| Whirlwinds |  |
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| Play Ralls |  |
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Postmasters Meet In Washington For Nat'l. Convention


'Daniel cal
tion during
Farmers of Three Counties Urge Need for Conservation
R. E. Fry Celebrating Twenty-Second Year As Southwestern Life Man


Palo Duro-Garza High Way Assn. Voices Need For North-South Road

Firemen Plan Dance At

Jim Willson First To Pay '39 Taxes In Floyd County
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Cotton Picking Just About 40 Per Cent Done Is Estimate


## Editorial

BUMPERS ARE MORE DEADL In Texas during these October days, school Thousands
educated in
 $\qquad$
to keep from assuming more than their re-
spective fair shares of the burden. The spective fair shares of the burden. The
$\$ 800,000$ was a well-spent sum, as a matter of fact. Meanwhile, it can be taken for
granted the governor is going to call a spec-
ial session of the legislature sometime or get any more done that Mr. Allre may not THIS IS SORTER FAR-FETCHED and colleg
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| Dr. E. H. Balch <br> Physician <br> $\begin{array}{l}\text { Office Phone } \\ \text { NUMBER 86 }\end{array}$ $\begin{array}{c}\text { Residence } \\ \text { PHoNE }\end{array}$ |
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E. P. NELSON fire insurance agency
d Floor First National
Phone 285

Dr. Wilsen Kimble Optometrist Specaluring in inttur
nod
stralghtennlig telephone

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

Fine Watch and Jewelry REPAIRING
M. L. Solomon JEWELER Radio Electric

Texas-NewMexico-OklahomaCoaches



 vonituware roimp

TRAVEL BY bUS-LARGE NEW BUSSES LOW RATES EVERYWHERE A. J. CLINE, Agent

Located Across street
 New families, from small children to grandparents, continue to gather around our family tables. Its a is, we believe, less than the same dinner at home. Bring the family to The White Swan this Sunday
White Swan Cafe
Melvin


## Palace - Floydada

OCTOBER 12-13
Special Added Attraction

## "Yours Truly, Ed Graham"

An intensely interesting Drama of Present-Day Problems of the American home, with Authentic Hollywood Stars appearing in the Title Roles. A brand new Feature never before shown in any town under 10,000 population anywhere in the United States.

Regular Screen Feature with added shorts:

## "Winter Carnival"

With Ann Sheridan, beautiful Star of Screen and Stage

## No Advance In Price

Sponsored by R. E. FRY, Representative Southwestern Life Insurance Company, Floydada, Texas


## For Twenty-Two Eventful Years

 It Has Been My Pleasure To Serve The People Of Floyd County!Not just solely to "sell" you an Insurance Policy or Policies, but also to give an Insurance Service that has made available to you "Big Town" advantages in your area. In all these years it has been my idea that Every Citizen in Every Community is entitled to the best and I have striven hard to live up to this rule as to Life Insurance.

## LIFE INSURANCE MEANS SECURITY FOR YOU \& YOURS

At this time in our national life every man and woman is thinking in terms of Se-curity-For Dependent children-Against Old Age-against the day of Disability. Life insurance service gives you everyone of these advantages if thoughtfully bought and thoughtfully "carried through." By means of our service we have saved scores of homes in Floyd County that would have been swept away otherwise, have kept many widows off the Relief Roll, kept many children in their own homes who might otherwise have been cast out on a cruel world.

## This Service is Yours for the Asking

My twenty-second anniversary as a Life Insurance underwriter gives me this pleasant opportunity of inviting you to study this worthwhile offer of Security against the vicissitudes of life. I represent the Southwestern Life Insurance Company, which has hundreds of thousands of dollars invested in Floyd County farm and ranch loans, and nearly two million dollars in insurance in force on the lives of Foyd County citizens.
R.E. FRY

See "Yours Truly, Ed Graham" Tonight and Friday at PALACE THEATRE

## Chevrolets

 On Display October 14Bigyer, Romier, More
ful Lines Hinted P Looal Dealer

wo Inches Rainfall Reported At Fairviev

$\square$

Rushing Chapel News




## Colder Weather <br> Ahead! <br> Be prepared for it. <br> Have your Winter Overparel cleaned now. Let us clean Winter Hats <br> W.L.Fry <br> Reasonable price <br> Excellent Work <br> TAILORS

