

HOMER STEEN, Editor

Floydada, Floyd County, Texas, September 26, 1940

Advertising rates furnished on application.

EDITORIALS

Of all things a good word for the bull nettle! It is a California scientist who comes forward with the statement that he has found the plant contains a protein-digesting enzyme that resembles pepsin in its action, or even more like papain, a digestive compound found in a subtropical fruit. This new enzyme has been named solanin, which may also find uses in the tanning industry. What would you think of yourself as some day planting bull nettles for a living!

A fight against certain varieties of wheat in Texas is being waged by educational organizations which declare that Texas' reputation for growing good varieties of baking wheat is endangered by the present tendency to offer Chiefkan, Blackhull, Superhard Blackhull on the market. They are termed "poorer varieties" and should be discriminated against in loan values, it is indicated. Kanred, Tenmarq and Turkey are credited with being better baking varieties and more marketable. We pass along the information about what is happening.

Sometime or other there is going to be a shown-down between agriculture and organized city labor. Farmers are sympathetic, in fact they are prejudiced in favor of, the man who works for a living. But farmers object to the methods employed by striking labor, very similar to revolutionary tactics of the Reds and Communists. In fact, farmers are beginning to suspect that labor spelled with a capital C is taking orders from Moscow. Labor is due to find out that farmers are for law and order, that farmers are the most conservative class of people in the world. And labor monopolists who are trying to enter and control businesses connected with the processing and distribution of farm products are due to run up against some hard-headed realists before they are through. Just like the people in their wrath have curbed the industrialist, just so the abuses of the labor trust are going to come before the judgment seat.

A new Thanksgiving date in Texas this year. Not like your calendar probably shows—November 28—but like the president will proclaim, November 21. A week ahead of the old date, the president says. For whatever reason he has, the president's prerogative to proclaim the date will be followed by the Governor of Texas this year. Last year the change was announced so late as to be somewhat confusing and Texas had two Thanksgiving day dates. This year, the governor announced away last fall, only one day will be proclaimed. Don't forget that your calendar is wrong if it says Thanksgiving day is November 28.

Hardly a ripple in the ranks of workers will be made by the draft for one year military service which will be made following the October 16 registration. In a community the size of Floyd the estimate is that the total number to be called will not be a seriously large one. Possibly the volunteers who have already accepted a hitch in the service will cut the total that will go. Possibly this may not be right. Anyway, the youngsters who go to the army for a year will be better off for the period of training, of learning about our military setup, for the regular hours to eat, the regular hours of exercise and the study they will have to make. A year in military service in a few instances will be a hardship, but in most instances will be a year of very valuable time spent.

"Before prices go up" is a common expression now in the sales talk you hear. Circumstances will force this implied prediction to come true before many moons in all lines. It is already true in a few of the basic lines most affected by the government's program of preparedness. Within a few months those who want lumber, for instance, and must have it, will not ask the price. They will want to know if their dealer has it and can let them have it. That's the way things go when there is a feverish national demand.

Paper is another thing that has been and will be affected by the government demand. Wood pulp, from which paper is made, also will be needed by the munitions makers as a base for the making of explosives. Additionally, former Scandinavian sources of supply for pulp are now not available. Other things will come along, of course, to follow the trend upward. People will hang back for weeks, possibly months, then all of a sudden will wake up to the situation, and those who must have will buy at what ever the price.

One of the several unreasonable things that have come out of the last campaign or two in Texas is the demand that a man who seeks another office shall first resign the one he now holds. The folks who take these new-old ideas hook, line and sinker want a law forbidding a candidate to run for a new office unless he resigns from whatever office he already holds. Absurd on its face to a thoughtful person the idea continues to gain ground, and may even become a law. Folks just will not think.

Telephone service out of Floydada to rural communities, so proudly thought of during the years, is about a thing of the past on most party lines. Only those who have made their circuits metallic can now talk with any reasonable assurance they are heard and understood. The others will have to come to the metallic circuit before they can hope for reasonable service from their telephone lines. The energy carried by the electric lines of the Floyd County Rural Electric Co-Operative is stronger than the buzz their telephone sets put into motion and the current runs contrari-wise. Owners of telephone lines will have to sacrifice some more investment to the march of progress or be satisfied with no service or unsatisfactory service over their telephones.

The population of the United States this last April was 131,409,881, says the Bureau of the Census. This is about 7 per cent increase for the decade 1930 to 1940. It is the smallest increase in population recorded on per centage basis since the establishment of the republic. Lower birth rate, fewer people of other nationalities to enter the United States are the reasons given for the slower increase. There is a date, forecast by the statisticians, when the population of the country will begin actually to decline instead of increase. The date is within the present century, believe it or not.

It is disquieting to a believer in representative government to hear our country more and more referred to as a democracy instead of a republic. "Republic" as an expression used to denote our America is almost wholly out of current usage. The founding fathers did not visualize a democracy. They visualized a representative form of government and threw around it every precaution against hysteria of the populace. When we get around to a real democracy we will have arrived at only one degree away from Nazism, Fascism, Communism, the man on a horse.

Notice from an important publishing company not to accept any more subscriptions to their periodical has been received by The Hesperian. When conditions are more settled, say they, then their offer through this newspaper may be resumed. They do not want any more subscribers right now, however. Aside from the fact that the idea is a bad one psychologically, their reasoning may be good. The pulp from which many American newspapers is made comes from Norway, Sweden. This pulp is now cut off from competition by the war. Canadian pulp which is really the source of most of the paper makers' supply in the United States is being taken up in considerable quantities by the war makers, too, for TNT and base for other explosives. Wars always bring about conditions which can hardly be foreseen in business ways. Always, wars bring those pestilence twins Starvation and Disease.

As A Farm Woman Thinks

Nellie Witt Spikes

Slow and drizzly, a half inch of rain fell Saturday night and Sunday morning. Water if rain is handed out in quotas like government money and we have had our quota for some time.

This morning I gathered a red rose out of my garden. As I looked at its beauty and delighted in its sweet fragrance, a memory of deep snow covering the rose bushes came to me with a bit of the old song. "The roots of the deep red rose are kept alive in the snow." And when some joy loses its radiant glow think how the roots of the roses are kept alive in the snow.

Pleasant happenings: Last Friday morning I read a piece in the San Antonio Light called "Teras is beautiful and interesting," by J. Frank Dobie which I enjoyed very much. That afternoon at Come I had the pleasure of meeting his cousin, Dudley R. Dobie of San Marcos. He was quite interesting and invited us to come to drink of the waters of the Rio Grande saying that whosoever did so, would always come back to drink more. We hope to take advantage of his invitation some time as we have always longed to see the beauties of the San Marcos country. We hope Mr. Dobie drank enough of our good plains water to want to come again.

We have sold the sheep. No longer cries like that of babies are heard around the lots. No funny faces chewing on grass as owners painted in dirt from many a sandstorm since it has been used. Now the work teams are no longer used. Their chain harness no longer clinks before slow moving plows. The other day my husband surprised me by taking the tractor to go to the field after a few heads of maize on the ground. The rancher that he

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 23, 1926)

The enrollment in the Floydada schools is lighter than usual this year according to Superintendent J. C. Wester. The total enrollment at the opening of school was 711, which is lighter than last year.

There have been no marriage licenses issued within the past two weeks in this county, according to County Clerk, Clara Lee Scott. Mrs. Lillie Britton stated that numerous calls have been made for licenses but they were refused because the couples were too young.

Ed Holmes, accompanied by his brother, Riley, left Monday for Amarillo to attend the Tri-State Fair, at which they will show their Duroc Jersey hogs.

N. C. Purcell, chiropractor, has opened an office in Floydada in the Sarginer & Farris building opposite the post office.

G. T. Assiter: "You are safe in saying that we need all the hands we can get right now in the fields of Floyd county."

Dr. W. M. Houghton: "For the first time that I have ever heard of, the man who brought in the first bale, took part of his money and paid his doctor bill, this year at Floydada. Ernest Jones ought to have a gold medal."

A. B. Keim and family, of Tulla, are moving to Floydada this week to make their home, and Mr. Keim will engage in the tailoring business.

Miss Mabel Willis left Sunday for Denton where she will enroll in C. I. A.

O. P. Rutledge and family spent Wednesday in Amarillo attending the Amarillo Tri-State fair.

W. (Curley) Stephens, Tuesday of last week, sold the Curley Cafe and fixtures located on the north side of the square to Lonnie Lewis, who has been a resident of this city for some time.

Mark Duncan left last week for Lubbock to spend the school year at Texas Tech. He is a sophomore this term.

Mrs. R. C. Bennett of Lockney was visiting in Floydada Saturday.

Mr. and Mrs. Horace A. Ammons of Amarillo spent Sunday with Mrs. Ammon's parents, Mr. and Mrs. C. E. Nell.

Born to Mr. and Mrs. R. B. Rosson, Denver, Colorado, September 15, a son. Mrs. Rosson will be remembered as Miss Jack White.

Born to Mr. and Mrs. J. R. Conner of Cedar, September 20, a son. Clement McDonald, son of Mr. and Mrs. L. C. McDonald, is employed at Amarillo this summer and may not re-enter W. T. S. College until the spring term.

YOU FRIENDLY BUSH

Oh, you friendly bush in our backyard,
You have grown so straight and tall
You put on new blossoms every night
And give to the morning sun, your all.
You are filling your mission in this

YOU FRIENDLY BUSH

Oh, you friendly bush in our backyard,
You have grown so straight and tall
You put on new blossoms every night
And give to the morning sun, your all.
You are filling your mission in this

world.

As each and everyone should do,
Things sometimes disappoint and displease us,
But we can take a lesson from you,
Sure you have no brilliant color
You show only brown and gold,
But these are most pleasing to God
By them alone, your story is told.
—Ira V. Coppell.

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

NEW FAST SCHEDULES BY BUS
Travel in AIR-CONDITIONED Buses For Cool, Comfort

EAST BOUND
8:25 a. m. To VERNON, DALLAS, OKLAHOMA CITY 2:50 p. m.

WEST BOUND
10:30 a. m. To PLAINVIEW, AMARILLO, DENVER 4:35 p. m.

NORTHEAST BOUND
2:50 p. m. To SILVERTON, MEMPHIS, CHILDRESS

LOW FARES EVERYWHERE

T. N.M. & O. Coaches
A. J. CLINE, Agent PHONE 36

SEE... THE ENTRADA OF CORONADO
At The 27th Annual
SOUTH PLAINS FAIR
Sept. 30—Oct. 1-2-3-4-5

6 BIG DAYS LUBBOCK, TEXAS NIGHTS

Each Afternoon **FREE** Grandstand
Bigtime—
• Circus & Vaudeville Acts
• Clowns
• Animals
• Thrills - Chills

8:00 P. M.
A \$100,000.00 Federally Backed show on the world's largest stage.
The ENTRADA OF CORONADO, an hour and half show.
Gen. Admission..... 25c
Res. Seats 50c
Box Seats \$1.00

Free! SCHOOL CHILDREN Wednesday and Thursday, Oct. 1 & 2 (See School Supt. for Free Tickets) **Free!**

EXHIBITS
Hereford, Shorthorn, Dairy Cattle & Swine Exhibits... newest in farm implements and equipment... county, community, and individual agricultural exhibits, merchandise displays... home and fine arts exhibits.

FUN FOR EVERYONE— ON THE MIDWAY! GOODMAN WONDER SHOWS

EXCITEMENT — THRILLS — FUN GALORE!

Thousands of Dollars TO PROVIDE SERVICE FOR YOU

This bank spends thousands of dollars each year in salaries, stationery, insurance, etc., just to provide you and its other patrons with safe and efficient checking account service.

No soundly-managed bank can afford to give away such service any more than a storekeeper can afford to give goods away.

When you maintain in your account a balance large enough to permit the bank to lend or invest part of it temporarily at a profit, your account to that extent is paying its own way and no "service charge" becomes necessary.

The First National Bank
FLOYDADA, TEXAS

For Your Health Sake
Take Advantage of the New ULTRA-VIOLET Landrun Machine for tonsils—sore throat, adenoids, sinus—and—

Bowman's Colonic Therapy And Chiropractic Health Service

BOWMAN'S
Drugless Health Home

Telephone 268 West Tennessee Street

Whirlwinds Blitzkreig Slaton 50 To 7

Entire Ball Club Sees Service In Opener

(by Bill Hams)

No one knew where it came from. No one expected it, but all the same a whirlwind from Floydada found offensive power last Friday night and developed into a full fledged hurricane and when the blowing was over and damage estimates put out by Slaton's Tigers had been blasted to bits by the Hurricane 50 to 7.

Floydada fans were as astonished as Slaton's followers when the Floydada boys ripped touchdown after touchdown across the goal on a dazzling assortment of plays. Slaton showed one spurt of power and after that their machinery developed "fumbleitis" and that was all for the Tigers.

Floydada drew first blood when Grigsby recovered a Slaton fumble on the Slaton 45 yard line. Rushing picked up 8 yards at left tackle and then Goldightly whipped around right end for a touchdown behind some neat blocking. Goldightly's kick was wide.

Slaton received the kick on their own 35 and began a power drive from there with Collier, Weathers and Bell doing the ball "toting." Floydada helped the drive along with two offside penalties. Collier smashed over right tackle for the touchdown and then blasted over the same spot for the extra point to put Slaton ahead 7 to 6.

The Whole Story

Slaton kicked to Rushing on the Floydada 10 yard line. Rushing returned to the Floydada 29. Goldightly punched at left guard twice for 4 yards and then booted to Weathers on the Slaton 20, he returned to the Floydada 49 yard line.

Collier fumbled and Grigsby recovered on the Slaton 45. Rushing smashed left tackle for 8. Goldightly swept around right end for a score. Goldightly missed the kick. Floydada 6, Slaton 0.

Goldightly booted out of bounds, ball placed on Slaton 35. Floydada penalized 5 yards. Weathers tried left tackle for 5. Collier dented right tackle for a first down. Weathers went over right guard for 8 to place the ball on the Floydada 45. Collier made a first down over left guard. Collier banged right guard for 4, and carried again over the same spot for 6 more. Bell lost 2 at left tackle. Weathers picked up 4 at left guard. Collier drove over right tackle to Floydada 20 yard line. Collier lost 1 at left tackle. Floydada drove a 5 yard offside penalty. Collier made 1 at right tackle, and punched right guard for 1. Collier and Bell alternated at right and left tackle for 9 yards and Collier plunged over right tackle for a touchdown. Collier rammed the extra point across over right tackle. Slaton 7, Floydada 6.

Slaton kicked to Goldightly on the Floydada 15, and he carried out to the Floydada 38. Goldightly pounded right tackle for 1, and then ran over right guard for 7. Slaton penalized 5 yards. Foster circled left end for 11. Foster tried left end again for 16. Patterson raced around right end on a neat reverse for 21 yards and a touchdown, the kick was wide. Floydada 12, Slaton 7.

