

# Merry Christmas

## The Floyd County Plainsman

# Yes Virginia

Back in 1897, little Virginia O'Hanlon wrote the following letter to the editor of the New York Sun: "I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in The Sun it's so.' Please tell me the truth—is there a Santa Claus?" The editor wrote a newspaper and literary classic in reply to this childish plea. It is reprinted here.

"Yes, indeed!

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age—they do not believe except what they see—they think that nothing can be which is not comprehensible by their little minds.

"All minds, Virginia, whether they be men's or children's, are little.

"In this great universe of ours, man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence



capable of grasping the whole of truth and knowledge.

"Yes, Virginia, there is a Santa Claus.

"He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

"Not believe in Santa Claus! You might as well not believe in fairies!

"You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus—the most real things in the world are those neither children nor men can see.

"Did you ever see fairies



dancing on the lawn? Of course not, but that's no proof that they are not there—nobody can conceive or imagine all the wonders that are unseen and unseeable in the world.

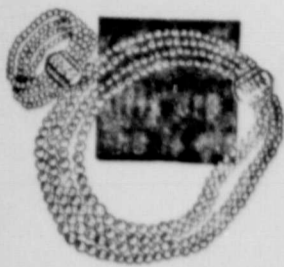
"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, or even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside the curtain and view and picture the supernal beauty and glory beyond.

"Is it all real?—ah, Virginia, in all this world there is nothing else real and abiding.

"No Santa Claus! Thank God!—he lives, and he lives forever—a thousand years from now, Virginia, nay, ten thousand years from now, he will continue to make glad the heart of childhood!"

### Sparkling GIFTS Low Priced!

A collection of lovely Christmas gifts to reach a woman's heart! And at these UNHEARD of low prices, thrifty shoppers must hurry!



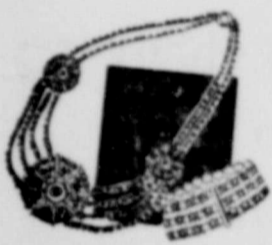
**Lustrous Pearls \$1.00**

Two, three and four strands, beautifully matched, with brilliant clasps.



**Charm Bracelets \$1.00**

Gold and silver metal. These bracelets have all the newest, most amusing charms.



**New Jewelry! \$1.00**

Beautiful necklaces and bracelets in gold or silver metal, studded with vari-colored stones.



**Pins! Clips! 50c, \$1.00**

Rhinestone clips and take-apart pins. Many styles, in non-tarnish metal. Also initial clips.



**New Bracelets \$1.00**

Solid rhinestone bracelets. Also black or colored enameled metal with huge rhinestone inset.

**STYLE SHOPPE**

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

### Chevrolet Dealers Service Managers Meet in Detroit

Dealers service managers from each of Chevrolet's 45 zones in the country met in Detroit December 11 and 12 for their annual National Tool Conference Demonstration and approval of late-design tools and equipment for proper servicing of the new cars. Inspection trips throughout Chevrolet plants, and business sessions, occupied the time of the group.

The conference was an integral feature of the year-round service training program which Chevrolet maintains throughout the 8,600 dealerships in the United States as an added assurance of satisfaction to owners of its products.

The representatives from the field are 85 Club presidents, heads of the honorary service organizations within their zones. Appointment as president in each zone is on a merit basis, hence the conference delegates are the 45 top-ranking service managers in Chevrolet's country-wide organization of more than 27,000 service men.

The delegates will represent 38 states, according to Ed Hedner, national director of service and general chairman of the annual tool conference.



**KAYSER'S LACE ELEGANTE HOSE**

**\$1.65**

Morning  
Noon  
Night

Is your heart set on finding delectable, sheer hose that wear? Then look no further! Kayser's "Lace Elegante" is sheer and lacy as grandma's filet mitts... yet, runproof and wear for ages! Elegant with everything, morning—noon—and night.

**STYLE SHOPPE**

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

### Christmas Invitation

By Katherine Edelman

JACK TRESLAR hunched his broad shoulders deeper into the big chair, turning a new page of his book. He was reading a Christmas story, trying hard to become absorbed in the tale.

A sharp ring from the telephone brought him to his feet. Who could be calling him on Christmas eve? A strange voice responded to his "hello." "I hate to bother you on Christmas eve, Mr. Treslar. But I'm ringing up to ask if it would be possible for you to come and spend Christmas with me. My name is Bevan Willers. I live out at Richmond. I have a big home, and—"

"But—but I don't even know you, Mr. Willers. There must be some mistake."

"I want you!" the low voice was emphatic. "Will you come or not?"

Jack repressed a quick exclamation. "I—I had thought of spending Christmas—" he began.

"Wouldn't it be possible to change your plans? I have a feeling they could be side-tracked easily."

Jack thought of the lonely Christmas he had been anticipating. Af-



He ascended the steps leading to the massive door.

er all, there might be something to this unusual invitation.

"You are right about my plans," he admitted. "They are rather in the air. But—but going to spend Christmas with an utter stranger took me back for a moment."

"That's why I thought you might come." There was a note of disappointment in Bevan Willers' voice. "I probably got the wrong man, however."

Jack thought again of the lonely Christmas before him. And before he could debate the question, he heard a voice inside of him answering, calling through the wire to Richmond, "You got the right man, Mr. Willers. I'm coming."

An hour later, bathed and dressed, Jack Treslar was speeding along the frosted highway to Richmond. Following the detailed instructions that had been given him, Jack found the long winding drive leading from the roadway. What a secluded, ghostly place, he thought, as he drove under the snow-sprinkled trees.

BEVAN WILLERS was waiting. In the dim light from the chandelier, his tall bent figure seemed grotesque. "I have let the servants away for the evening," he said, his bony hand motioning toward the end of the shadowed hall.

Jack Treslar felt a twinge of fear as he followed. Here he was—alone in the house with this strange old man. Anything could happen. There wasn't another residence within blocks. Then, his adventurous spirit asserted itself, and he looked smilingly across the table at Bevan Willers. "Well, what's it all about?"

A dead silence was the only answer. Gray eyes under heavy bristling brows stared at him intently. Jack stared back unflinchingly.

Then a hearty laugh rang through the library. With amazement Jack saw the old man straighten up in his chair. Years seemed to fall off his shoulders. The twisted, grotesque appearance vanished as if by magic. He spoke quietly.

"I'm not crazy," he began; "I'm just a lonely old fellow, ticketed as a sort of recluse. The true facts are that I've been trying for years to write. Yesterday I got word that a story of mine had been accepted."

"But I still don't understand your strange invitation, and—" Jack interrupted.

"I'm coming to that," Bevan Willers continued. "The hero of my book is a daring, adventurous fellow. A man willing to answer a strange call that came in the night. I got intrigued with the fellow, and began thinking. Wondering if there was any young fellow who would act as he had done. So I rang the first hotel that came to mind and described my hero. Young, unmarried, interesting sort of chap. Pretended his name had slipped my mind for the moment. They connected me with your room. You know the rest."

Jack stretched out his long arm across the desk, and gripped the old man's hand. "Now that I'm here, Mr. Willers, do you still believe you have got the right man." There was wistful entreaty in his dark eyes.

"I don't just think—I'm absolutely positive."



