



Going to Mexico City? A Few Things You Ought to Know

Here And There In Mexico From The Border To Mexico City

Editor's Note: The following story was written by Alex M. Jackson of the News-Globe advertising department. Mr. Jackson recently made his first trip to Mexico, D. F., and his impressions of the city and country through which he traveled are herewith vividly and interestingly told.

BY ALEX M. JACKSON
If your vacation money is radiating heat in your bill fold and if you are collecting road maps from every service station you drive in to and yet you have not decided where you will get the most amusement for your hoarded pennies, why not see Mexico City?

Should you be one of our small town folks, unfamiliar with the peculiarities of city ways and should you pass through the city of San Antonio en route and have occasion to go through the main entrance into the San Anthony Hotel, you should be warned against the electrically controlled door. Don't rush up to give at a hearty push, for you will do an ungrateful dive into the lobby and probably shove some old lady into a heap or smear some one bigger than you are in the face with

your outstretched palm. Don't forget the door when you make your exit, for it opens in your face, slaps your hat down over your eyes, and kicks you a couple of times before you reach the steps.

Cows Are Lazy
If you have been reading some of the hair raising accounts of the dangers on the roads into Mexico and expect to find boulders barring your ways and high twisting grades over the mountains with bandits every few miles, you will be disappointed, for there is not a better constructed road anywhere in the United States and the Mexican motor police and the Government forces keep a constant patrol. They shoot first and ask questions after of any doubtful character. But don't think that the information about stray cattle on the roads is exaggerated or you'll have one come through your wind shield into your lap. Not only are they plentiful, but they have that Mexican spirit of lethargy and move only when the spirit moves them.

At Laredo the Mexican Inspectors and a flock of porters ransack your car but pay little attention to what is in it. They rush you to a money exchange just across the bridge where you receive 19 cents less on every Mexican dollar than you will if you have your money exchanged



before you reach the port of entry.

Many Stops
Considering the fact that you get three dollars and 60 cents in Mexican money for every dollar of United States currency, you immediately begin looking for something to spend it on. This opportunity does not come until you reach Monterrey about 150 miles away. From this point on and until you return, you reach some dizzy heights in finance, paying eight to \$10 or pesos as they call them, for a room in a hotel and 30 cents for a cigar. Once a price has been quoted the Mexican seldom reduces it and will let you walk out although they seem to vary their prices according to their idea of how much you will pay.

The ride from Laredo is interrupted several times by Mexican officials most of whom look like a picture of Pancho Villa in a good humor. They demand to see your car registration papers, never look at them, and wave you on.

Along the road hundreds of supposed to be road laborers are stationed, one out of 50 will be cautiously shoveling a little dirt or whacking at a small weed with his machete. The machete is a long, wide sword like implement that the rural Mexican uses for everything from crushing rocks to picking their teeth. It is said that they can throw them 50 feet and cut the eyebrows off a flea. This must be an exaggeration, although there are plenty of fleas for them to practice on.

Buzzards and Goats
At frequent intervals along the road, especially in the mornings, are the carcasses of dead cattle, horses and goats that took too many chances with the Mexican truck drivers. Hundreds of buzzards gather around each carcass together with many half starved dogs and they pay no attention to the motorist as they thunder by. Nearly all the natives in the rural districts are fullblood Indians. They live in straw-covered huts, sharing their quarters with pigs, chickens and goats. These dwellings are perched in the most unusual places and make a very picturesque setting.

Guides Are Available
There is an incessant flow of pedestrians and men on horses and donkeys on the road at all times. In addition to men on their backs the animals usually carry a heavy load of wood. Many of the Indians both men and women carry heavy loads on their backs in large bamboo crates and jog along in a peculiar trotting gait.

On entering Mexico City, all travelers are stopped and given an identification card and at the same time solicited by a guide who offers to drive your car into the city. It is a good idea to accept the offer for many of the streets are one way thoroughfares. The hundreds of taxicabs make it as dangerous as the battle of the Marne for the ordinary motorist from the United States. These streets are as bright with Neon signs as a carnival. Thick iron shutters are drawn over the show windows when the stores close at night.

Along the sidewalks thousands of peddlers sell their wares of baskets, hand woven blankets, cheap jewelry, hosiery and soft drinks. They bring their wares with them on their backs in big boxes in the morning and lug them home at night. They screech at each passerby and wave their wares before you in an ecstasy of excitement. If you try to talk the United States language to most of them, they will almost go into hysterics until they can find one of their kind who can understand a few words. Very few can understand all you say and it is a hot contest of pointing, making signs and counting pesos.

