FREE! If excess acid causes you pains of Stomach Ulcers, Indigestion, Heartburn, Belching, Bloating, Nausea, Gas Pains, get free sample, Udga, at ARWINE DRUG CO. 51-5p

CHRISTMAS TREES

Are here and they are of very fine quality. A complete assortment of fruits and nuts for all your cooking needs for the Holiday time. Better give us a ring now and have us deliver it while you can get what you want to fix those goodies just like you want them. STAR CASH GROCERY. 1-2tc

Studies made by the safety committee of the General Federation of Women's Clubs show that 81 percent of pedestrians look neither way before crossing a street; 17 percent look in only one direction, and two percent look both ways.

Texas' forty cheese factories manufactured almost 20,000,000 pounds in 1939, but consumption within the state of 40,000,000 pounds dispels any fear of over-production.

Let Cavanaugh Do Your Printing.

CHRISTMAS



To our many customers and good friends we say:

"MERRY CHRISTMAS"

May the joys of a season noted for its happiness be multiplied for you this Christmas.

Fogerson's Shoe Shop



CHRISTMAS SHOULD BRING HAPPINESS

to the whole wide world and it is our wish that to you may come a double portion of joy during this Great and Good Season.

GILLIAM'S

Appliance and Sporting Goods Store
West Side Square

Almost half a million bushels of corn were stored on farms in this country under the AAA's corn loan program through the past winter, spring and summer.

Williamson County has been designated as an area for operation of the Department of Agriculture's food stamp plan. Operation of the program is expected to begin December 15.

To Relieve
Misery of
COLDS
Take **666**
LIQUID TABLETS, SALVE, NOSE DROPS



COMPLETE LINE OF
FIREWORKS FOR THE
CHRISTMAS HOLIDAYS

Wester's Quality
Bakery



The two words of greeting . . . MERRY CHRISTMAS . . . have behind them all good wishes for your future Health, Happiness and Prosperity and our gratitude to our patrons.

We wish for each and everyone of our hundreds of friends and loyal customers the MERRIEST CHRISTMAS and a very prosperous NEW YEAR.

FARMERS GRAIN COMPANY
Phone Number 43

CHRISTMAS CHEER



YEAR AFTER YEAR

Merry Christmas to Everyone

We offer our best wishes for your complete happiness. We hope that this Christmas season will be your most enjoyable. We hope that the coming year will bring you good health, happiness and prosperity. May this success be associated with the service our company can give you. A very Merry Christmas and a Happy New Year.

ARTHUR B. DUNCAN ABSTRACT CO.

MRS. MAUD E. HOLLUMS, MANAGER.

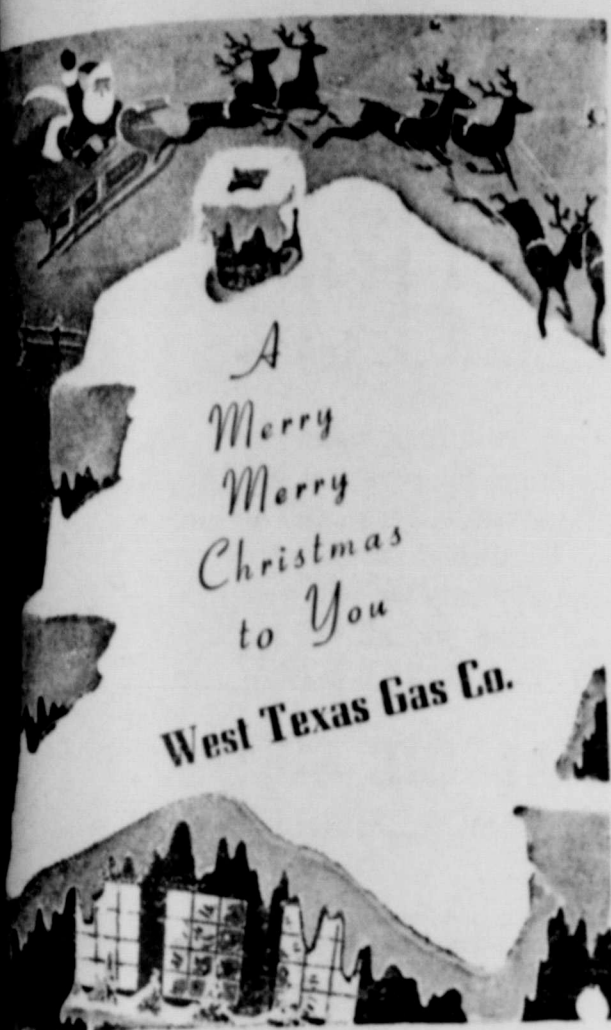


Another Christmas, brings with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close.

To one and all we extend greetings—Wishing for a all a HAPPY CHRISTMAS, and a MERRY ONE.

THIS BANK WILL BE CLOSED ALL DAY
WEDNESDAY, DECEMBER 25

THE FIRST NATIONAL BANK
FLOYDADA, TEXAS.



Our Christmas would not be complete unless we expressed our appreciation for your courtesies and wished you every success for the coming year.

G. C. TUBBS
Insurance Agency



To our many customers and good friends we say "MERRY CHRISTMAS" And may our friendships continue to grow even longer as the years go by.

