

"By Helping Business You Help Yourself"

IT IS NEWS YOU WILL
AND THE STORY IN
THESE PAGES

The Floyd County Plainsman

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

VOLUME No. 10

Floydada, Floyd County, Texas, Thursday, December 1, 1938

F-1045-7

Number 1

Christmas

SHOPPING GUIDE



Usual Program Be Given Thursday Night

Usual program, presented by blind people, will be given day evening of next week at Floydada High School auditorium. The entertainment will start 8 o'clock.

Evening's entertainment will be musical numbers, whistling and readings. Appearing in part will be Travis Bargett of Ada, Curtis Veach of Childress, Lorena Moore of Memphis and Frances Bennett of Electra. All are graduates of the Texas School for the Blind with the exception of Miss Moore who is a graduate of a similar institution in Oklahoma.

Miss Moore is an accomplished pianist and has made radio appearances in this section of the country. Bargett plays the guitar.

Funeral Rites For Infant Baby Held Monday Evening

Funeral services for Charles Wilbur Swain, age 2 years 6 months, held Sunday afternoon at three o'clock at the F. C. Harmon Funeral Home. Rev. Vernon Shaw, pastor of First Baptist Church, conducted.

Child, son of Mr. and Mrs. Q. Wain of Blanco community, was born May 18, 1936 at Emery, Texas. He succumbed following a brief illness Saturday night.

Surviving are the parents and the following sisters, Elizabeth, Hazel Pearl, Lora Mae, Eulene and Madry Bernice.

Interment was in the Floydada cemetery with F. C. Harmon Funeral Home in charge.

4-H Club Boys at National Congress

Delegation of 47 members is leaving Texas at the National Club Congress in Chicago, now on.

Selected for outstanding achievement in their club work or as members of judging teams will represent at the Congress, the boys will visit in national 4-H club activities and will tour the industries of the state.

Delegation is led by L. L. Potts, state boys' club agent, and Potts, his assistant, both of Dallas. A. M. Colege Extension.

Dallas the boys received the ten-gallon hats traditionally given to Texas 4-H boys at the national gathering.

Mrs. M. M. Griggs To Lead Baptist Bible Study

Mrs. M. M. Griggs, wife of the pastor of the Southside Baptist Church, will lead the bible study for the ladies of that church when they meet Monday afternoon in a regular session at 2:30 o'clock at the church.

The bible lesson will be Genesis 5th through 8th chapters. All ladies are cordially invited to attend.

Homebuilders Club Met November 25

Mrs. Raymond Teeple and Mrs. B. M. Eubank were hostesses to the Homebuilders Club on November 25 at the home of Mrs. Teeple.

The county achievement tours took the place of the achievement demonstration which was scheduled for this meeting. From the comments of the seventeen club members, who took part in these tours, it was found that we may combine beauty and comfort in bedrooms at a low cost and that plenty of fruits and truck gardens improves the health and happiness of citizenship.

After a short recreation period, Mrs. Raymond Teeple, the president, had charge of the business meeting at which time Mrs. Roy Curry, chairman of the Good Neighbor and Expansion Committee, gave detailed plans for the community Christmas party, which is to be at Mrs. D. D. Shipley's on December 20. Announcement was made of the county wide mattress demonstration which is to be at the county court room on December 3, beginning at 10 a. m. Miss Myra Dunavent was welcomed into the club as a new member.

Visitors present at the meeting were: Misses Jennie Mae Sisson, La Fern Eubank, and Norma Jo Teeple. Members present were: Mesdames J. A. Ballard, D. D. Shipley, Mrs. R. L. Teeple, Roy Curry, F. F. Fuqua, P. P. Bertrand, J. D. Eaves, C. W. Denison, Elbert Parks, Elza Cates, C. B. Martin; Misses Jet Sisson, Daisy Aaron, Joy Dunavent, Myra Dunavent, and Gladys Bertrand, and the hostesses, Mrs. Eubank and Mrs. Teeple.

Mrs. S. J. Latta Named Chairman of County Home Demonstration Club Council in Meeting Saturday

Mrs. S. J. Latta, member of the Sunnyside Home Demonstration Club was elected chairman of the county home demonstration council when the annual election was held Saturday afternoon in the county court room.

Other officers named were Mrs. A. H. Kreis, vice chairman and Mrs. Herman King, secretary-treasurer. These officers will serve during the 1939 club year.

Mrs. Herman King, who represented the Floyd County council at the AAA educational meeting held in Lubbock November 1 and 2, stated that home gardens are no longer classed as soil depleting crops. As many acres as needed for home use can be used on the average farm without affecting the allotment for cotton, wheat or general crops, due to the fact that home gardens take a neutral classification.

Miss Ruth Grimes, county home demonstration agent, will not meet with the clubs during the month of December but a county wide mattress-making demonstration will be held Saturday in the county court room, beginning at 10 o'clock. Each club is asked to send a representative and anyone else, who is interested, may attend the meeting.

Mrs. S. J. Latta, chairman of the yearbook committee, announced that the 1939 yearbooks would be ready by January first.

Floyd County Teachers Attend State Meeting

Several teachers from Floydada, Lockney and the Floyd County rural schools attended the annual meeting of the state teachers association held in Dallas Thursday, Friday and Saturday of last week.

J. W. Jones, Miss Mary Leda McAdams and Miss Agnes Cooper attended from Lockney; A. D. Cummings and Miss Alva Weatherford attended from Floydada. Mr. and Mrs. Walter Travis, Thomas Collins of Center, Mr. and Mrs. Henry Price of Baker, Miss Elna Lott of Dougherty, Bruce Blackford and Miss Imogene Roy of Irick, attended from the Floyd County rural schools.

Court House, Business Firms Decorate, Xmas

Plans for general decoration with the Christmas idea as a motif have been made in Floydada this week. Floyd County will spend several dollars for Christmas lights and decorations for the court house. Merchants will decorate their windows and interior of the stores as well as string lights along the awnings.

A community Christmas tree will be held at the corner of the court house square on the evening of December 22. A musical program and Christmas carols will be given.

Helen Jones, daughter of Mr. and Mrs. Roe Jones, underwent an operation for appendicitis this week.

MERCHANTS GET READY FOR SANTA'S ANNUAL VISIT

Floydada is taking on a holiday dress this week as merchants decorate their stores in keeping with the yuletide spirit and start displays of gift goods and merchandise. With only 20 more shopping days until Christmas, the shopping season starts officially today.

Business forecasts indicate that buying will be considerably heavier this year, due mainly to a general uptrend throughout the country. Prospective buyers will find that Floydada merchants carry in stock complete selections of holiday gift goods. It will not be necessary for anyone to go elsewhere to find the gift.

The merchants of Floydada invite you to shop their stores every day for quality merchandise at reasonable prices.

Sixty Lions Meeting Here Attended Zone

Sixty Lions, representing clubs at Lubbock, Plainview, Marston, Crosbyton and Floydada, attended a zone meeting of District 2-T held in Floydada Tuesday evening. The sessions and banquet were held in the First Christian Church annex.

Omar Burleson of Anson, District Governor, delivered the address of the evening using as his topic, "Lionism—Its Aims and Purpose". Mr. Burleson stressed good citizenship as connected with Lionism.

Next zone meeting will be with the Marston, Texas, club around Valentine day in February, 1939.

\$3.00 Per Capita School Money Received Here

A \$3.00 per capita, less 60 cents per capita for county administration, apportionment was received here last week by the First National Bank, depository for school funds.

Total amount received was \$3,031.45 which represented a payment of \$2.40 on 1263 scholastics.

SANDHILL CHURCH ANNOUNCEMENT

The following church services will be held at the Sandhill Baptist Church Sunday, December 4:

Sunday School at 10 a. m.
Preaching at 11 a. m.
Everyone is cordially invited to attend these services.
REV. G. W. TUBBS, Pastor.

Economy Store Damaged By Fire Friday

A fire at the Economy Store in Floydada Friday night badly damaged merchandise and fixtures. Business has been suspended by that firm for the present time.