The food served in the better restaurants is very much like that served in the United States but not as good. The bread is coarse, the meat usually tough and the chickens and turkeys seem to be vulcanized before they are cooked. A few native fruits such as mangoes, guavas, etc., have individual flavors all their own and appeal to some people but to the average traveler they are no great treat... some of them have odors that will overcome all but a very hearty appetite.

The service in hotels and restaurants is as slow as a tortois race

tion but in size it does not seem any larger than Dallas. The streets are laid off well and it is very little trouble to walk to many interesting show places if you are good at dodging taxi cabs. If you are out late at night you will see dozens of street beggars asleep in the doorways and on the edge of the sidewalks. If you want to get on a cheap drunk, smoke a few of their cheaper grade cigarettes. If you want to know what power is in intoxicating liquor gulp down a jigger of tequila and feel the smoke come out your eyes.

Places To Go
Go to Xochimilco, which means place of the flowers, take a day off and go to Cuernavaca and Taxco and stumble over the cobbled streets see a night club whether you dance or not, make a thorough investigation of Maxamillion's Palace and try to keep your wife from poking a few keys on Carlotta's piano that bears a sign in Spanish that means "Hands Off." ride out to the Pyramids with a guide and listen to his misinformation on the history of the weird and ancient structure, go to the President's Palace and ask to see the President; he will have just left for Tampico, but you will be shown through the entire building and can sit down on his bed if a guide is not looking.

Whether you want to or not, you will be forced to stumble through several thousand old cathedrals, there's one in every block and most of them were built in 1514 and look it. For fancy work and colorful paintings, statuary and art work they top the list but they are all very much alike.

Miss Myrtice Meadow visited in Lubbock from Wednesday until Sunday as guest of Miss Bonnarhea Stevens and Mrs. Louise McFall.

22 to 27 Miles Per Gallon

FILL UP THE TANK and DRIVE ALL DAY

Ford "60" owners fill up their tank and drive 300-400 miles.

An economical engine in the same body as the more powerful Ford "85." Take a vacation in a FORD for economy and for comfort.

Bishop Motor Co.

Vacation Needs



- Thermos Bottles . . .
 - Thermos Jugs . . .
 - Sun Glasses . . .
 - First Aid Kits . . .
- and many other vacation necessities for you.

Arwine Drug Company

Automobile Insurance

--- Policies ---

OF ALL KINDS, WRITTEN IN OUR OFFICE

GOEN and GOEN

Boothe Bldg. Phone 86

Enjoy Your Trip But Play Safe Too!

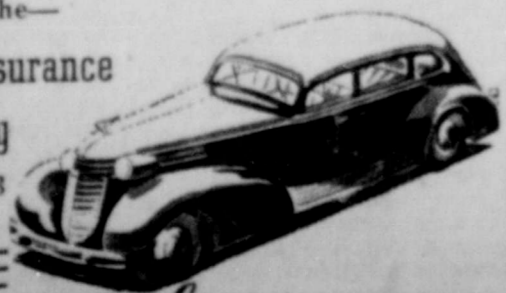
... PUBLIC LIABILITY AND PROPERTY DAMAGE INSURANCE ON YOUR AUTO SHOULD BE CLASSED AS A NECESSITY.

Public Liability Insurance — protects you against expense resulting from claims, law suits, court costs, attorney fees, etc. brought against you by anybody for injuries by your car whether or not you are to blame.

Property Damage Insurance—Protects you against damage to another's property caused by your car.

Ask about it at the—

Floydada Insurance Agency
Phone 273



YOUR FORESTS - YOUR FAULT - YOUR LOSS!

and every meal requires from 40 minutes on an order of hot cakes and coffee to an hour and a half for an ordinary meal. The waiters understand a few words in English and can take an order if given as printed on the menu, but don't get particular and order the tomatoes peeled that go into a sandwich or tell them to omit the lettuce... you'll get an extra order of peeled tomatoes and a bowl full of Mexican lettuce. You'll have to pay for it, too, or argue another hour with the water and the proprietor of the restaurant.

