

NEWS OF OUR MEN and WOMEN IN UNIFORM



Lt. James Leonard Asher Graduate From Marfa Air Field

MARFA, Texas, Nov. 3.—James Leonard Asher son of Edward Ira Asher, Denver City, Texas and Mrs. Victoria Asher, Floydada, Texas, received his wings when he graduated as a second lieutenant from the Marfa, Texas AAF Pilot School, it was announced by Col. Donald B. Phillips, commanding officer.

CAPT. CHARLES HENDERSON MISSING IN WEST AFRICA SINCE OCTOBER FIRST

Capt. Charles F. Henderson, husband of Mrs. Elsie Henderson, teacher in Floydada Public Schools, has been missing in action since October 1. A War Department notice has advised Mrs. Henderson here. He had been stationed in West Africa, when Mrs. Henderson last heard from him.

LEGION SEEKS THE ADDRESS OF YOUR BOY IF HE IS IN NATION'S ARMED FORCES

Is your son a member of some branch of the nation's armed forces? And have you given a representative of McDermott post, American Legion, his address?

BAROLD BERRY HOME FROM CAMP FOR VISIT THIS WEEK

Pvt. Harold Berry of Camp Roberts, arrived home for a visit with his wife and son, Charles Lewis, this week.

ERA HIGDON HEARD FROM AS JAPANESE PRISONER THROUGH AM. RED CROSS

Miss Era Higdon, one-time teacher in Floydada Public Schools, is a prisoner at Hilo, in the Philippine Islands, according to word received through American Red Cross by her sister, Mrs. Thurmond Rasco, of Crowell, about a month ago and relayed to friends here.

FRED JONES CALL TO ARMY AT CLOVIS, NOVEMBER 26

W. Fred Jones, member of the firm of Jones & Son operating Red and White food store, has been called for induction into the army and will report to the board where he registered in Clovis, New Mexico, at 8 o'clock on November 26.



Lt. Wm. E. Whitfill Commissioned At Frederick, Okla.

HEADQUARTERS ARMY AIR FORCES, Randolph Field, Texas, November 4.—The shadow of more and more wings fell ominously over the Axis super-fabric of once-dreamed-invisibility as pilot wings became the possession of hundreds of new combat-ready fliers today.

William E. (Billy Ed) Whitfill, of Lockney, son of Mr. and Mrs. Ed Whitfill, who finished at the Frederick (Oklahoma) field.

Mr. and Mrs. Ed Whitfill, of Lockney, attended the graduation exercises for their son and he has been at home on a visit since.

SGT. J. R. KEITH MAKES FIRST VISIT HOME AFTER FOUR YEARS IN SERVICE

Sgt. J. R. Keith will be stationed at Seattle, Washington after spending a 20-day furlough here with his parents, Mr. and Mrs. J. M. Keith.

HOWARD MERRY IN ARMY FOR A YEAR, NOW CADET IN ARMY AIR CORPS

Howard Merry, former Floydada resident, is now a cadet in the army air corps, after having served in another branch of the service for the past year.

CPL. HAROLD SALISBURY HOME ON FURLOUGH

Cpl. Harold D. Salisbury, son of Mr. and Mrs. T. W. Salisbury of this city, is home on a furlough from Springfield, Illinois, where he has been stationed for the past four months.

Floyd County 4-H Clubs Would Name Liberty Ship For Farm Leader, Dr. Seaman A. Knapp

Texas 4-H club boys and girls have been invited by the U. S. Maritime Commission to name a Liberty ship because of the war food production program which they have been responsible for and Floyd county clubbers have developed plans to name that ship, "The Seaman A. Knapp," according to Earl Edwards, Jr., member of the Lakewood boys' 4-H club.

A committee was appointed by the county extension agents to select a name for the Liberty ship which 4-H club members have the privilege of naming.

AAA Elections Announced For Next Thursday

Thursday, November 18 at 2 p. m., elections will be held at Lone Star, South Plains, Trick, Lockney, Cedar Hill and Sand Hill, Floydada, McCoy and Lakeview for the purpose of electing community committee men and delegates to the county convention, which will name the county committeemen. These elections are extremely important this year.