Firemen answered a call Saturday afternoon when a chicken house at the rear of a house on West Missouri street was destroyed by a blaze.

Average Family Pays \$4.29 Weekly Taxes

Special to the Plainsman
Dallas, Texas, November 30.—Taxes paid by Texas residents have reached a point where they now are equal to \$4.29 a week for every family in the state, according to a survey by the National Consumers Tax Commission.

"Local, state and national governments drain more than \$308,000,000 annually from Texas families," stated the report, made public through Mrs. Kenneth C. Frazier, of Dallas, president of the commission.

"Most families, paying no income or property taxes, are lulled into a feeling of tax-freedom. Unfortunately, however, they as consumers carry the burden of the state's tax load. They pay 63 percent of it through indirect, or hidden taxes, passed on to them in the form of higher prices on every purchase, including the necessities of life.

"When hidden taxes take their toll out of the pocketbooks of low-income families, buying power often is reduced to a point where some of the necessities must be given up. Living standards consequently are lowered."

Mrs. Frazier is the leader in Texas in the commission's nation-wide crusade against taxes that "penalize consumers by increasing the cost of living" with Mrs. Volney W. Taylor, of Brownsville, the Texas national committee member.

More than 1,200 commission units, she said, already are active in many states. Plans call for spreading the campaign here to every community in the state.

MRS. BYBEE BETTER

Mrs. D. W. Bybee of Sterley has been released from the Floydada Hospital and Clinic, after having been ill for several days. Her condition was thought much improved.

Mrs. E. C. Hayden of Fairview Community Underwent a Major Operation Monday

Leverett Smith underwent a minor operation Sunday. He is thought recovering satisfactorily.

Miss Louise Hyatt and Mrs. Jess Brown Visited Friends and Relatives in Lubbock Thanksgiving Day

Lon Davis Jr., of Fort Worth, spent Thanksgiving with his parents, Mr. and Mrs. Lon Davis.

Aubrey Lee Pruitt, of Pampa, Visited Here Thanksgiving Day with his brother, J. G. Pruitt.

Miss Emma Lou Bedford, of Abilene, spent the holidays here with her brothers, Charlie, Lloyd, and Burl Bedford.

BORN—To Mr. and Mrs. Herwin Strickland, City, Saturday, Novem- ber 26, a girl, named Barbara Sue. Mrs. W. A. Curb of Petersburg entered the Floydada Hospital and Clinic for medical treatment this week.

G. W. Reed, county foreman for the WPA, underwent a major operation in the Floydada Hospital and Clinic Wednesday night of last week.

Zell Probasco entered the Floydada Hospital and Clinic Monday of this week for medical treatment.

Funeral Services For Vaughn Horn Held Saturday

Last rites for Roy Vaughn Horn, aged 17 years and 6 months, were held Saturday afternoon at the First Baptist Church in Crosbyton at 2 o'clock. Rev. W. E. Peterson, of Lubbock, officiated.

Vaughn died in a Lubbock hospital Thursday night following an illness of several weeks. He had been suffering with peritonitis and later developed pneumonia. Survivors include the parents, Mr. and Mrs. R. H. Horn and the widow, Mrs. Vaughn Horn. Mrs. P. M. Smith, Mr. and Mrs. Joe Smith, Mr. and Mrs. W. H. Bethel, Mr. and Mrs. Ray Smith are all relatives of the deceased.

The body was brought to Crosbyton and lay in state at the family home until the hour of the funeral, following which interment was made in the Floydada cemetery.

Mr. and Mrs. Ray Horn, Mr. and Mrs. Lloyd Horn and Mr. and Mrs. S. H. Horn, of South Plains are also relatives of the deceased, Mr. and Mrs. S. H. Horn being the parental grandparents.

The Horn family moved to Crosbyton about three years ago at which time Mr. Horn became associated with an oil business, later engaging in the automobile business.

Pete Cawthon, Elmer Tarbox Rotary Guests

Pete Cawthon, coach of Texas Tech's undefeated and untied Red Raiders and Elmer Tarbox, outstanding Raider player, were guests Wednesday at noon of the Floydada Rotary Club. The Floydada Whirlwinds were also honor guests for the day.

Cawthon, whose team will meet Villanova in the Cotton Bowl January 2, talked briefly in his mixture of deep southern and Brooklyn vernacular. Tribute was paid to grid-iron players.

Plans Being Made For The Scout Council

Plans are now being made for the 12th annual council meeting of South Plains Council to be held Tuesday, January 24 at the Hilton Hotel in Lubbock. Clint Anderson of Albuquerque, New Mexico, former council president of the Northern New Mexico Council and past-president of Rotary International, will make the address of the banquet meeting.

The annual meeting program includes an executive board meeting at 3 to 4:30 o'clock; group sessions from 5 to 6:30 P. M. and the banquet at 7 in the evening. Between 400 and 500 people are expected to attend from practically every town in the 20 counties of the South Plains Council.

Boy Scouts to Repair Toys For Needy Kids

Floydada Boy Scouts are going to do their bit to make Christmas a happy occasion for needy children by gathering and repairing used toys. Distribution will be made to children in families of destitute condition.

People in Floydada are asked to call John Farris, assistant Scout Master, and he will have the scouts call for the used and broken toys. Collections will be made Saturday and work will be started by the scouts next week.

Fun for the Whole Family

Improved Uniform International **SUNDAY SCHOOL LESSON**

By HAROLD L. LUNDQUIST, D. D., Dean of The Moody Bible Institute of Chicago. © Western Newspaper Union.

Lesson for December 4 THE SIN OF LYING

LESSON TEXT—Exodus 20:16; John 8:42-47; Ephesians 4:25. GOLDEN TEXT—Behold, thou desirest truth in the inward parts.—Psalm 51:6.

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"God is truth. The word truth describes the very nature of God. Lying, therefore, reveals a character opposite from God. Satan is a liar. He was a liar from the beginning and is spiritually the father of all liars. A lie does not necessarily have to be an untruth. A statement of a truth may be a lie if its purpose is to deceive. A half truth may be the worst kind of a lie. Satan's lies . . . are usually mixed with truth. . . . Consider "modernism, which has enough truth in it to make it accepted by thousands of people, but sufficient error to deprive it of any power to save souls" (L. D. Higley).

I. Forbidden to Lie (Exod. 20:16). This commandment specifically forbids perjury, which is one of the worst forms of lying, because it may result in the forfeiture of the very life of a fellow being. It is obvious, however, that it includes all forms of lying, whether in business, in social contacts, in the home, or in the church. We might do well to consider what the Bible has to say about whisperers, talebearers, backbiters, and others (see Lev. 19:6; II Cor. 12:20). A man's reputation may be as easily ruined by a whispered lie over the back fence or the luncheon table as by formal perjury in the courtroom. "Thou shalt not bear false witness" at any time, anywhere, or in any way.

II. Fountain of Lies (Matt. 15:19, 20). Our constant concern for the body that it may be healthy, clean, and well groomed is commendable up to the point where it becomes an attempt to "glorify" the flesh. But after all, the body is not the most important thing. The heart is what makes a man (read Matt. 15:7-11). But what comes out of man's unregenerate heart? What a horrible catalogue we read in verse 19! It is not what a man eats or what he wears that makes him, but what is in his heart. How foolish then to hope to redeem humanity by improving housing, having better schools and bigger playgrounds. All these are desirable, but the one thing needful is that man's heart be washed in the blood of the Lord Jesus Christ, that he be born again.

