## The Floyd County Hesperian

F. L. Moore Doing Well After Wreck

Farm Security Office Closed For District Thee Farm securrity oftice in the
$\qquad$

Lockney Sugar Beets Will Be
Used In Chemurgic Exhibit
At Texas State Fair In Dallas

## Yannigans Will Meet Floydada


$\qquad$Election on Superintendent


Soil Hearing Begins Today At $20^{\prime}$ Clock At Rushing Chapel On Sunday, 0ctober 22

District Court To
Begin Here Mon.
With Grand Jury

Full Swing Over Fioyd


South Side Singing

$\qquad$ $-2$ number of field trips to
of FSA clients are plaia
vith farm problems pec
 mitrs remoror mux $\pm=$ $-2+2-2$

Guffee Named Roll
Chairmanof 1939
Red Cross Drive


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McDowell Club Has
Opening Meeting At Opening Meeting At
Home Of Mrs. Fagan

Right Dressing Adds Distinction To Salad, Says Farm Home Leader

## ${ }^{1}$

 The Junta


Joint Hostesse Girls S.S. Clas

Mra D W. Fitio was elecead pres:


|  |  |  |
| :---: | :---: | :---: |

Drop That BERRY

MILADY'S


Swagger Felt
$\mathbf{\$ 2 . 9 8}$
Jauntily tailored felts for
smart women! with the ne
hightcrowns. Rich new col
ors.
 FOGERSON'S
It's The
D O B B S
New fall hats in all the
newest colors.
Dobbs, $\mathbf{S 5 . 0 0}$
Others, $\mathbf{\$ 2 . 9 5}$ up

Keim's
Haberdashery

## Sacial Calendar

$\qquad$Cub Thursday, Septemberstr
ormal luncheon. The table
 1922 Study club meets this after-

Pla-Mor Bridge club meets this
evening at 8 oclock with Mr. and
Pla-Mor Bridge club meets cis
vening at 8 oclock with Mr. and
Ms. Jack Henry.
ans the eater peom shan


| State Employment Agency Is Opened Here Temporarily <br> Office Expected To Aid Farm- <br> ers, Laborers In Pla ment Service $\square$ <br> the State Employment service here was announced Tuesday morning to $\square$ $\qquad$ <br> be kept open as long as it appears to be needed, Kimbro said. |
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| Cone in for a |
| :---: |
| Winter Motor |

Tune-Up


## 

| Land For Sale |
| :---: |
|  |
|  |
| Soit 2350 |
|  |
| $\overline{\text { we mate }}$ 5\% farm loans |
| Genen 8 coen. |
|  |
|  |
| For Sale |



## 

## 

For Rent

| FOR RENT -3 room apartment un furnished. 215 West Missouri St. |
| :---: |
| Houses For Sale |
|  |
| MODERN Homes for sale, easy terms. Phone 273. Won. H. Hender- latfe |
| FOR SALE- 2 modern houses, close in. Small cash payment, balance monthly. See C. M. Meredith. 30tfc |

ODEN Chevrolet Co. mampoons.

Redd's Fruit Stand and Lunch Room We have opened a lunch room in connection with our
fruit stand and invite the public to eat with us. fruit stand
Good eating apples,
Per Pek,
Oranger, per dozen,
Oicer
Onions, 3 Pounds,
Good Spuds, 10 Pounds,
lunch room
$\underset{\substack{10 c \\ 25 c}}{10}$

Steak Order,
Irish Stew,
Irish Stew,
Ham sand wich,
Chili. per bowl.
Hamburgers,

## d) $A$



##  <br> $\qquad$

Poultry and Eggs
等

 Hesperian Ads Pay


To Make A Long Tale Short





$\qquad$
$\qquad$

## PASTEURIZED MILK

Norvell Willis

P Pork CHOPS Ib 200 BACON =19c

| cmisse 15c | CHIC |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
| orn Flakes |  |  |
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HIGHEST Prices For Your Cream and Eggs


LIBBY WEEK AT PIGGLY WIGGLY means QUALITY PRODUCTS AT LOW PRICES! With Libby's long list of delicious, nourishing foods at our disposal in this wonderful sale, we offer our customers a chance to stock up at present low
prices. Once again Piggly Wiggly proves its power to give its customers Highest prices. Once again Piggly Wiggly pr
Quality at the Lowest Possible Prices!