Certain To Buy
If you have a wife or daughter along, you will be sure to come back with several dozen Mexican baskets like those displayed in every show window in the city. These baskets are of all shapes, sizes and colors and are very awkward traveling companions as they tumble down into your lap, get under your feet and gouge you in the ribs. Individually they are not expensive but a dozen or so will run up into a hat full of pesos or several dollars in Uncle Sam's money.

The City of Mexico is said to have over a million and a half popula-

SAFETY

WE WANT YOUR VACATION TO BE A HAPPY ONE—BUT WE ALSO WANT IT TO BE A SAFE ONE.

Be prepared for those minor vacation accidents. Don't take a chance with those "little" cuts and scratches because without proper treatment they can become serious.

W h i t e
Carry a FIRST AID kit with you and guard against infection. Remember the old adage "Better Safe Than Sorry."

Also a complete line of other vacation needs.

e Drug Co.

Look What TIRE TROUBLE Caused Us To Miss



"If we had bought those BADGER TIRES like we were advised we wouldn't have missed the good fishing."

Yessir, equip your car with BADGERS for your vacation and get there before the "Big Ones" are gone.

Motor Inn Service Station

R. C. Patton Newell Parker

ESSENTIAL TO—
Well — Dressed
—PEOPLE
CLEAN CLOTHES FOR VACATION

Years of experience has taught us how to clean clothes. Our process removes all dust dirt, and grime without harming the fabric in any way.

Clothes Last Longer When Cleaned—Send Us Your Cleaning Tomorrow.

W. L. FRY
TAILOR

Buy TRAVELERS' CHEQUES

Before You Go Away

Carry Travelers' Cheques on any journey, short or long. No need to wear a money-belt by day, or to sleep with your purse under your pillow at night.

Buy Travelers' Cheques at this bank before you go away. Easily cashable all over the world.



First National Bank
FLOYDADA, TEXAS

MARTIN'S JULY CLEARANCE

STARTS
THURSDAY
JULY 8th
At
8 A. M.

15
BIG DAYS
ENDS
SATURDAY
JULY 24th

Sale!

SPECIAL

For One Hour
From 10 A. M. to 11 A. M.
THURSDAY
DELMAR DOMESTIC
5 Yards 39c
10 Yard Limit
To Customer

Four Big Pages Of BARGAINS

SPECIAL

For One Hour
2:30 P. M. to 3:30 P. M.
MONDAY
MEN'S DRESS SHIRTS
New Patterns, Non Wrinkle Collars
68c
Limit 2 To
Customer

---READ CAREFULLY---

*All Summer Merchandise
Must Be Closed Out!*

SPECIAL

For One Hour
From 10 A. M. to 11 A. M.
FRIDAY
BEDSPREADS
\$1.69 Values for 1 Hour Only
\$1.09
Limit 2 To
Customer

This Sale Is a Great Opportunity for Big Savings — Every Piece of Summer Merchandise Regardless of Price or Quality has been marked Down for a Quick Sale . . . All Must Go so we will have room for New Fall Merchandise. Come Early to get your share of these Bargains.

SPECIAL

For One Hour
2:30 P. M. to 3:30 P. M.
TUESDAY
4 YARD SILK PATTERNS
Values to 98c Per Yard
\$1.48 pattern
Limit 1 Pattern
To Customer

SPECIAL

For One Hour
10 A. M. to 11 A. M.
SATURDAY
JERGENS LOTION
50c Size Almond Hand Lotion
29c
Limit 2 To
Customer

BUY YOUR NEEDS NOW!

LOOK

1 Table
Of Ladies' and Children's
Shoes 10c
1 Table of Ladies' Shoes
25c

Many Unadvertised Bargains!

SPECIAL

For One Hour
2:30 P. M. to 3:30 P. M.
WEDNESDAY
TURKISH TOWELS
White With Fancy Border
6 For 49c
Limit 12 to
Customer

Martin Dry Goods Co. FLOYDADA, TEXAS

Rare Values! Huge Savings!

Three Outstanding Bargains

TOWELS

Double Thread, Size 20 x 40. Here is an Extra Value for, Ea.