III. Father of Lies (John 8:42-47). Liars had better consider their "family tree" and see how they like their spiritual father. He is lustful, murderous, and there is no truth in him (v. 44). If you belong to that family would you not like to change families and be born into God's family. As we have already suggested, the prize lie of Satan is modern religious liberalism. We quote again from Mr. Higley: "The first lie was told by Satan and it brought about the fall of the human race. The last lie . . . by Satan is being told even now . . . in the form of modernism, that makes the Church impotent even to save its own people." Let us have no part in putting forward this falsehood. Note that in verses 45-47 Jesus challenges His enemies to convict Him of sin or of falsehood. No one has ever been able to meet that challenge. Even those who deny His Godhood and Saviourhood speak swelling words of commendation of His pure life and exalted moral teaching. If then He told the truth about other things, surely He spoke the truth about Himself. He claims He made for Himself as the Son of God and the Saviour of the world are plain and unmistakable. If we deny them we either make Jesus a liar, or we lie ourselves, and it is obvious that the latter is the case.

IV. Forsaking of Lies (Eph. 4:25). "Wherefore" refers us back to the preceding verses where we are told how, as Christians, we have put off the life of the "old man" (v. 22) and put on the "new man"; therefore we are to live in true holiness. But evidently the Ephesian Christians still fell into their old heathen habits of lying. Would that the tendency had died out with the early Church, but as a matter of fact, it seems to have become aggravated as the years have come and gone. Being in Christ—members of His body and thus united to one another in Him—should make us scrupulously truthful toward all men. Let us—which means you and me—scrutinize every relationship of life and be sure that we have not by word, act, or inference told lies. Think carefully of your family life, your church life, your community life. Deal with such practical things as grocery bills, taxes, tendencies to gossip. We preachers need to consider our sermons. Are they true to God's Word? Are they honestly prepared? Do we "stretch" our illustrations to make them effective? Surely all of us who bear the name of Christ must put away every form of falsehood.

Much Smoke, Little
The community dinner was at last and the patient guests had listened to the long speech of the principal speaker with a deep sigh of relief. "The speaker was all right," toastmaster's wife whispered, "but it seems to me that he put enough fire into his speech to answer the toastmaster's opinion he didn't put enough speech into the fire."—B'nai Magazine.

Bothered by Constipation?
Get relief this simple, pleasant way!
Take one or two tablets of Ex-Lax before retiring. It tastes just like delicious chocolate. No bottles or spoons to bother with. No disagreeable concoctions to mix. Ex-Lax is easy to use and pleasant to take.
You sleep the night undisturbed! No cramps. No gas to get up!
In the morning, Ex-Lax acts so thoroughly and effectively! It works so gently that, except for the relief you enjoy, you scarcely realize you have taken a laxative.
Ex-Lax is good for every member of the family—the youngsters as well as the grown-ups. Available at all stores in handy 10¢ and 25¢ packages.
Now improved—better than ever!
EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

Expensive Sweet Tooth
The tax collector has a tooth. When you buy sugarcakes one lump out of every ten hidden taxes.

A Three Days' Course Is Your Danger Sign
No matter how many medicines you have tried for your cough, chest cold, or bronchitis, you may get relief now. Creomulsion. Serious trouble is brewing and you cannot take a chance with any less potent than Creomulsion. It goes right to the seat of the trouble and aids nature to soothe and the inflamed mucous membrane and to loosen and expel laden phlegm.
Even if other remedies have not don't be discouraged, try Creomulsion. Your druggist is authorized to refund your money if you are thoroughly satisfied with the results obtained. Creomulsion is a word, ask for it plainly, see the name on the bottle is Creomulsion and you'll get the genuine product and the relief you want. (Ad)

Two Necessities
The highest effect of eloquence requires an eloquent speaker and an eloquent hearer.—Shedd

WHAT MOTHER WANTS TO KNOW
Every mother wants to know how to relieve her child's colic, discomfort, flatulence, white peevishness, Extra-Ped vapors tend to relieve congested mucous membrane. Penetrates the muscle tissue.
PENETR

Image of the Mind
Language is the sensible traiture or image of the process.—Bacon.

NERVOUS
Do you feel so nervous you want to cry? Are you cross and irritable? Do you get those "dread" thoughts?
If your nerves are on edge and you need a good general system, Lydia E. Pinkham's Vegetable Compound is especially for women.
For over 50 years one woman has had other how to go "smiling thru" with Pinkham's Compound. It helps nature up more physical resistance and the calm quivering nerves and lessen distress from annoying symptoms which accompany female functional disorders.
Why not give it a chance to help? Over one million women have reported wonderful benefits from Pinkham's Compound.

Evil It Remains
Evil events from evil spring.—Aristophanes.

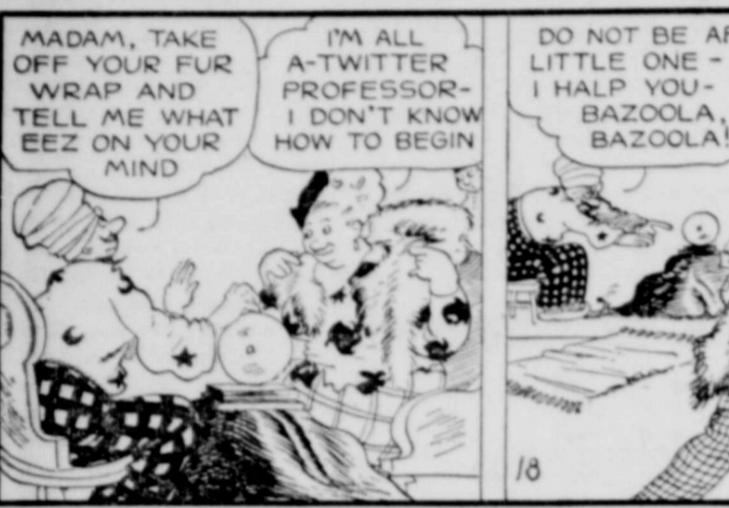
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Headache and Fever
LIQUID TABLETS
TRU "Rub-My-Tiss"—a Wonderful Relief

ADVERTISING
It is essential to business in rain to growing crops. It is a keystone in the arch of merchandising. Let us show how to apply it to your business.

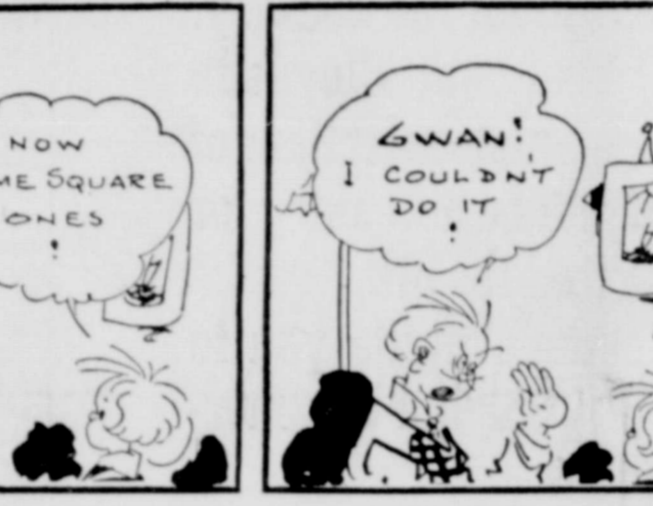
BIG TOP The doctor's test reveals that pepper had been put in the water the enraged elephant squirted at Bragg.



