

EDITORIALS

Health authorities do not want to put the creameries and the cream buying stations out of business, but it is the intention to guarantee the consumer that butter is made from good, clean cream. This is the answer to the latest salvo from cream buyers who have arrived at the point they are warning instead of urging cream producers to keep their cream cool and market often. "Mold Mycelia" tests are dead give-aways even after butter is made and the government men have been confiscating butter by the carload since July 1. Since everybody has had fair warning the inspectors feel that anybody who is caught trying to market cream that doesn't meet the requirements does not need any particular sympathy.

Quality may really come in to its own this fall when farmers begin the marketing of their cotton. Export markets are gone for the present and it appears that several years might elapse before the customers across can afford to buy much cotton because their customers will have spent most of their income on war. When such a situation arises usually there is a market for only that portion of a product which can be handled most economically, with least trouble to the buyer and the greatest guarantee of value. United States mills are going to use cotton, of course, but they will be in much better position to be choosy this fall. The one-variety cotton will, possibly, get the breaks.

Brief time has brought about a practically complete change in the "shoes" with which farming implements are shod. One of the more interesting developments on the farm, it has taken place in a period of five years. The idea of rubber for wheels and water in the rubber wheels for weight instead of huge lugs of iron developed out on the farm. Manufacturers of machinery met this demand instead of creating it. Makers could hardly realize what was happening, in fact were loath to believe what they could see with their eyes. More power through less friction and equal or better traction was accomplished.

Two interesting developments brought about by rubber tires—and there may be more, who knows—both somewhat ironical, both having different angles. First, the rubber tire is the perfect carrier for the common goat head variety of "grass burrs." Rubber tires can "plant" almost as many goat heads as a planter can plant feed seed. Second is a joke on the highway maintenance department, where experts had their brows all wrinkled for worrying over tractor operators ruining the hard-surfaced roads which are the department's responsibility. Elaborate plans for crossings of extra toughness had been made and, in fact, thousands of dollars already expended the length and breadth of the state on the crossings. All for nothing almost now and certainly within five years. It sorter tickles Farmer Jones and his town-farmer brother who pulled a fast one on the highbrows in the highway department.

Roses like virgin soil on the high plains. A little thing to remember and contemplate. Roses planted in sod land in Floyd county do equally as good, and unless they have expert attention, even better than in carefully cultivated and used soil. What the virgin soil has that other good soils do not have we do not know. Probably the rose growers do.

Considering that for nearly a hundred years the control of the American government has been in some ten northeastern states and that all the freight and trade arrangements that have been made a part of the federal program favor that area, it is not to be wondered that such states in the southwest as Texas have been able to make little headway in establishing essential industries. With the freight tariffs arranged as they are a manufacturer can ship the raw material back east, process it and ship it back to an El Paso dealer, for instance, at less cost for freight than it can be processed in Texas and shipped to El Paso. It doesn't make rhyme nor reason but the fact remains and that is one reason why the West Texas Chamber of Commerce keeps pounding away on their idea of freight equalization. It is a definite trade barrier that must be overcome in some manner.

These trade barriers hurt the farmer as well as the general social order. They make lower living standards at both ends of the line, that is out in the raw product producing area as well as in the crowded industrial area. These barriers also help make hotbeds of Bolshevism and revolt and other un-Americanisms. But our masters won't see it, hide bound in that age-old theory of whatever is right.

A bit of history that should have been recorded as the country grew up is the origin of the names of the various common school districts. Everyone had a reason for being named what it is named. The thought occurs from a recent visit of a Colorado scientist, among a number of "rock hounds" who have been trying to find the bounds of a meteorite field they are sure extends from some point in west Floyd county irregularly through about the middle of Hale, taking in nearly half the area of a county. Seeing the word Meteor he asked the origin of the name of the school district, immediately associating it with the possibility that about the time the district was formed a shower of meteors fell or had fallen. Perhaps, his logic went, the trustees named the district that after the shower had fallen. He even thought possibly a big meteor might have fallen in the immediate vicinity. At this late date it might be difficult to actually ferret out the facts about that name as well as many other community names in the county.

Life Dull? You're Lucky!—Celebrities—even those not so celebrated, except in the advertising—don't lead dull lives. They merely hop from one of Irvin Cobb's metaphoric fishbowls into another. I think a few years of it cures all but the most chronic cases. Take it from me, for people who "do things"—even we bush-league celebrities—life isn't a grand, sweet song; it's going to bed in a greenhouse next to a billiard parlor or a jazz band. . . . When all's said and done, we Who's Whosers pay a high price. Fame is a full-time job, and the most avid celebrity must grow weary of living in a zoo and having people throw peanuts at him.—Channing Pollock.

To make no mistake is not in the power of man; but from their errors and mistakes the wise and good learn wisdom for the future.—Plutarch.

Only those who have the patience to do simple things perfectly ever acquire the skill to do difficult things easily.—Schiller.

As A Farm Woman Thinks

Nellie Witt Spikes

This is the time of year that—the hats we bought last spring seem to have lost their appeal. The veil is no longer crisp, the once gay bow has become limp and faded. The thin dress no longer has the chic appearance. It is still too warm to wear new woolsens and heavy silks, even though fashion says so. There is nothing else to do only for us to wear the summer things a while yet. We will then put them away hoping somehow by some magic, when we get them out next summer, they will be gay and fresh again.

About two weeks before the war started, I began to save the front pages of the Star Telegram, thinking that in some future day they would have great interest. Week after week, I put them away. A year has passed the war not over. An old trunk is full, shelves in closets are heaped, and the fear is always with me that I will lose one. I snatch them away almost before my husband has time to read them. The only thing that has kept them from over running everything is that we do not take the Sunday paper.

Mrs. Will Hulsey came to see me last week. She helped me fix the pears and tomatoes to can, and the afternoon passed very pleasantly. As I handed her some roses as she was leaving with the heading to be careful of the thorns she said she would handle them easily. The thought and words came to us that if we would grasp the thorns of life carefully that we would not feel the cruel stings so much and would see the beautiful roses that is found where there are thorns.

Mr. and Mrs. Newman teachers in Cone school and niece Edith visited in our home Sunday. We found we had known Mrs. Newman's aunt Zonie Luce when we were a child. Also that Mr. Newman and Edith lived in Thornton where our son Wilson worked one summer for Dr. Barnett. We enjoyed their visit, delighted in their gay humor and friendliness.

Sunday seemed to be our day for company. As the Newman's were leaving Mr. and Mrs. Barber and son, Don, came out from Floydada, and Mrs. Earl Norman and children from Lockney. My mother and Mrs.

FLOYD COUNTY 14 YEARS AGO

News items taken from files of the Floyd County Hesperian published in Floydada fourteen years ago.

(Taken from the files of Thursday, September 9, 1926)

That West Texas will get airmail service as a part of the route to the Pacific coast, is almost a certainty, according to Post Master General Herbert S. New as quoted in the daily press of Thursday. Although plans are not yet perfected, it is very probable that if sufficient poundage can be produced in this section of the country, a route will be established to Amarillo.

A new \$6,000.00 stucco church is to be completed within the next sixty days for the members of the Church of Christ and will be located one block east of the City park.

Floydada markets first bale of 1926 cotton was received Monday morning. It came from Starkey and was produced and brought to town by Ernest Jones.

That a large acreage of the Floyd county maize crop is now ready to gather and that the "bulge" of the demand for farm help in this section is beginning to be felt, has been indicated to Ed Bishop, secretary of the Floydada Chamber of Commerce, by a number of requests from farmers for information as to the probable availability of harvest hands for the maize crops.

Dr. I. W. Hicks and family attended a family reunion at Abilene last week.

Mrs. Lon V. Smith, Miss Brown Eves Hawkins and Emma Lou Smith attended the circus in Plainview last week.

O. L. Stansell, city and brother, Jim of Plainview left Tuesday for Wellington on business.

P. L. Orman of Sunset, was a business visitor in Floydada Monday. Mr. and Mrs. J. C. Wester and family motored to Plainview Saturday in their new Overland Whippet to visit relatives.

C. W. Ginn and family returned Sunday from a week-end trip to Dalhart where they visited relatives. Born to Mr. and Mrs. Henry Love, September 1, a daughter.

Mrs. L. Trice entertained her brother and his bride at dinner Sunday. Others present were Mr. and Mrs. A. N. Bratton and Mr. and Mrs. Haney.

Mr. and Mrs. John McCleskey arrived in Floydada Sunday. Their former home is at Roaring Springs but they are moving back to Floydada.

Elder J. J. Day left Friday for Grayson county where he will hold a meeting. Fred Battey of Pleasant Hill was showing some large bolls of open cotton here Saturday and said the early crop had begun to open very satisfactorily.

Barber's father are cousins. Grew up near each other in Old Parker. Don found some turkey feathers and at once he was an Indian brave. Mrs. Norman brought me some flow-ers that she grew and this morning the breakfast table was very cheerful with the lovely bouquet of feathery asters, crisp bright, dah-lilias and purple velvet petunias.

Autumn is wearing a ragged sun-burned dress in our part of the world. No tiny gold beads of maize are sewn on as a border, only a few small bolls of cotton cluster around the hem of the brown dress. Not many flowers and cornucopias overflowing with fruits and vegetables has she to show.

Years in the past has found the same lack of crops for the years work. We went through them, we can go through this.

I hope we have not had the same spiritual drought in our lives and the fall of the year does not find our hearts and lives empty of things of the spirit as of material things.

"It came to pass that the brook dried up." (I Kings 17:7). Commenting on this scripture F. B. Meyers says in Streams of the Desert, by Mrs. Charles Cowman. "The material insecurities of life make for its spiritual establishment. The dwindling stream by which Elijah sat and mused is a true picture of the life of each of us. Had Elijah been led straight to Zarephath he would have missed something that helped to make him a wiser prophet and a better man. He lived by faith at Cherith. And whenever in your life and mine some spring of earth-ly and outward resource has dried up, it has been that we might learn that our hope and help are in God who made heaven and earth."

In the mail. A letter from Mrs. Belle Shellabarger, Skewetna, Alaska, signed I am just an Alaskan Trappers' wife, is very interesting.

She says in part, "We have the postoffice and trading point also weather station. Get mail by air-plane once a month. My sweet peas and delphiniums are six feet high. There is so much rain here in July and August everything grows so fast. The wild grass is over six feet tall.

We have just finished putting up six thousand fish for dog food. Hang them up after cutting them open, scoring them, then dry and smoke them for a month and I am tired of fish—for a while. Our nearest neighbors are 12 miles by boat. There are few women near here. My nearest friend is fifty miles away. We never get lonesome there is so much to do.

Bringing my mind from Alaska to Floydada was what I had to do as I saw a car stop and was surprised when old friends who once lived by me and now are visiting from Tampa, Florida. They were Mr. and Mrs. John Luttrall, Mr. and Mrs. Otis Murry from Floydada brought out questions and answers came in thick and fast a listener could not have kept up.

Mrs. Luttrall brought me a conch shell. I have always wanted one. The roar of the sea in one always delighted me as a child and the pearly pinkness was more fascinat-ing than my china dolls smooth cheek.

POET'S CORNER

(This column carried on by con-tributors, entirely without remunera-tion, under direction of Mary Dean Waters, Becton, Texas, to whom correspondence should be addressed. All manuscripts accompanied by a stamped, self-addressed envelope will be returned. Subjects must be panhandle subjects, or at the most Texas and the immediate south-west).

A HOME IN THE WEST

I resolved one day,
When a child out on play,
To make in this life a great test,
I would seek me a wife,
Then I'd start out for life
And I'd build me a home in the west.

You often could hear
Of a country somewhere
Where people grew strong and were
blest.

So I set my glad heart
On the day I should start
To build me a home in the west.

No land half so green,
Had ever been seen,
And nothing out there to moisten,
I could see with my eye
A future near by,
So build me a home in the west.

Not a tear or a sigh,
As the days passed by,
Till misfortune broke into my rest,
My joys had all flown,
Some loved ones were gone,
And a veil o'er the home in the west.

Thirty years now behind,
Since I made up my mind
To build me a little home nest,
Some years were bright,
In some dark as night,
Tho that little home in the west.

We cannot tell why,
We breath with a sigh,
God's word says, it's all for the best,
We shall have by and by
A home in the sky,
Then we'll have no home in the west.
Chad Gott, Ralls, Texas.

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Complete Automotive Service
—Specialized Lubrication—
Latest Modern Valve Seating and Ring Equipment
PHONE 51
Southeast Corner of Square

Hesperian Want Ads For Results

ANOTHER DRY HOLE?

In the constant search for new oil reserves in Texas, even the dry holes benefit the communities in which they are drilled.

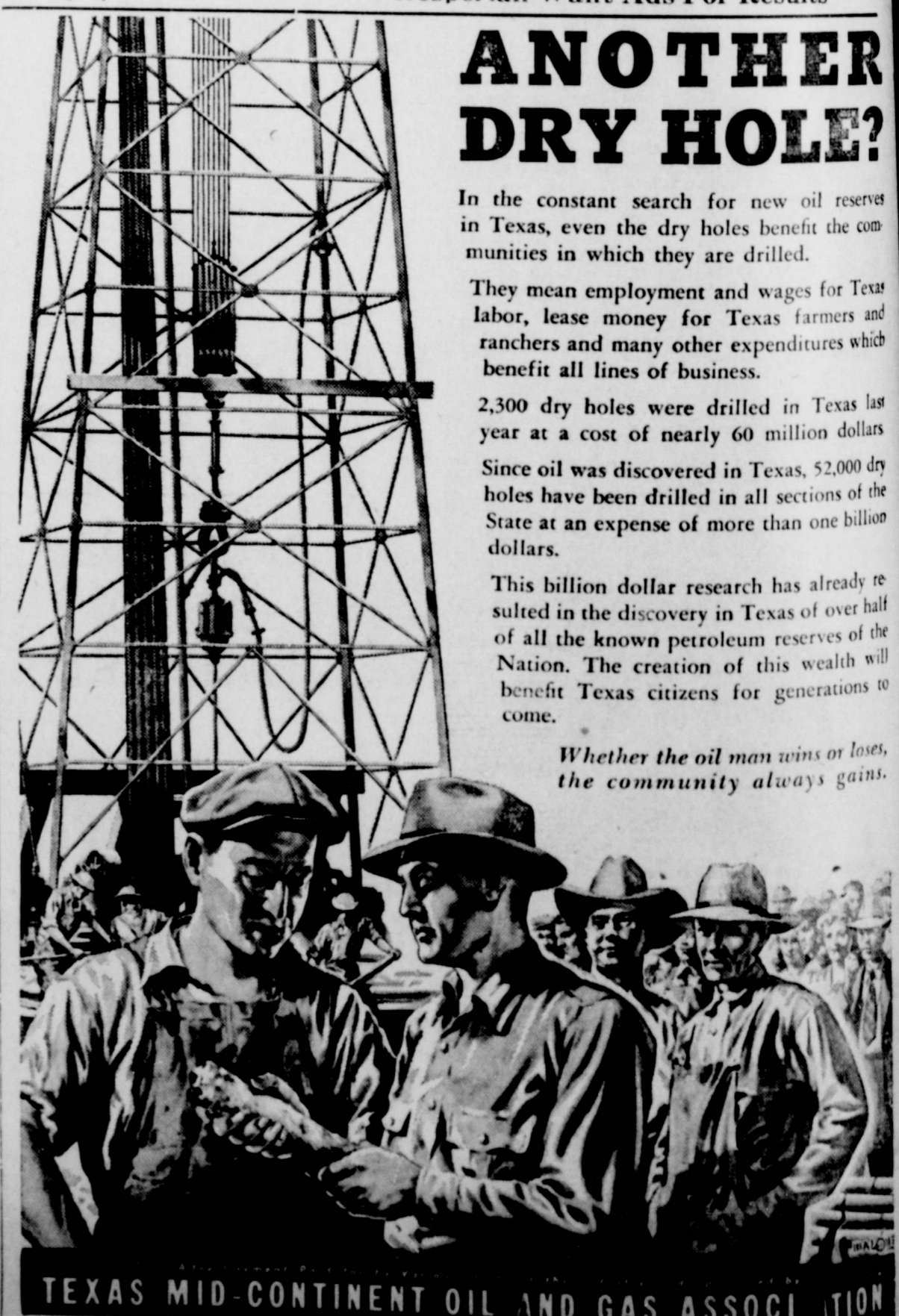
They mean employment and wages for Texas labor, lease money for Texas farmers and ranchers and many other expenditures which benefit all lines of business.