## - <br> Lee Neil vill

Ming. C B. Smart. Mal J. J. . Mo Mo
Vell and a new member, Mrs. Or
vile Stewart and the
The next meeting of hostesk club will
Oetober 17 at the home of Mr.
B. Chesnut.
AUTHENTIC EXTRA TELLS An authentic original copy of the New Yorkentic Heraig that copy of the of the
death of Abraham Lincoln on April
dit 1865 . death of Abraham Lincoin on April
15, 1855, is in the hands of D.
Donaid H Pits of this itty to whom
Did Donald H. Pitts of this city, to whom
it was given by his grandfather, A
H. Gleason, a resident of Connecti-
cutt cutt.
Recently the doctor had the news-
paper framed to grace his office. It paper been authenticeated by bis
has
libraries of the Congressional wib Hibraries of the Congressional Lub
rary at Washington. D Ch an
of the actual originals of the newsMr. and Mrs. Clement McDonald and daughter, Carolyn, were in Lub-
bock saturday visting with Mrs
McDonaidu's sister, Mrs. S. E. Onl-
Ont

Mrss Abert Hutcherson and son,
Raford, of Memphis visted Monden Raford, of Memphis vistited Monday
and Tuesday with belmother, Mrs.
J. S. Solomon and pother relatives.

STOP!
Will Your Radiator Hold Anti-Freeze
Don't waste money on antifreeze if your radiator,
water pump or circulation system is leaky ... We can fix it in a short time so that there will be no leaks

Motor Overhauling
Carbureter and Ignition Adjusting,
Valves Ground
Valves Ground,
Timing Check Tune-Up Work We Appreciate Your

Barker Bros.

MRS. MARTIN ILI Mrs. B. Martin is
ng well followin


Look at the greatly increased size and luxury of this car with new longer wheelbase and stunning new "Royal Clipper" styling....And then you will know it's the streamlined beauty leader of the low-price field and the biggest value money can buy!

Tune into gear with Chevrolet's New Exclusive Vacuum-Power Shift. Test its matchless combination of power, acceleration, smoothness and economy.... And then you will know it's the best-driving, best-ridin and best-performing low-ridin

Only Chevrolet gives such high quality at such low cost. ... Low Prices . . . Low Operating Costs . . . Low Upkeep.
No other motor car can match its all-round value


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| THE STATE OF TEXAS County of Floyd BY VIRTUE of an a | Shop |
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## teXAS STATE FAIR



ROUND-TRIP
Excursion Fares are
Lowest in Years eason Limit Tickets
First-Class: $11 / 3$ of one-way first-class fare. Cocch-Class: $11 / 2$ of one-way coach fare.
Tickets on sale Oct. 5 to 22 . Limit Oct. 24. Week-End Tickets
First Class: One-way first-class fare plus $25 e$ Coach on sale each Friday and Saturday. Final return
limit Tuesday following date of sale. For Tickets and Details-


22 important improvements, added to fundamental Ford features, represent the most advanced engineering in the low-price field
$\mathbf{W}_{\text {HAT }}$ do the Ford cars for 1940 offer to match their brilliant new beauty? New comfort, convenience, quiet,
safety - and the roomiest, richest interiors ever designed for a Ford car.
They have a host of interesting new features. FingerTip Gearshift on the steering post. An improved transmission, unusually easy to shift. New Controlled Ventilation. Improved shock absorbers. Softer springs,
improved spring suspension and a new ride-stabilizer. improved spring suspension and a new ride-stabilizer.* A combination of new features makes the new ears quieter in operation. They have big, powerful hydraulic brakes. They have new Sealed-Beam Headlamps that are safer, stronger and stay bright longer. They have the famous Ford V-8 engine ( 85 hp in the De Luxe
Ford. Choice of 85 or 60 hp in the Ford) - which blends Ford. Choice of 85 or 60 hp in the Ford
8 -cylinder smoothness with economy.
You'se never seen cars with so much performance, style and comfort at such a low price. Get
acquainted. You'll enjoy the experience!
22 IMPORTANT FORD FEATURES
$\begin{aligned} & \text { FOR COMFORT-More room inside. New Con } \\ & \text { trolled Ventilation. New tossion bar ridestabilizer. }\end{aligned}$
mproved spring suspension.* Self.esaling shock
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or convenience
OR CONVENIENCE-New Finger.Tip Gearshift
OR SAFETY - Sealed-Beam Headlamps. Dual
windshield wipers at base of windshield. Largee
OR SILENCE-I
$\begin{aligned} & \text { OR SILENCE-Improved soundproofing. "Easy } \\ & \text { hift" transmission. Curved disc wheels. Improved }\end{aligned}$
rums for big Ford hydraulic brakes.
FOR STYLE-New exterior beauty. New interior
more than ever
the quality car in the tow-price hito"
beer license fees ond
Beer helpe even those who the tune of a miltion dollars a day nation-wide,
beer tax rever beer tax revenue reaches back into every comfor education...and to lift a burden that would otherwise rest directly on the taxpayers. To this, add a million new jobs made by beer
nd a 100 million dollar farm market. How can we keep these befts.
. on keeping beer retailing as wholesome as beer
tself. They want to help pubblic officials in every possible way. They cannot enforce laws. But M-and will-cooperate ! May we end you a bookler teling of heirs:
unusual self-regulation program? Address
United Brewers Industrial Foundation 19 Es: United Brewers Induastrial Foundation, 19 East BEER...a beverage of moderation