LALA PALOOZA The Professor Is Duly Inspired



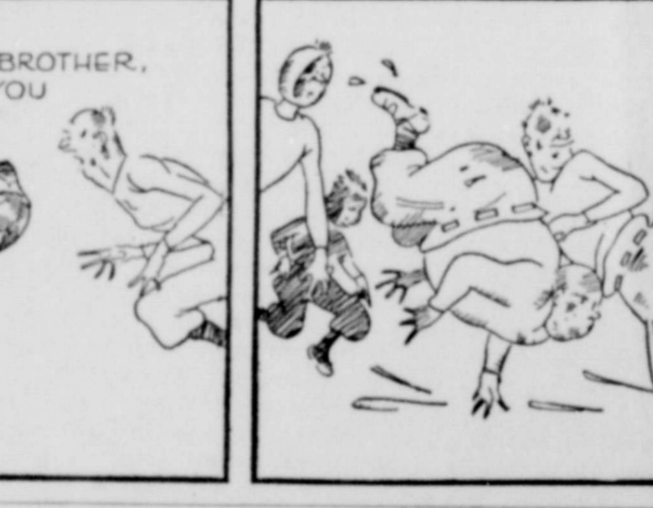
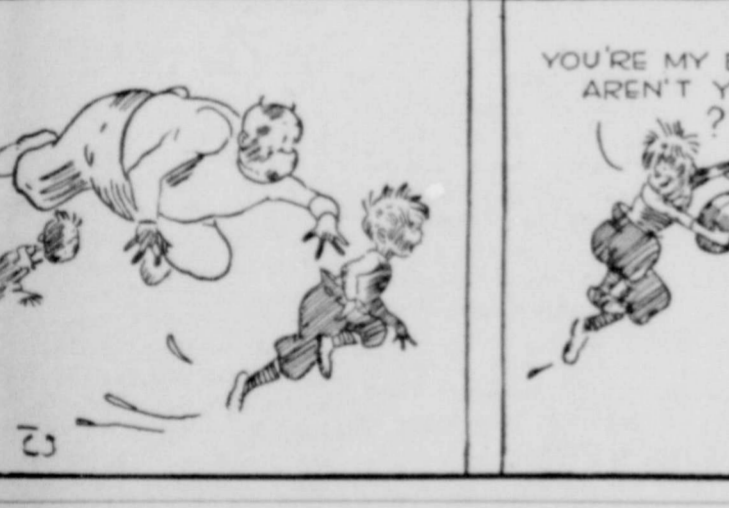
S'MATTER POP— Well, Did You Ever Try It?



MESCAL IKE By S. L. HUNTLEY



POP—Fall Practice



STOP AND ENTER By GLUYAS WILLIAMS



EVERYBODY'S SAFE

Hotel Clerk (to visitor)—May I ask what that strange thing is you're carrying under your arm?
Visitor—That is a new fire escape. I always carry it in case of fire so that I can let myself down from the hotel window.
Clerk—A good idea. But, by the way, our terms for guests with fire escapes are cash in advance.
Poor Technique
When an office manager, stickler for efficiency, put his head in the door and saw a young man embracing the stenographer, he said: "You used three unnecessary movements in that transaction young man."
Inside Information
Teacher—If you had three apples and ate one how many would you have?
Oliver—Three.
Teacher—How do you figure that?
Oliver—Two outside and one inside.—Boy's Life.

Curse of Progress



SANTA SEZ:

"HE WILL APPRECIATE A CHURCHILL'S MADE TO MEASURE SUIT FOR CHRISTMAS". There's nothing that will make a better gift for dad, brother, husband, than a suit or top coat from . . .



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SUPER HI-TONE CLEANING

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CONOCO BRONZE GASOLINE
CONOCO GERM PROCESSED MOTOR OIL

CONOCO LUBRICATION COMPLETE SERVICE AT



DAILY'S CONOCO SERVICE STATION

My Dinner

Tomato Juice Cocktail
Steak
Mushrooms Cauliflower
Potatoes
Green Salad
Eggroll
Strawberry Shortcake
Coffee

My new Gas Range cooked it in 30 minutes!

She phoned at 5 o'clock — "I'm bringing the boss to dinner"

West Texas Gas Co.

Is Your Quick, Clean Economical . . . Servant . . .

UNEXPECTED company holds no terrors for the housewife who owns a gas range! The new speed broiler grills in half the time it took old range—and without the old simmer burner! The new simmer burner for fast "waterless" cooking which preserves vitamins. Ovens pre-heat twice as fast as formerly. Heat control gives exact temperature. New oven insulation keeps kitchens cooler. The all-over porcelain enamel finish wipes clean as easily as a dish. Stop in and see the handsome new ranges. They're amazingly low in price.

Practical Gifts For The Car . . .

Give him a useful and practical gift for the car. It will be a gift to the entire family. Complete line of accessories for all cars, heaters, radios, Davis De Luxe Tires, seat covers, anything you need. Bicycles, tricycles, wagons, scooters for the children's Christmas . . . Come in and look this stock of holiday merchandise over before you buy. Christmas Sale Starts Friday.

Western Auto Associate Store
CLINE AND RAINER
Southeast Corner Square



STRICTLY CONFIDENTIAL

By Strick

STRICTLY CONFIDENTIAL— Mr. and Mrs. Confidential are the very, very proud parents of a late 1938 model girl—Born Saturday morning at the West Texas Hospital in Lubbock—Weighed 5 pounds 10 ounces (dynamite comes in small packages)—named Barbara Sue—some controversy as to the child resembles—And I have changed my mind about ALL little babies being more or less unsightly as I honestly believe that the 'gal' is the most beautiful I have ever seen.

STRICTLY CONFIDENTIAL— Merchants around town are placing Christmas merchandise on display and getting ready for the season—a few more lights and decorations would add a great deal to the Christmas spirit—and the atmosphere denoting the approach of the yuletide—The only objection I can see to the Christmas lights, trees, decorations of bells and holly is that when they are gone—there is the 'let down'—and the after Christmas 'blues' feeling—like Monday after a beautiful and well-spent Sunday.

STRICTLY CONFIDENTIAL— A number of merchants are offering Christmas merchandise for sale in this week's Plainsman—There is one reason in whom we have, not only the greatest faith, but the most utmost belief of good—that fellow whom many of us have associated with governing policies—the old boy never fails to make his rounds on the night of December 24th—OLD SANTA CLAUS.

STRICTLY CONFIDENTIAL— A very interesting and educational article in last week's Saturday Evening Post—"Carter From Cantonville"—paid tribute (in a way) to the publisher of the Fort Worth Star-Telegram—to the ex-faded old man who introduced the United States to cow-town and the city which is the East where the West begins—it all just goes to show—that Greely was wrong when he said "Go West Young Men"—because there is Mr. Carter with his boots, big hat and long coat spread across the page in beautiful words of praise—and him just a plain Easterner—Only he was born in the west.

STRICTLY CONFIDENTIAL— Oh yes—bird season opens today (officially)—now is not the time for a picnic in the brakes—unless one wants to stand the chance of returning to one's home minus the seat of one's trousers—many of the local quail lovers will be blasting away for the next few days—All of which leads me to say that quail are very nice—if you can get them.

STRICTLY CONFIDENTIAL— The ducks have been much too scarce due to the fact that moisture has been noticeably absent during the past several weeks—so all efforts will be concentrated on quail.

STRICTLY CONFIDENTIAL— Rounding out the season in rare form are the Texas Christian University Horned Frogs and the Texas Tech Red Raiders—both are waiting and deliberating on answers to proposals to play in the 'Bowl' games—the Frogs are prospects for the Rose Bowl bid at the rose bowl in Pasadena, California—the West Texans are being considered for the Cotton Bowl game at Dallas—the ideal match would be, as everyone else thinks, between the T. C. U. club and Tech—of course it would be very nice for the Frogs to play in the Rose Bowl—but for those of us who might find it possible to go to Dallas and not California—we suggest the Cotton Bowl—both Tech and T. C. U. beat Marquette by about the same margin—both teams have heavy lines—both have ace-high passers and running attacks—Oh well—I wanna see Lockney play somebody—Confidentially yours—Strick.

We have a full line of B and C batteries and packs, also radio tubes of all kinds, F. C. Harmon. 1-2tc

LET CAVANAUGH DO YOUR JOB PRINTING.

M. L. SOLOMON JEWELER
Floydada, Texas

CLASSIFIED ADVERTISING

Ambulance service in town \$2.00, up to 10 miles in country \$2.50. Call the ambulance and save future trouble, F. C. Harmon. 1-2tc

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

Our ambulance service is worth lots more than we charge but we will be glad to serve you any hour. F. C. Harmon. 1-2tc

LANDS FOR LEASE

A few farm tracts to lease at reasonable prices for cash. W. M. MASSIE & BRO. Floydada, Texas. 11-tfc

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

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

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

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

Get that radio tuned up for the holidays. Prompt, efficient service at prices that you can afford to pay, F. C. Harmon. 1-2tc

GIFTS

TOILETRIES * ACCESSORIES * SUNDRIES

for Everyone!