2,300 dry holes were drilled in Texas last year at a cost of nearly 60 million dollars

Since oil was discovered in Texas, 52,000 dry holes have been drilled in all sections of the State at an expense of more than one billion dollars.

This billion dollar research has already re-sulted in the discovery in Texas of over half of all the known petroleum reserves of the Nation. The creation of this wealth will benefit Texas citizens for generations to come.

Whether the oil man wins or loses,
the community always gains.



TEXAS MID-CONTINENT OIL AND GAS ASSOCIATION

WHY THE BANKER LENDS WITH HIS Eyes Open

Lending money is part of a banker's business. But if he knows his business he will not lend blindly to anyone.

The banker must be guided by facts and sound judgment, not by the enthusiasm or optimism of borrowers. He must investigate—and not hurry. He must consider security; the good character as well as the assets of the borrower.

The banker must never lose sight of his responsibility to his depositors.

The First National Bank
FLOYDADA, TEXAS

Drs. Smith & Smith
Sanitarium
FOR SURGICAL CASES
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Floydada, Texas

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

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BONDS
And All Kinds of
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Second floor First National Bank Building.
Telephone 285

Baptists To Meet at Crosbyton On Tues.-Wednesday

Two Days Of Service And Progress Study Are On Program

Addresses by Dr. R. S. Jones of Maize, Georgia, Dr. R. C. Buckner of Dallas, Dr. John W. Cobb and L. B. Reavis of Plainview, will among the highlights of the meeting of Floyd County Baptist Association at Crosbyton Tuesday and Wednesday, September 17-18.

Rev. W. R. Derr, of Ralls, associate clerk, announced the program plans last week. He will preach the annual sermon and Rev. P. Harrison, of Silverton, also will be among the ministers who will preach.

Following is the program as outlined:

Tuesday Morning
 9:45 Song service led by George Owens.
 10:00 Devotional Rev. T. L. Merriam.
 10:15 General organization.
 10:45 Report on order of business by V. Crabtree.
 11:00 Report on hospitals, Rev. R. S. Jones.
 11:10 Report on Baptist Standard by Lowell Ponder.
 11:20 Recognition of visitors.
 11:35 Special music, George Owens.
 11:40 Annual sermon, Rev. W. R. Derr.
 12:15 Noon.

Tuesday Afternoon
 1:15 Executive board and association W. M. U. meetings.
 2:25 Report on B. O. H. Written by Rev. R. C. Malone and spoken by Robert Cook Buckner, representative of the home;
 2:45 Report on District missions, by Victor Crabtree.
 3:10 Report on state and home missions, Rev. Aaron Shaw.
 3:35 Report on foreign missions, given by Rev. N. V. Guice and spoken to by Dr. R. S. Jones of the Mission board.

Tuesday Evening
 7:30 Song and devotional services by G. C. Tubbs.
 7:40 B. T. U. report, L. A. Clayburne.
 8:00 Sunday school report, R. E. Ambell.
 8:20 Report on Laymen's Work, C. McDermott.
 8:40 The Co-Operative program, written by Rev. O. C. Edward, spoken by Dr. John W. Cobb, Plainview.

Wednesday Morning
 9:30 Song service and devotional, George Owens.
 9:45 Report on 100 Thousand club by H. W. Graham.
 10:05 Report on Obituaries, Rev. J. Terry.

10:15 Report on vacation Bible school, Rev. W. M. Joslin.
 10:35 Missionary Message, Rev. B. P. Harrison.
 11:05 Special Music, Wayland college.

11:10 Christian Education and Wayland college, Rev. L. B. Reavis.
 12:00 Noon.

Wednesday Afternoon
 1:15 Song and devotional services, Rev. C. W. Odom.
 1:25 Report on Associational budget, Rev. Vernon Shaw.
 1:35 Treasurer's report, A. B. Muncy.
 1:45 Digest of Letters, Rev. F. M. Wiley.
 2:00 Report on nominations and resolutions, Rev. J. B. Leverett.
 2:15 The doctrine of civic righteousness, Rev. N. V. Guice.
 2:45 Business and adjournment.

MRS. RENE YEARY HOSTESS TO LIBERTY H. D. CLUB
 The Liberty Home Demonstration club met in the home of Mrs. Rene Yearly Monday, September 9.
 Miss Jane Graham read literature about the state of Texas.
 Refreshments of ice cream and cookies were served to the following members: Mrs. J. V. Gilley, Mrs. S. Yearly, Mrs. Paul Box, Mrs. Fred Graham and Mrs. Robert Graham. Visitors present were Miss Jane Graham and Miss Virginia Jones and the hostess, Mrs. Yearly.

The next meeting will be at the home of Mrs. J. V. Gilley September 23. Miss Wilson will be present for her demonstration.

PARENTS OF DAUGHTER
 Mr. and Mrs. Marvin English, of Midland are the proud parents of a daughter, named Laura Lou, born September 1. Mr. and Mrs. English formerly lived in Floydada and he was manager of the Higginbotham-Bartlett Lumber company.

Mr. Russell King left Wednesday of last week for Midland and will spend two weeks there with her sister, Mrs. English, and family and see her new niece.

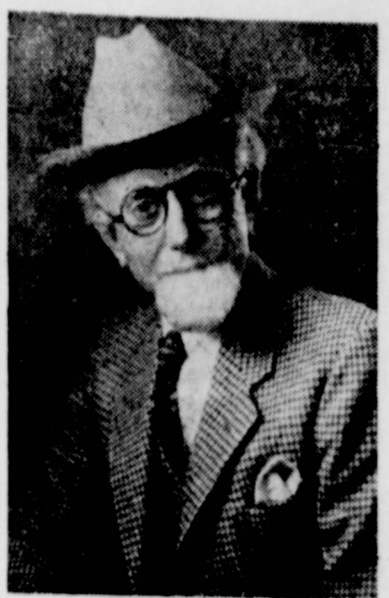
Dr. Jno. R. Mast with the Clinic hospital of Wichita Falls, came Wednesday of last week to join his wife and little sons for a visit of several days in the home of her parents, Mr. and Mrs. O. P. Rutledge. Mrs. Mast and little son who have been here for several weeks will return home with Dr. Mast.

Mr. and Mrs. Elza Lloyd of Los Angeles, California visited Friday and Saturday with his brother John Lloyd and family. They left enroute to Big Spring, Abilene, Corpus Christi, Amarillo and in Colorado on their vacation trip.

Mrs. O. P. Rutledge and her daughter, Mrs. Jno. R. Mast and Mrs. Mast's little son, Johnnie, of Wichita Falls, visited at Tahoka Friday with Mrs. Rutledge's sister, Mrs. R. P. Weathers.

Harley Sadler And His New Stage Show Coming

Everywhere in this issue you will find an ad heralding the coming of America's oldest and leading stage shows. For something like 25 years this popular company has been playing here each season, and this year according to Mr. Sadler, the people of Floydada have a real treat in store for them in the way



Harley as the "Old Grouch"

of a stage attraction. He has gone to the four corners of America for talent, which includes singers, dramatic artists, musicians, dancers and best that could be found in their respective lines. Many new features will be introduced. Special scenery will be provided for each play. Harley has selected as his opening play a domestic comedy drama entitled "The Lovable Old Grouch," a brand new play that the Sadler company has never presented before. An outstanding feature this year will be the vaudeville talent, which will be presented by 30 minute presentations preceding the show. This presentation will be under the personal direction of Dick Darling, who joined the Sadler company direct from a Metropolitan engagement. Special costumes and Strobilite electrical effects which might be termed technicolor in vaudeville will be used, a feature not seen before in the southwest. The doors will open at 7:15. The vaudeville program starts at 8:10. Popular prices will prevail. General admission prices are 10 cents for children and 20 cents for adults. Special reserved chairs are 10 and 20 cents extra, government tax included. The Sadler show engagement will be sponsored here by American Legion.

Mrs. John McCleskey and son, John, jr., and daughter, Mrs. Rex Brown made a business trip to Canyon last Thursday.

The People's Forum

(This column is conducted exclusively as an open forum for the citizens. Readers are urged to comment on any subject they desire at any time in this department if they will be careful to avoid libelous statements or personal attacks. If you want to discuss something you are invited to do so in 'The People's Forum'.)

NEW JERSEY MAN HUNTING FLOYDADA FRIENDS WHOM HE MET IN CALIFORNIA

13 Hassart St., New Brunswick, N. J., September 9, 1940
 Floyd County Hesperian, Floydada, Texas.

Dear Sir:
 Perhaps you may be astonished—regarding receipt of this letter from a point so distant from your town, and be no doubt—wondering the purpose of such a communication.

Well sir, the intent and purpose herein are of inestimable value to me for I am trying still, as I had for the past ten years, to locate a very dear and good friend of mine and his family, whose acquaintance I had the pleasure of getting in July of 1929 in Hollywood, California.

It was then, at the Benett Film Laboratories that I met this friend, from your town, by the name of Virgil Brian, whom you may know, as his family likewise, if not personally, than possibly casually.

I recall presently, that during my stay and association with Mr. Brian and his family, he was visited by his cousin, a Mr. Sam Orr, whose father, then, as told me was engaged in some sort of business enterprise in Floydada. I likewise met and for a short time associated with Mr. Orr.

As Mr. Brian and his family highly regarded me and did not measure my friendship in monetary sense, my attitude now remains towards them as it was then, that of reciprocal, in good will, unselfishness and steadfast friendship in fact, as Providence knows, that there is a universal need for it or them today.

My intention was not to philosophize, but I beg you to pardon my thoughts.
 If you wish to, through the medium of your press, or personal acquaintance with any of the forementioned or through their acquaintance to locate their whereabouts, I shall remain profoundly grateful to you for any assistance or courtesy shown.

If you are successful in this matter, please submit my address to them, or if you can locate, but know where they are residing please notify me soon as possible.
 Thank you again.

I remain,
 Sincerely yours,
 Joseph M. Grzyb.
 P. S. Surname pronounced same as the late Harry Grebs.

Jack Stone, Brother Mrs. Z. N. Cardinal Buried September 5

As her daughter Miss Mary Louise Cardinal lay a corpse Wednesday night, Mrs. Z. N. Cardinal received a message telling of the death of her brother Jack Stone, 36, who died after a long illness at his home in Breckenridge. The message came in answer to a summons to her brother's family informing them of the death of their niece.

Mr. Stone is survived by his widow and five children. He was the son of Mr. and Mrs. G. H. Stone, both deceased, who were former residents of Floyd county.

Mrs. Cardinal and her family were unable to attend the last rites of her brother who was buried Thursday in the Breckenridge cemetery.

Miss Cardinal who died Tuesday was buried in Sapulpa, Oklahoma following funeral rites at the St. Alice Catholic church at Plainview Thursday morning. She was the daughter of Mr. and Mrs. Z. N. Cardinal.

LEAVES FOR COLLEGE

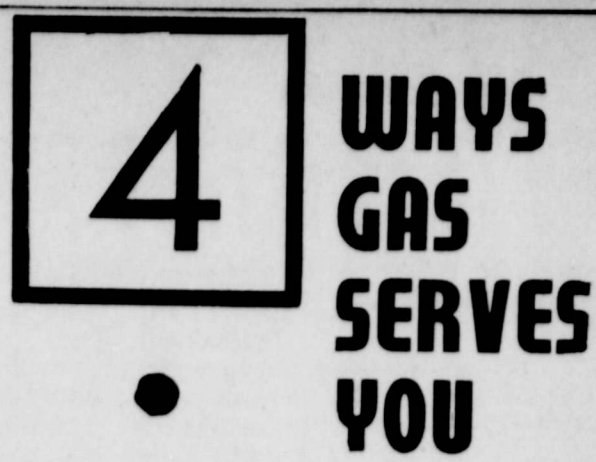
James Fry Gibbs left Monday for Stephenville where he will attend John Tarleton college. Mrs. Ruby Gibbs of Lubbock accompanied her son to Stephenville, returning to Lubbock Tuesday.

Mrs. Sam Thurmon and her nephew Johnnie Owen of Plainview visited at Childress, Thursday and Friday with Mrs. Thurmon's brother and Mrs. Owen's father, H. T. Owen and family.

Office supplies, forms. Telephone

Good News for Women

Every day women are finding their headaches, nervousness, cramp-like pains, other symptoms of functional dysmenorrhea due to malnutrition are helped by CARDUI. Main way it usually helps is by increasing appetite and flow of gastric juice; so aiding digestion, helping build up users. Periodic distress is also eased for many who take CARDUI a few days before and during "the time." Women have used CARDUI for more than 50 years!



Cooking... Modern Gas Ranges provide perfect temperature control for baking; simmer burners for top burner cooking; swing-out broilers for convenience.

Water Heating... Automatic Gas Water Heaters provide hot water quickly, abundantly and economically.

Refrigeration... Gas refrigerators are the only silent kind.

House Heating... Gas is a completely automatic fuel. Room temperatures are constantly maintained.

WEST TEXAS GAS CO.

HARLEY SADLER and His Own Co.

