New Assistant County Agent At Work Here


Deakin Home, Says Illinois Is Pretty

Fall Under Binder Results In Painful Injury For Allmon





4-H Sponsors Meeting Held Wednesday P. M.

 R. E. A COOPERATIVE MAY CHOOSE RESIDENT
ENGINEER FRIDAY NIGH

Jayson Warehouse Situation Adjustment Subject For Conference Of P Payments To
CCC and Farmers of Section
$\qquad$

Arrive Oct. 1

About Forty Have
Applied For Farm
Tenant Purchases
Danish Daughter - Tho

-

editorial opinion－interpretation of the news－current thought
As A Farma
Woman Thinks

Neille wius sputee





## Editorial

EVERY STATE TO ITS OWN WAY Every state has its own way of doing hings and the older the state the more hide－
bound，the more set in the old ways．As for bound，the more set in the old ways．As for
nstance，in Texas，barbaric laws give pre－ instance，in Texas，barbaric laws give pre－
ference to＂publication＂of land sales and
other legal actions of individuals，officials
ookkeeping，sociology，agr s，heristorical geography，
merican prose，modern ory，literary criticism，app ne arts，and printing，are as been given．
$m$ after the qualify for a degre

What Hinkle seeks is a minimum taime in studying about journal
taining in its stead an understa
ritically and impartially
clearly，is the proper objed
Hinkle is largely righ

## ARM MACHINERY TRANSPORTATION

## White no redur treght rates aro

for wheat or cotton whe
nakers product gets a＂b
o foreign lands．Thus，

Indianapolis to Galveston，
Indianapolis to New Orleans
hicago to Houston，
hicago to New Orleans，
$\qquad$

South Holds Opportunity Greater Than Problems


Here is one way the south is meeting the old problem of over－
production．A cotton farmer is shown plowing under excess crop
in order to be elizible for federal aid．

## 5000200 2 年





Just In Fun
all on the give side
Kay Elliott，over in East
nat

##  <br> 

| $\begin{gathered} \text { LEE } \\ \text { TIRES } \end{gathered}$ | $\begin{aligned} & \text { Poll Gas } \\ & \text { Uniunce } \\ & \text { Uneseseres } \end{aligned}$ | Shelley Allen RETAIL PHILLIPS PRODUCTS | $\begin{aligned} & \text { Pulutips } \\ & \text { Purfs } \\ & \text { world } \end{aligned}$ | $\begin{aligned} & \hline \text { Phove } \\ & 66 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: |



So that you may "light condispecial group of I.E.S. lamps bave been reduced $331 / 3 \%$.This offer applies to the base only during September. Ask any em. ployee about a free overnight

## Texas-New Mexico Utilities Company

## Announcing <br> THE 25th ANNUAL PANHANDLE SOUTH PLAINS <br> FAIR! <br> LUBBOCE. TEXAS

| HEREFORD, DAIAY CATTLE AND SWINE EXHIETS COUNTY. comgunit AND INDIVIDUAL AGRICULTURAL EXHIBIE |  |
| :---: | :---: |
| Horse Races . . . Rodeo EACH Aftinnoon ench evemua |  |
| Mighty Sheesley Midway <br> "A Sbow Thart, Different" |  |
| School Childron Free Wednesday, Sopt. 28 |  |
| PANHANDLE SOUTH PLAINS FAIR ASS'N luseocr. texas |  |
|  |  |

Hester West Writes Interesting Letter
Enroute To Her Work


## Sunday School

 LessonDAVID: TRICMPHANT FAITI


EASIER TO SEE *. TESTS PROVE IT

"Children should be seen and not hurt. Dress them in bright colors", safety experts advise. We are doing our part in the movement with ABC Safe.T-Tones. They are gay and fun to wear, sturdy and guaranteed washable (your money back if they fade). What's more, tests by the United States Testing Company show that they are actually easier for drivers to see. Sew today for your daughter's safety with ABC Safe-T-Tones.