We are prepared for early Christmas Shoppers with the most complete line of Gift Goods that we have ever shown—Now on Display.

The early shopper saves time and money—and gets the best gift selection. Make our store your headquarters for Christmas Shopping.

YOU CAN BUY NOW—MAKE YOUR SELECTIONS

MAKE THIS A "Doc"



White Drug Co.

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Buy Now On Our Lay-Away Plan! A Small Deposit Holds Any Article.

White Drug Co.

The Rexall Store Phone 202



PAY 30% LESS

This World-Famous Brand **THE U.S. TIRE**

(Guard STANDARD)

- 1 A SPECTACULAR NEW 1938 MONEY-**SAVING** VALUE—of amazing quality—built by the world's largest producer of rubber.
- 2 PATENTED "U. S." TEMPERED RUBBER—the toughest tread compound ever developed—known everywhere for long, safe mileage.
- 3 EXCLUSIVE "SAFETY BONDING"—makes every ply a safety ply—adds approximately 12 pounds of pure virgin rubber to every 100 pounds of cord material—providing maximum blowout protection.
- 4 "U. S." LIFETIME GUARANTEE—protects you to the last mile—without limit as to time or mileage the tire is used.
- 5 A QUALITY PRODUCT THROUGH AND THROUGH—with an amazing array of famous "U. S." safety, comfort and mileage features.

THE LASTING XMAS GIFT!

What could make a more appropriate Christmas Gift than a set of New U. S., U. S. Royal or U. S. Royal Master Tires for your car. LASTING SAFETY for the entire year! New Low Prices on Every Size.

COMPLETE | LET US QUOTE SIZE RANGE | ON YOUR SIZE

G. R. Strickland & Sons

Distributors, Panhandle Refining Company Phone 289, Floydada, Texas

CLASSIFIED ADVERTISING DEPARTMENT

SHRUBS, ETC. TREES PLANT NOW—PEACH...

Stitched Initials



be delighted with the effect you can achieve with these...

QUESTION

Why do Luden's contain an alkaline factor?

ANSWER

To help build up your alkaline reserve when you have a cold.

LUDEN'S 5c

Without Virtue man is worthless who...

BURNS OROLINE

Out of Stride a beggar on horseback and...

for Head COLDS

ARE you at the mercy of a snuffy, sneezy, sneezy head cold right now?

MENTHOLATUM

The Easier Way willingly believe what they...

DRINK POT WATER

Wash the GLINGING wastes...

GREENFIELD TEA

Give You Values

NATURE'S CHRISTMAS GIFT



Two million Christmas trees come annually from Washington state, where a ranger (above) tags trees for cutters (below) who leave the stump and lower branches from which a new tree will grow.



Picture Parade



Left: Loaded on sleds, the trees are hauled through the forests by horses to a concentration camp (right) where they are bundled by size and grade. Butts are saved even. Both tall and short trees are needed, the former for high-ceilinged homes, the latter for modern low-ceilinged houses.



Loaded into freight cars, Washington's Christmas trees are ready for shipment to three-quarters of the nation. The above load is destined for Atlanta, Ga.



In Washington, the tree that makes these youngsters happy on Christmas morning was not cut destructively. Instead it gave needed room for neighboring trees to grow faster and better.

NEW TOYS USEFUL, ENTERTAINING

NEW YORK—Miniatures of practically every activity in American life will be carried in Santa Claus' \$225,000,000 toy pack on Christmas eve, manufacturers have predicted.

Star Dust

Chorus: Gene Autry! Discover Nancy Kelly Gary Cooper, Merchant By Virginia Vale

SINCE quizzes are so popular these days, here's one for you movie-goers. The amusement you get out of it, (if any), will be your only reward.

- 1. What motion picture actor gets the most fan mail—almost 5,000 more letters each week than either Shirley Temple or Clark Gable? 2. What motion picture star is the most popular one now making "westerns"? (He's just about as popular as any star making any kind of pictures.)

3. What star who, according to owners of theaters in villages and small cities, draws good audiences when other, better publicized stars fail to do so, receives but \$12,500 a picture, when stars getting far larger salaries draw many thousands more?

4. What star—but what's the use, when you know by now that the answer to all the questions is Gene Autry, Republic's singing cowboy.

Exhibitors in the smaller cities have been much smarter, apparently, than the ones in the big towns where Autry was concerned. They've shown his pictures for some years, and made money on them. The big towns haven't discovered him yet; his pictures aren't shown in the big movie palaces of the land.

He used to be a telegrapher for a railway; later he played the guitar and sang ballads for various small radio stations. Republic engaged him to make westerns, and immediately he was a success; now some of the other motion picture companies would like to get him away from that studio and can't do it.

His latest picture is "Rhythm of the Saddle"; his next will be "Western Jamboree."

Nancy Kelly thinks it's pretty funny that Hollywood "discovered" her after she made "Submarine Patrol," as she already had 52 pictures to her credit, was for a time the best-known actress on the radio, and had made an outstanding success on the



NANCY KELLY

New York stage. (And she is just seventeen!) Her career started when, at the age of three, she won a "healthy baby" contest. That resulted in her becoming a photographers' model.

Then she made pictures, in the East. When she acted in "The Great Gatsby," with Warner Baxter, he used to introduce her as "my future leading lady." They're both under contract now to Twentieth Century-Fox, so maybe he was just a little bit previous about making a perfectly good prophecy.

While he was working in "The Cowboy and the Lady" Gary Cooper designed a saddle. The man who made it for him had orders for others like it before he finished the first one, so they're going into partnership to market the "Gary Cooper saddle."

Lucille Manners has always thought she'd like to make a name for herself on the concert stage. Now she's had grand offers from South America and Australia—and can't accept them because of her radio commitments.

When Alan Deavitt, who plays the part of "Wong," the Oriental servant in "This Day Is Ours," answers the phone at home, he protects himself from telephonic time-wasters by answering in the dialect that he uses on the air. The other day Templeton Fox and Jay Jostyn were lunching with him and he didn't want to be disturbed. So, when he had to answer the phone, he resorted to his usual trick. "Velly sorry; Missa Deavitt no home," he said.

Then he almost collapsed. For the man at the other end of the wire had said: "Well, I'm just in town for the day and I wanted to repay the fifty dollars I borrowed from him two years ago," and then hung up!

ODDS AND ENDS—Priscilla Lane is crazy about the number "seven"; wears a little gold one on her coat lapels, has it embroidered on all her clothes, for luck. Wonder if anyone has told her that Lina Basquette went in heavily for "sevens" years ago, on rings, bracelets, etc. It's rumored that Constance Bennett doesn't intend to be the Marquise de la Folaise much longer. "Be the People" maintains a large field organization to call upon people who apply to go on the program and look into their stories. Western Newspaper Union.

All Very Easy to Make



front, or fasten it with buttons. The neckline and sleeve edges are unusually attractive and becoming. This is much too pretty a dress to make only once. You'll use the pattern time and again.

The Doll's Outfit. Just look at all the pretty things you can make from this one pattern, for the Christmas joy of some doll-loving little girl!

The Patterns. No. 1642 is designed for sizes 32, 34, 36, 38, 40, 42 and 44. Size 34 requires 4 3/4 yards of 35-inch material; 1 1/2 yards of trimming.

No. 1645 is designed for 12, 14, 16, 18, 20, 22 and 24-inch dolls; 14-inch doll requires, for the party dress, and housecoat 1/4 yard each of 35-inch material; for the playsuit, skirt and kerchief, 1/2 yard; for the cape, 1/2 yard.

Fall and Winter Fashion Book. The new 32-page Fall and Winter Pattern Book which shows photographs of the dresses being worn is now out. (One pattern and the Fall and Winter Pattern Book—25 cents.) You can order the book separately for 15 cents.

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.

© Bell Syndicate.—WNU Service.