BETTER BIGGER



NEW PLAYS
VAUDEVILLE
MUSIC
 FLOYDADA
 ONE NIGHT ONLY
 Wednesday, Sept. 25

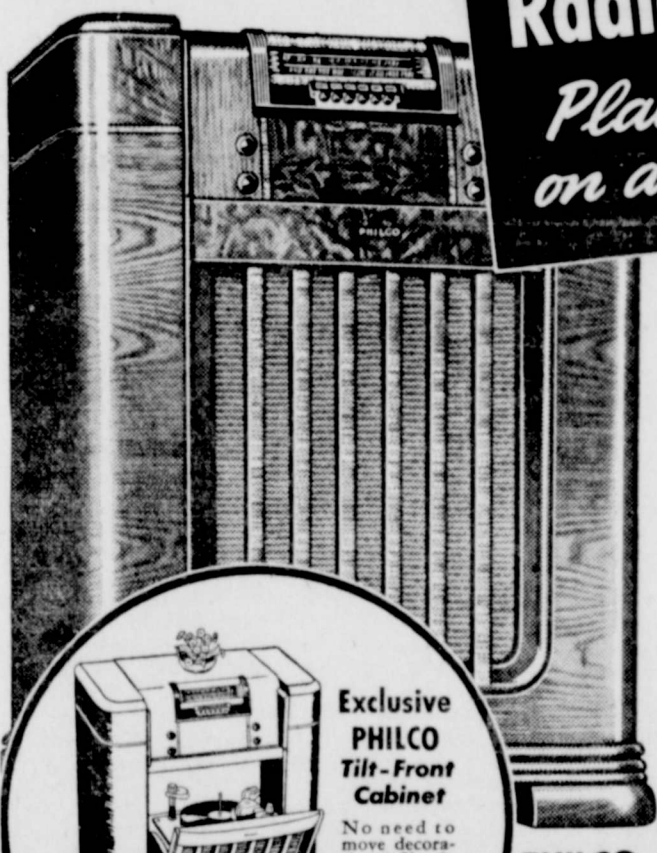
NOW

A Phonograph with NO NEEDLES TO CHANGE

PHILCO

Radio-Phonograph

Plays Any Record on a Beam of Light!



Amazing new Philco Photo-Electric Radio-Phonograph plays any record on a beam of light! No needles to change! Records last 10 times longer! And for the first time you get ALL the beauty in the record. In addition, Philco brings you the new Tilt-Front Cabinet, Automatic Record Changer, and other new phonograph features.

New radio inventions, too! Overseas Wave-Band, Brand new Radio Circuit, Built-in American and Overseas Aerial System. Only Philco has them! Choose from many popular cabinet styles!



Exclusive PHILCO Tilt-Front Cabinet

No need to move decorations. Simply tilt grille forward, place records, push grille back and play.

Simple, Easy, Convenient

PHILCO 608P only \$149.95

Philco Home Recording Unit available as optional equipment at moderate extra cost.

MANY MODELS TO CHOOSE FROM

F. C. HARMON

TELEPHONE 242 — FLOYDADA

Liberal Trade-in Allowance - EASY TERMS

Before you buy your next range, consider these facts...

DO YOU KNOW?

Methods of Vegetable Cookery*	Average Time to Clean Ranges Per Week**	When Cooking Dinner for Six, Kitchen Temperatures Rise***
(a) Boiling in water..... 40-60% loss of mineral matter	(a) Coal ranges..... 180 minutes	(a) Coal Stoves..... from 90° to 116°
(b) Boiling in little water..... 30-40% loss of mineral matter	(b) Flame ranges..... 120 minutes	(b) Non-insulated gas stove..... 90° 110°
(c) Steaming..... Safer in saving mineral matter	(c) Electric ranges..... 15 minutes	(c) Insulated gas stove..... 90° 94°
	*Extension Service, College of Agriculture, University of Wisconsin.	(d) Electric range..... 90° 91°
	**Purdue University Research.	
	***Hempstead Research Laboratory.	

These facts explain the trend toward electric cooking—and are proof of healthier foods, cleaner and cooler kitchens. However, we don't ask you to take our word. Ask any electric range user why they cook electrically. Take their advice—and you'll be happier. You owe it to yourself to know more about our special September offer—and how little it takes to buy and operate a Westinghouse CHIEFTAIN.

Texas Utilities Company

BUILT to be first again!

★ NEW 1941 CHEVROLET ON DISPLAY SEPT. 21

EYE IT... TRY IT... BUY IT!

ODEN CHEVROLET CO.
 FLOYDADA, TEXAS
 TELEPHONE 4

Mrs. Leila Lloyd Hostess To Alathean S. S. Class Thursday

Mrs. Leila Lloyd was hostess to the members of the Alathean Sunday School class at the regular monthly business and social meeting Thursday, September 5. A covered dish luncheon was enjoyed at the noon hour. A quilting club was organized which will meet all day on Thursday every two weeks. The first meeting will be held today with Mrs. W. A. Cates.

The members present for the meeting Thursday were Mrs. W. B. Cantrell, Mrs. J. T. Snodgrass, Mrs. J. A. Grigsby, Mrs. Morgan Wright, Mrs. W. E. Rees, Mrs. W. A. Ambrun, Mrs. J. R. Terry, Mrs. J. P. Connor, Mrs. C. Surginer, Mrs. J. A. Hartzell, Mrs. W. N. Paschall, Mrs. W. F. Weatherbee, Mrs. W. B. Clark, Mrs. W. A. Cates.

The visitors present were Mrs. W. C. Sims, Mrs. Russell and Miss Jean Sims.

Ike Finley Honoree At Birthday Supper Wednesday Evening

Mr. and Mrs. W. L. Finley were hosts at a supper Wednesday evening, September 4, honoring the birthday of Ike Finley.

The guests included Miss Velma Kinnell of Littlefield; Mr. and Mrs. R. F. Finley and son Kenneth; Mr. and Mrs. Chas. Finley and daughter June; Mr. and Mrs. Johnnie Baxter and daughter Barbara Gale; Mrs. I. Gaither; Mrs. Winnie Pyatt of Estelline, the honoree, Ike Finley, and the host and hostess and daughter Wilda Ruth.

ASSEMBLY OF GOD TO HAVE VISITING MINISTER FRI. SATURDAY, SUNDAY

Special services will be held at Assembly of God church Friday and Saturday evenings, Sunday morning and Sunday evening, with Rev. Joe

Deathridge of Seagraves in charge. Evening services will begin at 8 p. m. and morning services at 10 a. m. Everyone is invited, Rev. H. C. Lonis, pastor, announced.

Study Club Opens Year's Work With Luncheon Thursday

The 1922 Study club held their opening meeting Thursday with a luncheon at 12 o'clock served at the First Christian church at Fellowship hall. Mrs. O. P. Rutledge, president of the club, was in charge of the program, "American Homes."

Roll call was answered with the home of a famous American. The club members sang "America," followed by a talk on "An Ideal Home" by Mrs. J. M. Wilson. "Home" (Edgar A. Guest) was read by Mrs. I. W. Hicks. A round table discussion led by Mrs. Rutledge, concluded the program.

Mrs. Willson will be hostess to the club Thursday afternoon, September 19, at 3:30 o'clock.

BILLY BURKE HENRY WILL LEAVE FOR COLLEGE TODAY

Billy Burke Henry will leave today in company with his parents, Mr. and Mrs. R. C. Henry and his brother, R. C. Jr., for Kerrville, where Billy Burke will attend Schreiner Institute this year.

From Kerrville, Mr. and Mrs. Henry and R. C. Jr. will go to San Antonio, Dallas and Fort Worth, for a vacation trip, planning to be gone about a week.

MARFAK LUBRICATION

Brown's Texaco Service is anxious for the public to know of their Marfak service. "This is one of the most thorough lubrication services you can get on the market," Rex Brown, manager said.

The operation includes lubrication of all grease fittings, generator, starter, horn, distributor, universal joints, bearings, water pump, steering post, clutch bearings, throttle control, brake lining, wheel bearings door hinges and brake operating rods.

Typewriter and pencil carbons, all sizes. Hesperian.

CARD OF THANKS

We wish to express our sincere appreciation for the many deeds of kindness and sympathy shown us during the illness and death of our husband and father, H. C. Hall.

Your deeds will long be remembered by his wife and son.

Mrs. H. C. Hall and son, George.

WANTED..

Small Fryers, and Hens also. Floydada Poultry & Egg

Miscellaneous

VISIT our Chenelle Rug shop. Free instructions. Rug supplies and rugs made-to-order. Mrs. Elmer Harper at Gilliam's Appliance. 31fc

EXPERIENCED Butane and Electroflux service man available at C. H. Elliott Appliance. 30fc

FLORIST OF DISTINCTION, choicest pot plants and cut flowers. Careful, personal and artistic arrangements. Park Florist, member Floral Telegraph Delivery Association, telephone 78. 27fc

FOR SAFER, Cleaner Tailor Work. Boothe's. 10fc

USE Cosden products and be satisfied. Home Oil Co. 248tc

BOOTHE'S The Quality Cleaners. 10fc

OUR Flowers are FRESH and are beautifully arranged. Holhums Floydada Florists. 29fc

EXPERT RADIO repairing at HARMON'S. 7fc

Arthur B. Duncan Abstract Company
Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles. S. E. Corner Public Square. Mrs. Maud E. Hollums, Manager. 2fc

YES, WE HAVE that twine, those maize knives, pocket knives, Cans & Jars. All for the Harvest Season. McDonald Hardware. 29fc

TELEPHONE 83 Gullion Tire Service, for quick repair, 219 South Main Street. 52tc

Classified Ads

For Sale

BUTANE Plants sold on F. H. A. payment plan. No down payment. As low as \$4.50 per month. 5% carrying charge. C. H. Elliott Appliance. East side square. 30fc

WHEAT DRILL, good one. See Aaron Carthel at Phillips Wholesale. 292tp.

CHECK OUR STORE for everything in Hardware, Enamel, Aluminum, Pyrex, Electric Irons, Toasters, Waffle Irons and Coffee makers. McDonald Hardware. 29fc

ALL colors shoe polishes and laces at Fogerson's. 13tc

FOR MONUMENTS and Slabs. N. E. Tyler. 278tc

SUCCESSFUL DYEING and refinishing. We are now prepared to do any and all kinds of Shoe dyeing and refinishing. We have a new Spray-gun type dye that is non-odorless, more penetrating, and will not rub off or crack. All the new Fall colors, black, brown, navy, wines, in fact we can supply you in 24 colors. Fogerson's Shoe Shop. 302tc.

JUST ARRIVED — a shipment of heaters; either Natural or Butane gas. C. H. Elliott. 291tc

BRUNSWICK Tires, liberal trade-in at Dyer's Auto Parts. 26fc

SEVERAL USED tractor tires at a bargain. Panhandle Service Station. 17tc

BRING us your empty Butane bottles. Always a supply of filled drums available. C. H. Elliott Appliance. 30fc

For Rent

FOR RENT two bedrooms with private bath, 230 West Mississippi St. 25tc.

Live Stock

GOOD Milk Cows for sale. O. W. Fry. 302tp

Poultry and Eggs

DAY OLD CHICKS and STARTED CHICKS WES-TEX FEEDS, fountains and poultry remedies.

RICE HATCHERY

Wanted

SCHOOLS, churches and individuals let me do your piano tuning and repair work. Travis Burgett, Rt. 5, or telephone 926F3. 312tp

WANTED—Your saws to file. S. T. Harris Service Station. 17tc

WANTED—Your feed cutting, \$1 for rowbinding, 75c for broadcast. W. F. Hinkle. 284tp

WANTED clean cotton rags at Hesperian office.

Apartments For Rent

FOR RENT — Private apartments, bed rooms. Furnished or unfurnished. Adjoining bath, close in, reasonable. 401 W. California St. 311tp.

LARGE Apartment for rent. Mrs. W. M. Dorsey, 220 So. 2nd St. Phone 219. 311tc

Help Wanted

EXPERIENCED bookkeeper—Auditor desires small sets of accounts to keep after 4 p. m. Invoices prepared, reasonable rate. Box 564, Floydada, Texas. 312tp

WANTED—Young ladies with high school education to enter the Plainview Sanitarium Training School for nurses. For information write the Plainview Sanitarium, Plainview, Texas. 312tc

WANTED clean cotton rags at Hesperian office.

Lost

COFFEE URN in leatherette case, between Floydada and McAdoo. Reward if returned to the Hesperian office. 312tp

Piggly Wiggly
features...
PARTNERS
IN REFRESHMENT
ICE COLD Coca-Cola and good things to eat

Piggly Wiggly's Partners in Refreshment have had such spectacular success with the whole town that this event is a MUST for repeating! Come on in and let your eyes amaze themselves with what they see. Walk through our Smiling Aisles of Bargains and let them unload happiness as your problems of planning disappear into nothing at our melt-in-your-mouth meat suggestions, natural partners of good food and good drink! Don't forget this, either: You save more at your Piggly Wiggly store.

FREE! While Supplies Last!
This Attractive 3-Piece Dutch
SPICE SET
• For Your Stove 24 Lbs.
• For Your Table 48 Lbs.
WITH PURCHASE 24 Lbs. OR MORE
PURASNOW FLOUR 72c 48 Lbs. **\$1.39**
Double-Your-Money-Back Guaranteed

Save at **PIGGLY WIGGLY** Garden Fresh
PRODUCE
GRAPES TOKAYS Extra Good POUND..... **5c**
APPLES Extra Large Delicious DOZEN, **15c**

TOMATOES Home Grown Pound..... **3c**
Coffee Admiration Drip or Reg. Lb. Can, Limit 2 Lbs. **19c**
CRACKERS 2 Lb. Box **13c**
Peanut Butter QUART JAR **21c**

POTTED MEAT, 3 1/2 oz. Can, 2 FOR, **5c**
Catsup Scott's Large Bottle, **9c**
Tuna Fish Cortez, No. 1/2 Can, **12 1/2c**
Peaches Rosedale, No. 1 Tall Can, **9c**
OATS Quick Quaker, Large Box, **19c**
Cherries Red Pitted, No. 2 Can, **10c**

Grape Juice 25c
Lime Rickey 10c
PRESERVES or JELLY, 10c
BAKING POWDERS, 17c
Shoestring POTATOES, 15c

Save at **PIGGLY WIGGLY** Highest Quality
MEATS
CHEESE Full Cream, 1b **17c**
Bologna Fresh Sliced, Pound, **12c**
Steak lb 19c | Beef Roast lb 18c
Picnic Hams | Pork Roast | Bacon SLICED
lb 17c | lb 16c | lb 16c
PIGGLY Super Market WIGGLY

You may worry about your hair

but here is one worry you can avoid

You're in for more than perfect peace of mind about the smooth running condition of your car, if you let us give it a Marfak job every thousand miles. You'll probably also save money on repairs in the long run. For Marfak is Texaco's standardized 40-Point Lubrication Service.

We don't know where on earth you can get a finer, more dependable job.

