









# Suggestions Of Co. Agent On Termites

Simple Precautions To Help  
Overcome Infestations  
Told By Bredthauer

(By D. F. Bredthauer)

Recently a number of Floyd county home owners have become seriously alarmed over the fact that their homes have become infested with termites or white ants and with termites or white ants. The services of commercial firms to exterminate these pests from their homes has become a source of concern to many. A few simple precautions will help to overcome these infestations and the following extract from U. S. D. A. bulletin No. 1472 may be helpful.

If buildings are to be constructed on recently cleared woodland, decaying logs and stumps should be removed from the soil in the vicinity and burned. If, because of the presence of decaying wood and humus, the subterranean termites are numerous in the earth, the soil should be deeply plowed or otherwise broken up and treated with chemicals to kill the insects. Effective poisons for this purpose are a 10 per cent solution of sodium arsenite, 1 part coal-tar cresote and 3 parts kerosene oil (this mixture should be strained through burlap before being used); carbon disulfide emulsion, which is on the market ready for use; orthodichlorobenzene (50 gallons per 1,000 square feet). Live steam forced into the soil will serve the same purpose as the gases. Decaying fence posts, sidewalks, etc., should be removed and replaced with treated wood. Concrete, stone or other resistant substance; such decaying material would facilitate the formation or perpetuation of the termite colonies. Locating and Temporarily Arresting The Damage

Although it may be difficult to eliminate termites and stop further damage by them, when once these insects have become established in the woodwork of a building, the appropriate point of entrance should be sought at once by careful examination of all woodwork in contact with the ground. To do this, it may be necessary to tear up the foundations, flooring, and some other woodwork. The foundation timbers and interior woodwork found damaged should be removed, and the ground where they were set should be broken up and drenched with orthodichlorobenzene at the rate of 1 gallon per 10 linear feet, which will kill or at least temporarily prevent the further activity of termites at that point.

## Sterley News

**STERLEY, June 21**—Mrs. Earnest Hays was called to Fort Worth Saturday to be with her father who is ill.

F. S. Clark and family returned from Arkansas Friday where they had been visiting for some time.

Miss Veranell Stovall is visiting a cousin, Miss Maxine Perdue at Haskell this week.

Mr. and Mrs. Hamond Blount, of Kress were guests of Mr. and Mrs. Bob Reeves Sunday.

Miss Lillie Wingo is visiting relatives in Oklahoma this week.

Mr. and Mrs. F. S. Byars and daughter Hortense and Mr. and Mrs. A. C. Carthel visited in Clovis, New Mexico Tuesday.

A. B. Howell, Jim Bert Bobbitt and Juanita Reeves visited in Amarillo Wednesday.

Mrs. W. A. Whitlock returned home Friday from a visit with her son and family at Decatur.

Mr. and Mrs. Fay Pinner and Mr. and Mrs. Jewel Rexrode visited Mr. and Mrs. Coy Pinner at Levelland Monday.

Mr. and Mrs. Graham Hart and family of Amarillo visited her parents Mr. and Mrs. E. Hays Saturday.

Mr. and Mrs. Paul Slaughter visited in Plainview Friday.

W. S. Rexrode is on the sick list this week.

A number from our community attended the funeral of O. L. Allen at Plainview Monday.

The patrons of the school met at the school building Wednesday and spent the day in cleaning the school premises and irrigation ditches. Ball games were played in the afternoon.

## Farmers!

**ATTENDS BROTHER'S FUNERAL**

Mrs. Ed Johnson, of this city, is among the surviving sisters of Geo. I. Adams, of Austin, who died last week and burial rites for whom were held at Meridian. She attended the last rites for her brother.

**Wouldn't Dare**

The club members were bidding farewell to one who was leaving for India. In the conversation a friend said, "It gets pretty hot in India at times. Aren't you afraid the climate might disagree with your wife?" The man looked at him reproachfully. "It wouldn't dare!"

**WANTED Clean White Rags at Hesperian**

Lawn Mower Grinding the factory way.