Goldightly kicked to Bell who returned to the Slaton 32. Collier fumbled and Floydada recovered on the Slaton 31.

Second Quarter

Foster failed to budge left tackle. Rushing scatter-footed over right tackle for 7 yards. Goldightly banged right tackle for 2. Rushing poked right guard for 4. Rushing failed to gain at left end. Slaton penalized 15 yards to their own 2 yard line. Goldightly tried right guard for 1. Goldightly lost 1 at end. Goldightly circled left end for a touchdown.

Patterson caught a pass from Goldightly for the extra point. Floydada 19, Slaton 7.

Bell took Goldightly's kick on his own 20 and raced back 20 yards to the Slaton 40. Scudder hit right guard for 3. Floydada hopped on a loose ball and took over on the Slaton 38.

Patterson reversed around right end for a touchdown. Goldightly to Patterson went wide. Floydada 25, Slaton 7.

Goldightly kicked to Scudder who carried back 9 yards to the Slaton 39. Joplin to Martindale was incomplete. Slaton penalized 5 yards. Cooper to Bradshaw complete to the Floydada 35. Cooper lost 4 as the Floydada line rushed. Martindale picked up 1 at left guard. Rushing popped up in front of Cooper's intended pass to Green. Floydada penalized 15 yards to Floydada 21.

Foster stepped over left tackle for 7. Goldightly ripped around right end for 2. Patterson tried left tackle for 2. Patterson ran over right tackle for 7. Goldightly rambled over left tackle reversed his field and raced 61 yards for a touchdown. Goldightly kicked goal. Floydada 32, Slaton 7.

Rushing kicked to Scudder on Slaton's 39. Scudder got 1 at left tackle. Cooper circled left end for 4. Cooper hit a stump at left tackle. Cooper circled right end for 6. Floydada penalized 15. Scudder raced to the Floydada 28 where he was hauled down. Slaton fumbled and Floydada recovered.

Foster swept over left tackle for 17. Womack smacked right tackle for 5. Rushing repeated for 4.

More of the Same

Goldightly kicked to Sparkman on the Slaton 30 and he returned to Slaton 38. Cooper got 1 at right guard. Cooper fumbled and Floydada recovered on Slaton's 36.

Foster picked up 8 at left tackle. Goldightly swished an aerial to Grigsby for the counter. The kick was low. Floydada 38, Slaton 7.

Goldightly kicked to Scudder on the Slaton 36. Cooper made 1 at right end. Scudder managed for 1 at left tackle. Cooper to Scudder went wild. Cooper kicked to Patterson, who fumbled but Turner recovered for Floydada on Floydada's 39.

Goldightly to Foster was wild. Goldightly smashed around left end for 10 yards. Rushing pounded left guard for 7. Foster beat his way over left tackle for 8. Patterson scattered to the Slaton 10. Rushing blasted right guard for 6. Goldightly made a counter but it was called back and Floydada drew a 15 yard penalty. Womack lost 1. Goldightly passed to Womack for 4. Goldightly pounded over right tackle reversed his field and scored standing up. Floydada 44, Slaton 7.

Rushing kicked to Scudder on Slaton's 29. Cooper made 2 at right guard. Cooper gathered 2 at right end. Cooper pounded at right guard and tackle for 5. Slaton penalized 5. Cooper to Scudder complete for 10. Cooper pounded the right side for 8 yards in two downs. Cooper swung around left end for 5. Ball on Floydada 42.

Everyone Gets a Kick

Coach Winter opened the final quarter with second and third stringers playing. Only "Big" Patterson and Rushing were regulars on deck. Cooper failed to go and kicked to the Floydada 19.

Womack cracked right tackle for 4. Rushing smacked around left end for 9. Rushing smashed right tackle for 5. Womack tried right guard for 3. Rushing tipped right guard for 7. Womack pried at left tackle for 5. Rushing zipped a pass to Grigsby on the Slaton 38. Rushing to DuBois was incomplete. DuBois fumbled and lost 8. Rushing kicked over the goal.

Slaton fumbled on the first play and Floydada recovered on the Slaton 20. DuBois took a basket pass over

New 1941 Ford On Display At Bishop Motor

The new 1941 Ford automobiles were placed on display Saturday at Bishop Motor company. The Fords were first announced to dealers at a meeting in Dallas last week, attended by J. B. Bishop, and Blundy Finley of the Bishop Motor company.

Mr. Bishop returned Friday and Saturday the first 1941 Ford was delivered here to go on display. The new '41s bring a new and larger automobile with a complete new and larger body. The wheelbase has been increased, the springbase and body length has been increased in proportion. The body proper is considerably wider and the glass has been made greater.

The ride has been completely re-engineered. Mr. Bishop stated, slower action springs have been installed and a newly designed ride stabilizer has been placed on the new automobiles. Ford features what is called a "boulevard ride" this year. A new gear ration has been worked out that provides an even quicker "get-away" in first and second without sacrificing speed in high.

The baggage compartment in all cars is greatly increased in size and appointment. The tire is mounted vertically to provide extra storage space. The front seat is 36 inches wide and the rear seat is 57 inches wide, some six inches wider than on previous models.

Monday night employees of Bishop motor company attended a sales meeting at Lubbock to hear more concerning the new Fords, Mercurys and Zephyrs.

left tackle for 5. Slaton penalized 15. Rushing lost 2 at right tackle. Floydada penalized 5. Rushing powered over right tackle for 5. Floydada penalized 5. Rushing circled left end for 5. Ball over on downs.

Cooper to Blasingame complete for 21 yards. Cooper to Miller incomplete. Slaton penalized 5. Cooper fumbled and lost 9. DuBois snapped up a pass from Cooper on the Slaton 20 and returned to Slaton 4 yard line.

Rushing tried right guard for 1. Floydada penalized 5. Floydada penalized 5 more. Rushing to DuBois incomplete. Rushing pounded to Slaton 9. Ball over.

Cooper stepped back and whipped a pass into the arms of Rushing who ran to the Slaton 1. Rushing gained a half yard at right guard. Rushing powered over right tackle for the touchdown. Pass went wide. Floydada 50, Slaton 7.

Rushing kicked to Cooper on the 10, he returned to the Slaton 45. Miller tried left tackle for 12. Bell banged left tackle for 9. Cooper fumbled and Floydada recovered as the game ended. Floydada 50, Slaton 7.

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Spatterings From The Dope Bucket

MATADOR'S BULLDOZE OLTON AND WIN BY 12 TO 6

The Bullfighters of Matador opened up their scamper twins, Allsup and Kennedy, and outpointed the Olton Mustangs 12 to 6.

Olton scored first on a pass but Kennedy brought it back even-Stephen when he snatched an Olton pass on his own 20 and raced 80 yards for the tying counter.

Johnnie Allsup accounted for the other when he raced from the 50 to the 3 and then plunged it over.

SPUR BULLDOGS CHEW WAY TO WIN OVER HASKELL

Spur's Bulldogs hit the comeback trail Friday by chewing the Haskell Indians into a 14 to 6 defeat. Powell was Spur's ace in the hole and accounted for the Bulldogs two counters.

Using some nifty end-around plays Powell ran 10 yards to score his number one and 35 yards to account for number two.

The Indians made their touchdown when a back raced 50 yards through a broken field in the final period.

PADUCAH DRAGONS GRAB BOOGIE IN CROWELL

Paducah's Dragons, favorites to take the District 4-A title this year, wound up in a 6 to 6 tie with Crowell last Friday. Crowell had previously fought the Matador Bullfighters, co-favorites with Paducah, to a 0 to 0 deadlock.

Mobley provided the Dragons with their tally after a 66 yard drive. He smashed over from the 7 yard line in the first quarter.

Crowell knotted the count in the second quarter with a 35 yard drive of their own. Mobley almost broke the tie in the final quarter when he raced 27 yards but was downed just a mite short of the goal line.

JACKRABBITS OUTPOINT FLOMOT IN FAST GAME

Gene Smith, Rails rough riding back, accounted in one way and another for three touchdowns Friday night and the Jackrabbits scampered to a 20 to 0 victory over the Flomot Longhorns.

Smith passed for one touchdown and ran the others across after moving the ball downfield inside the 10 yard line. It was Smith last year that troubled all of the teams in the

district with his ball lugging tactics. The game was the first for Rails.

CROSBYTON GETS LICKED BY TAHOKA TEAM

War paint, scalp and eagle feathers were lacking around Crosbyton Saturday morning for the simple reason that the Tahoka Bulldogs

had romped over the Chiefs by a 12 to 0 score.

The medicine wasn't made right for the Crosbyton lads. Two long runs of 45 and 50 yards accounted for both Tahoka scores and that was more than enough to defeat the tribesmen.

Crosbyton failed to show any great amount of defense or offensive

power. Last season the Chiefs were the stingiest team in the district, and it was very few teams who crossed the double stripe more than once.

Mr. and Mrs. S. H. Boon of Mineral Wells, were here last week and this on a visit with their daughter, Mrs. W. M. Jeter and family at Sand Hill. The Boons also planned

a visit in Hall county before their return home.

Mr. and Mrs. C. T. Matherly, of Bakersfield, California, have been here this week on a visit with their daughter Mrs. O. G. Glassmoyer and Mr. Glassmoyer and their family. They are in route to Springfield, Missouri, their former home, for a visit with friends and relatives.

Announcing the big
NEW FORD 1941 FORD

In some years, some cars take a big jump ahead. *The Ford does that for 1941.*

It has jumped ahead in size. It's the *biggest Ford* we've ever built, *inside and out.* It's wider. It has a *longer wheelbase.* Its seating room is *wider* by as much as 7 inches. It has *new wide doors* and *semi-concealed running boards.*

You'll notice also a new beauty, achieved by a skillful blending of mass with *longer flowing lines.* *Larger windshield* and *windoes* give better vision all around.

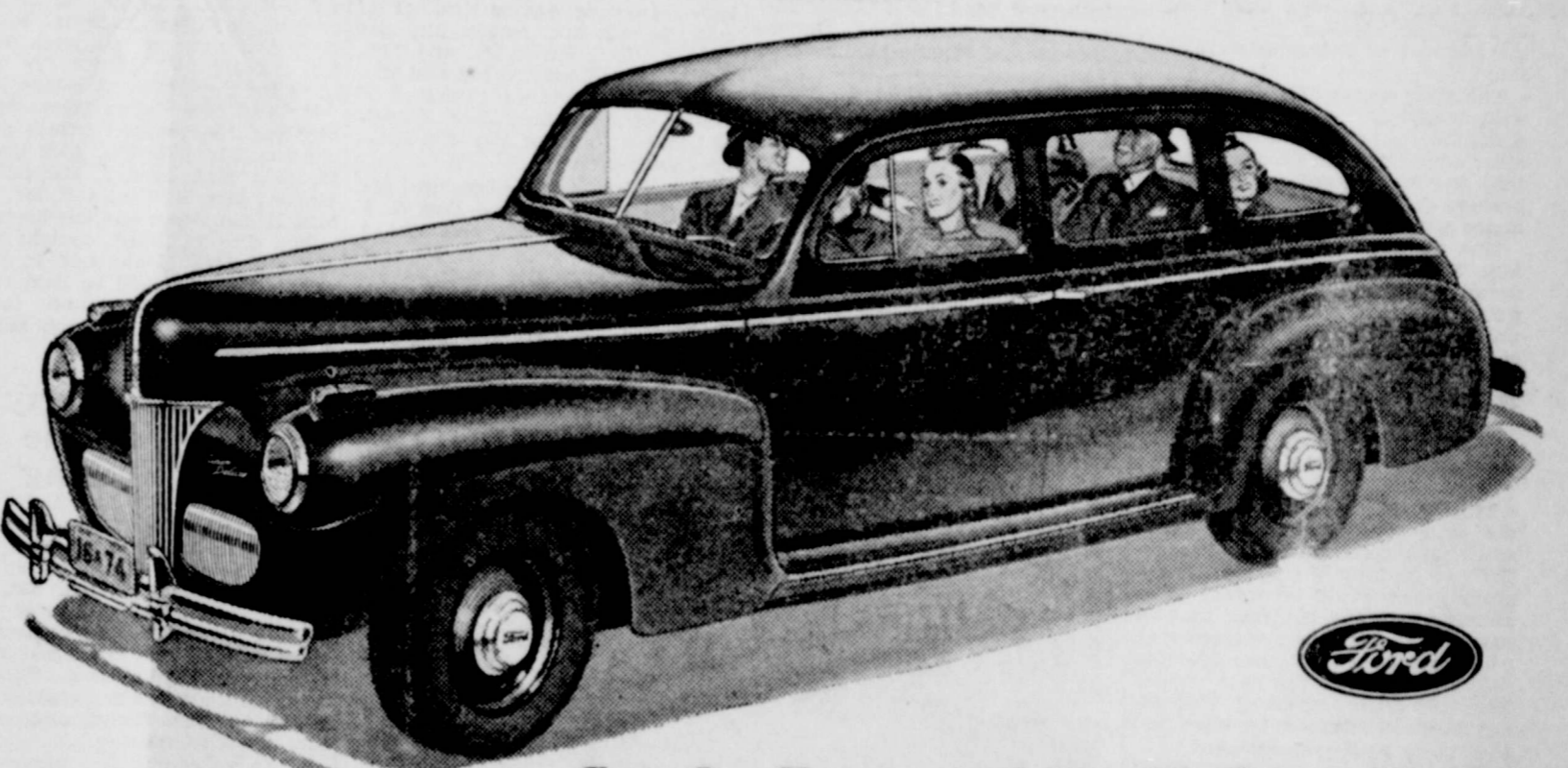
One of its biggest advantages is the *new soft ride.*

New, slower-action springs give a slow, gentle, gliding movement. A *newly designed stabilizer* helps absorb road shocks, and maintains balance on sharp curves and in cross winds.

More rapid acceleration to match its familiar speed and power makes this new Ford an even livelier car to drive.

These are only a few of this new car's outstanding features. It represents all the rich experience gained in building more than 28 million motor cars.

Any Ford dealer can give you many good reasons for making this your 1941 car.



Get the Facts and You'll Get a Ford!

Bring The Series Into Your Home

Cincinnati Reds vs. Detroit Tigers
New York Yanks vs. Cleveland Indians

WITH A **ZENITH**

This promises to be the best WORLD SERIES in several years.

FOOTBALL BROADCASTS
The regular collegiate football season is just getting under way. Don't fail to keep up with your favorite team. POLITICS—Democrats vs. Republicans.

WAR—Hitler vs. The World.