Let us **MARFAK** your car

Brown's Texaco Service
REX BROWN, Manager

Sunday Felt Hat Day
KEEP THIS LABEL UNDER YOUR HAT FOR TOP STYLE!

2.98
MEN'S HATS
Individualized details, a distinctive flare, tasteful coloring and assured serviceability — those are the factors that make Marathons' so popular with discriminating men! Try one on — prove to yourself that here are the styles of tomorrow in finest felt — and at YOUR price!
*Reg. U. S. Pat. Off.
PENNEY'S

Homemaking Girls Hold Their Annual Achievement Meet

The Homemaking girls held their annual achievement meeting last Wednesday afternoon in the Home-making department, to display their summer projects.

New School year Brings Changes In Sponsors

(By Louise Wilson) Saturday morning the sponsors were chosen for the following year in school. Some changes were made from last year.

The New Curtain; And Thanks a Lot, Graduates Of 1940

(By Buddy Norman) Floydada High school has a new curtain. Have you noticed? And does it make an improvement on the looks of our auditorium!

Welcome Back To School

I am glad to welcome our student body back to school again. Everyone seems to be enthusiastic and ready to get things done.

Band Worked Hard In Summer; Gained Much

The Floydada High school band has worked very hard this summer. They have accomplished much in the way of music.

72 Are Enrolled In Vocational Ag Classes at F H S

Approximately seventy two boys are enrolled in the Vocational Agriculture classes for the current year in Floydada High school.

Volunteers Publish First Hesperette

(By Joy Ward) This week the nine month term of school is starting. Everybody is in a mad scramble. But through it all an attempt is being made to get out our school paper.

New Faculty Members Welcomed To School

(By Imogene Woody) We wish to welcome the new teachers, H. A. Hemphill, Miss Lela Wren and Varnell Hale.

Various Colleges Attract Grads Of F H S Class Of '40

(By Maudine Moore) Many of the graduates of good old F. H. S. are hunting their fortunes this year in various colleges.

Some Of The Newcomers At Floydada Hi School

(By Cagerline Carmack) Betty Eakin — A swell freshman thinks she is going to like high school fine—thirteen years of age and all ready has a senior boy friend on her list—has blonde hair and blue eyes, watch her boys!

Large, Energetic Pep Squad Early Promise

(By Martha Yearwood) This year we hope to have the largest, most energetic pep squad we've had in many years.

Social Club To Plan For Initiations

The officers of the Social club met in the latter part of August to plan for the coming year.

Where Did You Go This Summer

(By Mozelle Edwards) Where did you go this summer? Joe Arwine—Swam, slept out and ate.

APPEARANCE OF THE SCHOOL

(By LeRoy Chowning) The high school, in the eyes of the students, has improved very much. The rooms are all repainted and refurnished.

26 NEW TYPEWRITERS We, the students of Floydada High school, wish to express our appreciation for the twenty-six new typewriters.

NEW FAST SCHEDULES BY BUS Travel in AIR-CONDITIONED Busses For Cool, Comfort EAST BOUND 8:25 a. m. To VERNON, DALLAS, OKLAHOMA CITY WEST BOUND 10:30 a. m. To PLAINVIEW, AMARILLO, DENVER

PRICES CUT HERE! USED CAR CLEARANCE SALE! YOUR FORD DEALER You don't have to be an expert to hit a Bargain here! Get a Winner in VALUE! Winner in LOOKS! Winner in PRICE! LOOK OVER THE SPECIALS BELOW!

HOW IS YOUR HEART? Dr. Bowman has installed the CARDIOLECTOMETER FOR TESTING THE HEART. You can hear the heart condition through the loud speaker. THE HEART RULES THE BODY... Have a check today! BOWMAN Drugless Health Home Telephone 268 220 West Tenn.

Texas' Largest Farming Project In Floyd County

Eight Wells Supply Water To Acreage In Drouth Time

(By Herwin E. Strickland)

Texas' largest super-farming project is located in Floyd county in the Barwise and McCoy communities. The immense farm totals 6,400 acres of irrigated land and is owned and operated by the J. W. Stringer estate.

It is possible to irrigate the entire acreage from eight electrically powered pumps throwing huge streams of water into a network of canals and ditches. This feature makes the farms to a great extent independent of rainfall.

Development of the Stringer farms make an interesting chapter in the history of advancement in Floyd county and the Panhandle. In 1917 J. W. Stringer, who acquired considerable wealth as a result of oil development in Wichita county, purchased 4,400 acres of land in the section which surrounds Barwise and 2,000 acres southwest of McCoy. Of the total 6,400 acres purchased by Stringer, the land in the Barwise vicinity was in range and the 2,000 acres near McCoy was in cultivation.

Soon after the purchase, the range land was broken out, and acreage was fenced and cross-fenced and farming begun.

Not including the original investment, upward of \$75,000 had been expended for improvements and developments. \$44,000 of this amount was used to build 12 modern houses with barns. In the past few years more than \$20,000 has been invested in irrigation wells.

At this time the Stringer farms irrigation project is the largest individual program of its kind in West Texas. The owners, members of the family of J. W. Stringer, now deceased, operate the vast farm. Twenty men, most of whom live on the land with houses furnished, are employed continuously.

A Year Around Job
Activities at farms continue for 12 months in the year. During the fall and winter months, in addition to sowing wheat and harvesting crops, the workmen are busy attending to 600 head of cattle and about 200 lambs which are fed out, using feed produced on the Stringer farms. For this purpose a 6000 bushel capacity feeder has recently been completed in the feed pen of the Stringer farms.

FLOYD COUNTY JAIL HAS A FEW INMATES ONCE MORE

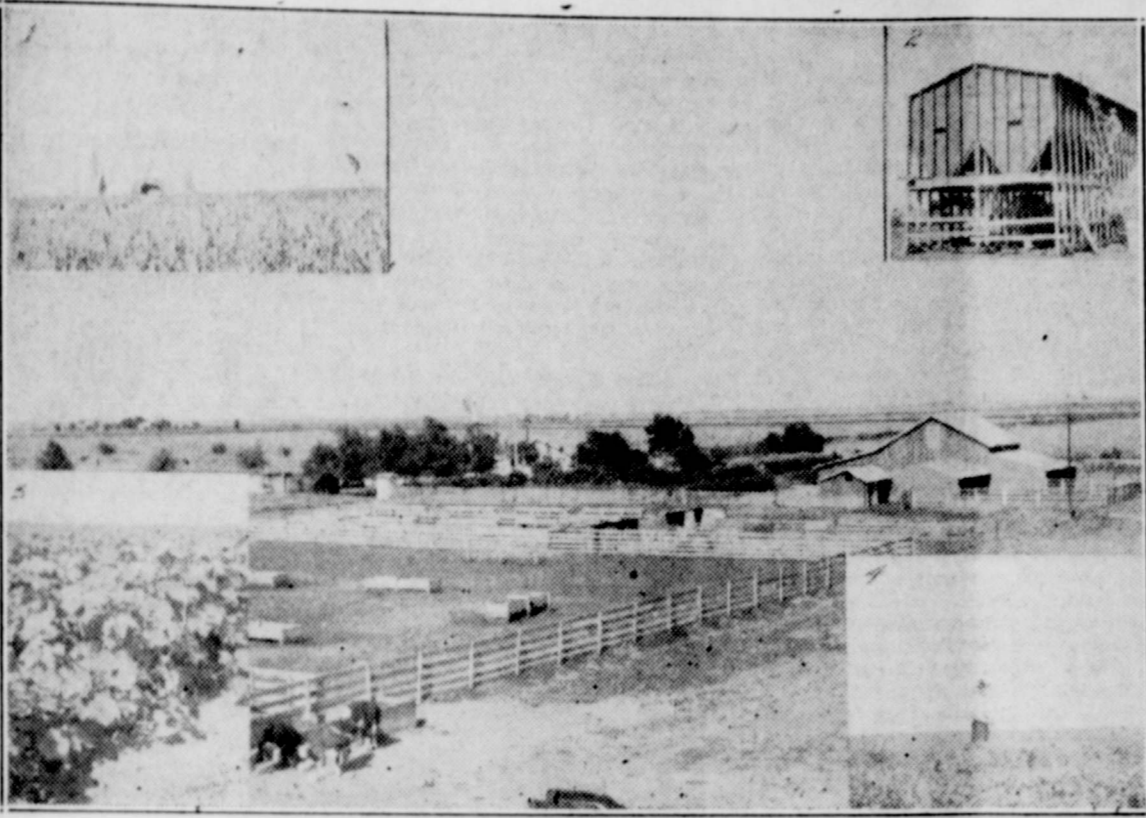
Floyd county jail has a few inmates once more, one man awaiting trial on an old burglary charge, and one or two others on minor offenses. But business was very, very poor for a while for the jailer, who is also Sheriff Clark. For a period of nearly two weeks during the latter part of August and the first of this month, he had no boarders whatsoever.

SHERIFF'S SALE

THE STATE OF TEXAS
County of Floyd.
BY VIRTUE OF AN ORDER OF SALE issued pursuant to a judgment decree of the 110th District Court of Floyd County, Texas, by the Clerk of said Court on the 24th day of February A. D. 1940, in a certain suit No. 3000, wherein The Lockney Independent School District is Plaintiff, and R. B. Mercer is Defendant in favor of said plaintiff, for the sum of Two Hundred Thirty Three and 90/100 (\$233.90) Dollars for taxes, interest, penalty and costs, with interest on said sum at the rate of six per cent, per annum from date fixed by said judgment, together with all costs of suit, that being the amount of said judgment rendered in favor of said plaintiff by the said 110th District Court of Floyd County, on the 24th day of February, A. D. 1940, and to me directed and delivered as Sheriff of said Floyd County, I have seized, levied upon, and will, on the first Tuesday in October A. D. 1940, the same being the 1st day of said month, at the Court House door of said Floyd County, in the City of Floydada, between the hours of 2 o'clock P. M. and 4 o'clock P. M. on said day, proceed to sell for cash to the highest bidder all the right, title and interest of said defendant in and to the following described real estate levied upon as the property of said defendant, the same lying and being situated in the County of Floyd and State of Texas, to-wit:

Lots 1 to 16 both inclusive, Brunson Annex to the town of Lockney, Floyd County, Texas or upon the written request of said defendant or his attorney, a sufficient portion thereof to satisfy said judgment, interest, penalties and costs; subject, however, to the right of the plaintiff for any other or further taxes on or against said property that may not be included herein, and the right of redemption, the defendant or any person having an interest therein, to redeem the said property, or their interest therein, at any time within two years from the date of sale in the manner provided by law, and subject to any other and further rights the defendant or anyone interested therein, may be entitled to, under the provisions of law. Said sale to be made by me to satisfy the above described judgment, interest, penalties and costs, and the proceeds of said sale to be applied to the satisfaction thereof, and the remainder, if any, to be applied as the law directs.

Dated at Floydada, Texas, this 10th day of September 1940.
FRED N. CLARK, Sheriff,
Floyd County, Texas.
By Ann Siles, Deputy.



Upper Left—Corner of a huge maize crop that will be used along with alfalfa (4) in the feeding operations on the Stringer farms. No. 3, bottom left, is a sample of the fine cotton crop that is maturing, and No. 2 is one of the biggest self-feeders for cattle ever built in this section. Rations fed into the big hopper with a blower works down into the troughs. Note the man on the ladder ascending to the top of the big hopper. Center background is the headquarters residence, next the barns and sheds and in the foreground the feeding pens.

er farms. Two pit silos, completed last year, have a total capacity of 750 tons of ensilage.

With the approach of the spring months, if sufficient rain has not fallen, irrigation is started on 1800 acres of wheat. Later on it is necessary to water alfalfa and prepare row crop land for planting. When these crops are up and growing and the hay has been cut once it is time for harvest, which is followed by plowing of wheat land and cultivation of cotton and other row crops. When inclement weather prevails, or the crops do not demand the attention of the Stringer farm workmen, they are occupied with repairing fences, building irrigation flumes, constructing new barns and keeping the property in good condition.

Farm Is Attractive

In the process of development of irrigation, growing larger yield crops and feeding out livestock, sight is not lost of the beauty of surroundings. Each of the wells on the Stringer farms is partially hidden by trees and shrubbery and landscaping conforms to the general beauty of the terrain. The driveways and approach to the wells are bordered with Chinese Elm trees, grown from seedlings raised in the garden at the headquarters farm.

Most of the homes occupied by the Stringer farm employees are made

attractive with trees, lawns and flowers. Some of the men and their families raise most of the food they consume during the year. Each place affords a garden plot, and accommodation for poultry, hogs and milk cows. The houses, which are modern in every respect, are wired with electricity.

Prosperity In 1940

A few of the reasons why the Stringer farms are flourishing in the twenty-third year are 1800 acres of wheat produced nearly 50,000 bushels of grain; 100 acres of alfalfa is producing 400 tons of hay; 500 acres of feed including maize, cane and hiegra will produce approximately 200,000 bundles of feed; 100 bales (at least) of cotton will be sold from the 100 acres in this crop; 200 acres of barley will afford pasture for cattle and sheep and still produce about 10,000 bushels of grain barley.

ADVANCE TICKET SALE FOR SO. PLAINS FAIR BEGINS

LUBBOCK, Texas, September 10.—South Plains Fair directors announced early this week that an advance ticket sale would begin immediately and continue until Saturday, September 28, thereby giving residents of the South Plains an opportunity of securing special rates to visit the fair.

LIONS LEARN ABOUT PANAMA CANAL AT LUNCHEON TUESDAY

Floydada Lions Tuesday learned a lot about the Panama canal, one of the biggest trade and national defense weapons the country possesses.

The facts were presented in a talk by Judge L. G. Mathews, who was scheduled for the address. Club visitors for the day included Rev. Homer Faulkner, of Phoenix, Arizona, Assistant Coach W. V. Hale of Floydada High school, and Scout Director Grimes of Plainview.

MAN APPREHENDED IN OKLA. HELD ON BURGLARY CHARGE

George Hodemet, charged by a grand jury indictment a year old next month with burglary from an irrigation well tool house in Floyd county, is here now awaiting trial on the charge when the district court sits again in October. Hodemet was apprehended by Oklahoma officers at Chickasha. Sheriff Clark made the trip to return the man to Texas last weekend. He was accompanied by Deputy H. B. Alexander and County Attorney John Stapleton.

Mr. and Mrs. D. B. Gamble and daughter, Carol Sue, of Wichita, Kansas visited Wednesday and Thursday with Mrs. Gamble's mother, Mrs. Robert Kline.

THE STATE OF TEXAS County of Floyd

To J. L. Gentry Defendant, and all other proper persons, including all record lien holders, owning or claiming, or both, any interest in the land or lots hereinafter described, same being delinquent for taxes to The State of Texas and County of Floyd Plaintiff; and The City of Lockney and the Lockney Independent School District taxing units in said State herein impeled by plaintiff (and taxing units heretofore having intervened in this suit).