\$1.00 Up.  
Foley Machine.  
Guaranteed.  
JUDSON CHENOWETH,  
223 East Houston Street

## Elderly Woman Dies; Rev. B. C. Welch Is Injured In Road Crash

An Associated Press dispatch yesterday from Sedalia, Missouri, said that Mrs. John Leister, 70, of Montrose, Missouri died yesterday in a car accident, in which Rev. B. C. Welch, Petersburg, Texas, and Maurine Fowell, Lubbock, suffered minor injuries.

The dispatch said the car struck a bridge abutment. They were enroute home from the Cumberland Presbyterian General Assembly at Marshall, Missouri, when the accident occurred.

B. C. Welch of Petersburg mentioned in the dispatch, is also pastor of the Cumberland Presbyterian church at Floydada. Others from this church at the general assembly are Mr. and Mrs. E. C. King and their daughter, Blanche.

**Fossil Found Near Ancient Quarry**

AUSTIN, June 19—A 9-foot skull of a pre-historic shovel-jawed mastodon—the second unearthed in the same site—has been discovered in a Bee county water hole, Dr. E. H. Sellards, director of Texas Mem-

orial museum, disclosed here today. WPA field men have been working the Bee county quarry for several months.

The shovel-jawed mastodon, an early form of the elephant, was about the same size as his descendant of today, Dr. Sellards stated. The newly discovered skull will prove one of the largest found, he believed.

He credited the rich geologic "strike," which has already yielded the fossilized bones of one 20,000-year-old mastodon, to the presence of an ancient water hole where the beasts must have bogged in clay.

"Pa, what's a matrimonial bureau?"

"It's a bureau, son, with six drawers packed full of women's fixings and one man's necktie."

### Don't Buy AN AIR CONDITIONER Until You See —The— "Nu Air"

The Latest Washed Air  
Cooling System on the  
Market

Priced from—  
**\$25.50**  
Up

Machines built to cool one room or an entire building. Operating cost as low as 3c per day.

Now on display at—  
**FINKNER'S  
Triangle Garage**  
Complete Automotive Repairs—Replacement Parts, Batteries and Tires

### Charley L. Berry Floydada Poultry & Egg Company

East Side Square

## PIGGLY WIGGLY brings you Foods From All Over The World

To emphasize the world-wide variety of merchandise at your Piggly Wiggly, we stage this event, specializing items from almost every country in the world — including products from farms and factories in our own and other States.

**FRESH**

<b>PINEAPPLE</b>	Large Size, Fresh from Hawaii, EACH.	<b>10c</b>
<b>LETTUCE</b>	Large Crisp Heads, 3 For	<b>10c</b>
<b>BANANAS</b>	Large Golden Fruit, Pound.	<b>4c</b>
<b>CARROTS</b>	Large Bunches, Each.	<b>3½c</b>
<b>ORANGES</b>	Sunkist, Calif., Dozen.	<b>15c</b>

# SUGAR

10 Pound  
CLOTH BAG.

**45c**

**WHOLE IRISH POTATOES, No. 2 Can, 3 For 25c**  
**OKRA, No. 2 Can, 3 For 25c**

<b>OATS</b>	Large Box	<b>17c</b>	<b>Fly Spray</b>	GULF QUART.	<b>39c</b>
<b>RICE</b>	3 lbs.	<b>15c</b>			
<b>MACARONI SPAGHETTI</b>	Round Up 2 Boxes.	<b>5c</b>			