DON'T MISS IT — USE A ZENITH

Radio Electric Co.
Floydada, Texas

STOP LOOK SAVE

On These USED CARS

The Announcement of the New 1941 Models Forced Us to Reduce Our USED CAR PRICES

1940 FORD TUDOR White sidewall tires, Heater, Only 7,000 miles. A real buy.	1940 MERCURY 6.50 Oversize White Sidewall tires. Radio and Heater. Seat covers . . . low mileage.
1937 FORD TUDOR Complete new brake job. Motor overhauled. Radio. You can't miss on this automobile.	1936 CHEVROLET TWO-DOOR Good Tires, Radio. Complete motor overhaul. This is an extra clean car and a real buy.

IS YOUR CAR READY FOR WINTER?

Bishop Motor Co.

Oldsmobile Opens Its 1941 Campaign With New Automobile Series

Oldsmobile has opened its official 1941 season with the formal announcement of its 1941 line of automobiles. The Deluxe models will come equipped with the Hydra-Matic drive. Other models are as standard.

Finkner's Auto store has had the 1941 Oldsmobile on display for almost two weeks. Geo. M. Finkner obtained one of the first models to come from the assembly lines. The Oldsmobile line for 1941 will include higher priced fields.

A number of improvements have been made in body design and the models may be equipped with "condition-air" an air conditioning unit which furnishes warm air in winter and cool air in summer.

More information may be obtained from Geo. M. Finkner, who is

Dr. and Mrs. Mitchell and little daughter, Doris Jean, returned to their home in San Antonio after spending a week with their parents, Mr. and Mrs. W. N. Jones.

New Fall PAINT PRICE TAGS

Limited Time Only... ACT NOW!

SHERWIN-WILLIAMS AMAZINGLY WASHABLE SEMI-LUSTRE WALL FINISH

PER QUART **98c**
PER GAL. \$2.95
SAVE OVER 65c gal.

SHERWIN-WILLIAMS 3-PURPOSE MAR-NOT VARNISH

PER QUART **\$1.19**
PER GAL. \$3.95
SAVE OVER \$1.00 gal.

SHERWIN-WILLIAMS BEAUTIFUL, DURABLE FLOOR ENAMEL

PER QUART **98c**
PER GAL. \$2.95
SAVE OVER 75c gal.

BORROW A COPY Of Our Amazing Sherwin-Williams Paint and Color Style Guide. No Cost or Obligation.

SHERWIN-WILLIAMS PAINTS

HIGGINBOTHAM-BARTLETT LBR. CO.
Telephone No. 6

AS I SEE IT

By Bill Hams

Extra Service

This column will try to offer a first class "information" service to Hesperian readers who follow various and sundry teams over the country. If any of the dyed-in-the-wool football fans desire to know whether their favorite is playing, when, etc., we will do our best to provide that information. We don't have the complete schedule for District 1-AA and if anyone has it we would certainly appreciate a copy.

Just telephone No. 8 if you want to know where your favorite is playing on any particular date this fall. If it is in the Illustrated Football annual, on several newspaper schedules, we can probably tell you the when and where but not why. We might even throw in a guess as to who will win but that isn't a part of the service.

Not That Good

Even though the Whirlwinds scored 50 points against the Slaton team, it just doesn't seem possible that Floydada is that much better than the Tigers. Actually, it is doubtful that Floydada is over two touchdowns better than the Tigers. Friday night Floydada was "hot." Every back was blazing with "die for old Siwash" and just about everything they tried went to town. The blocking and tackling on the average was much better than teams generally show in an opening game. Slaton helped Floydada a great deal with plenty of fumbles. Floydada was playing heads up football and recovered all but one of that plenty, and most of those recovered fumbles were later converted into 6 points for Floydada.

When a team gets hot, there just isn't any telling how high a score could go. "Scatter" Winter made a sincere effort to hold the score down by throwing every sub he had into the game but even the second and third stringers had the "fever" and pounded over a touchdown. Undoubtedly with that starting lineup in there all of the way the score could have been twice as much.

All this just indicates that Floydada was "on" Friday night and Slaton was "off." Just hope that Tullia is "off" this Friday night.

Has Possibilities

No question about it, Floydada has possibilities as a "comer." Rushing has learned to change his pace in a broken field, stiff arm, and plow into a line with the finesse of Goliath. He isn't a head blocker either, and he intercepted two Slaton tosses. He also passes passing fair and has developed a neat punt.

As to Goliath, he smacks a line with all of his old vim, blocks like a demon, and hasn't lost any of his fire at line backing. He can punt and pass when the time comes.

Foster may develop into one of the finest open field runners in this neck of the woods. His blocking was good at Slaton. Somehow Foster has been slow to start but if Friday was anything, he is ready and willing this year. He looked good. He has a razzle-dazzle-hipper-dipper running style that is confusing to would be tacklers and he did turn on power in one or two jams.

"Little" Patterson can still scamper. He raced two across from outside the 20 and showed he hadn't lost his nimbleness by snapping up a pass for an extra point. He is the "fever" of District 4-A coaches.

DuBois and Womack, pretty green, are coming to the front. Both showed up in fine style and will probably see a lot of service this fall. Watch these two youngsters.

Line Play Good

Floydada's line got ripped some by the Tigers but offensively it raised its head. Later in the game it became mean and began to crash through and mess up plays before they began. The starting line played hard steady ball. Turner, Patterson and Grigsby stood out but there was plenty of teamwork to make it smooth.

"Tony" Latham and "Butch" Muncy got in their licks and provided the fans with some amusement. However little yardage was gained over their positions after they got roughed up a bit. Stars were absent in the game, some boys stood out but it was because they had help, and a lot of it.

That line should be better as time goes along and perhaps some of the present second stringers will get in as starters. Some of them have a chance. Undoubtedly "Bulldog" Hale will think up some fancy tricks to teach the boys, as well as iron out some kinks found in the Slaton affair.

If Winter and Hale can get the line and backfield to clicking offensively and defensively together, Floydada is due to be tough. Certainly the pre-view was more than interesting.

Mike Pretty Good

Mysterious Mike had a terrible hangover Saturday after guessing Floydada 7 and Slaton 6 and then having the Whirlwinds run up a 50 to 7 score. Lockney didn't help his headache any either by dropping a decision to Canyon when he had doped them to win. Paducah didn't contribute any seltzer by letting Crowell tie them 6 to 6. Other than that Mike went through pretty nicely and hit plenty close to the others.

This week Mike has counted his pink elephants carefully, given the following predictions:

Spir 30, Silvertown 0.
Crosbyton 13, O'Donnell 6.
Ralls 19, Post 13 (upset).
Lockney 24, Turkey 6.
Paducah 19, Memphis 7.
Floydada 25, Tullia 7.

Nice Rain At South Plains Will Be Big Help To Farmers

South Plains, September 24.—A chapel program will be presented by the sixth and seventh grade pupils and Miss Battey Thursday afternoon at 3:15.

A nice rain fell here the past week which will be a great help to the farmers.

The P. T. A. gave a watermelon feast last Friday night. About 100 were present. Games were enjoyed after the feast.

There are 14 girls working out for volleyball. They will play their first game at Fairview Friday week.

Personals

Mr. and Mrs. Luther Campbell and children of Silvertown spent Sunday visiting friends in South Plains from where they recently moved.

Mr. and Mrs. Lenton Lanham and children left Thursday for Flagstaff, Arizona to make their home.

C. W. Bond, who has been in the Ft. Worth sanitarium returned home.

Mrs. Ray Myers is visiting her parents at Lockney.

Miss Zeida Battey made a business

trip to Lubbock Saturday.

Miss Mary Nell Hodges spent the week-end with her parents at Tullia.

Rip Myers, who has been working at Cedar for the past year, has returned to South Plains to make his home.

Mr. and Mrs. Raymond Stovall of Cleburne visited Mr. and Mrs. E. E. Harper last week-end.

Dr. and Mrs. John Harper of Wellington visited his nephew W. H. Scoggins and family Friday.

A post-nuptial party was given in honor of Mrs. Jack Harris, the former Mary John Lanham, at the home of Mrs. Will Sims.

Sidney Stovall of San Diego, California visited his sister, Mrs. Elmer Harper east of Floydada last week.

Mr. and Mrs. Alton Scoggins and daughter of Claude were Sunday guests of Mr. and Mrs. W. H. Scoggins.

(Too late for last week)

SOUTH PLAINS, September 19—So far, a lack of enthusiasm is not one of our weak points in our school. The pupils, patrons, and teachers all seem inclined to make this the best year of all. The patrons are expressing their willingness to help our school, by painting the building both inside and out, by erecting a flagpole, cleaning off the school ground, putting up new window curtains, and building new lunch closets.

The women of our community started out by installing these new officers. The officers are Mrs. Bean president; Mrs. Bill Harper, vice-president; Mrs. Roy Childress, secretary-treasurer; Mary Nell Hodges reporter. The playground beautification committee is Mrs. B. C. Phegley, Mrs. George Beedy and Mrs. Warren Daniel. Shrubs and grass have been planted to help beautify the yard. They have also ordered new bats, balls and volley balls.

The new officers sponsored a watermelon feast last Friday night.

Locals

Mr. and Mrs. W. H. Bailey of

Rev. J. D. Farrell To Preach At Center

Center, September 24.—Rev. J. D. Farrell will preach here the fifth Sunday at 11:00 o'clock. This date falls on next Sunday, September 29. He urges that everyone that possibly can be present.

About a half inch rain fell here Sunday morning. It seemed to be heavier in the northeast and west.

Mr. and Mrs. George Taylor visited Mrs. Taylor's parents, Mr. and Mrs. T. M. Smith, of Cedar, Sunday. J. B. Jordan spent the week-end in Lubbock.

Floyd Montgomery enrolled at W. T. S. C. at Canyon last Wednesday.

Mr. and Mrs. Guy Latimer and baby of Amarillo visited Mr. and Mrs. H. B. Mankins during the early part of the week. Mr. Latimer was formerly a resident here.

Mrs. J. L. Montgomery accompanied her daughter home to Adrian who has been visiting here.

Gerald Lackey and T. W. Sallsbury, students in Anderson's Aeroplane School, returned to Los Angeles, California Saturday after spending a week with their parents, Mr. and Mrs. J. S. Lackey and Mr. and Mrs. T. W. Sallsbury.

Floydada spent Sunday with home folks of South Plains.

Mrs. D. W. Bybee returned home Tuesday from a brief visit to Mount Vernon where she has been visiting her brother, U. O. Baker.

Mr. and Mrs. Fred Wington and family spent several days in Coleman where they attended the funeral of Mr. Wington's niece, Ludell Griffith.

Margaret Bean, Mary Frances King, Adrian Field, Roy Lyles, Lucille West and Muriel Payne Phegley are those from South Plains who are attending West Texas State college at Canyon.

Mr. and Mrs. Raymond Chisum of Rockcreek visited Sunday with Mr. and Mrs. J. R. McClendon and family.

Two Weeks School Of Singing At Lakeview

Lakeview, September 24.—The singing class met Monday night and decided to have a two weeks singing school. The 1941 Stamps song books are to be used and Luther Rudd was chosen to be the instructor. Everyone is invited to attend.

Locals

Mrs. Lula Towney of Prescott, Arizona is visiting her mother.

Grandmother Risinger and sister, Mrs. D. M. West and family.

Mr. and Mrs. Shaw of Shamrock spent the week-end with Mr. and Mrs. Willie Bunch. Mrs. S. D. Bunch returned home with them.

Born to Mr. and Mrs. Weldon Thornton, a daughter named Mary Elizabeth.

Edd Bingham of Crosbyton spent the week-end with Newton Jones.

Mrs. O. C. Vinson is in the Gorman hospital.

Use Hesperian Ads

Fire & Liability Insurance

Should Be Considered As An Investment And Never As A Useless Expense . . .

Every penny you place into Fire Insurance is a penny well spent because that money is invested in "protection". Insurance won't keep your house from burning . . . but it will replace it with a new building, new furniture, and new furnishings.

Liability Insurance will protect you from the costs of accidents. Insurance won't keep them from happening . . . but your policy will protect you from financial loss . . .

Let Us Explain Our Policies on Fire and Liability Insurance Now—Before Winter Closes Down on You.

Floydada Insurance Agency

W. H. Henderson, Agent

The Car Ahead!

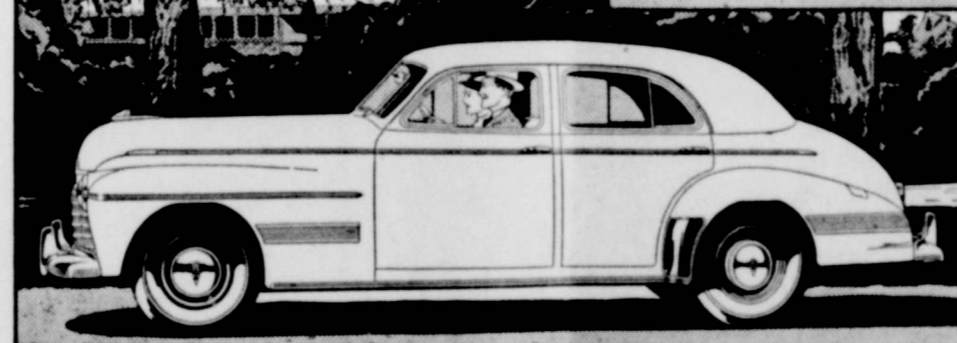
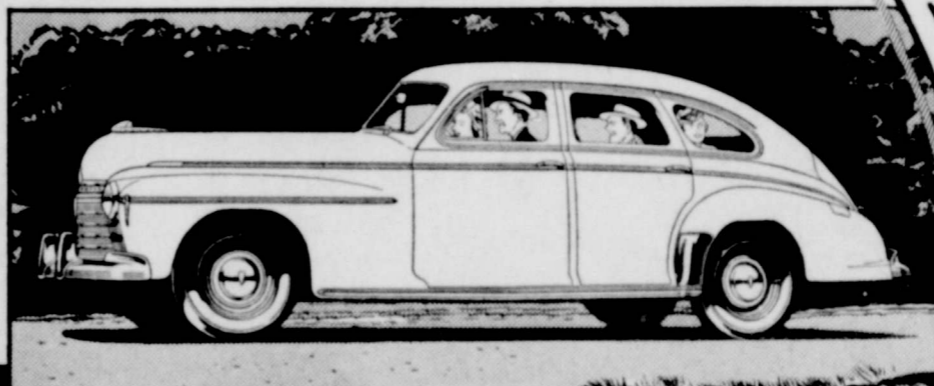
IT'S OLDSMOBILE!