BILL DYER AUTO STORE
WEST SIDE OF SQUARE.



AND A HAPPY NEW YEAR. We appreciate the splendid patronage you have given us and sincerely hope that we may continue to serve you during 1941.

HENRY EDWARDS ELEVATORS
OF FLOYDADA, BARWISE AND DOUGHERTY.



Ours is the simple old-fashioned wish for you: "Merry Christmas" May it be your happiest and most joyous.

A. J. CLINE
MAGNOLIA SERVICE
STATION No. 1



MERRY CHRISTMAS TO ALL! Ours is the simple, old-fashioned wish for you: "MERRY CHRISTMAS" May it be your most joyous and happiest.

Rainer Shoe Shop
SOUTH SIDE SQUARE



As 1940 draws to its end, we add our voices to the ever-swell-ing chorus of—

"MERRY CHRISTMAS" To You All.

Spears & Daniels



ALL QUIET on the Western front

The moon casts oval shadows from reels of cable in the warehouse yard. New telephone instruments mark time upon long store-room shelves. Thousands of parts...relays, crossarms, insulators...wait in Western Electric warehouses for their call to service in America's telephone system.

Tonight...all quiet on the Western front!

But for how long?

Who can say when disaster will strike...a fire, a flood, a storm...to cripple some section of the telephone plant?

Perhaps within the hour heavy trucks will back up to loading platforms. Bearing tools and materials they will roll away to meet repair crews at the trouble scene.

Disaster strikes...the Bell System moves to meet it.

Western Electric supplies high quality, standardized telephone equipment...usable in any part of the nation. Its warehouses in strategic locations insure prompt delivery when materials are needed in a hurry.

That is one reason Americans in any emergency turn to the telephone, knowing they will receive fast, dependable service. Southwestern Bell Telephone Co.



SNOWBOUND CHRISTMAS

BY CLYDE WILSON

BILL YARDLEY poked a tentative eye outside his blanket. It was daylight, at last. Across the tiny cabin Jim was snoozing quietly, his measured breath almost drowned by the roaring wind outside.

Bill's eyes surveyed the cabin with its old stove and rickety furniture. Cozy enough, perhaps, but this was no way to spend an entire winter, even for the sake of geographical accuracy. Several hundred miles to the south, in Winnipeg, the government office was waiting for early spring when Bill and Jim could finish their surveying assignment and bring back a report.



The pilot dumped overboard a huge bundle.

Ahead, meanwhile, were two months of this maddening snowbound silence.

Bill's glance drifted to the calendar. Suddenly he caught his breath—"Jim!" he shrieked. "Wake up! Wake up! Do you know what day this is?"

Jim groaned, stirred a bit, and answered sleepily.

"Tuesday, ain't it? And so what?"

"Jim! It's Christmas Eve!"

A few minutes later they found themselves staring blankly out the window, almost wishing they'd never discovered it was Christmas.

It was kind of childish to let on that you cared, Bill thought. So he put on his parka and headed for the door.

"Let's forget it, Jim," he advised.

"I'm going to look at our traps and get some fresh air. Be back soon!"

It was no picnic, trudging through knee-deep drifts for two hours. To make it worse, the traps were all empty. Even the animals were staying inside in this weather.

"Wonder if they'll miss Christmas, too?" he mused as he neared the cabin.

Suddenly he heard a faint hum in the sky. It grew nearer. Unmistakably a motor—an airplane!

Bill raced for the cabin door.

"A plane, Jim!" he cried. "Get some black smoke going up the chimney!" Then he raced out to the clearing.

The pilot saw him gesticulating wildly, or else he saw the fresh black smoke over the cabin. The big ship circled, flew off to the north, turned and came back, flying low. Over the clearing it almost stalled as the pilot dumped overboard a huge bundle that plummeted into the snow almost at Bill's feet. Then he waved and sped away.

They got it inside, somehow, though they wanted to open the bundle right where it landed. Once the rope was torn loose an oilskin pouch flew out. A note was inside. From the boss:

"In case you boys have forgotten," it read, "tomorrow's Christmas. Herewith the makings, including some presents your families asked us to send along."

Bill and Jim looked at each other, then they cheered.

"Merry Christmas?" asked Bill.

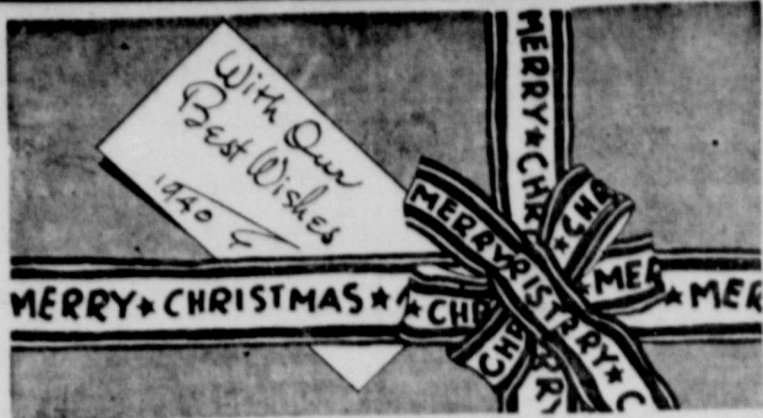
"Why, it's the best ever! Wait'll you taste this turkey!"