# POST TOASTIES

box **7½c**

# SPUDS

10 lbs. NEW RED. **17c**

<b>ROAST BEEF CHOICE CHUCK, Lb.,</b>	<b>17c</b>	<b>Picnic Hams</b> Half or Whole, Pound,.....	<b>17c</b>
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<b>Bacon</b>	<b>15c</b>	<b>Hamburger</b> FRESH GROUND PURE MEAT, Lb.,.....	<b>15c</b>
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<b>Bacon</b>	<b>15c</b>	<b>DRY SALT</b> No. 1 Grade, Pound,.....	<b>11c</b>
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<b>Pork Steak</b> Pound,.....	<b>15c</b>	<b>STEAK</b> Tender, Lb.,.....	<b>17c</b>
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<b>BLACKBERRIES</b> No. 2 Can, New Crop, 3 For	<b>22c</b>
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<b>Tomato Juice</b> 50-oz. Can, Campbell's, Each.	<b>20c</b>
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<b>SALMON</b> Fancy Pink, 2 Cans,	<b>21c</b>
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<b>PORK and BEANS</b> 1 Pound, Phillips', Can.	<b>5c</b>
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# SHOP HERE

The Store That Keeps Food Prices Down In Floydada  
BRING US YOUR CREAM AND EGGS

# PIGGLY WIGGLY

## McCoy News

**MCCOY, June 20**—Mrs. Albert Parrish entertained for a group of friends of her son Jimmie honoring him on his fifth birthday. The party was held Friday at his home where a large number of mothers and children were present and enjoyed the games and other forms of entertainment.

Rev. and Mrs. Sidney Johnston entertained Friday night at their home in the form of a party. The entire neighborhood were invited guests many of whom attended. Ice cream and cake of all flavors and colors furnished refreshments for the guests.

Practicing and Sunday school services were well attended Sunday and Sunday night in this community.

Donald Richard Ewing, son of Mr. and Mrs. Elber Ewing was brought home Sunday from a Lubbock hospital where he underwent a tonsil and adenoid operation the day before.

Mrs. George Smith returned home Sunday from a Lubbock hospital where she has been for treatment the past few days.

John Tivis is able to walk again this week after having been on crutches for the past month caused from a badly sprained ankle.

Mr. and Mrs. D. F. Payne enjoyed a visit of their children on Father's day.

Grandmother Tardy, who is a guest in the home of her son, G. A. Tardy and family, celebrated her eighty-second birthday Sunday. A number of her children were present as well as relatives from the western part of Colorado.

Twelve guests were present at the birthday dinner given for Luella Ewing, daughter of Mr. and Mrs. E. L. Ewing, Sunday when she celebrated her ninth birthday. She received several nice presents from the guests.

Mr. and Mrs. John Tivis, Mr. and Mrs. Eubanks were Sunday visitors in the home of Mr. and Mrs. B. L. Ewing.

Mrs. H. A. Copeland and children and Miss Winnie Ruth Anderson visited in the S. W. Ewing home Sunday.

Mr. and Mrs. Silas Ellis of Silvertown visited in the home of Mrs. Ellis' brother, James Smith and family.

Rev. Sidney Johnston accompanied by his two sons Carl and Seth, Bobbie Lee Copeland and two sons of Mr. and Mrs. Eubank, are attending the Baptist encampment at Ceta canyon this week. They left Monday.

Henry Culpepper, of Lubbock visited his parents Mr. and Mrs. Frank Culpepper Saturday and Sunday.

# HERE'S OUR QUALITY UNIVERSAL R

Visionlined of course  
SPEEDS for EVERY NEED

A COMFORTABLE CAB if you WANT IT

The "R" has the same type of unique 4 cylinder engine as the Z, only somewhat smaller. Rubber tires are regular equipment.

The "R" is high compressed to burn regular gasoline with the utmost in economy. Get facts on the streamlined combustion chambers.

The low price on this quality tractor will surprise you.

Important, too, is the fact that MM now enables you to get a comfortable cab to fit the all-purpose tractor at a very reasonable price.

Universal "R" features: The newest visionlined tractor with a streamlined 4 cylinder engine and a 4-speed transmission with 4 forward speeds from 2.3 M. P. H. to 12 M. P. H.

Shifting ease compares to that of a modern car. Both front and rear wheels have adjustable tread. Roller and ball bearing equipped. Large capacity cooling system. Large oil wash type air cleaner. The "R" is completely sealed against entrance of dust, dirt, and water.