"We urge all producers of Floyd county to come out to these elections and help select capable men to run the farm program for 1944. We can not emphasize too greatly the fact that agriculture's darkest days lie ahead, and we need qualified men to steer us through that crisis," Paul Snodgrass, chairman of the present County Committee said.

Missionary Tells Of Brutalities Witnessed By Him

A. K. Reiton, for 33 years a missionary to China, stationed on the mainland adjacent to Hong Kong, has stirred local church and club people this week with eye-witness accounts of the horrors which marked December 7, 1941 and succeeding months at Hong Kong and at Stanley Prison camp.

Father Of C. D. Foote Succumbs At Plainview

Mr. and Mrs. C. D. Foote of this city attended the funeral rites of his father Rev. C. W. Foote of Plainview, Saturday afternoon which was held at 3:00 at the First Methodist church in Plainview.

SGT. CHARLES MITCHELL RECEIVES WINGS IN FLORIDA

Sgt. Charles M. Mitchell, son of Mrs. O. Mitchell of Floydada, is stationed in a bombardment group at Geneva, Nebraska.

Ken Bishop On Air As Commercial Announcer KGNC

Kenneth Baird Bishop, son of Baird Bishop, of Floydada, has had an assignment as commercial announcer on Station KGNC at Amarillo since the latter part of last week, and was being heard by local people yesterday over that station.

CPL. PARRISH PROMOTED

Carl R. Parrish, son of Mr. and Mrs. Omar Parrish, of this city, has been promoted from a corporal to technical sergeant.

School Opening Hour 10 o'Clock Beginning Monday

Change in the opening hour of Floyd county public schools will be made again beginning Monday, November 15, County Superintendent Clarence Guttee announced Monday.

Dairy Feed Payments Are Begun On Milk And Butterfat Sales Through County ACA Office

Last week Floyd county dairy farmers had begun to receive drafts under the Dairy Feed Payment program. Through last Saturday night only forty-one producers had taken advantage of the opportunity to receive the payment on their milk and butterfat sales.



Preparing For Assault On Italy—A fleet of LST boats at the docks at Palermo, Sicily, have their bows open to receive a U. S. Infantry division to make an amphibious landing.

Guard Enlistment Figures Mount In Floydada

Activities of Enlistment week of Company G, Texas State Guard, will be featured by an alert this morning at 9:30 o'clock, when all members of the company report to the armory fully equipped.

Jackie Brock Wins Santa Fe Award Of Trip To Chicago

Jackie Gene Brock, 14-year-old son of Mr. and Mrs. W. H. Brock, of McCoy community, will attend the National 4-H club congress at Chicago November 28-December 3 as a guest of the Santa Fe Railway system lines.

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Air Field Band To Play Monday Night For Guard

LUBBOCK ARMY AIR FIELD, November 10.—The LAAP military band will assist the Floydada State Guard recruiting campaign on Monday night, November 15, when they will play at the high school stadium for drilling by the State guardmen.

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Air Procurement Team Here For School Program

This morning the program at Floydada High school chapel beginning at 9:30 will be given by a team of three air corps officers from Childress Army Air Field.

With them will be seated on the stage representatives of McDermott post, American Legion and American Legion auxiliary, which will give a part of the program.

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Oct. Collection Of Taxes Excels All Local Records

October collections of taxes at the office of County assessor-collector Geo. B. Marshall beat all records. "At least beats all records that I know of," Mr. Marshall said.

Northwest Texas M. E. Conference Is Being Held

Annual Northwest Texas conference of the Methodist church is under way this week in Lubbock, and appointments for the conference year are due to be read out tonight by Bishop Ivan Lee Holt.

Scouter Training Course To Open Monday Night

Fifteen or 20 Floydada men are needed to take the Scouter training course opening Monday night of next week at the Christian Church annex, Scout leaders here said this week.

Yesterday's Market

Table with market prices for various goods like Colored Hens, Butterfat, Eggs, etc.

EDITORIALS

One of the scourges of Europe is the professional soldier, and the professional war-maker and manufacturer. It is said, and we doubt it not, that there are 250 families in Germany whose life is war, that is who make war professionally. They do nothing else for a living. Eighty per cent of their generals and high strategists come from these families. The others are the gun fodder. They have made war a form of livelihood for centuries and centuries. It is these who furnish the organization and the great machine that rolls on and on to victory when the succeeding Hitlers rise up in their midst and make a nucleus around which to rally.