## SUGAR $57^{\circ}$ MATCHES

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|  |  |
| FLOUR |  |
| BEEF ROAST Ib 15c |  |
| PORK ROAST Ib 1712 ${ }^{\text {c }}$ |  |
| Pork CHOPS Ib 20c |  |
|  |  |

[antarambar]


|  | her parents, Mr. and Mrs. Jim Morrison, Saturday night. |
| :---: | :---: |
|  |  |
| can't eat or sleep because | rison, Saturday night <br> Mr. and Mrs. J. T. Poole and son, |
| dis you up try Adcerika. | Kenneth, visited with his brother, |
| art from stomach gas due to c |  |
| pation. Adlerika | who is ill in the Plains hospital. |
| BOTH bowels. At all leading gists. |  |
|  | Mr. and Mrs Rospital Roy Husicker of Dalls, Archie Hunsucker of Call- |
| Her win ma | Dats, Archie Hunsucker of Call- fornia, and Mr. and Mrs. Andrew |
| Bladder | and mor |
| sure? Restore your Potassh |  |
| ee will disappear. | mother and sister, Mrs. w. |
| tor 81.50 . Sold on m | sucker, since last mid-week |
| back guarantee by white Drug Co. | ter condition became so alarming that she was carried by ambulance to the Plains hospital |
|  |  |

STOCKMEN Check Blackleg Now FRANKLIN!

## WHITE DRUG COMPANY

TEXAS STATE FAR


ROUND-TAP Excursion Fares are Lowest in Years Season Limit Tickets First-Class: $1 \frac{1 / 3}{}$ of one-way first-elass fore Carci-Class: $11 / 2$ of one-way coach fare.
Tickeis on sole Oct. 5 to 22 . Limit Oct. 24.

Week-End Tickets
First Class: One-way first-class fare plus 25 e Cosch-Class: One way coach fare for round trip. Tickers on sale each Friday and Saturday. Final return

For Tickets and Details-

| ce your local |  |
| :---: | :---: |
| Santa Fe Tieket | Gen |




## Just A Word

of appreciation REECIATION SALE. SALE CLOSES TUESDAY NIGHT, OCT. 10 H. M. McDonald
 A.e.s. 25 per cent. Ask ony
duced 25 .
employee about a free over. night trial. Any liamp

95c Down . $\mathbf{\$ 1 . 0 0}$ per Month

Texas-New Mexica Wtilities Company

Hesperian Ads Pay
By Bruce Stuart



Floyd County Hesperian, Floydada, Texas, Thursday, October 5, 1939


Baker News
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ Mt. Blanco News $\qquad$

| N O T I C E |
| :--- | :--- | :--- |

The Whole Country Has Been Waiting To See The -


New
1940 FORD V-8s

NOW IT IS HERE FOR ALL TO SEE: BIGGER AND BETTER THAN EVER!

Everyone is invited to visit our Showrooms on Fri-
day, October 6, and see the New 1940 Model Fords fresh off the assembly lines, proud to appear before the public eye

More new features that will thrill you ... and make the powerful, smooth running, V-8 motor, the heart of the automobile, but also

Hydraulic Brakes
Steering Wheel Shift Sealed Beam Lights Ride-Stabilizer
New Steering Wheel Easy-Shift Transmissio
And Dozens of Other Features Equally As Great as Those Named

On Display Friday October 6th At-

BISHOP MOTOR CO.,

Twenty Ninth Anniversary Celebration


Sugar pure cane 10 lb sack .57
Crackers 2 ib box13

Salad dressing $\quad .18$
Cookies 15 c pkg $\quad .10$
Cherries red pitted no 2 can . 10
Pineapple 3 cans .25
Tomatoes no 2 cans 3 for . 25
Macaroni $\quad .10$
Spuds $\quad 10 \mathrm{lbs}$ red $\cdot 12$
Black pepper $1 \mathrm{lb} \quad .15$
Bologna best per lb $\quad .12$
Meat best dry salt per lb $\quad .12$


Oat meal Quick Quaker: sun man $\quad .17$
Pickles sour or dill $m \ldots \ldots$
Green beans no 2 cans 3 for .25
Tomato paste per can .05

| Blackberries ${ }^{\text {S }} \mathrm{Fimem}$ | .25 |
| :--- | :--- | :--- |

Lettuce hard head 3 for .10

## HAGOOD'S Regular Prices

Shop here and save at Everyday Prices on Reliable Standard Brands

| ysum 15 c |  | $\$ 1.49$ |
| :---: | :---: | :---: |
| Tented |  | Cammon Towes |
| 49 c |  | mat |
|  |  |  |
| 49 c |  |  |
|  |  | Steten nlats |
| 44 c |  | \% |