53 Sundays in Year

According to the Gregorian calendar, every year has 33 days of the one it begins on. Generally speaking, the year contains 53 Sundays every five or six years. This occurred in 1922, 1933, 1939, and again in 1944, 1950, 1956, 1961, 1967, etc. The United States naval observatory points out that in any continuous series of 28 years, five have 53 Sundays, unless the series includes a year whose number ends in two ciphers without its being a leap year, as in 1700, 1800, 1900. When leap year begins on Saturday, two of the six-year periods fall consecutively.—Philadelphia Inquirer. (Released by Western Newspaper Union.)

Old-Time New Year Serious
Oldtime New England was serious on New Year's, as witness the title of a book published there in the year of 1702 by one Richard Standfast: "A New Year's Gift for Fainting Souls, or, a little handful of cordial comforts scattered through several answers to 16 questions and objections: As also doubting Christians invited to Christ."

Chinese New Year's Greeting
The Chinese New Year's greeting is "Sui-hi," or "May joy be yours."



As Christmas draws near, it is only natural that our thoughts turn to those of you who have made our business possible. We wish you all a MERRY CHRISTMAS and prosperous New Year. We appreciate the business you have given us during the past year, and hope to be able to serve you during 1941.

CLINE & RAINER

H. O. CLINE, A. C. RAINER, J. O. WARREN, BUD SPARKS.



Christmas Greetings

With the approach of a New Year we join in wishing for you and yours the best of everything during CHRISTMAS and 1941.

We appreciate the patronage given us and the courtesy shown in the past year. May we continue to serve you?

Wishing you a HAPPY AND PROSPEROUS NEW YEAR.

WOOLDRIDGE LUMBER CO.



Our Christmas would not be complete unless we expressed our deep appreciation for your patronage, and wished you every success for the coming year.

We wish success to our friends.
Now can't you guess the reason?
We're grateful for your patronage
And 'tis the CHRISTMAS SEASON.

FINKNER AUTO STORE

GEO. M. FINKNER, OWNER.



MERRY CHRISTMAS... The entire personnel of this firm, which has faithfully endeavored to serve you during the year, join in wishing everyone a HAPPY and MERRY CHRISTMAS. May 1941 be a year of increasing prosperity for all.

STAR CASH GROCERY

WILMER JONES

CARL MINOR



And all best wishes for a truly happy New Year. We have enjoyed the associations it has been our pleasure to have during 1940. We feel that friendship is the greatest asset we can have in our business and we strive at all time to cultivate friends. We would consider it a favor if you might suggest any way we could improve our service.

From the entire organization and all the employees—MERRY CHRISTMAS and a HAPPY, PROSPEROUS NEW YEAR.

CONTINENTAL OIL COMPANY

R. C. HENRY, COMMISSION REPRESENTATIVE

MID-SEASON PRICES ON FALL MERCHANDISE



Wool Skirts

In Wool and Alpaca, Solid and Plaid.

Regular \$3.98 reduced to \$3.49
Various Styles and Prices
Reduced Accordingly.



LADIES COATS

BEAUTIFULLY STYLED

Regular \$10.98 Coats
Regular \$12.75 Coats
Regular \$17.50 Coats
Regular \$19.50 Coats
Regular \$22.50 Fur Trim Coats
Regular \$7.98 reduced to

One Group of Tailored, Sport Dresses

Beautifully Styled in Regular Sizes 12-44.

One Half Sizes 14 1/2 to 24 1/2.

Regular \$5.95 reduced to \$4.49
Regular \$4.98 reduced to \$4.29
Regular \$3.98 reduced to \$3.49
Regular \$2.98 reduced to \$2.69



LADIES SILK DRESSES

Regular \$10.98 Dresses \$8.98
Regular \$12.75 Dresses \$9.69
Regular \$7.98 Dresses \$5.98
Regular \$6.50 Dresses \$4.98
Regular \$5.95 Dresses \$4.49



BLOUSES

Silk Jerseys, Short and Long Sleeves.

Regular \$2.98 reduced to \$2.69
Regular \$1.98 reduced to \$1.79
Regular \$1.00 reduced to 89c



JACKETS

Fitted and Box Styles

Regular \$5.95 reduced to \$4.49
Regular \$3.98 reduced to \$3.49
Other styles greatly reduced
Some as low as

STYLE SHOPPE

Mrs. Mollie A. Morton, Owner

Phone No.



Volume Number Twelve
Number Three

THE FLOYD COUNTY PLAINSMAN

Floydada, Floyd County, Texas,
Thursday, December 26, 1940

Holy Night.

Arranged & translated by CHAS. HENDERSON. FRANZ GRUBER

Moderato.

1. Si - lent night! Ho - ly night! Through the dark - ness

2. Si - lent night! Ho - ly night! Dark - ness flees and

dreams a light, There where thy sweet vi - gils keep,

all is light, Shep - herds hear the an - gels sing.

O'er the Babe who si - lent - ly sleeps; Rest in heav - en - ly

Hail Je - lu - jah. Hail the King! Christ our Re - deem - er is

peace. Rest in heav - en - ly peace

here. Christ our Re - deem - er is here.