14c

SUE'PREE PRODUCTS

Creams, Lotion, Oil, Tonic, Powder and Etc. All 10c Items go for only,

7c

BUTTONS

To Clear Our Stock of All Summer Buttons. 10c Buttons go for only,

7c card

Bathing Suits

For Men, Women or Children
REDUCED

25%

FOR THIS BIG SALE

79c Suits for **59c**
98c Suits for **74c**
\$1.19 Suits for **89c**
\$1.79 Suits for **\$1.35**
\$1.95 Suits for **\$1.46**
\$2.95 Suits for **\$2.20**
\$3.95 Suits for **\$2.96**
\$5.00 Suits for **\$3.75**

Three Great Bedspreads

VALUES

Fancy Krinkle Bedspreads, size 80x105, 98c Value, July Clearance Sale Price,

77c

Bright Striped Spreads, Size 80x105, 98c Value, July Clearance Bargain for only,

\$1.19

Solid Colors with Fancy Pattern Design. \$1.69 Value. July Clearance Price,

\$1.47

SILK HOSE

Pure Silk, full or knee length. New Summer Colors, a Big Clearance Value, per pair,

39c

Full Fashion Hose

Silk to Top, New Colors. Here is a Big July Bargain. Per pair,

59c

ANKLETTES

Solid Bright Colored Rayons, a Big July Value, for per pair,

9c

ANKLETTES

Pastel Colors, 19c Values, to Close Out in this Big Sale at per pair,

15c

MUNSINGWEAR PANTIES

Here is a Real Value in Quality Panties,

49c

MUNSINGWEAR

Panties and Step-Ins Sheer Pastel Colors of Unexcelled Quality, each,

69c

LISLE HOSE

Regular 25c Values for Ladies. July Clearance Sale Price, per Pair,

18c

PILLOWS

Stuffed with Hen Feathers. Here is a Big Value for only, Each,

59c

RAYON PANTIES

Step-ins, Bloomers, Tight Fitting Panties, Fancy or Plain Trimmed, Sale Price,

25c

SLIPS

Rayon Crepe with Lace Trim. A Big July Value, Each,

48c

Ladies'

Pajamas and Gowns

Rayon. Values to \$1.49 to Close Out in this Sale for only,

78c

LASTEX PANTIES

1 Big Lot to Close Out at,

78c

CRACKING DOWN ON PRICES

LADIES SHOES



MUST BE CLEARED OUT FOR NEW FALL

STYLES—

FANCY, DRESS and ALL WHITE SHOES

GO AT A REDUCTION OF—

25%

SANDALS: White, Red, Blue and White Combinations for Misses and Ladies, To Close Out at,

87c

1 Large Table of Ladies' White Shoes, To Close Out in This Clearance Sale at,

\$1.47

LOOK

AT THESE

15 BIG

Clearance

OF ALL SUMMER

House Frocks

Daffodil Dresses

Here is a Big July Clearance Sale Value —Guaranteed Fast Colors—Worth 69c for only,

47c

Smart Cotton Frocks

Regular 98c Values, These Frocks are of the Very Newest Styles of Cool Cottons that are so Essential for Summer Wear. July Clearance Sale, Price,

68c

8 o'clock Dressettes

Cool Batistes and Dotted Swiss of the Very Latest Styles for Street Wear. You'll Marvel at the Beauty; \$1.59 Values for Only,

\$1.19

SHEER FROCKS

\$1.95 Values that are more than Just a Cotton Frock—New Styles, New Patterns. Just the Thing for Summer Wear. July Clearance Sale Price,

\$1.58

Clearance of Ladies' BLOUSES

1 Lot Ladies' Printed Batiste and Solid Color Organdies, To Close Out at,

38c

1 Lot Silk and Knitted Blouses. \$1.95 Values Go in This Sale For Only,

\$1.68

All Wool Hand Knitted, Beautiful Styles, \$3.45 Values, Go for Only,

\$2.48

Ladies' Slacks

Big Saving in These 1937 Slacks—Solid Color Twill with Smart Contrasting color Trim. Perfect Type for Sport wear—\$1.95 Values for,

\$1.78

SENSATIONAL DRESS



All Silk Dresses To Sell Quick

Dashing Youthful Styles that with the Refreshing Air of a Summer Practical Wear—In Fact All Styles Clearance Sale.

\$2.95 DRESSES Now, \$2.20
\$3.95 DRESSES Now, \$2.60
\$4.95 DRESSES Now, \$3.30

CLASSY JEANS

Priced for A Quick Reduction—Y Style and Quality. All are \$17.00, \$20.00, \$25.00, \$30.00, \$35.00, \$40.00, \$45.00, \$50.00, \$55.00, \$60.00, \$65.00, \$70.00, \$75.00, \$80.00, \$85.00, \$90.00, \$95.00, \$100.00. ses, YOUR CHOICE,

Martin Dry Goods

CLEARANCE BARGAINS! 3 DAYS!