AND YOU ARE HEREBY COMMANDED to be and appear before the Honorable District Court of Floyd County, Texas, at the next regular term thereof, to be held at the Courthouse of said County, in the city of Floydada on the first Monday in October, A. D. 1940, the same being the 7th day of October, A. D. 1940, to plead and answer plaintiff's petition, (together with

pleas of intervention and claims of impeled parties defendants) filed in said Court in a certain suit No. 3195, and then and there to show cause why judgment should not be rendered against you, and said (land and lots) sold under foreclosure of lien to satisfy the following taxes being delinquent on the said property, to-wit:

Taxing Unit The State of Texas and County of Floyd;
To Whom Assessed J. L. Gentry;
Description Tract of land 50 ft. x 140 ft. out of Survey 9, Abstract 590, N. B. Davis Survey, in Floyd County, Texas;
Years Delinquent: 1929 to 1939.
Amount \$126.31;
aggregating One Hundred Twenty-Six and 31/100 Dollars, together with all interest, penalties and costs allowed by law.
Given under my hand and seal of said Court, at office in Floydada, in the County of Floyd, this 9 day of

September, A. D., 1940.
Geo. B. Marshall, District Clerk.
Floyd County, Texas.
312tc.

Use Hesperian Ads

Have You Heard?



"Why all the ladies are getting their Fancy Cakes and Cookies for their parties at

"Wester's Quality Bakery

they make any kind of special order and have them ready JUST when you need them. I don't bother about my fancy party baking I just get mine from

Wester's

CUT-RATES SOUTH PLAINS FAIR TICKETS
Lubbock—Sept. 30th-Oct 5th

\$2.00 Value Fair Ticket— **\$1.00**
Advance Sale for only

(4—50c GEN. ADM. TICKETS FOR ONLY \$1.00)

Special advance ticket sale will be in effect until Saturday, Sept. 28. Regular front gate admission price remains same.

Mail Post Office Money Order or Bank Draft—South Plains Fair, Box 561, Lubbock, Texas. No Limit—Buy All You Want!

ORDER TICKETS NOW!
No Special Rates After Sept. 28th

Patronize Your Own Plant!

New accounts are being added daily and past experience has shown the City Plant is dependable...

The electric current is steady and ready for your use in home industry.

100 More Customers Can Be Handled At The Same Expense as You Are Operating Under Now

Call 211 today or see the bookkeeper at the water and light office at the City Hall for your connection which can be made with only slight interruption of service.

February your plant sold electricity,	\$2,075.00
March your plant sold,	2,186.84
April your plant sold,	2,547.00
May your plant sold,	2,667.81
June your plant sold,	2,725.42
July your plant sold,	2,923.02
August your plant sold,	3,158.55

The City Plant Is Yours—USE IT!

CITY Light Plant

★ STARTS TOMORROW... SENSATIONAL WEEK-END

SALE!

THE U. S. TIRE AS LOW AS \$6.50 SIZE 6.00 X 16 (with your old tire)

FAMOUS U. S. TIRES!

1. Patented "U. S." Tempered Rubber—toughest tread compound ever developed, known everywhere for long, safe mileage.
2. Safety Bonded Cords—make every ply a safety ply—add approximately 12 pounds of virgin rubber to every 100 pounds of cord material—provide maximum blowout protection.
3. World-Famous U. S. Tread Design—sure-footed traction, smooth-riding, fortified buttresses resist rut and curb scuffing... give added side traction.

See how big your allowance is on the U. S. TIRE—world-famous value.

Size	Price
4.50 - 21	\$6.00
4.75 - 19	\$6.50
5.50 - 17	\$8.50

DALE STRICKLAND
Distributor Panhandle Refining Company

Double Guarantee
1 Backed by written Lifetime Guarantee of the world's largest producer of rubber.
2 Plus the added assurance of our personal guarantee of satisfaction.

Mrs. B. A. Bolding and daughter Carolyn Sue of Ada, Minnesota, returned to their home Monday after a month's visit here with her parents, Mr. and Mrs. L. L. Jeter, and her sister, Mrs. B. Nichols and family. She was called to Floydada on account of the illness of her mother who is reported to be improved.

Mrs. W. B. Hall of Plainview was a guest of Mrs. W. T. Brown Tuesday and Wednesday.

We Must Scuttle

—these 70 pairs of MADE-TO-MEASURE Pants in five days.

A certain well known tailoring company shipped us today 70 pr. Made to Measure Pants.

These trousers were sold from \$7 to \$11 to other dealers.

The sizes run as high as 46 waist. You pick 'em at **\$5.00** Back they go in five days. To many large sizes as 42, 44, 46.

"GLAD'S"

"Smart Wear for Men Since 1900"

Now On Display the New 1941 Oldsmobile

We Were Lucky This Year...

We got one of the First NEW 1940 OLDSMOBILES to be released to dealers in this territory...

Thus you are getting a full two weeks preview of the 1941 models in advance of the National release.

COME BY—SEE THIS NEW CAR
We Will Gladly Demonstrate It

FINKNER'S Auto Store

LOOPER'S

Sugar	10 lb Cloth bag	.46
Tomatoes	no 2 can 2 for	.15
Macaroni or Spaghetti	2 boxes	.05
Fruit Cocktail	3 cans	.25
Baking Powder	CLABBER GIRL 32 oz	.22
Mustard	32 oz jar	.10
Oat Meal	3 lb box Quaker	.18
Flour	24 lbs Great West	.55
Spuds Whites	10 lbs	.10
Soap	P & G or CRYSTAL WHITE 3 bars	.10
Crackers	Liberty Bell 2 lb box	.15
Peanut Butter	32 oz jar	.20
Cheese	Full Cream lb	.17
Meal	10 lb sack Everlite	.25
Post Bran	or GRAPENUT FLAKES 3 for	.25
Pineapple Juice	12-Oz. CAN. 2 for	.13
Lemons	California doz	.14
Oranges	school size doz	.15
Lettuce	hard heads 3 for	.10
Pork Chops	lb	.20

REV. EDWARDS TO PREACH AT CENTER CHURCH SUN.

CENTER, September 11 — Rev. Edwards will be here to preach Sunday, September 15. Everyone is invited to come and hear him.

Several of the young people of the community have gone away to school these and others will follow next week. Jimmy and Victor Green left Monday for Plainview where they enrolled in Wayland college Tuesday. Mr. and Mrs. Adams and daughter, Miss Lona Belle, of Spade spent part of Sunday with their daughter, Mrs. O. G. Mayfield and Mr. Mayfield. Both parties then drove to Paducah and visited relatives.

Mr. and Mrs. A. W. Anderson and family visited Mr. and Mrs. Floyd Anderson Sunday.

Mr. and Mrs. H. B. Mankins, Mr. and Mrs. W. P. Sims and daughter, Betty Jo, visited Mr. and Mrs. Light-foot Sunday.

Mr. and Mrs. J. B. Jordan and family took dinner in the W. B. Harris home Sunday.

Mrs. C. E. Meredith and Miss Vera Meredith were guests of Mr. and Mrs. Leo Frizzell Sunday.

Rev. and Mrs. J. D. Farrell spent Saturday night with Mr. and Mrs. C. E. Meredith. Rev. Farrell preached at Aiken Sunday.

Mrs. Montgomery and son, Floyd, made a trip to their farm near Anadarko, Oklahoma Monday.

Mrs. W. B. Jordan and daughter, Doris, attended the opening of Wayland college Tuesday.

Mrs. A. W. Anderson and son, Leon, visited Tuesday with her daughter, Mrs. Ausie Watson, at Plainview.

Mrs. Leon Rasco and daughter, Reva Jean, of Lubbock and Mrs. B. D. Jones and daughter, Marilyn, visited Friday with Mr. and Mrs. Clyde Bagwell. Mrs. Rasco is a cousin of Mrs. Bagwell.

Rev. R. E. Bost, former pastor here visited a number of homes Monday.

Bill Hams

(Continued from page 1) sports enthusiasts in particular.

The indications are that both Floydada and Lockney teams will be represented by pics, and all the dope we can dig up on our other district neighbors will be presented.

All the dope presented will be as true as it is possible to get from coaches, assistant coaches, and others. We hope it will be the best of the lot.

Nazis

(Continued from page 1) was made. Despite newspaper reports to the contrary the officials said they had eight offers of a site in this section and only one official turn-down. This was at Cleburne, Collier said.

An enterprising newspaperman who wrote the story of the early efforts of the Lockney council to get in touch with immigration officials, said Lockney was located near Swastika, a "Hale county community," giving a tinge of Nazi sympathy to the report. This twist to the story had much to do with the protests that began to flow in to Lockney from all portions of the county.

How the location of the internment camp would work out as a business venture was held out to the council in the following manner:

A CCC company first would be called upon to build barracks. The payroll would be \$1,500 a week while the crops of workers was on location the lumber yards would get a big order for materials and other business would prosper. After the "prisoners" reached town there would be at least \$400 per week food bill and at least \$1,350 per week expended for incidentals with the government and the North German Lloyd lines paying the bills. A camp site would be leased city light and water income would jump.

Harry Morekel, who visited in Lockney yesterday afternoon, said there was no doubt, however, that Lockney officials were no longer interested in any further proposals in the matter.

KING'S

Some More COLORADO HONEY

Colorado Delicious	APPLES, Peck.	35c
MEAT LOAF, Pound.		15c
STEAK, Pound.		19c
PORK CHOPS, Pound.		19c

We want your CREAM, CHICKENS and EGGS!

KING'S

Grocery & Market
Phone 13

Whirlwinds

(Continued from page 1) will in all probability have to call the signals, back up the line, lug the ball, do service as a passer, and punt when duty calls, and probably will do considerable praying in tighter places.

Ranged alongside of Golithly will in all probability be Joe Rushing. Rushing looks like he will develop into a line backer deluxe. He has shown considerable power on off tackle slants and straight away smashes into the line. He has worked on his spinner until he handles the ball smoother and with more deception. It is likely that Rushing will also do some of the passing for the Winds this season.

For one wingback slot the Green and White will have Gordon Patterson. Last year Patterson was one of the best pass receivers in the district and kept more than one team with a case of jitters by his crazy-leg running. It seems possible that Patterson can take part in more line play this year as he has put on some weight and can take a few of the drives at tackle and guard when the occasion demands. His ball handling and running should improve even more. Last year Patterson did some passing and he will probably do more this year.

The fourth position is hanging higher than a kite with four or five men working hard to capture the starting assignment. By this time next week Winter should have a good idea who will probably start but now he admits he is up in the air.

Games This Week

Four members of District 4-A will go to bat this Friday against out-of-district foes. Paducah will journey to Tulla to scrap the Hornets in a night duel; Matador will travel to Crowell to try their lock against the Wildcats in another night affair. Spur's Bulldogs will meet Olton's Mustangs at Spur in a night game and Lockney will go to Quitaque for their opener Friday night.

Floydada, Crosbyton, and Ralls postpone their openers until next week when Floydada goes to Slaton, Ralls plays Plomot and Crosbyton meets an unidentified foe.

Governor's Visit

(Continued from page 1) Judge Deen in any way, so far as legislation is concerned, the governor declared.

From Floydada the Governor and his wife go to Matador where they will visit Paul Eubank, nephew of J. E. Eubank of Floydada and representative-elect of the 121st district, and thence to Dickens where they will visit Judge Marshall Formby, senator-elect from the 30th Senatorial district.

When the governor visits Judge Deen here it will be his first time to enter Floyd county since he became a candidate for public office, and so far as known locally, his first visit ever.

Apartment For Rent, 230 West Virginia St. Mrs. W. A. Amburn

Hesperian Ads Pay

Star Cash Values

PRUNES, Gallon.	22c
PEANUT BUTTER, Quart.	22c
MATCHES, Carton.	15c
PINEAPPLE, 3 Cans.	25c
Crushed Only	
PINEAPPLE JUICE, 46 oz. Can.	25c
HONEY, New Crop, Gal.	87c
School Supplies	
BROOMS, Each.	22c
VIENNA SAUSAGE, Can.	6c
POTTED MEATS, 2 Cans.	6c
LARD, 4 lb. Pure.	33c
OLEO, Pound.	10c
CHEESE, Longhorn, Lb.	17c
Plenty Good Bulk Apples	

Phone 40
Free Delivery

Baker Community Assn Organized Last Friday

BAKER, September 11.—The community singing will meet Friday night, September 14 at the school house. Everyone is invited to be present.

The patrons of this community met last Friday night and organized a B. C. A. (Baker Community Association) in connection with the singing. The officers elected were Mrs. Ray Smith, president; Mrs. J. D. Eaves, vice-president; and Mrs. Fay, secretary-treasurer. The organization met again Monday morning and hoed and cleaned the school ground. The club plans to meet the first Friday night in each month.

The married ladies challenged the single girls to a baseball game last Friday afternoon at three o'clock. After two hours of playing the single girls came out victorious.

Mrs. R. C. Harris, Carlun Harris, and Thomas Harris of Levelland, Mr. and Mrs. Lee Roy Harris and Gale Lee of Colman and Mrs. Gene Lewis of Eldorado visited several days with Mr. and Mrs. W. B. Harris.

Writing fluids, Hesperian

It Cant Be Done

YOU CAN NOT CASH YOUR RENT RECEIPTS
Stop Paying Rent and start now to own your own HOME.

Modern 5 room stucco, a real home \$2500. \$250 cash balance \$17.21 per month.
Modern 6 room stucco, double garage on pavement. \$2750. \$275 cash and monthly payments of \$18.93.
Modern 6 room frame, plenty of out buildings, well and windmill and plenty of room. Only \$2000. \$200 cash, balance at less than rent \$14.45 per month.

