## loydadaF.F.A.Teams $\operatorname{lnter}$ ContestsSaturday

DPLE OF PAGO PAGO, SAMOA COMAN OF MOST SEVERE DROUTH IN 20 ARS AFTER 3RAINLESS DAYS
andMrs Fred Zimmerman Return m25. 100 Mile Round Trip
Katilee Martin
Laid to Rest in
Floydada
Cemetery

## SEVEN TOWNS IN DISTRICT TO BE REPRESENTED AT CROSBYTON GATHERING

## G. D. Holbrook Visits Lockney and

 Floydada School SystemsMeeting of County School Board Monday

COTTON ACREAGE ALLOTMENT WELL UNDER WAY
A. F. Norton, For mer Resident Died Thursday

BOY SCOUT COVERED WAGON TOUR TOBEINFLOYDADA THURSDAY, APRIL 2ith

ARWINE WINNER OF THIRD ISION CORNET SOLOISTS
munity Teams
Play 2 Nights
Wheek
COUNTY AGENTS OFFICE HAS COMPLETED SIGNING OF 2,008 WORK SHEETS

Boys and Girls Are
Honored at Rotary
Filing Carry Definite Information on
1938 Cotion Allotment
Club Meeting

| Services For S. F. |  |
| :--- | :--- |
| Conner's Father |  |
| ADVERTISERS |  |
| Held Thursday | INDEX |
|  |  |


|  | 为 | CAFE, Withers' Cafe. CHIROPRAOTOR, N. |
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|  | moter | Nome |
| Regaining Sight |  |  |
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| 为 |  | mand |
|  | Mr , and Mrs. J. G. Wood, of thi eity, were visitors in Goree Sunday |  |

## THE SUNNY SIDE OF LIFE

Clean Comics That Will Amuse Both Old and Young


## FINNEY OF THE FORCE



MIDNGHT SUPPER
(2)


RFLOYD COUNTY PLALISSMAN CLINE'S AUTOMOTIVE REPAIR

Published Thursday Each Week
TID BTIICKLAND, EDITOR AND ADVERTISING
yBS LOLA CAVANAVAU, BAVANAUGHBLISHER
sUUBCRIPTIION PRICES
loyd County $\$ 1.00$; Outside Floyd County $\$ 2.00$ 20 s seond class matter June 23, 1930, at the poss
TRTISING RATES GIVEN ON APPLICATION NOTICE!
mowes reflections upon the character, standing or reputation of pae timm or corporation waich may appear in the columns of Th

## IDITSRIAL

ISCIENTIOUS DEVELOPMENT
As any business firm develops and enlarges i dnot lose sight of the fast that small accounts and ort of so-called institution. When and if a business graduncreases until it is considered a major enterprise ninor accounts are thrown aside and search for the raccounts is underway.
We believe that if the pathway to success is to be n with broken friendships then the goal is not the price. Let us keep in mind that we must at the same type of service to small supporters as our large ones.

## RETAIN THF SPIRIT

Theprime purpose in getting the well-known fite outlook on life" is, we believe, to lift up our alen spints, not so much to inflate and make pacondition that is dull and oreboding. The fact feto the wheat crop should not cause so many be expresions.
Tirehave always recovered from such reverses and verimue to do so if we retain a spirit of hope and
ragenent. agement.

HEFIRST STEP IN SUMMERZNCG YOUR CAR
to bring it to United Auto Service Dealer for a mplete tune-up! All types of mechanical work dmotor tune-up.

## mong

Anywhere, Anytime, and Anyplace with our trable electric arc and acetylene welding plant. hen you have a break call us, we are just as near

## MTHE WORK

Shafts turned, building-up, repairing boxes
any other any other type of lathe work that you will and done. Expert machinist at all times to do
MSHOP

Complete tin work. Sheet metal and comreasoair and replacement to your specifications reasonable prices.

