

Annual Parents' Day At Texas Tech Is Set For Saturday, Oct. 8

Annual Parents' Day at Texas Technological college has been set for October 8, the date of the football game with Oklahoma City university. Invitations are being mailed from the college to all parents who have children in Tech this term.

Visiting parents will be asked to register during the day at the women's dormitory. Prizes will be given parents who travel the farthest to attend and also to those who have had the most children attend the college, including those now enrolled. These awards will be made between halves at the football game.

A reserved section in the west grandstand has been set aside for the visitors and a special price of \$1.15 each, including tax, has been made. Tickets may be reserved in advance by mail or may be secured the day of the game.

Phone 91 For the Best Laundry Service in West Texas. Our work will show you that we are living up to the name— Betterway Laundry

Beware Coughs from common colds That Hang On. No matter how many medicines you have tried for your common cough, chest cold, or bronchial irritation, you may get relief now with Creomulsion.

NEW DISCOVERY RIDES HAIR OF GRAY adds Youth. CLAIROL, the amazing shampoo-oil-tint, has been used and praised by millions of American women who want young-looking hair.

Campbell H D Club Elects Officers

New officers elected for the Campbell Home Demonstration club Tuesday evening, October 3 are as follows: Mrs. E. C. Hayden president, Mrs. Mal Jarboe vice-president, Mrs. Geo. Stiles secretary, Mrs. H. F. Pratt treasurer, Mrs. Cecil Baxter reporter, and Mrs. Carl Smith council representative.

BEDDING IS STUDIED BY MCCOY HOME D. CLUB

"Bedding can make a difference in how we rest at night," Miss Ruth Grimes told the McCoy home demonstration club in the meeting at the home of Mrs. Hartzell September 23. An interesting talk was made on the subject and many helps gained by the members.

CLEO KIRK ELECTED TO LEAD CENTER 4-H CLUB

Center 4-H club studied "the well equipped sewing box," at the meeting held September 27 at the school house. Mrs. Muri Mayfield demonstrated to the girls how to hold the thread stationary while sewing.

SAND HILL H. C. CLUB

The Sand Hill Home Demonstration club studied "Wholesome school lunches" in their meeting on September 14 at the club room. Mrs. A. R. Hanna demonstrated a variety of sandwich fillings.

SOUTH PLAINS 4-H CLUB

The South Plains 4-H club met with Mrs. Jarnigan with 18 members present. Seven were new members. They are Loree Bybee, Delia Cummings, Helen Lyles, Jaunita Gordon, Charlene Gordon, Voneil Brooks and Doris Mudgett.

DOUGHERTY 4-H CLUB

The Dougherty 4-H club met Thursday, September 29, at the school house. The sponsor, Mrs. Jim Morrison, gave a demonstration on learning to use a thimble.

STARKEY 4-H CLUB

Sponsor Mrs. L. E. Kiker was present for the meeting of Starkey 4-H girls club at the school Wednesday of last week. She gave a demonstration on how to use a thimble.

Government War on Insects for 1939 Already Under Way

STATE and federal programs for combating insect hordes in 1939 already are under way. New areas in the west and north-west are threatened although the season just ending has shown remarkable results in the control of the insect scourge.



Damage by grasshoppers and Mormon crickets was reduced far more than had been expected and the damage from the Hessian fly was cut to practically nothing in areas where the fly has been one of the greatest enemies of the wheat farmer.

Heavy migrations of the strong-flying lesser migratory grasshopper, largely into idle lands, increase the importance of next year's task. Control measures on idle lands are difficult, if not impossible.

Government surveys also disclose that the second brood European corn borer became a commercial threat in Indiana during the last year.

Three states in the middle west have shown an increase of chinch bugs which will warrant particular attention next year. These states are Iowa, Missouri and Oklahoma.

In California the government experts will wage a particularly bitter war on the pepper weevil which did extremely heavy damage this year.

The campaign against the boll weevil will start early next year because of the fact that the success of other control programs did not appear to affect the boll weevil program.

Panhandle Increases Drive Ways For Floyd Station On South Wall

Panhandle Refining company has added nearly \$1500 worth of concrete driving ways to the convenience of their station at the intersection of South Wall and East Houston streets.

During the past year a washing and greasing service building also was constructed on the grounds and more recently a restaurant added.