Horse Sense About Winter Oil Change

Cold weather creates new problems in lubrication. To overcome damaging wear, the motor oil must possess three essential characteristics: (1) low cold test to assure quick easy starts (2) ability to lubricate at all driving speeds (3) durability to stand up for reasonable mileage.

The only safe rule to follow in preparing your car for winter is to buy the very best motor oil, Acid-Free Quaker State.

The refiners of Quaker State were pioneers in developing motor oils for winter use. Today in four great modern refineries the most modern equipment and methods transform the finest Pennsylvania grade crude into motor oils which make automobiles, trucks and tractors run better, last longer, the year 'round.

The low cold test of Quaker State Winter Oil assures smooth easy starts. Its purity frees you of worry about sludge, carbon and corrosion. Its ability to stand up is unequalled. . . . you go farther before you need to add a quart.

It is merely commonsense to practice economy. And the accumulated experience of car manufacturers, engineers, and most car owners proves that the use of high quality motor oil is genuine economy. It is conservatively estimated by authorities that 80 to 90 per cent of all repairs to an automobile are caused by faulty or incorrect lubrication.

A wise man once said: "It takes 12 months and sometimes longer to correct a mistake on a farm." Just so, five minutes running with the wrong oil in the engine of your car the first cold morning this winter can cause more wear and damage than all the miles you drove this past summer.

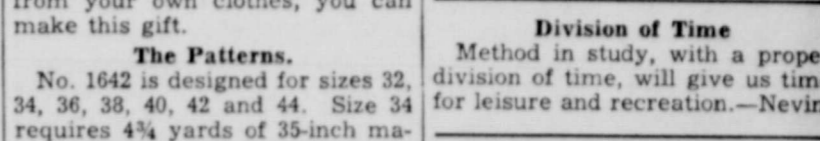
Play safe with your motor investment. Ask your dealer to prepare your car for winter with Acid-Free Quaker State Winter Oil of the proper grade for your community.—Adv.

COUGHS DUE TO COLDS

To quickly relieve distress—rub soothing, warming Musterole on your chest, throat and back.

Musterole is NOT "just a salve." It's a "counter-irritant" containing good old-fashioned remedies for distress of colds—oil of mustard, menthol, camphor and other helpful ingredients.

That's why it gets such fine results—better than the old-fashioned mustard plaster. Musterole penetrates the surface skin, stimulates, warms and soothes and quickly helps to relieve local congestion and pain. Used by millions for 30 years. Recommended by many doctors and nurses. In 3 strengths: Regular, Children's (Mild) and Extra Strong, 40%.



Division of Time Method in study, with a proper division of time, will give us time for leisure and recreation.—Nevin.

None Faultless The greatest of faults is to be conscious of none.—Carlyle.

FEEL GOOD

Here is Amazing Relief for Conditions Due to Sluggish Bowels. Nature's Remedy. Without Risk. ALWAYS CARRY QUAKER STATE TUMS.

"POOR TRUST IS DEAD—BAD PAY KILLED HIM"

This sign with picture of "doggie" gone where all "North Carolinas" go, hanging on the wall of a small store in a little North Carolina town which was plenty years ago, was their first squint at the hint to pay cash.

It was said that he was a mind reader because he was always able to arrange to be at the spot where you had to look at that sign, and him, too, when you wanted credit. His cold stare and that sign caused stuttering of "the promise to pay tomorrow."

In later years, after his retirement, speaking of his experience, he said, "There was a time when I was a Santa Claus and some folks seemed to think every day was December twenty-fifth, and no week had a pay day and no month, a first. It was then I decided to change my store habits and if possible the habits of some of my towns-people."

After thinking things over awhile, I made up my mind to advertise. I reasoned it out that a general alarm in the WEEKLY, the only paper in town, to tell about my store, the goods and the new policy of paying, would hit everybody and it would help me save shame-faces—some might feel sheepish while reading my advertisements and have a heart.

I got interested in advertising. I found other people, some of them my customers, read advertisements, so I helped it along the best I knew how. I put gingersnap words in my advertisements and some humor, and that's how the idea came for the POOR TRUST IS DEAD sign.

I also found that good-name goods had repeat sales and that started me concentrating on staples with the result that fussiness over what kind, no longer confused or irked. Dilly-dally selling efforts, wasting time and costing money passed out.

Customers bought baking powder, soda, flour, soap and other articles bearing identification marks. Kids called them pictures. Products put up in neat, convenient, honest weight and measured cartons, boxes, bottles and cans. What an improvement in business and the dispositions of the customers. I even improved with conditions so greatly changed for the better.

W. E. MOFFETT

Check off what you want in a 'MAKIN'S' TOBACCO. RICHER TASTING, MORE FRAGRANT, Milder Smoking, EASIER ROLLING, NO SPILLING, SLOWER BURNING. PRINCE ALBERT 70 fine roll-your-own cigarettes in every 2-oz. tin of Prince Albert. SO MILD—SO TASTY.

Advertisement For Bids

PROJECT NO. TEXAS 2332-P-F

Sealed proposals will be received by the City of Floydada, Texas, at the office of City Secretary, until 2:00 o'clock, P. M., Central Standard Time, on December 16, 1938, for construction of electric generating plant and distribution and street lighting systems, at which time and place the proposals will be publicly opened and read aloud. Any bid received after closing time will be returned unopened.

The owner expects to have available not to exceed one hundred thirty-five thousand dollars (\$135,000.00) for this contract.

Copies of the plans, specifications and other proposed Contract Documents are on file in the office of the City Secretary at Floydada, Texas, and are open for public inspection. A set of such documents may be obtained from Carl C. Cox, Engineer, at 619 Oliver-Eagle Building, Amarillo, Texas, upon deposit of Fifteen Dollars (\$15.00). This deposit will be refunded to each actual bidder upon return of such documents in good condition within ten (10) days after the receipt of bids.

The character and amount of security to be furnished by each bidder are stated in the above-mentioned documents.

No bid may be withdrawn, after the scheduled closing time for receipt of bids, for at least sixty (60) days.

The City of Floydada, Texas, reserves the right to reject any or all bids and to waive formalities.

THE CITY OF FLOYDADA, TEXAS (Owner)
By Glad Snodgrass, Mayor.

1-24a

Methodist Church

Sunday School 9:45 a. m.
Morning Services 11 a. m.
League 6:15 o'clock
Evening Service 7:00 o'clock
Prayer Meeting Wednesday 7:30.

Advertisement For Bids Legal

PROJECT NO. TEXAS 2332-P-F

Notice to Bidders

Sealed proposals, addressed to the City Secretary of Floydada, Texas, for the construction of an electric generating plant and distribution and street lighting systems for the City of Floydada, Texas, herein-after called "Owner", in accordance with plans, specifications and contract documents, prepared by and which may be obtained from Carl C. Cox, 619 Oliver-Eagle Building, Amarillo, Texas, (Engineer) will be received at the office of the City Secretary of the City of Floydada, Texas, until 2:00 P. M., December 16, 1938, and then publicly opened and read aloud. Any bid received after the closing time will be returned unopened.

The Owner expects to have available not to exceed \$135,000.00 for this contract.

A Cashier's Check, certified check or acceptable bidder's bond, payable to the Owner, in an amount not less than five per cent (5%) of the largest possible total for the bid submitted, must accompany each bid.