We Covered Our Needs while Prices were Low and you can shop here at no advance


Coivizians 25 c
tontras. 20c
s.l.mow. 29 c

Casip 10 c

нillo. $\quad 5 \mathrm{c}$
sult
томлт. лІІе
Del Monte,
19c
Telephone 292

## HULL \& <br> MCBRIEN

110 th Dist. Bar Assn. In Meeting At Spur Saturday
 in Prices.
 $= \pm= \pm=0$
$= \pm=$
eating a path to Felton-Collins Grocery,
Share in the daily festival of Grocery.
gains. Come in today.
BEANS, ${ }^{\text {GREAN }}{ }^{2}$ for $\mathbf{2 5 c}$
Pineapple Juice, 29c
TAMALES 2 Cans 25c BUTTER, Qt., 25c OATS, Large 19 c DOG FOOD, Can 5c PRUNES, Gallon 27 c BANANAAS Dozen, 15c


CHERRIES, 12c OXYDOL, Large 19c

Mince Meat, 2 pk. 19c COCKTAIL 10c Lava Soap, 2 Bars 15c LEMONS, Doz. 19c GRAPES, Lb., 5 C

- RANGES Dozen, 15c

Compound in.45c

| Loin Steak | "mix mid | 23 c | Pork Chops |  |
| :---: | :---: | :---: | :---: | :---: |
| CHEESE | 边 | 49 c | Picnic Hams | rem |
| BACON | $=$ | 19 c | SAUSA |  |

We Deliver Anywhere In Town-Phone 27
Felton- Collins Gro. Co. THE HESDERETTE

FHS Represented At Area 1 Home Ec Meeting At Quail


> The First National Bank
> Floydada, Texas
Fire is no respecter of persons,
$\begin{aligned} & \text { paring neither rich nor poor, } \\ & \text { striking without warning. Your }\end{aligned}$
$\begin{aligned} & \text { tatiking without warning. Your } \\ & \text { home or oftice may be next. }\end{aligned}$
Important papers and valu-
$\begin{aligned} & \text { ables inay go up in smoke in a } \\ & \text { few seconds. The only answer is }\end{aligned}$
$\begin{aligned} & \text { few seconds. The only answer is } \\ & \text { to keep them where Yire can't }\end{aligned}$
$\begin{aligned} & \text { to keep them where fire cant } \\ & \text { get at them - in a sale deposit }\end{aligned}$
$\begin{aligned} & \text { get at them - in a sate deposit } \\ & \text { box in this bank, renting for }\end{aligned}$
$\begin{aligned} & \text { only a few cents a month. } \\ & \text { DON'T PLAY WITH FIRE. }\end{aligned}$
PLAY SAFE. Rent a safe de-
$\begin{gathered}\text { Sparks } \\ \text { Open firoplace }\end{gathered}$
$\begin{aligned} & \text { Opon fireplacess } \\ & \text { Gas jots, otc. }\end{aligned}$
posit box now.

Junior Carnival Will
Be Held Hallowe'en Be heid hallowe en


Junior Football Is Sponsored By FHS

## Future Farmers Initiate Green Hands Tuesday



Texas Fire Prevention Fight is On

Work Jackets Heavy Blue Denim, Corduroy collar, zipper front, over $25 \%$
wool lined, Anniversary Sale Special-

Boys Jackets Heavy Shirts Blue Melton, extra warm, all Heavy Cotton Suede, tan, brown,
wool, fine for school wear, sizes navy and a few bright colors, for wool, fine for school wear, sizes navy and a few bright colors, for

## Knit Shirts

 68c 49cMen's Jackets
Wool Body with Leather Sleeves, knit bottom, neck and cuffs, zipper openbottom, neck and cuffs, zipper open-
ing, wine or dark green, worth $\$ 6.85$ ing, wine or dark gr
Anniversary Price-

Leather Jackets
Fine smooth leather cape skin, tan color, zipper style short jackets, a big Asniversary Special for only- $\quad \begin{aligned} & \text { pockets with reinforced leather trim } \\ & \text { good heavy weight moleskin, sizes }\end{aligned}$ to 16 years, Anniversary Special-

| FANCY SOCKS <br> Anklettes or regular length fancy rayons, bought specially for this Big Sale- | Broadcloth | Genuine |
| :---: | :---: | :---: |
|  | roadcloth S | Army Twill Pants |
|  | Full cut, snap front fancy broadcloth, balloon seat, each, | Made to Government Specification, Sanforized and vat dyed, prespiration proof- |
|  | 23 c | \$1.98 |
|  | 23 c | Shirt to Match, \$1.75 |