The habit of calling all bomber planes B-17 is one that is common among the civilians at home. That there are several types of bombers, big and little, and that different makes have their advantages and disadvantages, we realize in a faint sort of way, but the ordinary civilian does not know when he sees a plane whether it is two- or four-motored, what its type is or anything. If it is a bomber it is a B-17 to him. That's the name he has heard most and that's what he calls it. The boys at the front who are acutely aware of these differences in planes generally are irked with the home folks but usually do not say anything, taking it for granted we mean well, which we do.

Tax collections for October, reports Geo. B. Marshall, assessor-collector, beat any record the county has made in many a year and similar reports come from other taxing agencies. People are hedging against a big income tax bill next spring, which will they may. Some of the big money that was made here this year is going to make a staggering total for the makers to pay next spring. It has gotten to be a habit in this part of the world for what you make to be yours in a large sense. Some who made money in 1943 up in five figures, around over Floyd county, are due for a rude awakening comes another spring. Many realize this and are putting in all the legal expense items now they can. One way to look at it is that next year may not be so good, in fact, probably won't be so good. One will not need these deductions nearly so bad then. That's the way some of the smart ones are talking and acting. A windfall does not happen every year in anybody's country.

One of the things we need to do in America is to find out how they do it in Europe and also in England and then do just as nearly the exact opposite as we can. European ways are not the kind we want in this country—not the kind the poor man wants, most certainly. The poor have been exploited in every way by the gentry who work in the name of patriotism, of religion and various isms and that vastly rich area has been made poor and kept poor for a thousand or more years by self-seekers. Great natural resources, fertile soil, wonderfully fertile hillsides and valleys have availed the poor man exactly nothing except a chance to live in the rut assigned to him and to exist at the will of the man who exploits him. Done in the American way that was, and we hope will continue to be, wealth and happy homes and opportunities for a more abundant life would be the rule in Europe, not the exception.

It is our guess the old folks will be plenty riled at us for saying it, but we just cannot understand people who are taking assistance money being hostile instead of grateful. The old folks are organizing just like the unions and the manufacturers and the farmers and everybody else, trying to get their business in shape so they can demand more. They have an organization that has objectives and things like that, just like they see others doing, and all the objectives are pointed toward getting more money for themselves out of the treasury or a better deal out of the pork barrel. Now, if the old folks were organized to demand more economy in government and less favoritism to minorities of various kinds so that their meager dollars would go further and get them more of the necessities of life we could see how it could be a useful movement. As it is, with the government wasting probably 25 per cent of its non-war funds and an even greater per cent of its war funds, the old people's—and everybody's dollar is getting less valuable every day. Like a \$75 government bond that is supposed to be worth \$100 at the end of ten years. Already it has shrunk in value until it is not worth the \$75 and at present rate of wasting will be worth less than \$75 when it is cashed out at \$100 ten years hence. Now, if a person were making this cheap money it would be a different situation. But backlog money that is in the form of pensions, annuities, life insurance, endowments and things of that kind is getting in a bad way. Why it would be unpatriotic to see and call attention to the waste that is going on, we wouldn't understand any more than we would understand the aged banding together to "demand" more as their "right."

W. Edd Brown, chairman of the Floyd County War Price and Rationing board has been writing to the powers that be and talking to the congressman, urging the importance of needed farm machinery for farmers this ensuing spring. Especially are repair parts going to be needed, Mr. Brown says, and points to numerous machines that are "down" because manufacturers cannot get materials. At least, that is the story their machinery customers get from them. Listening "sympathetically" the bureau heads, war production board men in particular, do not do anything about it. They have not todote and what they have done this year may forecast what they will do another year. Machinery dealers certainly do not feel encouraged by the reports they get.

In Germany and Russia everything was going to be just fine when the government got through taking everything over and leveling things off, a sort of benevolent papa at Berlin and Leningrad was going to make everybody as wealthy and as happy as everybody else. In Russia it worked to some extent because the great mass of the people were serfs. Any change had to be for the better. It took a war in Russia for the farmers to get some recognition as something besides a stool for the organized industrial worker, and in Germany the great, benevolent movement resulted in a goose stepping war for the working man, with a dictatorship and verboten signs on all the walls, and the working man mistreated worse than ever before, if possible.