**SOLVE YOUR GIFT PROBLEMS HERE!**

We are suggesting many grand gifts and they're the last word in attractiveness... to help you solve your Christmas Shopping Problem

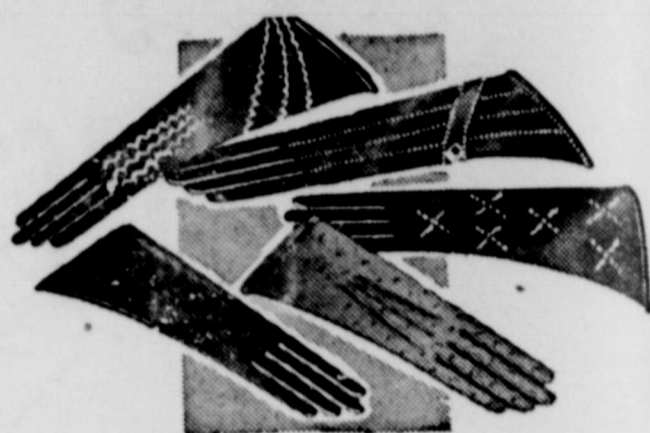


**BEAUTIFUL HOUSECOATS !! \$3.98 to \$5.95**



**SATIN SLIPS . . . . . \$1.98, \$2.93**  
**SATIN GOWNS . . . . . \$1.93, \$2.45**

**SHOWER OF 'KERCHIEFS**  
25c, 35c, 45c



**GIFT GLOVES**

Beautiful gift gloves—always a very welcome gift! Classic and new costume types with smart stitchings, wrist trims, bows, backs! Suedes, calfs, kidskins. Black and other colors.

**79c and \$1.00**

Delightful little Chiffon Handkerchiefs.

**49c, 69c**



**GIFT BAGS**

Bags that flatter your taste—and theirs! Soft suedes, smooth calfs, alligators, grain leathers! Expensively stitched, corded, jeweled, trimmed! Well fitted. Black, all colors. Newest shapes.

**\$1.00, \$1.98 to \$2.50**

**Sports Sets!**

For Winter sports fans—cap, scarf! Soft brushed wool in white, bright solids, combinations. \$1.00

**\$1.00**

**Silk and Wool Scarfs 68c, 89c,**

**\$1.00**



**STYLE SHOPPE**

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

**Rotarians Will Entertain Maryanns**

Rotarians entertained Maryanns with a Christmas party at the First Christian Church last night. This meeting of the Rotary was the ladies annual affair of the year.

Mrs. T. C. Hollums are the guests of a son, born December 18, weighing 6 pounds. Mother and father are reported doing nicely.

Through do your Printing

**December Term of County Court Met Monday**

The regular term of the County Court convened Monday morning with Judge G. C. Tubbs presiding. The week's docket is set for non-jury cases. Two cases were disposed of when judgment was taken by default.

A Petit Jury has been summoned for January 15th, when several cases are set for hearing.

**LET Cavanaugh DO YOUR JOB PRINTING.**



**CHRISTMAS GREETINGS**

With the approach of a New Year we join in wishing for you and yours the best of everything during Christmas and 1940.

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

Wishing You a Happy and Prosperous New Year.

**WOOLDRIDGE LUMBER CO.**



**MERRY XMAS AND A JOYOUS NEW YEAR!**

Accept our heartfelt gratitude for the patronage given us during the past year. We sincerely hope that the service we have rendered will warrant your continued good will.

**TEXACO SERVICE STATION**  
B. C. LANIER, MANAGER.



**MERRY CHRISTMAS TO EVERYONE**

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

**ARTHUR B. DUNCAN ABSTRACT CO.**

Mrs. Maude E. Hollums, Manager



**What They Want**

Maybe this will help you pick out Christmas presents. Sales Management Magazine recently asked 2,000 people for their idea of the "best Christmas present." Here are the answers:

Type of Gift	Times Chosen
Wearing Apparel	539
Jewelry	219
Household Goods	204
Autos and Accessories	154
Don't Know	111
Personal Accessories	106
Sporting Goods	82
Radios and Musical Instruments	81
Tobacco	71
Travel	67
Cameras	57
Leather Goods	54
Liquor	54
Cash	47
Books and Magazines	29
Writing Materials	27
Minerals	23
Tools and Machinery	20
Boats	18
Pets	16
Instruction Courses	13
Miscellaneous	12
Art Supplies	5

**Think of Children, Not Only Yourself, When Buying Toys**

Don't buy the toy just because it pleases your fancy. Keep the child in mind, too. Miniature dogs with wagging tails are fascinating to parents but they won't keep the child happy very long. Miss Elizabeth Irwin, who is principal of New York's Little Red School House, says large blocks, tool chests or hand-manipulated derricks make much better gifts.

Keeping in mind the child's age and taste, durability of the toy and a few well-chosen scientific principles, she offers these rules to you who are Santa Clauses this Christmas:

1. Choose toys which stimulate the child's imagination, rather than



This new Arabian pony, which scoots along as the rider bounces up and down, is a sample of the toy which helps children exercise large muscles.

mechanical toys. Trains that run by hand are an example.

2. Choose toys which help children exercise their large muscles, like large blocks, trapezes, boards to fit over saw horses. Roller skates, sleds, bicycles and other athletic toys are also good.

3. Find toys that don't break easily. If you buy tools, be sure the hammer head won't fly off. Inexpensive miniature automobiles may break down after a few trips around the parlor floor.

4. Buy games of skill, not of chance. Select games involving counting and building.

**Santa's Gifts Censored**

**In S. Africa This Year**  
They've cramped Santa Claus' style this Christmas in South Africa. Little Jannie may ask for a toy pistol and little Piet may want a box of lead soldiers. But they won't get them.

Toy soldiers, guns and tanks and pistols are now banned by the Union.

The reason: A recent outbreak of violence by young criminals frightened the legislature into barring any toy resembling a weapon, particularly a revolver. Water pistols are barred, and even the little percussion cap pistols are taboo.

**City Christmas**



Shining down on Chicago's Michigan boulevard, this Christmas tree in lights 21 stories high is formed by office lights in the stately Palmolive building, the effect being crowned by the Lindbergh aerial beacon atop the skyscraper.



**For a Happier Holiday Season**

Of course you'll want to have a good time this Holiday Season! Here's how you can be sure of having the best time you have ever had. Get a new permanent today!

**PERMANENT WAVE**



**BLUE MOON BEAUTY SHOP**



May this Christmas season be twice as happy as any you have had before, and may good cheer and happiness be yours . . . throughout the coming year.

**RAINER SHOE SHOP**

South Side of Square



**Lowest Long Distance Rates apply THE DAY BEFORE CHRISTMAS and all CHRISTMAS DAY**

This year there's no need to wait until 7 p.m. Christmas Eve to get the lowest rates on Christmas telephone calls. The low night and Sunday long distance rates are in effect from 7 p.m. Saturday, December 23, until 4:30 a.m. Tuesday, December 26. These rates apply on calls to points in the United States, Canada, Alaska, Hawaii, and Puerto Rico.

**SOUTHWESTERN BELL TELEPHONE COMPANY**



**Homebuilders Class Met With Mrs. Bill Daily**

Mesdames Bill Daily, Shorty Price and J. D. Moore were hostess to the Home Builders Sunday School Class Monday evening at the home of Mrs. Bill Daily. The class had their Christmas tree and also honored Mrs. Vernon Shaw on her birthday by presenting her with a beautiful bed spread. Mrs. E. H. Balch gave a Christmas story and several games were played.

