

Mexico As a Land Of Mystery Will Soon No More To Autoist

Mexico as a land of mystery—at least where the motorist is concerned—will soon be no more. As a country of glamour and romance, of unsurpassed natural beauty, of inspiring contrast between a civilization that was and one that is to be, and of new challenge to the exploring traveler, Mexico as a tourist mecca soon will have new appeal as a result of the mapping of the country's roadways by James D. McClure, American map-maker.

Commissioned by the Mexican government and working in close cooperation with its departments of education, interior, forestry, fish and game, communications and highways, McClure and his bride recently completed a 14-months' tour of the country, an extension of what was to have been a 6-months' honeymoon jaunt.

After covering more than 22,500 miles in their survey of Mexican highway facilities, the McClures returned recently to this country with this report:

"It is absolutely safe to motor in Mexico."

That is the one fact motorists to Mexico should know, said McClure, a National Automobile Road Scout and authorized investigator for the Mexican Automobile Association as well as the national tourist department.

According to McClure, Mexico has performed miracles in carrying out her tremendous program of highway construction. The first completed link in her network, and the first division of the proposed Pan-American highway to the Panama Canal, is the excellent road between Laredo, Texas, and Mexico City, D. F., the nation's capital.

Mexican engineers have spanned the desert barrier just south of the Rio Grande, pierced the jungle lowlands of the "tierra caliente," and crossed the lofty peaks of the Sierra Occidente onto the high plateau where lies Mexico City. Excepting a short stretch now being paved, the McClures report, this entire route may be traveled in comfort and safety—the section under construction is rough but passable.

For the first time, the American motorist may drive his own car from any part of temperate America directly into the tropics, if he continues south from Mexico City 300 miles, over good, safe roads, to Acapulco, a city set in tropic surroundings which might have been lifted bodily from some South Seas paradise.

"Picking orchids in the morning and having a snowball battle in the afternoon," stated McClure, "are comparisons which show the nature of the country through which we traveled, but they also testify to the diversified conditions under which our Chevrolet was operated."

"From sea level to volcano summit; from the extreme heat and humidity of the lowlands to the cold rarefied atmosphere of mountain top, without carburetor adjustment, our car made an excellent showing, without noticeable depreciation in power or performance."

Obviously looking for the most adverse traveling conditions, the McClures drove over burro trails that never had felt the imprint of auto tires; on crude roads built for primitive native vehicles; through swampland and mountain passes never before undertaken by auto.

The honeymooning couple, who drove a standard half-ton panel Chevrolet truck, reported a mileage record of 18.3 miles per gallon and economical oil consumption. This showing was made in spite of the fact that the engine was turned but once on the entire jaunt, and in spite of the fact it was necessary to omit changing oil in one period when they covered 8,000 miles of rugged travel.

"One five-week trip of ours can best be visualized by thinking of a continuous—and mighty bad—detour from Seattle to San Diego," said McClure, "and I mean a detour that would have been called bad 50 years ago!"

The McClure itinerary took in the four principal roads of Mexico as well as the uncharted by-paths. These main highways are from Laredo to Mexico City, Mexico City-Acapulco, Mexico City-Vera Cruz and Mexico City-Guadalajara. Those roads were logged mile for mile by the American map-maker, and thoroughly photographed. The work of the McClures has been lauded by the Mexican government, while their maps have been certified as official by all interested government departments.

"It is safe to say," McClure asserted, "that in our travels from sea level in the tropics to an elevation of 15,000 feet, we encountered every conceivable type of road and operating condition under which a car could perform. And we have nothing but praise for the performance of

Mrs. James T. Thornton of Birmingham, Alabama, and Mr. and Mrs. Milton Chestnutt and children, Billy and Joan of Godsdon, Alabama, spent from Thursday of last week until Monday in Floydada. They were the guests of their relatives, Mr. and Mrs. Robert Abernathy and family.

Lee Cavin, who is employed with the Bishop Drug, left Sunday for Perryton, where he is expected to remain until Friday or Saturday of this week.

Mrs. Lorraine Britton arrived Sunday from a week's visit with her mother, Mrs. P. W. Bell, of Rochester, Texas.

Evangelist Tisdle of Petersburg, will fill the pulpit at the Church of Christ on Wall Street Sunday morning, August 29. All are cordially invited to attend the services.