3. Si - lent night! Ho - ly night! Child of Heav - en, oh how bright!

Thou did'st smile when Thou was't born; bless - ed was that hap - py morn,

Christ our Sav - ior is born, Christ our Sav - ior is born.

Reprinted by permission of the Willis Music Co.



THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week
M. B. CAVANAUGH, PUBLISHER

In Floyd County \$1.00; Outside Floyd County \$2.00
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.

Community Xmas Tree Is Attended By Many

Hundreds of Floyd County children and grown-ups as well welcomed Santa Claus to Floydada Friday night at the annual community Christmas tree. An estimated 800 were in attendance at the affair held on the courthouse square.

Opening the program for the evening was the singing of "Joy to the World" by the Floydada chorus at 7 o'clock. Rev. Vernon Shaw, pastor of the First Baptist Church, read the scripture and introduced Rev. L. O. Leet, Christian revivalist from Dallas, who gave the invocation. Mayor Olad Snodgrass, master of ceremonies for the evening, spoke to the visitors using as his subject, "The Light of Peace."

Santa Claus arrived following the singing of two more selections one by the chorus. Gifts were distributed to the children present. The annual Christmas tree and program is sponsored by members of study, social and civic clubs.

Jack Sims, of Guymon, Oklahoma, will spend the Christmas holidays with his parents, Mr. and Mrs. C. B. Sims.

Mr. and Mrs. Delbert Jones, of Conchas Dam, New Mexico, spent the Christmas holidays with Mrs. Jones' parents, Mr. and Mrs. C. B. Sims.

Let Cavanaugh do your printing.

Floydada Insurance Agency...

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

W. H. HENDERSON
OWNER

A Merry Christmas to All

POINSETTIAS at Christmas Time!

Give your home a joyful holiday atmosphere with the traditional Christmas flower — POINSETTIAS. Select from our gorgeous assortment of hardy, home-grown plants. Many varieties—all sizes.

Cut Flowers

We carry a complete selection of fresh cut roses, chrysanthemums, carnations etc. Prices begin at \$1.00 per dozen—and UP.

TELEGRAPH Your Floral Gift—Guaranteed Delivery.

HOLLUMS' FLOYDADA FLORISTS

Mrs. Maud E. Hollums

Volunteers Will Fill January Quota in Floyd

O. P. Rutledge, secretary for the Floyd County selective service draft board announced Monday that Floyd County's quota for the next call, which will be January 21, will be eleven men, all of which quota has been filled by volunteers.

A list of names of the eleven men will be furnished for publication by Mr. Rutledge at a later date.

School Closed Friday for Holiday Season

Floydada Public Schools and all Rural Schools closed last Friday for the holiday season. Both Floydada Independent Schools and rural school schools are observing ten days this year.

SPENDING HOLIDAYS IN CALIFORNIA

Mr. and Mrs. A. A. Tubbs and family left Friday for Los Angeles, California, where they will visit during the holidays with their children. Mr. and Mrs. Ralph Tubbs and family, Mr. and Mrs. Dennis Spence and family, Mr. and Mrs. Bill Barkley, and Harold Tubbs. They plan to return home Sunday.

Judge and Mrs. W. E. Grimes and family are spending the Christmas holidays with relatives in Crowell and Chillicothe.

Rev. and Mrs. John E. Eldridge, of Delhart, are spending the holidays with their daughter, Mrs. Herwin E. Strickland and Mr. Strickland.

Mr. and Mrs. Earl Crow left Sunday for Bentonville, Arkansas, where they will visit Mr. Crow's parents, Mr. and Mrs. H. L. Crow.

Mr. and Mrs. F. H. Lanier, Jr., of Fort Worth, are visiting with Mrs. Lanier's parents, Mr. and Mrs. Geo. M. Finkner during the holidays.

The leaf fat of the hog makes the best lard; back fat, second best and the intestinal fat the poorest.

In 1937-38, corn production in the United States was five times that of all Latin America.

To make the best grade of butter, a homemaker should never fill the churn more than one-half full.

Mr. and Mrs. Clint Wakefield and son, Bobby, are spending the Christmas holidays in Midway, Texas, with their parents, Mr. and Mrs. Robert F. Wakefield, and Mr. and Mrs. M. M. Forrest.

Mr. and Mrs. Dorris W. Jones and daughter, Linda Gay, of Matador, spent the week end with Mr. and Mrs. Wilmer Jones, Jr., and Mr. and Mrs. W. O. Jones.

Rex Johnson, of Edwardsville, Illinois, is visiting his parents, Mr. and Mrs. M. B. Johnson.

Mrs. Ernest Sheppard and son, of Coleman, are spending the holidays with her parents, Mr. and Mrs. M. B. Johnson.

Ralph Johnson, of Lubbock Tech, is spending the holidays with his parents, Mr. and Mrs. M. B. Johnson.

Carl Arnold, who is a student in A. and M. College, is spending the holidays with his mother, Mrs. C. K. Arnold.

Miss Mary Frances McRoberts, of Amarillo, is spending the holidays with relatives in Floydada.