New Olds Special Six
4-Door Sedan, \$945*
(Same model Eight, \$987*)

6 NEW LINES FOR '41 · 3 SIXES · 3 EIGHTS

AHEAD in Styling! AHEAD in Engineering!
AHEAD in Size, Comfort, Performance!
With all flags flying, Oldsmobile swings into 1941 with the most complete line of cars in its history...at prices that set new standards of value even for Oldsmobile. The 1941 Oldsmobiles are bigger—with longer wheel-base and wider tread. They're more powerful—with a new 100 H. P. Econo-Master Engine in all six-cylinder models and Olds' famous 110 H. P. Straight-Eight again in all Eights. And, crowning all other advancements, all Olds models for 1941 are offered with the amazing Hydra-Matic Drive*!



Illustrated above: Dynamic 6 Cruiser 4-Door Sedan, \$1010* (Same model Eight, \$1045*).
Illustrated at left: Custom 8 Cruiser 4-Door Sedan, \$1135* (Same model Six, \$1099*).

PRICES BEGIN AT \$852*
FOR SPECIAL SIX BUSINESS COUPE

Sedan prices start at \$898, *delivered at Lansing, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE

STYLED TO LEAD
BUILT TO LAST

ALL OFFERING
HYDRA-MATIC DRIVE*

NO CLUTCH! NO SHIFT!

More than just a fluid coupling, even more than an automatic transmission, Oldsmobile's exclusive Hydra-Matic Drive is a combination of both! It eliminates the clutch and gear shifter. It simplifies driving, steps up performance, saves gasoline. It marks Oldsmobile more than ever as the car ahead! *Optional at extra cost.

GEORGE M. FINKNER

FLOYDADA, TEXAS

RESERVE a Seat at the World Series - HEAR the Crowd Roar, the Bat Crack!

A NEW 1941 PHILCO RADIO

F. C. HARMON
FURNITURE & APPLIANCE CO.

New Electric Models **\$12.95** Up
New Battery Models **\$29.95** Up

Guaranteed Repair Service On
All Models — Call Now!

Hesperian Wants Pictures of George Washington Now

The Hesperian needs some pictures of George Washington, even though scores have already been brought in. They are in the hands of a subscription to Floyd County's finest news medium.

Look around the house and see if you can't find some pictures of the old boy, and bring one of them in for the biggest newspaper bargain of the year. We don't care whether they are a little frayed, or wrinkled, or even torn, if all of the pieces are there—in fact we don't care what kind of shape those pictures are in, the only thing we care about is that the pictures are printed on a dollar bill—any old bill will do.

You will never find an easier bunch to trade with than the boys around the Hesperian office. They have all had their instructions to take any old picture of George Washington in trade of a year's subscription for the Floyd County Hesperian, if it's on a dollar bill. However, you must live in Floyd county or an adjoining county for us to make such a deal.

We wouldn't be at all surprised if you couldn't get the paper for two half dollars, four quarters, ten dimes, twenty nickels, or any old combination that adds up to a dollar. Come on in and trade with us.

GOVERNMENT LOAN VALUE 8.80 CENTS PER POUND

Floyd county cotton farmers who produce middling cotton of 15/16 staple length, may place their 1940 crop under government loan at 8.80 cents a pound, Fred Battey, chairman of the Floyd County AAA committee, announces this week. Loans will be available until May 1, 1941.

Loan rates for all eligible grades and staples have been established by the Commodity Credit corporation. They are on a net-weight basis, which makes them average 40 points over commercial quotations. Premium and discounts vary with each grade and staple length.

For example, the rate on middling 1/2-inch cotton is one-fourth of a cent less than for 15/16-inch middling, on which the loan rate is based, while one-inch cotton of the same grade will bring one-fourth of a cent more. Middling 1 1/4 inch cotton is one and a half cents above the basic rate.

In the same manner, strict middling cotton is the medium staple length will bring one-fourth to one-third of a cent more than middling cotton, while strict low middling of the same staple is discounted about two-thirds of a cent per pound.

All cotton submitted for the loan must be classed by a Board of Cotton Examiners of the United States department of Agriculture, whose decision will be final. Cotton produced in this county will be classed at the office of the Agricultural Marketing Service in Floydada.

To obtain a loan, a farmer delivers his cotton to a warehouse which has been approved for handling loan cotton. The warehouseman sends samples to the classing office, and upon receipt of their report, inserts in the loan forms the grades and staples of the cotton. The farmer then takes his loan forms and his warehouse receipts to a bank or other lending agency and receives his cash advance or cotton loan.

While the new requirements for classing of loan cotton will necessarily cause some delay in the making of the loan, the benefits to be derived from the system will more than offset the inconvenience of the delay. Growers will receive a uniform classification of their cotton, done by Government employees who are expert in classing cotton. The farmer will find his cotton class record a valuable aid, either in the sale of his cotton or in the sale of his equity in the cotton," the official said.

Bruce Durham, son of Mr. and Mrs. Harrison Durham of Dunn, Texas is spending a few days in the home of his aunt, Mrs. J. B. McReynolds and Rev. McReynolds. He accompanied his relatives home when they returned from a call to Dunn, to preside at the funeral of Mrs. Geo. Richardson.

Get the grade and kind of carbon you need from The Hesperian.

NEW!
the famous
MARKWELL
STAPLE-ROBOT



World's best low-priced stapler. Pins, Staples, Tacks. Built of LIFETIME steel. Rubber treads. \$1.50-100 staples FREE. With Tack-Remover, \$1.65.

STAPLES PINS TACKS

Compact, pocket-sized new stapler. Use 2 sizes staples: 1 1/2" leg, 5/16" leg. 2 models—"R" model—stapling only, \$7.50—400 staples free; "S" model—stapling and stitching, \$10.00—400 staples free.

HESPERIAN PUB. COMPANY

Author Scores Dictionary's Abuse

For clear effective English an extensive vocabulary is not necessary. Style in speaking and writing is achieved through careful word choice and not by the use of high-sounding words.

It is important to realize, declares Mortimer J. Adler, author of the current best seller "How to Read a Book," that a definite relation exists between the growth of language and the growth of mind. As a child matures he sees new objects and is affected by new experiences, and in doing so he learns the names for them. The same procedure, Mr. Adler believes, should be used in acquiring a vocabulary. A word should not be used until its meaning is fully grasped.

Knowing words and meanings as they appear in a dictionary is not the same as actually knowing them. An effective vocabulary may be obtained only when we use words with the same assurance as we do the names of our friends; when new meanings and synonyms display different shades of expression.

A dictionary, Mr. Adler states, is a great help as a compact encyclopedia or as a guide to pronunciation, but it should not be used as an instrument of word learning by itself, apart from the normal activities of thought and speech. People who use dictionaries to solve crossword puzzles sometimes enlarge their vocabularies, but as Mr. Adler points out, they seldom improve their minds.

50 MILES TO THE POUND

Some cotton yarn is so fine that 50 miles of it are needed to make 1 pound, according to R. J. Cheatham, in charge of cotton-processing studies at the Southern Regional Research Laboratory of the U. S. Department of Agriculture. This yarn is not a "believe-it-or-not" yarn, he says, but the kind of yarn that is spun on ordinary textile machinery for use in making such articles as typewriter ribbons, airplane fabrics, and fine dress goods. Cotton yarns spun on the first power-driven machines 200 years ago were coarse, rough, and irregular.

Miss Thomasine Cox, daughter of Mrs. Nora Cox and employee for the past three months in Amarillo in the accounting department of General Motors, has been transferred to the new building of General Motors in Lubbock. Mrs. Cox returned home this midweek from a three weeks visit with her daughter.

Married Women's Right Upheld

Should married women work? If men want to go totalitarian, there is no simpler way to start, says Margaret Culkin Banning, for to make new laws or to uphold unwritten ones that do not allow married women to work is cutting at the roots of our civilization.

This long-debated question has been brought into new focus by the crisis which the world is facing in developing its woman power as well as its man power. It is a question which has been coming to a climax during the last two years and one which has drawn a sharp and repeated challenge from women's organizations and women leaders.

"Most people do not understand how far this fight against women has gone, or up what strange and unsavory alleys it is still being fought," says Miss Banning in the article. "It has gone so far, that since the beginning of 1937 there were introduced in the legislature of twenty-six states bills which, in one way or another, would interfere with the right of married women to work."

Although most of these bills failed, Miss Banning points out that in seven states the right of married women to work has already been curtailed.

Particularly at the present time we need every ounce of experience and wisdom and talent that this country can supply, she says, and these things "are not to be gained by throwing out of either homes or industries the women who are able to stabilize them with such qualities."

Particularly at the present time we need every ounce of experience and wisdom and talent that this country can supply, she says, and these things "are not to be gained by throwing out of either homes or industries the women who are able to stabilize them with such qualities."

"TWO SOURCES OF INCOME" MAKES FOR FARM SECURITY

The old maxim, "Don't put all your eggs in one basket" is a key idea of the "farm-and-home" plan that is a part of the Farm Security Administration method of providing credit for farmers who can not get credit elsewhere. These plans, worked out jointly by the borrower and the FSA field workers, provided for at least two sources of income from the sale of crops, and also for home production of most of the family's food and of the feed for livestock—including feed for pigs, chickens, calves, and milk cows that will help feed the family.

If three or more crops of livestock ventures can be planned, so much the better. Variety in production, F. S. A. finds, adds security for the family, and also improves the security of the loans advanced to make such a program possible. The one-crop farming usual in "sharecropping" and on some tenant farms has been an aggravated form of putting all the eggs in one basket which FSA is trying to check.

Work sheets, columnar pads, Hesperian Publishing company.

COFFEE MAKING IS AN ART

"Why can't we have coffee like this at home?"

If you've been on the receiving end of an unkind cut like this when dining out, there are some steps you may take to avoid its being repeated. Men who otherwise are indifferent to flavor and quality in food can be the severest of critics when it comes to coffee. Good coffee making is as much an art as cooking itself.

A good blend? — one that suits your taste is the best starting point. Each generally consists of a mixture of coffees from various parts of the world. Different kinds have different flavors, and by proportioning these, the roaster gets the distinctive flavor of his brand.

And coffee, to be good, should be fresh. It should be no more than two weeks old when purchased, and kept around the house only a week. For consistently good coffee the same measurements should be used every time. In making iced coffee, use only half the usual amount of water, because the mixture will be diluted when you pour it over the ice.

Your coffee pot, no matter what kind it is, should always be kept immaculate in order to turn out a good brew. Cloth filters should be replaced frequently, and the metal plating inside should be replated at intervals to avoid a metallic taste.

FARM POPULATION INCREASED

On January 1, 1940, there were 32,245,000 persons living on farms, the Bureau of Agricultural Economics estimates. This figure is close to the all-time high record of 1916 when the farm population was 32,530,000 persons. The estimated increase for 1939 was 186,000.

The analysis of farm population issued by the bureau in July says: In general, in the area best adapted to commercial farming there was enough migration away from farms in the last decade to have brought about a reduction in farm population, but in areas less well adapted to commercial farming there were increases.

Mistress: "You know, I suspect that my husband has a love affair with his stenographer."

Maid: "I don't believe it. You're only saying it to make me jealous."

Neglect May Invite Pyorrhea

Gums can become mighty trying. Druggists will return your money if the first bottle of "LETO'S" fails to satisfy. Arwine Drug Co.

Telephone 81
Complete Laundry Service
SOLF-SERVE LAUNDRY
E. T. Williamson, Prop.
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OUR FIRST HOME FOOTBALL GAME

— On —
Friday
September 27

At 8:00 P. M.

Floydada Whirlwinds

— VS —

TULIA HORNETS

LET'S GIVE THE BOYS A GOOD START —
LET'S ALL ATTEND!

You Won't Want To Miss This Game — The First Home Game of the 1940 Season

Last year the Tulia HORNETS beat the Floydada WHIRLWINDS 13 to 7 at Tulia. That was one of the defeats handed F. H. S. last year. The Whirlwinds want Revenge for that skinning . . . and they'll get it Friday Night at Wester Field . . . Be There!

The WHIRLWINDS defeated Slaton's TIGERS 50 to 7 last Friday and made their bid for recognition in DISTRICT 4-A. See this new 1940 Machine at work . . . and on the HORNETS at that.

The WHIRLWINDS play a wide open brand of football that has THRILLS aplenty for any FAN. Coach Odell Winter and Hale have even better plays cooked up this year . . . It'll be a WHALE of a good game . . . Let's support the WHIRLWINDS.

THIS ADVERTISEMENT SPONSORED BY:

- Floydada Bowling Club
- Duck Pins 5c, Ten Pins 10c per Line
- J. R. Yearwood
- Armour Creameries
- Sam's Body & Fender Works
- Boothe's Confectionery
- J. G. Wood, Real Estate
- Stewart's Cleaners
- Gullion Tire Service
- White Drug Co.

- Fogerson's Shoe Shop
- Home Oil Company
- C. L. Berry, Produce
- Vogue Beauty Shoppe
- McDonald & Son
- Carmack & Jones
- Retail Merchants Association
- H. M. McDonald Hardware
- Wester's Quality Bakery
- Floydada Locker System

— ADMISSION —

Adults 50c

High School Children 25c

Ward School Children 10c

PENNEY'S FALL FASHION FESTIVAL

Fashionable for the Family

Exciting Fall Styles!

Jean Nedra DRESSES
Just In From New York!

Draped and tailored frocks with smart trims! Of rayons and rayon with wool! **3.98**

*Reg. U. S. Pat. Off.

Winter COATS
Buy on Lay-Away!

Women's Smart Styles
Wools for sports or dress! Some fur trimmed! **14.75**
Choose now — 14 weeks to pay! Grand values!

MEN'S TOWN-CLAD TOP COATS
Luxuriant fabrics in new soft blends! **14.75**
Choose now — be ready for winter! *Reg. U. S. Pat. Off.

SHOES For the Family

Up-To-The-Minute Styles in **FALL FELT HATS**

Exciting group of hats to suit every type! Stunning fall colors! Becoming new shapes! **98c**

New Lady-Lyke All-in-one of "Laxtex" **2.98**

Gaymode HOSE Ringless! Fall shades! **79c**

Cynthia SLIPS Sturdy rayon on. Value! **98c**

Men's Dress SLACKS
Gabardines! Coverts! Tweeds! Pleated styles! **4.98**

LEATHER JACKETS
Top grain leather fully rayon lined! Sports backs! **7.90**

Men's SHIRTS
Sanforized* Woven-in patterns! *Fabric shrinkage will not exceed 1% **1.49**

Men's Fall TIES
Rich new styles! **98c**

MEN'S Marathon HATS
Favorites for Fall! Genuine fur felts featuring wider brims, colorful bands! Many new fall lightweights! **2.98**

NEW! Lizard Print! Women's OXFORDS
A small price for smart reptile prints or black suede! **1.98**

Men's Towncraft DRESS SHOES
Antiqued copper tan with straight tips, perforations! *Reg. U. S. Pat. Off. **3.98**

THRIFT VALUES
Straight tip style, composition soles! **1.98**

Boys' Dress SHOES
Smart wing top bals! Sturdy leather soles! **2.79**

Growing Girls' Shoes
Styles for sports or dress. Low heels! **1.98**

PENNEY'S
J. O. PENNEY, CO., INC.