ADDITIONAL VALUES



Slashed
in this Big Sale

New Trims — Lovely Sheers
Smart Sport Styles for
Every Occasion Go In This Great

\$2.25 DRESSES Now, \$3.88
\$2.60 DRESSES Now, \$4.88
\$3.30 DRESSES Now, \$8.88

JOB DRESSES
at their \$10.00
7.00, \$2.50 Dres-

Company

LOOK! LADIES' COATS, SUITS AND KNITTED SUITS 1/2 PRICE

Ladies' Suits

\$10.50 SUITS for Only, \$5.25
\$12.50 SUITS for Only, \$6.25
\$13.50 SUITS for Only, \$6.75
\$17.50 SUITS for Only, \$8.75
\$22.50 SUITS for Only, \$11.25

Ladies' Coats

\$16.50 COATS for Only, \$8.25
\$17.50 COATS for Only, \$8.75
\$19.75 COATS for Only, \$9.88
\$25.00 COATS for Only, \$12.50
\$29.00 COATS for Only, \$14.50

Ladies' Knitted Suits

\$4.95 SUITS for Only, \$2.48
\$7.45 SUITS for Only, \$3.73
\$8.90 SUITS for Only, \$4.45
\$12.50 SUITS for Only, \$6.25
\$19.75 SUITS for Only, \$9.88

DRASTIC REDUCTIONS IN GOSSARDS

Combinations, Corsets, Girdles and Lastex Panties, All go in This July Clearance Sale—

\$1.00 GARMENTS for, 88c
\$1.95 GARMENTS for, \$1.68
\$2.50 GARMENTS for, \$1.88
\$3.50 GARMENTS for, \$2.79
\$5.00 GARMENTS for, \$3.88

Act Quick! Buy These Bargains!

LYNNUB

A Crash Suiting for Play Clothes—July Clearance Price, Per Yard,

8c

PLAYCLOTH

The Very Thing for Play and Everyday Wear. July Clearance Sale Price, Per Yard,

8c

PLISSE CREPE

White and Pastel Colors, Kringle Crepe. The Very Thing for Underwear, 19c Value, Per Yard,

14c

Garza

SHEETS and SHEETING

SHEETS, Size 81x90 **89c**

SHEETS, Size 81x99 **99c**

SHEETING, 9-4 Bleached, Yd. **34c**

SHEETING, 79 In. Brown, Yd. **32c**

PILLOW CASES Size 36x36, Each **22c**

Buy Your Needs Now at These Low Clearance Prices.

ABC and TOPMOST PRINTS

23c Values to Clear Out in This Big Sale at Per Yard,

17c

FAIRY PRINTS

Regular 17c Fast Colored Prints Go in This Big Sale at, Per Yard

13c

PAR PRINTS

Guaranteed Fast Colors. Here is an Extra Value in This Sale, Per Yard,

9c

LADIES' PURSES

All White and Summer Purses. REDUCED

25%

LADIES' SUMMER GLOVES

REDUCED

25%

WOOL CAR BLANKETS

Every one needs a Car Blanket and here is a Big Bargain. \$3.95 Blankets **\$2.99**
\$4.95 Blankets **\$3.88**

COTTON BATS

A Big July Clearance Value. 2 lb. Bleached Linters. Per Roll,

39c

CURTAINS

Large Size Tie Back. In Rainbow or Ecu Colors with contrasting trim. 98c Values,

88c

CURTAIN SCRIM

Floral Designs or Ecu with small or large mesh, 19c Value for,

13c

CURTAIN SCRIM

White or Ecu with Large or Small Embroidery Dots. 25c Values for,

18c

CRETONNE

Fast Colors to everything. July Clearance Sale Price, Per Yard,

17c

CRETONNE

Here is a Big July Clearance Bargain, 36 in. wide, Per Yard,

10c

SHIRTING

Genuine Madras Stripe or Solid Colors, very Durable, Sale Price Per Yard,

13c

DIAPERS

Standard Quilty Birdseye, Size 27x27. Half Dozen Sealed in Package for only,

49c

CHILDREN'S FANCY OVERALLS

Size 2 to 7 years, Seersuckers and Covert Cloth, Fancy Trimmed, Each,

39c

CRASHING DOWN ON PRICES

SHEER COTTONS

Fine Batiste and Beautiful Dotted Swiss, 29c Values go in this Sale, Per Yard,

22c

FINE BATISTE

Lovely New Printed Patterns, 19c Values, July Clearance Price, Per Yard,

16c

SHEER SILKS

\$1.25 Values, Triple Sheers with Smart Checked on Solid Back Grounds, July Clearance Price, per yard,