Mrs. Richard Tubbs, of Lubbock, came Friday for a visit with their parents, Mr. and Mrs. E. W. Turner.

Dalton Jones, of Lubbock Tech, is spending the holidays with his parents, Mr. and Mrs. W. O. Jones.

Hugh Jeff Ayres, of Lubbock Tech, is home for the holidays visiting his parents, Judge and Mrs. Jeff D. Ayres.

Reid Strickland, of Lubbock Tech, is spending the Christmas holidays with his mother, Mrs. G. R. Strickland.

Let Cavanaugh do your printing.

TO RELIEVE MISERY OF COLDS
LIQUID, TABLETS,
666 SALVE, NOSE DROPS
COUGH DROPS
Try "Rub-My-Tum"—a Wonderful Liniment

A Burglar for Christmas

by Rolana Fligel

IT WAS midnight on Christmas Eve. Seven-year-old Jack, having baffled the sandman since eight o'clock, tossed back the covers and crept downstairs.

Now, at long last, he would learn the truth about Santa Claus. Man or myth? Chimney sweeper or a lovable old red-nosed gentleman?

When the clock struck one Jack was still sitting patiently in the chair by the fireplace, watching the embers glow and wane. Tinsel on the nearby Christmas tree glistened. It was all very exciting, but where was Kris Kringle?

The noise Jack heard a moment later might have been Santa but it didn't come from the chimney. Quickly the boy jumped back in the shadows while he heard the dining room window raise slowly. A gust of cold air, heavy footsteps, and then Jack heard the window close.

Frightened, he crept forward until he could see where blue moonlight filtered into the dining room. There Jack saw—not Santa Claus but a masked burglar, systematically looting the silverware!

Seconds later his softly slipped feet carried the lad upstairs into his parents' bedroom. The boy shook his father.

"Dad!" he whispered loudly, eyes blazing. "Dad! Wake up!"

"Grrrmmph," came the sleepy answer.

"A burglar, Dad! Wake up! Call the police!"

Not waiting, Jack reached for the bedside telephone himself. His mother still slumbered.

"Operator?" he asked. "Send the police over to our house right away! There's a burglar downstairs!"

By that time it was out of Jack's hands. His parents were wide awake now, clinging to their hero



Jack reached for the telephone himself.

son and listening. During the next two minutes they heard a stark drama—downstairs the dining room window opened and closed. In the distance, growing ever nearer, was the hum of a motor which they knew would be the police car.

They heard it stop outside. Then came a shout, "Stop thief!" A brief scuffle, and they knew the burglar was captured.

Next morning Jack was awakened by his father.

"Son," he began, eyes twinkling. "I forgot to ask last night how you happened to hear that burglar."

Jack blushed.

"I was downstairs, Dad, waiting for Santa Claus. Wanted to see if he really does come on Christmas eve."

His father laughed heartily.

"But Jack!" he protested. "Don't you know that Santa Claus never comes when little boys and girls are watching? I'll bet he's been here by this time, though. Let's go see!"

Downstairs Jack's surprise was divided between two equally fascinating subjects. Around the Christmas tree were more presents than he'd ever seen before, including a brand new bicycle!

But off to one side was a jolly looking, blue-uniformed policeman.

"Sonny," the copper began. "That burglar you captured last night was 'Lightning Pete,' a most notorious house breaker."

Jack's jaw dropped.

"Best of all," the policeman continued, "there's a \$500 reward for his capture, and it all belongs to you. Here's the check."

Jack could barely say "Thank you," so amazed was he.

"I guess," he finally mumbled, "that Santa Claus is wearing a blue uniform this year."

(Released by Western Newspaper Union.)

Shepherd Village Plays Bethlehem
Les Baux in France, a village of shepherds, puts on one of the most dramatic Christmas celebrations in the world, and has done it yearly for over a thousand years. The peasants act out the whole Bethlehem story with real oxen. Thousands of visitors come every Christmas eve to see the event.

Christmas in Sweden
Sweden celebrates her Christmas December 24 with fish and rice porridge.

OUR SNAPSHOTS



Zinka Milanov, dramatic soprano of the Metropolitan Opera Company shown with her favorite dish of Baked Ham with Canned Mandarin Oranges. Here is her recipe for 6 servings: Wipe 2 1/2 lbs. smoked ham with damp cloth. Place meat in oiled baking pan. Rub surface with 3 tbsps. brown sugar. Bake in moderate oven (350° F.) for 35 minutes until tender. Remove from oven and cover ham with segments of Mandarin Oranges from one 11 oz. can. Return to oven, and bake 10 minutes longer, basting once with juice from pan.

Quaint Place of Worship (Cathedral in pumpkin form, was formerly night club.



A New Record in Radio-Ford Bond
veteran radio announcer and super aerial salesman, has just chalked up a record for broadcasting that seems destined to stand for some time to come. This month Bond celebrated his tenth successive year as announcer of the Friday evening Cities Service Concerts.

In Screen Debut—Grace McDonald
Broadway singing and dancing sensation, makes her screen debut in "Dancing on a Dime." She started her theatrical career as a magician's stooge.

Gertrude Niesen, celebrated stage, song and radio star, was glimpsed at vacation in New York before returning the West Coast to begin rehearsal "Carmen from Kenosha," a streamlined version of the famous Opera which opens on Broadway soon.

