

"By Helping Business You Help Yourself"

The Floyd County Plainsman

Floydada, Floyd County, Texas, August 4, 1938

JUST SAY "I READ IT FIRST IN THE FLOYD COUNTY PLAINSMAN"

Number 35

NEWS YOU WILL THE STORY IN PAGES

ME No. 9

ASSISTANT ENGINEER VIEWS PROPOSED SITE ON BLANCO CANYON; PLANS BUREAU-WAY FOR W. P. A. PROJECT

Floydada Business Men Visit Dam On Palo Duro Creek In Randall County

Assistant Engineer from Agricultural Economics, visited in Floydada last week accompanied a group of business men to the Blanco Canyon site of a proposed dam to create a lake and playground in this county.

Henry Bloodworth and other officials of county and the Chamber of Commerce went to Canyon yesterday to see the Umbarger Dam on the Palo Duro Creek in Randall County. Several of these men have been active in efforts toward securing a W. P. A. Grant for construction of the dam.

will prove a great asset to Floydada and Floyd County due to the fact that residents from a radius of many miles from this city will come here to visit and vacation.

Robert Crum Now Employed With Coca-Cola Co.

Robert Crum, Floydada commercial artist, has accepted a position in the advertising department of the Coca-Cola Bottling Company and started his work with that firm.

American Legion Elected Officers Monday Evening

The members of the American Legion met at the Legion Hall Monday evening, August 1, for the election of officers for the oncoming year.

POSSIBILITY OF HIGHWAY 207 GAPS BEING PAVED FOLLOWING VISIT OF BIG SPRING DELEGATION AUGUST 1

Route of North Plains to Mexico Road May be Extended Through Floydada, Is Indicated

A delegation of highway enthusiasts from Post, Gail, Big Spring, Garden City, and Big Lake met with members of the State Highway Commission Monday in San Antonio to discuss plans for a south extension of Highway 207 from Post to Big Spring.

approval and appreciation was sent from the Floydada Chamber of Commerce to the meeting as Floydada is included in the direct route proposed by the Big Spring delegation.

Interest In Moving Picture Contest Mounts

Interest in the moving picture contest being conducted by several of the theatres of the south plains area is rapidly mounting, according to J. G. Deakins, manager of the Palace and Ritz.

TRIBUTES SPOKEN SUNDAY FOR R. C. WATSON OF FLOYDADA

Funeral services were held Sunday afternoon at 3 o'clock at the First Methodist Church for Robert Chapman Watson, who died at his home here Saturday.

The deceased was born in Mississippi, March 4, 1853, and lived to the age of 85. He married Alice Mathews January 6, 1876, to which union were born seven children, six of whom survive him.

Mrs. Mollie Morton In Market For Style Shoppe

Mrs. Mollie A. Morton returned home today after having spent the past week in Dallas and Fort Worth Wholesale Market, purchasing new fall merchandise for the Style Shoppe.

County Board Met Monday at Courthouse

The County School Board met Monday, August 1, at the courthouse for an all-day session; the meeting beginning at 10 o'clock in the morning.

Two Routes of Floydada School Buses Established

Following a series of consultations between trustees of the Floydada Independent School District and trustees in several rural school districts, two routes for school buses have been definitely established.

No Entries In Softball Tournament Thus Far

Although several are expected in the next few days, no entries had been received for the District Softball Tournament, to be held here starting August 15, Tuesday afternoon of this week.

Two Routes of Floydada School Buses Established

Teams to represent Floyd County have not been selected but this activity will occur some time within the near future, if present plans are carried out.

Mathews Wins Today for Camp

G. Mathews leaves today for Bull at Leon Springs, Antonio, where he will attend for some fifteen days.

Scouts Have Good Time at Red River, N. M.

Members of the Floydada Boy Scouts, Troop 57, reported a wonderful time at Red River, New Mexico, where they spent Wednesday, Thursday and Friday.

Carburetor Is Vital Part of Every Automobile

Although most automobile owners give little consideration to the carburetor of their cars, this part is one of the most vital of the entire machine.

Local Couples Home From Trip

Mr. and Mrs. Buddy Lloyd and Mr. and Mrs. Nat Henderson returned home Friday of last week after having vacationed in South Texas.

MEETING CALLED SATURDAY, AUGUST 6, TO DISCUSS POSSIBILITIES OF COLD STORAGE AND LOCKER SYSTEM

Committee From Floyd County Inspected Plant In Plainview Now In Operation

Numerous Floyd County farmers have become so greatly enthused over the success of the cold storage and locker system which is now in operation in Plainview that a group visited the South Plains Cooperative Locker System last Friday for the purpose of going into details as to the possibilities of having a cold storage and locker system installed in Floydada for the farmers of this trade territory.

ADVERTISERS INDEX

- AUTOMOTIVE SERVICE, Cline's Automotive Repair Service. AUTO PARTS AND REPAIR, Geo. M. Pinkner's Triangle Garage. AUTO BODY AND FENDER REPAIR, Sam's Body and Fender Works. AUTOMOBILE TIRES, Firestone, G. R. Strickland & Son, U. S. BANK, First National Bank. BEAUTY SHOPS, Vague Beauty Shop, Marie's Beauty Shop. CHIROPRACTOR, N. C. Purcell. DRUGS, White Drug Company. FRUITS, Redd's Fruit Stand. GROCERIES, Cooper's, Hull & McBrien. HARDWARE, Kirk & Sons. INSURANCE, Floydad Insurance Agency. LADIES WEAR, Style Shoppe. LAUNDRY, Floydada Steam Laundry, Better Way Laundry. MISCELLANEOUS, Jello Ice Cream Powder, Blackleaf 40, Lydia E. Pinkham's Golden Eye Lotion, Moroline and Pepsodent. NEWSPAPER, The Dallas Morning News. PETROLEUM PRODUCTS, Consumers Fuel Association. PERSONAL, Harold F. Merrick, Bob Martin. THEATRES, Palace and Ritz Theatres. UTILITIES, Texas-New Mexico Utilities Co., West Texas Gas Company.

HELEN SWIFT COLLEGE STATION

LOGIST FOR RURAL ORGANIZATION TO VISIT COUNTY AUGUST 9-13

Several Communities Will be Visited and Programs Worked Out by Miss Swift

Room there will be a meeting of officers and program committee from all community organizations and year book of the home demonstration council. At this time Miss Swift will discuss parliamentary procedure and material for year books for community organization. Mrs. Carrie Snodgrass of the Harmony Community will give "Recreation for Community Meetings."

The County Home Demonstration Council is meeting Saturday, August 13 instead of the fourth Saturday in order that they might hear Miss Swift give the discussion of parliamentary procedure for home demonstration clubs.

The council meeting is scheduled for 7 o'clock in the county court room and visitors are invited to hear Miss Swift.

J. G. Martin In St. Louis Market

J. G. Martin, of the Martin Dry Goods Company, is in St. Louis in market for fall merchandise for his company.

Vacationing In South Texas

Mr. and Mrs. Grady Parker and daughter, Hazel, accompanied by Mr. and Mrs. J. D. Cates of Lubbock, left Sunday for South Texas, where they will vacation for a week or more. They planned to visit Galveston, Corpus Christi and probably other points before their return.

Gloria Hammonds Attending House Party at Ozona

Miss Gloria Hammonds left Thursday of last week for Ozona, Texas, where she was to attend a house party being given at the home of Misses Lillian and Popsy Baggett. Miss Hammonds is expected to return home the latter part of this week.

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Carburetor Is Vital Part of Every Automobile

Although most automobile owners give little consideration to the carburetor of their cars, this part is one of the most vital of the entire machine.

Harold F. Merrick With Brown's Household Supply

Harold F. Merrick, for several years connected with H. O. Cline's Magnolia Station, is now in the employ of Brown's Household Supply in the sales department. He began work the first of last week.

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WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK—England pioneered the businessman-diplomat-shrewdly and effectively, it would seem. Many of her best fixers and negotiators throughout the world have been men who had a personal stake in the outcome of their operations. They were not disinterested, perhaps, but no more were the traditional diplomats who knew protocol, perhaps, but nothing about oil.

America followed with Norman H. Davis, a financier who became an effective European swing man under five presidents, and then came Spruille Braden, engineer and industrialist who was our ambassador-at-large in Latin America until he became minister to Columbia last April.

President Roosevelt, agreeing to act as an arbitrator in the Chaco dispute, picks Mr. Braden to represent him. In his own private industrial diplomacy throughout South America, the husky and gregarious Mr. Braden has proved himself an excellent pacifier and trouble-shooter.

He knows the score in oil, copper, rubber, minerals, hides and what not, and this materialized and particularized diplomacy has made him useful in diplomatic representations at various South American conferences. He has been working on the Chaco settlement for the last three years.

In his youth, he did a short turn in the mines near Elkhorn, Mont., his native town, and then went to Yale and became a mining engineer.

He was a second-string halfback at Yale, but a first string engineer and promoter from the start, electrifying Chile for Westinghouse, organizing the Bolivia-Argentina Exploration corporation, branching out widely in South American development and finance. He desperately wanted to be minister to Chile, but was consoled with Colombia.

He is forty-four years old, remembered in New York as the fastest and hardest-working handball player around Jack O'Brien's gymnasium, in which he combated a tendency to plumpness, creeping up on him a bit in late years.

He was married in 1915 to the beautiful and socially eminent Senorita Maria Sumieres del Solar of Chile. They have three daughters and two sons. Their New York residence is the former George W. Perkins estate at Riverdale-on-the-Hudson.

CARL J. HAMBRO, burly president of the Norwegian parliament, is in America for a lecture tour. There is an interesting cut-back in his career.

At Geneva, in 1927, he staged a spectacular debate with Austen Chamberlain, in which, speaking for the small states, he vehemently insisted that the league must find a way to restrain strong aggressors, or else find itself impotent and discredited in a few years.

With equal vehemence, Mr. Chamberlain proclaimed the trustworthiness of the strong states and their humanitarian aims. Warning Mr. Hambro against overt restraints by the league, he said, "Along that road lies danger."

Mr. Hambro was the most distinguished recruit of the Oxford group movement in 1935, and has since been a leader of the movement in Norway.