## Martin Dry Goods Co.

| Parliamenta $y$ Rules | Pla-Mor Bridge Club |
| :--- | :--- |
| Study Of 192 Club | Opens Fall Meetings |
| In Meeting Thursday | Playing In Fry Home |



Social Calendar


 The sumnsase hmom Demann:



$\qquad$

ougherty 4-H Girls Met September 19

| and Mrs L. J. Davis of Plainview. former residents of Floydada. She completed high school at F. H. S |  | noon at $3: 15$ with Mrs. A. D. Cum- |
| :---: | :---: | :---: |
|  | ${ }_{\text {eve }}^{100}$ |  |
|  |  | Fidelis Matrons Sunday School meets this evening at $6: 30$ with Mrs Conner Oden, 215 West Georgia |
|  |  |  |
|  | Vernon Shaw and Mrs. Earl Crow directing them. Iced watermelons |  |
| Mr. Lee is the son of Mrs. M. M Lee of Knox City. He is violin |  |  |
|  | were served to the guests Attending the enjoyable social | street. with a covered dish supper. |
|  | here Mr. and Mrs. Glad Snodgrass, Mr | Idle Hour 42 club will meet this evening at 8 o'clock with Mr. and Mrs. Walter Newell |
|  |  |  |
|  | C. Cates, Mr. and Mrs J. W. Chapman, Mr. and Mrs. J. D. McBrien. | evening at 8 oclock with Mr, and |
|  |  |  |
|  | and Mrs E. L. Norman. Mr. and \& Earl Crow, Mr. and Mrs. E. W ore. Mr. and Mrs, J. E Swin- |  |
|  |  |  |


| DOUGHERTY. Sept. Dougherty $4-\mathrm{H}$ club met a $t$ the school auditorium S 9 with the home demo demonstration on vegetab Miss Grimes told the |
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Mrs. Dewey Croslin Honored With Shower






The Deadline


 Nome
 In Gin Accident




 and



## Fali Fäashion Festival!

To be sure of right style-to be sure of right price-come to Penney's! Our store is crammed full of new fall
goods with the season's very lowest price tags. Don't delay-later you may not be able to duplicate these barLuxury Styles at Economy Prices-


FALLHATS


ECONOMY MILLINERY

## EBLOUSES

$\$ 1.98$ and


CYNTHIA SUEDE PUMPS 3.98


Mr. and Mrs
J. V. Jones and Sons



Rules Listed For Library Study

## Land For Sale



## Rooms For Rent



$\square$ | SERVICE |
| :---: |
| PHONE 83 |




## THE HESDERE For Rooters

 At Games

Green Peppers



Chatty Chats

## 



Hit Of The Week
curn nops mess


|  | DON'T SCRATCH <br> To relieve the itching acoociated with Minor Skin Irritations, Prickly Heat, Minor Skin Irritations, Prickly Heat, Eczema, Ivy Poisoning, and Chiggers, get a bottle of LITTELL'S LIOUID than twenty-five years. Price soc arwine drug co. <br> LAND <br> We have land to Sell and to Lease for Farming, Stock-Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties. Also large list of Lots in Floydada. <br> W. M. Massie \& Bro. Floydada, Texas | Floydada Insurance <br> Agency <br> "The Agency of Service" <br> All kinds of Insurance <br> Room 216 Readhimer Bldg. <br> W. H. Henderson <br> Phone 273 |  | McMAKIN TRALLWAYS <br> $\begin{array}{rrr}3: 10 \mathrm{a} . \mathrm{m} . & \text { EAST BOUND } & \text { 2:30 p. m. }\end{array}$ <br> To Vernon, Dallas, Oklahoma City, and Kansas City. SOUTHWEST BOUND <br> $\begin{array}{cc}10: 35 \mathrm{a} . \mathrm{m} . & 3: 45 \mathrm{a} . \mathrm{m} \\ \text { To Ralls, Lubbock, Odessa, Carisbad, Eal Paso, and Los Angelea. }\end{array}$ WEST BOUND <br>  Albuquerque. <br> NORTHEAST BOUND <br> To Silverton, Memphis, Clarendon, Childress. <br> Leave Floydada at $3: 45$ A. M. arrive in Carlsbad Caverns at 10:30 A. M See the Caverns and Leave at $8: 30$. M arrive back here at $3: 25$ A. M. TRAVEL BY BUS - LARGE NEW BUSSES LOW RATES EVERYWHERE <br> Office Phone <br> VERNER NORMAN, Agent Office Hours <br> Residence Phone <br> 182 <br> 8 a. m. to 5:30 p. m. |
| :---: | :---: | :---: | :---: | :---: |