New type pressed steel wheels attached to cast hubs that clamp and key to rear axle. Rear tread adjustable from 52 to 84 inches. Swinging type drawbar, with a stop feature which prevents jack-knifing when in reverse. 7 foot turning radius, and all the QUALITY MM features. WHY NOT ask for complete facts today and save money.

A 2 ROW TRACTOR  
With Power That Pays and Economy that Stays  
With A Complete Line of Quick-on-Quick off IMPLEMENTS  
To Give You the Finest and Best Farming Units At Lowest Cost!

**\$788.00 F. O. B. Factory  
On 8 x 36 Air Tires**

# S. J. LATTA



Tire costs go down, when you buy Lee Tires at Phillips 66 stations. You get guaranteed first-line quality at lower first cost. And thereafter you get lower cost per mile... because Lee builds longer wear into these tough-treaded tires with the extra-strength carcass. Ask your Phillips 66 dealer about prices... trade-in allowance... easy-pay plan... and the 12-months' road hazard guarantee.

# LEE TIRE SAVED YOU MONEY

## WPA Garden Is Started For School

### Statement Suggests Needs Of School Cafeteria For Ensuing Year

The WPA lunch room which has been operating in Andrews Ward school closed on May 18. This is the first trial of a WPA operated lunch room in Floyd county. Authorities feel it has been successful.

The lunch room opened on December 12, with four workers and Mrs. Stella McNeely as supervisor and manager. In January it was decided that more workers were needed, and two additional workers were assigned to the project, which made a total of seven women employed.

This project was sponsored by the Parent-Teachers association and the Floydada Independent school district. During the period from December 12, 1938 to May 18, 1939 21,181 meals were served in the lunch room, an average of 203 meals served daily, as meals were served 104 days. The cost of these meals to the sponsor was \$1044.97 and a total cost of \$1255.78 to the government, or an average of 10 1/2 cents per meal.

The idea of the lunch room was to serve free meals to the needy and undernourished children in public schools of Floydada. There was no charge made to anyone in the lunch room, but donations were received, whether cash or commodities, in the principal's office each morning by Miss Jane Hughes, seventh grade teacher in Andrews Ward school. The meals were planned by Miss Fannie Mae Rees, home economics teacher in the high school. These menus were made for a week at a time and were well balanced meals.

The following statement was issued this week as to plans and needs for another year:

On May 22, 1939, a garden project sponsored by the P. T. A. and the school district, was stressed. The garden is located on the George McAllister farm, four miles west of town. Four men are employed on this project with Mrs. McNeely as supervisor and manager. So far the garden spot has been well worked and seed have been planted. Tomato and onion plants have been set out. The object of the garden project, besides giving employment to some five workers, is to raise garden vegetables which can be conserved in some form, either canned, dried or stored for use in the lunch room when school starts in September.

To operate the lunch room successfully another year, the articles listed below are needed. If they can be secured will lighten the work and help the women considerably in the preparation of the meals.

Articles needed are: 175 soup bowls, 75 sherbet dishes, 6 deep bread pans, 3 cookie sheets, 1 pressure cooker, 3 large dish pans, 1 egg beater, 24 forks, 24 spoons, 150 glasses, 2 sets muffin tins, 3 or 4 large stewers, 1 or 2 small tubs, 24 or more cup towels and a stove that has a good oven.

If during house cleaning this summer, you find you have odds and ends of dishes and silverware or any of the needed articles which we can use in the lunch room, we would appreciate it if you would donate them, get in touch with Mrs. Robert McGuire, president of the P. T. A. or Mrs. Stella McNeely. Mrs. McNeely may be contacted at County Judge Tobb's office.

**ANSWERS TO OUR PUZZLE CORNER**

Goofygraph—donkey in tree, bow on neck, hand on tree, shoe, wordless sign, dog running up tree, window in tree, tree growing through garage, bell out of place, chimney.