Attention is called to the fact that there must be paid on this project not less than the general prevailing rates of wages which have been established by the Owner as the following:

Trade or Occupation	Per Diem	Wage Rate
Acetylene Cutter	\$10.00	\$1.25
Acetylene Welder	10.00	1.25
Are Welder	8.00	1.00
Asbestos Worker	8.00	1.00
Asbestos Worker-helper	4.40	.55
Blacksmith	8.00	1.00
Blacksmith-helper	4.80	.60
Bricklayer-building	12.00	1.50
Apprentice-first year	5.00	.62 1/2
Apprentice-second year	6.00	.75
Apprentice-third year	7.00	.87 1/2
Apprentice-fourth year	8.00	1.00
Carpenter	8.00	1.00

Apprentice-first year	3.20	.40
Apprentice-second year	4.00	.50
Apprentice-third year	5.20	.65
Calker-buildings-openings	8.00	1.00
Cement Finisher-building work (including composition and mastic)	10.00	1.25
Electrician	10.00	1.25
Elevator constructor	10.00	1.25
Elevator constructor-helper	6.00	.75
Grader-fine grade or dumpman	6.00	.75
Glasior	8.00	1.00
Glasior-art glass	10.00	1.25
Iron worker-structural	12.00	1.50
Iron worker-ornamental, including bronze	12.00	1.50
Kottelman, asphalt or lead kottlos	4.40	.55
Lather-metal	8.00	1.00
Marble setter	8.00	1.00
Marble setter's helper	6.00	.75
Mason-stone	12.00	1.50
Mason's helper-stone	4.40	.55
Mortar Mixer (brick plaster)	6.00	.75
Operator-concrete finishing machine	8.00	1.00
Operator-hoisting engine (1 drum)	8.00	1.00
Operator-mix (under 278)	7.00	.87 1/2
Operator-power shovel	9.00	1.12 1/2
Operator-power shovels pitmen	4.40	.55
Operator-truck (over 1-1/2 T)	6.00	.75
Truck Driver		
1-1/2 T and under	4.40	.55
Painter-paper hanger	8.00	1.00
Plasterer	12.00	1.50
Plumber	10.00	1.25
Plumber-helper	4.40	.55
Pipe layer-sewer	4.40	.55
Roofer-composition	10.00	1.25
Roofer-slate and tile	8.00	1.00
Roofer-tar and gravel (mop man)	6.00	.75
Roofer's helper	4.40	.55
Reinforcing steel worker-building construction	10.00	1.25
Shoat metal worker	8.00	1.00
Shoat metal worker-helper	4.40	.55
Steam and pipe fitter	10.00	1.25
Steam and pipe fitter-helper	4.40	.55
Stone cutter	8.00	1.00
Terrazzo and tile layers	10.00	1.25
Terrazzo and tile layers-helps	6.00	.75
Unskilled labor	3.20	.40
Waterproofor	8.00	1.00
Linemen	8.00	1.00
Groundmen	4.80	.60
Tractor operators	6.00	.75
Teamsters	3.20	.40
Earth-boring machine operators	6.00	.75
Tree trimmers	6.00	.75

In case of ambiguity or lack of clearness in stating prices in the proposal, the Owner reserves the right to adopt the prices written in words, or to reject the proposal.

The Owner reserves the right to reject any or all bids and to waive any or all formalities.

Plans and specifications may be examined without charge in the office of the Engineer or Secretary, and may be procured from Carl C. Cox, Engineer, 619 Oliver-Eagle Building, Amarillo, Texas, upon a deposit of \$15.00 as a guarantee of the safe return of the plans and specifications, the full amount of which will be returned upon the return of the plans and specifications within ten (10) days after receipt of bids. Additional sets of plans and specifications may be procured from the above upon a deposit of \$15.00 each, as a guarantee of their safe return within sixty (60) days from date of opening bids, in which event \$8.00 of the deposit will be returned. (Signed) GLAD SNODGRASS, Mayor, City of Floydada, Texas. 1-24a

LET CAVANAUGH DO YOUR JOB PRINTING.

Floydada Insurance Agency

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

W. H. HENDERSON
OWNER



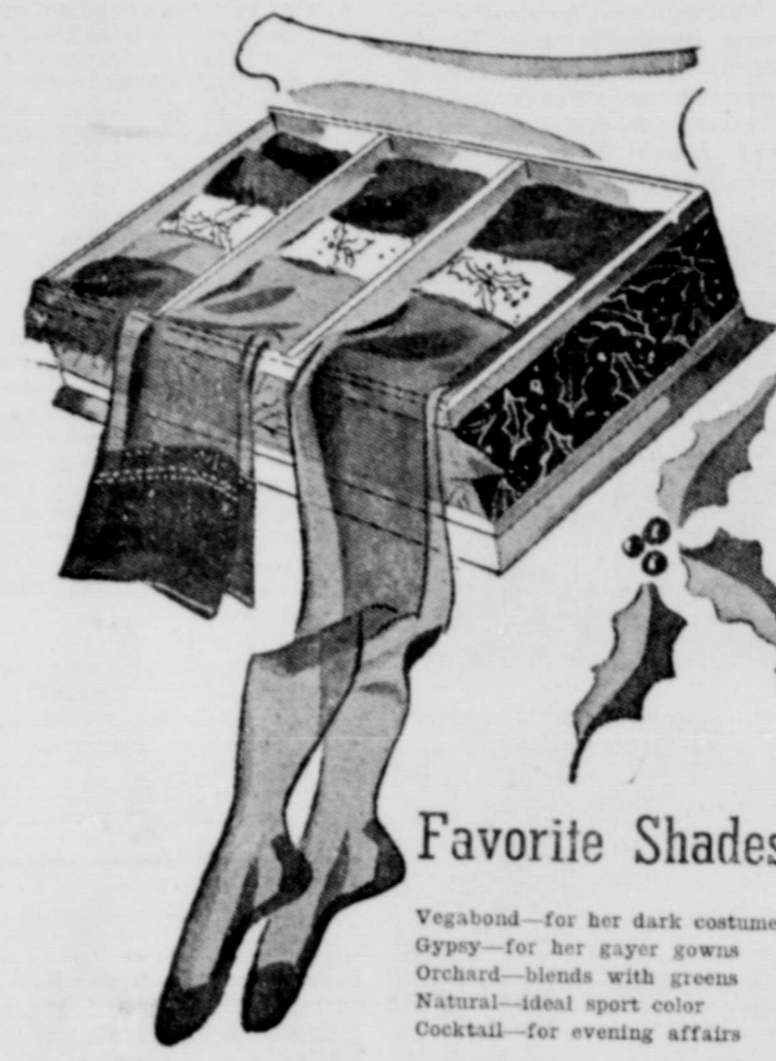
WE HAVE BEEN Keeping Santa's Boots repaired for several years . . . and He's still wearing them . . . All of our work guaranteed.

RAINER'S SHOE SHOP
SOUTH SIDE SQUARE



Santa's on His Way

START YOUR CHRISTMAS SHOPPING Now By Using Our "Lay-Away-Plan"



Favorite Shades!

Vegabond—for her dark costume
Gypsy—for her gayer gowns
Orchard—blends with greens
Natural—ideal sport color
Cocktail—for evening affairs

SHE NEVER HAS ENOUGH HOSE!

SHE WANTS. She's hoping for, she needs a stocking wardrobe! Wispy 2-thread sheers for evening, 3-threads for afternoon, 4-thread sheers for smart day-time wear . . . all in fashion-right shades!

LADIES AND MISSES PAJAMAS

In Tuckstitch, snug and comfortable for Winter.



WOOL ROBES For Christmas!

They're PRACTICAL GIFTS! They're warm. They're fashionable. Buy them for Christmas presents.

STYLE SHOPPE

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

CHRISTMAS GIFT Suggestions

We suggest several practical gifts here, and have more in our large stock for you to select from. Start early this year by making your purchasing and use our "LAY-AWAY PLAN", by doing this you will have your gifts ready and packed for by the time you are ready to give them. COME IN AND MAKE YOUR SELECTION TO DAY.



FOR A LOVELY LADY

A BEAUTIFUL GIFT—INEXPENSIVELY PRICED

HOUSE COATS

IN SATIN, MOIRES, TAFFETAS, AND CHENILLE. Lasting waistline, allowing perfect body freedom, fitting close to the body, making them snug and warm.



The Goldette Spotlight for Larger Women

Everything imaginable in underthings for the larger woman. All scientifically sized of popular "Goldette Fabrics."



FLASH! FLASH! FLASH!

North Pole, December 1, 1938.

MR. CONNER ODEN,
ODEN CHEVROLET COMPANY,
FLOYDADA, TEXAS.
DEAR CONNER:

I am going to be so busy this Christmas delivering gifts that I have decided to use a car in order to get around Christmas Eve.