Returning from a luncheon attended by Dr. Frank Buchman, founder of the movement, in Geneva, he told of the mystic exaltation of the company and later announced his adherence to the group.

Although a conservative, Mr. Hambro is the president of the Labor party of Norway. For many years, he has been leading the fight of the smaller nations in the league. Arriving in New York, he remarks dryly that Norway is old-fashioned—she has a surplus in her budget.

Consolidated News Features, WNU Service.

BRADEN WISE In Latin Diplomacy

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Predicted Collapse Of League

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Marriage Problem in Africa

Christian denominations have sprung up so rapidly among the natives of South Africa that the government has had to step in and separate those qualified to have marriage ceremonies performed. There are more than 500 "all-Bantu" Christian denominations in the country, giving South Africa the largest number of religions in the world. The government has announced in Pretoria that it will issue an "approved list" of churches having clergymen able to keep a marriage register and therefore entitled to unite couples.

News Review of Current Events

CHALLENGES THE N.L.R.B.

Hoffman of Michigan Will Test Freedom of the Press . . . Texas Democrats Nominate a Yankee



David E. Lilienthal, TVA director, at left, trying to explain to the congressional investigating committee the methods by which TVA "yardstick" rates for power were established. Next to him is J. A. Kurg, chief power planning engineer; and at extreme right is Dr. A. E. Morgan, the deposed head of the authority.

Edward W. Pickard SUMMARIZES THE WORLD'S WEEK

© Western Newspaper Union.

Hoffman Dares N.L.R.B.

CLARE E. HOFFMAN, Republican congressman from Michigan, has challenged the National Labor Relations board in the matter of constitutional guaranties of freedom of speech and of the press. He sent to the board a letter recalling that the body recently declared the circulation of a house speech by Hoffman constituted an unfair labor practice under the Wagner act. In the speech Hoffman declared that known communists were active in the Committee for Industrial Organization and denounced C. I. O. sit-down strikes as communistic methods.

"This speech," Hoffman's letter said, "was republished, with illustrations, by the Constitutional Educational league of New Haven, Conn."

"I am now offering, and intend to continue to offer, to furnish to any and all interested persons, including employees, employers, or others, copies of this address for circulation at the actual cost of printing, and to recommend that employees might well read this address before joining the C. I. O."

Commenting on the letter, Representative Hoffman said that the board's ruling would preclude the distribution of newspapers containing news items or editorials critical of any organization or of activities of the labor board.

The American Federation of Labor charged in its official organ, the American Federationist, that maladministration of the Wagner act is threatening American democracy. The publication printed an editorial bluntly accusing the National Labor Relations board of promoting the rival Committee for Industrial Organization "which seeks to set up a dual labor movement despite all the social and economic waste which dualism involves."

"Every agency of the government that gives status to the C. I. O. gives the same recognition," it continued. "Surely this is not freedom for workers to choose their own unions and representatives for collective bargaining, but union development under government patronage."

Texas Picks a Yankee

TEXAS Democrats in their primary selected a Yankee to be the next governor of the state. W. Lee O'Daniel, born in Ohio and raised on a Kansas farm, received a clear majority over 11 other candidates for the nomination which is equivalent to election.

O'Daniel is a flour jobber. He campaigned with a hill-billy band and a platform that included the Ten Commandments and the Golden Rule, ridicule of professional politicians, promise of a business administration and more liberal pensions for the aged.

More important nationally was the fact that Rep. Maury Maverick, leader of a considerable bloc in congress, was defeated for renomination by Paul Kilday, a San Antonio attorney. Maverick is an enthusiastic F. W. Dealer. Kilday says he will not be a rubber stamp.

Two other administration backers were defeated for renomination. They were Representatives W. D. MacFarlane and Morgan Sanders.

Third Term Boost

GOV. FRANK MURPHY of Michigan told Democratic leaders of the state that Michigan must keep its mind open on the possibility of a third term for President Roosevelt. Said he: "The welfare of the nation and continued success of the New Deal must come first. If the suc-

Hull Prods Cardenas

SECRETARY OF STATE HULL, out of patience with Mexico, sent to President Cardenas a sharp note protesting Mexico's failure to pay for American owned farm lands that the Mexican government has seized. Mr. Hull asked that the matter be submitted to arbitration. The secretary has in this the full approval of President Roosevelt, for the administration feels that Cardenas is endangering the "Good Neighbor" relations between the two countries.

Sen. Key Pittman of the senate foreign relations committee also backs up Mr. Hull, asserting that if Mexico refuses to arbitrate she will be subject to economic penalties.

"Mexico," he said, "then would forfeit all the financial and other voluntary aid we have given her through our spirit of friendship and desire for peace, prosperity, and upbuilding of that country."

Spanish Rebels Gain

SPANISH insurgents started a drive in Estramadura region in the southwest as a feint to prevent reinforcement of the loyalist eastern front, and found the loyalist defenses were astonishingly weak. So they went ahead in a whirlwind attack that gave them possession of 23 important towns and villages.

The Barcelona loyalist government announced acceptance of the international plan to purge Spain of its foreign forces. Insurgent General Franco was expected to follow suit shortly and accept the plan framed by Great Britain and sponsored by the 26-nation nonintervention committee.

Single Plan for French Town

Richelieu, France, is believed to be the only town in the world that was entirely built according to a single plan and never altered thereafter, says Collier's Weekly. Its walls, streets, public squares, palaces, houses, church, hotel and market place are the same as they were when the town was completed in 1631.

Dreaming of Wild Animals

To dream that wild animals are chasing you foretells a mind disturbed by present events about which you are probably over-anxious, asserts a writer in London Tit-Bits magazine. If the animals overtake you it is a sign of bad fortune. But if, on overtaking you, the animals ignore you it is a sign that you are worrying about matters of little importance. To meet wild animals who behave in a friendly fashion betokens kindness on the part of a person in an influential position. If you dream of someone you know in the above circumstances, the same signs apply to them.

Making Bible Official in England

The royal proclamation of 1538, which made the printed Bible official in England, read as follows: "That ye shall provide . . . one booke of the holy byble of the largest volume in Englyshe and the same set up in some convenient place wthin the said church that ye have the cure of, where as your parishioners may most commodiously resort to the same and reade it . . . That ye shall discourage no man prively or apertly from the readynge or herynge of the sayde byble."

The First Cash Register

The first cash register was invented in 1879, by James J. (Jake) Ritty, a business man, of Dayton, Ohio. While on a trip to Europe he observed the workings of a recording device on the steamship which marked the revolutions of the ship's propeller. Upon his return to this country he invented a machine, manufactured in Dayton, but it was not accurate, and in 1880 he produced a machine that was more practical.

Floyd Gibbons' ADVENTURERS' CLUB

HEADLINES FROM THE LIVES OF PEOPLE LIKE YOURSELF!

"Mad Week-End" By FLOYD GIBBONS Famous Headline Hunter

HELLO EVERYBODY: Talk about being in a tough spot! Here's just about the toughest one I ever heard of. Suzanne Mathias of New York City contributes this tale to the column and becomes a Distinguished Adventurer on the strength of it.

As far as Suzanne is concerned, the only redeeming feature of this experience is that a number of other people shared it with her. It was down in Miami in December, 1929. A crowd of Suzanne's friends had clubbed together and chartered a boat for a week-end fishing trip. It was an old boat of the cabin cruiser type with plenty of bunks in it, and the party sailed at midnight on the captain's assurance that, by morning, he'd have them at a spot where there'd be plenty of good fishing.

When they awoke next morning they were out of sight of land. The only thing that showed on the horizon was a small island that looked as if it might be one of the Florida Keys. Suzanne asked the captain where they were, and he told her they were about 90 miles from Miami, but he didn't say in what direction.

Their Captain Was Crazy.

And shortly after that, things began to happen. "The first inkling we had that anything was wrong," Suzanne says, "came from my mother who was chaperoning the trip. She came up and asked us what we knew about the captain. She had been talking to him, she said, when suddenly he began raving—saying that his son was 'The High Priest of the Temple,' and that his father was the right hand man of the High Priest of the Temple. A couple of us decided to investigate, and started a casual conversation with the captain. After talking with him a few minutes we were left in no doubt. He was CRAZY AS A LOON!"

That didn't look so good. Ninety miles out at sea—out of sight of land—and totally at the mercy of a crazy boat captain. The whole crowd agreed that the best thing to do was to put back to Miami. But the captain didn't agree with them. He flatly refused to move the boat, and said a few things more, too. He told them that not one of them knew



The captain appeared with a gun in his hand.

a thing about navigation and couldn't run the boat by themselves—that they didn't even know where they were—and what was more, he was in absolute authority while at sea and not even the President could tell him what to do with his ship.

They tried to cajole him, but that didn't work. The men started to threaten him, but he walked away, and five minutes later appeared in the companionway with a gun in his hand. After that, nobody cared to argue with the skipper.

Planned to Kill All of Them.

The day wore on slowly. No one fished, for every one was too scared to fish. The captain's raving didn't make them feel any better, either. He had suddenly got the idea in his head that the whole crowd was just a bunch of sinners and that he'd be taken straight to heaven if he killed them all then and there.

The night was even worse. None of the crowd could sleep. They huddled together in one of the cabins while the captain prowled about the boat. Early in the evening they found he had let out the fresh water supply—that they had nothing to drink. There was a little ice in the refrigerator and they melted that. What they were going to do when it was gone, they didn't know.

Still the mad captain prowled restlessly about the boat. Late that night one of the men saw him slinking along the deck, a flashlight in one hand and a heavy wrench in the other. He followed him below. The skipper crept into a dark cabin, walked noiselessly to one of the bunks, raising the wrench high in the air and brought it down with crushing force on the pillow. Then he turned on the light, looked at the bed, and grunted his disappointment when he saw there was no one in it.

The man who had followed him went back to the main cabin and told what he had seen. By that time, half of the company were ill. One girl was having hysterics, another had developed a nervous tic, and Suzanne, who had acquired a bad case of sunburn during the day, was down with chills and fever. Toward dawn, the hysterical girl quieted down, and they sat in silence to await the rising of the sun.

Lord Told Him to Go Back to Miami.