Anna Gramm—sport skirt, stockings, bathing hats, bathing suit.

Dots—Uncle Sam.

"P" Objects—parasol, patch, point, peak, parcel, plant, pot, person, paper, plumage, pants.

**EXPRESSION OF THANKS**

We take this means of thanking our many friends who assisted in any way during the sickness and death of Mr. Allen.

We wish to thank everyone for the beautiful floral offerings and kind words of sympathy.

Mrs. O. L. Allen, Mr. and Mrs. Hubert Rutherford, Mr. and Mrs. Elbert Allen, Mr. and Mrs. Stewart White.

Mrs. A. B. Keim and daughter, Frances, returned home Saturday from a two weeks visit in Waco with her parents, Mr. and Mrs. J. E. Laughlin.

**ATTORNEY-AT-LAW**

**Winfred F. Newsome**  
First National Bank Bldg.  
Room 12 Tel. 388

**Floydada Insurance Agency**

"The Agency of Service"  
All kinds of Insurance  
Room 216 Readhimer Bldg.  
**W. H. Henderson**  
Phone 278

**As I See It**  
**Bill Hams**

The circus is coming... this week the Floyd County Hesperian published probably the most extensive edition considering the circulation in its history. Something like 10,000 copies of this circus edition were mailed to readers in Floyd, Crosby, Motley, Hale, and Briscoe counties. The circus tabloid was sponsored by wide-awake and progressive merchants who wanted to do "something different" to promote business and interest in Floydada and Floyd county. These merchants whose ads appear in this circus edition are the ones who fought the strongest for the circus entertainment in cash and time and want it to be the best entertainment you or I or anyone ever saw.

**What Tarwater Thinks Of Notorious SJR 12**

Representative From 120th District Says It Is Nothing But A Tax On Hard Working Citizens

(Ed. Note.—Whatever may be your idea of SJR 12 and whatever its fate this week in Austin, Representative A. B. Tarwater of the 120th district, doesn't like it so well. He writes about it in a letter received Sunday as below given.)

(By A. B. Tarwater, Representative 120th Legislative district)

Herewith enclosed is a newspaper clipping of an article written by Dick Vaughn, of the Houston Press. Vaughn is one of the old-time newspaper reporters covering the legislature.

In this article he has given, in some detail, the forces outside of the legislature who are backing the notorious SJR 12. These outside forces being corporate wealth, special privilege and greed of every type, have been driving with all their force to get the legislature to submit a sales tax to the people to be voted on as a constitutional amendment.

Of course this is nothing but a tax on the hard working, every-day citizen of Texas, the real backbone of the state, and the ones who can least afford to pay this tax. It is sometimes called the Natural Resources Sales tax.

I have looked up statistics as carefully as can be done and I find that every time this proposed constitutional tax will raise a dollar from oil, gas and sulphur, it will raise approximately \$7.00 from the sales tax.

**House Is Misrepresented**

The statements being heralded over Texas that the legislature and the people must take this sales tax route, an attempted abortion on constitutional representative government, or fail to finance the social security program, are not based on the facts in the case. Under the sales tax constitutional amendment route it will be January or February, of next year before any money will be coming in to the state treasury. If the legislature will pass the same tax as a statutory tax, the money will be coming in at once.

The statement is also made that the house of the Texas legislature is blocking the program. These statements are untrue. The house has passed two statutory tax bills, either of which would finance the social security program, and do it at once. The senate has killed both tax bills.

Statements are also being heralded over Texas that if the legislature adjourns Wednesday without submitting S. J. R. 12, that nothing will or can be done to finance the social security program for two years. No statements could be further from the truth. Should this legislature adjourn Wednesday without submitting the sales tax constitutional amendment, and I believe it will, a called session will be necessary in the late summer or fall to raise the necessary revenue by means of a statutory tax, and I feel sure that the legislature will pass a statutory tax, and money from this source will be available months before it would if the people are called on to vote a tax bill into the constitution.