The Light that must not Fail



This Christmas, on trees and shrubs, on the house itself and on Christmas trees inside the home... In public places and over America, hundreds of millions of tiny, colorful Christmas lights will symbolize the hope we keep, the faith we cherish. Like bright stars, close to earth, they will proclaim our heartfelt wish for peace on earth, good will toward men.

Christmas lighting is an American custom. It has attained a variety and beauty here that has captivated and charmed visitors from other countries. This year it assumes new significance—for this year it becomes a forceful and expressive way to tell the rest of the world that, in America, Christmas means as usual... in America, it is being celebrated with the music of ringing bells and singing voices, amidst the sparkling beauty of colorfully lighted streets and homes.

Abroad there is fear and blacked. In America there is liberty and light. Perhaps our Christmas lighting will help us to express our conviction that we have something to be deeply thankful for, in the privilege of being an American and living in America.

Thus, Christmas lighting now becomes a symbol of the freedom that shines in the heart of every American. That is your warrant for making the lighting of your tree and your home this year, a ceremony to drive home this truth, that liberty and light dwell together.

This is the light that must not fail.

Texas-New Mexico Utilities Company

CHRISTMAS



CLASSIFIED ADVERTISING

WANTED—Sewing and Alterations. See Lucy Crum, 102 E. Houston Street. 48-tfc

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

LANDS FOR LEASE

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

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

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

We invite you to visit the greenhouse. PARK FLORISTS—Mrs. W. S. Goen. Phone 78. 16-tfc

Free! Free! Free!

FREE! If excess acid causes you pains of Stomach Ulcers, Indigestion, Heartburn, Belching, Bloating, Nausea, Gas Pains, get free sample, Udgas, at ARWINE DRUG CO. 51-5p

Williamson County has been designated as an area for operation of the Department of Agriculture's food stamp plan. Operation of the program is expected to begin December 15.

Are Spending Holidays in Valpariso, Florida

Mr. and Mrs. J. B. Jenkins and daughter, Miss Ruth, left Saturday morning for Valpariso, Florida, where they will spend the Christmas Holidays visiting their son and brother, Capt. Dan W. Jenkins. Capt. Jenkins will meet his parents at Houston Saturday and return to Florida with them for their vacation. They plan to return home about January first.

Misses LaNell Harmon and Jane Clark, of Abilene Christian College arrived home Thursday, and will spend the holidays with their parents, Mr. and Mrs. A. B. Clark and Mr. and Mrs. Frank Harmon.

Dr. A. E. Hopkins, of Miami, visited from Saturday until Tuesday with his daughter, Mrs. Jack Henry and Mr. Henry.

Almost half a million bushels of corn were stored on farms in this country under the AAA's corn loan program through the past winter, spring and summer.

Texas' forty cheese factories manufactured almost 20,000,000 pounds in 1939, but consumption within the state of 40,000,000 pounds dispels any fear of over-production.



CHRISTMAS SHOULD BRING HAPPINESS

to the whole wide world and it is our wish that to you may come a double portion of joy during this Great and Good Season.

Stewarts

Cash and Carry Tailors

R. H. Muir Dies in San Angelo Thursday

R. H. Muir, of Amarillo, brother of Mrs. A. A. Beedy and uncle of Arthur Beedy, Floydada, died in a San Angelo hospital Thursday night, from injuries received in a highway mishap 25 miles southeast of San Angelo Saturday, December 21. Funeral services were held in San Antonio Saturday morning.

Surviving besides his widow are a son, R. H. Muir, Jr., and two daughters. Two sisters, Mrs. A. A. Beedy, Floydada, and Mrs. J. E. Mongel, of Clarendon. Also several nieces and nephews survive. Relatives attending the funeral Saturday were: Arthur Beedy, Floydada, a Mr. Zachary, of Borger, nephews, and Miss Edgar Mae Mongel, of Clarendon, niece of the deceased.

Miss Esther Finkner, daughter of Mr. and Mrs. Geo. Finkner, is home from Denton State Teachers College for the holiday season.

Harold Chapman who is with the National Guard at Brownwood, is spending the holidays with his parents, Mr. and Mrs. J. W. Chapman.

A. H. Hare Undergoes Operation

A. H. Hare underwent an operation in Ralls Friday, and was brought home Friday afternoon late. Mr. Hare's condition is reported to be satisfactory.

Holiday Visitors

Mr. and Mrs. A. J. Cline and Mr. and Mrs. Grady Harris, have as their guests during the holidays Mrs. Cline's and Mrs. Harris' parents, Mr. and Mrs. J. A. Coker, Mr. and Mrs. Charley Coker and family, and Mr. and Mrs. Billy Pavelka, all of Mart, Texas. Monday the party went to Sudan where they visited Mesdames Cline and Harris' grandmother, Mrs. Cox and an uncle, C. H. Nichols.

Miss Margaret Tubbs who is attending Howard Payne College, at Brownwood, returned home Thursday and accompanied her parents, Mr. and Mrs. A. A. Tubbs, to California for the holidays.

LET CAVANAUGH DO YOUR JOB PRINTING.