Daylight made them feel a little better—but what would the day bring? About eight o'clock the engine started chugging. What did it mean? Were they going back to Miami? Or was the mad captain taking them still farther out to sea? One of the men ran up to the bridge to find out. He came back with good news. "The Lord told me not to bother with you," the captain had said. "He'll take care of you himself. We're going back to Miami."

They reached port early that evening, and reported what had happened to officials at the dock. The officials weren't especially surprised, for another boatman had already notified the skipper acting queerly and had told them about it. If the boat hadn't come in that night, they said, they were going to send a coast guard cutter out to look for it.

Outside a little hysterical reaction, Suzanne says, everyone in the crowd was all right. Suzanne hasn't been out in a boat since, she claims, although she might be induced to ride on a ferry boat sometime, if she could have the captain examined by an alienist before she started.

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SEEN and HEARD around the NATIONAL CAPITAL

By Carter Field

FAMOUS WASHINGTON CORRESPONDENT

WASHINGTON.—A very prominent New Dealer, Thurman W. Arnold, now the official trust buster of the administration, frequently expresses amazement at the morals and sense of civic duty and mental processes which permit big corporations to cut wages or lay off help if they have a surplus at the time.

The curious element about this statement is that it comes from the official trust buster. It involves a very simple question in economics, which anyone who has ever been in business, even if it were a peanut stand, can follow.

To dismiss all questions of morality, loyalty to one's employees, and that sort of thing, assume that the Ford Motor company has a huge cash surplus, which it actually has, but that none of its competitors has, which is not true. Also assume that Henry Ford is deeply imbued with the thought that Mr. Arnold thinks he should have. (The writer does not know that Mr. Arnold has ever applied his theory to the automobile industry. He talks mostly about steel when he is discussing it.)

What would happen when the normal situation, which results in cutting pay or laying off workers, develops? Obviously Ford, a developer, would go on producing cars at top speed, while his competitors, in this illustration not having any surpluses on which to draw, would have to close down.

Lead to Monopoly

There being no demand for cars, that being the cause of the situation, Ford would be forced to do one of two things. He could either store his product in the hopes that a revival of buying would eventually take them off his hands, or he could slash prices in order to force the cars out. If he did the latter, he would eventually put all his competitors out of business. He would be selling cars below cost, using up his surplus, in order to keep his workers employed. But the moment that times became better he would have a tremendous advantage. His plant would be going under full steam. Big production would have cut his costs way down. Operation, instead of idleness, would eliminate the wastes of a shutdown. He would be able to slash prices still more in order to continue going full blast.

Meanwhile, especially if the depression were of some duration, this very activity would have made the resumption of selling by his competitors more difficult. There would not be the piled up demand that usually ends a depression. There would not be hundreds of thousands of persons who had run their old cars a few years too long. They would have bought new Fords at the reduced prices.

Carried to its logical conclusion, the company with a big surplus could thus eliminate its competitors, and acquire a monopoly in almost any field.

Food for Thought

One of the spokesmen for the New Dealers has just written a short article predicting government ownership of the steel industry. The article attracted singularly little attention merely because nobody believed it! Actually there is considerable food for thought in it. It was far from the half-baked statement most readers thought. It showed a study of the steel industry had been made by some of the informants of the writer, and it was remarkably accurate in predicting the probable course, as seen by men inside the steel industry.

For instance, the government has been seeking for several years to break down the so-called basing-point system. Actually the basing-point system was a lifesaver for the smaller steel companies. It forced the quotation of prices as of certain places, the basing points, the price always being the fixed amount plus freight from this basing point. Naturally, being the biggest of the steel companies, and a merger of many original units, the U. S. Steel company has plants in more localities than its competitors. Therefore, with basing-point bidding eliminated, and with all bids submitted providing for delivery on freight cars at the steel mill, the company with the most widely separated plants has a tremendous advantage.

Buyers patronizing it would have to pay only the freight rate from the mill of that company closest to the point where they proposed to use the steel.

In view of this situation, it is difficult to understand why the trust-busting section of the government has been so anxious to break up a practice which actually helped maintain competition, or at least it was until this article by a comparatively unofficial spokesman. He states the only answer that has been made which appeals to the logic of those who have been wondering about the government's course.

The answer, of course, is that the government is looking ahead of the immediate developments, and planning to take over the steel business just as it has been moving in on the electric business now for several years.

Another Suggestion

"A still more practical, all-American route can be merely enlarging the Buffalo, or Toronto, Lockport, and creating a canal of a length of 12 miles, to port to Olcott, which is on the Erie. The route then to Lake Ontario to Oswego, and along the Barge canal to Albany. This latter route entails the deepening of the canal for a distance of 100 miles, and the creation of a canal of 12 miles.

"In my opinion, either shorter, all-American route constructed for less than the proposed deepening of the Erie waterways. In case of emergency, we would then have an American waterway to the much needed vessels from Lakes to the Atlantic coast.

"If a plan such as I outlined were adopted, it would be necessary, in order to meet our vessels to the seaboard, to build a new canal, to be built in two, as was during the last emergency of the inadequacy of the waterways.

"Last, but not least, it is borne in mind that better more favorable southern routes to the all-American route, to open a number of weeks a year than would the Erie waterway. The low cost of operation by the all-American waterway is bound to increase and create jobs for the employed."

All-American Waterway

Development of an all-American waterway in lieu of the Erie waterway is urged by the Secretary of State, Commander Eugene F. Jr. McDonald was a member of the MacMillan polar expedition.

"Many years' experience," Donald wrote Secretary of State, "navigation of the salt waters of the world, from the degrees of the North pole to the equator, prompts me to you.

"Recently, while returning from a winter cruise in the Caribbean and as far as America, I brought my 12,900-mile winter cruise yacht Mirpan from Lawrence waterways to the St. Lawrence river, and then on to the Gulf of Mexico. I have made this same trip many times before, but my recent experience brought again to my mind the St. Lawrence river as it exists today.

"Born in Syracuse, N. Y., I know the Erie and St. Lawrence waterways. For 25 years I explored the waters of the Lakes and their tributaries. I have a deep interest in the development of waterways, personal or commercial, of any kind at stake.

SOCIETY CLUBS PERSONALS

W. A. Cates returned Monday from a three weeks visit to Brown Johnson and Denton counties.

666 cures MALARIA in 7 days and relieves COLDS first day Headache, 30 minute Liquid, Tablets, Salve, Nose Drop Try "Rub-My-Tism" World's Best Liniment

Miss Louelle Ginn Honored Mr. and Mrs. Aude Noland With Shower

Miss Louelle Ginn honored Mr. and Mrs. Aude Noland Tuesday July 26th, with a lovely shower at the home of her parents, Mr. and Mrs. Clarence Ginn.

Guests were served punch and after which they were registered. The bride's book, presided over by Mrs. Ginn. A delicious wedding breakfast was presented by Mrs. Clarence Ginn.

There were fifty guests registered for the evening. Miss Ginn will leave Friday for Fort Worth, where she will join her husband, who recently accepted a position with the company there.

Y. W. A. Girls Spend the Week at Ceta Canyon

A group of local Y. W. A. girls spent this week at camp which was held at Ceta Canyon on the North Plains. The group left early Monday and returned the middle of the week. They were accompanied by Rev. and Mrs. Vernon Shaw, and Mr. and Mrs. Trussel, who have been assisting in a revival meeting at the First Baptist Church here, for the past two weeks.

The Floyd County Plainsman 50c

Mrs. W. L. Orman Honoree at Shower

Mrs. W. L. Orman was the honoree at a shower given Thursday evening, July 28, at the home of Mrs. Duncan Hollum. Mrs. Orman, who was the former Miss Glenna Mae Shurbet, and Mrs. Hollum, who was the former Miss Edwina Christian, were wed in double ceremony at Plainview this month. Mrs. Hollum was assisted by three other hostesses, Mrs. R. C. Patton, Mrs. George Sherrill, and Miss Bonnie Fyffe.

Mrs. Sherrill and Miss Fyffe served punch and cookies to the guests as they arrived, after which Mrs. Patton directed the registering. The bride's book was made in the form of a telephone directory, carrying out the idea of the occupation of the honoree. Little Miss Bobbie Stevens, who is very gifted at reading, gave "The Honey Moon Cake", a very appropriate selection. Following the reading each hostess gave a brief toast to the bride.

Many gifts, which were opened at the close of the gathering, were bestowed on the honoree. Some forty friends were present, and several other gifts were sent.

California Girl Honored With Party

Miss Dorothy Elaine Guthrie of California was the honored guest Thursday evening, when her aunt, Mrs. A. E. Guthrie gave a party for her before her return home Sunday, July 31. Miss Guthrie visited in Floydada for about a week.

Mrs. Guthrie was assisted in giving the party by Misses Robertyne and Aileen McIntyre. Fourteen guests enjoyed barbecue, which was prepared in the yard of the Guthrie home.

BORN—To Mr. and Mrs. Harlin Palmer, Wednesday, July 27, a girl, Harla Ann.

DISTRICT 4-H ENCAMPMENT TO BE HELD AT SILVER FALLS AUGUST 11, 12, AND 13.

The District 4-H Encampment will be held at Silver Falls near Crosbyton August 11, 12, and 13. County agricultural agent, D. F. Brodthaler and local sponsors are now visiting 4-H projects and going over record books to find 4-H members who will be eligible to attend this three day encampment and short course. The encampment is arranged to take care of 200 boys from the South Plains area and Floyd County has received a quota of 10 boys. All members who are interested in attending the encampment should contact their local leader or county agricultural agent at once.

Homebuilders Club Met Friday

By MRS. A. W. DUNN
The Homebuilders Club met Friday, July 22, at the home of Mrs. A. W. Dunn with Mrs. F. F. Fuqua assisting. The "one dish vegetable meal" was demonstrated by the food demonstrator, Mrs. J. D. Eaves. Mrs. Raymond Teeple, president, had charge of the short business meeting.

Refreshments served included the "one dish vegetable meal", brown bread, and iced tea.

Mrs. Ben Johnson will entertain the club August 5, at which meeting the "canning of green and yellow vegetables" will be demonstrated.