## DLATOR REPAIR

## Rathere worka specialty. Now is the ine on the work should be done. Have an efficient ung system ready when hot weather arrives. repaired. <br> Cune's automotive REPAIR SERVICE

Ma Cune omner
PHONE 35

SERVICE IS WELL EOUIPPED FOR ALL TYPES OF WORK

Plans Made for Robertson Family Reunion In August

Sandhill Church Announcement



FLOYDADA OIL COMPANY
Paul W. Conner, Owner Phone 15 South East Corner of Square

## Isn't this the real problem of Beer

## -and almost its only problem?

THERE ARE people, of course, who stead fasty and sincerely believe beer to be intox-
icating, or its use sinful, harmful, or a firs step toward use of "hard liquor."
Just as sincerely we hold that the weight of the evidence is overwhelmingly against them...that beer is a mild, wholesome food Severage...and that "there is nothing more alcohol than the opportunity of drinking good beer."
No...it is not in beer itself, we believe, that its gravest problem lies, but in those conditions, undesirable to us all, which eometime surround its sale
by brewers, by retailers, by consumers, an by the public authorities? On its handling, we believe, depends the ultimate success or failure of the art and science of brewing with all its manifold contributions to huma pleasure and happiness and to the farm and

In that belief, a short time ago the Brewers In that belief, a short time ago the Brewers
Foundation was organized . . to align the Foundation was
brewing industry with forces
the public good in this country Our underlying motive. and promote our industry . . . is of course obvious. But equally obvious, we hope, is the fact that our interests coincide with the public interest.
Important progreas has been made. Brewer-
members of the Foundation al ready represent members of the Foundation already represen
nearly half the production of beer and ale in nearly haif the production of eere and aled States: and these members are
pledged, individually and collectively, to the
Brewers Code, one significant clause of which. is as follows:
"We pledge our support to the duly con-
stituted authorities for the elimination o stututed authorities for the elimination of
anti-social conditions wherever they may
surround the sale of beer to the consumer, Being practical men, we promise no mira Being practical men, we promise no me cannot immediately or effectively
cles. "police" the quarter-million points where beer is sold (nor, to be fair, have we legal authority in many cases to do so). Nor can we, tmmediately, bring about full compliance with the law emong all retailers
enforcement by all authorities.

'How far we can go, and how soon, depends
very much on ourselves...but partly also on you.
Public opinion, once aroused, can operate to bring about honest enforcement of exist-
ing laws. Restriction of your patronage only ing laws. Restriction or your patronage only
to legal, respectable retail outlets can and woll operate to raise retailing standards Public preference for the products of Foundation members* will bear witness of your
approval both to members and to cooperatapproval both to members and to cooperat-
ing retailers, and will encourage them to ing retailers, and
renewed efforts.

This is, therefore, at once a statement of our This is, therefore, at once a statement opeal for your support, without which we must fall short of our high hopes. We urgently invite your full and aympathetic cooperation.

UNIYED BREWERS' INDUSTRIAL FOUNDATION 21 East 40th Street, New York, N. Y.

Correspondence is invited from growps and in dividuals everywhere who are interested in the browing indwetry and its social responsibiliciea.


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WHO＇S NEWS THIS WEEK By LEMUEL F．PARTON $\mathbf{N}_{\text {dillo，the feudal chieftainio of the }}^{\text {EW YORK．}}$

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## Neurs Revieuc of Current Events

ANGLO－ITALIAN PACT Treaty for Friendship in Which France May Join
Roosevelt＇s Spending Plan Starts Big Battle


Emergency rationing of tropps by airplane and parachute was saters．
cessfully accomplished in Texas by the army air corps during maneuvers．
This picture shows metal food container for personnel rations，bale of hay


## Eedward W．Pichard <br> SUMMARIZES THE WORLD＇S WEEK

## SEEN and HEARD ${ }^{\text {a }}$ around the 



He had just about decided to crawl back and
suddenly he heard the door of the tunnel open，
$\qquad$


## J. M. WILLSON IS ATTENDNG GENERAL COMFERENCE AS DELEGATE OF NORTH. WEST TEXAS DISTRICT

Possible Union of Three Branches of Church Is to Be Main Topic In Sessions at Birmingham


## jishop Motor Company

Barker Brothers Building
Fellowship Meeting and Bible Conference to Start May lst, at Missionary Baptist Church of Floydada

Funeral Services



Saves more on Current..Food..Ice..Upkeep
COME IN. .. SEE WHY YOU MUSY

RADIO ELECTRIC CO.