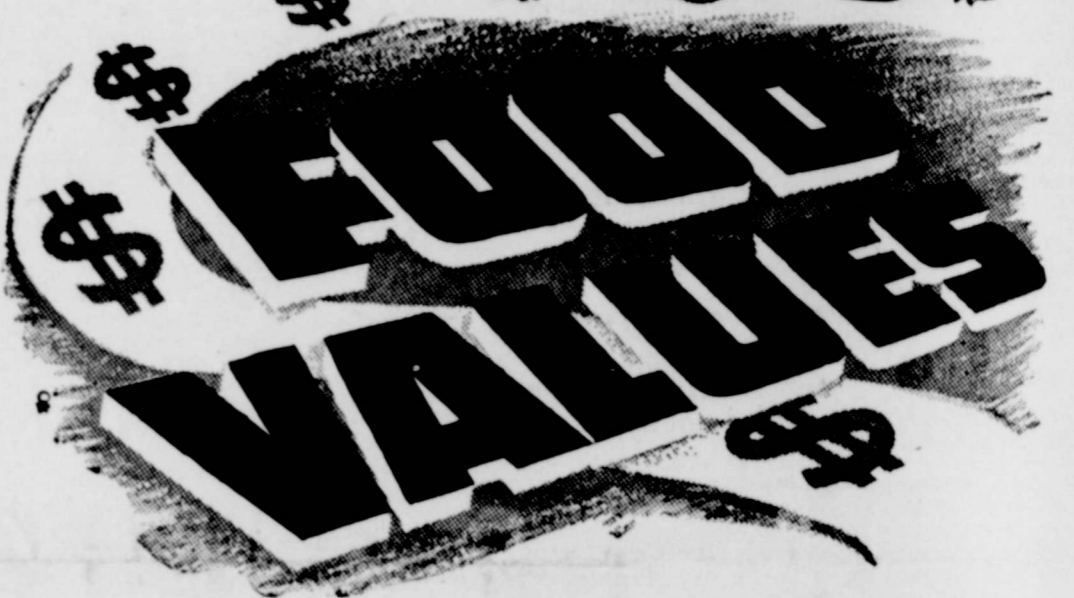
J. G. WOOD Real Estate

ROOM 5 BANK BUILDING

Hesperian Want Ads Will Bring Results

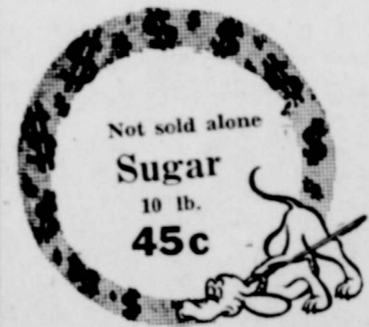
Felton-Collins

HERE'S WHERE to Track-down



You're on the scent of dollar and cent savings if your feet take you to Felton-Collins for "everything to eat." Any smart housewife will tell you that our prices are best, our foods better.

FOLGERS COFFEE, lb.,	25c
BRIMFULL PEACHES, 2½ size,	15c
PINEAPPLE crushed 9 oz. 3 cans,	25c
FRUIT COCKTAIL, 2 Cans,	25c
SHRIMP, 2 Cans,	25c



PICNIC HAMS, Tender Cured, lb.	19c
PORK CHOPS Lean & Tender, lb.	20c
KRAFT CHEESE, 2 lb. loaf,	45c
SLICED BACON Lakeview, 2 lbs.	35c



EMPSON CATSUP, 16 oz.,	9c	ORANGES, Dozen,	19c
DOG FOOD, Favorite, 16 oz.	5c	BANANAS, Dozen,	15c

P. - G. SOAP 3 for 10c

Finest Quality

LIPTON'S TEA

ORANGE PEKOE and PEKOE

1 Lb.,	85c
½ Lb.,	45c

LIPTON'S TEA BAGS

Pkg. of 8	10c
Pkg. of 20	25c

Tokay
Grapes
Pound
5c

CRISCO
3 Pounds
53c

Felton-Collins Gro.
and MARKET
Phone 27

FALL FASHIONS

The Floyd County Hesperian

FALL FASHIONS

VOLUME 47

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, SEPTEMBER 12, 1940

NUMBER 31

Sales Folk Lend Help To Buyers

How To Buy A Coat Suggestions Often Worthwhile

Floydada merchants are schooled in the art of advice to consumers on how to spend money wisely.

- The merchants offer this suggestion on how to buy a coat. 1. "Never buy a 'fussy' coat. Let it stand on fine fabric, becoming color, good line, expert tailoring and advance silhouette. 2. The short, thick-figured person should never wear horizontal lines. Her coat should be beltless. 3. The tall and slender woman needs widened shoulders and fullness over the bustline. 4. The mature, top-heavy figure should be sure her coat is cut long enough over the bust and that there is no trimming over the waistline. 5. The mature figure with narrow shoulders and wide hips must depend on padded shoulders to make her figure triangular instead of pear-shaped.

Shelby Cooks Are Dinner Hosts Sunday

PLEASANT HILL, Sept. 10—Mr. and Mrs. Shelby Cook were hosts to a number of friends and relatives at their home Sunday. The guests included Mr. and Mrs. G. W. Smith and son Dale G. of Lakeview, Mr. and Mrs. C. N. Battey and daughters Ila Marie and Charlene of Floydada. Mr. and Mrs. T. F. Love and son of Cedar Hill visited Mr. and Mrs. J. W. Dillard Sunday afternoon. Mr. and Mrs. Dick Nichols were guests in the G. N. Gilbreath home Sunday. Mr. and Mrs. W. E. Rucker and family spent Sunday with Mr. and Mrs. T. L. Turner and family at Levelland Sunday. Miss Delpha Dillard visited in the home of Mrs. Dick Nichols Sunday. Miss Evelyn Owens is spending the week with friends and relatives at Plainview this week. Mr. and Mrs. Henry Willis and family visited Sunday with Mr. and Mrs. A. T. Pratt and family of Ralls.

Lakeview P. T. C. Is Reorganized Monday

LAKEVIEW, Sept. 10—Mrs. Cella Ross was elected president of the P. T. C. organization at Lakeview at a meeting Monday at the school building. Mrs. Roy McCray was elected vice-president and Mrs. Earl Edwards, secretary-treasurer. Mrs. Tom Porter was appointed play director. The following were appointed to serve as program committee: Mrs. Holt Bishop, Mrs. Lee Nichols, Mrs. John Conway and Mrs. J. M. Harrison. The next meeting of the P. T. C. will be Friday, September 27 at 8 p. m. o'clock.

Local News

Mr. and Mrs. C. D. McCandless and daughter visited in the home of Mr. and Mrs. C. A. Russell, Friday. Mrs. Wayne Russell, who has been ill in a Plainview hospital the past two weeks was able to be brought home Saturday. Mr. and Mrs. Ralph Ferguson spent Saturday night in the home of Mr. and Mrs. W. U. Riggle. Mr. and Mrs. I. D. Holligan and Mr. and Mrs. A. W. Risinger visited Mrs. D. M. West Sunday. Miss Leona Jameson, teacher in the Lakeview school, spent Saturday night and Sunday in the home of her parents, Mr. and Mrs. J. B. Jameson of Dougherty. Mr. and Mrs. Holt Bishop and family spent Sunday with Mr. and Mrs. Earl Bishop. Mr. and Mrs. Fred Battey spent Sunday with Mr. and Mrs. Willie Bunch. Mrs. Cella Ross took her grandson Bobbie McReynolds to Lubbock Saturday where he joined an uncle and accompanied him to his home in Amarillo. Mrs. Cella Ross attended a home-coming at Campbell community Sunday. She taught school at Campbell four years when she first came to West Texas seventeen years ago. She reported a very enjoyable time. Mr. and Mrs. Bill Pollan visited Sunday in the home of Mr. and Mrs. Sid Williams at Muncy. Mr. and Mrs. Earl Smith were Sunday guests of Mr. and Mrs. B. L. Breed. Mr. and Mrs. Jeff Hopper of Floydada are guests of Mr. and Mrs. W. T. Hopper this week. Mr. and Mrs. R. J. Hall visited their son and wife Mr. and Mrs. Nelson Hall, Sunday.



Fashions by Americans for Americans

Two American beauties wearing American-designed Fall fashions. The camera girl wears a softly tailored frock of Crown Tested spun rayon and striped flannel. Her friend wears a smart fur jacket costume. The little suit is of Crown Tested spun rayon and wool tweed.

Shops And Stores Co-Operating In The Fashions Campaign

- HAGOODS DRY GOODS KIMBLE'S MARTIN DRY GOODS CO. WHITE DRUG CO. MILADIES M. L. SOLOMON J. C. PENNEY CO. KEIM'S ARWINE DRUG CO. GLAD SNODGRASS BISHOP PHARMACY PALACE BEAUTY SHOPPE VOGUE BEAUTY SHOPPE BLUE MOON BEAUTY SHOPPE PANHANDLE REFINING CO.

Walton Wilson Elected Supt. Of Fairview Baptist Sunday School

FAIRVIEW, September 10—There were fifty-three present at Sunday school Sunday morning. The new officers and teachers were elected. Officers elected were Walton Wilson, superintendent; C. H. Wise, assistant; Mrs. Edell DuBois, general secretary; L. E. Crabtree, church clerk and treasurer; E. W. Walls, acting moderator; G. M. Bullard, board member. E. W. Walls, song leader; Mrs. L. E. Crabtree, pianist; Mrs. Fred Reeves, assistant; L. B. Cozby, teacher of men's class; Mrs. W. B. Wilson, women's class; Mrs. L. A. Horton, young people's; Preston Bullard, assistant. Mrs. L. E. Crabtree, intermediate; Mrs. J. C. Crabtree, junior class; Mrs. Walton Wilson, assistant; Mrs. L. B. Cozby, primary; E. W. Walls, general director of the B. T. U.; Preston Bullard, assistant-treasurer; DuBois, general secretary-treasurer; and Doyle Walls, assistant. Other officers for the B. Y. P. U. were elected Sunday night. Locals Mrs. Jim Hicks and daughter,

Margie, visited Mrs. Orville Stewart Wednesday afternoon.

Mr. and Mrs. C. J. McClure accompanied by Mr. and Mrs. Lewis Golden of Petersburg spent the week-end at Childress visiting Mr. and Mrs. Marvin Crane and family. Mary Dee and Clara Cozby spent Saturday night with Mr. and Mrs. Grady Reeves. Mrs. John Reeves and daughter, Joy Ann, Miss Inez Reeves and R. A. Cannon spent the week-end visiting at Portales, New Mexico. Mrs. Orville Stewart spent Friday night in the home of her sister, Mrs. C. A. Davis and family near Lockney.

Mr. and Mrs. Walton Wilson and family, Mr. and Mrs. Odell Stapleton and son and Mrs. W. B. Wilson were dinner guests of Mr. and Mrs. L. A. Horton Sunday. Mr. and Mrs. Walter Welch called in the afternoon. Will Arms and son, William of Lubbock and Mr. and Mrs. Walter Welch of Harmony were dinner guests of Mr. and Mrs. G. A. Stewart Sunday. Mr. and Mrs. Arthur Stewart and daughter, Betty Gail, visited the Stewart home Sunday night. Mr. and Mrs. Lewis Bullard and family spent Saturday night and Sunday in the home of Mr. and Mrs. Preston Bullard and family. Mrs. L. B. Cozby and Mary Dee

and Mrs. Grady Reeves visited Mrs. L. E. Crabtree Sunday.

Mr. and Mrs. Therman Perry attended the home coming at Campbell Sunday.

John and Grady Reeves made a business trip to Portales, New Mexico Monday returning Tuesday. Doyle Walls, L. B. Cozby, jr., and Bud DuBois were among the boys on the Floydada team who played in the practice football game with Plainview Friday afternoon. There will be an all-day quilting Thursday at the home of Mrs. I. B. Cozby. The revival meeting at the Baptist church closed Friday night. There was five conversions and one addition to the church during the meeting. The baptizing service was held at the home of J. B. Jordan in the Center community Friday afternoon.

GIRL SCOUTS MEETING

The girl scouts met Monday afternoon at their regular meeting. Scout tests were given and a first prize was awarded to Mary Lee Thacker for having made the best Nature Study book. On Tuesday, September 3, a theatre party and picnic at Plainview were enjoyed by the scouts. Norma Jean Moore was installed as a new member. Nine members and scout leader Jo Troutman were present

Mrs. S. L. Rushing On Thirty Days Tour Of Alaska, With Daughter

RUSHING CHAPEL, Sept. 10—Mrs. S. L. Rushing in company with her daughter Mrs. Tommie Pierce left Saturday for Canyon where they boarded a train for Seattle, Washington. From there they plan to go by boat to the interior of Alaska. Mrs. Rushing and her daughter plan to be away for about thirty days. Lula Lee Teal and her cousin Jim Wright will leave Tuesday to enroll in Texas Technological college at Lubbock. Mr. and Mrs. Carl Mooney were Sunday evening guests of Mr. and Mrs. Carl Wilson of the Cedar Hill community. The Woman's Society of Christian service realized \$13.90 from their food sale held Saturday at a local store at Floydada. The money will be used for benefit of the church. Mrs. E. M. Myers and son returned to their home in Canyon Sunday after spending two weeks in the home of her mother, Mrs. S. L. Rushing. Mr. and Mrs. Granville Lee Mooney have moved to Floydada where Mr. Mooney has employment.

Brown To The Front As A Rival To Black

Says Jeanne A. Lombard Of Color Co-ordination Committee Of National Retail Association. A rival to smart black for the new season is brown. It's in the front line of fashion in sports and casual clothes and foremost in fur coats and jackets in popular beaver, luxurious mink, mouton lamb, the new milk-and sable-dyed muskrats and squirrels (which are difficult to tell from the real thing) Brown is also smartly pronounced in dresses, plain and patterned, in plaids, in richly furred cloth coats, costume ensembles. The new brown color casts take their cue from brown furs that are soft, deep rich browns... definitely not to be confused with unbecoming dull black-browns. Brown Is Versatile Besides which brown is so versatile, harmonizing with all the other important Fall colors, such as olive greens, soldier blues, rocky blue... and it's smart this season to combine brown with blue. Mix your brown with these colors through your dress or coat and accessories. For example, green coat over brown dress, accessories in both colors. Or re-

Sunday Is Felt Hat Day Here

Merchandisers Will Vie In Presenting New Versions Of Style

Sunday will be Felt Day in Floydada! When the budding young scion dresses for the Fall season Sunday morning, preparatory for Sunday school and church the finishing touch will be given when he dons the stunning topper, typical of the beginning of the fall season.

For this week-end he and his father will discard the Panama or straw that have done service a little bit too long already and will don one that is new and in line with the opening of fall.

And when you see the new styles in the windows this week you will find that several important changes have been made in the hats for men. In fact it's a season of changes in men's wear, and the outstanding of these are the wide hat brim, the fingertip jacket length and the new use of stripes and plaids in winter suitings.

It will be a good idea, too, to consider the possibilities of color when selecting a new fall hat. Felts can be bought to match, harmonize or contrast with the rest of the ensemble, thus creating a well-turned out appearance.

In hats blue is the favorite son this fall, New York tailors and merchants report, giving dark horse honors to browns and greys. Hat manufacturers, co-operating with men's clothiers, have produced these leading colors in the new felts for men.

When you go into your favorite men's wear store you will be amazed at the variety and newness of these hats. They are so new that they may perhaps shake your conventionality. But once you try one... step before a mirror... then you will know that we are not underestimating these new hats for the new season. They are offered in such a variety of shapes, colors and felt finishes, that any man will be pleased by and flattered with them.

Don't forget—this week-end do your felt hat shopping, and be among those who step out with the new fall felt on Sunday morning.

Arwines Hosts At First Meeting Of Friendship Club

Mr. and Mrs. J. A. Arwine were hosts to the Friendship Bridge club at the opening meeting for the club year Friday evening. The house was decorated with cut flowers. Dinner was served buffet style. The dining table was centered with a bowl of red dahlias.