1941 Model Chevrolet On Display

Added Streamline Styling Features New Product Shown Here

Two series of new cars are presented in the 1941 line of Chevrolet automobiles which went on display at the Oden Chevrolet company here last week-end.

Modern streamline styling, larger, roomier bodies combine with numerous mechanical improvements to produce the finest Chevrolet's ever built.

The first of the new series of cars were shown here by the Oden organization Saturday and was seen by a steady stream of visitors curious to see at first hand the innovations and refinements offered.

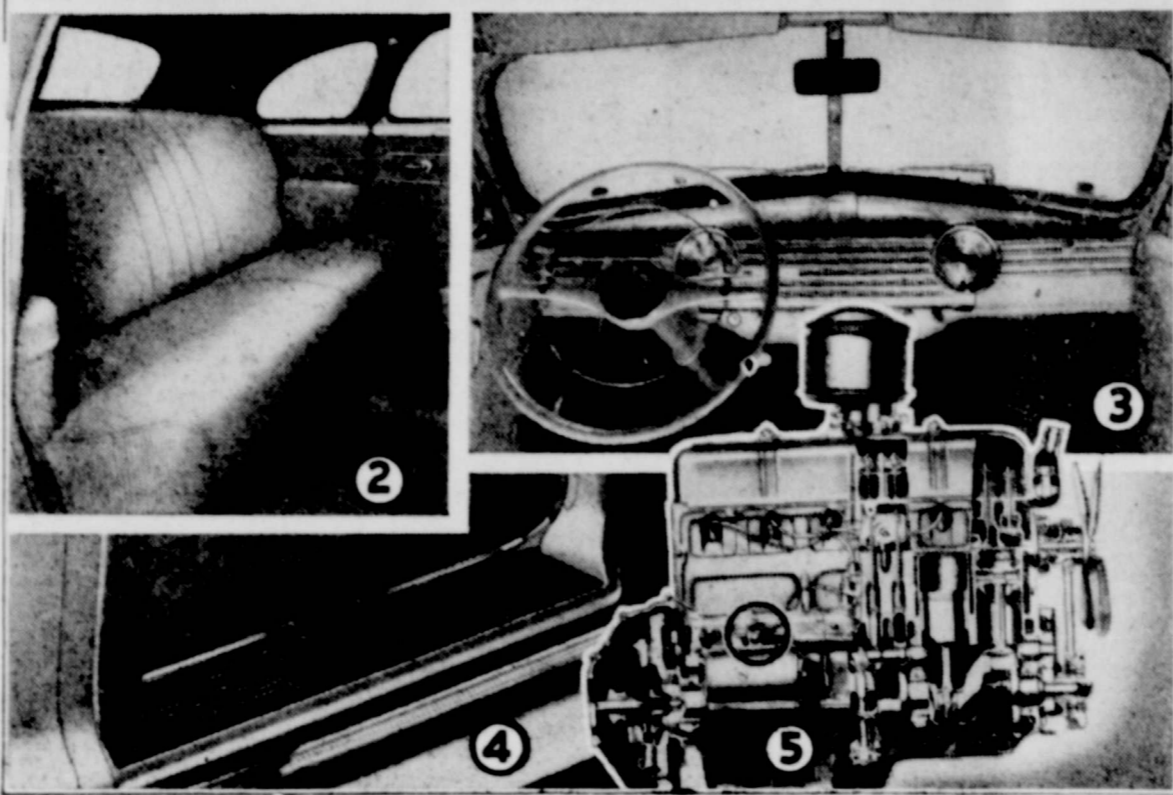
Chevrolet, which led the industry in sales again in 1940, makes its bid for continued pre-eminence, in 1941, with two series of new cars, in which modern streamline styling, and larger, roomier bodies, combine with numerous mechanical improvements to produce the finest Chevrolet's ever built.

Bodies are longer, wider, and much more massive looking. Their appearance mass is concentrated near the ground by changes in body and fender contour, as well as by judicious use of decoration and trim. Windshields, rear windows, and upper portion of sides of body are increased in slope, and the tops of side windows are one inch lower than in 1940.

The car's appearance is heightened by the omission of running boards, as well as by the use of concealed hinges on all doors and trunks, the sole exception being the rear deck door hinges of the coupes and cabriolet. Sides of the body extend outward and downward noticeably farther than last year, and the skirt of each door conceals a convenient rubber-ribbed safety step to facilitate entrance and egress. The safety and convenience provided by a running board are thus retained, while the less desirable features are eliminated. Dirt, water, snow and ice cannot accumulate upon the step, because it is effectively sheltered under the flare of the door's lower edge. This not only makes the car easier to keep clean, but assures a firm, dry footing to persons getting in and out.

Treatment of the instrument panel is pleasing. The instrument cluster, including oil gauge, gasoline gauge, ammeter, and engine heat indicator, is at the extreme left.

Beauty Reaches New Heights In 1941 Chevrolet Models



New styling joins with numerous mechanical improvements to make the 1941 Chevrolet, now on display a worthy successor to the cars which have earned first place in public favor year after year. The greater size and roominess of the new models, as well as their sleek new beauty, are apparent in the Special

De Luxe Sport Sedan, shown above. At (2) is shown the spacious interior of the same model's rear compartment, and at (3) is its front compartment, showing two-spoke steering wheel with horn-blowing ring, new sliding-type sun visors, and smartly re-styled dash.

One of the major changes is substitution of concealed safety-steps for the running boards of other years, an improvement adding to the car's beauty without sacrifice of the safety and convenience which running boards provide. At (5) is the six-cylinder Chevrolet valve-in-head engine for 1941, in which many refinements have been made.

The large circular speedometer dial is adjacent, directly in front of the driver. The center space on the dash is fitted with a grille for radio installation, and above, on the Special Deluxe, is an ash receiver; and below, is an electric cigar lighter. Next to the grille toward the right, and balancing the speedometer, is a clock, and finally, at the extreme right, the roomy glove com-

partment with locking knob and interior light. One innovation of interest is the provision of a reversing switch, which at each operation of the starter reverses the direction of the current through the ignition breaker points. This tends to equalize the deposition of metal from one breaker point on the other, and so prolongs the life and high efficiency of this vital unit of the car.

Bore, stroke and piston displacement are the same as in 1940, but the new 1941 piston, of cast alloy iron with slipper skirt, has a flat-type top instead of a crowned top, and the cylinder head is revised to gain more effective combustion. Better water jacketing is provided in the area around the exhaust valves, and their seats, and the permanently sealed and lubricated ball-bearing water pump has two outlets to the cylinder block instead of one, for more uniform cooling of both sides of the block.

The 1941 Chevrolets are offered in two series, Special Deluxe and Master Deluxe. Knee-action suspension on both 1941 series is retained and refined at no extra cost. Sport sedan, town sedan, five-passenger coupe and business coupe are available in both series. In addition, an improved five-passenger cabriolet with vacuum-operated top, and a station wagon, are offered in the Special Deluxe, while two light duty commercial types, the coupe pickup and sedan delivery are available in the Master Deluxe.

Wiley & Gene Due To Entertain At Palace Next Week

Their first stage entertainment in several months will be presented by the Palace theatre on Tuesday and Wednesday nights of next week when they will have Wiley and Gene two evenings in addition to their regular picture program.

Widely heralded as radio entertainers Wiley & Gene have a combination of musical numbers and more or less non-sensical patter that is said to be unusually good.

For the stage show there will be no additional charge, regular prices prevailing. Jack Deakins, manager of the show is expecting two big crowds of Wiley & Gene admirers present from over the territory.

Demand For Birth Certificates Increase

Twenty adult birth certificates have been made out and filed since August by County Clerk A. B. Clark. Forms are furnished by the State Bureau of Vital Statistics and are available in the clerk's office.

Since 1903, although not compulsory at that time, the record of the county is almost complete.

The certificate is advisable in the case of applications for government jobs or corporation jobs.

Mrs. John Tivis Will Entertain The W. M. U.

McCoy, September 24.—Mrs. John Tivis will entertain the W. M. U. Monday night, September 30 at her home.

There will be a ball game at the school house Wednesday night. Everyone is invited.

A nice rain fell in this community Saturday night. The rain was badly needed.

Mr. Staples took a group of boys to the canyon for an outing Friday night.

Mrs. Staples entertained a group of girls at her home with an all night party Friday night. Mrs. James Smith was co-hostess with Mrs. Staples.

Mr. and Mrs. Charles Mara and daughters, Myrtle and Shirley Faye, who have been visiting Mrs. Mara's parents, Mr. and Mrs. Tobe Pittman, returned to their home in California Monday.

FLOYDADA BOYS VOLUNTEER FOR MARINE SERVICE

Revis and Thomas Stanford, who have resided and attended school at Floydada the past twelve years volunteered their service in the U. S. Marines. They took their examination at Ft. Worth. Revis left for San Diego, California July 1 and Thomas left August 1. They are grandsons of Mr. and Mrs. T. G. Black of Floydada.

Hesperian Publishing Co.

Lions Plan Trip In Body To Matador For Meeting Tuesday

Next week Floydada Lions will have their official meeting in Matador, Tuesday night at 7:30 o'clock, members of the club voted, last Tuesday and will have no meeting at home Tuesday noon of next week.

The occasion is the quarterly meeting for the zone. Officials of the zone will be present, as well as representatives of clubs from Silverton, Clarendon, Childress, Paducah, Turkey and Matador. John Stapleton of the Floydada club is zone chairman. The district governor of Lions International will be present and Grady Hazelwood, senator-elect, will address the assembly.

The first Lions master key to be presented a member of Floydada club was awarded Edd Johnson, president of the club. Tuesday, Johnson's outstanding efforts in club members was recognized in a brief ceremony.

A feature cinema production "Ramparts We Watch" will be sponsored by the club on a November date to be set by the Palace theatre.

Dr. E. H. Bales had the program this week and gave a discussion showing the background of the Balkan situation, with particular regard to the part Rumania and King Carol have played in the developments of the past several months.

October 7 will be visiting day with the club, when every club member is expected to have as his guest a farmer friend.

They're Riding Your Way!



WILEY & GENE

FAMOUS RADIO ENTERTAINERS

— ON OUR STAGE —

Tues.-Wed. Oct. 1 & 2

REGULAR PICTURE PROGRAM

Theatre
Palace Floydada

FEATURE BY FEATURE



FROM BUMPER TO BUMPER



YOU'LL SAY IT'S

"FIRST BECAUSE IT'S FINEST!"

MEET the new Chevrolet for '41, and we are confident you'll say, "It's first because it's finest—Again Chevrolet's the leader!"

For this car is the result and the reward of almost ten solid years of Chevrolet leadership in motor car sales... leadership that has brought with it unequalled manufacturing economies and unequalled value-giving powers... leadership that now makes it possible for Chevrolet to offer you a motor car which surpasses all previous levels of luxury in the lowest price field.

This new Chevrolet for '41 is a much bigger car in all ways—with a longer wheelbase and greater over-all length—with longer, larger, wider Fisher Bodies—with exceptionally comfortable interiors giving "3-couple roominess," or ample space for six passengers, in the sedan models.

Your Chevrolet dealer cordially invites you and your family to visit his showroom... invites you to make a thoroughgoing test of the finest motor car Chevrolet has ever built... invites you to eye it, try it, buy it—today!

Again **CHEVROLET'S** the LEADER

Oden Chevrolet Company

"If You Trade Without Seeing Us, We Both Lose"

WE ARE
ALL SET
Better Equipped Than Ever To Handle Your
GINNING

Quick Service On Loan
Cotton

We are qualified for Free Grading and Stapling under the Smith-Doxey Act for the Farmers Co-Op Cotton Improvement Association.

All Cotton Ginned With Us Will Be Classed FREE of Charge

OUR GIN HAS BEEN COMPLETELY OVERHAUL-ED—AND WE ARE READY TO GO!

**Farmers Co-op
Gin**

319 North 5th Street

Pittman Family Visits Relatives Hunt County

McCoy, September 18.—Miss Violet Pittman, in company with her parents and two sisters, Mr. and Mrs. George Smith and Mr. and Mrs. Charlie Mara of Los Angeles, California made a trip to Hunt county Friday to visit a brother. They returned home Sunday night.

Rev. and Mrs. Sidney Johnston attended a home-coming at Lelia Sunday.

Mr. and Mrs. B. L. Ewing visited Mrs. Coleman in Floydada Sunday. Mr. and Mrs. Albert Parrish visited his sister, Mrs. K. Terrell, at Floydada Sunday.

Mr. and Mrs. Bayless Hemphill of Longview are here on a visit with Mr. Hemphill's parents, Mr. and Mrs. H. P. Puckett.

Mrs. Jackson and daughter, Bernice Ruth visited in Lockney Saturday.

Mr. and Mrs. S. W. Ewing and son, B. L., visited Mr. and Mrs. Clayton Weathers who was in a car wreck recently. He is improving nicely.

Miss Nora Cox is at home to spend the winter with her mother, Mrs. Julia Cox.

Pleasant Hill News

Pleasant Hill, September 24.—The Pleasant Hill Recreation club will meet Friday night, September 27 at the school house. Everyone is invited.

Mr. and Mrs. Fred Battley, Mrs. Shelby Cook and Miss Zeida Battley made a business trip to Lubbock Saturday.

Lloyd Cumble of Starkey visited with Mr. and Mrs. Bill Rucker and family Sunday.

Mr. and Mrs. J. H. Owens spent Sunday with Mr. and Mrs. Claud Woody of Dougherty.

Sidney and Jennie Lou Harper, who are attending Tech, spent the week-end with their parents, Mr. and Mrs. E. E. Harper, of the Baker community.

Mr. and Mrs. H. B. Adams of Lubbock visited Monday with Mrs. R. L. Lackey who is in the hospital here.

Floyd Show

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Floyd State fa declares and aw

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Floyd County Exhibit Shown To Amarillo

Cotton, Sugar Beets and Soy Beans Awards Come to Individual Farmers of County at Fair

Floyd county's exhibit at the Tri-State fair in Amarillo last week was declared one of general excellence and awarded a prize as such. It was set up by County Agent D. F. Bretthauer and his helpers and met all requirements for competition.

In addition to the county award several individuals won recognition in the exhibits from this county. Among these were Jim Bert Bobbitt of Sterley whose cotton exhibit came in for high recognition. Bobbitt won first on best 30 bolls of cotton exhibited.

C. A. Gloyna, Aiken farmer, had the first prize winning sugar beets exhibit at the fair, and T. B. Mitchell's soybeans were awarded second place in the competition.