Refreshments were served to Mesdames Fred Lambert, Ed Duncan, Ted Allen, Everett Collier, Wilmer Jones, Jr., Elvin Rainer, Verner Norman, Alva Hull, J. B. Grundy, Dee Ota Odam, L. W. Chapman, W. B. Cates, Jim Elliott, Joe Browning, Vernon Shaw, Orvil Poore, Orvil Newberry, Russell Wilkinson, Jr., L. D. Puckett, E. H. Balch, Rosa Lee Ford, and Miss Joe Ann Daily.

**1934 STUDY CLUB MET WITH MISS BERNICE PATTON TUESDAY EVENING**

The 1934 Study Club met in the home of Miss Bernice Patton for their Christmas social Tuesday evening at 6:45. Assisting Miss Patton as hostesses were Mrs. Bill Colston and Mrs. Russell King. Miss Patton received the guests as they arrived and they were taken to the dining room where they were served coffee and cake. Mrs. Russell King poured coffee from a silver service from a beautifully laid table on lace table cloth, with silver and blue color schemes being used. Holly and mistletoe also were used as decorations.

The Christmas tree also added to the decoration of the evening.

The following short program was given:

Christmas Story, Bert Ione Smith. Christmas Carols, Study Club. Readings, Emma Louise Smith. Solo, Elizabeth Caldwell, accompanist, Maurine Hart.

Tap Dance, Frances Keim, Accompanist, Neida Fagan.

Frances Keim dressed as Santa and presented each of the guests with a gift from the tree.

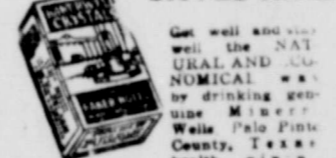
Those present: Bernice Patton, Fannie Mae Ball, Reba Copeland, Agnes Cottonham, Bernice Dallingier, Nancy Hadsell, Pauline McCarty, Mildred Olson, Fannie Mae Rees, Anne Sweptston, Edith Wilson, Mrs. M. T. Camp, Jim Clonts, Russell King, Winfred Newsome, Virgil Shaw, Oleta Gordon, Bill Colston, Walter Travis, Odell Winter.

Visitors: Elizabeth Caldwell, Emma Louise Smith, Bert Ione Smith, Mrs. Robert Linder, Frances Keim, Neida Fagan, Maurine Hart, and Betty Newell.

Mr. and Mrs. T. C. Russell, of Ft. Worth, spent the week end with Mr. and Mrs. Francis Wester and Mr. and Mrs. Roy Snodgrass.

Let Cavanaugh do your Printing.

**A STITCH IN TIME SAVES NINE**



Get well and use the NATURAL AND ECONOMICAL way by drinking genuine **WALKER'S** water made from **BAKERWELL** dehydrated minerals, water, grapefruit or **BAKERWELL** Laxative. **WALKER'S** mineral water. For sale by your local drug store. **WALKER'S** Mineral Water Company, Mineral Wells, Texas.



**MERRY CHRISTMAS**

The entire personnel of this firm, which has faithfully endeavored to serve you during the year, join in wishing everyone in this section a happy and Merry Christmas.

Your gift to us lies in the measure of success this institution has enjoyed.

May 1940 be a year of increasing prosperity for all!

**STAR CASH GROCERY**  
Wilmer Jones Carl Minor



Christmas makes us happy for a lot of reasons — particularly because it gives us an opportunity to greet our friends again and wish them the joys of the holiday season.

**SHARP MOTOR SERVICE STATION**

BILL SHARP, Manager H. B. HATLEY



At this time we wish to thank all our friends and customers for every kindness shown us in the past. Without your kindly assistance, we could have done nothing. We have at all times tried to show that appreciation in the price and quality of our service.

**BROWNS HOUSEHOLD SUPPLY**

**Christmas GIFT VALUES**

**FOR YOUR LAST MINUTE CHRISTMAS SHOPPING WE HAVE SPECIAL PRICES ON ALL HOLIDAY MERCHANDISE.**

In your quest for the most practical gift, consider some of these suggestions, listed for your conveniences in solving your gift problems — Coffee Service, Bridge Sets, Ice Service, Cocktail Sets, Lamps, Roasters, Heating Pads, and many other useful items are here.

**WHIE DRUG COMPANY**  
Palace Theatre Building

# THE FLOYD COUNTY PLAINSMAN

Published Thursday Each Week

M. B. CAVANAUGH, PUBLISHER

## SUBSCRIPTION PRICES

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

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

ADVERTISING RATES GIVEN ON APPLICATION

### NOTICE!

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

**we've got the CREAM OF THE USED CARS! OF ALL MAKES**

**ALL PRICES ARE SPECIAL PRICES HERE**

- 1936 Chevrolet Coach—Overhauled motor. Tires are good. **\$325.00**
- 1936 V-8 COUPE, Gray. New pistons, rings and bearings **\$335.00**
- 1935 V-8 COACH—A-1 condition, including Motor, tires, and upholstery. **\$225.00**
- 1938 V-8 TRUCK—Long WB. New factory reconditioned motor **\$600.00**

**Bishop Motor Company**  
 FORD DEALER

## Texas Youth Have Big Stake in Oil Industry

Dallas, Texas, December 20.—The youth of Texas have a big stake in the future welfare of the oil industry of the State, which already is its outstanding industrial enterprise, with a \$230,000,000 annual payroll, from which lives one sixth of the population, declared George C. Gibbons, executive vice-president of the Texas Mid-Continent Oil and Gas Association, in an address here.

Gibbons told the Civic Federation of Dallas that the maintenance of a public attitude that will foster development and expansion of the industry means profitable employment and greater opportunity to engage in individual business enterprise for the on-coming generation of Texans, both in oil and in other industrial activity that will develop in Texas, with public encouragement.

"The petroleum industry and its allied branches spent in Texas last year \$753,000,000 for leases and royalties, payrolls, materials, supplies and taxes," Gibbons said. "It refines 80 percent of all the crude oil produced in the state and it produces 40 percent of all the manufactured products of Texas, being by far the State's largest manufacturing enterprise."

The most widespread misconception in Texas today is the belief that the oil industry is paying less than its fair share of the taxes in this State, Gibbons declared.

"There is but one way to answer this oft-repeated mis-statement, and that is to give the exact figures," he said.

"In 1938, Texas oil producers paid in State and local taxes more than \$44,000,000, according to official figures taken from the tax records of the State and its local taxing subdivisions, and it was divided as follows:

"State gross production tax, at 2 1/2 percent, \$15,333,421; State regulatory tax, at 3.16 of one cent per barrel, \$892,862; State franchise, gross receipts, social security, permits, car and truck licenses and gasoline taxes paid by the industry on gasoline used by its own vehicles, \$3,432,625; State ad valorem taxes, \$4,886,380.

"To this must be added \$19,545,520 of ad valorem taxes paid to local subdivisions of Texas that are empowered to levy taxes, making the total \$44,090,808. Dividing this figure by 476 million barrels of oil produced in 1938 gives an average tax figure of 9.3 cents that was paid on every barrel of oil produced.

"Studies projected for 1939 on the

basis of the 1938 tax rolls indicate at this time that the total State and local taxes this year will average at least 9.8 cents per barrel. This is the highest tax collected on oil among all of the oil producing states."

Pointing out that the potential profits of the industry are still largely underground, in the form of oil reserves, Gibbons stated that under proration it will be many years before the average oil operator can recover his original investments in wells.