Members present were: Mrs. D. D. Shipley, Mrs. Ben Johnson, Mrs. Earnest Hoagh, Mrs. C. W. Denison, Mrs. Pete Kendrick, Mrs. E. I. Teeple, Mrs. Raymond Teeple, Mrs. John Lloyd, Mrs. J. D. Eaves, Mrs. Paul Sims, Miss Gladys Bertrand, and the hostesses, Mrs. Dunn and Mrs. Fuqua.

Guests were: Mrs. Ednie Widener, Mrs. Teague, Mrs. L. A. Williams, Mrs. Clyde Parr, Miss La Rue Williams, Miss Maye Hope, and Miss Peggy Jo Eaves.

SERIES OF PARTIES HONOR VISITORS FROM SAN ANTONIO

A series of parties last week honored Miss Theresa Whitis and Nelda Whitis, of San Antonio, who are visiting in Floydada with their aunt, Mrs. J. B. Houston.

Miss Nelda Fagan, daughter of Mrs. Pearl Fagan, was hostess to a group of friends in honor of Nelda Whitis Wednesday and Thursday evenings. Wednesday evening the group enjoyed a skating party and Thursday evening Miss Fagan entertained with a theatre party and weiner roast.

Attending were: Floy Jean Hale, Evelyn Elliott, Francis Keim, Mary Anne Norris and the hostess and honoree.

Misses Alene Warren and Muriel Fagan were joint hostesses Friday evening at the home of Mrs. W. O. Warren with an informal reception in honor of Miss Theresa Whitis.

The guests, upon arrival, were presented with corsages of sweetpeas and then registered in a hand-made guest book. A friendship motif was carried out in the placements and the register contained verses written on this theme and dedicated to the honoree. Tables were laid with lace cloth with centerpieces of sweetpeas and other cut flowers.

Those present were: Misses Marguerite Leonard, Mary Emma Collins, Betty Newell, Emma Lou Bedford, Vera Nell Marshall, Mary Louise Tubbs, Thomasine Cox, Mary Evelyn Davis, the hostesses and the honoree. Chinese checkers furnished amusement for the afternoon.

Group to Leave for Colorado This week

Mr. and Mrs. Clinton Fyffe, and Mr. and Mrs. Charles Mathews of Lubbock are among those who are yet planning a vacation in the mountains. This group plans to leave the latter part of this week for western Colorado, where they will enjoy the cool mountain climate for a week or ten days.

Marvin Martin of Petersburg spent Sunday in Floydada visiting with relatives and friends.

Mr. and Mrs. Audie Noland Complimented

Mr. and Mrs. Audie Noland was complimented with a miscellaneous shower Thursday night, July 14th at the home of T. M. Noland. Hostesses for the lovely affair were Mrs. C. C. Huckabee, Miss Eula Huckabee, Mrs. W. E. Grimes, and Mrs. E. E. Huskey.

As the guests arrived they were greeted by Mrs. Huskey who registered them in the brides book. Mrs. Huckabee and Mrs. Grimes served punch and cake. The punch bowl was surrounded by roses and ferns. The reception room was decorated with roses and honeysuckles.

The honorees received many lovely gifts.

Miss Theresa Whitis Entertained With Tea

Miss Theresa Whitis of San Antonio was the honored guest Friday evening when Miss Alene Warren and Miss Muriel Fagan entertained with a tea at the home of Miss Warren. Miss Whitis has been visiting in Floydada at the home of Mrs. Jim Houston for the past several days.

Guests present for the tea were: Miss Whitis, Misses Mary Louise Tubbs, Thomasine Cox, Marguerite Leonard, Vera Nell Marshall, Mary Emma Collins, Emma Lou Bedford, Betty Newell, and Lila Hennessee.

Club Meets With Mrs. Bill Beedy of South Plains

Wednesday afternoon the Home Demonstration Club met with Mrs. Bill Beedy. Miss Edith Grimes met with the club and demonstrated how to make all kinds of salads, and a very interesting discussion of different types of salads was presented.

Nineteen members were present, four new members: Mesdames Joe Phillips, Jack McCown, Hilburn and Sim Reeves.

Visitors for the afternoon were: Mrs. Bradford Wilson, Mrs. Bill Tye, and Mrs. George Beedy.

The club decided to entertain the entire family with a picnic supper August 12, at seven o'clock.

Mrs. J. L. Grose of Tipton, Oklahoma, was a guest in Floydada over the week end.

THANK YOU!

For the patronage given me while I was connected with the Magnolia Service Station No. 2. I will appreciate your continued support in my new connection with BROWN'S HOUSEHOLD SUPPLY

HAROLD F. MERRICK

LET'S GO VACATIONING IN A COMPLETELY RECONDITIONED CAR

We are always ready to repair the fenders and body and renew the upholstery on your car . . . All work guaranteed and at reasonable prices.

REFINISHING Furniture upholstery and repair is another of our specialties! Let us do your work.

SAM'S BODY & FENDER WORKS

GET READY FOR VACATION WITH A NEW STYLE PERMANENT WAVE!



Are you ready for a gloriously active summer with a coiffure that's appropriate?

We will design a lovely one for every type Person . . . New Equipment . . . Skilled Operators. Phone 33 for Appointment.

VOGUE BEAUTY SHOP

Cavanaugh do your printing!!

VACCINE!

WE ALWAYS HAVE PLENTY OF VACCINE FOR ALL TYPES OF DISEASE IN HORSES AND CATTLE.

Also remedies for stock and poultry. See us for your needs in this line. Reliable, dependable medicines that you are always using.

Supplies for administering vaccines and other medicines.

WHITE DRUG COMPANY

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30 Texans about his name for Governor! . . . But who is this able leader of men? What is his past history? Read it as . . . TOLD FOR THE FIRST TIME BY HIMSELF

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* Most people who deny themselves the luxury of a CONSTANT HOT WATER SUPPLY . . . do so because they don't realize how cheap it is . . . with a GAS STORAGE HEATER. Tightly insulated, this type heater makes every B.T.U. count double . . . and keeps your water always piping hot . . . for only a few pennies per day. Come in and see for yourself.

West Texas Gas Company

WHAT to EAT and WHY ★

C. Houston Goudiss Interprets the Modern Conception of Meat

Nationally Known Food Authority Explains Why It Rates As a Top-Notch Food.

By C. HOUSTON GOUDISS
6 East 39th Street, New York City

AMERICANS spend from one-fourth to one-third of their total food budget for meat. In order to discover whether this expenditure is justified, let us examine the nutritive value of meat, and consider its contribution to the diet.

Almost everybody likes the flavor of meat, from the man who considers that no meal is complete without it, to the child who instinctively eats the meat on his plate before he touches the other foods. The desire for meat is one of the strongest human appetites.

For centuries, man accepted this craving for meat as an indication that it was essential to his well being. But with the advance in civilization, there was an increase in many diseases, and for a period of years, meat was blamed as being a contributing cause to kidney trouble, rheumatism, high blood pressure, hardening of the arteries and gout.

In recent years, there has been a careful investigation of the possible association between meat and disease. In the light of our newer knowledge, the old notions have been discarded. And in many cases, meat now has a place in the treatment of the diseases that it was once believed to cause!

Composition of Meat

Meat is a protein food of the highest type. It is useful both for repairing the millions of cells that are worn out daily and for building the new tissues that are necessary for growth in childhood. The proportion of protein varies with the kind of meat, and the cut. In beef, lamb and veal, it comprises between 14 and 26 per cent of the edible portion.

The other constituents of meat are fats, water, minerals, extractives, enzymes and pigments.

The amount of fat present is an important factor in determining the fuel value of meat. And the more fat it contains, the less protein will be found in a given unit of weight. The different cuts of pork contain less protein than corresponding cuts of beef and lamb, with the exception of lean ham, lean pork chops and tenderloin.

Meat as a Blood Builder

Both glandular and muscle meats are rich in the blood-building mineral, iron, and meat also contains copper. The glandular organs, particularly liver, have great value in the prevention and treatment of anemia. Pernicious anemia baffled physicians for many years until, in 1926, two noted American scientists discovered that liver contains a principle which stimulates red blood cell formation. This discovery has been ranked with the discovery of insulin as one of the greatest in our times.

Meat also contains a high percentage of phosphorus. It is poor in calcium, however, and this necessary substance must be obtained in adequate amounts from milk, cheese and green leafy vegetables.

The Vitamins of Meat

Lean muscle meats cannot be considered as an important source of any vitamin except G. This vitamin is necessary for the prevention of pellagra, and also helps to prolong the vigorous middle years and to ward off old age. Beef, pork and lamb muscle contain approximately the same amounts of vitamin G, but liver has been found to contain approximately 10 times as much as muscle tissue.

Some vitamin A is found in fat

★ Send for This Free Bulletin on **KEEPING COOL with food**

YOUR family will be far more comfortable during the next few weeks if you send for "Keeping Cool with Food," offered free by C. Houston Goudiss. It lists "cooling" and "heating" foods, outlines the principles of planning a healthful summer diet, and is complete with menu suggestions. Just put your name and address on a post card, ask for "Keeping Cool with Food," and send it to C. Houston Goudiss, 6 East 39th Street, New York City.

This Free Chart Makes It Easy to

BALANCE YOUR DIET

YOU will find it a simple matter to safeguard the health of your family by serving a balanced diet if you send for the Homemaker's Chart for checking Nutritional Balance. It lists the foods and the standard amounts that should be included in the daily diet. Contains skeleton menus for breakfast, lunch and dinner or supper to guide you in selecting the proper foods in each classification. A post card will bring you this valuable aid to good menu planning. Just ask for the Nutrition Chart. Address C. Houston Goudiss, 6 East 39th Street, New York City

meats, but liver is also much richer in this vitamin than muscle tissue. Vitamin B is present in lean meat, especially lean pork, which has a considerably higher content than lamb, mutton or beef.

Value of Meat Extractives

Meat contains small amounts of extractives. It is partly because one misses their savory flavor that a meal without meat often fails to tempt or satisfy the appetite.

The extractives indirectly aid in the digestion of meat proteins because they stimulate the flow of the digestive juices. Experiments have demonstrated that meat induces a flow of gastric juice in direct proportion to the amount consumed.

This calling forth of great physiological activity of the stomach is one reason why meat is said to be the most satisfying of all foods, and to "stick to the ribs" longest.

