

H. D. Butler Dies Tuesday at Home; Burial Wednesday






Freezing Weather Needed for Fruit and Small Grains


## State Service Officer

 Of Legion Due Tuesday$$
\begin{aligned}
& \text { W. A. Huckabee, } 73 \\
& \text { Victim Of Pneumonia, }
\end{aligned}
$$

Holds Spot


Burglars Crack Safe Monday Cummings Morning at Consumer's Fuel For \$600; Officers Are Busy


County Home Dem. Council Plan For Spring Activities

## Funeral Rites Held For Mrs. A. L. Gienn Jan. 28 At Sand Hill

Is Buried At Memphis

## Floyd Holds Lead as Biggest Wheat Insuring County

# The Floyd County Hesperian 

 editorial opinion - interpretation of the news - current thoughtEditorial
VEHEMENT DEMAND FOR ECONOMY

| As A Farm |
| :---: |
| Woman Thinks |


Amusements

Saturday Prevue Sunday, Monday "Just Around Tuesday-Wednesday February 7-8


"Illegal Traffic"

## RITZ

Friday-Saturday
"GUN PACKER"

## When Get $\underset{\text { You }}{ }$ Sick <br>  <br> Doctor <br> and when you get your Prescription

## Bring It To Us!

WE WILL FILL IT AS ORDERED
We appreciate your business whether it be large
ARWINE DRUG COMPANY

## Its value is tradition... ITS STYLE IS MAKING NEWS!



Ord cars have always been bunlt to their own high stand
ards of basic quality and performance. This year they also

$\$ 11900$ EQUIPMENT INCLUDED IS THE DETROIT DEIIVERED PRIC
This is for the Do Luxe For
Sedan illustrated and include
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battery-condition indicator.

 Celebrate 40th Anniversary

Is New President Of 1929 Study Club

Joint Hostesses Honor Recent Bride With Lovely Shower

| The Lakeview Needlecraft club met Thursday of Mrs. Willie Bunch <br> A business meeting was held when officers were elected for the next term. Mrs. Bill Smith was elected as president; Mrs. Willie Bunch secretary-treasurer; Mrs. John Allen ${ }_{-}{ }^{\text {rep }}$ <br> * Each momber brought their needle work a sented. <br> Members present were Mesdames Conway, Peyton Leggs, P. J. Wilkes, |
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P. H. Pharr Dismissed From Hospital Sun


Mr. And Mrs. Henry Hosts To Pla-Mor
Club Thursday

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HELPY-SELFY LAUNDRY
"The Laundry of Personal Service"
maly equipped to hatephone No. 147 -
Mrs. E. T. WILLIAMSON, Manager


## Notice

Hospital Notes

Mrs. Hale Appointed As District Health Chairman For P. T. A

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FRida




Whirlwinds Lose Thriller To Ralls Jackrabbits Friday
 There is a
in the Bible
thy hand find
thy might."
This verse

## This ate mo ing to many mithe heart wealt ness The thero gratil sho thor ing Try pare oppo age Merel aetiv mat



| abile |  | $\begin{aligned} & \text { ty treasurer, was the speaker in the } \\ & \text { girls assembly and Mr. Cummings } \\ & \text { spoke to the boys. } \end{aligned}$ |
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## Bronchial Coughs

 Need CreomulsionThere is a verse. Ecelesiastes $9: 10$
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 Chapel

Bert Bobbitt Honored
With Birthday Dinner

Fairview News
Mr. and Mrs. T. V. McClure and Mr. and Mrs. Raiey. Msenture Sund
with Mr. and Mrs. Ray Warren.




 sent Thursday with their grandMr. and Mrs. Thurmon Perry of
Kress visted her parents, Mr. and

$\qquad$
$\qquad$
Life Underwriter Enters 20th Year As Sowestern Man

## IT'S HERE

Texas-Iew Ilexico Itilities Company



This thoroughbred horse, native of Virginia, is making his home in Floyd county on the bet after a
to the area

## breeding

southwest.


|  | Lost and Found |
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| Most Complete ino of Radios in | Hosme |
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# February Specials 



MEN'S OVERCOATS
t Men's Curlee Overcoats $\frac{1}{2}$ PRICE

## MEN'S JACKETS

Wool Zipper Jackets with
Wool Zipper Jackets with
Sleeves, 86.95
For,
$\$ 4.78$
MEN'S MACKINAWS
Lot Gay Plaid. All Wool Mack-
inaws to Close Out at, $\$ .85$
MEN'S DRESS SHIRTS

HEAVY UNIONS
Men's Flat Fleeeed Extra Heavy
Unions 98c Values for only,
78 c
MEN'S WOOL GLOVES
$\underset{\substack{\text { Lot Men's Warm, All Wool } \\ \text { Gloves to Close Out at, }}}{ } \quad 25 \mathrm{C}$
CORDUROY CAPS

BROADCLOTH SHORTS
$\substack{\text { Snap Front, Extra Full Cut } \\ \text { for Men or Boys, }}$
$25 C$


Why Miss Out On Pleasure?