The latest investment makes the station, operated by G. R. Strickland & Son, one of the most modern and convenient in the area.

ADS IN THE HESPERIAN GET EXCELLENT RESULTS

Advertising in the Hesperian gets excellent results, says the Creomulsion Company, makers of Creomulsion, a prescription for Coughs, Colds and Bronchial Irritations.

CARD OF THANKS

We sincerely thank the people of Floydada, Dougherty and surrounding territory for the nice response to our carnival.

POPULAR P. O. CLERK ON JOB AGAIN AFTER WEEKS OF SICK LEAVE

Jack Henry, on sick leave since the latter part of July, is back on the job at Floydada post office again this week, having resumed work October 1.

Elder B. C. Hogan Accepts Pastorate Of Church Of Christ

Elder B. C. Hogan, of Willow Grove, Tennessee, arrived recently to accept the duties as minister of the City Park Church of Christ. He has had previous work at Owensboro, Kentucky, Ocoke, Georgia and Post, Texas.

LOCAL BAPTISTS ATTEND WORKERS' MEETING WITH SILVERTON CHURCH TUES.

A large crowd was in attendance at the Floyd County Baptist Workers' meeting held Tuesday with the Calvary Baptist church in Silverton. Dinner was served at the noon hour.

BAPTIST WMS ORGANIZED GIRLS AUXILIARY MONDAY

The Women's Missionary society of the First Baptist church perfected their organization of auxiliary work for the girls in a meeting held at the church Monday afternoon.

Fourth Quarterly Conference Sunday At Rushing Chapel

The fourth quarterly conference was held at Rushing Chapel Sunday. Bro. White, of Plainview, preached for the morning service, and then all went to the basement for lunch.

PRESBYTERIAN WM SOCIETY DISCUSSES FUTURE WORK

Woman's Missionary society of the Cumberland Presbyterian church met at the church at 3 o'clock Monday afternoon.

METHODIST WMS HOLDS MONTHLY BUSINESS SESSION

Methodist Woman's Missionary society met at the church Monday afternoon in the regular monthly business session with Mrs. C. L. Travis presiding.

WOMAN COLLECTS DOLLS IN ALL SECTIONS OF GLOBE

DUNDEE, Mich. — From her wide travels through the world, Mrs. Robert C. Poucher has brought back many curios—but none is prized so highly as her 200 or more dolls.

Half-Minute Interviews

J. N. Gullion: "I've taken everything I thought, out of punctured tires including a rabbits foot. Yesterday I added half of an old bridge to the collection."

MRS. PROBASCO LEADER OF LESSON FOR COUNCIL

Woman's Council of the First Christian church meeting was held Monday afternoon at the annex for a Missionary program.

The next regular meeting was postponed until the third Tuesday in November to avoid conflicting dates with the State Baptist convention in Dallas.

THE WOMAN'S MISSIONARY SOCIETY OF THE FIRST BAPTIST CHURCH PERFECTED THEIR ORGANIZATION OF AUXILIARY WORK FOR THE GIRLS IN A MEETING HELD AT THE CHURCH MONDAY AFTERNOON.

Junior girls auxiliary for girls from nine to thirteen years was organized with sixteen girls in the group. The Intermediate girls auxiliary had seventeen members for the organization meeting.

MISS FLORA WILLIFORD SPENT THE PAST WEEK END IN PLAINVIEW AS GUEST OF MR. AND MRS. GLENN CHASE.

The regular meetings will be held each Monday afternoon at the church at 4:15. All girls are invited and urged to join these auxiliaries.

WESTERN AUTO ASSOCIATE STORE

Western Auto Associate Store. S. E. Corner Square. If the motorist needs it, we try to have it.

Supplies For The Motorist

We solve your problem of where to get it—at a price you can afford to pay—

- Pump Jacks, Head Lamp Lens, Fender Finders, Pliers, Radiator Caps, Trailer Hitches, Hub Caps, Gas Tank Caps, Pedal Pads, Mirrors, License Certificate Holders, Floor Mats, Gear Shift Knobs, Key Holders, Hinge Mirrors, Socket Wrenches, End Wrenches, Socket Sets, Screw Drivers, Cold Chisels, Pin Punches, Radiator Hose, Hose Clamps, Radiator Cement, Solder, Valve Grinding Compound, Etc., etc.