"We have seen our market demand in Texas shrink by 50 million barrels with the past two years, due largely to the fact that other oil producing states have the advantage of Texas in their proximity to consuming markets, transportation rates and taxation," Gibbons said. "Unfortunately, Texas has no monopoly on oil production. Within a short time, much new production has come into the picture in Illinois, Arkansas, Kentucky, Mississippi, and Nebraska. Some of these states have no restriction on production, and all have lower tax rates than Texas."

Permanence of the oil industry, he said, is assured by the fact that there are now proved reserves sufficient to maintain present production rates for 21 years in Texas, with much exploration and development under way that will largely increase these reserves. Latest figures, Gibbons said, show there is oil or gas production in 147 counties, with exploration under way in 98 additional counties, leaving only nine of the 254 Texas counties without oil exploration activity under way at present.

## WTSC Receives Plane Motors for Aviation Course

Canyon, December 17.—Airplane engines, tools, and equipment valued at thousands of dollars are arriving to be used in the aviation mechanics course as a part of the NYA pre-vocational project at West Texas State College.

David Bletner of Amarillo, who will teach the new course, is checking in the equipment and supervising the building of a shop. This shop is located under Buffalo stadium, which was walled with rock and tile by WPA crews some time ago. A concrete floor was run this week.

When completed and fully equipped, the aviation shop will be one of the best in Texas and will be valued at more than \$100,000. Students selected by NYA in various Panhandle counties will take the training.

Work in auto mechanics, electricity, and sheet metals is already well developed. Barracks which were moved here and remodeled will be given a rock veneer as soon as the aviation shop is completed.

The NCA aviation project is separate from the Civilian Pilot Training program, in which twenty students are taking both ground work and flight training. The college flying field is located on the Amarillo highway two miles north of Canyon.

Mr. and Mrs. Guy Ginn are the parents of a son, born December 18, in a Plainview hospital. The child weighed 6 1/2 pounds. Mrs. Ginn was the former Margaret Smith, daughter of Dr. and Mrs. G. V. Smith.

Mr. and Mrs. Otto Faulkner, of Long Beach, California, arrived last week and visited a short time with Mrs. Faulkner's parents, Mr. and Mrs. E. P. Nelson. They went on to Bellvue, Texas where they visited with Mr. Faulkner's parents several days, returning to Floydada Monday and will visit here until after the holidays.

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

Let Cavanaugh do your Printing



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

**FRANK L. MOORE**  
 Assessor and Collector, Floyd County, Texas.

## Marine Corps Recruiting Office At Abilene

Because of an avalanche of applications for service with the United States Marine Corps received from young men of west Texas during the latter part of the closing year, Captain J. D. O'Leary, officer in charge of Marine Corps Recruiting Stations in the state of Texas, has established a permanent recruiting office in Abilene. Information may be obtained at the post office.

This new Marine Corps station will offer thousands of young men the chance to investigate the career opportunity offered by the U. S. Marines and save them the added expense of traveling to a more distant city for entrance examinations.

Sergeant Franklin D. Marcom will be in charge of the Abilene office and he invites the parents of interested young men, particularly the parents of those under 21 years of age, to visit the recruiting office and let him explain the many advantages the Marine Corps offers young men who are from 18 to 30 years old and of good moral character and



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

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

**Floydada Insurance Company**  
 W. H. Henderson, Owner



## GREETINGS OF THE SEASON TO YOU

The Panhandle Refining Company and all the employees join in wishing for you the most enjoyable Christmas and a Happy, Prosperous 1940. We have enjoyed serving you during the past year and hope that we may continue to deserve your patronage. Our resolution is to serve you better with PANHANDLE PRODUCTS and U. S. TIRES during the coming years.

**PANHANDLE REFINING COMPANY**  
 Dale Strickland, Distributor

# PAY LESS and Get this World famous Brand of Tires

**GREATEST TIRE BUY IN TOWN**

**GENUINE WORLD-FAMOUS U.S. TIRES**

**LOOK WHAT THE U.S. TIRE GIVES YOU**

- Flatter tread for more mileage
- 6 sharp ribs for more safety
- Singger tread blocks for more comfort
- New streamlined beauty

**DOUBLE GUARANTEE**  
 1 Backed by our personal guarantee  
 2 The written U.S. Liability Insurance

**IT'S NOT TOO LATE!**

To Equip Your Car with a set of New S. Royal, U. S., or U. S. Royal Master Tires before starting on that Holiday Trip, will be safer on U. S. Royal Masters!

**COMPLETE SIZE RANGE**  
 Let Us Quote On Your Size

**PANHANDLE REFINING COMPANY**  
 Dale Strickland, Distributor Phone 289, Floydada

**CHRISTMAS 1939**  
 sincere wishes for a Joyous Holiday

This year has been one of unusual pleasure for us because we feel that we have been better able to serve you. We feel that it is our duty to improve our service, that our business might prosper and grow and that by making such improvements that we may show our appreciation to our steadily increasing number of friends for their Good Will.

The entire personnel of this firm, which has faithfully endeavored to serve you during the year, joins in wishing everyone in this section a MERRY CHRISTMAS.

**F. C. HARMON**  
 FURNITURE AND APPLIANCES  
 HARMON FUNERAL HOME

### A Christmas Snowstorm

By Sarah Jane Clark

THREE hours late, the snow-bound train reached Chicago. Mary Lou gathered her baggage together and took the bus across to the other station, to find her connecting train had left on schedule. The folks would drive in to town to meet the train unless she could head them off.

Her message put through, Mary Lou sank down on one of the benches to collect her thoughts and make her plans until train time. Five o'clock, and no train until 9:30 the next morning.

"Going out soon?" a cheery voice near her asked. She looked up to find the chief usher standing beside her. A middle-aged, friendly-looking fellow. Mary Lou told him of her missed connections.

"Here, Eddie, look at this!" a red cap interrupted her story. He was leading a three-year-old child, a dear little girl with big blue eyes and yellow curls.

"What are you doing with the kid? Is she lost?" Eddie asked sharply, turning away from Mary Lou.

"Might as well be. She came in from Denver, in charge of the stewardess. They missed the train north, and the stewardess is celebrating Christmas by having her appendix out, emergency case. They told me to turn the kid over to you," the boy grinned as he handed her over to the chief usher.

Eddie took her clumsily. "See here, what can a bachelor like me do with a kid like this?" He looked appealingly at Mary Lou.

Mary Lou's eyes filled with tears. Then she held out her arms toward the youngster. "What is your name, dear?" she asked.

"Annette Pollard. I am three years old and I am going from Cheyenne to Rio, Wisconsin, to my grandma Pollard. My daddy is there." It was a lesson she had been taught.

Mary Lou held her close. "I had a little girl almost as old as Annette when she died," she said brokenly to Eddie. "Let me keep the child



Mary Lou heard the voice of Annette's father.

tonight, and take her to her home. I missed the same train she did."

Eddie studied her face. What he saw satisfied him. Still he hesitated for a moment. "That sounds good to me. But I'd better get the conductor to authorize it."

IT WAS soon decided that Mary Lou should keep her. But she must not leave the station. "It won't be very comfortable for you, ma'am, but the kid can curl up on a bench here and be dead to the world in no time. There are some rocking chairs in the far room there. Why, of course there are some cots there, and baby beds."

"We ought to telephone the child's relatives," Mary Lou suggested.

"Of course we should. Here is the address and telephone number. You do it for me, will you, please, ma'am? I've got my last minute shopping to do. I'm mighty glad you came in on this train. Eddie'll take the kid while you telephone to Rio," and the conductor was off, after turning over the child's money to Mary Lou. But not until Mary Lou had made him promise to send a big doll back for the child's Christmas.