Digestibility of Meat

In considering the nutritive worth of any food it is necessary not only to analyze its contributions to the diet, but to determine how well its nutrients are utilized by the body. Meat has a high food value because its protein is digested rapidly and thoroughly. Tests show that 97 to 98 per cent of meat protein is digested and absorbed. The length of time meat remains in the stomach will depend upon various factors, such as the amount of fat present, the method of cooking and the degree of mastication. But there is no marked difference in the thoroughness with which the different kinds of meat are digested.

Since it is so completely digested, however, meat supplies little bulk, and it is therefore essential that an abundance of leafy vegetables and fruits should be eaten at the same time.

Meat in the Child's Diet

There has been considerable discussion regarding the place of meat in the child's diet.

There are the same good reasons for using meat in the diet of the child as in the diet of the grown-up. Moreover, the child's protein requirement is greater than that of the adult, in proportion to his body weight.

At the beginning of the second year, many authorities advise that small servings of tender and finely minced beef, chicken, lamb or liver may be given about three times a week. As the child becomes older, he may have meat more often and as his ability to chew increases, he may be given larger pieces.

★ Some Fallacies Regarding Meat
Many people believe that veal is less completely digested than other meats. But it has been demonstrated that even very young veal digests as rapidly and as completely as beef. It has also been held that red meats are less digestible and, therefore, less desirable than white meats. There is no evidence to support this point of view.

Someone with a gift for concise expression once remarked: "No meat—no man!" His point was well taken. For considering its delicious flavor, essential food values, and ease of preparation, it is easy to agree that THERE IS NO SUBSTITUTE FOR MEAT.

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THE SUNNY SIDE OF LIFE

Clean Comics That Will Amuse Both Old and Young

BIG TOP

ED WHEELAN presents A STUPENDOUS, SUPER-COLOSSAL STORY OF CIRCUS LIFE -



By ED WHEELAN

LALA PALOOZA

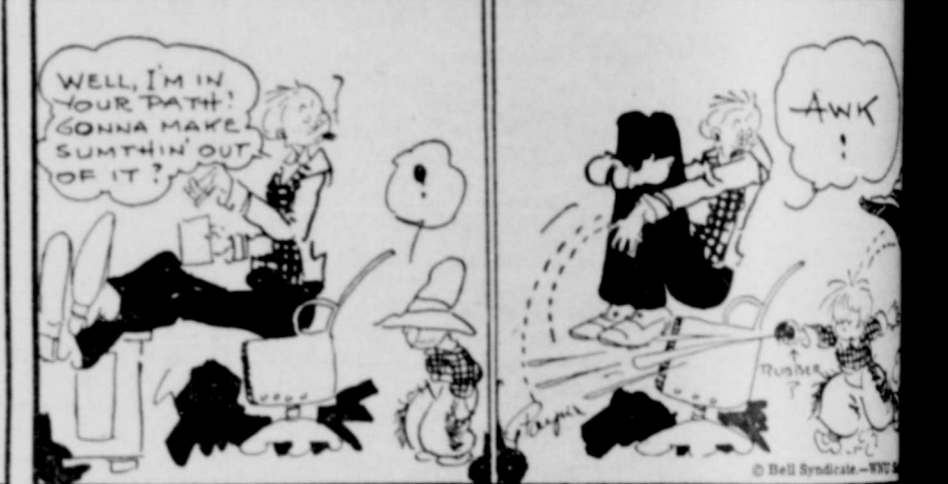


INTRODUCING - LALA PALOOZA (THE COUNTESS), A ROUGH DIAMOND, WHO INHERITED A FORTUNE AND IS NURSING A MAD DESIRE TO GET INTO SOCIETY - SHE IS ROMANTIC AND SLIGHTLY OVERWEIGHT.



By RUBE GOLDBERG

S'MATTER POP—In Our Who's Who Department



By C. M. PA...

MESCAL IKE



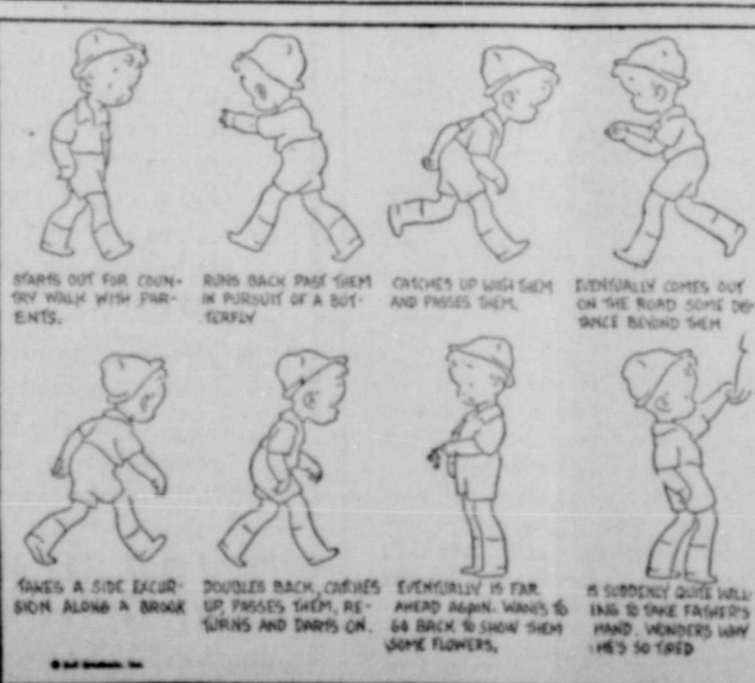
So That Accounts for

POP—Second Childhood



By J. MILLAR W...

EXTRA MILEAGE



NOTHING CHEAP

"Lady, if you'll give us a nickel my little brother'll imitate a hen." "What will he do?" asked the lady. "Cackle like a hen?" "Naw," replied the boy in disgust. "He wouldn't do a cheap imitation like that. He'll eat a worm." —U. S. S. Reina Mercedes.

Advertisement for Irium's tooth powder featuring a woman's face and text: "IRIUM'S Proved Itself—So It's Pepsodent Powder for Me".

● If you think birling is an easy game, if you think it's child's play to stand on a half-submerged pine log, churning in the water, then think again. You're going to slip, stumble, trip and fall, landing face down in an icy pond while some wisecracking spectator yells—



YOU'RE ALL WET!

By JOSEPH W. LABINE

Chips aren't flying so fast these days from the axes of north woods lumberjacks. Between strokes you'll find them talking about a sport called birling (log-rolling to you) and the world championship birling contest to be held at Escanaba, Mich., August 12 to 14.

Nothing is easier than falling off a log. Nor is anything harder than standing on one, especially when it's half submerged in a pond of water and somebody else is on the other end, trying to push you off.

Here's a nimble-footed art that makes toe dancing look like an old man's game. It's strange, surely, that log rollers can be seasoned lumberjacks, big-boned men with heavy shoes who should be more at home on dry land than tripping the light fantastic on a slippery log.

Part of the Job.

But they aren't birlers by choice. Lumberjacks discovered long ago that to keep your job in the north woods you've got to have a knack for this apparently senseless business.

In the days when legendary Paul Bunyan was a youngster in knee trousers, lumberjacks first rolled their logs into the river and nursed them downstream to the sawmill. Usually the drive went smoothly, the churning waters carrying millions of feet of timber down to the doorway of civilization. But now and then some obstruction would cause the logs to pile up and it was the birler's job to skip under the face of this menacing jam, find the key log, jerk it loose and get back to dry land before he was crushed to death.

With a roar like the collapse of a 10-story building, the jam would loosen itself and go thundering downstream. If the birler was skilled—and lucky—he would skip over the swaying carpet and get out of danger; if luck or skill failed, he might meet a horrible death between crushing, splintering logs.

Smart lumberjacks soon discovered that it was pretty good life insurance to practice log rolling in their spare time. When the day's

labors were finished or the logs had been delivered to the mill, they found a postman's holiday in competing with one another to determine who was "the best man on the log."

Annual Summer Event.

That was the start of competitive birling, a sport that is at once toe-tripping and red-blooded. In a land where the heyday of lumbering has long since disappeared, a few enthusiasts have kept birling alive, gathering annually from the far-flung outposts of their primitive north woods to vie for the championship. There are veterans who remember the invincible Tom Fleming and Al Hubbard who reached their peak in 1899. They remember Big Joe Madwayosh, the husky Indian woodsman who won the title in 1924. They still watch Wilbur Marx, the child prodigy of yesteryears who tossed "Big Joe" into the pond when a boy of 14 summers.

But they cannot believe that birling has become a college boys' sport. So they'll converge at Escanaba from every north woods settlement this year to watch some real lumberjack defeat Joe Connor, the twenty-six-year-old University of Minnesota student who won the crown last year.

Considering its barrel-chested heritage, birling should not be a college boys' sport. But the modern

Birling's Child Prodigy.

Big Joe Madwayosh won his first crown in 1924 and on the sidelines that year was thirteen-year-old Wilbur Marx who decided birling looked easy. He came back the next year to provide the tournament sensation by almost defeating "Big Joe," racing him off the log after 21½ minutes of breathless birling in the second round.

When the next year's tournament opened Marx was again present, merely fifteen years old, but now a well-muscled, seasoned athlete instead of an awkward boy. Losing a third round elimination match in the northwest touristy town steadied him and he won the Wisconsin state title without difficulty. Twenty-six of the most accomplished log cuffers in the game were entered for the world's title and young Marx defeated four of them in swift succession, winning his way through the first, second and third rounds of elimination and the semi-finals.

Then he faced little Billy Girard of Gladstone, Mich., in the final match. Too eager, too confident, he made the mistake of thinking himself speedier than Girard and "Little Billy" raced him off the log for straight falls in the fastest match that has ever been rolled. Feet trod so fast they could hardly be seen; spiked shoes chewed the logs to slivers; "white water" splashed the contestants' legs and both birlers were almost continually on the verge of a wetting.

On to Victory.

But Marx was a steadier birler, the next year and he could not be stopped. At sixteen he won the world's championship against a score of veteran log rollers. He held it 10 years.

But last year the college boy from Minnesota came along and Marx, whom the old time lumberjacks had at last taken to their hearts, lost his title. To what depths has this sport fallen!