## WE APPRECIATE CONSTRUCTIVE CRITICISM!!

We desire to know what YOU, OUR READERS, Think of the PLAIINSMAN ... Both as a NEWS and ADVERTISING Medium.

Any uggestion you may make, any FAULT that you see which needs adjusting. Let us know about it.

We want to make this a newsppaper you will enjoy reading.


1 New 1939 Terraplane Touring Brougham, never been off the floor, will sell at wholesale.
1 Hudson Sedan 112, drove less than 1,000 miles, will also close out at a big discount. See me at once.

## H. O. CLINE, PHONE 37

## INTRODUCTORY OFFER

|  |
| :---: | for a Limited time only this coupon is worth 4le BISHOP'S PHARMACY

"they all love an Slectric Range" ${ }^{*}$


ELECTRIC COOKERY IS NEW as the dawn of day. The new low cost ... new quick heas . . . new cleanliness and coolness ....new modern designs ... new, tastier
and better results. . . briefly, everything about delectria eookery appeals to every homemaker. And olectris cookery will stay newl

Texas-Jew Mexico
Utilities Company

Classified Ads

Public Stenographic and Notary
Public Work wanted-Lucy E. Drum,
10e Main Street, West Side Square, 100 Main Street, West side Square.
tie.

For good used ears we have them. FLOYDADA MOTOR COMPANY,
Orvil W. Harris, Manager, First
Door North of Postoffice. Phone 31 . GOOD, JUICX Hamburgers, 3
Sse. WITHERS' CAFE. ${ }^{21}$

For best and cheapest monuments



 $\overline{\text { Wo invite }}$ un to vial tho green.




Lands For lease
 Moydada, Tore.

 Drive Last Week Nets \$144.20


Pleasant Hill and Hagood's Winners


MOTHER'S DAY, SUNDAY, MAY 8ih-
Do you find it hard to decide what to give! dear little lady you call "Mother?" We han large stock to suggest from that will max practial and charming gift. Something sher adore and cherish in happy memory throw the years. Come in and let us help you ma your choice Only the BEST is good enough Mother or Mother's Day. Here are suggestion

## ANNIE ROONEY DRESSES-

Flatter Mother with an Annie Rooney Dress. They are smart and wearable, shell be delighted with one. In Lace, Printed and solid crepes.

$$
\$ 4.98-59.85
$$

## MOTHERS WILL ENJOY SMART,

 NEW ACCESSORIES-The very gift to thrill HER, smart, new accessories! She'll love these . . Wear them all summer!



The Danes always came home to roost all but dark-eyed, vivacious Sarah Lynn! STRAIT GATE

RUTH COMFORT MITCHELL'S STORY OF A BEAUTIFUL WOMAN AVIATOR WHO SOARED ON WINGS OF ROMANCE I
They tricked her into an unwanted plane ride with Gunnar Thorwald, crack Norwegian flyer, but she thereby found the passionate, guiding interest which was to dominate her life. Sarah Lyon was no earthling like the other clannish Danas . . . she was "one of the dark 'uns" like her adorable great grandmother, another pioneer who had traveled uncharted byways. of repressions, disill wionment her heart and rose out real place in life. "Strait Gate" is a zestful, dramatic story, unfolding serially in these columns.

READ EVERY INSTALLMENT!