Sheriff Fishes Prisoner Out of Trash Can

Silverton, December 21.—Sheriff N. E. Honea fished a prisoner out of a trash can here Friday.

The man, J. T. Hale, a former Quitaque blacksmith, whom Honea had just returned from Arkansas on an indictment charging arson, jumped out of a courthouse window as the sheriff was preparing to transfer him to the Floyd County jail at Floydada. He was found a short time later, crouched in the can, with old papers pulled over his head. He surrendered without resistance.

Misses Jean Sims, Evelyn Withers, Lella Fay Hicks, of Wayland College, of Plainview, are spending the holidays with their parents, Mr. and Mrs. W. C. Simms, Dr. and Mrs. I. W. Hicks and Mr. and Mrs. L. G. Withers.

Robert Scott, of Lubbock Tech, is spending the holidays with his parents, Mr. and Mrs. R. C. Scott.

Miss Ruth Kreis, who is attending West Texas State Teachers College, of Canyon, is home for the holidays.



Style Shoppe

Mrs. Mollie A. Morton, Owner
Phone Number 17



PAJAMAS, Satins and knit Fabrics, \$1.00, \$1.50 and \$2.45



HOUSECOATS
Chennille and Bunnie Suede—
Priced \$3.98 and \$4.98



LADIES AN MISSES PURSES
Kinskin, Suede and Fabrics. Black and Brown, also high shades.
69c, \$1.00, \$1.98

HANDKERCHIEFS
Plain and Fancy, handmade
\$15, 25c, 35c, 45c

COSTUME JEWELRY
50c, \$1.00 and \$1.98

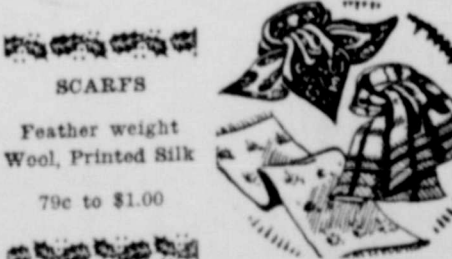


HOISERY 79c and \$1.00



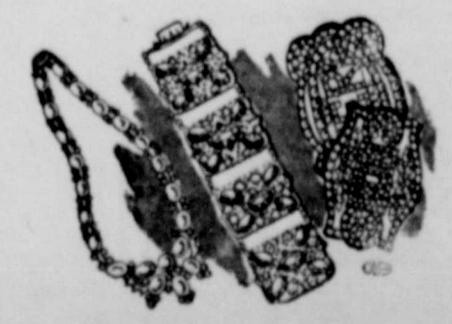
LADIES AND MISSES GLOVES

Kid Gloves \$1.98
Fabric Gloves \$1.00



SCARFS

Feather weight
Wool, Printed Silk
79c to \$1.00



Merry Christmas to Everyone

We offer our best wishes for your complete happiness. We hope that this Christmas season will be your most enjoyable. We hope that the coming year will bring you good health, happiness and prosperity. May this success be associated with the service our company can give you. A very Merry Christmas and a Happy New Year.

Hull & McBrien



To one and all we extend greetings—Wishing for all a HAPPY CHRISTMAS, and a MERRY ONE.

Another Christmas, brings with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close.

THE FLOYD COUNTY PLAINSMAN

CHRISTMAS CHEER



1940

YEAR AFTER YEAR

SEVERAL GOOD USED CARS!

We have a few GOOD USED CARS which will go at a bargain price. Come see us

SPECIAL CLOSE OUT PRICES ON TIRES.

FINKNER'S AUTO STORE

EVERYTHING AUTOMOTIVE

CLINE AND RAINER GARAGE

Where you can get everything for your car at one-stop. Mobilgas, Mobiloil, Prestone, Mobile Freezone.

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HOMESICKNESS, perhaps, had brought him back. Old Peter Johansen buttoned his threadbare overcoat, blew warm breath on his rough hands and jumped to the ground. There was no railroad detective to grab him for riding that freight train, because this was the day before Christmas. All but the homeless, like himself, seemed busy preparing for the Day of Days.

Forty years, Peter reflected, since he last set foot in Clark City. It had been a year after the big earthquake; a year after all hell broke loose, killing his parents and sister as they sat at dinner in the little house on Vine street.

Peter remembered: How he had come home late that evening; how the earth began quivering like a beast possessed; how he had



Peter stood alone for a long time watching the star appear.

searched like a madman through the ruins of that shock-wrecked, fire-swept bungalow. Then, as Clark City began rebuilding, he had drifted off in a daze to roam up and down the earth—a ne'er-do-well, a hobo! But always he remembered Linda, dear little sister Linda. In 40 years her memory always came back stronger than ever on Christmas Eve, for it was then that they used to climb Lookout Hill hand-in-hand at dusk, watching the evening star rise in the heavens.

That, perhaps, was why he was back this Christmas Eve. "Almost dusk now," he reflected, trudging along Clark City's busy thoroughfare. Christmas crowds jostled him, for he was a hapless wanderer with no place to go.

No place to go? Not Peter! Soon he found his way to the old residential district where Lookout Hill rose like a sentinel.