METHODIST CHURCH ORGANIZED

BAKER, September 24—Rev. W. M. Culwell closed the revival meeting Sunday with an all day meeting which was well attended by the community and visitors from Floydada, Campbell and Muncy. A Methodist church was organized with Rev. Culwell officiating. He will preach next Sunday night and everyone is invited to attend.

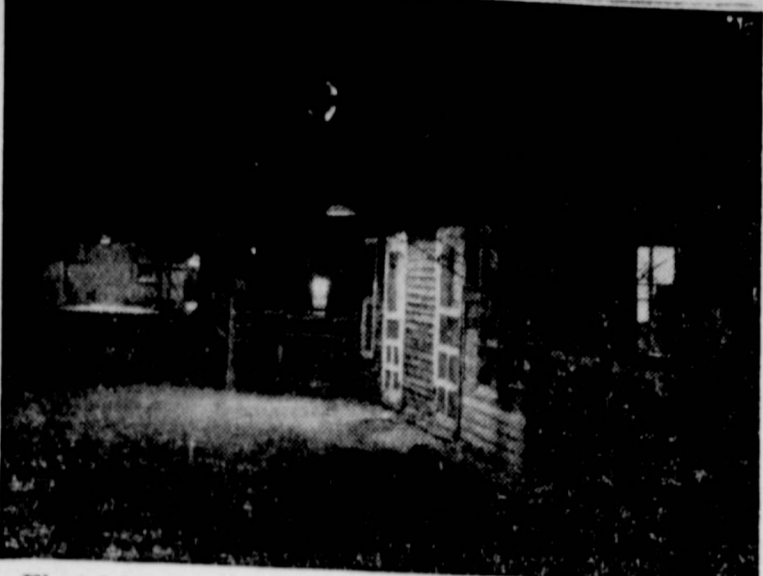
Mr. and Mrs. Tom Hall and family visited Mr. and Mrs. Lock Lewis of Floydada Sunday afternoon.

Mr. and Mrs. J. F. Jones and family, Mr. and Mrs. William Powell, Mrs. T. B. Estep of Floydada, and Mr. and Mrs. Duward Ellison of Crosbyton spent the week-end at a reunion of the J. F. Jones family. Anna Lou Hopper of Floydada spent Saturday and Sunday with Billie Hooper.

Dr. and Mrs. Ed Brown of Denton are visiting several days with his nephews, Ed and Fred Brown, and a niece Mrs. Will Williams and Mrs. W. T. Brown.

Mr. and Mrs. R. L. Reeves of Deer Creek visited Saturday night and Sunday in the home of Mr. and Mrs. C. E. Bartlett. Mrs. Reeves is a niece of Mrs. Bartlett.

Farm Yard Lighting Now Possible



Electricity has brought the boon of farm yard lighting to many farms in Floyd, Hale, Crosby counties that are served by the Floyd County Rural Electric Co-operative. No farm is too small for adequate yard lighting at night to be desirable.

MRS. DUNAVANT IMPROVING

Mrs. Grady Dunavant of the Lone Star community is improving nicely from an injury sustained four weeks ago. She was riding on top of a wagon loaded with hay. As the wagon passed over an irrigation ditch, the jolt dislodged the hay causing her to become unbalanced. Her collar bone was badly broken. She is able to be up now and is thought to be improving satisfactorily her mother, Mrs. E. T. Williamson said.

FOOD SALE

The ladies of the Rushing Chapel church are sponsoring a food sale to be held Saturday at the H. M. McDonald Hardware store.

"We would like to invite the public to come in and see the cakes and pies that will be on sale," the ladies said.

Mr. and Mrs. J. C. Gilliam and Miss Tessie Coleman were guests of Mr. and Mrs. M. A. Graham of McAdoo Sunday.

CANNING PROGRAM CHANGED

The working hours of the Floyd County Cannery have been changed, according to information by the Supervisor Mrs. Fred Taylor. The two-day shifts for workers has been changed to a five-day shift. The change was made last week.

Beginning Monday the Lockney workers will be used. Floydada workers were employed last week. Workers should contact Mrs. Taylor in regards to work, the supervisor said.

All canned goods must be moved from the cannery at the end of the five-day shift.

Pat Stansell, who is employed at Las Cruces, New Mexico and Wayne Collins, who is enrolled in A. & M. college there visited from Sunday until Tuesday with their parents, Mr. and Mrs. O. L. Stansell and Mr. and Mrs. W. G. Collins.

Wayne Gound of Big Spring visited his father W. A. Gound Sunday night and Monday.

Allen's Reds Sweep Honors At Tri-State Fair Poultry Show

Oliver Allen's Rhode Island fowls ran away with the honors at Tri-State Fair Poultry show last week, winning 11 first places and the grand champion cockerel of the show for all breeds.

The Allen winnings included first cock; first and second hen; first, second and fourth cockerel; first, second, third and fourth pullet; first and second pen, first and second young pen in the parti-colored division. Also in the parti-color sweepstakes best cock, best cockerel, best pullet and best hen, and the best display of the American class.

Other winnings in the show for Allen's chickens included best cock, cockerel, hen and pullet of one variety displayed by one exhibitor; and grand champion cockerel of the show, all breeds competing.

DAVID BATTEY DOES GOOD WORK IN DAIRY PROJECTS

David Battey, son of Mr. and Mrs. D. S. Battey of the Sand Hill community, gave a talk to the Floydada P. F. A. Chapter Tuesday at 10:30 in the agricultural room of the high school on the subject: "The Value of Electricity on the Farm," and "The Work that has been done in My Home with Electricity."

David is a 4-H club boy and has done some outstanding work in dairy cattle as well as rural electrification.

David's project for this year are a dairy heifer, turkeys and three acres of cotton. David is contouring the land as one of his improved practices on his cotton. He has shown his dairy heifer at four dairy cattle shows, and has never placed lower than third in her class.

He plans to show some pictures on some rural electrification work as soon as he can arrange the films.

HOUSEKEEPING AIDE SERVES 86 FLOYDADA FAMILIES IN AUGUST

During the month of August 86 families in Floydada, were aided by women of the Housekeeping Aide project that gives employment to 13 women. The work, supervised by Mrs. James Cagle, is a W. P. A. project.

These women are trained one day each week in household tasks by a college graduate of Home Economics. The training that these women receive is governed by the types of duties that they are going to perform in the referred homes. A referred home is a home that has been referred to the project as being in need of help by a welfare agency.

Aides are trained in simple carpenter work so they are able to go into a poverty stricken home and repair or build furniture that would serve as a temporary housekeeping equipment, thus keeping the family sanitary. Some of the pieces of furniture that has been made in referred homes are clothes closets, baby beds, kitchen shelves, and end tables.

Aides are also trained in cooking simple dishes using foods that are most frequently found in referred homes. Commodities are used as a basis for most dishes. Commodities usually consist of rice, raisins, dried prunes, whole wheat flour, corn grits, cracked wheat, and white navy beans.

Mr. and Mrs. E. L. Norman and Buddy spent Sunday at Big Spring with Mr. Norman's mother, Mrs. W. I. Norman, and his sister, Mrs. Wayne Gound, and family. Wayne accompanied them back to Floydada and visited his father, W. A. Gound and other relatives during the first of the week. Enroute home he will purchase drug supplies at Lubbock for his store at Big Spring.

Mr. and Mrs. Monroe Boteler and little daughter Beverly of Phillips came Thursday for a visit with their parents Mr. and Mrs. C. M. Lyles. Mr. and Mrs. Boteler went on for a business and pleasure trip to the coast, while the little daughter stayed with her grandparents. They are expected back today.

Guests in the home of Mr. and Mrs. W. A. Amburn, Jr. Sunday were Mrs. Amburn's uncle, Roy White of Lubbock, and her aunt Mrs. R. B. Mitchell and her granddaughter Billy Bruce of Plainview.

Mr. and Mrs. H. C. Stanley and daughter, Joyce and son, Dorman, spent Sunday at Crosbyton as guests of Mrs. Stanley's brother, V. H. Spence and family.

Mr. and Mrs. Wade Cooper of Lubbock, and Mr. and Mrs. B. B. Butler of Sterling City, were guests of Mr. and Mrs. R. Clint Wakefield Sunday.

Dr. and Mrs. E. L. Brown of Denton, came Thursday to visit Mrs. W. T. Brown and their nephews, Ed and Fred Brown and their families and their niece, Mrs. Will Williams and family.

Miss Mattie Pearl Turner left Floydada last week-end for Columbus, Mississippi where she will enroll in the Mississippi State college for women.

Miss Vergie Luttrell, of O'Donnell, spent the week-end with her parents Mr. and Mrs. R. P. Luttrell. Her sister, Miss Jannita, returned home with her for a visit.

Mr. and Mrs. Roe McCleskey and family moved Saturday to Floydada from Roswell where they have made their home since last spring.

Mrs. David E. Flowers of Amarillo, was a guest of her parents, Mr. and Mrs. S. W. Ross, Wednesday.

DOWN WITH PRICES!!

PIGGLY WIGGLY

UP WITH QUALITY!!

OUR PLATFORM

- 1-HIGHEST QUALITY FOODS
- 2-LOW EVERYDAY PRICES
- 3-DAILY FRESH DELICIOUS MEATS
- 4-CLEANEST STORES IN TOWN
- 5-GARDEN FRESH PRODUCE
- 6-HOME OWNED HOME OPERATED

"The Peoples Choice"

Election time! Time to stop and think. Time to weigh the merit of this candidate and that candidate when it comes to your food buying. Piggly Wiggly is naturally The People's Choice—because at Piggly Wiggly you find The People's Choicest Foods at The People's Choicest Prices! You save money because we believe in Independence in grocery store shopping—and you know Piggly Wiggly originated self-service and only at Piggly Wiggly do you find the REAL THING! Read our platform—then cast your vote by coming into Piggly Wiggly today. You'll learn how to shop and save—time and money!

<h2>Sugar</h2> <p>10 Lb. Cloth Bag Fine Granulated EACH,</p> <h1>45°</h1>	<h2>Vienna SAUSAGE</h2> <p>Can</p> <h1>5°</h1>
<p>Garden Fresh PRODUCE</p> <h2>GRAPES</h2> <p>TOKAY, POUND,</p> <h1>4 1/2°</h1>	<h2>CABBAGE</h2> <p>Colorado Mountain Grown Large Firm Heads, While They Last, POUND,</p> <h1>1°</h1>
<h2>APPLES</h2> <p>Red Delicious Large Size, DOZEN,</p> <h1>13c</h1>	<h2>YAMS</h2> <p>Maryland Sweets, POUND,</p> <h1>2 1/2°</h1>
<h2>SPUDS</h2> <p>IDAHO RUSSETS, 10 LBS.,</p> <h1>15°</h1>	
<h2>CRACKERS</h2> <p>2 Lb. Box, Salted,</p> <h1>13c</h1>	<h2>PEANUT - BUTTER</h2> <p>2 Lb. Jar, Full Quart,</p> <h1>21c</h1>
<h2>OLEO</h2> <p>RIO, 1 Lb. Carton,</p> <h1>9c</h1>	<h2>Oxydol</h2> <p>LARGE BOX,</p> <h1>18c</h1>
<h2>SOUP,</h2> <p>HEINZ, 3 CANS,</p> <h1>25c</h1>	<h2>TAPIOCA,</h2> <p>MINUTE, 8-oz. PACKAGE,</p> <h1>14c</h1>
<h2>BROOMS,</h2> <p>GOOD BROOMS, EACH,</p> <h1>23c</h1>	<h2>POST TOASTIES,</h2> <p>BOX,</p> <h1>10c</h1>
<h2>JELLY or PRESERVES,</h2> <p>NANCY ANN, 8-oz. GLASS,</p> <h1>10c</h1>	<h2>COFFEE, lb. can</h2> <p>MAXWELL HOUSE, 3-Lb. CAN,</p> <h1>23c 69c</h1>
<h2>GRAPE JUICE,</h2> <p>ROSE MARY, QUART,</p> <h1>25c</h1>	<h2>PORK and BEANS,</h2> <p>POUND CAN, EACH,</p> <h1>5c</h1>
<h2>WORCESTERSHIRE,</h2> <p>FRENCH'S, 5-oz. BOTTLE,</p> <h1>14c</h1>	<h2>TAMALES,</h2> <p>DELGADO, POUND CAN,</p> <h1>10c</h1>
<h2>FRUIT COCKTAIL,</h2> <p>1 1/2 oz. CAN, EACH,</p> <h1>10c</h1>	<h2>SOAP, Toilet,</h2> <p>CRYSTAL WHITE, 4 BARS,</p> <h1>15c</h1>
<p>See Us For Your Binder Twine</p> <p>We Reserve the Right to Limit</p>	
<p>Save at PIGGLY WIGGLY</p> <h2>Highest Quality MEATS</h2>	
<h2>BOLOGNA lb.</h2> <h1>12c</h1>	<h2>CHEESE</h2> <p>FULL CREAM, MELLO CURED POUND,</p> <h1>17c</h1>
<h2>BACON</h2> <p>SLICED, POUND,</p> <h1>16c</h1>	<h2>Pork Roast</h2> <p>POUND,</p> <h1>16c</h1>
<h2>Steak lb</h2> <h1>19c</h1>	<h2>PICNIC HAMS</h2> <p>5 Lb. Average, POUND,</p> <h1>16c</h1>
<h2>BEANS</h2> <p>NEW CROP, COLORADO PINTO, 5 POUNDS,</p> <h1>19c</h1>	
<p>Get Our Prices Before You Sell Your Cream and Eggs</p> <h1>PIGGLY SUPER WIGGLY MARKET</h1>	

Group Hospital Service

— IS NOW AVAILABLE —

To employed people and their families—A safe, sure and economical plan meeting the approval of the hospitals—you are invited to call Miss Ruby D. White in Floydada for detailed information.



Group Hospital Service Inc.

THE ONLY PLAN ENDORSED BY THE TEXAS HOSPITAL ASSOCIATION

HOME to a
WARM
WELCOME



REMODEL!

Make that extra room you've always wanted the economical way. Do it now!

REPAIR!

Get after those little things... the gutters, the leak in the roof or that cracked foundation.

REDECORATE!

Add new life, new beauty to your home with the modern decorations of today!

LIVE

In A Comfortable Home

INSULATE!

Cut down fuel bills... add warmth to every room in your house... Insulate!

RE-ROOF!

Put your roof in perfect condition now. Call us for an estimate!

Willson & Son Lumber Company

FLOYDADA,

TEXAS

Vocational Organizations Begin Years Work at FHS

Homemakers Have Elected New Officers

The local chapter of Future Homemakers met Wednesday afternoon, September 18, for the purpose of organizing and electing new officers.

A nominating committee of Floy Jean Hale, Eugenia Martin, Bennie Ruth Jackson, Beatrice Kenamer and Frances Keim met last week with sponsors, Miss Rees and Miss Wren, and set up the qualifications and standards that officers of the club must have.