Mr. and Mrs. Bill Dyer spent the week end in Carnegie, Oklahoma, visiting with Mr. Dyer's parents, Mr. and Mrs. Art Dyer.

Let Cavanaugh do your printing.

WOMEN WHO HOLD THEIR MEN NEVER LET THEM KNOW

NO matter how much your back aches and your nerves scream, your husband, because he is only a man, can never understand why you are so hard to live with one week in every month.

Too often the honeymoon express is wrecked by the nagging tongue of a three-quarter wife. The wise woman never lets her husband know by outward sign that she is a victim of periodic pain.

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure in the three ordeals of life: 1. Turning from girlhood to womanhood. 2. Preparing for motherhood. 3. Approaching "middle age."

Don't be a three-quarter wife, take LYDIA E. PINKHAM'S VEGETABLE COMPOUND and Go "Smiling Through."



"It's the only car for us!"

The Only Complete Car—Priced so low

Give people a better motor car—one that's smarter, safer and smoother-riding, as well as more economical—and they're bound to say, "It's the only car for us!" That's what Chevrolet has done, in Chevrolet for 1937, and that's what people everywhere are saying. They know Chevrolet is smarter, because it's the only low-priced car

with distinctive New Diamond Crown Speedline Styling. They know it's safer, because it's the only low-priced car with Perfected Hydraulic Brakes, New All-Silent, All-Steel Body and Shockproof Steering*. And they also know it's more comfortable, because it's the only low-priced car with the Knee-Action Gliding Ride* and Genuine Fisher No Draft Ventilation. See and drive Chevrolet for 1937 and convince yourself that it's the only car for you.

CHEVROLET

ODEN CHEVROLET CO.

PHONE 4 FLOYDADA, TEXAS

our Chevrolet. Rugged and dependable, combining thrift and power, that car took the worst Mexico had to offer—and came through with flying colors every mile of the way."

Mrs. Ama Smalley is in Clovis, New Mexico, this week visiting with Mr. and Mrs. Jim Hardgrove and small daughter.

Dr. and Mrs. Thacker and family returned to Floydada Sunday after having visited in Austin, San Antonio, and Kennedy, Texas. Louise Garrett, who makes her home with them, also returned Sunday. She had been visiting relatives in Lubbock while Dr. and Mrs. Thacker were away.

Miss Joy Gilley of Fort Worth, left Monday morning for her home. Miss Gilley had been the guest of Mr. and Mrs. O. M. Watson and family for the past week, returning with them from their trip from Fort Worth.

Mr. and Mrs. W. O. Tye and family left Tuesday morning for Hot Springs, Arkansas. They will remain there for several weeks for Mr. Tye to take the baths.

Miss Maurine Hay underwent a tonsil operation Monday morning. She is reported to be doing nicely.

Mr. and Mrs. J. B. Bishop and children left Saturday for Austin for a week's vacation with relatives.

Mr. and Mrs. B. Hatley made a short pleasure trip to Plainview and Lubbock Sunday.

Mr. and Mrs. T. R. Noland and family spent Sunday with Mr. and Mrs. Collis Roland.

Mrs. Buri Huokabee and children spent Wednesday visiting with Mrs. T. R. Noland.

Mr. and Mrs. J. A. Dunlap and son, Willard, are visiting their week in Galveston.

TIRED OF PLANNING MEALS?

- Then let us offer our menu of the week
- COUNTRY SUPPER**
- Oven Fried Chicken
 - Riced Potatoes
 - Mint Buttered Carrots
 - Cherry Pie
 - Coffee

BUT planning a meal is easy compared to the drudgery of cooking in a hot, stuffy kitchen. Electric cookery will bring to you new joys . . . new flavors with minimum effort. The above menu is an example. Merely place the entire meal in your oven . . . and leave the house if you wish. Upon your return your meal is ready to serve.



Drop by and get more facts of the many conveniences and economy of electric cookery.