As A Farm Woman Thinks

By Nellie Witt Soltes

As I write the north wind is scudding the torn clouds across a dust filled sky, flinging dirt around houses, sifting it in cracks and around windows where it settles throughout the house. Our hands are rough with the first cold wind. We sigh and think we can't take it after years of wind and sand; we think of places on the coast and long for the wings of the birds to fly away to spring and summer. We sun up all the cold days ahead, all the storms between now and next summer and try to live and endure them all at one time until the thought comes that they will have to be lived one at a time, that there will be days such as only the prairies know the wind will cease and the sun shine and so we are calmed and await the passing of the storm.

"I never have been in 'Mexican' land" said Carey but after a Saturday afternoon he felt differently, as well as his grandmother. Twenty-four trucks bearing strange foreign names were parked over town and Mexico land swarmed the town. I watched them as they poured down the streets in and out of buildings, their arms bearing large loads of wrapped goods. Here they come, five abreast somewhat bowed with many a year's hard work in the harvest fields then six seniors their brown faces with sparkling brown eyes. Red and yellow skirts fluttering in the wind.

Laughter and snatches of gay talk which sound like chatter, and another group takes their place. Just look at the men and boys coming, their new boots sounding a march on the pavement, new leather coats buttoned against the wind, new hats with feathers. Confident and unafraid they strut with good clothes and money in pockets of khaki pants. We look around, go in to stores. Where are the people who once inhabited this town we wonder. We feel like a tourist in a foreign land the smell of garlic and onions add to the feeling. We are disappointed when we do not see Spanish signs on the store windows. The very yards of material look different when held in brown hands and the familiar shelves of groceries look strange when beheld across the back of Mexican men and women. And the children we must not forget hugging close to mammas or let loose to go where they will; babies in arms, silent as only Mexican babies can be. Up the street and down the street the trucks fill with loads. Dresses from the sales quilts and blankets many shades of the rainbow, scarves for the head shoes for the feet. Look in that

The Floyd Co. Hesperian

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HOMER STEEN, Editor
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market basket. Red pepper, bottles of chili, seeds of corn, flour, meal and meat. Syrup, honey, every basket topped off with cartons of eggs for they are one necessity. I like to watch them buy, the papas look for the dress for mammas. The family looks on while mammas stands in the new dress for approval. It is a family affair and enjoyed by all. No, it was not an ordinary Saturday afternoon spent in Ralls. It was a few happy hours spent in Mexican land.

The pecans plop on the ground from dry hulls by the high wind. They are not pecans like one can purchase in the store, they are pecans bound up with the history of the Spikes family. We tell their age by the ages of our children. We remember then when the trees were small and water carried to give them a start. Their leaves and blossom curls have been from in the spring their leaves curled and blown away in many a fall wind. We have rested in their shade a hot summer's day, we have seen bare branches etched against a winter's sky. Year after year we have watched for the nuts, careful of losing a single one. We have shooed away the turkeys, run away the pigs and no pecans we have ever tasted have the flavor and goodness of these we have grown.

One thing about washing these days, one meets so many delightful new friends and has a few minutes to talk with old friends. I met Mrs. Florence McLemonds the other day and an acquaintance was begun that we hope to carry on. No one takes so kindly to a much earlier Christmas as the merchants and the children. As I told you once I still believe in magic. A few fried Irish potatoes eaten with a cold biscuit the other day was the formula I used

and I was young again in a two-room school house, other girls and boys opening buckets eating hurriedly not to lose any time from a hour play time. Wolf Over the River and Little White Wolf over the Hill, what's your trade?

A lovely calendar for 1944 was sent me from England by Mrs. Mary Parker. The pictures breathe the beauty and peace of England even in this time of war and destruction one scene particularly interests me Newlyn Harbour, Cornwall. Under the picture are these words "The multi-colored sails of these Cornish fishing-boats, safely moored inside this small harbor arouse memories of holidays in the past and hopes for an early return to this serenity"

Poem for the week.
The beauty of the candle touches me
It is so soft and gay—
So steadfast and careless of itself
Giving its life away.
With waxen body white and still,
Melting as snow or ice,
It is a spendthrift with a sold of flame.
Offering sacrifice.
And as this tiny flame burns bright
Give prayer to thought of peace and night.
That your life may radiant be
For others, all about to see.
Pause always as you light the flame
And breathe a prayer in Jesus name