Dinner was followed by games of bridge in which Mrs. J. C. Gilliam and L. T. Bishop made the highest score for the members and Mr. and Mrs. C. L. Minor received high score for the guests. Mr. and Mrs. A. A. Bishop of Dallas also were guests of the club.

The members playing were Mr. and Mrs. B. K. Barker, Mr. and Mrs. L. T. Bishop, Mr. and Mrs. Walton Hale, Dr. and Mrs. A. E. Guthrie, Mr. and Mrs. A. B. Keim and Mr. and Mrs. J. C. Gilliam.

The club will meet Friday evening, September 20, at 8 o'clock with Mr. and Mrs. Barker.

verse the order, or an all blue costume with brown accessories, or an all brown costume with rocky blue accessories. Last but not least, bright tawny red is a perfect new foil for brown, while soft prairie rose is a lovely Winter rose harmony with brown. You'll find browns already mixed for you in plaids with blues, reds, copper, greens and golds. A new note is the combination of nutria with black. Add a bit of gray, a dash of plum wine, and a little of the new violet and lilac mauve tones and you have the color panorama for Fall and Winter fashions.

Brown is particularly important in accessories because of its versatility. Brown is wonderfully smart and fresh looking with the new muted blues and greens and with the brilliant Autumn tweeds. Various shades of cocoa, nutria and rich brown shades are seen in bags, gloves, belts and hats... all perfectly color-coordinated to match each other. A deep rich brown shade is definitely high fashion color note when worn with black. In addition, brown is strikingly new with the new purple and mauve tones and it is wonderfully wearable with grey, and the new golden yellow shades. Since brown is so fashionable and so wearable in accessories, a complete set of brown accessories are recommended as smart Fall investments. Butter-soft suedes, calfs, alligators and novelty grain leathers are some of the important mediums in brown accessories.

SECRETS
Of
FALL LOVELINESS

You will be a picture of color harmony . . . with subtle greens and browns blended together. But you cannot capture Fall loveliness unless your coiffure is flattering, your complexion flawless, your nails groomed immaculately. Blossom into exquisite beauty at the skillful hands of your beautician!

THESE MODERN BEAUTY SHOPS WILL HELP YOU

Blue Moon
BEAUTY SHOPPE
Naomi, Jackie, Floriene

Vogue
BEAUTY SHOPPE
Amy, Irene, Jewel, Edwina

Palace
BEAUTY SHOPPE
Mrs. Bess Cantwell

Champion 1-Way Rider At Re-Union

Grand Daughter Of Stephen F. Crosby Visits Old Settlers

Although the story is a little late and not so timely it is just as true today as it was three weeks ago, many a while lost in a reporter's notebook since the West Texas Old Settlers celebration held at Uncle Hank Smith Memorial park. The story concerns the life of a very colorful character, Mrs. Birdie Crosby Harwood of Marble Falls, a director of the West Texas Old Settlers association, director and vice-president of the Texas Trail Drivers association and the granddaughter of Stephen F. Crosby for whom Crosby county was named. Although she is a very distinguished character she is prouder of the official title, "Granddaughter of Crosby County" than any other honor she has attained.

It was rather a coincidence that she attended the celebration for she came over to see when the re-union would be and arrived on the second day when it was in full swing. She was glad to be present on the occasion when she was honor guest and speaker but there was something that continued to worry but she said "If nothing happens I will make the trip by horseback next year."

Champion One-Way Rider
She claims to be the champion one-way rider of Texas and explained that statement by saying that she rode with both feet on one side of the saddle, the only manner ladies were known to ride 50 years ago.

After her marriage to Dr. Harwood she left her ranch home and did not ride for forty years but since his death she took up riding again just as a hobby and has ridden in many parades on various occasions in many states. She rides her own side saddle, valued at \$500 and over 50 years old. It was presented to her in Deming, New Mexico by an old friend, J. B. Williams. The leather was dressed by Chief Gerontino's marauding Indians, and the saddle, hand-tooled was made in a little shack near Deming, New Mexico. Her riding habit is one she wore when she was eighteen.

She will ride in the Cotton festival which will be held at Roswell in October. Just recently she rode in the parade at Dalhart during the XIT ranch celebration. She was third in the parade with the others twenty feet in front of her and her and that was that she didn't wear her costume of lavender taffeta and old lace that had been patterned from a pretty dress she wore when she was eighteen, and one she had especially planned to wear on this particular day.

But she was making the best of things for there had been other disappointments. She had planned to make the 500 mile ride on horseback from the capitol steps to the park but just before she was scheduled to leave her brother, Stephen Crosby, died in Prairie View, Arkansas. She had to abandon her plan this time twenty feet behind her. She is a honorary charter member of Cody National Cowboy association.

Mrs. Harwood, member of a pioneer family whose male members rode up the Chisholm trail with herds of Longhorn steers, is as truly Texas as mesquite trees and sagebrush. She literally grew up on a horse. When this daughter was born to Capt. and Mrs. Charles A. Crosby of the Confederate army, she was a delicate child. "But my father knew that there were not many things that a Texas sun and life in the open could not cure. So at the age of two I was tied on a horse and accompanied my father down the corn and cotton rows so that I might get the most of the fresh air of the Texas hill country," Mrs. Harwood said.

Married An Englishman
Birdie Crosby was married to Dr. George Harwood, a physician and surgeon, May 12, 1892. To Dr. and Mrs. Harwood were born four sons, Charles Gerald of Corpus Christi, George Crosby, Francis Cleveland and Clarence Adolphus of Austin. Francis died in infancy and George died October 24, 1934. Clarence Harwood and this family reside in Austin, where he has been connected with the University co-op for a number of years.

Dr. Harwood was born in Derbyshire, England, May 6, 1863, into a family which could trace its line back to the Norman conquest and which since 1570 lived in Derbyshire district. He came to Texas in 1889 and a short time later settled at Johnson City, the county east of Blanco. In 1908 he located at Marble Falls and enjoyed an active practice up until a few months preceding his death January 7, 1935.

"There are two things that stand out in my memory today and that I consider the highlights of my married career," said Mrs. Crosby. "About April 15, 1893—forty seven years ago—my father, nearly blind, a mother very frail, a little sister tied to apron strings and myself three months before my first child was born, started from my old home in Blanco county to Fort Stockton in a "prairie schooner." If any old timer who ever drove cattle over the trail that crossed the Pecos at the "Old Horsehead Crossing,"—Charley Goodnight named it "The Graveyard of the Cowman's Hopes,"—will know just what a helpless family, as I have described, we were up against. My father was a fine guide and woodsman, and with God's help we finally reached Fort Stockton,

★ FASHION PREVIEW ★



For autumn this year, nothing is quite so smart as Scottish tweeds, and are going to be among the "musts" for autumn. The two models above introduce two charming ideas for the college girl. (1) Green, red and natural plaid wool, the jacket with rounded lapels, a four-gored skirt. (2) Tan, white and teal blue Glen plaid, a long jacket, a four-gored skirt.

to me the most desolate place on the face of the earth, after weeks of dangerous negotiations of the lawless West. My husband was county physician of Pecos for four years, and during this time he and Judge Roy Bean became the best of friends.

"One of the old pioneer cowmen became very ill with typhoid fever, asked us to let him die in our home. We nursed and cared for him until his death. After he was laid away we were informed that he had willed us a section of land where the new Fort Stockton now is growing into a beautiful city. We thought so little of this land that we never had the deed recorded, and forty-five years later, I passed through and lots were selling for \$250.00 each.

And last but not least she enjoys the distinction of having served as mayor of Marble Falls, and the only woman ever to be elected to such a place by an entirely male-vote—it being before woman suffrage. Then as late a 1937, she was appointed by the city commission of her home town as judge of the municipal court.

Pompadorable Adapted To Any Shape Face

Their amazing adaptability to any shape face is one of the leading virtues of the new Pompadorables. What ever type of hat a woman prefers—poke bonnets, postillion crown with upwrest side brim—she'll find it available in one of these flattering new trend hats.

With the pompador coiffure the rage for the season, these hats take on an added attraction. Resting well back on the head, almost to the nape of the neck, they do away with the necessity for hair-mussing elastic bands.

Colors in Pompadorables are infinite. Sally Victor prefers various shades of yellow, green, wine red and brown. Topaz and amethyst are featured in conjunction with the current vogue for gloves, bags and costume jewelry in these tones.

Style for
Felt Hat
DAY
For
You



Also Staple Shape Hats from \$1.98

THERE'S SOMETHING very different about the hat you're going to wear this fall and winter.

IT'S STYLE! . . . Late styling is yours in hats that stress quality as most important. Make your choice today from a large selection in four price ranges.

\$1.98, \$2.98, \$3.98
Stetsons **\$5.00** up

Hagood's Dry Goods
"Standard Brands Priced Right"

Slim And Graceful Demand of Women's Shoes This Autumn

Fashion doesn't stop at the knee . . . it goes right on down to the tips of our toes. This is proven by the new slim shoes about to be launched for Fall by prominent American manufacturers.

One of the newer leathers to be used is bucko (reverse calf), seen in styles ranging from tailored classics to perforated "wedges" and streamlined adaptations of Colonial buckle pumps. Bucko combined with alligator is another interesting trend to watch.

Brown shoes will be second in importance only to black. Wine, promenade green and military gray are also to be introduced for "high style" shoes.

Color coordination in footwear is becoming increasingly important, particularly in suedes. Designed along young, graceful lines, the new suedes are dyed to match the fashion-approved costume colors for Fall.

Mr. and Mrs. G. L. Kirk and son, Don and Mr. Kirk's brother, Mike Kirk and Mrs. Kirk of Plainview, returned Sunday from a week-end trip to the Carlsbad Caverns. Enroute home they visited the Messrs. Kirk's sisters, Mrs. J. C. Hefley of Artesia, New Mexico and Mrs. Jim Cooper of Portales, New Mexico.

Mr. and Mrs. C. L. Krierim of South Plains visited friends in Floydada Friday.

Mrs. Harper Scoggins and children Harper Jr., Merle, Rosemarie and Lois Lynne spent Sunday in South Plains where they attended church and visited friends. Billy Jackson of South Plains was in Floydada Friday attending to business.



BRIMS ARE NEW
\$1.00 \$1.95

Nice broad brims to give glamor. Dress up in one of these pretty felts!

HAGOOD'S Dry Goods
"Standard Brands Priced Right"



Suedes

Will give spirit to your autumn costumes



\$2.98 and \$3.95
We have the styles that are sweeping the nation.

Hagood's Dry Goods
"Standard Brands Priced Right"

Fall Fabrics

Fabrics for every type of dress . . . from casual to dress-ups! Interesting textures . . . eye-catching colors . . . to sew you a really distinguished wardrobe!

49c - 98c yd.



Mossy Crepes! Satins! Rayons! Jerseys!
Sheer Woolens! Novelties!

Hagood's Dry Goods
"Standard Brands Priced Right"

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Presbytery Sets Under Way Tonight

Cumberland Church Of Floydada Host For Week-End Meeting

Opening session of the Amarillo Presbytery of the Cumberland Presbyterian church tonight will be held by the organization, election of a moderator and the adoption of a program, following a sermon by Moderator Rev. A. A. Collins, pastor of the Cumberland Presbyterian church at Olton.

Thursday, September 12, 8 p. m. Opening sermon by the moderator, A. A. Collins, Olton.

Friday, September 13, Morning 9:00 Devotional, Mrs. O. A. Meall. 9:30 Missions, H. H. Enter, Synodical Missionary.

9:45 Evangelism, E. M. Jennings, Lubbock; 11:00 preaching, Carl Durbin, Lubbock.

Friday Afternoon 2:00 Devotional, "Lifting Christ Here He is Most Needed," Rom. 14-17, Rom. 12:1-3, John 3:16, Mrs. Smith Bain, Floydada. 3:00-3:30 Great Commission and Christian Service at Home, Mrs. B. C. Welch, Garden City.

3:30 "Christ's Love: Motivation for Service," Mrs. Carl Durbin, Lubbock. 4:00 Period of Expression, delegate from Garden City. Friday Evening Platform meeting of the Women's Presbyterian Missionary Society.

Prelude, song, invocation, song. Scripture, Matthew 28:16-20 (read in unison). Special music. Message: "The Great Commission—Our Mission," Mrs. T. M. Wiley, Lubbock. Offering of Life and Substance. Prayer of dedication. **Saturday Morning** 9:00 Devotional: delegate from Lubbock. 9:30-10:30 Emergency Presbyterial business, if any. 11:00 Preaching, Rev. M. M. Robinson. **Saturday Afternoon** 2:00 Education: Carl Durbin. 2:30 "What Must I Do to be Saved?" Based on Romans by Rev. T. M. Wiley. **Saturday Evening** 8 p. m. Preaching E. M. Jennings. **Sunday Morning** 9:45 Sunday school. 11:00 Morning Worship. Preaching by moderator. Communion service: M. M. Robinson. **Sunday Afternoon** 2:00 Young peoples' program presented by the young people of the Petersburg congregation. Theme: "The Evangelistic Obligation of the Church." Hymn: Amazing Grace Invocation, B. C. Welch, Garden City; hymn: Throw Out the Life Line. Scripture, Acts 2:1-47, Marie Sloan, Quartet. Talk, Scriptural Evangelism, Ray Sloan. Reading: Which Way Are You Leading? Ollie Blasingame. Talk: The Evangelistic Obligation of the Church, Sam Hodges, Jr. Talk: What are You Living For? Mrs. Rex Wallace, solo: It Pays to Serve Jesus, Doris Ray Waddill.

Crown-Puffs In Brims And Pompadours

"Soft and supple" best describes the feeling in the New Fall hats. One of the most outstanding style features is the puffed or draped crown, which is sometimes draped as well. The crown that has a supple, full look especially when the brim is thrust forward with a visor or narrow rolled brim is headed for increasing importance. This follows the trend for the "soft" feeling in Fall fashion, a trend which the American woman particularly likes. Fall hats are built well down in the back, they take to side-swept, forward-swept or "pompadour" off-face lines. Seen as a Fall headliner for dress-up wear is the bonnet-type "pompadourable" intricately shirred in shell fashion, veiled and worn glamorously off-face. Another hat destined for American success is the cap pompadour, seen in velvet or bright woollens.

Costume Jewelry Ideas Are Pronounced



This exclusive design by Clifford Furst of Castelcliff is one of the many original creations that has stamped him as one of America's foremost designers of "fashionable" jewelry. Practically all of his creations are beautifully styled and coordinated to follow the trend in fashion—all have an "idea" back of them. An interesting forecast of Mr. Furst's is that the 60-inch necklace will be important this Fall. Evidence of the popularity of this trend is already noted at smart gatherings.