Statements are also being put out over Texas that the members of the house who are opposing a raid on the constitution in the form of a sales tax on the common, hard working citizens of Texas, are in league with corporate interests, wealth and special privileges in Texas. Nothing could be farther from the truth, as predatory wealth and interests of the kind above mentioned will back to the limit the sales tax constitutional amendment.

**STOMACH COMFORT**

Why suffer with Indigestion, Gas, Gall Bladder Pains or High Blood Pressure? Restore your Potassium balance with Alkalosine-A and these troubles will disappear. A month's treatment for \$1.50. Sold on money-back guarantee by White Drug Co. 1524tc.

**E. P. NELSON**

**FIRE INSURANCE AGENCY**

Second Floor First National Bank Building.  
Phone 285

**BEST GRADE**

**Butane Gas**  
**\$2.50**  
**PER DRUM**

**Baker-Fleming Co.**  
Lockney, Texas

by wide-awake and progressive merchants who wanted to do "something different" to promote business and interest in Floydada and Floyd county. These merchants whose ads appear in this circus edition are the ones who fought the strongest for the circus entertainment in cash and time and want it to be the best entertainment you or I or anyone ever saw.

The coming of the Gainesville circus represents one of the greatest bits of cooperation Floydada has ever attempted... a heavy guarantee had to be put up by Floydada merchants before the circus would even consider the date... that money was put on the barrel head in "no time at all" and the contracts were signed.

The 10,000 copies put out this week by the Hesperian is just one more bit of work in the chain of events which has made the circus possible for the South Plains.

Read the edition from "kiver to kiver" and you too will want to see the circus as young as the most enthusiastic youngster.

With luck the Texas legislature will close down this week and give the folks a rest. No sooner than a date had been set for the closing time down there and the senators and legislators began to slow down on the jaw-waggin' than the hot dry winds that had blown over the plains since February ceased. It is probably just a coincidence that the winds stopped at the same or near the same time that the legislators stopped but it is gratifying to say the least to have two such pleasing things take place at the same time.

Uncle Sam is considering putting the "nuisance taxes" back upon the folks... so far as we have ever been able to figure out... there are only one kind of taxes and that is nuisance taxes.

For once we have a bone to pick with the president... the old boy suggests putting the income tax burden down a notch so it will hit the "little man"... if our friend, Roosevelt, only stopped twice to think he would know that the so called little man has been hit with the tax bur-

den for the past 10 years so hard he is punch drunk and punch broke.

Our illustrious prexy says that an income tax on the "little man" will make him take more interest in politics and government... brother, if it does the Democrats headed by one Mr. Roosevelt will be out in the cold and a Republican will be living in the White House.

Ordinarily this column is strongly pro-democrat but that crack by the president just pulled the orneriness right out.

In the past six months I have travelled from Alaska to Little America, from Kokomo to Mesopotamia, from Panama to Hawaii, from Shanghai to Kalamazoo... of course all this traveling has been done in an air conditioned theatre... all the scenery I have seen was described by an emotionless observer who cared about as much about seeing it... which was nothing.

Personally I'll take a Popeye comedy 5 to 1 over all the Traveltalks you can stack in an afternoon's program.

I enjoy a good movie as much as the next man but I sure am getting tired of travelling... plumb worn out in fact.

**Go Swimming At Lockney Pool Is Now Open**

9:00 to 12:00 1:30 to 9:30

10c, 15c, 20c

Arthur Barker, Jr. Henry Ford, Jr.

**DON'T LIMP**

Wear comfortable shoes... no matter how worn your old shoes may be we can fix them up for months of good wear. Take care of your feet during this Hot Weather... bring your shoes to—

**RAINER'S SHOE SHOP**  
South Side Square

**Is Your Credit Record Holding You Back?**



**Remove the "ball and chain"! Start now and rebuild your credit record by paying promptly.**

**YOU'VE** seen them! Men who gave promise of brilliant careers—men who plodded and strove, year after year—yet failed just short of success!