# SOCIETY CIUBS THPESSONUS 

Dinner Friday Evening Honored Mr. and Mrs. Leibfried
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## Crss. Jno. E. Eldriage. The rooms were deco

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|  | 'Rebuilding Rural |
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HULL \& McBrien
B. B. KING FURNITURE
WILLIAMS GROCERY
FELTON - COLLINS GROCERY
HARDWARE

## STERILIZETD GLASSES AT OUR FOUNTAIN!

WE Have installed a
Hydro-Therm Sterilizer
For Glases, Dishes, Spoons Etc. Kept at 212 degrees Fahrenheit. Sanitary, Absolute Protection

## ARWINE DRUG COMPANY

"GOTEVERTHING"

Mrs. Hardgrove Entertained Con tract Bridge Club

Friendship Bridge Tech's Annual $\mid$ Y. W. A. Met With Club Met With Mr. Fiesta to be Held Fannie Bolding and Mrs. B. K. Saturday, April 30 Monday Night Barker

Hydro Therm
Sterilizer Installed at Arwine Drug

Northside Singing Convention to be at Lone Star Sunday



## ISTSU4 <br> TRAIT GATE

By RUTH COMFORT MITCHELL


## What to Eat and Why

C. Houston Goudiss Discusses
LAXATIVE FOODS $\star$

Nationally Known Autbority on Food Sbows How Right Diet Can Help You to Avoid Health Hazards of Faulty Elimination



Have You a Question?



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| Do You Want to Learn How to Plan a | Socosed from the shel, mashed | $\checkmark$ tiax to |
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## Floydada Grocerymen Offer Low Priced Quality Fo


 DAY
 anything finer than our cak
PLACE YOUR ORDER NOW

WESTERS QUALITY BAKERY

|  | REDD'S FRUIT STAND |
| :---: | :---: |
|  | SPUDS, No. 1, <br> 10 Pounds |
|  | NEW SPUDS, <br> No. 1, 10 Pounds 30c |
|  | APPLES, Delicious <br> Per Dozen <br> 15c |
|  | APPLES, Winesap <br> Each <br> 1c |
|  | CABBAGE Fresh, <br> Per Pound <br> $2^{1 / \mathrm{c}}$ |
|  | TOMATOES, Fresh, <br> Per Pound <br> 8c |
|  | BLACK EYE PEAS, Fresh, Per Pound 4c |
|  | FRESH SQUASH <br> Per Pound 6 c |
|  | LEMONS, Dozen 24 c |
|  | CANDY, Per Bar 3 c |
|  | Colorado Beans, Burmuda Onions, Fresh Vegetables All Kinds. |

## PIGGLY-WI MEETS HEA REQUIREMENTS

## loydada at

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time to visit
and see that
Piggly-Wiggly

## ICE CREAM!! <br> Your Favorite <br> Flavor, only <br> $15 c$ PINT <br> Good, Juice <br> Hamburgers <br> 3FOR 25c <br> WITHERS <br> CAFE

## BISHOP'S TAKE ODEN'S AND LAKEVIEW BEATS HAGOOD'S IN DOUBLE HEADER FRIDAY NIGHT AT WESTER FIELD

Lakeview Brings "Heads-Up" Team Bishop Motors De

## To Town For Second Game White Team 19-11

Church of Christ Announcement

FOR SPRING MENUS

HULL \& MCBRIEN
 lower prices.


Idaho U. S. No. 1 10 Lbs

| SOUP, HEINZ, | 15 c |
| :---: | :---: |
| HEINZ BABY FOOD | 23c |
| SOAP P PND G | 356 |
| OXYDOL, Ly. Box, | 2 lc |



SALAD RICE Everilite 20 Lhs.


1 Pound


Dried Extra Nice 3Pounds

| PLE | S | AND |
| :---: | :---: | :---: |
| ORANGES | mism |  |
| CARROTS | or 5c |  |

FRESH B. E. Peas and all other Vegetables can begof ALL BUNCH VEGETABLES . . . . . 3FOR QUALITY MEATS. LOWER PRICES

BOLOGNR . ... 2 Pounds . . . SLICED | ROAST, Chuck, Lb. . 15c | BACON, Per Pound |
| :--- | :--- |



ROAST,