The following candidates were elected by the group after the suggestion of the committee: president, Louise Willson; vice-president, Evelyn Elliott; secretary, La Juana Leibfried; treasurer, Eugenia Martin; reporter, Helen Ring; parliamentarian, Floy Jean Hale; historian, Loyce Stanton; typist, Wilda Roth; pianist, Nelda Fagan; and song leader, Martha Yearwood.

An informal initiation for the new members will be held next week and the formal initiation will follow soon after. Officers of the club are making plans for the initiation as well as for other ventures to be undertaken by the club during the year.

There were 64 girls present at the first meeting and the new members registered were Flora Jeter, Ima Lea Graham, Mary Helen Mickey, Helen Young, Bettye Eakin, Ovelene McClain, Kathleen Cardinal, Arla Vee Bishop, Peggy Jo Bishop, Pauline Walden, Willie Marie Jones, Juanelle Amburn, Hazel Brooks, Loretta Turner, Grace Beedy Kavers, Bingham, Charlene Battey, Essie D. Hendricks, Irene Wisdom, Ada Belle Snodgrass, Wanda Switzer, Norma Gee, Donice Cline, Joy Cardwell, Mary Frances Jones, Frances Ruth Garrett, Roberta Medlen, Claudene Redd, Mable Cooper, Ethelen Bishop, Eloise Smalley, Gertrude Murphy, Alma Ruth Plumlee, Gertrude Huckabee, Loretta McAda, La Fawn Hodges, Florence Jones, Bobbie Sue Langley.

COMMERCIAL DEPARTMENT IS POPULAR WITH BIG GROUP OF STUDENTS

The commercial department taught by Mr. Hemphill is one of the most interesting departments in school.

It is divided into three different classes, namely: typing, bookkeeping and shorthand. All three have proved very popular with the students.

The object of this department is to give to the students the proper business training they should have. It gives a good background for college work, or if you don't go to college and try to get a job, it is truly profitable.

Four classes of typing are taught with a period for lab each day. There are 84 students taking typing. The bookkeeping class has a regular period and lab each day and has 28 enrolled.

The shorthand class has only one period a day with 22 pupils.

Upon asking the opinions of some of the pupils about these subjects, they were found favorable and described as "lots of fun" and "dillies."

CLOTHING MAJORS OF H. E. DEPARTMENT HAVING EXTRA BUSY TIME

The snips of scissors and hum of sewing machines tell that the home-making 1b and 2b students are busy little dressmakers again.

The 1b classes have just completed their first projects, so many of these girls have sewed very little, in order to get some practice, they are selected as the first construction problem, the making of cuptowels.

Some said, "If a cup towel is the simplest thing we could make—what on earth will we do when we try a dress." But before they attempt making a dress they will do another problem—after having completed it, they will be prepared to begin dress construction.

The 2b girls have been busy setting up standards for children's clothing, judging pictures and giving reports on same. They determined desirable and undesirable features of patterns and materials and with these in mind, made their selections for class use. The girls are now beginning these garments for children and will be working on them for quite some time.

The girls show much enthusiasm concerning their work and we feel this year's work will be very successful. Miss Lois Wren, one of our new teachers, teaches clothing.

OUR SCHOOL

When we think of Floydada High school, we usually think of a place we go to school five days a week. We don't stop to think just how lucky we are to have a grand school like we have to attend. Neither do we fully appreciate the freedom and peace that we have in our school and our country.

We have no disturbance of air raid alarms to hinder us from our school work and keep our lives in danger all the time. This does prevail though in some parts of our world today.

Let's all be more appreciative of our school by showing loyalty to it and hold our colors high in the air so that people may see that we are proud to be a part of the good old U. S. A.

Mr. and Mrs. Charlie Mara and Mrs. Morris Mara of Downey, California left Monday after a two weeks here with Mrs. Mara's parents, Mr. and Mrs. T. L. Pittman.

WHEN STOMACH GAS CHOKES AND BLOATS

The 5 carminative ingredients in Adlerika soothe and warm the stomach to ease the gas, and Adlerika's 3 laxative ingredients give a MORE BALANCED cleaning-out to BOTH bowels, for prompt relief. Sold everywhere in the Silver Color Bottle. White Drug Co., and Bishop's Pharmacy.



Griffith Health Home
1600 W. 7th St., Plainview
Specializing in the treatment of Chronic and Nervous Diseases

HE'LL LOVE YOU FOR YOUR COOKING and Your Wise Economy too

Cooking with Gas in a Modern Gas Range assures you of better results when you Bake, Broil, Fry, Roast or Boil. Ask those who know.

West Texas Gas Company

Assembly Called On Wednesday By Mr. Linder

Assembly opened Wednesday morning by Mr. Linder making a few announcements and passing out some slips to be filled out and returned to the different churches.

The assembly program was then turned over to the president of the pep squad, Coach Winter spoke for the football boys in saying the backing of the student body was appreciated. No prediction was made of who would win the district.

The pep squad yells were led by Martha Yearwood, Arlene Pyffe and Frances Field. The whole student body then sang the school song.

Mr. Travis gave us a talk on school spirit. He also arranged the seating of the different classes during the assembly hour.

STUDENTS GET PRACTICE WORK BY SERVING IN SCHOOL OFFICES

Students get good practice working in the principal's and superintendent's offices. These girls do not receive pay for this work; it is only practice.

Some of the things the girls do is answer the telephone and if someone wants to speak to a student look up and see where he is then go call him to the phone and they also record the absentees.

It is not hard work, and the girls really enjoy their period they spend in the office. The ones that work in Mr. Linder's office are first period: Loyce Stanton; second period: Matty Lee Womack; third period: Gracie Waller; fourth period: Loyce Stanton; fifth period: Eula Barbee; sixth period: Mozelle Edwards; seventh period: Ellen Brock.

In Mr. Travis' office: first period, Ella B. Carbert; second period, Doris Jordan; third period, Maurine Hart; fourth period, Ella B. Crabtree; fifth period, Evelyn Fortenberry; sixth period, Doris Jordan.

HAROLD COTHERN VISITS FLOYDADA HIGH SCHOOL

Harold Cothern, graduate of 1937 class, visited high school Monday morning. Harold attended the New Mexico A and M college a year. He studied and joined the national Guard at Las Cruces, New Mexico. He is now an officer and very proud of National Guards.

In the following year Harold will be in training at Arkansas, Louisiana, Arizona, and three months in the Philippines. After this he will return to New Mexico and finish college.

FRESHMAN NEWS

On Tuesday, September 17, the entire class met to elect the officers of the class. The ones who were elected are president, D. I. Bolding; vice-president, Hazel Brooks; and secretary-treasurer, Allene Tenney.

Raiders wear twelve inch numbers, front and back, and the huge numbers are in white silk on a scarlet background.

Women get "Build-up"

A good way to relieve periodic discomfort from functional dysmenorrhea due to malnutrition, such as headaches, nervousness, cramp-like pain, many women find is by using CARDUI. It usually sharpens appetite, increases flow of gastric juices, and so aids digestion, helps build resistance to periodic distress. Another way CARDUI may help you: Take it a few days before and during "the time." CARDUI has been popular for 50 years.

Social Club Holds Formal Initiation Party

Pep Rally

The pep rally Thursday night was a real success; it put the football spirit into everyone. The pep squad and band members met at Martin's corner at 7:30 p. m. and the first yells the pep squad gave really sounded as if they wanted those Whirlwinds to win that game with Slaton.

The band led off with a snappy number then followed by the pep squad, they paraded over town and then on Main street on the corner of the square. A Whirlwind was made. The band played, then the pep squad gave some yells, then paraded back to Martin's corner and were dismissed. We are very proud that our band, pep squad, and student body has a good school spirit.

Ceremonies Are Held At Willson Home On Wednesday

The formal initiation of the social club was last Wednesday night in the form of a tea at the home of Louise Willson.

The house was lighted by candles and those in the receiving line were Louise Willson, president; Lee Dale Clubb, vice-president; Betty Jo McCleskey, secretary; Miss Smith, club sponsor; Mrs. Willson, club mother; Mrs. Willson, host; Martha Yearwood presided over the guest book.

The guests were served when they arrived by Misses Francis Field and Nelda Fagan, who poured tea and coffee, while Mrs. Clement McDonald played the piano.

Mona Ruth Blackmon took pictures of the ceremony where the president presided and the secretary and vice-president helped, and 15 members were taken into the club. All the old members were dressed formal and could be distinguished from new members.

Those present were Mr. and Mrs. J. M. Willson, Mr. and Mrs. Walter Travis, Misses Howell, Smith, Cope land, and Rees were guests.

Old members present were Misses Louise Willson, Martha Yearwood, Lee Dale Clubb, Mona Blackmon, Betty Jo McCleskey, Nelda Fagan, Loyce Stanton, Edith Shirey, Arlene Pyffe, Francis Field. The new members were Maude Moore, Joy Cardwell, Francis Ruth Garrett, Roberta Medlen; Cagerline Carmack, Dorothy Wisdom, Topsy Dudley, Floy Jean Hale, Mary Francis Jones, Helen Ring, Helen Powell, Delilah Lide, Imogene Woody and Florene Gates.

FLOYDADA BAND MAKES TWO ENJOYABLE TRIPS

The band had two very enjoyable trips last week—one to the Tri-State Fair at Amarillo where a broadcast over KGNC was made and the other to the football game at Slaton.

The combined marching corps of band and pep club will form a T honoring our visitors from Tulsa at the football game here this week. Also they will form and aeroplane design.

A group of flag swingers has been added and will be ready for performance in a few weeks. This stunt is new in the section having been brought to this country from Switzerland a few years ago.

PRESS CLUB HOLDS ITS FIRST MEETING FOR 1940 SESSION

The first Press club meeting of the year 1940-41 was held in Miss Cade's room September 16. Because of other important meetings on that date, all the members were not present.

An election for president, vice-president and secretary-treasurer was presided over by Miss Cade. For the president of the club the group elected Dorothy Ann Dooley, vice-president, Wayland Hale and secretary-treasurer, Joye Ward.

E. P. NELSON BONDS And All Kinds of INSURANCE

Second floor First National Bank Building.
Telephone 285

Entertainment Is Problem At F. H. S. During Noon

Half-Minute Interviews

In the past few years there has been a great deal of discussion on the question of having student councils in our schools. There have been many good debates on the subject. This week eight of our students have contributed their opinion of student councils.

The question: "Do you think Floydada High school should have a student council?"

Irene Wisdom: "Yes, I favor a student council in Floydada High school. I think it would create a better interest in school."

D. I. Bolding: "No, I don't want a student council. They are entirely too strict. I don't like to be bossed by other students."

La Juana Leibfried: "I think we should have a student council. It would give the students a chance to express themselves."

Charles Dudley: "Yes, so we could have more freedom."

Cagerline Carmack: "I certainly do, because the students would have more privileges."

Jim Simpson: "Yes, so we can make our own rules."

Helen Ring: "Yes, for the good of the entire school."

Maurice Steen: "Yes, I do, so we could govern ourselves."

Mr. Linder: "I favor it in some forms and some ways but there are lots of steps to be taken before student government is reached."

ASSEMBLY THURSDAY

The Lubbock South Plains fair boosters visited school Thursday morning from 10:45 to 11.

Wiley and Gene were the entertainers and were introduced by Mayor Snodgrass. Another visitor gave the invitation to the fair.

Free tickets to be given to each student who attends the fair on school children's day, Thursday and Friday, October 2-3.

STAFF

Sponsors: Walter Travis and Grace Cade.
Editors: Louise Willson and Martha Yearwood.
Reporters: Arla Vee Bishop, Joye Ward, Oran Beck, Wayne Bingham, Ellen Brock, Wanda Baxter, Lavelle Billingsley, Kenneth Burgett, Dorothy Ann Dooley, Lois Felps, Wilda Ruth Finley, Tommy Griffith, Kenneth Hodges, Herschell Hinson, Wayland Hale, Russell Patterson, Matty Lee Womack, Peggy Jo Bishop, Joe Wilson, Robert Conner, Floy Jean Hale, Evelyn Elliott, Frances Keim, La Juana Leibfried, Geneva Gordon, Maude Moore.

Aggie Teachers Hold First Meeting

DISTRICT OFFICERS ELECTED BY FUTURE FARMERS AT PLAINVIEW

The Plainview district held its first vocational agriculture teachers meeting Friday afternoon at 4:30 in the library of the senior high school at Plainview.

Temporary chairman, M. W. Ayres was in charge of the meeting. The new officers elected for the year were H. B. Barber, president; R. C. McCoy, secretary-treasurer.

A brief business session was held and plans were made for the next meeting to be held on October 24, at 5:30 p. m. at Plainview high school.

The meeting was turned over to O. T. Ryan, area supervisor, who addressed the group on the subject "Our Years Program of Work."

Those present were M. C. Brandon, Plainview; M. O. Hood, Abernathy; R. C. McCoy, Lockney; V. L. Harmon, Silvertown; Robert L. Stone, Cotton Center; M. W. Ayres, Hale Center; H. G. Barber, Floydada; and T. L. Leach and O. T. Ryan from Texas Technological college, Lubbock.

BOYS HAVE SOLVED THEIR RECREATION PROBLEM ON OWN HOOK

Instead of the spit-and-whistle clubs around the campus at Floydada High school this year, the boys have recreational games. The games are pass ball, baseball and tennis.

The baseball group has at least three full teams. There are about 10 or 12 boys cleaning off the tennis court. If you will but turn your eye to the football field, you will see what looks like a herd of boys playing pass ball.

The boys seem to enjoy participating in these various events during the noon hour, instead of just standing around waiting for the bell to ring, or maybe entering in a bull-session.

Writing fluids, Hesperian.

Dr. Wilson Kimble Optometrist
Specializing in fitting glasses and straightening crossed eyes.
TELEPHONE 254 FLOYDADA, TEXAS

10 Day Specials

\$2.00 Permanents	\$1.50
1 Extra Shampoo FREE with first \$2.50 Permanent	
1 Extra Set FREE with First \$3.00 Permanent	
Shampoo, Set and Dry,	50c
Hairset,	20c
Manicure,	35c
Special OIL SHAMPOO,	35c
HOT-OIL Shampoo,	50c

DE LUXE BEAUTY SHOPPE
Ovellah Ruthie Belle Clara

Santa Fe

The Santa Fe's 80th Birthday

The Santa Fe was born September 17, 1860, in a tiny, one-story brick building in Atchison, Kansas. There thirteen men met to form "The Atchison and Topeka Railroad Company," with Cyrus K. Holliday, founder of Topeka, Kansas, as its first President.

Beginnings
Cyrus Holliday envisioned a great railroad that would supplant the slow and dangerous traffic over the old Santa Fe Trail—a railroad reaching deep into the prairies, piercing the mountains, ever serving and growing with the Southwest.