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and Pick-Ups
Oden Chevrolet Company

"Leto's" Helps Your "Gums" Get Well
Are your gums unsightly? Do they itch? Do they burn? Druggists return money if first bottle of "Leto's" fails to satisfy.
White Drug Store

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Free Exam of Blood Animals
CALL ON US
Consumers Fuel Ass'n
Phone No. 122
FLOYDADA, TEXAS

LIFE'S Little TROUBLES
CAN'T SLEEP
We need to be in bed—too—over and over because COMFORTATION or GAS PRES-SURE won't let you sleep. Be available—get up—take a dash of ADLER-I-KA
as directed, to relieve the pressure of large intestines on nerves and organs of the digestive tract. Adler-I-KA contains old food wastes and gas through a comfortable bowel movement so that bowels return to normal size and the discomforts of pressure stop. Before you know it, you are asleep. Morning finds you feeling clean—refreshed and ready for a good day's work or fun. Get Adler-I-KA from your druggist today.
The White Drug Company and Bishop's Pharmacy

PUBLIC SALE

We are quitting the farm and will sell the property described below at public sale,
Monday, Nov. 15
Located on the farm across the road North from the McDermott old place, 2 miles south, 1/2 mi. West of McCoy School, 9 miles East of Petersburg, 16 miles Southwest of Floydada.

FREE LUNCH ON GROUND
Ladies of McCoy Home Demonstration Club Will Sell Pies.

Farming Machinery

- 1 Avery General 1940 Model Tractor with Lister-Planter Equipment;
- 1 McCormick Deering Row Binder, a good one
- 1 Farm Wagon;
- 1 Farm Wagon with new Grain bed;
- 1 Two-row Slide Go-Devil;
- 2 Single Row Cultivators;
- 2 Single-row P & O Lister-Planters;
- 1 Single-row Slide Go-Devil;
- 1 Two-Section Harrow;
- 1 Deering Mower;
- 1 Two-Wheel Trailer;
- 1 Lot of Go-Devil Knives;
- 1 Baltic Cream Separator;
- 2 Garden Plows;
- 1 Set Britching Harness;
- 3 Sets Chain Harness;
- Lot of Bridles, Collars, Hames and etc.

11 Head Dairy Cattle

- 1 Jersey Cow, 4 years old, with heifer calf, giving 4 gallons now;
- 1 Jersey Cow, 6 years old, with heifer calf, giving 5 gallons now;
- 1 Jersey Cow, 8 years old, giving 2 1/2 gallons;
- 1 Jersey Cow, 4 years old, giving 3 gallons;
- 1 Jersey Cow, 11 years old, giving 3 1/2 gallons
- 2 Jersey Heifers, 2 years old, heavy springers
- 2 Jersey Bull Calves, 5 months old;
- 1 Brindle Jersey Bull, 2 years old weight about 1200 lbs;
- 1 Jersey Steer, 1 year old, fat;
- 2 good milk cows, half-breeds, 3 years old, fresh in 30 days;
- Other cattle will be offered in this sale.

Lumber, Feed and Coal

- 1 Lot of Lumber;
- 1,500 Bundles 1942 Mixed Cane and African Millet, in Stock;
- 1,000 Bundles 1943 Hegira in Shock;
- 400 Bundles Extra Heavy Kaffir;
- 1 Steel Water Tank;
- 2,300 Pounds Coal;