Held back by the "ball and chain" of a bad credit record—their efficiency impaired by worries about bills—their chances at important positions and business opportunities were blocked by the shadow of "poor credit."

Not because they had planned it that way—but because they hadn't planned the right way!

Use your credit and pay all bills promptly; that makes—and keeps—your credit "O. K.!"

Would thou heal up  
The avenues of ill?  
Pay every debt as if  
God wrote the bill!  
—Emerson

**Co-Operating With Retail Merchants Assn. of Floydada**

Affiliated with Retail Merchants Association of Texas

**Booklet Now Free**

Please send me Free Booklet, "How to Use Credit to Your Best Advantage." No obligation, of course.

Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Arwine Drug Co.  
A. B. Keim Haberdashery  
J. C. Gilliam  
White Drug Co.  
Brown's Household Supply  
First National Bank  
West Texas Gas Co.  
Star Cash Grocery  
Higginbotham-Bartlett Co.  
Felton-Collins Grocery Co.  
Martin & Company  
Oden Chevrolet Company  
H. M. McDonald Hardware

Hull & McBrien Grocery  
Stansell & Collins  
Dr. I. W. Hicks  
Texas-New Mexico Utilities Co.  
Daily's Conoco Station  
Martin Dry Goods Co.  
Radio Electric Co.  
Finkner's Triangle Garage  
M. L. Solomon, Jeweler  
Dr. V. Andrews  
King's Grocery Company  
J. C. Woodridge Lumber Co.  
Kirk & Sons  
F. C. Harmon

Bishop Motor Co.  
Floydada Hospital & Clinic  
Smith & Smith Clinic  
Dr. W. M. Houghton  
R. C. Henry, Continental Distributor  
Dale Strickland, Panhandle Distributor  
Farmers Grain Company  
Dr. C. M. Thacker  
C. T. Campbell, Texaco Distributor  
Milady's Specialty Shoppe  
Looper's Cash Grocery  
C. P. Looper  
Wilson Kimble Optical & Jewelry Co.







# Gainesville Community Circus Edition

## THE FLOYD COUNTY HESPERIAN

VOLUME 46

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, JUNE 22, 1939

NUMBER 19

# CIRCUS DATES HERE JULY 3-4!

## Amarillans To Be Honor Ringmasters

Gene Howe, Famed Tactless Texan, And Mayor Rogers Coming July 3-4

Two famous panhandle men will be honorary ringmasters for the opening performance of the Gainesville Community circus at 8 o'clock the night of July 3.

They are Gene Howe, publisher and columnist of the Amarillo Globe News, and Ross D. Rogers, Mayor.

When J. C. Wester, commander of McDermott Post American Legion tried out Old Tack (Mr. Howe) to make the trip here for the whistle blowing he intimated a 3 and a half minute speech would be in order. To which the Tackless Texan answered he couldn't face the music. A three and a half word speech much less a three and a half minute one would be beyond his ability before a crowd of 2,500 people, a lot of them strangers from downstate, he declared.

And so it was that the mayor of Amarillo, Ross D. Rogers was impressed into service. Whether Mayor Rogers will make a speech and toot the whistle while Mr. Howe furnishes his presence is not exactly known. This will have to be worked out Wester said. His own idea is that there should be 2 whistles tooted simultaneously by the famous men. He is sure the crowd is going to want to see and hear from Old Tack.

Mr. Howe is known as the newspaper publisher with the most original ideas of any in the southwest. In addition to inventing the character, The Tackless Texan, who says as he pleases about anything and everybody more especially the weather, Mr. Howe was the originator of the idea of Mother-in-Law day which went over so big in Amarillo 2 years ago. Mr. Howe's Tackless Texan column writes most fearlessly about the weather. He has been predicting for more than 10 years of the 15 he has been in Amarillo.