TEXAS-NEW MEXICO UTILITIES COMPANY

Classified Ads

Door croses, floral sprays, wreathes designs, corsages, wedding bouquets, decorations. Leave orders at Arthur B. Duncan Abstract Company. Night Telephone No. 69. Hol-lums, Floydada Florists. 30-1fe

LANDS FOR LEASE
A few farm tracts to lease at reasonable prices for cash.
W. M. MASSIE & BRO.
Floydada, Texas. 11-1fe

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

For good used cars we have them. Day & Night Garage, O. W. Harris, Manager, Phone 31. 30-1fe

LET BILL renovate your mattresses. **W. E. (Bill) Yandell Mattress Factory,** E. Grover St. 30-5tp

666 checks **MALARIA** in 3 days **COLDS** first day Headache, 30 minutes. Liquid, Tablets, Salve, Nose Drops. Try "Rub My Tism"—World's Best Liniment

SPORTS FOR THE SCHOOL BOYS
A new showing of BOYS SHIRTS in the AU BRUMMEL STYLES

Let Cavanaugh do your printing.

WOMEN WHO HOLD THEIR MEN NEVER LET THEM KNOW

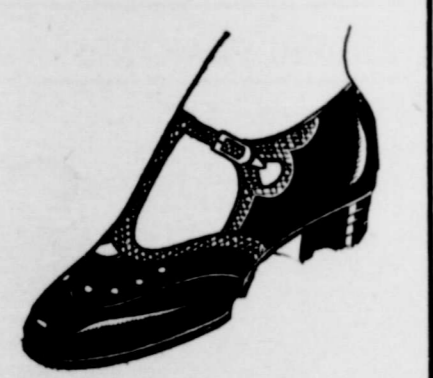
SPORTS FOR THE SCHOOL BOYS
What will give wear is satisfactory.

HAGOOD'S DRY GOODS CO.

SCHOOL OPENS Monday, Sept. 6

NEW SHOES FOR A NEW TERM
Put your children off to school right with new shoes. They'll like these!

Girls Shoes



Boys Shoes



WELL-BUILT, grained calf-skin shoes for boys. The wing tip adds a pleasing note and gives added wear.

HAGOOD'S DRY GOODS CO.

First National Bank
Floydada, Texas

1903—TIME TESTED SERVICE—1937

LOOPER'S

Sugar	10 Pound Cloth Bag	.49
Bologna Sausage	lb.	.12
Swift Jewel	Four Pound Pail	.53
Swift Jewel	Eight Pound Container	.99
Kellog Corn Flakes	Bowl with each TWO Packages FREE!	.10
Soap Flakes	Five Pound Box	.39
Grape Juice	ONE HALF Gallon For	.45
Bananas	Per Dozen	.15
Tomatoes	Number Two Can	.07
Candy	THREE BARS For	.10
Gum	THREE PACKAGES For	.10
Colorado Cabbage	PER POUND	1.1-2c

Mr. and Mrs. Paul W. Conner and Mrs. L. H. Lewis returned Monday afternoon after having been away for the past three weeks. They spent most of their time in Mineral Wells, where they took the baths. The remainder of the vacation was spent in Abilene, where they visited with friends.

Mrs. E. C. McReynolds and sons, Norman and Joe Diekey, of Wichita Falls, Texas, are here visiting this week with Mrs. Cella Ross and J. C. Diekey. They are expected to remain for several days.

Garnet Ezell, who has been employed with Westers' Quality Bakery throughout the summer months, left Monday for his home in Mount Vernon, Texas. He will visit there with his parents, Mr. and Mrs. U. M. Ezell, a few weeks before returning to John Tarleton, where he is attending school.

James Wester of Sulphur Springs, Texas, left Tuesday for his home. He has been visiting here with his brother, Frances Wester for the past several days.

Mr. and Mrs. Marvin English and son, Robert Hicks, made short trip to Spur Sunday afternoon.

Marvin English and Lovell Jones made a business trip to Lubbock Tuesday.

Let Cavanaugh Do Your Printing.

Stokle Bishop, of Dallas, accompanied by his sister, Mrs. Nora E. Cox, and daughter, Thomasine, returned home last Friday from a ten days vacation in Colorado. Stokle will return to Dallas this week.

Tom Bishop of Amarillo was a visitor this week end at the home of his mother, Mrs. Jennie Bishop. He was accompanied home by Miss Bernice Bishop, also of Amarillo, who had been visiting in Floydada for several days.

Mr. and Mrs. Greer Christian and Miss Edwina Christian arrived home Saturday night from a weeks vacation trip. While away they visited Carlsbad Cavern, Santa Fe, New Mexico, and Colorado Springs, Colorado.