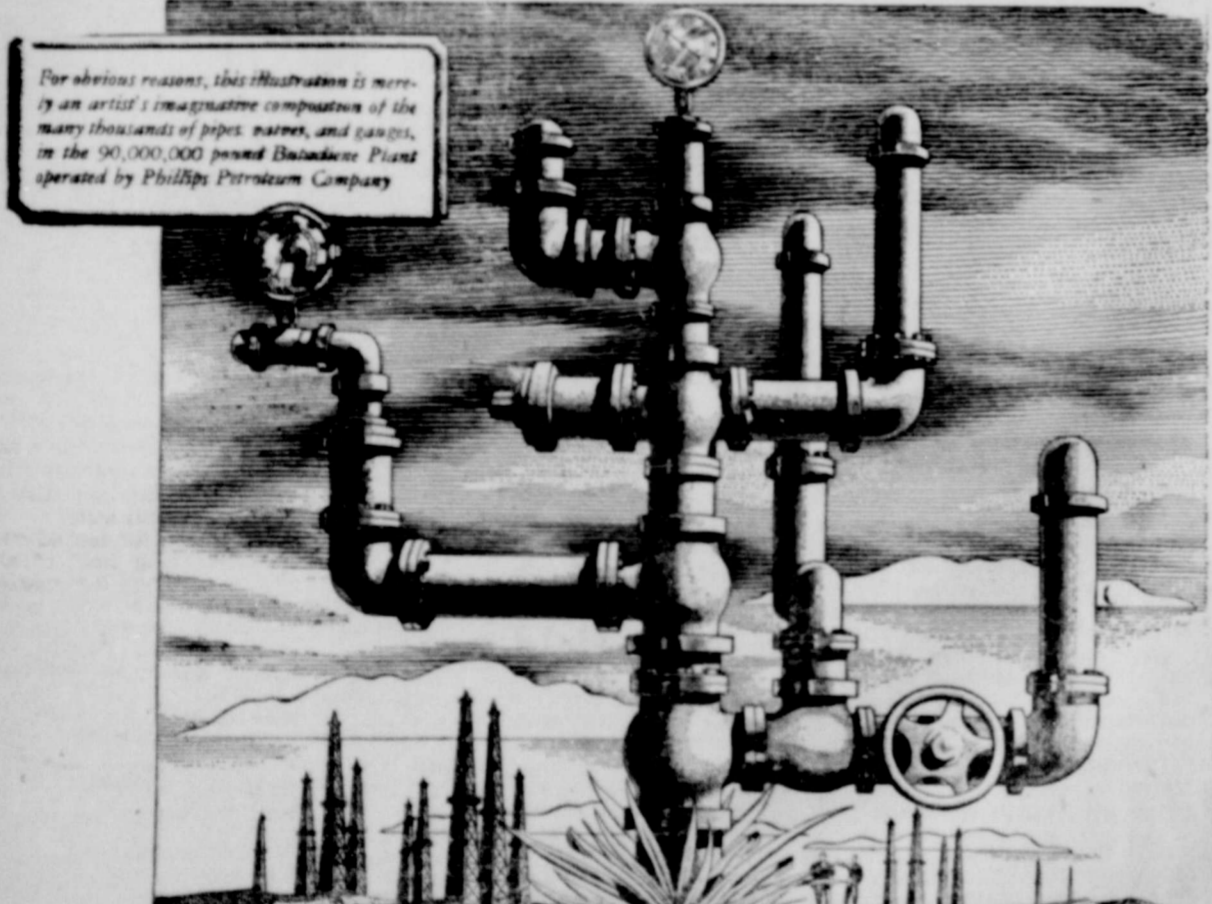
Household Goods

- 1 Kitchen Cabinet;
- 1 Chest of Drawers;
- 1 Book Case;
- 1 Rocker;
- 1 Bedsprings and Mattress;
- 1 Ice Box 80 Lbs. Capacity;
- 1 Atwater-Kent Radio, battery set;
- 1 Sausage Mill;
- 2 Dining Tables;
- 1 Shoe Last and Stand;

Hogs and Shoats

- 12 Head Feeder Shoats;
- 8 Head Fat Hogs;

TERMS: This Sale Will be for the Cash.
Loyd Embry, Owner
Seale & McDonald, Auctioneers
Ed Holmes, Clerk
If you have anything for sale at auction, bring it to this sale.



1943 RUBBER TREE

The butadiene (basic ingredient of synthetic rubber) which Phillips produces is a synthetic chemical. So likewise is Phillips 100 octane gasoline. From petroleum chemicals, too, come explosives... plastics... medicines and anesthetics. The list is almost endless because petroleum and petroleum gases are an overflowing storehouse of hydrocarbons, the chemical raw materials for making an almost limitless number of products.

That is why we say: Every time you see the Phillips 66 Shield, let it remind you that Phillips refineries in addition to producing gasoline, lubricants, and fuel oils, are also gigantic chemical plants, pouring out weapons for victory.

PHILLIPS PETROLEUM COMPANY
Bartlesville, Okla.