"We'll let Annette say hello to her daddy herself, if she wants to," Mary Lou exclaimed. And so it was done. Mary Lou heard the voice of Annette's father, tense with concern, and then joyful as he realized where his baby was and heard her childish treble over the phone. "Her mother's parents sent her back here to have Christmas with me. Her mother died two years ago," he added.

The sun was shining dazzlingly bright the next morning when the red-haired train stopped at Rio. The red-haired man who was waiting expectantly on the platform had only time to thank Mary Lou, and get her address, before the train pulled out leaving him holding Annette as she waved a good-by to Mary Lou.

But the trip home was much easier. Mary Lou forgot the burning pain at the loss of her own little daughter, the aching loneliness since her own husband's death, as she remembered the soft kiss of the baby lips of the motherless child who had been in her charge the night before. And the look in the face of Annette's daddy made her sure she would see Annette soon.

### Annual Football Banquet Held Saturday Night

Seventeen members of the 1939 Floydada Whirlwind football team were awarded letter jackets at the annual football banquet Saturday night.

Coach Odell Winter spoke briefly in appreciation of the team's work and the jackets were presented as the climax of the program to Emmett Hinson, Binnie Crawford, James Johnston, Royce Turner, Joe Rushing, Carl Lester Miner, Norman Goen, Frankie Jones, R. E. Golightly, E. L. Tyler, George Fry Linder, J. W. Grigsby, Raymond Fikes, Dillon Patterson, Bruce Foster and Leroy Chowning and to Beryle Bishop, manager.

Reserve sweaters went to Weldon Cumble, Archie Muncy, Billy Henry, Claton Fawver, and Arthur Womack. The pep leaders, LaLa Lee Teal and LaNell Harmon were crowned as football queens.

Clements McDonald went to Detroit, Michigan this week end where he purchased a new car.

Mr. and Mrs. Carl L. Minor and Mr. and Mrs. R. C. Patton visited in Lubbock Sunday afternoon.

Let Cavanaugh do your Printing.

### YULETIDE JOY 1939



Christmas makes us happy for a lot of reasons—particularly because it gives us an opportunity to greet our friends again and wish them the joys of the holiday season.

### R. E. FRY Life Insurance

"C-M-E-B-4-U-DIE" Southwestern Life



JUST AN OLD-FASHIONED CHRISTMAS WISH

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

### Fogerson's Shoe Shop

Richard Tubbs of Lubbock Tech, returned home Tuesday and will spend the holidays with his parents, Judge and Mrs. G. C. Tubbs.

Miss Mary Louise Tubbs will arrive Friday and spend the holidays with her parents, Judge and Mrs. G. C. Tubbs. Mary Louise is attending Mary Hardin Baylor College at Belton, Texas this year.

Mr. and Mrs. J. T. Agee and daughters, Lucille and Louise, of Lubbock visited with Mr. and Mrs. Wilmer Jones, Jr., Sunday.



### BEST WISHES FOR THE CHRISTMAS SEASON

Your continued patronage will be appreciated, and we shall endeavor to serve you to the best of our ability.

And may our friendships continue to grow even stronger as the years go by.

### SNAPPY LAUNDRY

MRS. C. C. HUCKABEE

MRS. GROVER SMITH



### MERRY CHRISTMAS AND A HAPPY NEW YEAR

We wish to take this opportunity to express our appreciation for your patronage and hope that we may continue to serve you in the year to come. It is our sincere wish that everyone of you enjoy the joy and happiness of Christmas and the holiday season.

### Jetton Oil Co.

ON HIGHWAY



The entire personnel of this firm, which has faithfully endeavored to serve you during the year, joins in wishing everyone in this section a MERRY CHRISTMAS.

Your gift to us lies in the measure of success this institution has enjoyed.

May 1940 be a year of increasing prosperity for all!

### R. C. HENRY, Commission Rep. CONTINENTAL OIL COMPANY

### MERRY CHRISTMAS



### An Old Wish, But Sincere

Please accept our grateful greetings and our genuine hope that this will be the gladdest Christmas that has ever come to you. Without the good will of our friends and patrons we would have but small pleasure, even though our business prospered. We hope you'll take this as our personal best wish for YOU . . . and YOU . . . and YOU.

### ORVIL HARRIS' REPAIR SHOP

# Merry Christmas



AND A HAPPY NEW YEAR. We appreciate the splendid patronage you have given us and sincerely hope that we may continue to serve you during 1940.

### HENRY EDWARDS ELEVATORS OF FLOYDADA, BARWISE AND DOUGHERTY.



### THE IDEAL GIFT IS SOMETHING USEFUL . . . AND WHAT IS MORE USEFUL THAN "Something Electrical"?

There is still time left to pick out that "last minute something" that will please every member of every family. Any employee will be glad to assist with your Christmas shopping.

All the Employees of the Entire Company take this means of wishing you and yours . . . The Merriest Christmas and the Happiest of New Years

### Texas-New Mexico Utilities Company

Believe me, you will make your Christmas Shopping easy when you shop at our store.

Give Happiness With **ELECTRICAL GIFTS**

Waffle Irons, Cookers, Toasters, Toaster Sets, Refrigerators, Food Mixers, Coffee, Makers, Radios, Clocks, and Razors.

**GILLIAM'S APPLIANCE AND SPORTING GOODS STORE**  
WEST SIDE SQUARE.

Our Employees Join In Wishing Everyone A Most Merry Christmas And A Joyous And Prosperous New Year!

**West Texas Gas Co.**  
Good Gas With Dependable Service

Merry Christmas 1939

May the spirit of Christmas remain with you throughout the coming year. We pledge ourselves to strive harder than ever before to merit your confidence and patronage.

Because we know all lovely things Wishing won't make true, Doesn't make us stop a bit, In wishing joy to you!

The entire personnel of this firm joins in wishing everyone in this section a Merry Christmas.

**LOOPER'S GROCERY**

**YULETIDE JOY**



Ours is the simple, old-fashioned wish for you: "MERRY CHRISTMAS!"

**Boothe Cleaners And Hatters**



**CHRISTMAS** PEACE ON EARTH 1939 \* 1939

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

It is our sincere wish that every one of you enjoy happiness throughout the Christmas and holiday season.

**J. R. Yearwood**



Our As 1939 draws to its end, we add our voices to the ever-swelling chorus of "Merry Christmas to you all."

Southeast of Square  
**Spears & Daniels**  
Automotive Repair



To our many customers and good friends we say: "MERRY CHRISTMAS" and may our friendships continue to grow even stronger as the years go by. May the joys of a season noted for its happiness be multiplied for you this Christmas.

**A. J. CLINE**  
MAGNOLIA SERVICE STATION No. 1  
BUS PHONE 36



**Holiday Fruit Cakes**

NOW READY FOR DELIVERY

**30c per pound**

DECORATED LAYER CAKE.



**FIREWORKS**

FOR CHRISTMAS HOLIDAYS

**Westers' Quality Bakery**



**Christmas Greetings**

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

It is our sincere wish that every one of you enjoy the joy and happiness of Christmas and the holiday season.



**JONES' MARKET**

FRED JONES EDGAR JONES



MERRY CHRISTMAS TO ALL!

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

PHILLIPS SERVICE STATION  
Menard Field Phone 66

**Fidelis Matron Class Entertained In Henry Home**

Members and associate members of the Fidelis Matron Sunday School class of the First Baptist Church enjoyed a Christmas social Friday night in the beautiful new home of Mrs. R. C. Henry, at 120 West Kentucky Street.