This year Marx says he'll regain the championship and the bearded birlers from the northwoods are wishing a real jam-breaking logger would appear to teach all these young upstarts a lesson. But Joe Connor, the college boy, has been spending the summer at a CCC camp making his legs tough and preparing to take on all comers.

Maybe Joe Connor will be defeated, but even then the plaid-shirted lumberjacks won't be completely happy. At last year's Escanaba tournament they rubbed their eyes with amazement and chagrin to see four girl birlers engage in a contest of their own. A few old timers admitted the women showed a speed and style that equalled or surpassed the skill shown by a lot of the semi-finalists in the men's tourney.

Their only consolation, it appeared, was in the memory of Paul Bunyan, patron saint of all log rollers. Paul's wife, the story goes, was the only one able to wet him in a birling match!

© Western Newspaper Union.

Cool, Slim-Waisted Frocks

THESE last few hot weeks will be a whole lot easier to bear if you have some fresh new dresses to wear around the house—cool, slim-waisted styles that are finished enough for shopping and porch wear too. We've picked out two that we know you'll like, one for slim figures and one for large. Both are very, very easy to



make, for of course nobody wants to undertake laborious sewing these days. And both are easy to wash and iron. A detailed sew chart comes with each pattern.

Day Frock for Slim Figures.

This little dress is right at the top of new fashions, with its gored skirt and shaped square neckline. Notice that the skirt seams are extended above the waistline, which makes the dress more becoming. Very short kimono sleeves, just covering the shoulders, give a much prettier line than sleeveless frocks do, and they're just as cool. The skirt has a charming flare. Make this in linen, dotted Swiss, dimity or organdie in a pretty flower print, and you'll love it.

Day Frock for Large Figures.

You'll find this straight, well-cut dress one of the most becoming, most slenderizing, you ever put on. It has a deep v-neck and short pleated sleeves for coolness and comfort. It's very easy and unhampering in line, so that you can work in it comfortably. Darts on the shoulders and at the waistline give it an unusually trim, slimming fit. A touch of prettiness is added by ricrac braid and the pointed closing. This is a diagram design that you can make in a few hours, and you'll want several dresses made just like this—in dimity, calico, percale and seersucker.

1558 is designed for sizes 12, 14, 16, 18, 20 and 40. Size 14 requires 4¼ yards of 35-inch material; 9 yards of ribbon or braid to trim.

1533 is designed for sizes 34, 36, 38, 40, 42, 44, 46, 48 and 50. Size 36 requires 4½ yards of 35-inch ma-

terial. 1½ yards of ricrac braid to trim.

Success in Sewing.

Success in sewing, like success in any other field, depends upon how you approach the task in hand. To help you turn out clothes professional looking in every detail, we have a book which plainly sets forth the simple rules of home dressmaking. The beginner will find every step in making a dress clearly outlined and illustrated within its covers. For the experienced sewer there are many helpful hints and suggestions for sewing short cuts. Send 15 cents (in coins) today for your copy of SUCCESS IN SEWING, a book every home dressmaker will find of value.

Send your order to The Sewing Circle Pattern Dept., Room 1020, 211 W. Wacker Dr., Chicago, Ill. Price of patterns, 15 cents (in coins) each.

Favorite Recipe of the Week

Tutti-frutti Ice Cream.

(Automatic refrigerator)

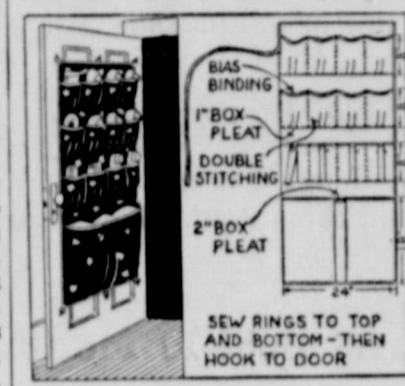
- ½ package (scant ½ cup) vanilla ice cream powder
- 2 tablespoons sugar
- 1 cup canned pineapple juice
- 2 tablespoons maraschino cherry juice
- ¼ cup cream, whipped
- ¼ cup canned crushed pineapple
- 6 maraschino cherries, diced
- 2 tablespoons broken walnut meats

Combine ice cream powder and sugar. Add fruit juices very gradually, stirring until dissolved. Fold in whipped cream. Turn into freezing tray of automatic refrigerator, setting control for coldest freezing temperature. Stir when frozen ¼ inch thick on sides and twice more at 20-minute intervals, adding fruits and nuts with third stirring. Freezing time: about 3 hours. Makes about ¾ quart ice cream.

HOW to SEW

By RUTH WYETH SPEARS

HAVE your door space going to waste? There is always the inside of a closet door—even in the tiniest apartment. A pocket like the one shown here gives a place for shoes, whisk broom, hat brush, shoe brush and even a dust cloth to have within easy reach



when tidying up the bedroom. A large pocket at the bottom takes care of small pieces of laundry.

This door pocket may be made from 2¼ yards of 35-inch-wide cotton material. All the dimensions as well as suggestions for making are given here in the diagram.

There are other doors in every house where pockets of various types and sizes may be used to good advantage. The broom closet door offers a place for cleaning brushes and bottles of furniture polish. Two large pockets on the pantry door—one for clean dish towels and one for soiled ones, have been in use in my kitchen for years. A large pocket of heavy ticking on the inside of the door leading to the basement makes a place for old newspapers that are so useful for many purposes. Pockets on the inside of a door leading to the attic often make a place to keep small cleaning equipment. And here is another thought—even a small wall space in your closet may be used for a

series of pockets for individual pairs of stockings. This is much neater than keeping them in a drawer.

NOTE: Every Homemaker should have a copy of Mrs. Spears' book, SEWING, for the Home Decorator. Forty-eight pages of directions for making slip-covers and curtains; dressing tables, lampshades and many other useful articles for the home. Price 25 cents postpaid. Ask for Book 1, and address Mrs. Spears, 210 S. Desplains St., Chicago, Ill.

All Is Fair Even If It Is a Dog's Life

He was a pork butcher, and he and his sausages had done very well indeed in the town—until a rival came along and, by undercutting and pushful publicity, started to take all the trade.

Butcher No. 1 was sitting in his shop musing on what the inside of a poorhouse would look like, when a bright idea suddenly struck him. Changing his clothes as quickly as he could, he hurried to his competitor's shop and, elbowing his way through the crowd of customers, planted a dead dog on the counter.

"Ere y'are, Jack," he exclaimed in a loud voice. "That makes the dozen."

MOROLINE

Healthful Friendship There is nothing so hygienic as friendship.—David Gregg.

Industrial Steel Buildings

BEAMS—SHAPES—TRUSSES PRICED TO SELL! Write, Phone or Wire for Information ERMAN-HOWELL & CO., INC. 332 So. Michigan Ave., CHICAGO, ILL.

Gold IS WHERE YOU FIND IT!

Try a Song He who sings frightens away his ills.—Cervantes.

AROUND the HOUSE

Items of Interest to the Housewife

More Meringue.—A teaspoon of cold water added to the white of an egg before beating will give a double quantity of meringue.

Keep Peas From Burning.—If a slice of bread is put in the kettle when making pea soup the peas will not sink to the bottom and burn.

Don't Wrap Ice.—It is poor economy to save ice by wrapping it in heavy paper or cloth; such a covering insulates the ice from the rest of the refrigerator.

In the Bathroom.—Don't keep an array of bottles and jars out on view on window sills and shelves. An inexpensive medicine cabinet will take care of these things and prove just as convenient as when exposed to view.

Covering for White Cake.—Mashed ripe bananas, sweetened to taste, added to whipped cream, makes a good coating for white cake. This can be served as a dessert and is tasty when accompanied by coffee.

UNA and INA win over the Woman-Haters...

THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week

HERWIN STRICKLAND, EDITOR AND ADVERTISING MANAGER
MRS. DORRIS W. JONES, ASSISTANT EDITOR
MRS. LOLA CAVANAUGH, BUSINESS MANAGER
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.

WE DO NOT KNOW WHAT WE WANT

That is a statement that has been so often repeated that 'trite' no longer describes the phrase—yet that is the situation at the present time. Outbursts in the ranks of the New Deal, in opposition to those practices for which this group stands, have caused no small amount of comment. Naturally, as in all political groups, the outs want in and the ins want to stay in and the outs deal a few below the belt.

It appears that at the present time we not only know what we want—but we no longer know what method to follow to get those things that we need and must have. From the viewpoint of politics we must wait and see what happens.

O'Daniels Will Do His Best to Make Good Governor Says Texas Weekly

O'DANIEL AS GOVERNOR, of course, will have a much different job from the one he did so well as a candidate. We think it may be said with absolute certainty that he will do his best to make a good Governor, and his best is likely to be more than satisfactory. He is clean, honest, sincere, possessed of abundant energy, and has a good head on his shoulders. We think he will work hard at the task of learning all that he can possibly learn about his new job and that he will be untiring in his effort to improve the machinery and the administration of the State Government, to make it more efficient and less wasteful, and to solve such of its manifold problems as may be dealt with effectively during the short term of two years for which we elect Governors in Texas. As a matter of course, we think, he will continue his effort to deepen the conviction among the people that the salvation of Texas depends upon increasing its production of wealth and that this will require hard work. Undoubtedly he will use his leadership to stimulate business leaders to do everything possible to promote industrial development and general economic advance, and he will endeavor to the extent within his power to make Texas a good place for the investment of capital in productive enterprise. O'Daniel is no superman, but we think the people did a good day's work last Saturday in nominating him.—Texas Weekly.

BE SAFER—CHOOSE THE TIRES CAR MAKERS HAVE TESTED!



WHEN YOU RIDE ON U.S. ROYALS, IT IS DOUBLY ASSURING TO KNOW THAT YOUR TIRES ARE THE LAST WORD IN SAFETY AND EFFICIENCY—PASSING THE GRUELLING PROVING GROUND TESTS OF AUTO ENGINEERS AS WELL AS THE CRITICAL TESTS OF U.S. TIRE ENGINEERS.