PRESTONE, Gallon, \$2.95. Western Auto Associate Store, S. E. Corner Square.

MRS. PROBASCO LEADER OF LESSON FOR COUNCIL. Woman's Council of the First Christian church meeting was held Monday afternoon at the annex for a Missionary program.

Seale & McDonald Auctioneers. HERE AND READY TO DO YOUR WORK IF YOU PLAN A SALE CALL US. Phone 120, Floydada Phone 1143, Plainview. Use Hesperian Ads

Piggly-Wiggly Specials for FRIDAY and SATURDAY. SPUDS 16-Lbs. No. 1 Idaho White or Red, 15c. Cabbage Large Firm Heads Mountain Grown, Lb., 1 1/2c. YAMS 16 Lbs. East Texas, 23c. LUX FLAKES Large 23c Small 2 for 19c. RINSO Large 22c Small 2 for 18c. SPRY SHORTENING 1-lb. Can, 21c 3 Pounds, 57c. LIFEBOUY 3 for 19c. LUX TOILET SOAP 3 for 19c. GRAPES EXTRA NICE, Lb., 5c. APPLES 10-Lbs. or Peck, 25c. Cooking Oil 77 Oil by Wesson Oil, Gal., 89c. CANDY, 3 Bars 10c. GUM, 3 Packages 10c. CIGARETTES, Pkg. 15c. PRINCE ALBERT, Can 10c. UNION LEADER, 2 Cans 15c. FOLGERS COFFEE Pound Can 25c 2-Lb. Can 48c NEW DRIP COFFEE MAKER 69c. Pinto Beans New Crop 5-Lbs., 25c. Softasilk CAKE FLOUR, 28c. Gallon Prunes 27c. Apple Sauce No. 2 Can, White House 9c. Rex Jelly 2 1/2-Lb. Pail 23c 5-Lbs., 39c. Peaches 10-lb. Box, Dried Choice Fruit, 99c. Prunes 60-70 Size, 10 Lbs., 63c. OLEO Our Favorite, Pound, 12 1/2c. Steak Loim-T-Bone Short Cuts, Lb., 18c. Roast BEEF Choice Cuts, Lb., 15c. BACON Sugar Cured Machine Sliced, Pound, 22c. Cheese Krafts, Long Horn Full Cream, Lb., 19c. PICNIC HAMS READY COOKED, Lb., 24c. SAUSAGE FRESH PORK, 2-Lbs., 25c. Plenty Pure Hog Lard. We are adding a New Checking Stand to enable us to give you faster and better service. Bring us Your Cream. Highest Prices, Fair Test and Appreciation of Your Patronage. A. T. Voyles, Mgr. Cream Station

West Texas State Plans For Huge Home-Coming On November 4 And 5

A homecoming occasion, more varied than last year's successful event, will be held at West Texas State college November 4-5.

Homecoming day will be November 5, but the Ex-Students' association will direct its annual celebration on the night club theme at Cousins hall on the previous evening. A feature of that evening, however, will be the crowning of an ex-student queen to reign during the homecoming period. The coronation will be held in the main college auditorium about 8 p. m. during a program beginning at 7:30 p. m. The queen and her beauty court will then go to Cousins hall to open the doors of an elaborate night club set-up.

The general plans are being made by an ex-student committee of which Mrs. Tommie Montfort of Canyon is chairman. Other members of this committee are Clarence Thompson, Mrs. Lee Foster, Mrs. Ray Campbell, Mrs. Lee Johnson, J. B. Spear, and Olin E. Hinkle.

Each county in which some of the college's 20,000 ex-students reside will be allowed one candidate for queen, who must be an unmarried girl. However, in counties of large population, an additional candidate may be entered from each town of more than 1,000 population. It is desired that the ex-students of each county shall assemble immediately and select these candidates for queen, certifying the entries to Mrs. Montfort, the general chairman.

Cousins hall will become the site of a huge carnival on the evening of November 4. There will be a western room with old-time music and dancing, an ex-student night club with a floor show, a midway, and many concessions. It is likely also that an outdoor gypsy camp will be set up.