The Christmas tree piled high with gifts and other Christmas decorations provided the decorative note throughout the house. Mrs. V. Andrews, class mother, read an interesting article entitled "The National Christmas Tree." An entertaining Christmas poem was recited by Mabel June Foster. During a novel game that was being played Mrs. Grover Smith received an "unexpected" telephone message, calling her home. The game ended when the winners had picked out the letters that spelled time for Santa Claus. A knock on the door proved to be Santa with a pack on his back. He distributed the gifts from the tree, and seemed very interested in the ones for Mrs. Grover Smith.

Delicious refreshments were served cafeteria style. Attending were Mesdames Lovel Jones, E. L. Angus, L. J. Welborn, E. L. Norman, C. A. Hootie, Burn: Cates, C. M. Thacker, Walter Travis, J. D. McBrien, G. A. Linder, J. V. Daniels, J. B. Snodgrass, Ed Stewart, S. J. Latta, Clarence Guffee, John McCleskey, C. W. Denison, John H. Myers, A. J. Cline, Troy Leonard, R. T. Roane, Carl Smith, R. S. Patton, V. Andrews, C. C. Huckabee, Roy Eubank, A. B. Muncy, R. M. Teague, B. Nickles, T. T. Hamilton, L. G. Norrell, C. T. Scott, Grover Smith, H. G. Barber, Clarence Foster and little daughter, Mable June, and the hostess.

**COMMITTEEMEN ELECTED FOR 1940 IN MEETINGS HELD MONDAY**

Meetings were held Monday, December 18, at Lockney, Cedar and Floydada at which time Committeemen for the respective communities were elected for 1940.

Lockney elected Henry W. Schacht, as chairman of community committee and Ed Teuton, as vice chairman, George B. Johnston was elected as regular member, Guy D. Allen, as first alternate and Buck Sams as second alternate to complete the election for that community.

Cedar community elected the following: Chairman Arthur A. Tubbs, vice chairman Richard E. Taylor, regular member Thomas S. Brown, first alternate John S. Lackey and second alternate James C. Ginn.

The following were elected Wednesday, December 20, as members of the county committee for 1940: Richard M. (Fred) Battey, chairman; Paul Snodgrass vice chairman, and George B. Johnston regular member. The first alternate is Henry W. Schacht and second alternate William H. (Herschel) Nelson.

All parties elected will take office January 1, 1940 unless they become ineligible or resign.

Notices of appointment will be mailed to each member of the county and community committeemen. Some changes will occur in the Lockney community committeemen as some of the men were chosen on the county committee and a later notice will be made public after these changes have been made.

**PLANS COMPLETE FOR P. T. C. PLAY AT SANDHILL CHRISTMAS NIGHT**

"The Old Crab", a three act comedy will be presented by the P. T. C. Society of Sandhill in the school auditorium Monday night (Christmas night) December 25th, beginning at 7:30. The music will start at 7:00 by Harris Brothers and their band.

The story in "The Old Crab" is the home life of Ed and Alma about 1954, with J. W. Womack playing the young son and Anna Cates and Dorothy Ann Dooley their two daughters. You will not want to miss this prevue 15 years ahead of time.

Thanks to the R. E. A. and our Co. Op. We will have our stage lighted up like a town clock. We have waited several years for this and believe me we will use this power to give colored lights to two between act numbers we think you will appreciate seeing.

We have been able to help the sound effect in our auditorium and believe you can hear the play this year. We have built a platform and have special lights for our musicians to better entertain between acts.

This is the 15th year for the P. T. C. to present a Christmas night play at Sandhill. We thank our many friends of past years and ask you to come again this year. We will try hard to please you.

ED HOLMES.  
Miss Louise Hyatt spent the week end in Crosbyton visiting her sister, Mrs. D. M. Shaw and family.

**J. M. Willson and Commissioners in Borger Meeting**

J. M. Willson accompanied by the Commissioners Court attended the Panhandle Water Conservation Authority business meeting in Borger Tuesday. Mr. Willson is one of the directors. The meeting was called at 10 o'clock and at noon a barbecue lunch was served by the Borger Chamber of Commerce.

Also present for the meeting was the Canadian River Flood Control Association, of which Judge G. C. Tubbs is one of the directors. On account of county court being in session Judge Tubbs was unable to attend the gathering.

**HOMER McDONALD ILL**

Homer McDonald, who was taken suddenly ill last Wednesday night and who has been receiving treatment in the Floydada Clinic and Hospital for a kidney ailment, was moved to his home Tuesday and is said to be somewhat improved. Mrs. McDonald is assisting Clyde Henderson at McDonald's store during her husband's illness.

Let Cavanaugh do your Printing.



**FOR "OCCASIONS"**  
When you "must" look your very best, when an occasion arises that is very important to you, Vogue Beauty Shop is the place to go!

**PERMANENT WAVE**  
\$1.50 up to \$7.50  
We accentuate your natural charm.  
**VOGUE BEAUTY SHOP**  
Amy, Irene, Jewel, Bonnie, and Edwina

**NOTICE TO ALL LWHEAT FARMERS THAT HAVE CROP INSURANCE**

The community and county committee met in a regular meeting Tuesday, December 19, and set January 10, 1940, as a closing date for seeding wheat to put crop insurance into effect.

Mrs. Wayne Gound returned to her home in Big Spring Sunday after having been with her mother several weeks during the illness and death of her father, W. I. Norman. Mrs. Norman returned home with her daughter where she will make her home.



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

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

**Geo. M. Finkner Garage**



**MERRY CHRISTMAS And Happy New Year!**

We wish to take this opportunity to wish each of you a very Merry Christmas and to express our appreciation of your patronage during the past year.

**PALACE THEATRE**



**MERRY CHRISTMAS And A Happy New Year**

We wish to pause in our Happy Christmas celebration and say our friends far and near that we are thinking of you and want to thank you for your patronage during the past and that we are looking forward to a continuation of friendship and association with you and yours.

**MASSIE WHOLESALE GROCERY**



Best wishes for the Christmas season! Your continued patronage will be appreciated and shall endeavor to serve you to the best of ability.

**FLOYD COUNTY ABSTRACT COMPANY**



**CHRISTMAS GREETINGS**

To our many customers and good friends say "Merry Christmas." And may our friendships continue to grow even stronger as the years go by.

**BILL DYER AUTO STORE**  
WEST SIDE OF SQUARE



May every joy, every happiness by yours during this glorious Christmas season and during the year to come.

We deck our homes with happiness And trim our halls with holly We add a wish for your success To make the Christmas Jolly.

**G. C. Tubbs Insurance Agent**



Our wish is the simple, old-fashioned one for you: "Merry Christmas."

We wish you peace, We wish you joy, Success in all you do! May all good things You're wishing for This Christmas bring to you.

**LUTHER FRY, TAILOR**



### CHRISTMAS GREETINGS

With the approach of a New Year we join in wishing for you and yours the best of everything during CHRISTMAS and 1940. We appreciate the courtesies shown us during the past year—and we hope that we will continue to justify the faith that you have placed in us. Baby Chicks, West-Tex Feed and Supplies.

