## The Floyd County Hesperian



Escapes Serious Injury In Fall From Windmill
Football Tickets
Upped By New Upped By New
Federal Tax
$\qquad$

Setting Up Food Stamp Program In The County



Milking Short Horn Royalty To Plains

Contract For 231 Miles Of New Rural Electric Lines Let By Floyd Co. R. E. Co-Op Tuesday

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Floyd County Hesperian, Floydada, Texas, Thursday, October 9, 1941


EDITORIALS




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| his |




beer provides employment for 31,165 persons, supports an annual payroll of
$\$ 22,076,182$ and contributed $\$ 2.273$, $\$ 22,076,182$ and contributed
968.64 last year in state taxes.
This state, too, has an important stake
Beer's purchases from more than in Beer's purchases from more than
100 industries supplying the brewing in 100 industries supplying the brewing in-
dustry with materials, equipment and dustry with materials, equipment and
services.


You, too, can help the cause of moder ation by (1) patronizing only the repu-
table places where beer is sold, reporting any law violation you may ob serve to the duly constituted authorities.
BEER.... a beverage of moderation

 laying the foundation for industries of the future.

Out of their research are being created new products and more efficient ways of making old ones. Synthetic rubber, plastics, explosives, basic chemicals and scores of other essentials developed in petroleum laboratories are already being made on a commercial scale.

These scientific discoveries of materials vital to peace-time needs, as well as National defense, are opening up new fields of industrial activity.

Texas as the leading oil State is playing an important part result, many you these new American enterprises. As a schools and colleges will find places in the industries result ing from this research.

The fest tubes of today make the jobs of tomorrow.


Fall Season Casuals


Mrs. Hale To Be On Program At Institute; Local Club
Members Will Attend


Social News, Club Activities


| W. H. Hams Weds Lubbock Girl September 26 <br> Mr. and Mrs. W. H. Hams returned a trip to Monterrey, Mexico, following their wedding in Mission Friday evening. September 26, at 7 The Rev. E. R. Mc Williams, pastor, performed the ceremony. The bride daughter of Mrs Lubbock Mr. Ham ployee of The Floyd County Hesper- <br> For the ceremony the bridal party entwined with white chrysanthe- <br> orchid asters on either side of the <br> thedral standards completing the $\qquad$ <br> Wild Rose," and ding marches <br> with bride wore a black <br> tendant wore a blue suit with black <br> Christi was Eddie $\qquad$ <br> After October 1, Mr. and Mrs. Hams <br> where he is a member of the editor- |
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## Miss Ruth Aycock Weds Gene Redd <br> In Amarillo <br> 

## Recent Bride Given Shower At Lockney

 her baby and
acterizations
beginining to
to Celebrated Anniversary While Here

ymans at

Stovall-Woodward Wedding Vo

Rem ocabe

##  <br> 

For You Who Are Particular

Choosing your beauty operator is to
choose someone who cares as much about your appearance as you do. We
feel that every woman is our advertisement; we can't àfford not to take

## SKILLED

OPERATORS
Palace Beauty Shoppe

Floyd County Pioneer Died


## Latta Attends

Dealers Meeting
At Fair

Hospital Notes

| Shower Honors Mrs. Dee Holt At lrick | Football Lesson Number Two At | No Rain In Weel Big Weather News In Floyd |
| :---: | :---: | :---: |
| - | Crowell Friday |  |

Dougherty Club To Sponsor Hallowe'en Carnival

Lions, Rotary Meet Jointly Next Week

|  | MILK |
| :---: | :---: |
|  | OL |
|  | Buri |
|  | COFFE |
| $1{ }^{\text {P }}$ Dog | SALAD DRESS |
|  | SOAP |
|  |  |


|  |  | IH |
| :---: | :---: | :---: |
|  | Pook chops $=$ | 30 |
|  | bologna : $=$ |  |
|  |  |  |
|  | Sali Pork, |  |