Those were stern, hard times on the raw frontier. The drought of 1860, the Civil War and the post-war chaos, prevented construction until November, 1868, when ground was broken at Topeka. On June 28, 1869, the first Santa Fe train was operated from Topeka to Carbondale. The line was extended to Emporia in August of 1870.

Westward
Settlement quickened along the new right-of-way, as Santa Fe's land and immigration department pushed surveys west of Emporia. The rails reached Newton in July, 1871, and Hutchinson, Great Bend, Larned, Dodge City and the Colorado line in 1872.

San Diego, Galveston, Chicago
After 1876, many branch lines were constructed in Kansas. Settlers poured in. The main line was projected across New Mexico, Arizona and California. Colonization continued westward into those states and into Texas and Oklahoma. Santa Fe, New Mexico, was reached in 1880; San Diego, California, in 1885; Galveston, Texas, in 1886, and Chicago in 1887. Thousands of tourists followed the early settlers. The Santa Fe became the outlet for the innumerable products of a vast Southwestern area.

Today
Today, with 41,000 employees and 13,414 miles of track, the Santa Fe directly serves Illinois, Iowa, Missouri, Kansas, Oklahoma, Texas, New Mexico, Colorado, Arizona and California.

The Santa Fe and the Southwest
Down through the years the Santa Fe has endeavored to develop Cyrus Holliday's dream—a great pioneer's dream of that swift, sure transportation without which no frontier, no matter how rich, can hope to fulfill its destiny. In that effort we have marched shoulder to shoulder with the people of the Southwest, in good times and bad, in friendship and understanding.

On our 80th birthday, we of the Santa Fe pledge a continuation of the service ideals of its founders.

E. P. Nelson
PRESIDENT

WANTED DODGE-PLYMOUTH DEALER
In FLOYDADA

See
EMORY WITT
Bob Hooper Motor
Plainview

Louise Hyatt To Head Department At Hagoods

Miss Louise Hyatt this week will close her dressmaking establishment in Floydada and will begin work with Hagoods' Dry Goods, it has been announced by Cecil Hagood.

Miss Hyatt will have charge of the piece goods department of the store, said Mr. Hagood.

Columnar pads. The Hesperian

Star Cash Values

FLOUR, 48 Lbs., Amaryllis, Guaranteed	1.35
SOAP, 10 Bars, P & G or Crystal White	35c
TOMATOES, 3 For, No. 2 Size	19c
COFFEE, Bliss, Lb.	18c
COCOA, 1 lb. Hersheys	14c
JELL-O, Package	5c
CAKE FLOUR, Package, Swan's Down	25c
SPUDS, 10 Lbs.	17c
LARD, Pure, 4 Lbs.	35c
BOLOGNA, 2 Lbs.	25c
GRAPES, Tokays, Lb.	5c

SHOP BY PHONE
Free Delivery, Just Call 40

Market Today

Poultry	
No. 1 colored hens, 4 lbs. and up 10c	
Colored hens, under 4 lbs. and all Leghorns, lb.	7c
No. 1 Springs, 2 lbs.	13c
Spring over 2 lbs.	10c
Cocks, lb.	4c
Turkeys	
No. 1 Hens, lb.	6c
Young Toms and Old Toms, lb.	4c
Cream	
Butterfat, No. 1, lb.	24c
Butterfat, No. 2	Not Wanted
Eggs	
Eggs, per dozen, candled, No. 1	15c
Lides	
Free from holes	
No. 1 Hides, lb.	5c
No. 2 Hides, lb.	3c
Grain	
Wheat, bushel	65c
Threshed Maize, dry	85c
Kaafir, Hegari, cwt.	85c
Maize Heads, dry, ton	\$10.50
Hogs	
Tops, Wednesday	6.25
Packer Sows, up to 5.00	
Cotton	
Middling, %	\$8.75
Prime Cotton Seed, ton	\$21
Bollie Seed, ton	\$18

FIVE FLOYD COUNTY BOYS ENLIST IN U. S. ARMY

Five more Floyd county youths have enlisted in the United States army. It was announced this week by the U. S. recruiting station at Lubbock.

The boys are William Duncan, Floydada, infantry; Travis Walker, Lockney, infantry; William Alford, Lockney, infantry; Orville Swanner, Lockney, infantry; and Ralph Walker, Lockney, infantry.

All of the boys will be sent to Fort Sam Houston for preliminary training.

Flower Show

(Continued from page one) more, first and second place for each color of red, white and purple.

Roses, best bouquet of three, first and second place for each color of red, white and pink.

Zinnias, mixed, first and second place, for best bouquet.

Carnations, mixed, first and second place for best bouquet.

Asters, mixed, first and second place for best bouquet.

Cannas, best bouquet of three or more, first and second place for each color of red, pink and yellow.

Margolds, best bouquet of five or more, first and second place.

Nasturtiums, best bouquet of five or more, first and second place.

Pot plants, first and second place.

George Smith of the Blanco community, this week, let the contract for remodeling his home. W. A. Gound is the contractor. Work will start Friday, Mr. Gound said.

Rain

(Continued from page one)

take a chance on its sprouting and then drying out, as it is most of the land can be depended upon to grow the wheat and hold it until another rain comes to give it a push.

Temperatures took a steady drop from Friday of last week up to Thursday of this week as rain fell and the wind began to take on a wintry feeling as it came across the plains out of the north and northeast.

According to official reports from the Floyd County Rural Electric Cooperative the temperatures for the past week beginning Friday were Friday 86 to 66, Saturday 88 to 62, Sunday 90 to 60, Monday 74 to 62, Tuesday 80 to 58, and Wednesday 87 to 51.

The gauge showed that Floydada proper received some .82 inches of moisture. Roy Pawwer reported that from 1 to 2 inches fell all over the area from Swepton's to the caprock and the land around the elevator on Martin and Zimmerman's property.

John Edward Smith said that 2 inches or better fell on his farm and his immediate neighbors. From Lakeway the general report is about 2 inches of rain.

Lee Trice's grass lease on what is known as the Lon Davis place had about 2 inches of rain. Mr. Trice reported. He said he nearly bogged down on the open prairie on Sunday afternoon. Reports are that only about a quarter inch fell near Dougherty.

Some areas near Sand Hill received only a "dust-settler," and toward the north end of the county the fall was lighter. South Plains had a nice rain.

First Home

(Continued from page one)

the way for the ball carrier.

The blocking on the Floydada eleven has been much better than usual for the length of time the boys have been working. At Slaton the blocking was excellent at times and it was then that the double stripe was reached.

Tulla is expected to have a good passing attack and it may be that Coach Winter will employ the air more in this game with Rushing and Gollightly doing the hurling.

The Winds came in for steady drill this week against an aerial attack and also spent some time tossing a few toward the defense. Right now Floydada fails to have a dangerous passing attack but it is threatening and might come to focus any time.

Coach "Bulldog" Hale has "benched" this week with an attack of cold that threatens to get worse if he doesn't stay indoors for a spell. Winter was serving double duty and had the linemen and backs working together.

Mrs. Kearney Edmiston and little son, Kearney Eugene, jr., of Waxahachie, were guests of her grandparents, Mr. and Mrs. R. M. McCauley, from Thursday until Monday when they went to Plainview where they will spend this week visiting friends. They will return to Floydada for the week-end and will be guests of her aunt, Mrs. Marivena Kemp and children in the Harmony community and will visit again next week with her grandparents and her aunt, Mrs. Calvin Steen.

Mrs. David M. Flowers, Mrs. F. M. Shenefelt and Miss Neva Flowers were guests of Mrs. Flowers' parents, Mr. and Mrs. S. W. Ross, Wednesday.

Dress Up

Efforts are being made this week by several interested football fans to get the Floydada Whirlwinds all dressed up in new suits, and satin ones at that. Late Wednesday Bill Scott, who is heading the drive, reported that he had eight signers for pants.

The school will buy new playing jerseys. The new jerseys will be pure white with huge green satin numerals. The proposed pants will be solid green satin. Fans here have been hoping for the past few years for a district winner so that the gate receipts would buy the satin uniforms but decided this year not to "hope" but just go ahead and buy. A list of the boys signing on the dotted line will be announced in the Hesperian.

The Whirlwinds may dress up.

WORRY A NEW HEADACHE? IT HAS PLAGUED MANKIND SINCE TIME'S DIM DAWN!

No product of the machine age is this word "worry," nor are men of the 20th Century unique with quail-knit brows amid a world boiling with conflict and confused thinking. Since the dawn of time worry has tormented and plagued mankind, declares James Truslow Adams, noted historian, in a current Rotarian Magazine article, suggesting that we needn't worry about worry, because somehow man has made progress despite it.

There's no yardstick to measure worry. Historian Adams admits, but discovers from "what I have read in history, biography, memoirs, and letters" that man today worries more than his ancestors and the ancients.

Why? We are sorer, he says, suggesting that we no longer accept suffering as the order of Nature, and that persons on relief today demand things unattainable to the rich a few generations ago.

Other factors conducive to worry are an upset of balanced nervous systems through no use of centers controlling physical emotion and overuse of intellectual nerve centers, fearfulness "because we are less self-reliant," "unbalance in newspapers and radios playing up the "horror angle," and "the change of emphasis on values and the lack of self-expression," Adams tells Rotarian readers.

A banker in a nearby community was approached by a printer on the subject of a loan. The banker was one of those "commercially deaf" individuals.

"I'd like to borrow \$5,000," pleaded the printer.

The banker cupped his hand behind his ear and said: "Speak a little louder...and...cut down the amount."

School Busses And Cars Will Be Checked By State Patrolmen

Wednesday, October 2, school busses and private cars used to transport students to and from school will be checked by State Highway Patrolmen Majors and Silbus in Lockney. The checking will begin at 9 o'clock and continue until 11 o'clock. At 11 o'clock the patrolmen will be in Floydada to check the cars and busses here.

The announcement was made by County Superintendent Clarence Guffee, who urged that drivers be sure and be on hand with their vehicles for the checking as the state motor vehicle law required that checking.

Guffee also announced that the final payment of transportation money for the past year had been received by his office. The amount totaled \$1279.

Olin Watson, jr., and Robert Scott, students at Tech college, were ill the first of the week from vaccinations for small pox. Mr. and Mrs. Watson visited them Tuesday and they were somewhat improved.

W. A. CATES PEAR TREE WINS NATIONAL RECORD

Little did W. A. Cates think of making a national record 51 years ago when he planted a pear tree three miles east of Cleburne on the Grandview road. But that is just what happened. The tree from one side of the foliage to the other measures 33 feet, in fact the foliage is so dense the tree resembles an oak tree.

In 1935 the tree yielded 75 bushels of pears. The fruit is of medium size. Only one year has the tree failed to yield. That was in 1936, the year after the enormous crop.

The present owner is William Dietrick who moved to the farm 30 years ago and has been on the same place since.

A clipping from a Cleburne paper was sent Mrs. N. Cowan by her sister Mrs. Pearl Finley, Mrs. Cowan brought the item to the Hesperian office.

Marvin Shields, one of Tech's better tackles, hopes to turn to professional baseball at the conclusion of his college and football career. Shields plays the outfield and is a dangerous hitter. He played summer baseball with a Lubbock amateur nine and was perhaps the best and most timely clouter on the team.

Verda Frances Turner and her mother Mrs. E. W. Turner made a business trip to Lubbock Tuesday.

Manifold papers, Hesperian.

KING'S

PORK CHOPS, Pound,	17c
RIBS and BACKBONE	
HAMBURGER MEAT, Lb.,	15c
ROAST, Pound,	17c
APPLES, Peck,	25c
COFFEE, Pound,	11c
MILK, Quart,	5c

KING'S

Grocery & Market
Phone 13

HEY!

Don't overlook these NEW FALL FREEMAN SHOES they are fancy looking but they are the new STYLES and fit your feet.

\$3.95 To \$5.50

Select your New Fall Suit on the Lay-Away Plan.

Glad Snodgrass



We're beating the drum for the low prices in our parade of values... a parade that never ends at Felton-Collins! So if you're looking for foods of high quality at prices you can afford, join the crowd of satisfied customers at Felton-Collins. Check every item in this ad and note the savings for yourself!

PHONE 27

BACON SLICED 2 Pounds	35c	SUGAR Cloth Bag, 10 Pounds	45c
POTATOES White, 10 Pounds	17c	APPLES Johnathan, Peck	29c
FRESH MEATS		Pumpkin Pound Can	9c
Tender Cured Picnic HAMS, lb.	17c	Pure Maid PEAS, Can.	5c
Lean Fleshy PORK ROAST, Pound	16c	TOMATO SOUP, Small Size	5c
Fresh LIVER, Pound	14c	TOMATOES, No. 1 Can	5c
Longhorn CHEESE, Pound	17 1/2c	TOMATO JUICE, Small Size	5c
SALT JOWLS, Pound	8c	TOKAY GRAPES Pound	5c
P & G SOAP 3 bars	10c		
OXYDOL Large	19c		

LIPTON'S TEA

World-Famous for Flavor

1/2 Pound	45c	1 Pound	85c
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LIPTON'S TEA BAGS

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

Felton-Collins Gro.

and MARKET
Phone 27

LOOPER'S

Sugar 10 lb cloth bag	.45
CABBAGE Colorado per lb	.01
Tomatoes fresh large lb	.03
PURE LARD bulk per lb	.08
Beans Colorado Pintos 4lb. Sack	.15
Compound Mrs. Tucker's 4 lbs	.38
COFFEE Bright & Early lb	.17
Meat For Boiling per lb	.07
Flour Good As Money Can Buy 48 lbs	1.15
Bologna per lb	.12
SOAP P & G Crystal white 3 Bars	.10
BROOMS Extra Good For The Money	.22
Spuds - 10 lbs	.10
Salmon genuine pink can	.13
Oranges school size each	.01
Sweet Potatoes Maryland Sweets 10 Lbs.	.19
SOAP LUX, CAMAY, LIFEBOUY 3 Bars	.17
JELL.O any flavor 3 for	.13
BLACKBERRIES gallon can	.35
Oleo pound	.10

Here You Are — A — COMPLETE Wash — And — Grease Job \$1

New Equipment Has Been Installed—Floyd Johnson Grease Boy.

Gas 12¢

Good Grade Gasoline Lower than Ever. Don't Forget Those Good

LEE TIRES

Phillips

66

West California St.



SHORTENING, 4 lb. Carton, 35c

CAMPBELL'S Tomato JUICE 47 oz. Can, 19c

HOMINY, 3 No. 2 1/2 Cans 25c

SUGAR, 10 lbs., 47c

Sour PICKLES Quart, 15c

SALAD DRESSING, Quart, 15c

HEINZ CATSUP, Large Bottle, 19c

HYPRO, Quart, 15c

HULL & McBRIEN

Phone 292