"Get Together"
throuch the bann
From the days of barter no two men could
trade without some mutual faith.
Later, they learned to deal with each to whom both had entrusted funds for safekeeping. These dealings were the first banking transactions.
Today, all of our intricate machinery of
business and credit would fall to pieces ex ( 2 business and credit would fall to pieces ex-
cept for the bank, which stands as the central ond comectise witid ditall

First National Bank


## DETECTIVE RILEY

- Amusements PALACE


## Saturday Prevue

 Sunday MondayTHE FAMIX PICTURE "White Banners"
with Cluude Rains, ray Bainter,
Jackie Cooper
Tuesday-Wednesday September 27-28
"Love Finds" Thursday-Friday $\underset{\text { Jean Parker. Eric Linder. In }}{\text { Sep }}$ "ROMANCE OF THE LIMBERLOST" R1T2 Friday-Saturday "Romance of the Rockios"

OUR PUZZLE CORNER



T. L. Wilhite Dies Of Heart Ailment At Lexington, 0k., Home
cumbed Ater miness of Five J. B. True Injured In Tractor Accident

## 5 HEALTH BENEFITS IN

 DELLCIOUS QUAKER OATS
## Quarer Oats

## LOOPER'S

| SUGAR, Cane or Beet, 10 lb 49C | new location, <br> He is located in the Readn bullding where he has had offices the past few years. |
| :---: | :---: |
| Dried APPLES, per lb. 10¢ | Too Late To Classify |
| MILK, Carnation or Pet, 3 cans 10¢ | LOST-Federal casing and wheel for <br> 36 Ch Chrolet. 81 reward for return <br> to G. . Hillburn. |
| NAPKINS, per 1000 35c | 1 Buck lamb. last heard of 5 mi <br> East Campbell school house. <br> Jameson. |
| COFFEE, with spoon, per lb. 15c | Fresh colorado |
| OLEO MARGARINE, per lb. 15c |  |
| BACON, No. 1 Dry Salt, per lb. 15c | Just Receiv |
| PORK \& BEANS, 1-lb. can 5C |  |
| GINGER SNAPS, per lb. 10¢ | nds |
| Tokay GRAPES, per lb. 5c | Mar |
| East Texas YAMS, 10 lbs .22 C | Fresh Country Pork, Sausage, Ribs, Backbone. |
| TOMATOES, home grown, per lb. 3c |  |
| CRANBERRIES, per qt. 18c |  |
| Sliced BACON, Cello Roll, 24C | $3 \begin{array}{lll}\text { Quarts } \\ \text { MILK, }\end{array} \quad 25 \mathrm{C}$ |
| ORANGES, School Size 16 | Bring us your Cream |
| FLOUR, Best Grade, 48-lb. 1.10 |  |
| CHERRIES, Red Pitted, 2 Cans 25c | In Trade |

SPUDS, Red or White, 10 lbs 14C
OVES, 8 -oz. Men or Boys 3 Pr. 256
Any Flavor 56

Lions Make Poor 0ut How To Run The School





Baker Locals

Specials For Friday-Saturday


Fruit Cocktail
Crackers 1. soter man



COFFEE $\quad 5 \quad 57 \mathrm{c}$


Grape Juice qum. 29c
OXYDOL sixt 59c
GRAPES $\quad 15 \mathrm{c}$
special Sale Kraft's Cheese

| minaci nur. $\quad$ pint $\quad 24 c$ |
| :--- | :--- | :--- |


Cheese friman or ath hat 39 C
STEAK $25 c$

| Salt Jowls |  |  |
| :---: | :---: | :---: |
| Sausage |  |  |
| Dressed | Fre | rin |
| Fryers | Oysters | , | Felton-Collins Grocery Co.

Piggly-Wiggly

| , mim |
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| CRACKERS $=$ |
| MON = |
| COMPOUND $=$ |
| COFFEE |
| MILK |
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| EACHES |




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| GRAPES ${ }_{\text {cosem }}$ |  |
| CABBAGE |  |
| OLEO ${ }_{\text {and }}$ |  |
| BEEF |  |
|  |  |
| Round Steak metiol 1 l 25 c |  |
| Brick Chili |  |
| $\text { BACON }=19 \mathrm{C}$ |  |
| F\|SM ${ }_{\text {mam }}^{\text {mout }} 2$ los. 25c |  |
|  | HIGHEST PRICSS For Eges |