LOCAL FOOTBALL FANS SEE GAME AT WICHITA FALLS

Several local football fans went to Wichita Falls last Friday night to see a game between Baylor university and Oklahoma A. & M. college in which Malcom Linder, son of Mr. and Mrs. G. A. Linder, student at Baylor, played.

Malcom played the entire second quarter, in which he scored the first touchdown for Baylor, and part of the last quarter. The score was 20-6 in favor of Baylor. Those from here seeing the game were Mrs. G. A. Linder and son, George Fry, R. E. Fry, W. Luther Fry and A. B. Clark.

Fairview School To Close For Harvesting

FAIRVIEW, Oct. 5.—The Fairview school dismissed Friday for one month in order that the pupils could assist with the cotton harvesting in this community. The farmers are rushing their work in order to take advantage of the fine weather which is ripening the cotton.

Miss Jo Derr returned to Ralls Friday to remain until school opens again.

Mr. and Mrs. S. K. Porter furnished the truck in which the school children were taken to the South Plains fair held last week in Lubbock. Mr. and Mrs. Robert Fisher, Mrs. Lee Rushing and Miss Jo Derr also accompanied them.

Mr. and Mrs. Benton Ritehey visited in Lubbock Sunday with their son-in-law, Phil Rosenthal, who is ill in a hospital there.

Mr. and Mrs. Robert Fisher, Mr. and Mrs. E. K. Porter and Jean Crabtree spent Sunday with Mr. and Mrs. C. H. Wise.

Rev. and Mrs. Thomas Cobb of Plainview spent the early part of the week visiting in this community.

Mrs. L. B. Cozby and son spent Sunday visiting in the Clyde Irving home.

Miss Cleo Cozby is visiting at Friona with relatives. She will spend an indefinite time there.

Mr. and Mrs. Ernest Walls and sons and Joe Rushing spent Sunday with Mr. and Mrs. Edell Dubois.

Mrs. R. L. Hawk of Campbell visited the first of the week with her cousin, Mrs. John Reeves.

Mr. and Mrs. G. M. Bullard visited in Hale Center last Monday with their daughter, Mrs. J. L. Landrum.

Mr. and Mrs. L. A. Horton and Mr. and Mrs. Walter Welch visited Mr. and Mrs. Clyde Bagwell Sunday.

Preston Bullard and family spent the week end near Plainview visiting Mr. and Mrs. Thurman Perry.

Those spending Sunday in the A. S. Millard, Mr. and Mrs. Woodrow Wilson, Mrs. W. B. Wilson and Mrs. H. R. Randolph.

Mrs. Jim Stewart and son of Boonesville arrived Tuesday to spend several days with her parents, Mr. and Mrs. L. A. Horton.

When answering advertisements please mention The Hesperian.

Marilynn Fry Has A Responsible Position

Marilynn Fry, arts and sciences student from Floydada, has been elected secretary-treasurer of the 1939 junior class of Texas Technological college.

Marilynn has been appointed counselor in the women's dormitory, and is a member of Las Chaparritas, social organization, and Sock and Buskin, dramatic organization. Last year she was a member of the student council.

CARD OF THANKS

We wish to take this method to express thanks and appreciation to our friends and neighbors who aided us, in any way during our recent sorrow, the death of our husband and father, J. R. Ragan.

We are unable to put into words the gratitude we feel.

Mrs. J. R. Ragan, Earl Ragan and family, Mr. and Mrs. John Ragan, Mr. and Mrs. R. E. Young and family,

Herbert Hale and family, Mr. and Mrs. G. H. Wilford and family,

Mrs. Myrtle Floyd and family, Mrs. A. L. Northington and family, Homer Ragan and family, Joe and O. D. Ragan.

DAUGHTER BORN SEPT. 26 TO MR AND MRS JOE BREED

Friends and relatives of Mr. and Mrs. Joe Breed received announcements last week end of the arrival of a daughter born September 26. She weighed 6 pounds and 5 ounces and has been named Nancy Ruth.

Mr. Breed is a brother of B. L. Breed of the Lakeview community. Mrs. A. L. Northington and family, several years before moving to Houston.

Mr. and Mrs. Merle Reed left last Friday for their home at Sweeney after a week visit here with her parents, Mr. and Mrs. J. E. Swinson and other relatives.

Mr. and Mrs. F. L. Haines of Silver City, New Mexico, left Thursday for their home after a short visit with his father, O. J. Haines and other relatives.