DOCTORS HAVE TO MAKE SPEED, SAYS R.H., M.D. "THAT'S WHY I'VE RIDDEN ON U.S. ROYALS FOR YEARS. CAR ENGINEERS MUST HAVE PROVED ROYALS SAFER BEFORE THEY PUT THEM ON THE NEW CARS."

U.S. ROYALS

G. R. STRICKLAND AND SON



STRICKLY CONFIDENTIAL!

By Strick

STRICKLY CONFIDENTIAL— Saturday was a very busy day on subscriptions . . . Probably just an after-election spurt . . . but we wrote 18 new subscriptions that day . . . bringing the grand total at that date to 2063 . . . which is not bad for a country weekly. The special 50 cents per year rate offer is being held open for a few days—the remainder of you readers who care to renew are eligible to participate in this bargain.

STRICKLY CONFIDENTIAL— Not every few days do we citizens of Floydada have an opportunity to display our spirit of community co-operation and interest in some project for the interest of the town. During the week starting August 15 Floydada will be host to a number of softball players who will come here for the district softball tournament—

STRICKLY CONFIDENTIAL— Did you know that the Floyd County Plainsman does not duplicate any other weekly newspaper in the country in its general appearance and make-up—it is (as far as we know) the original streamlined weekly paper—and—us moderns always try to keep in step with the modern innovations—although sometimes I wonder why—

STRICKLY CONFIDENTIAL— Thus far the contributions on my all-expenses-paid trip to the New York World's Fair of 1939 total exactly NOTHING—That just goes to show what my readers think of me—I'm just going to withdraw my offer—and I guess that will disappoint a number of people but brutal as the decision may be—that's it!

STRICKLY CONFIDENTIAL— I am always trying to get something for nothing—and I am positive that some two thousand people will agree with me there—So I guess I'll enter the first contest for the fourth estate in the State Fair of Texas—The First Annual All Southwestern Newspaper Contest.

STRICKLY CONFIDENTIAL— The daily press has been loud in the praise of W. Lee O'Daniel for the decision he made regarding other Texas political races—Although not a seasoned politician, Texas' Governor-Elect declined to comment on the run-off candidates—It is believed that any sign of approval that Mr. O'Daniel would give the candidates would result in their election in the August primary—Here's one for the scrap-book: A candidate went to see the governor-Elect, To get his okay and pay him respect; O'Daniel said: "I'm no politician" Come back sometime, I'm going a fishin'". Which reminds me of a statement I heard the other day—"If we had known how W. Lee O'Daniel was going to run, we would have tried to hitch a trailer on to the bandwagon" But I don't think we are going to have any hitch-hiking this term.

STRICKLY CONFIDENTIAL— There is a peculiar fact about the newspaper business—and one that would discourage any one but the newspaper man himself—you can praise and applaud a person or organization until you are like a bar of soap on Saturday night (All used up)—and never a word of thanks and appreciation—But—if you fail to mention little Johnny's sixth birthday or some of the folks visiting in the town—off comes your neck—But the lot of all newspapermen is the same. All of us serve the public in the most endearing way possible with very little remuneration (Advertising rates given on application)—and in the end—some of the boys will write on a small marble slab and (if the advertising doesn't crowd it out) in the papers: Barn, Lived and Lied in Swooshe County.

STRICKLY CONFIDENTIAL— That's the way it goes—Wander around in some other business—decide you like the newspaper business again—in again—and then on and on oh well—"If it is news you will find the story in these pages," "By Helping Business You Help Yourself," Just Say, "I read it first in the Plainsman," "Strick, you're lousy," "Not bad," "Ye-es and Again No," "Pat Sadler in the Saddle," " . . . don't know any news", "NO! I still

don't want an ad . . .—A fellow is a fool who would eat watermelon and Swiss steak—and then go to bed—Confidentially yours, Strick.

\$8,000.00 Loss In Carmichael Store At Brady

According to word received here last week by Ray Crabtree, formerly employed with R. H. Carmichael in the grocery business at Menard, \$8,000.00 damage was done to the R. J. Carmichael store in Brady by the recent floods.

Water and muck stood four or five feet deep in the Carmichael store at Brady damaging case goods and groceries stacked on the floor. No loss was had at either the Menard store or Junction store. Brady creek, otherwise quite and unobtrusive, rose to flood proportions as a result of the recent heavy rains in that section of the state.

R. H. Carmichael reported that water was four or five inches deep in front of his store at Menard but that he kept it out of the building by stacking flour and other goods in the doors.

Mrs. Robert Andry of Quemado, New Mexico, is spending a few weeks visiting with her parents, J. A. Hatley of Dougherty, and other relatives in Dougherty and Floydada.

Robert A. Garrett returned home the latter part of last week after having visited his mother and other relatives in Houston for some ten days.

477 words H. J. R. No. 20

HOUSE JOINT RESOLUTION proposing an Amendment to Article XVI, Section 1, of the Constitution of the State of Texas; changing the form of the oath of office for members of the Legislature and all officers of the State of Texas; providing for an election upon such Constitutional Amendment, and making an appropriation therefor.

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF TEXAS:

Section 1. That Article XVI, Section 1, of the Constitution of the State of Texas be amended to hereafter read as follows:

"Article XVI Section 1. Official Oath. Members of the Legislature, and all officers, before they enter upon the duties of their offices, shall take the following Oath or Affirmation: "I, _____, do solemnly swear (or affirm), that I will faithfully execute the duties of the office of _____ of the State of Texas, and will to the best of my ability preserve, protect, and defend the Constitution and laws of the United States and of this State; and I furthermore solemnly swear (or affirm), that I have not directly nor indirectly paid, offered, or promised to pay, contribute, nor promised to contribute any money, or valuable thing, or promised any public office or employment, as a reward for the giving or withholding a vote at the election at which I was elected. So help me God."

Sec. 2. The foregoing Constitutional Amendment shall be submitted to the electors of this State, qualified to vote on Constitutional Amendments, at an election to be held throughout the State on the first Tuesday after the first Monday in November, 1938, at which election each ballot shall have printed thereon the words: "FOR the Amendment of Article XVI, Section 1, of the Constitution of the State of Texas, changing the form of the oath of office for members of the Legislature and all officers of the State of Texas."

"AGAINST the Amendment of Article XVI, Section 1, of the Constitution of the State of Texas, changing the form of the oath of office for members of the Legislature and all officers of the State of Texas."

Each voter shall scratch out with pen or pencil the clause which he desires to vote against so as to indicate whether he is voting for or against said proposed Amendment.

Sec. 3. The Governor of this State is hereby directed to issue the necessary proclamation ordering an election in conformity herewith to determine whether or not the proposed Constitutional Amendment set forth herein shall be adopted, and the Governor shall have the same published as required by the Constitution and laws of this State.

Sec. 4. The sum of Five Thousand Dollars (\$5,000), or so much thereof as may be necessary, is hereby appropriated out of any funds in the Treasury not otherwise appropriated, to pay the expense of such publication and election.

The above is a true and correct copy. EDWARD CLARK, Secretary of State.

Arthur B. Watkins Filled Pulpit at Church of Christ

Arthur B. Watkins, young evangelist from Lubbock, delivered an interesting address from the pulpit at the Church of Christ on Wall Street Sunday morning, July 31. He was accompanied here by his wife. They spent the day in the home of his grandmother, Mrs. Arthur B. Duncan.

Robert Tyson returned to his home in Calvert, Texas, Thursday of last week after having visited here for several months with his sister, Mrs. Richard Stovall.

NOTICE TO CREDITORS OF THE ESTATE OF H. C. BOSLEY, DECEASED

Notice is hereby given that Original Letters Testamentary upon the Estate of H. C. Bosley, Deceased, were granted to me, the undersigned, on the 11th day of July, 1938, by the County Court of Floyd County, Texas. All persons having claims against said Estate are hereby required to present the same to me within the time proscribed by law. My residence and Post Office address is Floydada, Texas.

VALRIE F. BOSLEY, Executrix of Estate of H. C. Bosley, Deceased. 32-4tc

Political Announcement

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 23, 1938:

For Commissioner Precinct No. 4: H. J. (HUGH) NELSON C. M. LYLES

Floydada Insurance Agency

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


W. H. HENDERSON OWNER

FILL YOUR NEEDS HERE

- Gasoline
- Kerosene
- Motor Oil
- Lubricants
- Firestone Tires and tubes

Full line parts for Sanders Angel plows. Bearings for tractors. **CONSUMERS' FUEL ASSOCIATION** Phone 122

"No More Hot Weather Washing for Me! I Save Time and Money Using the Laundry!"



She gets the best work, too! Expertly careful washing and ironing and the use of pure soaps and soft water makes for better always.

FLOYDADA STEAM LAUNDRY

THE FIRST NATIONAL BANK Floydada, Texas

1903—Time Tested Service—

Let Cavanaugh do your printing

Be . Sure . About . These

CARBURETION, IGNITION, LIGHTS, AND BRAKES.

The carburetor of YOUR CAR is VERY IMPORTANT. Bring your car to us for complete carburetor service and motor tune-up. **SPECIALIZED SERVICE.**

Complete Motor Rebuilding, Motor Analysis. Radiators Cleaned and Repaired.

Cline's Automotive Repair Service

Frank Cline, Owner.

Mrs. Bill Canley will leave Friday of this week for Fort Worth, where she will join her husband, who has recently accepted a position with an optical company there.

REDD'S FRUIT STAND

- SPUDS, No. 1, 10 lbs. 17c
- DELICIOUS APPLES, doz 15c
- ORANGES, per dozen 15c
- BANANAS ?
- FRESH CANDY, per bar 3c
- Lots of RED and YELLOW meat MELONS, ICE COLD.
- COLORADO BEANS
- LEMONS, per dozen 20c

KRESS COUPLE GIVE DINNER FOR FLOYD COUNTY PIONEERS

Honoring a group of Floyd County women who have lived there since the nineties, Mr. and Mrs. J. W. Dinos gave a dinner party at their home in Kress recently. Special hon-

ors of the occasion was Mrs. J. H. McGee, now of Ontario, Calif., who came to the county before it was organized.

Entertainment for the evening was furnished by the pioneer women telling of their early day experiences on the South Plains.