ON DISPLAY AT YOUR DEALER'S-HEADQUARTERS FOR NEW FORD V-8 CARS AND TRUCKS, NEW MERCURY 8 AND NEW LINCOLN-ZEPHYR V-12

## BISHOD MOTOR CO.

# The WDMAN'S Page 

Former Floydada Bo
Married In June At Kosciusko, Miss.
$\stackrel{\mathrm{F}}{\mathrm{Fr}}$
Federation Day' 1922 Study Club
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When you shop at Piggly Wiggly, you can be sure of Quality Meats and fair, possibly be obtained at the PRICES YOU WANT TO PAY. Cost meats that can find out for yourself.
BACON $12{ }_{2}^{1} \mathrm{C}$ Hog Lard $=79 \mathrm{c}$ PICNIC HAMS - $\quad 19 \mathrm{c}$ Sausage 15c STEAK 18c Bacon 25 c CABBAGE $\quad 1_{2}^{\mathrm{c}} \mathrm{C}$ YAMS 3c SPUDS 14c GRAPES 4 C PRUNES Cherries OXYDOL
$\underset{\substack{\text { Callon } \\ \text { can }}}{ }$


| KRAUT | 3 No $2 \frac{1}{2}$ cans | 25c |
| :---: | :---: | :---: |
| HOMINY | 3 No $2 \frac{1}{2}$ cans | 25 c |
| BLACKBERRIES | 3 No 2 cans | 25c |

MUSTARD Plymouth Quart 10c COFFEE Schillings Drip or Regular Ib can 25c SUGAR 57 c OATS 23c FRUIT COCKTAIL MEAL 5 20lb 45c Corn Flakes Marshmallows it bag $12^{\circ} \mathrm{C}$ [antilx Mita]

Cockney Wins First Conference Game From Paducah Fri.


The First National Bank of Floydada, Texas

Relief At Last
For Your Cough


## IT ALL ADDS UPI!

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Phill-up with Phillips for cheater inhleand

## HIGHER TEST <br> WEATHER-MATCHED EXTRA POLY POWER HIGH ANTIKNOCK <br> NO EXTRA COST

## OLDSMOBILE <br> 

 \$ 1,188,342.17LIABILITIES


Thos. Montgomery, Chairman
J. V. Daniel, President Chas. H. Bedford, Asst. Cashier Mrs. Jo. N. Paris, Vice President E. L. Watson, Vice President Tucker Teutsch, Asst. Cashier J. B. Jenkins, W. N. Jones, H. E. Cannaday, Directors. Member of the Federal Deposit Insurance Corporation $\$ 5,000.00$, Maximum Insurance for each Depositor

More for your
Money


${ }^{\circ}$

## NOW IN FULL SWING <br> Take Advantage Of The Vast Savings To Be Had Here


5

Completed Monday
(Crowded out last week)

Star Cash
Savings




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$\underset{\substack{\text { Praches, } \\ \text { No. } 2 / 2,}}{ } 150$


## $\underset{\substack{\text { Rananas, } \\ \text { dozen, }}}{ } 15 \mathrm{c}$

Phone 40 <br> \section*{MARTIN DRY GOODS Co's. <br> \section*{MARTIN DRY GOODS Co's. <br> <br> 29 ${ }^{\text {gh }}$ Anniversary SALE} <br> <br> 29 ${ }^{\text {gh }}$ Anniversary SALE}


Men's Jackets $\cdots=$

House Frocks
 58 c

Sheepskin Coats


Boys' Jackets mixy mine $\$ 1.68$

Dress Shirts


School Pants O7C

Winter Unions
smart prints
$= \pm=10$

Double Blankets $97^{\circ}$


| Ladis' coats |  |
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| - -mam mim | Domestic |
| \$12.90 | $33 \mathrm{c}$ |

Towels


Work Shirts

## $=5=48 \mathrm{C}$

Boys' Playsuits
$=44 \mathrm{C} \underset{\sim}{521.75 \cdot 524.75}$

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| \$21.75 - $\mathbf{2 4 . 7 5}$ |
| Smew como som ... |