### RICE HATCHERY

### CLASSIFIED ADVERTISING

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

BARLEY SEED FOR SALE—I have a supply of good winter barley seed at reasonable price. Geo. M. Finkner at Finkner's Garage. 1-4tc

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

BARLEY SEED FOR SALE—I have a supply of good winter barley seed at reasonable price. Geo. M. Finkner at Finkner's Garage. 1-4tc

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

### Lights of New York

By L. L. STEVENSON

Like thousands of others in the city of the seven million, he was only a cog in a big machine. Clerk in a small office. Gray beginning to appear about his temples. His job and pay remained the same while younger men were promoted. Work that should have been done by others was shoved onto his desk. His linen was always neat and clean but he wore his clothes until they were as shiny as glass. Never patronized Tony, the office bootblack, who was supporting a wife and three kids. Avoided stenographers who went around with punchboards. Never took a chance in the office baseball or football pools. Instead of eating with the rest of the gang, he patronized a small cheap place known as the "Greasy Spoon." Just an aging tightwad in a stowaway job where he would potter around until the big boss found out he wasn't worth his pay.

His home was the fourth floor of a walk-up. An old cold-water tenement. No conveniences at all. Neither he nor his wife ever went anywhere. If a play or a movie were under discussion, he kept silent. So far as office associates could determine, the bright lights of Broadway had no attraction for him. All he wanted to do when he was through with his day's work was go home and read. Not the late books. One of the stenogs found that out when she asked him questions about a novel, which had so interested her that she spent her lunch hour poring over the pages. He did his work well. Even the office manager admitted that. But still, such a life! Instead of living in New York he might just as well have been buried out in the sticks somewhere.

The office manager frowned when he came up to him. No doubt he wanted a raise. Everyone who came into the private office wanted a raise. And at the moment, raises weren't in line. The old tightwad sure did have his nerve. But he didn't want a raise. Instead, he wanted to quit—leave right away if possible. The office manager could hardly believe his ears. In the passing years, the old tightwad had become a sort of fixture. But there wasn't any question about his meaning. If necessary, he'd stay the required two weeks. The office manager found it wasn't necessary. But he did shell out two weeks' pay.

City-bred, he didn't know anything about farming. But he did know much about chicken raising. The reason he hadn't had time for diversion of any sort was that there was so much studying to be done. Also saving, that he might purchase that little place upstate on which his wife and he had had their eyes for so long. He had learned in another way also. He hadn't relished the "Greasy Spoon" food. But each day he had met there men who were in the poultry business. So he prospered from the start. And his wife and he agreed that the stars over their little place were far brighter than the lights of Broadway. Those acres were the goal they had set for themselves on their wedding day.

A year passed. They didn't owe a nickel. Their bank book showed a most comfortable balance. There was just one drawback. Doctors couldn't discover why he suffered so severely from asthma. Various pollen tests brought only negative results. He grew more and more ill. So ill that it seemed as if his breath would surely stop, and to get around at all he had to crawl on his hands and knees. Then the doctors sent him to a hospital.

When he came home, he wrote a letter to the office manager inquiring whether his old job was still open. The answer told him he was welcome back at increased pay. Nevertheless, as he read the news, he sighed. He really loved that little place and the freedom that went with it. But it had been found that he was allergic to chicken feathers. (Bell Syndicate—WNU Service.)

Logger Forgets Himself MARYVILLE, CALIF.—A display of step-ins was too much for a husky logger, waiting here for the logging season to open. He entered

### Old Coin of India Found in Rhodesia

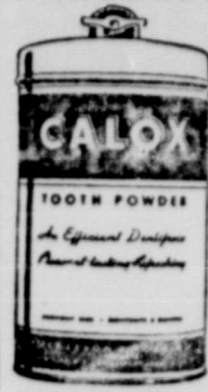
SALISBURY, RHODESIA.—A bronze coin, 1,800 years old, which originated in northwest India, has been found by a native of southern Rhodesia.

How it got to Rhodesia is a mystery.

The coin was identified by British museum authorities as belonging to the Kusham dynasty of northwest India. One side of the coin shows the image of Kusham, ruler of Havishka, who flourished about 150 A. D.

The coin was bought by a passing motorist from an aged native. So far as is known there are no Indians in the district who could have brought the coin in recent years.

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



Many of Hollywood's brightest stars use Calox to help bring out the natural lustre of their teeth—and you can rely on Calox too. Pure, wholesome, pleasant-tasting, approved by Good Housekeeping Bureau. Five tested ingredients, blended according to the formula of a foremost dental authority, make Calox an economical tooth powder that can't harm tooth enamel. Get Calox today at your drug store. Five sizes, from 10¢ to \$1.25.

Copyright 1939 McKesson & Robbins, Inc.



## Merry Christmas

And all best wishes for a truly happy New Year. We have enjoyed the associations it has been our pleasure to have during 1939. We feel that friendship is the greatest asset we can have in our business and we strive at all time to cultivate friends. We would consider it a favor if you might suggest any way we could improve our service.

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

**ODEN CHEVROLET COMPANY**  
 Sales and Service Phone 4 Floydada, Texas

## Merry Christmas



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

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

**FLOYDADA STEAM LAUNDRY**  
 PICK UP AND DELIVERY! TELEPHONE 141



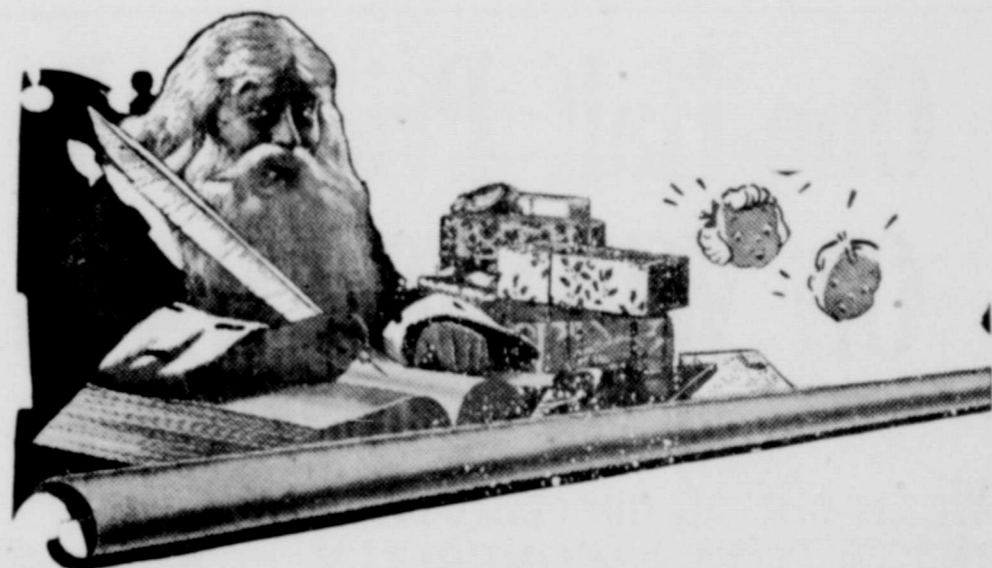
As the New Year approaches and the old comes to a close—We join in extending to our friends and customers the greetings of the season.

May this be a Joyous Season of Thanksgiving for the many good things of 1939—May the Christmas Spirit prevail in your home throughout the year of 1940—and may there be a "Peace on Earth, Good Will Toward Men".

We appreciate the courtesies shown us during the past year—and we hope that we will continue to justify the faith that you have placed in us.

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

**STANSELL & COLLINS**  
 JOHN DEERE DEALERS.



## MERRY CHRISTMAS

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

To one and all we extend greetings—Wishing for all a Happy Christmas, and a Merry one.