Included in the guest list were the following:

Mrs. W. A. Whitlock, Mrs. R. C. Bennett, J. T. Livsey, Mrs. E. P. Thompson, Mrs. Mattie Griffith, Mrs. W. L. Whitt, Mrs. G. W. Brewster, Mrs. Fannie Bronson, Mrs. Ida Bagle, Mrs. Nannie Ramsey, Mrs. Artie Baker, Mrs. J. L. Hanson, Mrs. Mary Lou Hammonds, Mrs. Frank Ford of Lubbock, Mrs. Ethel Kennedy of Olton, Mr. and Mrs. Ross Star of O'Donnell, Mrs. Samma, Miss Dorothy Ford of Amarillo, Mrs. Leota Guest, Mrs. J. Q. Guest, the honoree, and the hosts.

AUTO REPAIR!

COMPLETE SERVICE ON ALL MAKE CARS.

Replacement parts, Accessories, Oils and Gas, Batteries. USED CARS. Oldsmobile Cars.

FINKNER'S TRIANGLE GARAGE

TREE BORERS ARE FOUND IN FLOYD CO.

The locust borer has been found in practically all black locust trees in Floydada. Unless preventative measures are taken immediately the trees will become so weakened that they will be destroyed and of no value for shade or ornamental purposes.

Indications are that healthy vigorous trees are not likely to be infested as the borer prefers dead wood and can best develop through to the adult stage in dead wood.

Preventative measures include: In spring when leaves begin to develop, spray trees with solution made up as follows: Make stock solution by dissolving 1 pound laundry soap in one gallon of boiling water (soft) to which is added one gallon of ortho-chlorophenol. For spray use 1 part to 6 parts of soft water (1 teaspoon washing soda to 1 gallon to soften hard water.)

It may also be advantageous to paint infested areas with a mixture obtained by adding 2 quarts of cottonseed oil to 1 quart of parathion-chlorobenzene.

In summer when borers are present all can to squirt 2 teaspoons of carbene dissolved into the holes and plug the hole with grafting wax or putty. Always keep dead wood cleared out and burned.

NOTICE TO THE PUBLIC!

I am operating the laundry at 400 West California Street, which formerly operated under the name of E. Z. Way Laundry, under the name BETTER WAY LAUNDRY. This laundry is in no manner connected with E. Z. WAY LAUNDRY and that business is no longer located at 400 West California Street.

I will not be responsible for any obligations of the E. Z. Way Laundry.

M. B. (BEE) MARTIN, Phone 91 Better Way Laundry.

South Plains Demonstration Club Entertained The Homebuilders Club Thursday, July 28

The South Plains Home Demonstration Club entertained the Homebuilders Club Thursday, July 28, at the home of Mrs. Monard Fields.

Games and contests were enjoyed by members and guests.

Lovely refreshments of ice cream and cookies, with plate favors of tiny glass dolls, baby breath and fern corsages.

Each of the Homebuilders members wishes to express their thanks for a lovely time.

Guests: Mesdames Ben Johnston, Pete Keadrick, P. T. Bertrand, D.

D. Shipley, J. A. Ballard, Roy Curry, Raymond Teeple, John Lloyd, C. B. Martin, C. W. Denison; Misses Lena Gully, Blanche King, Lois Martin, and Daisy Aaron.

Members: Mesdames R. L. Powell, Early Joiner, J. B. Smitherson, Albridge, Bill Beedy, Frank Brown, Ray Horn, Loyd Horn, Skeets Thornton, S. K. Horn, John McClelland, Walter Woods, John Wilson, West, McCowan; Miss Myrtle Shaw, Linnie Milton and the hostess, Mrs. Monard Fields.

Paul Conner Home From Hospital

Paul Conner returned home the latter part of last week after having spent a few months at a veterans' hospital in New Mexico. Mr. Conner is suffering from high blood pressure and a stomach ailment. His condition is improved.

Announcement Sandhill Ser

Rev. J. W. Tabb will preach at the Baptist Church at 11 o'clock Sunday morning, August 6. School begins at 11 o'clock Sunday night service. The public is invited to attend the morning service.

CHIROPRACTIC
N. C. PURCELL, At Holmes'

Former Floydada Boy Married Sunday

Friends in Floydada will be interested to know of the marriage of Miss Francis Lupton to Clyde Young. The ceremony took place Sunday morning at 8:45 at Colorado, Texas, of which place both the bride and groom are residents.

The groom is a former resident of Floydada. His father, Rev. Sam Young, was at one time pastor of the First Methodist Church. Mr. and Mrs. Young visited in Floydada from Monday noon until Tuesday morning with Mr. and Mrs. Wayne Goad. They will make their home in Colorado where Clyde is assistant manager of J. C. Penney Company's store.

M. B. (BEE) MARTIN OPENS BETTER WAY LAUNDRY

M. B. (Bee) Martin assumed management this week at the former location of the E. Z. Way Laundry, located in West Floydada. Mrs. W. W. Cardwell is the former manager.

Installation has been completed on an air-conditioning unit and this feature is now a part of the good service and arrangements at the laundry which will be known in the future as the Better Way Laundry.

Vance Ouslett, who is employed with the Corner Drug a Lubbock, and Gayle Bishop, who is bookkeeper for Foxworth-Gallbraith Lumber Company in Lubbock, visited in Floydada with relatives and friends Friday night of last week.

Mrs. Dick Finzer of Brownfield spent this week visiting in the home of her parents, Mr. and Mrs. L. P. Leeper.

Miss Grace McNeil returned home Sunday after having vacationed in New Mexico for a week. She visited Pecos, Santa Fe and Albuquerque while away. Miss McNeil returned to her work at Hagood's Dry Goods Monday morning.

The Floyd County Plainsman 50c



TAILOR WORK YOU WILL BE JUSTLY PROUD OF

Regardless of where you go our Tailor Work will meet the discriminating approval of everyone you meet!

LUTHER FRY, TAILOR

LOCALS VISIT CARLSBAD CAVERN OVER WEEK END

Mrs. Jess Patterson and daughter, Edna Patterson, Miss Juanita Luttrell, and Miss Vergie Luttrell, left Saturday of last week for Carlsbad, where they visited the cavern. They returned to Floydada Monday, and in spite of a little car trouble, reported a very nice trip.

CLASSIFIED ADVERTISING

FOR SALE OR TRADE—1936 Chevrolet Truck in A-1 Condition, H. O. Cline. 33-4fc

Let Bob Shine your shoes at UNIQUE SHOP. 29-4fc

GOOD, JUICY Hamburgers, 3 for 25c. WITHERS' CAFE. 21-4fc

For best and cheapest monuments, either in marble or granite. See S. M. McCLESKEY. 24-4fc

DOOR CREPES, floral sprays, wreaths designs, corsages, wedding bouquets, decorations. Leave orders at Arthur B. Duncan Abstract Company, Night Telephone No. 69. Hol-lums, Floydada Florida. 30-4fc

Your Favorite flavor ICE CREAM 15c pint at WITHERS' CAFE. 21-4fc

We invite you to visit the greenhouse. PARK FLORISTS—Mrs. W. S. Goen. Phone 78. 46-4fc

LANDS FOR LEASE A few farm tracts to lease at reasonable prices for cash. W. M. MASSIE & BRO. Floydada, Texas. 11-4fc



NEW SHOWING OF FALL DRESSES

We have just returned from market and are showing a big line of new fall dresses. Dresses which emphasize distinction and nicety—which point to the refined tastes of those many women whose preference is for Style Shoppe fashion.

We invite you to visit us and make your early fall purchase from our new stock

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

E. Z. WAY LAUNDRY
Now Under New Management
AIR CONDITIONED!
Phone 91. We call for and deliver
M. B. (BEE) MARTIN
BETTER WAY LAUNDRY

FASHION AT A PRICE YOU CAN AFFORD TO PAY
Come in for the newest and latest style...
Permanent Wave.
MARIE'S BEAUTY SHOP
Boothe Building

PRICE IS THE THING YOU ARE LOOKING FOR
and we have it... because we own our own price on...
Motorola Radios Paints and finishes, Wall Paper, and Furnishings
KIRK AND SONS, HARDWARE

NEW FALL FELT HATS
So Smart... So Sane.
You will be sure to find your style in this new showing of fall felt hats
STYLE SHOPPE
"Always Showing Newest Things First"
Mrs. Mollie A. Morton, Owner

LOOPER'S

- SPUDS, 10 lb. red or white 12c
- CHEESE, full cream, per pound, 15c
- MACARONI or Spaghetti, 3 boxes 9c
- TOMATOES, No. 2 can, 3 for 20c
- PINEAPPLE, Del Monte, 3 cans, 25c
- PORK & BEANS, White Swan, 16 ounce can 5c
- MATCHES, 6 boxes 15c
- CORN FLAKES, 3 boxes 23c
- FLOUR, good as money can buy, 48 pound sack \$1.25
- CANDY, on ice, 3 bars 10c
- GUM, 3 packages 10c
- CABBAGE, large head, per lb. 3c
- PURE LARD, per pound 10c
- BOLOGNA, best grade, per lb. 13c
- VANILLA WAFERS, 2 pounds 25c
- DRIED APPLES, per pound 10c
- OAT MEAL, 5 pound box 25c
- P. & G. SOAP, 6 bars 20c
- Can SPAGHETTI, 22 oz can, 3 for 25c
- BLACKBERRIES, No 2 can, 3 for 25c

MOVIE STAR CONTEST !!
Palace and Ritz Theatres
The Six Leaders:

Girls:	Boys:
Juanita Rushing	Reid Strickland
Sappho Ward	Frances Wester
Beth Newton	Phil Merry Jr.
Bobby McIntyre	Woody Guthrie
Alice Mae Fyffe	Rex Brown
Dorothy Dell Stovall	James Fry Gibbs

Attend the Movies Often. Vote For Your Favorite.

Listen to Radio Station KFYO
6:45 p. m. Daily.

Week-end SPECIALS

- PEACHES, 15c
Del Monte, No. 2, can
- SPUDS, 19c
No. 1, 10 pounds
- SALMON, 10c
- K. C. Baking Powder, 25 oz 18c
- Mustard, qt. 10c
- BEANS, 25c
Chuck Wagon Beans, 3 cans
- Mop Handles 10c
- Post Toasties 10c
- HULL AND McBRIEN