I have chosen the new 1939 Chevrolet because of the performance, safety and economy. Will you have one ready when I arrive there on the evening of December 24 or morning of the 25th.

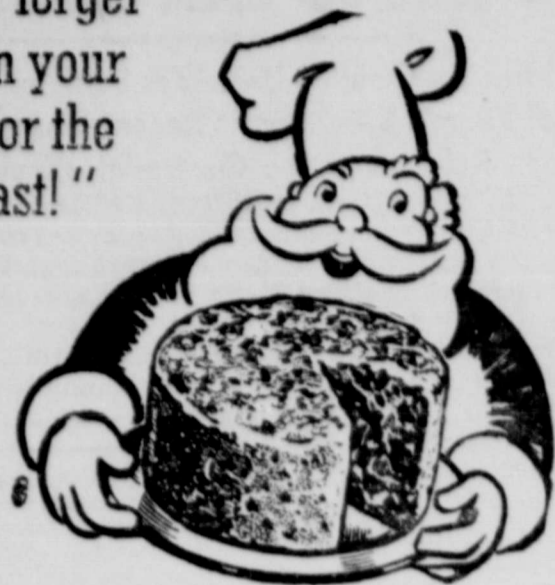
You might advise any of your prospective buyers that I think a New 1939 Chevrolet would make a perfect gift.

Sincerely, Yours,
SANTA CLAUS.

Oden Chevrolet Company

Sales and Service Phone No. 4

"Don't forget these in your menu for the big Feast!"



The Tastiest Dessert Imaginable!
FRUIT CAKE
35c Lb.

WESTERS' QUALITY BAKERY

Plainview Turkey Show Dates Set for December 7 and 8

The annual Southwestern Dressed Turkey Show will be held in Plainview December 7 and 8, in time to introduce the Christmas buying in the area.

There will be approximately \$400 in prize money in the live and dressed bird divisions, said Pete Smith, chamber of commerce secretary, and manager of the show.

Ten o'clock on Wednesday, opening day of the show, is set as the deadline for receiving entries. Judging is to start at 10:30 that day. George P. McCarthy, of the extension department of Texas A. and M. College, is to judge the show.

There will be an auction sale starting at 1:30 on the final day. The Hill Plains Turkey Improvement Association of which W. A. Painter is president, and Plainview Board of City Development, sponsor the show. M. C. Vineyard of Kross is vice-president of the association and O. G. Shearer of Floydada is secretary.

Paul A. Cunyus, Plainview, manager of the Southwestern Turkey Growers Association, said recently that the type of turkeys in this area was excellent and was superior to that of the corresponding period last year.

BORN—To Mr. and Mrs. W. D. Camthens, Thursday, November 24, a son.

Buster Shoppard underwent a tonsillectomy at the Floydada Hospital and Clinic Wednesday morning.

WEEK-END SPECIALS!

FLOUR 24 lbs 74c
GOLD MEDAL

O.K. Bran Flakes
2 packages . . 15c

KRAUT, Can 10c
NUMBER 2 1/2 CAN

Pineapple, . . 25c
DEL MONTE, 3 No. 1 cans

TISSUE, Roll 19c
Fort Howard Tissue,

RICE, 3 lbs . . 17c
FANCY BLUE ROSE

Marshmallows . .
1 pound 15c

Black Pepper, 4c
1 1/2 OUNCE CAN

HULL AND McBRIEN
PHONE 292

Spur Bulldogs Defeat Whirlwinds Here Thursday

In a football game here Thursday afternoon between the Floydada Whirlwinds and the Spur Bulldogs, the visiting team defeated the Whirlwinds by a score of 12-0, in the final game of the season in district 4-B.

Billy Snell of Blanco, underwent a tonsillectomy Friday of last week.



MAKE READY FOR SANTA

It's that time of the year again—and as a word to the wise and sentimental, "Give something electrical."

To make your Christmas shopping easier, we suggest that you use our "Lay-away" plan. Choose early from a greater selection and let us deliver your gift on Christmas eve.

And here is good news for the thrifty. Any appliance purchased from this company may be purchased on our convenient "Budget plan." Any employee will be glad to help you solve your shopping problems "that easy electrical way."

Texas-New Mexico Utilities Company



SANTA Recommends
A Big, Juicy, Tender T-Bone Steak . . .



With French Fried Potatoes
"Ask The Man Who Has Had One . . . From . . ."

STRICK NACH HAC K DRIVE CAFE

HAVE YOU Taken Early



PHOTOS
make the **BEST GIFTS!**

ALL WORK IN OUR STUDIO GUARANTEED
Have your Christmas taken before the holidays

FROGGE'S STUDIO



MY ADVICE TO YOU—

Give him a tailor-made suit. The gift for the whole year. Many new styles and fabrics to choose from. Priced reasonable. You just have time to get your order in and get the suit in time for Xmas.

BOOTHE CLEANERS AND HATTERS



SANTA SAYS: There Must Be A Reason . . .

why so many people patronize the E. Z. Way Laundry. He's Right! It's because of the Service, The Quality of Our Work, and the Good Will.

E. Z. WAY LAUNDRY

Bee Martin, Proprietor Phone 91

THE FIRST NATIONAL BANK
Floydada, Texas

1903—Time Tested Service—1933

NOTICE! The Blue Bonnet and E. Z. WAY LAUNDRIES

will not do Helpy-Selfy Laundry on Saturdays. Open as usual. Complete laundry service. Hot, Soft Water. Finish Work

BLUE BONNET LAUNDRY

Mrs. M. E. Lathem, Proprietor. Phone 368

ANNOUNCING THE OPENING OF

FLOYDADA HOSPITAL AND CLINIC

Floydada, Texas

A. E. GUTHRIE, M. D.
Physician and Surgeon

DONALD H. PITTS, M. D.
Surgeon

ANN H. BRADLEY, R. N.
Supt. of Nurses

MRS. MAUD MERRICK
Secretary and Business Manager

Modern fireproof building, fully equipped for the proper scientific care of surgical, medical and obstetrical patients. Complete X-Ray and laboratory equipment.

SPECIALIZED SERVICE AT MODERATE RATES.
A doctor available at all hours.

REMEMBER! PHONE NO. 141

And we will call for your laundry. Don't wash during cold weather. Save health and happiness by sending your laundry to

FLOYDADA STEAM LAUNDRY

A MESSAGE FROM SANTA CLAUS . . .



North Pole,
PBXA December 1,

MR. R. E. CAMPBELL,
WHITE SWAN CAFE,
Floydada, Texas,
DEAR R. E.

I will be in Floydada on the Evening of December 24 or early on the morning of December 25. I wish you would have a Turkey Dinner with everything that goes with it ready for me when I get there as I will be very busy and hungry.

Congratulations on your opening of the business in Floydada and the selection of a name for your cafe. I will be seeing you soon.

Sincerely Yours,

SANTA CLAUS.

P.S. DON'T FORGET the WHITE SWAN COFFEE.

White Swan Cafe

R. E. CAMPBELL, MANAGER

What Can They Use EVERY Day In the Year?

Electrical GIFTS

Show what a practical Santa you are this year! Be sure you have electrical gifts on your list . . . and you'll be sure to remember for your wise choice . . . They're almost a necessity every home . . . and they save time and energy.

A COMPLETE SELECTION OF

WAFFLE IRONS

TOASTERS

LAMPS

HEATERS

MIXERS

COFFEE URNS

PERCULATORS

CHRISTMAS TREE

DECORATIONS



Waffle Irons
\$4.95

Chromium with ebony handles and chromium base. Makes delicious waffles! Complete with 6 foot cord.

SEE OUR DISPLAY OF CHRISTMAS GIFTS

RADIO ELECTRIC COMPANY
Zenith Radios



Hamilton Beach Mixer \$23.95

Almost an Electrical cook! For Baking, pressing fruits, etc. Two bowls and juice extractor!