THIS BANK WILL BE CLOSED ALL DAY MONDAY, DECEMBER 25.

**THE FIRST NATIONAL BANK**  
 Floydada, Texas



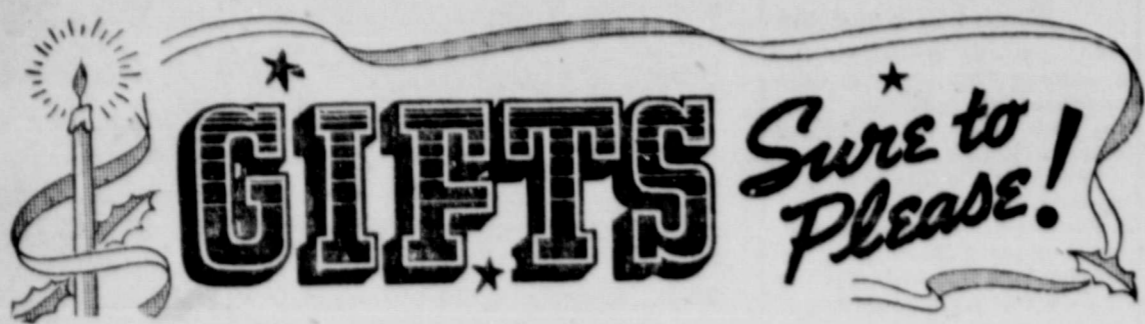
## GREETINGS, TO OUR FRIENDS

BEST WISHES FOR YOUR HAPPINESS. . . As Christmas draws near, it is only natural that our thoughts turn to those of you who have played such an indispensable part in our success. Our best way of wishing you a very Merry Christmas and a prosperously happy Year . . . is to assure you of continued high quality and courteous service throughout the coming year . . . and all the years to come.

**CLINE & RAINER**

H. O. Cline, J. O. Warren

A. C. Rainer, Bud Sparks



**PANGBURN'S**  
Better  
CANDIES

A store full of gifts suitable for every member of the family—  
Shop Early—Don't shop in a hurry!

Electric Razors, Dresser Sets, Stationery, Luggage, Cameras,  
Vanity Lamps, Bill Folds, Costume Jewelry, Ever Sharp Pencils, Pen  
and Pencil Sets, Fountain Pens, and Military Brush Sets.

**ARWINE DRUG COMPANY**

**Merry Christmas**



**Our BEST WISHES For Your Happiness**

As Christmas draws near, it is only natural that our thoughts  
turn to those of you who have played such an indispensable part in  
our success. Our best way of wishing you a very MERRY CHRIST-  
MAS and a Prosperously Happy NEW YEAR . . . is to assure you of  
continued high quality and courteous service throughout the coming  
year . . . and all the years to come.

**ARMOUR CREAMERIES**

E. L. ANGUS, MANAGER

**One-Half Price Sale!**  
**ON WINTER COATS**

We are offering our entire Stock  
WINTER COATS at ONE-HALF  
PRICE. Tailored and Fur Trims  
are included in the lot.

**1/2**

One Group of

**LADIES FALL DRESSES**

on sale at ONE-HALF PRICE.  
Long and Short Sleeve Dresses.

**STYLE SHOPPE**

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



**Guerrilla War Will  
Be Tried by China**

*Political, Military Affairs  
Undergo Unification.*

CHUNGKING. —New regulations providing for unification of the Chinese command in the war areas have been drawn up. Gen. Li Chai-sum, deputy chairman of the plenary session of the war area political and party affairs commission, has revealed that it was agreed to centralize the party's political and military affairs in all the guerrilla areas.

Four branch committees of the commission have been established in the war and guerrilla areas and more are in formation, he said.

These committees will provide close co-ordination between the central government authorities and the guerrilla areas and also among the various guerrilla areas, he continued.

Already the commission has dispatched guerrilla economic units behind the Japanese lines to destroy the enemy's economic structures and enterprises.

The other work of these units includes winning over Japanese recruited troops, improving Chinese civilian armaments, training guerrilla units and expanding the non-co-operation movement in the war areas as well as non-co-operation with the organizations under Japanese control, according to General Li.

This movement was designed to combat "Japan's consolidation" of the areas under its control, by which means they "hope to finance their military campaign by utilizing Chinese resources," Gen. Li explained.

He said the committee drew up its plans under the direction of Generalissimo Chiang Kai-shek, who presided at the sessions.

The Japanese plans call for mopping up the Chinese troops in an area and then replacing their own garrisons with Chinese recruits under their control. But "as long as there are strong Chinese guerrilla units still operating behind the war lines and the Chinese people refuse to co-operate, the Japanese plans cannot be carried out," General Li emphasized.

**Texas Geology Students  
Will Hunt 'War Medals'**

AUSTIN, TEXAS. — Commercial mining possibilities of central Texas, particularly "war materials" of which the United States lacks sufficient known deposits, will be studied this fall by University of Texas geologists.

Dr. V. E. Barnes, research geologist, will survey mining possibilities in the "Llano area," which includes Gillespie, Llano, Burnet, Mason and Blanco counties. Most important known deposits in the area are granite and marble—reportedly the nation's largest supply—but surveys have shown traces of chromium, nickel, copper, lead, graphite, gypsum and gold in the area.

Dr. E. H. Sellards, director of the university bureau of economic geology, said that a \$5,000 appropriation by the legislature remedied one handicap. Development of electric power on the Colorado river will enable industrial use of the minerals if found in commercial quantities, he added.

**Professor Spends Years  
In Translating Diodorus**

LINCOLN, NEB.—Since 1930, Dr. C. H. Oldfather, dean of the University of Nebraska college of arts and sciences, has spent his spare time translating the preserved writings of the ancient Greek historian, Diodorus, who lived about 70 B. C.—the H. G. Wells of his time.

Selected by the Loeb classical library of London, Dean Oldfather now has completed the third volume of the series of 12. Thus far the task has required the translation of more than 170,000 Greek words. The last translation of Diodorus was in 1810. Historians want to learn what people in Diodorus' time knew about early Britain and the Gauls.

**British Women Farmers**

LONDON.—One out of every 20 farmers in Great Britain is a woman, and nearly all are successful. This fact was revealed at the Royal Agricultural Societies Centenary show at Windsor.

**Tame Doe Runs Wild;  
Comes Home to Eat**

YAKIMA, WASH.—A doe deer raised by the A. H. Kellogg family on their ranch near Nile is so tame it enters the Kellogg house.

The deer, named Babe, was found three years ago by Kellogg's children when it was a fawn. It apparently had been abandoned by its mother and was near starvation. The children took it home and nursed it with cow's milk until it became strong again.

When it became older the Kelloggs turned it loose in the hills. But although it ranges miles into the timber, the deer usually appears at the ranch house in the evening at milking time, seeking some fresh milk.

**Causes of Undulant  
Fever Explained  
By Department**

"Brucellosis (undulant fever) is caused by a germ found in hogs, cows, sheep, and goats. In human beings the disease is known as brucellosis in man, or undulant fever; in animals, Bang's disease or contagious abortion. The condition was formerly termed Malta fever. Man acquires undulant fever as the result of direct contact with infected animals or following the use of raw dairy products from infected dairy cows," States Dr. George W. Cox, State Health Officer.

"Though brucellosis, or undulant fever, is reported every month of the year, case records show that it occurs most frequently in July, August, and September.

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Good Store of Cheer throughout the year, Good Luck in all you do.

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Good store of cheer throughout the year, Good Luck in all you do.

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