Residents of the plains area who lived here 12 years ago will recall the mishaps of the Hoax family, farmers who had such tall maize that one of their children got lost in it. This was an exclusive story that appeared only in the Amarillo News. Incidentally it grew in the fertile mind of Mr. Howe. Latterly he has not had time for such extended effort, holding himself to such simple matters as tending to the weather, finding lost jewelry and dogs, giving a friendly pat on the back here and there and sticking a barb in an occasional spot where needed.

People all over this part of the country have heard of Old Tack these many years. They know all about him, except they've never (See Amarillans page 5)



One of the most elaborate tableau wagons which make the opening pageant of the Gainesville community circus gorgeous and impressive is pictured above. Beautiful girls in be-spangled costumes of many designs, ride high on the tableaus, drawn by plumed caparisoned horses.

## Huge Circus Tent Has Ample Capacity for Crowds of 4th

If you imagine that you will not be able to get a seat in the tent for the Gainesville Community circus in Floydada on July 3 and 4, remember that the huge top under which the performances are presented has a seating capacity of 2,500 and standing room for an additional 200 or 300.

Thus it can be seen that 7,500 to 8,000 persons can see the 3 performances, 2,500 to 2,750 at a time.

Hours are convenient, too. If you cannot attend the first performance and see Old Tack (Publisher Gene Howe) of Amarillo and the circus all for one price of admis-

sion, then you can attend the 2 o'clock performance on July 4. Or, if that hour does not suit and you must go to the swimming pool or somewhere instead, then you have the night of July 4 to attend the circus and take in the sight.

And the price is only 75 cents for general admission with no trimmings and nothing extra to buy unless you want a reserved seat at 25 cents, a sack of popcorn, some soda pop or a cushion.

The trip to Floydada is the longest the Gainesville Circus has ever made in its 10 years on the road.

## 14 Bands Had Part On Opening Day At Gainesville

Indicating the wide-spread popularity of the Gainesville Community circus, 14 bands were present on opening day and had places in the 2-mile long parade that preceded the opening performance on April 26.

Colleges, high schools, cities and towns were represented by their bands, and drum and bugle corps also had places in the parade.

## Southwest's Most Unique Organization

Gainesville Community Circus To Give 3 Performances Under Big Top

The day of the big circus in Floydada is rapidly approaching.

Gainesville Community circus, the only show of its kind in the world an amateur organization that puts on a professional appearing program, present their mighty extravaganza on July 3 and July 4. There will be 3 performances in all as follows:

July 3 at 8 o'clock p. m.; July 4, at 2 o'clock p. m.; and July 4 at 8 o'clock p. m.

Their huge tent, as big as that of a regular, professional circus top, with seats for 2,500 persons, will be located on South Wall street adjacent to the Armour Creameries, immediately south. This location was chosen because it gives the needed room for the big top and for the 25 x 100 foot tent that is used for dressing rooms, et cetera.

There will be 100 feature acts in 3 rings and on the hippodrome track, requiring 3 hours to present!

The 60,000 pounds of the circus' equipment will begin reaching Floydada on Saturday before the Monday opening. The huge poles that carry the load of the big top will be hauled on trucks with trailers for which special permits will be obtained.

On Monday, the day of the circus opening performance the Gainesville troupe of 150 persons, including the various officials, superintendents (See Circus Dates Page 13)

## Circus At A Glance

CIRCUS—Gainesville Community circus the only show of its kind in the world, this year celebrating its tenth anniversary.

ROUNDS. — Immediately south of Armour Creameries, on south Wall street, 1 block from southeast corner square.

PERSONNEL — Staff, department heads working forces and performers total more than 150.

PERFORMANCES. — 8 p. m. July 3, doors opening 1 hour earlier; 2 p. m., July 4, doors opening 1 hour earlier; 8 p. m., July 4, doors opening at 7 p. m.

EQUIPMENT.—5 Tents, including the big top covering 20,000 square feet of space; 50,000 pounds of canvas, seats, properties, rigging and costumes, scores of performing animals.

TICKETS on sale at all drug stores in Floydada for reserved seats.

SPONSOR — McDermott Post, American Legion.



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