88c

SPORT SILKS

Very Smart for Summer wear, 98c Values go in this Sale for, per yd.,

68c

FINE DRESS LACE CLOTH

Smart Designs in New Solid Colors, 98c Values—Priced to Sell Quick, Per Yard,

64c

BATISTE

Very Neat, 36 in. wide and priced to Sell Quick, per yard,

10c

PRINTED SILKS

69c and 79c Values, Come Early to get your selection, per yard,

48c





July CLEARANCE



Don't Pass Up These Bargains

Mens' Dress Shirts



\$1.95 Values To Close Out At

\$1.37

This Sale Includes Beautiful New Patterns of All Madras Material with The Non-wrinkle Collar. An Extra Value for this Sale.

Mens' Shirt Value

"ELITE" BRAND

Here is a July Value, Fancy Broadcloth with Firm-Set Non-Wrinkle Collar, will not Shrink and Full Cut. Each,

88c

MEN'S SANFORIZED Broad Cloth Shorts

Will Not Fade, Full Cut, Elastic Side, Balloon Seat, Worth 35c, July Clearance Price,

19c

Straw Hats

Light and Cool Toyo Style

You can't help but like the Style and Comfort. Look how Cheap for this July Sale—

79c



MEN'S KHAKI PANTS and SHIRTS
Sanforized, will not Fade, large belt loops on pants, two large pockets on shirt. Per Suit—

\$2.75

HANDKERCHIEFS
Very Fine and Smooth, an excellent Quality. July Sale price

3 for 25c

WORK GLOVES
Genuine Split Horse Hide. Extra tuff. Plenty Full Cut. Per Pair—

59c

BOYS' OVERALLS
8 oz. Fully Shrank, Sanforized, Blue or Stripe. Sale Price.

79c

MEN'S SUMMER BELTS
White and Fancy Belts worth 65c. To Close Out At—

47c

MEN'S TIES
1 Lot of Summer Ties specially priced for This Big Sale—

15c

MEN'S SOCKS
White or Fancy, Light Combinations, 25c Values, Full Length or Anklelets, Per Pr.

19c

MEN'S SOCKS
Fancy Rayon in Regular or Anklelet Length, July Clearance Sale Price, Per Pair—

12c

Look! Curlee Suits

TWO GROUPS TO CLOSE OUT!

Group No. 1

All Wool, Tropical Weave Suits, Values to \$25.00 to Close Out at—

\$12.90

Group No. 2

Smart Styles for Young Men, \$27.50 Values go at this Close Out Price—

\$17.50



MEN'S RAYON POLO SHIRTS
Fancy or Plain Colors with Belted or Plain Back, "No-fade" Brand, Each,

88c

BOYS' DRESS SHIRTS
Fancy Broadcloth, will not fade, July Clearance Price—

49c

Boys Wash Suits
PRICED LOW TO SELL QUICK!

Sport Back, Double Breasted, Sanforized, Fast Colors, Every thing you could Desire is in these Suits. July Clearance Sale Price—

\$2.98 SUITS for Only, **\$1.99**
\$3.95 SUITS for Only, **\$2.31**

COTTON POLO SHIRTS
For Men or Boys, Solid Contrasting Trim, here's Big Value at This Close Out Price—

47c

RAYON SHIRTS or Shorts
Pastel Colors, Full Cut or made of Heavy Rayon, Each

25c

Sale of Men's



SUMMER PANTS

All Wool, Light Weight, Most all sizes. To Close Out At—
\$3.95 PANTS for, \$3.19
\$4.95 PANTS for, \$3.85
MEN'S WASH PANTS GREATLY REDUCED

WORK Shirts
Blue Chambray, Coat Style, Full Cut, worth much more, July Sale Price—

49c

MEN'S Overalls
8 oz. Sanforized, Blue or Stripes, Full Cut, Men here's a Bargain—

98c

MENS DRESS OXFORDS

1 Big Lot of Men's Black Dress Oxfords **\$2.19**
To Close Out in This Sale for Only,

Work Shoes \$2.19

Black Elk Upper with Heavy Grooved Sole, \$2.98 Value, Specially Priced for This Sale at.