Bedspreads


Men's Oxfords curlee overcoats $=1$

| Classified <br> Advertising Rates Information. <br> If you have an account with The Hesperian, classified adver- tisements may be put on your tisements may bill for the first of the month payment. To others an accomo- dation account will be opened for those who phone in their ads, to be paid same week. When with the ad-taker on names and numbers. <br> Phone 8 <br>  certion. $\qquad$ of 6 words. $\qquad$ $\square$ $\square$ |
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Land For Sale


Lost and Found BROWN BILL.poLD lost on streee
of Floydada Tuesday
tilberal
ward
fice. if returned to Hesperian

| Live Stock |
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| REGISTERED Chester White gilt, $41 / 2$ months |
|  |

For Rent



Miscellaneous





 W. M. Massie \& Bro Floydada, Texas

Delivered FRESH Daily, Why Not Ask For-

Baldridge's Sally Ann BREAD and CAKES
ARL YOUNG, Distributor

$\qquad$

$\checkmark$ GAS FOR COOKING
$\checkmark$ GAS FOR WATER HEAT.
$\checkmark$ GAS FOR REFRIGERA TION off

AS FOR HOUSE HEAT ING ends all fuel problems.

GO MODERN
West Texas Gas Company

Farm and Town Radios
RADIO
Electric Co.

## LITTLE BUDDY



# <div class="inline-tabular"><table id="tabular" data-type="subtable">
<tbody>
<tr style="border-top: none !important; border-bottom: none !important;">
<td style="text-align: left; border-left: none !important; border-right-style: solid !important; border-right-width: 1px !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">Foods III Girls Studying Art</td>
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<td style="text-align: left; border-right-style: solid !important; border-right-width: 1px !important; border-bottom: none !important; border-top: none !important; width: auto; vertical-align: middle; ">Floydada Chapter of Future</td>
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<table-markdown style="display: none">| Foods III Girls Studying Art | $\begin{array}{c}\text { Two Little Mice } \\ \text { Cause Excitement }\end{array}$ | Floydada Chapter of Future |
| :--- | :--- | :--- |
| Of Entertaining In Class |  |  |</table-markdown></div> <br> Farmers Secures Scrapbook 

Half Minute


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METHODIST ZONE MEETING
WELL ATTENDED TUESDAY

Mrs E. LT Travis of Cone opened
the anternoon serice giving the de-
votional. An interesting feature of Lions Recognized

| Meat | 10 |
| :---: | :---: |
| Apple butter 320 oz jar | 12 |
| Spuds u.s. no. 110 lbs | 17 |
| Raisins 4 pounds | 29 |
| Lard, pure hog per lb | 11 |
| Peanut butter 32 oz jar | 25 |
| Crackers 2 lb box | 5 |
| Corn flakes 2 boxes | 15 |
| Cheese \& macaroni per ca |  |
| Bologna for lunch per pound |  |
|  | 05 |
| Snap beans no 2 can 2 |  |
| English peas per can | 05 |
| Catsup 1602 can | 10 |
| Cabbage subject to arrivalli |  |
| K C baking powder 50c can |  |
|  | . 15 |
| Corn no 2 can 3 for | . 25 |
| Sryup Royal brand gallon | . 37 |
| Tomatoes no 2 can 3 for | 25 |



Get into this Great Prize Contest!
S1000.00 wn mum masas
CRAMERTON ARMY CLOTH
CASH PRIZE CONTEST

Glad Snodgrass
"Smart Wear for Men Since 1900


## ALL POPULAR BRANDS!



BEEF ROAST, Fed Beef, Lb., 15c $\stackrel{\text { Sugar Cured }}{\text { SLICED BACON, Breakfast, lb., 19c }}$
STEAK, Fresh \& Tender, lb., 23c
Pure Meat
BOLOGNA Sausage, lb., $\quad 14 c$
$\begin{array}{ll}\text { Plohy shoulders } \\ \text { PORK ROAST, } 1 \mathrm{lb} \text {., } & 18 \mathrm{c}\end{array}$
JOWLS, Dry Salt, lb., 10 c
Pure Pork-Home-Made

## EGCTMES AND VEGETABLES

BANANAS, Dozen, APPLES, Peck,
$15 c$
YAMS, East Texas, Peck, $\quad$ 29c

## LEMONS, Dozen,

 GRAPES, Tokay, Lb.,SPUDS, US No. $1,10 \mathrm{lb}$.,
Felton-Collins Gro.