Buster Smalley returned home Sunday from a business trip to Oklahoma City.

Cotton Harvest On In McCoy Community

McCOY, Oct. 4.—Cotton harvesting is going full blast in this community since the school has dismissed for at least a month in order that the students may help with the cotton picking.

Mrs. Zora Bell Pitman has opened a beauty shop in the Arwine Drug building at Floydada.

A great number of the people in this community attended the fair at Lubbock last week.

Rev. Sidney Johnston gave the sermon Sunday morning. Over 100 members are enrolled in Sunday school at this time.

Miss Irene Gilbreath is having trouble with her eyes.

Mr. and Mrs. S. W. Ewing, B. L. Ewing and family, and Mr. and Mrs. H. A. Copeland and family were Sunday dinner guests of Mr. and Mrs. Elder Ewing.

Mr. and Mrs. Walter Chaddix and son, Lee Pharr, of Plainview, P. H. Pharr, and Mr. and Mrs. Woodrow Surratt of Tulsa visited Mr. and Mrs. Elder Ewing Sunday afternoon.

Mr. and Mrs. O'Bannon visited with Mr. and Mrs. Wesley Gilbreath Sunday.

Mr. and Mrs. H. P. Puckett and daughter returned last Sunday from a few days visit with Haden Puckett and family at Sweetwater.

Public Records

New Car Registrations
Oct. 1, C. B. Sims, Floydada, 1935 Plymouth Sedan.

Civil Court Docket
County Court case No. 989—Robin Baker vs. Fred Taylor, suit on note, filed Sept. 27, 1938.

District court case No. 3024—Pauline W. Brinkman et al vs. Albert Bertelson et al, suit on note, filed Sept. 27, 1938.

District court case No. 3025—B. R. Carthel vs. Fred L. Carthel et al, partition of land, filed Sept. 29, 1938.

District court case No. 3026—Ruth Harber vs. Alton Harber, divorce, filed Sept. 30, 1938.

Warranty Deeds
W. E. Merrill to B. F. Harper, 100 acres out of Section 2, Block D2.

Mrs. Mae Mercer to Lockney Gin and Elevator Block 4 in Brumson Addition in town of Leckney.

Miss Janie Massie, of Weatherford has been here the past several days on a visit with her brothers, Will, Marvin and Charles.

Two Floyd County Students Enrolled At John Tarleton College

Among the 1100 students who enrolled in John Tarleton college, representing 152 counties and 10 states are 2 students from Floyd county.

The students from Floyd county are James L. Asher and Harold V. Brown of Floydada, Texas.

This represents the largest enrollment ever enjoyed by the college during the first semester. The total enrollment for the year is expected to exceed 1300.

Bakery Specials

- FRUIT ROLLS, Dozen, 30c
- CHOCOLATE BROWNIES, Dozen, 20c
- COCONUT MACCAROONS, Dozen, 10c
- 100 Lb. FLOUR Sacks, Doz., 75c
- 50 Gal. STEEL BARRELS, \$1.25

Wester's Bakery

Mrs. A. H. Porter and Mrs. P. H. Bryan of Plainview visited Saturday with Mrs. C. M. Martin and family. Mrs. Porter is Mrs. Martin's mother and Mrs. Bryan her sister.

Mr. and Mrs. Bill McCarty of Lubbock were guests Sunday of Mr. and Mrs. J. A. Arwine and family. Mrs. McCarty is a sister of Mr. Arwine.

Miss Jean Bain of Meadow visited over the past week end with her parents, Judge and Mrs. Kenneth Bain. She is home economics teacher in the Meadow high school.

Specials

- FLOUR, 48-Lb. Sack, Guaranteed, 95c
- PORK, Dry Salt, Pound, 14c
- CRACKERS, 2-Lb. Box, 14c
- COFFEE, Flat Grain, 2-Lbs. for, 25c
- MACARONI or Spaghetti, 3 Boxes for, 10c
- CORN FLAKES, 3 Boxes for, 25c
- BINDER TWINE, Belgium, 8-lb. Ball, 59c
- TOMATOES, No. 2 Can, 7c
- SOUP BEANS, Great Northern, Pound, 5c

Star Cash Greceery

"Floydada's Oldest Food Store"
BAMBAUER BROS.