Huge Savings In Men's Clothes T Men's Curlee Suits two great groups \$21.75-\$24.75 -

Students' Curlee Suits


Other Smart New Suits
\$14.90 - \$17.50

## Curlee Overcoats

 ning of the season, you'll marvel at the pat$\$ 16.90$ - $\$ 19.50$

Young Men's Slacks Novelty Stripes and Fancy Weaves that
make unusual good school Pants. An-
niversary Special,

## Boys Smart New Suits

> Suits that represent Fall's Newest Styles and Colors.
Just like the Grown-Ups. Priced in This Anniversary ust like the Grown-Ups. Priced in This Anniversary

$$
\$ 5.95-\$ 14.90
$$


Starts Thursd
Our 29th Anniversary is going Going Up every day and the Spe this a Double Money Saving Ev
We've been planning this Big 0 store full of Brand New Mercha for the home. Make your plans Bargains offered in Our 29th A. Sale Ends Sa

Check These Bar
GREY BLANKETS olid Grey with Pink or Blue Bor der, Double, A Big Anniversary 77c

LARGE BLANK Double Sateen Bound Good Weight, Part Wool, Size $70{ }^{3}$
niversary Special $\$ 1.79$

DOUBLE BLANKETS $\mathbf{2 5} \%$ WOOL BLAN Beautiful Pastel Plaids, Size 70x80, Extra Heavy, Beautiful Worth $\$ 1.29$ go in this Sale at97c
$\$ 3.88$
PART-WOOL BLANKET
Here is a Big Value in a Good WOOL BLANh
Heavy Double Blanket, Size 66x80.

| Aolid Colors of Green, Wing |
| :---: |
| Anniversary Price- |

$$
\$ 1.49
$$

Tafd Red, Heavy Weight, Siu
Tafeta Bound-

Anniversary Valu


MEN'S OXFORD
Here is a Great Blacks, Ta
Antiques, Per Pair,

School Pants
Boys' Fancy Sanforized Slack School Pants, Specially Priced for This Big Anniversary Sale-


Work Pants
Sanforized in the New Greenish and Taupe Color. Anniversary Special-

## Work Shirts

Gang Buster Grey or Blue Chambray Elbow Action Sleeves, Triple Strong
Seams, Interlined Collars, Wear Tested Seams, interlined Collars,
Fabrics, Size 141/2 to 17-

# 29th 

 SA

を. 5 th at 9 a. m . ration of Values! With Prices ZRSARY SALE Reductions make r months and have assembled the ery member of the family - and advantage of the Hundreds of RY SALE.

## Bar

BLA


Smart New Shoes
OXFORD CHIC NEW STYLES


CREPE OXFORDS
, October 21st

## For Huge Savings

## own COMFORTS

 Taftela aovered with extra. with Fancy Border goes in our
tuck under mattress. An. 29th Aniversary at-
$\$ 9.88$

## bed Spreads

Curinins
Hary, Pastel Colors, Size Tie-back Bedroom Curtains, Pastel smar Neer Desizns,
innierary Special-
$\$ 1.88$

## 44c

cotton bats $\underset{\substack{9.4 \text { Sheeting } \\ \text { Per Yard }}}{27 c}$
Thatleched, here is a Big $81 \times 90$
SHEETS
Snary Bargin-
25 c

##  $\$ 6.50$ <br> E Nevest and Most Fascinating <br>  <br> Ins Sevest Colors, <br> \$2.95, \$3.95, \$4.95



LADIES' SHOES


SMART SHOES \% Suede, Kid or Patent
shoes go in this $\$ 2.39$
 83c 87c

SPUN RAYONS Bold Designs, Gay Plaids or Smart
Solid Colors. Bought Specially for this Solid Colors, Bought Specially for this
Sale, Per Yard33c


PRINTS
Here is a Big Anniversary Special in
Smart New Fall Patterns with an extra Smart New Fall Patterns wit
smooth finish, Yer Yard-

14 c


Fancy Scrim
Beautiful New Floral Designs, 36 In. wide. A Big Anniversary Value-

5 yards 44 c

## WOOLENS

54 In. wide for Dresses, Coats or Suits, New Sheers, Medium or Heavy weights, Stripes, Plaids or Smart Mixtures, three
Great Anniversary Prices88c - \$1.79-\$1.88