Florshiem Shoes

All \$9.50 Florsheim Shoes or Oxfords go during This Big July Sale at, Per Pair, **\$8.35**

MARTIN Dry Goods Co.

HUGE SAVINGS IN MEN'S

Summer Shoes

Whites, Tans, Greys and Fancy Combinations. Priced Low to Sell Quick—

\$2.98 SHOES Now, **\$2.68**
\$3.50 SHOES Now, **\$2.87**
\$3.95 SHOES Now, **\$3.38**
\$5.00 SHOES Now, **\$3.85**

\$9.50 Grey or Tan Florsheims, **\$6.45**



RUPTURE
Hoffmann, Expert, Minneapolis, will demonstrate and charge his "Perfect Retention Shields" in PLAINVIEW Wednesday, July 14 HILTON HOTEL from 10 to 4 P. M. Please come early. Retention Shields will tell you about serious condition. Any rupture under any condition of work. They are waterproof and practically indelible. Retention Shields will not entrap the opening and don't neglect children. Many satisfied clients in community. No mail order.
HOME OFFICE: Lincoln Bldg., Minneapolis, Minn.

Dr. A. E. Guthrie
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Office with Dr. Thacker in Readhimer Building
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Fine Watch and Jewelry REPAIRING
M. L. SOLOMON
JEWELER
At Radio Electric Co.

Up in the Morning Feeling Fine!
The refreshing relief so many folks say they get by taking Black-Draught for constipation makes them enthusiastic about this famous, purely vegetable laxative. Black-Draught puts the digestive tract in better condition to act regularly, every day, without your continuously having to take medicine to move the bowels. Next time, be sure to try
BLACK-DRAUGHT
A GOOD LAXATIVE

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C. M. THACKER
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Phone: Office 93;
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Local Druggist
Buys large quantity of BROWN'S LOTION and GUARANTEES it to relieve ITCH, ATHLETES FOOT, POISON IVY, BAD FOOT ODOR, etc.; 60c and \$1.00 at
White Drug Company
Hesperian \$1 per year in Floyd or adjoining County.

Dr. Wilson Kimble
Optometrist
Specializing in fitting glasses and straightening crossed eyes.
TELEPHONE 254
FLOYDADA TEXAS

OUR PUZZLE CORNER

Wis the BEST
4
Can you read the above fiddle and give the correct answer?
CUT OUT THE WHITE SECTIONS AND FIT THEM TOGETHER TO FORM A PERFECT SQUARE
Goofygraph
FIND 10 GOOFY THINGS...
FIND TEN "D" OBJECTS...

THE GREAT AMERICAN HOME



Today Our Healthy Dionne Twins Had Quaker Oats
Rich in Natural Vitamin B, to BRACE-UP NERVES, DIGESTION, APPETITE

EVERYONE NEEDS NERVE-VITAMIN B TO BRACE-UP NERVES AND DIGESTION! GET IT IN QUAKER OATS!
Kaltromeyer's Kindergarten Every Sat. 9:30 P. M. (C. S. T.) N. B. C. Red Network. *Where poor condition is due to lack of Vitamin B.

QUAKER OATS

Stop! Look! Listen!
Go Where The Price Stays The Same!

- Dr. Points Sharpened, 25c
- Saws Sharpened, 10c to 15c
- Knives Sharpened, 65c to 75c
- Stubbing Axles, per inch Diameter, \$1.00

We are equipped to do all lathe work. Electric Welding Anywhere, any time.
6-inch Discs Rolled, 12 1/2c
8 and 20 inch one-way discs rolled, 15c
22 inch one-way discs Rolled, 20c
Other disc prices in proportion.

Can supply your needs in Irrigation well Drilling and Irrigation equipment. See us and let us figure on your needs.