VALUES

That will win your approval

KRAFT
Cheese 2-lb. Box, 39c
Cranberries lb 19c
White Swan Luncheon
PEAS No. 2 Can, 15c
POTTED
Meat 6 cans 19c
Bright and Early
Coffee lb 19c
Gold Medal
Flour 24 lbs 79c
Fancy Assorted
Cookies lb 19c
Kraft Dinner 15c
Kleenex Pkg 10c
HULL And McBRIEN

- Flour 48 lbs., \$1.09
- Apples Peck, 29c
- Grapefruit ea. 3c
- LUX SOAP 3 for 19c
- RINSO 2 For 18c 22c
- SPRY SHORTENING 3 lb. CAN 1 lb. CAN 57c 21c
- LUX FLAKES LARGE REGULAR 2 For 23c 19c
- LIFEBUOY 3 for 19c
- Fresh Pork Ribs, Backbone, Ham, Sausage
- Steak Lb. 15c
- Bring Us Your Cream
- Eggs 25c IN TRADE
- KING'S GROCERY & MARKET PHONE 13



HARVEST TIME IS STOCK-UP TIME

Now at all these stores

- Floydada
Piggly-Wiggly
Star Cash Grocery
Felton-Collins Grocery Company
Looper Cash Grocery
Williams Grocerteria
Hull & McBrien
King's Grocery

- Lockney
Rhodes Grocery & Market
Piggly-Wiggly
Pylant Grocery

- Lakeview
Smith Grocery

- LUX TOILET SOAP 3 for 19c
- LUX Large Size 23c
- LUX Regular Size 2 for 19c
- LIFEBUOY 3 for 19c

- Large Size RINSO 22c
- Regular Size RINSO 2 for 18c
- 3-Lb. Economy Can SPRY 57c
- 1-Lb. Can SPRY 21c

ANNIVERSARY SALE

Special Offerings will be on Sale—The Whole Store is brimful of New Family—And Back of all this preparation stands the Accumulated Experience of 28 Years in the Store—A confidence that we respect and by which we are confident of opportunities for Savings in MARTIN'S 28th ANNIVERSARY

LOOK! LADIES' COATS



10⁰⁰
And
15⁰⁰

softly Tailored of Quality Warmly Interlined.—Coats and delight in their good Priced for this Anniversary—
Our Better Coats—

NEW SLIPS
HEAVY SATIN SLIPS: Dainty lace trimmed or plain tailored. Regular or Brassiere tops. Anniversary Price **88c**
BROADCLOTH RAYON SLIPS: Plain or Lace Trimmed. Sizes 34 to 42. Anniversary Price, Each..... **48c**

SMART WOOLENS
DRESS, SUIT and COAT WEIGHTS!
New Nubby and Sheer Woolens for Dresses! Sturdy Herringbones, Handsome Tweeds, Flecked Woolens, for Suits, Coats! Monotones, Plaids and Mixtures—In three Great Anniversary prices, Per Yard—
88c, \$1.48, \$1.95

BED SPREADS
Size 80x105, Woven Cotton Crinkle stripes, no seams, scalloped edges, Rose, Gold, Green and Blue. Anniversary Special Each—
58c

OIL CLOTH
Meritas, regular width, Gay New Patterns, here is a Big Anniversary Special, Per Yard—
20c

COTTON BATS
2½ lbs., Unbleached. Here is another Great Anniversary Bargain—
25c

DOWN COMFORTS
Fine Solid Color Taffeta, Fancy Stitched, White Goose Down, Beautiful Bright Colors, \$12.45 values, Anniversary Special—
\$10⁷⁵

CURTAIN SCRIM

Plain Marquisette, 36 In. Wide Open Weave Novelty Net, Solid Pastel Colors, A Big Value at, Per Yard, **5c**

1 HOUR SPECIAL
Wednesday 9 to 10 a. m.
BEDSPREADS
Size 80x105, Crinkle,
Formerly sold for 98c
48c
Limit 2



39-Inch NOVELTY SILKS
Over 600 Yards of New Prints and Solid Color, Novelty Patterns, worth up to 98c Per Yard and They Go on Sale in This Big 28th Anniversary at Per Yard, **38c**