J. W. Hollums of Oklahoma City is visiting in Floydada this week with his brother, John A. Hollums and other relatives. Mr. Hollums arrived the latter part of last week and plans to remain here for several days, hoping for an improvement in health. Mr. Hollums is a retired minister for the Missionary Baptist Church.

L. G. Withers of Kerrville, formerly of Floydada, is in Floydada this week visiting with friends.

Ken Clary Brown, young son of Mr. and Mrs. Martin Brown, has been ill at his home since Sunday. He is believed to be improving.

Surprise Birthday Party Honored Richard Tubbs

Mrs. Clifford Tubbs honored her son, Richard, with a surprise birthday party Friday evening, August 20. A general social entertainment was enjoyed, and angel food cake and ice cream were served by Mrs. Tubbs to the group.

BORN—To Mr. and Mrs. Gene Collins Monday, August 23, a son.

FLOYDADA INSURANCE AGENCY

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

W. H. HENDERSON
OWNER

CROSS CHILDREN MAY HAVE WORMS

Watch for upset little stomachs, bad breath, fretfulness, loss of weight, itching around nose and arms. They may have pin or round worms. White's Cream Vermifuge has safely and for years, reliably expelled the worms and toned the delicate tract.

WHITE DRUG CO. AND OTHER DRUG STORES

ZIP Off the Collar

Two necklines on a coat — a patented by Betty Rose. Wear flattering Algerian for dress-up, then zip off, leaving the trim up collar when you want to be "tailored." — but works like charm!



Coats With INSIDE STORY

STYLE SHOPPE

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

PLAINVIEW TURKEY SHOW DATES SET

Plainview, Aug. 24.—Dates of the third annual Southwestern Dressed Turkey Show to be held at Plainview have been set for December 1 and 2, according to Pete H. Smith, Plainview Chamber of Commerce secretary, and manager of the show. Dressed turkeys from many Texas points, as well as from other states, are expected for exhibition.

Catalogs and premium lists are almost ready for the printer, Smith said. There will be \$600 in cash prizes to winning exhibitors. The sale will be conducted on the final day of the show. The sale committee is composed of H. S. Hilburn and Ben Smith, Plainview; Fred Warren, Chicago; Mason King, Amarillo, and A. B. Davis, Lubbock.

Let Cavanaugh do your printing.

MRS. PEARL FAGAN WILL START MUSIC CLASSES AUGUST 30

Mrs. Pearl Fagan announces that she will begin Monday morning, August 30, with her fall music classes at her residence. She will teach piano and violin and requests anyone interested to see her at her home.

Mr. and Mrs. A. S. Hollingsworth and son, Larry, spent the week end in Borger visiting with relatives.

Mr. and Mrs. Hays O'Neil of Eunice, New Mexico, were the guests of Mrs. O'Neil's sister, Mrs. Jack Deakin and family, this week end.

Mr. and Mrs. Virgil Shaw had as their guests Sunday Mr. and Mrs. Marshall Campbell of Amarillo.

A LARGE SUPPLY OF

Colorado Elberta Peaches

WILL BE HERE

Monday, Aug. 30

LOCATED ON NORTHEAST CORNER OF SQUARE

Prices You Can Afford

BE SURE TO SEE ME BEFORE YOU BUY.

V. D. TURNER

PHONE 275-J FLOYDADA, TEXAS PLEASE BRING CONTAINERS

New Showing of Fall Dresses

Successful start for a new season is BLACK. Fall sighted black—important for immediate assimilation into Fall wardrobes. Dresses which emphasize distinction and nicety—which point to the refined tastes of those many women whose preference is for Style Shoppe fashions.

We are also showing other new colors that come next to black this season. Green, Saddle Tan, Wine and Brown.

Style Shoppe

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

PURSES FOR STYLE AND QUALITY

ADDING SMARTNESS TO ANY ENSEMBLE



Suede with patten trim . . . Kid with Suede trim, Top handles . . . Back straps . . . pouch and envelope styles . . . All of them with the quality workmanship that smart bags should have. Remember . . . Your purse is the most conspicuous of all accessories, because of its many uses.



New Fall Hats

SO SMART SO SANE

FUR FELTS . . . In Saucer Brims, Tailored Brims, new large brims worn off-face, dip brims with high crowns.

You will be sure to find your style in this new showing of fall hats.

STYLE SHOPPE

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