## LADIES' HATS

1 Big Lot Smart New Hats Bought Specially $\$ 1.88$

## SILK SLIPS Munsingwear Gowns SILK VALUES

 Anniversary Price, $\quad$ 98C Wear, $\quad$ II.JJ 69 c Values for

## RAYON PANTIES Munsingwear Pajamas <br> New Novelty Silks

Extra Fine Rayon in Close or Loose close fitting at wrist and ankle, very Smart New Patterns in Fall's Newest


## HOUSE FROCK VALUES

Girls' Dresses Gay New Prints for school
wear. Fast color, Anniver. Gay New Prints for school
weary Price- color, Anniver-

88c

## BE SHOP WISE SAVE HERE

## Ladies Silk Dresses

Exciting New Crepes


Dresses Of Quality Here is a Group of High Quality Dresses
including a few Classy Jean Dresses, spec-
indly $\mathbf{1 0 0 0}$ inclucing a few Chass Jean Dresses, spec-
ially priced for This Anniversary at,

Classy Jean Dresses Here is A Big Anniversary Special in
Laties' High Quality Dresses, Smart New $\mathbf{T 7 . 0 0}$ Fall Shades
go for only,

Noonday Frocks Smart New Prints in solid
checks or gay designs, specially priced for this Anniversary Morning Frocks Striking New Designs in individually styled House Frocks, $\$ 1.88$
88c

## Ladies New Silk Dresses

Loretta Young and Margo DeMur Dress Sen-
sation, Smart New Spun Rayons Crown Tested, looks like much higher priced garments.
The style is unusual and you'll like the Anni-
\$2.88


Ladies Coats
Two Great Anniversary Specials
SPECIAL NO. 1

## Stunning New Styles in Values that are unsurpassed.

$\$ 9.90$
special No. 2

$\$ 12.90$

## See Our Better Coats

 Girl's Coat ladies and too there is Value in Every One-
## Flomot Falls $39-0$ Before Whirlwinds

## As I See It Lockney Will Meet Paducah Friday At Lockney Field Wellington Defeated <br> Wellington Defeated <br> $\square$ <br> \section*{ciference play Friday 7 to}

loydada Offense Too Muc
For Folomot To Hold In For Folomot To Hold
aducah Believed To Hold Too
Much Power For District

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The Floydada Whirlwinds took
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The Floydada Whirlwinds took
turns at looking great and awtul

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Mos intelligentit animal?


\section*{Are You Haunted By Credit Worries?}


WORRY won't rebuild a bad Wredit record into a good one but honest and determined action will. And creditors are more than willing to help well-intentioned willing to help well-intentioned
customers to restore their credit customer
standing.

Credit is based on faith. Guard it a a sacred trust!

Anyone can overcome a bad credit record and build anew, if he will-

Have a heart-to-heart talk with his creditors and arrange to pay uphis past-due bills-in a mutually satisfactory manner.
2. Then-pay all future bills prompt ly as they become due.

To Make Your Credit Good and Keep It Good - Pay All Bills Promptly.

> Arwine Drug Co
> B. Keim Haberdashery White Drug Co
> Brown's Household Supply
> First National Bank Star Cash Grocery
> Felton Collins Griery Co.
> Martin \& Grocery
> Oden Cherrolet Company
> Oden Chevrolet Company

\section*{LAND}

We have land to Sell and o Lease for Farming Stock-Farming and Graz
ing purposes ing purposes,
80 acres up, in From about, Briscoe, Hall, Motley and other counties. Also large list of Lots in Floydada.
W. M. Massie \& Bro

Ploydada, Tezas

Hull \& McBrien Grocery Stansell \& Collins Dr. I. W. Hicks Texas-New Mexico Utilities Co Daily's Conoco Station Radio Electric Co. Radio Electric Co. M. I. Solmange M. L. Solomon, Jewele
Dr. V. Andrews King's Grocery Company J. C. Wooldridge Lumber Co Kirk \& Sons

Co-Operating With
Retail Merchants Assn.

\section*{of Floydada}

Affiliated with Retail Merchants Association of Tezas

Bishop Motor Co.
loydada 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
Campbell, Texaco Distributor C. T. Campben, Texaco Distributor Wilson Kimble Optical \& Jewelry Co.

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

Name
ctity```