"The same old hill," he told himself. "Little Linda! If you were only here now to see your big brother! No—thank God you're not here, for your big brother is ashamed of himself!"

At the crest Peter stood alone for a long time, watching the star appear as it had since that first night over Bethlehem. He didn't notice the old lady until she spoke.

"Beautiful, that star, isn't it?"

Peter fumbled with his grease-stained cap.

"Yes'm, it is. Especially from Lookout Hill."

"Many years ago," she continued, almost in a trance, "my little brother and I used to watch that star rise in the heavens each Christmas Eve, until—" (she wiped a tear away)—"we were separated somehow during the big earthquake. He was killed, they found out later."

"Each Christmas Eve ever since I've come back here, just to remember him. I hope he's happy up there in Heaven."

Peter was staring at her, fairly ready to shriek, for it was Linda! No doubt about it, now!

He recognized the tilt of her nose, unchanged by the years; the familiar ring of a voice that somehow had failed to grow old. But he held himself back, for Peter was ashamed of himself.

She didn't notice him shuffle off after awhile, for Linda was still watching the star.

In the freight yards he found an empty boxcar and bedded down under some straw in a corner. After a while he felt the car move, and somehow he was glad.

"Yes, it was Linda," he sobbed to himself, "but I just couldn't tell her. Thank God she's alive and happy. And Thank God she remembers me on Christmas eve as I was, not as I am."

After awhile he fell asleep.

(Released by Western Newspaper Union.)

Cakes Printed in Germany
A famous Christmas cake in Germany is Aachen Printen, from which the English word "print" is derived. In the days before book-printing the idea of imprint belonged to the baking business to express the making of patterns in cakes. Many of these cakes have figures representing the old gods Wotan and Thor.

Santa May Not Smoke Cigars
Santa Claus, perhaps, doesn't smoke—or he would be better informed on the quality of cigars.



FRESH snow crunched under Dick Wright's shoes as he stomped into the waiting room.

Old Peter was still there, still minding his telegraph key as he had when Dick was a boy. But now it was Christmas; now Dick was home from the city, a successful young architect.

As he walked up to old Peter's grizzled ticket window, Dick recalled the last time he stood in this station. Two and a half years ago, it was, the day after Jean had left for New York in search of a career.

"Just can't stand Marysville," she had told him. "You'll understand, Dick, won't you?"

He had forgotten as best he could. Nothing in Marysville for him then, either. There had been a quick decision, a closing of half-open doors, a tearful good-bye to his parents and then—off to the city. It was odd how a blow like that could give a fellow determination. Today, just 30 months later, he was coming back home with a career already carved out.

Old Pete looked up from his sheaf of train orders.

"Well, Richard!" he cried. "Glad to see you, boy, and a Merry Christmas! Your folks know you're coming?"

"Merry Christmas to you, Pete!" Dick answered. It was nice, at that, to see a familiar face. "Mind if I use your 'phone? I caught an early train and Dad wasn't expecting me until tonight."

A few minutes later the old family car was carrying him home. His Dad looked older, and a mite worried.



"Heard from Jean, son?" he asked.

ried. Something was on his mind. "Heard from Jean, son?" he finally asked.

"No, Pop," he answered truthfully. The house loomed up ahead now. "Why do you ask?"

"Oh, just wonderin', son, that's all. Forget it. There's Mother waitin' at us up yonder!"

But Dick couldn't forget it. Marysville and Jean were like ham and eggs. He thought about her when he stopped at the drugstore that night—why used to drink sodas there.

Maybe Dick was looking for more of those memories next morning when he started out alone on skis for Murray's hill. They used to play there in the winter, he and Jean.

"Forget it, you imbecile!" he snapped at himself. "That's a closed chapter in your life!"

It was a couple of hours later that he saw her. Skiing down Murray's hill for the last time he rounded Horseshoe bend to find Jean directly in his path! There was a shriek, a thud, and then four feet sticking out of a snowdrift.

"Jean!" he cried, unstrapping his skis and running to help her. "Are you hurt?"

It was rather unromantic, perhaps, pulling her out feet first. But she laughed at him and fell down again, pulling him after her.

"You're going to get your face washed for that, Mr. Wright," she cried.

He came up sputtering to find her suddenly serious.

"Dick dear," she said, "I was wrong. Mother wrote that you'd be home for Christmas and—well, I had to come too. It's you and Marysville that I want, not New York. This morning when I saw you going past our house, I somehow knew that I should go with you. Not just today, Dick, but always!"

It was like ham and eggs, Dick thought, only the next day was Christmas—and Christmas meant turkey!

(Released by Western Newspaper Union.)

Beginning of the New Year
Various dates were used in different countries, for the beginning of a year, but America followed the English custom of using the date of most early Christian countries—about the beginning of the ecclesiastical year. The Gregorian calendar, establishing January 1 as the beginning of the year, was adopted by England and her colonies in 1752.



And all best wishes for a truly happy New Year. We have enjoyed the associations it has been our pleasure to have during 1940. We feel that friendship is the greatest asset we can have in our business and we strive at all time to cultivate friends. We would consider it a favor if you might suggest any way we could improve our service. From the entire organization and all the employees—MERRY CHRISTMAS and a HAPPY, PROSPEROUS NEW YEAR.

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