Cardinal and Handley
Lockney
1 Block East of First National Bank

McMakin Motor Coaches Inc.
SUCCESSORS TO RED STAR COACHES

East Bound 3:30 a. m., 8:30 a. m., 2:35 p. m. Through Buses to Vernon, Frederick, and Lawton connecting to Altus, Hobart, Ardmore, Chickasha, Oklahoma City, Kansas City, St. Louis, Chicago. Connections at Vernon for Wichita Falls, Ft. Worth, Dallas, Gainesville, Houston, Austin, San Antonio, Tyler, Shreveport.
Southwest Bound: 3:45 a. m., 10:35 a. m., 4:45 p. m. for Ralls, Lubbock, Brownfield, Seminole, Odessa, McCamey, Hobbs, Carlsbad, Monahans, Pecos, Wink, Kermit, Jal, and El Paso.
West Bound: 10:45 a. m. for Lockney and Plainview, 3:45 a. m. and 5:00 p. m. for Plainview, Muleshoe, Clovis, Roswell, El Paso, Albuquerque, Flagstaff, Los Angeles, Amarillo and Denver, Colo.
North East Bound: 2:40 p. m. for Silverton, Quitaque, Turkey, Estelline, Childress, Memphis and Clarendon.
DID YOU KNOW THAT YOU CAN NOW LEAVE FLOYDADA AT 3:45 A. M. ARRIVE IN CARLSBAD CAVERNS AT 10:30 A. M. GO THROUGH THE CAVERNS, LEAVE CARLSBAD AT 8:30 P. M. AND ARRIVE BACK IN FLOYDADA AT 3:25 A. M. Visit the Caverns in Less than 24 hours by Bus. CALL LOCAL AGENT FOR SPECIAL PARTY RATES.
TRAVEL BY BUS — LARGE NEW BUSES LOW RATES EVERYWHERE
LUCY CRUM, Local Agent
C. M. OWENS, Division Manager, Vernon, Texas
General Offices, 1614 Main Street, Lubbock, Texas

LITTLE BUDDY

JUST BECAUSE YOU GOT SUCH FINE MARKS ON YOUR REPORT CARD I'M GOING TO GIVE YOU A REAL TREAT!
THAT'S GREAT, DADDY! WHERE ARE WE GOING?
"ON A REAL, GENUINE, HONEST-TO-GOODNESS OCEAN LINER! YOU'LL SEE IT ALL FROM TOP TO BOTTOM!"
BOY, THAT'S SWELL!! I'VE ONLY SEEN OCEAN LINERS IN PICTURES!
WELL, HOW DO YOU LIKE BEIN' ON AN OCEAN LINER BUDDY?
FINE, BUT GEE, THEY SURE HAVE A LOT OF BLOW-OUTS ON THIS BOAT!
BLOW-OUTS?
SURE LOOK AT ALL THE SPARE TIRES THEY CARRY!

DETECTIVE RILEY

WE'LL TRY TO GET INSIDE THE MOUNTAIN STRONGHOLD THEN FIND A WAY TO BLOW IT UP!
THE COUPLE NEAR THE FOOT OF THE MASSIVE MOUNTAIN USED BY THE HIGH MANDARIN AS AN IMPREGNABLE FORTRESS
A SENTRY!
GET BEHIND THIS ROCK—QUICK!

DASH DIXON

JUST AS DASH AND DASH FREE THEMSELVES FROM THE TREACHEROUS LIVING-METAL BANDS, A METAL-MAN APPROACHES—
SH-H-H! AS SOON AS HE ROUNDS THIS CORNER I'LL SHOOT!!
DASH!! LOOK-OUT!!
THAT GOT HIM!!
THISSS
OOF!!
AND HURLS DASH WITH TERRIFIC FORCE TO THE GROUND—
ONE OF OUR MEN HAS BEEN KILLED!
YOU HAVE KILLED A MAN—THIS MEANS DEATH IN THE TANK OF BOILING ACID!!
AS DASH FIRES—A LIVING-METAL BAND SPRINGS AT HIM—

W. M. Houghton
Dresses of Women and Children
ARWINE DRUG CO.
Phone: 256; Arwine Drug 73

E. P. NELSON
FIRE INSURANCE AGENCY
We Appreciate Your Business
Every detail of your Fire Insurance requirements will be fully handled if entrusted to this agency.
PHONE 285
OFFICE SECOND FLOOR
FIRST NATL BANK BLDG.
Floydada, Texas

MAC
YOU'RE A NICE LITTLE BOY, MAC. I'D LIKE TO HAVE YOU COME AND LIVE WITH ME.
OH—I COULDN'T DO THAT—AUNT DOROTHY
BUT—I'LL ALWAYS ADMIRE YOUR GOOD TASTE!