1 HOUR SPECIAL
Thursday 2 to 3 p. m.
DOMESTIC
39 in. wide, half bleach
ed, former 10c value,
5 Yards 28c
Limit 10 yards



Values You Can't Afford To Miss

GAY-ETY PRINTS

80 square, Extra Fine Pongee Finish Guaranteed, Fast Colors, worth about 15c, Our Anniversary Price, Per Yard—

10c

DOMESTIC

Our Pride, Extra High Quality, Specially priced for this Anniversary Sale, Per Yard—

7c

BROADCLOTH

Fine Quality Sel-Fast Broadcloth. All New Fall Colors, formerly sold for 15c, now goes for Per Yard—

10c

SHIRTING

Blue or Grey Fine Chambray, Look what a Big Anniversary Value, Per Yard—

7c

LOOK WHAT VALUES

PREMIUM SHEETING

9-4 Bleached, Extra Fine with wide Selvage, this Sheeting is known for its long wear, Per yd.

24c

Unbleached, Per Yard, 22½c

FINE SHEETING

81 Inches Wide, Half Bleached, wide Selvage, A Big Anniversary Value, Per Yard—

14c

KITCHEN TOWELS

Size 15x30, Part Linen, with Assorted Printed Designs, A Real Value at, Each—

15c

6 FOR 88c

TURKISH TOWELS

Size 20x40, Pastel or White with Fancy Border, Double Thread, Anniversary Special—

3 For 38c

1 HOUR SPECIAL
Friday 2 to 3 p. m.
TOWELS
Size 20x40, Double Thread,
6 for 69c
Limit 12 to Customer



ANNIVERSARY VALUES IN GIRLS' COATS

GROUP No. 1:

A Big Selection of Children's Coats specially selected as for style and color. Very Warm and Durable for School, Each, **\$5.95**

GROUP No. 2:

This represents a group of Outstanding values and smart styled Coats for school, Fur and Plain Trimmed, Each, **\$7.45**

EVER SUCH GAINS In OVERCOATS



10.00

OVERCOATS

Style, Patterns and Colors that you'll Marvel, are this Big Price Range—

15.00

Floydada, Texas

ANNIVERSARY BARGAINS IN BLANKETS

GREY DOUBLE BLANKETS

Solid Grey with fancy border, bought specially for this Big Anniversary Sale, and Priced for Only Per Pair, **78c**

PART WOOL BLANKETS

Beautiful Plaids Double Blankets with Sateen bound edges, Size 66x80. A Big Value for, Same as Above Size 70x80, **\$1.68** \$1.85

MONARCH DOUBLE BLANKETS

Beautiful Plaids, Satin Bound Heavy Weight, part wool, size 72x84, A Big 28th Anniversary Value for only, per pair, **\$2.48**

Monarch Nonpareil Blankets

Size 72x84 Double, Weight 5½ lbs. Beautiful Dark Plaids, Warm, Woven, Deluxe, Anniversary Value, **\$3.98**

Chic New Styles For This Anniversary

The Newest and Most Fascinating Style Creation in the last decade. They fit like a glove—And too there is wear in every pair. New High Cut Pumps, Laced-in-Types, Wedges, Suedes, Smooth Leathers or Combinations in Fall's New Colors of Wine, Black, Autumn Brown, Blue or Smart combined shades.



HEEL LATCH SHOES

—STAR BRAND'S GREAT NOVELTY SHOES. Heel Latch Shoes Supply the "Plus" Values expected by women, paying \$4.95 or more, for their shoes. Rated on Style alone they are unmatched for Elegance, Richness and good taste and their Exclusive Patented Cushion Feature gives that added comfort so desired, **\$4.95**



Trim Tred Shoes

Distinctively styled trim Treds please Quality-Loving Women for they wear and are so comfortable—Having the Triple Cushion Feature Pad—Locks the Heel in Place, Supports Arch, Massages Metatarsals, And too they come in Fall's Loveliest and Finest Novelties.

Style Stride

You'll thrill at the New Styles that are "A Bit Different." A Big Selection from which to choose and too, they will wear—

\$3.95



New Styles

Smart Styles in Novelty or Oxfords that are outstanding in Value at this Low Price—

\$1.98

\$6.50

Smart Styles

Fall Shoes that will prove a pleasant addition to smartly dressed women's wardrobes. Blacks, Browns, Wines, and other popular shades—

\$2.95



Smart Wedges

Snug Fitting Straps with Flaps or Smart Laces, Good for School, **\$2.95**



-- FREE --

ANNIVERSARY CAKE TO BE GIVEN AWAY EACH DAY OF SALE AT 4 P. M.