Call 242
Rainer's Shoe Shop
South Side Square

## HOUSE FROCKS


LADIES' DRESSES
$\underset{\substack{\text { Lot of Smart Wash Dresses } \\ \text { To Close Out at. }}}{\text { 49C }}$

## REMNANTS

Big Lot of All Kinds to Close $\frac{1}{2}$ PRICE out at,
DOUBLE BLANKETS

GREY BLANKETS
$\underset{\substack{\text { Doube, Grey with Fancy Border, } \\ \text { Per Pair, } \\ 78 \mathrm{C}}}{ }$
PREMIUM SHEETS
Size 81x $\times 99$. Extra Fine Sheet with
wide Selvage, 69C
Size $81 \times 90$ $66 c$ TOWELS
$\substack{\text { Size 20x40, Double Thread, white } \\ \text { with Fancy Border, }}$
13c PRINTS
$\underset{\substack{\text { Sc Values, Bright Colors, A Big } \\ \text { Special for Only, }}}{\substack{\text { On }}}$

## DOMESTIC

$\underset{\substack{80 \text { Square, Bleached, } 121 / 2 \mathrm{c} \text { Value } \\ \text { For Only, }}}{\text { IC }}$
LADIES' SHOES $\begin{aligned} & \text { of Ladies' Fall Shoes } \\ & \text { Close Out at, }\end{aligned}$ \$1.38 CHILDREN'S SHOES Sall Sizes, Shoes and Roman
Sandals, to close out at,
48C

By Richard Lee



## TAXES

The government depends on taxes for revenue The people of Floydada and vicinity depend on the fesperian Want Ads when they want re-
sults-fast! Put them to work for you. We'll be glad to help you write your Want Ads!

- CALL No. 8! ASK FOR AN AD-TAKER!

LITTLE BUDDY

DETECTIVE RILEY


# 36 Years of Building On a Sound Foundation 

## Sonthwestern Life IReports for 19:BA its Greatest Gain in Assets . . . . . \$5,777,727

Measure the Company's Increase in Financial Strength During 1938 by Comparing the Two Columns of Figures Below:

Statement of Comalition<br>(Unpaid Premiums Not Included)

## ASSETS



## LIABILITIES


*The Company has never had a default in payment of principal or interest on any bond owned by it.
Market value of Bonds is $\mathbf{\$ 2 , 2 2 6}, 519$ more than book value shown above.
145, 100 Texas Citizens Dwn $\$ 342,617,326$ Life Insurance in the Company . . . . . . . . . . An Increase of \$19,z64,935 During 1938


## Consumers

## Fuel Ass'n

## LOOPER'S

Wafers vanilla or oat meal ll .12

 Sausage pure Pork CABBAGE per pound $.01 \frac{1}{2}$ CORN FLAKES 3 boxes .25 PICKLES short quart .10 ENGLISH PEAS per can . 05 PORK \& BEANS 16 oz can .05 SALAD Dressing $320 z$ jar .20 $\overline{C O C O A}$ mothers 2 lb box .18 SPUDS large white $10 \mathrm{lb} \quad .16$ CATSUP gallon can .43 Flour Everlite 48 lb sack $\$ 1.29$ DATES per package .08 CHERRIES no. 2 can 2 for . 25 SUCAR limit 10 lbs .44 Salmon genuine pink per can . 12 IElly any flavor full quart .20 Ewisims box .15


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## Always

cood prices ar кivg
See These
Items especially this
Week-End


GROCERY \& PRODUCE Phone 13 - Floydada
$\qquad$

EVERETT Miller doing well
hight snow fall.
Everett Miller, who suffered in- $\begin{aligned} & \text { Light snow this morntng at } \\ & \text { uries Wednesday of last week when }\end{aligned}$ clock was falling in Floydada
 cording to reports from the hospital
in Lubbock where his injuries are
Tempertature at at 9 oclock,
oclock

Mr. and Mrs. Farmer WHY NOT Modernize and
BUTANE GAS
You can buy now and have full 36 months to pay a y low rate of interest. Our Prices Are Low

BAKER-FLEMING FARM GAS CO. The Oldest Butane Dealers in the Panhandle Robin Baker, Lockney


CRACKERS Antact 15c

PEAS

Fruit Cocktail montan 25c
GREEN BEANS

KRAUT 9 oz can 5 c
SOAP Lux
LIFBUOY $\underset{\text { Hutuor }}{\text { Two }} 15 \mathrm{Bars}$ LUX IIX Small 9c FLAKES III Large 23c RRINSO Spry . 55 c

Grape Fruit nam smor 5c LETTUCE MARKET

Oleomagarine comanan 25 c
Kraft Dinner Pkg 15c



| Yeal loap |
| :--- |
| MEAT |
| $14 c$ |

STEAK 18C
Felton-Collins Gro. Co. phone 27