Tresh Oyster, Fist, FFyers and lamb 28c
We Want Your Cream and Eggs

## 

HOME OWNED AND OPERATED

Amazing Ability Of Automobile Oldsmobile Has Industry To Produce New Models
Demonstrated By Oldsmobile The amazing ability of the auto- tractive body styles, the four-door
mobile
industry to produce new
models each year that overshadow








 nd automatic cannon for filmerting "seventy" Series are of the built-in from month to month, the outlook
type and are fully protected from
Mr. Finkner was accompanied on

 hioma university with Lon M. Da-
vis. Ir.
While Oidsmobile is going to build every possibile car it woing to
plain in in me meeting that defense
亚 Finkner said. The production of
arns and ammuition for the
United States government takes



OLDSMOBILE
 Better looking Better lasting Better bulit than any oldsmoblle in 441 years:


YOU CAN ALWAYS COUNT ON OLDSMOBILE - Dte Quality-Built to Cast.
FINKNER'S AUTO STORE

# OLDSMOBILE 

|||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||
Five Brand

The Oldsmobile B-44 Line Includes

Two Sixes and Three Eights with a total of 15 Body Types-1942 Models

NOW ON DISPLAY...



SMART FABRICS FOR LIMITED BUDGETS


Lovely French crepes in colorfulus stripes and prints.
asofit flat weave especially sewable...washable
 49c

Sport Spuns

 49c, 59c, and 69c
$\xlongequal[\substack{\text { StLL FAST } \\ \text { and Solids, }}]{ }$ LINANNE BROADCLOTH, $\substack{5 \text { INCH Woolens Solids, stripes, plaids, all new } \\ \text { Fall } \\ \text { Yardi, Cors }}$
Yand all Wool
$\$ 1.79$ 54 INCH wool Jersey, $\quad$ Yard $\$ 1.49$ Faliry prints, All new Fall Patterns,
Only,
190
 GINGHAMS, 36 inch Zerephry plaids and small
checks also solid colors,


Ladies', Misses' and Children's SHOES

## The most complete and by far the most beautiful line of new fall shoes we have

 been able to show. Crushed leather not last long because of the rapid ad-vance in leather goods. Buy them now. One Lot,
Odette Slip-ons
Jolene Pumps,

|  | $\$ 3.95$ |
| :--- | :--- |
| Air-Step, Crushed Leather, | $\$ 6.00$ | Colors, wine, brown, tan and black. Moccasin Toe Oxfords, $\quad \$ 3.49$ Allegator Leather Oxfords, $\quad \$ 3.95$ Other Oxfords, $\quad \$ 2.49$ and $\$ 2.95$ Rubber Bottom Oxfords $\$ 1.98$ and $\$ 2.39$ Childrens Sport Shoes and Oxfords, tan,

brown and black, new moccasin toes, brown and back, new enocassin
sizes 3 to 11 and 11 to $31 / 2$, priced-
$\begin{array}{lll}1.79 & 1.98 & 2.95\end{array}$ 3.50


## Men's Dress Shirts

Theses esirts are in all of the new Fal
patters Thesese shirss are in all of the new Fall
patterns, Sanforizedshrunk, No-WILT collars, fancy yreses colors, our
Anniversary
price only, ARROW SHIRTS-The bet ARROW SHRTS- The best nationally
advertised shirts in fancy col advertised shirts in fancy col- 2.00
ors and olid whites. One lot of Nofade



| Monarch Blankets - Not less than Sateen bound in pretty plaids and | 2.98 |
| :---: | :---: |
|  |  |


| $\substack{\text { Monarch-Arcadia Blankets } \\ \text { wool, double, size } \\ 70 \times 80}$ | 1.98 |
| :--- | :--- | :--- |

Monarch Blankeets. Areware, $95 \%$
cotton, $5 \%$ wool, $70 \times 80$ double. $\quad \mathbf{2 . 4 9}$

taffeta down comforts-all new ma terial. Goosed down, solid colors, large size. Buy | $\substack{\text { thesese on our Lay-Away Plan. } \\ \text { Only. }}$ |
| :--- |
| 9.50 |