Durability In Men's Wear Important Item

Most Purchases, Whether For Clothes Or Automobiles, Are Being Made With Care

When the men of America buy their accessories this Fall, they will do so with an eye to the future. With conditions as unsettled as they are at present, it is difficult for anyone to look ahead and most purchases whether they be for clothes or automobiles, are being made with care. Conservatism is increasingly apparent in men's wear, and the durability and lasting qualities of all fabrics are an item to be considered.

Among accessories, shirts are perhaps most important, and the soft button-down collar model will unquestionably retain its leadership. Blue and white are the most popular shirts, although there is a sprinkling of green, gray and lighter shades of brown. A few of them have stripes. For the man who wears the stiff collar, shirts may have a small design such as pin stripes, checks and tiny plaid.

Even in ties there seems to be a note of conservatism. Against the wild exaggerated designs of last year, plaids, stripes and small designs in solid colors lead for 1940.

The wool tie continues to increase in popularity with its best designs in plaids and diagonal stripes. Soft colors are used in most of these. There will be the usual striped satin ties, and an increase in solid color silk and foulard numbers.

White and blue also lead with handkerchiefs, although there are any number of designs in the Fall patterns. There is a growing tendency to avoid the matching handkerchiefs and tie, and to substitute for it, colors which harmonize but

New Chinaware Found In Floydada Stores In Many New Patterns

Floydada stores are keeping abreast with the American trend not only in dry goods and ready to wear but in jewelry and china-ware as well. Many patterns in American china grace the shelves of Floydada merchants. China that is designed, manufactured and retailed entirely by American workmen.

One of the latest of these patterns is the Syracuse china. Designed in many patterns, it carries an open stock, is made of true china, is perfectly shaped and is durable and strong. Visit your merchants for your needs and you'll be surprised at the many bargains to be found in their stores.

MRS. BOND RETURNS Mrs. G. E. Bond and daughter, Martin Louise, returned Thursday from a three months visit with Mrs. Bond's mother, Mrs. John Simpson of Boston, Mass. During their absence they attended the World's fair at New York.

Miss Iva Moore returned Friday from Roaring Springs, where she spent a week as a guest of Miss Lois Ragland.

Mr. and Mrs. W. H. Cook of Ruston, Louisiana came Monday for a visit with Mrs. Cook's brother, Sam Thurmon and Mrs. Thurmon.

Columnar pads. The Hesperian

Color In Men's Fall Fashions Is Keynote

Color is the bugle-call in men's clothes this fall. Business suits may retain a certain amount of conservatism, but school, sports, outings and formals have all broken away from regimented dull colors. Floydada merchants are displaying this week all that is new in men's clothing.

Men's hats, slightly wider brims and slightly more flat-set appearance with lowered and tapered crown will be worn. Snapbrims and telescopes are both being shown for autumn. All these are to be seen in soft blues, grey, blue-green, greens and black in soft suedes and the smooth-finish Homburg.

Men's clothing for fall shows a predominance for comfort, conservatism and durability. The same note of conservatism is shown in socks. There are plenty of plaids but the solid blue or brown ribbed sock is now worn altogether by a large percent of business men.

Soft, wool scarfs are still popular and many scarfs resembling the knitted neckpiece are the effects of the war.

Floydada merchants are eager to show you these new clothes and invite you in now to see them.

Filing cards, folders, clips. Telephone No. 8.

EAT THIS CANDY and GROW THIN



Most Purchases, Whether For Clothes Or Automobiles, Are Being Made With Care

Martin Dry Goods Co.

WILL ATTEND BAYLOR

Rev. and Mrs. Clifford Potts and daughter, Jo Anne, who have been here visiting her parents, Mr. and Mrs. T. T. Hamilton, left Saturday for their home at Waco, and where Rev. and Mrs. Potts will enroll in

Baylor university.

Rev. Potts is pastor of the First Baptist church at Turnersville, near Waco.

WANTED clean cotton rags at Hesperian office.

Sunday Is Felt Hat Day



Get in the Swim—Don't let these Beautiful Fall Days catch you still worrying with that old straw or panama!

Discard the old ill-shaped summer model and blossom out in the newest Fall style here.

Look at your hat—Everybody else does!

STETSONS— \$5 to \$15 KENSINGTONS— \$3.50 \$3.95
PRESIDENTS
\$1.95 - \$2.95
MODELS IN ALL BEST COLORS

Martin Dry Goods Company

The New Fall Clothes Are At Glad's

Men's tweeds... designed and tailored with exceptional care into models that will reflect the good taste of the wearer. Mostly...

\$25 to \$29.50 Tw⁶ Pants

BOYS' TWEEDS, suits with extra trousers sizes 12 to 18... \$9.95 accessories to match. If you have shopped here before, let your conscience be your guide. If you haven't we'll tell you frankly, we try to maintain quality standards in everything we sell.

"GLAD'S"

"Smart Wear for Men Since 1900"

Dress Up Your Table The American Way!



BEAUTIFUL SYRACUSE CHINA...

A truly American China... made in America by American workmen. A light, clear-ringing China that is strong and perfectly shaped.

Lovely patterns! \$4.75 to \$54.10

CUT GLASS and CRYSTAL
35c to \$1.00

Per Piece

SILVERWARE
\$7.00 to \$49.75

Kimble's



FIRST PRIZE in Any Company

JARMAN'S NEW

BURLEY BROWN

Top award in annual hunting dog trials is the handsome Field and Stream Challenge Cup... and for style and value one name among men's shoes leads all the rest, Jarman Shoes. Be sure to see this handsome new straight tip brogue in a new Jarman Fall leather tone, "Burley Brown."



Jarman
SHOES FOR MEN

\$5 to \$6
MOST STYLES

Martin Dry Goods Co.

for GOOD LOOKS and ECONOMY

Curlee suits for fall are new—in styling and materials. When you see them, you'll agree that Curlee's designers have accurately interpreted the latest trends in men's fashions to produce the outstanding suits of the fall seasons.

These facts are obvious to every one who sees these Curlee Suits. But only men who wear them realize the hidden values that are built into every Curlee garment. Expert selection of materials, plus skilled workmanship with careful attention to every construction detail insures the absolute maximum in comfortable, easy fit and long satisfactory wear.

If you're interested in looking your best, and in getting the most for your money—you'll want to see these Curlee Suits for fall.

Martin Dry Goods Co.

WEST CALIFORNIA ST., FLOYDADA

PARTY TO BIG SUIT

Arthur T. Edwards of Floydada has been cited as a defendant in one of the biggest suits filed in recent years in Texas. The suit involves titles to valuable oil lands in Ector county. Three million dollars damage is sought by plaintiffs in the case in which a large oil company is also a defendant.

Writing fluids, Hesperian.

CAR REGISTRATIONS

New cars registered in the Floyd county clerk's office this week include Odell Winter, September 9, Chevrolet coach; Mrs. L. M. Tomme, September 10, Chevrolet coupe.

Mr. and Mrs. Clinton E. Fyffe are in Red River Valley, New Mexico, this week where they went in company with Mr. and Mrs. Charles D. Mathews of Lubbock for a weeks vacation.

Form-Flattering And Warmth Are Qualities Many New Fall Fabrics

American Fashions By American Designer Stressed In Stores Of Floydada This Fall

There is a thrill in the knowledge that the deaf fingers and fertile brains of American men and women are creating a succession of masterpieces of fashion. There is a thrill in all things American today.

This fall merchants are presenting American fashions for Americans, the very thought causes an instant fanfare of enthusiasm. Merchants are proud to, at last, be doing things "the American way."

Since the fall of 1928 America has discovered and promoted over 75 designers, not only in the ready-to-wear and fashion-accessories field but in home furnishings and decorating fields.

Local merchants have thrown their doors wide open that the consuming public can look within and see the variety of American designs.

The New In Fall Fabrics

The highlights to look for in materials for fresh, new fall wardrobes are flannels, coverts, a rapidly rising casual fabrics, gabardines, which are smarter than ever, especially for the two-piece skirt and jacket creations.

Especially interesting news is that this year all these typical woolen weaves can now be had in spun rayon and wool combinations. These materials have real warmth and are modestly priced. One of the

smartest, and certainly the most practical of all the new casual entering the woolen scene are the Crown-Tested spun rayon and wool flannels, gabardines, coverts and tweeds. They have been tested by the Better Fabrics Testing bureau to be sure they're really clean and color fast and what is more, they won't pull out at the seams when made up.

Business man's department store, Hesperian Pub. Co.

Mrs. H. C. Hall returned Tuesday from Sapulpa, Oklahoma, where she visited her son and his wife, Mr. and Mrs. George Hall.

LAKEVIEW NEEDLE CRAFT CLUB WORK ON SCHOOL FURNITURE AT MEETING

The Lakeview Needle Craft club met in the home of Mrs. J. R. Conway, Wednesday, September 5. The evening was spent upholstering the school furniture.

Those present for the meeting were Mrs. J. M. Harrison, Mrs. Earl Edwards, Mrs. Holt Bishop, Mrs. Will Bunch, Mrs. Harve Thomas, Mrs. W. C. Wright, Mrs. Tom Porter, Mrs. R. H. Conway and the hostess, Mrs. J. R. Conway.

The next meeting will be Thursday, September 19 with Mrs. Harve Thomas.

Every first and second Sunday night is community singing at the school house beginning at eight o'clock. The public is invited to attend.

ENLISTS IN MEDICAL CORPS

Gene Lotspeich, of Floydada, enlisted in the Medical Corps of the U. S. Army and is reporting at the Beach, California, according to an announcement from the local recruiting office.

R. L. Custer left this week for home at Langston, Alabama, for a visit here with his sons, Ernie and Bob, and at Dalhart with Bernard Carter and family.

Toiletries Are Necessities



All Ages Are Interested!

We are offering DOROTHY PERKINS, Harriet Hubbard Ayer PINK CLOVER . . . Yardley and Old Spice Perfumes

SANDWICHES **Bishop's PHARMACY** COFFEE

Local merchants have thrown their doors wide open that the consuming public can look within and see the variety of American designs.

The highlights to look for in materials for fresh, new fall wardrobes are flannels, coverts, a rapidly rising casual fabrics, gabardines, which are smarter than ever, especially for the two-piece skirt and jacket creations.

Especially interesting news is that this year all these typical woolen weaves can now be had in spun rayon and wool combinations. These materials have real warmth and are modestly priced. One of the



We handle everything in fine Jewelry! This week we are especially showing a full line of jewelry for the school and college boy or girl. See our display!

M. L. Solomon, Jeweler

"IT'S THE DOBBS" SAY---



this hat really fits in the fashion picture.

SUNDAY

SEPTEMBER 15

Felt Hat Day

ALL you have to do is just run your fingers over the smooth gloss of this fine felt . . . and your verdict is QUALITY! And the color! Fine new blended shades that add that certain something to your new fall suit. And the styling! Try it on . . . walk around our shop in it . . . we won't worry about your not buying it!

Dobbs, **\$5.00**, Berg, **\$2.95 to \$3.95**

Keim's Haberdashery

And DRY CLEANING

P. S. One Hat Cleaned and Blocked FREE with each Dobbs Hat Sold.



One Side, Please!

Shimmering black Silks with smart side-shirred skirts. American-designed with new square necks, fuller sleeves, moulded mid-ribs. Have yours today! 12-20.

Miladies Specialty Shoppe

Mrs. A. J. Welch

Be Beautiful And Attractive



We keep a full line of Cosmetics, Creams, Bleaches, Astringents, Powder and Make-up-Aids!

Arwine Drug

"GOTEVERTHING"

You Are Invited



To visit our store and see the large array of Perfumes and Cosmetics in—

LENTHERIC, COTY'S
LUCIEN LE LONG
AIR MAID HOSE, 69c to \$1.35

White Drug Co.

PENNEY'S FALL FASHION FESTIVAL

Fashions for the Family

Styled right! Priced right! You budget conscious shoppers save money at Penney's!

Women's New Fall Jean Nedra* DRESSES 3.98

The new side drape! Smart tailored types! Dresses for every occasion in fine rayons or rayons with wool. 12-42.

New Pompadour Styles! Glamorous Fall HATS 98c

Lovely soft felts in rich fall colors — styled to suit all types! Brimmed or off-face! New trims!

Exciting New Shapes In FALL HANDBAGS 98c

Sculptured, draped or tailored in smart simulated leathers! Metal or ribbon trim. Many styles zip shut!

SMART GLOVES New styles! 98c Fine rayons	GAYMODES* Sheer or service weights 98c	RAYON UNDIES Tailored, 49c Trimmed.
Handkerchiefs Sheer white 10c linen!	CYNTHIAS* Long wear- 98c ing slips.	For Slim Lines All-in-one \$2.98 of "Lastex".

Superb Fall Fabrics! DRESS SLACKS 4.98

- Gabardines!
- Tweeds!
- Coverts!

Gay patterns for sports, distinctive style for town! Excellently tailored in pleated or plain models!

Leather Jackets Rayon Lined!

Top grain capskin with smart sports backs! Zipper fronts! **\$7.90**

New Rayons and Cottons! GIRLS' FROCKS 98c

Perky wash frocks or dressy rayons! Smart styles! 3-16.

RAYON UNDERWEAR

Tailored or trimmed! Fine quality knit rayon. **25c**

PENMAID* SLIPS

Smooth rayon taffeta, bias or straight cut. Trimmed or tailored. *Reg. U. S. Pat. Off. **49c**

Children's Socks

Sturdy cotton with gay cuffs! Elastic in tops! **15c**

Marathon* Hats

Style Plus Value! The new fall light-weights with wider brims! **\$2.98**

MEN'S FINE SHIRTS

Sanforized* broadcloth, **\$1.49** woven-in patterns! *Fabric shrinkage will not exceed 1%.

Men's Fall NECKWEAR

New designs, including panels! **98c**

MEN'S SMART SOCKS

Cotton for sports! Rayon for dress! **25c**

Boys' Trousers

Just the pattern in just the style you've been hunting for! For dress or sports! Herring-bone stripes and plaids! Many pleated, self- belted models. **1.98**

Wool Felt Hats

Swell snap brims, factory blocked for style! Printed bands! **98c**

True Blue* Shirts

Just like Dad's! New fast color patterns! Soft or Nucrest collars. *Reg. U. S. Pat. Off. **79c**

SHOES for the Family



Women's Shoes

Smartly styled! Smart street pumps in soft black kid with leather- **1.98** tr soles.

Men's Shoes

Antique Finish! Copper tan Town-crafts* with smart wing tips! Leather soles and heels. **\$3.98**

Growing Girls' SHOES

School or dressy types! Made to give long wear! **\$1.98**

BOYS' SHOE VALUES

Sporty antiqued styles with sturdy leather soles! **\$2.98**

WEE KIDS SHOES

Dainty kid shoes for crawlers or toddlers! Sanitized! *Reg. U. S. Pat. Off. **98c**

PENNEY'S

J. C. PENNEY CO., INC.