John Stapleton
ATTORNEY-AT-LAW
Civil Practice
Room 12
First National Bank Building

Dr. A. E. Guthrie
PHYSICIAN and SURGEON
Office with Dr. Thacker in
Readhimer Building
Telephones Office 93; Res. 29

Astronomers say that there are at least two million solar systems like our own.
Experts agree that the maximum population the earth can support is 12,000,000,000 persons.

Floydada Insurance Agency
"The Agency of Service"
All kinds of Insurance
Room 216 Readhimer Bldg.
W. H. Henderson
Phone 273

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

McMAKIN TRAILWAYS
EAST BOUND
3:10 a. m. 3 N a. m. 2:30 p. m.
To Vernon, Dallas, Oklahoma City, and Kansas City.
SOUTHWEST BOUND
10:35 a. m. 3:45 a. m. 5 p. m.
To Ralls, Lubbock, Odessa, Carlsbad, El Paso, and Los Angeles.
WEST BOUND
3:45 a. m. 10:35 a. m. 5:05 p. m.
To Plainview, Clovis, Roswell, El Paso, Amarillo, Denver, and Albuquerque.
NORTHEAST BOUND
2:10 p. m.
To Silverton, Memphis, Clarendon, Childress.
Leave Floydada at 3:45 A. M. arrive in Carlsbad Clarendon at 10:30 A. M. See the Covers and Leave at 8:30 P. M. and arrive back here at 3:25 A. M.
TRAVEL BY BUS - LARGE NEW BUSES
LOW RATES EVERYWHERE
VERNER NORMAN, Agent
Office Phone 182 Office Hours 8 a. m. to 5:30 p. m. Residence Phone 2212

Drs. Smith & Smith
Sanitarium
FOR SURGICAL CASES
Phone No. 177
Floydada, Texas

Fine Watch and Jewelry REPAIRING
M. L. SOLOMON
JEWELER
At Radio Electric Co.

Sixty-five million persons in the United States are protected by life insurance policies.

LAND

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.
W. M. Massie & Bro.
Floydada, Texas

Dr. W. M. Houghton
Medicine and Surgery
Diseases of Women and Children
ARWINE DRUG CO.
Phon: 150
Residence 150; Arwine Drug 73

Dr. C. K. Arnold
Obstetrics, Diseases of Women and Children
General Practice—X-ray
201 Boothe Building
Phon: Office 86; Residence 301

Don't put up with useless PAIN
Get rid of it
When functional pains of menstruation are severe, take CARDUL. If it doesn't benefit you, consult a physician. Don't neglect such pains. They depress the tone of the nerves, cause sleeplessness, loss of appetite, wear out your resistance.
Get a bottle of Cardul and see whether it will help you, as thousands of women have said it helped them.
Besides easing certain pains, Cardul aids in building up the whole system by helping women to get more strength from the food they eat.
Writing fluids, Hesperian.

Say "GOODBYE TO ALL THAT!"
... Pay By Check
Do you "get all mixed up" in financial matters? Don't know how much you paid or to whom—can't tell how you're coming out at the end of the month—afraid of having to pay bills twice—no order or system—running here and there wasting time and energy needlessly—a slave to the "cash and worry" system.
Why not say goodbye to all that and pay by check? Bring order out of chaos—be safe instead of sorry. Instead of running around yourself—order money around by check. We invite you to open a checking account.

First National Bank
Floydada, Texas



DETECTIVE RILEY



DASH DIXON



LITTLE BUDDY



-Amusements-
PALACE
Saturday Prevue
Sunday, Monday
Tuesday
Don Ameche, Alice Faye, Tyrone Power, in
"Alexander's Ragtime Band"
Wednesday-Thursday
Friday
October 12-13-14
SHIRLEY TEMPLE, in
"Little Miss Broadway"
RITZ
Friday-Saturday
"The Land Of Fighting Men"

OUR PUZZLE CORNER



MAC FAREWELL TO ARMS BY BOUGHNER