SATEEN COVERED Down comports Made of pure down. This is a very
beautiful comfort for only-
17.50
buy on our lay-away plan

## CURLEE SUITS

 For MenAir blue, patriotic stripes, blue on brown, tans, browns and
greys ... clothes for Fall ' 41 are colorful' and very smart! And colorful and very smart! And
Martin's has them all awaiting your selection .... we're ready to
make you a man about town! As for patterns, we have them... tweeds, stripes, diagonals, plaids
and mixtures. and mixtures.

### 29.50

Knickerbocker Suits for
Young Men 22.50

## CHILDREN'S COAT SETS

One lot of Children's Coat Sets, a splendid value in many
Coat, Cap and Zipper Pants,
3.49
COATS WTH CAP ONLY, $\quad 81.9$


Work Gloves
The kind that last longer
men.
All
Leather Gloves
49c
Genuine Horse Hide 69c

| Men's Pajamas Fancy stripes, fade-proof, $\$ 1.49$ |
| :---: |
|  $25 c$ |
| Shirts to Match 25c |

Cannon Towels 25c
Outing Flannel

| $\mathbf{1 2 c}$ |
| :---: |
| Union Suits Medium weight for winter wear, Monarch Brand |
| $\text { 1.50, 1.75, } 2.35$ |
| Men's Gold Standard Khaktiorized 1.49 |
| Khaki Shirts to Match 98c |

World Famous Double Proof
Khaki Pants 2.25

Khaki Shirts to Match 1.98

Because of the rapid advance in price these prices are for a
short time Munsing 3 .Thread Chiffon Pure Silk Hose 79c
$\frac{\text { Two Thread Chiffon }}{\text { 98c }}$

MEN'S and Boys Jackets
A fine line of leather Jackets
6.95 to 11.95

Test Freeze Proof
17.50 to 19.50

Yackinaws, large plaids
6.95 to 7.5
3.45, 4.95 and 5.95

CLASSIFIED ADS Martin's 3ist



Poultry and Eggs

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| man O. Webb., Childress, Texas. 351 tp . |
| UPSTAIRS bodroum and gari rent. |
| Live |
| CHOICE Hereford heifers. day Bros. HEREPORD club colors. C |
|  |
| sTRAYED or stolen-Brown year Ming thorobred horse conitret |
|  |
|  |
|  | Anniversary This Week



Clay Anderson
S. E. Cor. Square Telephone 182

| E. P. NELSON |
| :---: |
| BONDDS |
| And All Kinds of |
| INSURANCE |
| Second floor First Nation. |
| al Bank Building. |
| Telephone 285 |

## Need a Laxative? Take good old DRAUGHT

 lit's a top-sellerall over the South

[^0]Methodist Church



## KIMBLE'S




## 

first Christian Church News


Investigate Kimble's


## South Plains News


 Community Fair $A_{t}$ Mt. Blanco To Be
Held Friday


## ATTENTION!

## Tax Payers Of Floydada Independent School District



November 1st, 1941



In case you can not pay all your delinquent
school tax by the above date I would suggest that you pay as much as you can on the older taxes
while you can take advantage of this special of-

## YOUR SCHOOL NEEDS

 YOUR HELP
## J. B. Houston, Tax Collector

Floydada Independent School District


QUALITY
Guaranteed!
$\qquad$
everything your hom
needs to avoid winter
ments. Everything
cluded at our store.
COME IN TODAY
Our Fountain Service is Sure to
Please You
Arwine Drug Co.

# THE HESDERETTE <br> Mud Treachery Brings Droll Situations 

Home Makers Learn How To Conserve
 On Tuesday



[^0]:    Drs. Smith \& Smith Sanitarium for surgical cases
    Phone No. 177
    Floydada, Tezas