FOR VICTORY... Buy U. S. War Bonds and Stamps



CARE FOR YOUR CAR—FOR YOUR COUNTRY

Social Events, Clubs

Anna Cates, G. McCleskey Wed Nov. 6

In a Saturday morning ceremony in the parlance of the Polk Street Methodist church in Amarillo, Miss Anna Cates, daughter of Mr. and Mrs. J. C. Cates of Floydada, became the bride of Greer McCleskey, son of Mr. and Mrs. Roe McCleskey, 2315 twenty-seventh street of Lubbock.

The bride was dressed in a three piece aqua tulle suit with black accessories and a corsage of white carnations. Miss Margaret Hale attended her as maid of honor with Kenneth Cates acting as best man. Honored in Floydada.

Mrs. McCleskey was honored with a series of parties before her marriage. She is a graduate of Floydada High school and has been employed at the Style Shop here.

The bridegroom is a junior engineer student at Texas Tech college where he is vice-president of American Chemical society and past-president of the American Institute of Chemical Engineers.

Pvt. Wayne Collins of Lubbock Army Air field and Miss Frances Field of Floydada attended the wedding. The couple will be at home in Lubbock where the bridegroom is to finish college.

Hostesses Honor Bride Elect At Home Of Mrs. Jake Greer

The home of Mrs. Jake Greer of Sand Hill was the scene of a delightful entertainment in honor of Miss Anna Cates, bride-elect of Greer McCleskey Wednesday evening of last week. Miss Cates and Mr. McCleskey were married Saturday at Amarillo.

The hostesses were Mrs. D. W. Burke, Miss Flora Jeter, Mrs. Jun Holmes, Mrs. Bill Owens, and Mrs. Jake Greer. The Armistice dinner was carried out in the decoration.

Refreshments were served from a table covered with a lace cloth over pink satin centered with yellow and white chrysanthemums by Misses Venita McCleskey and Dorothy Greer, nieces of the groom. Mrs. Greer greeted the guests as they arrived. Music was furnished throughout the evening by Mary Anne Neal, Mrs. Johnny Cates, sister-in-law of the bride presided at the bride's table.

Those present and sending gifts were Mrs. J. P. Steel of Lubbock, Jennell Burke, Velrie Burke, Mrs. Johnnie Cates, Carolyn Anne Cates, Mrs. H. H. Graham, Ima Graham, Geneva Knight, Wanda Payne Prizer, Mrs. Ruth Dutton, Barbara Jo Dutton, Mrs. Athel Johnson, Mrs. Raymond Pace, Mrs. A. S. Cummings, Mrs. G. C. Collins, Veri Miller, Mrs. Bill Miller, Mrs. L. D. Pope, Emma Lou Pope, Mrs. Jeff Michael, Mrs. Charley Polkerson, Charlie Polkerson, Mrs. W. H. Mayo, Mrs. L. G. Norrell, Mrs. J. M. Holmes, Mrs. J. T. Border, Mrs. A. V. Momaek, Mrs. Clark Cates, Mrs. Ed Holmes, Mrs. W. M. Jeter, Mrs. R. K. Cates, Mrs. M. B. Holmes, Mrs. R. J. Wrens, Mrs. Albert Pricer and Shirley, Mrs. Fred Gross, Venita McCleskey, Mrs. Mardling Nall, Mary Annie Nall, Mrs. J. H. Hamm, Flora Jeter, Mrs. Walter Knight, Mrs. A. C. Davis of Roswell, New Mexico, Mrs. Norman Walker and Mrs. Robert Hall of Roswell, Mrs. H. Bennett of Decatur, Mrs. J. K. Wadlington, Mrs. Ray Miskey, Dimpie Miskey, Dorothy and Peggy Anne Greer, Mrs. Jake Greer, Mrs. J. C. Cates, Mrs. John Phillips of Dallas and the honoree, Miss Cates.

Mrs. Goen Hostess To Bridge Club Birthday Party

The Thursday evening bridge club met November 4 with Mrs. Elton Goen. They had as their guests for the evening Mrs. Laurie Caryl and Miss Betsie Hooper.

Refreshments were served to the following: Mesdames Bill Fowler, Ernest Carter, L. D. Britton, Louis Norman, J. D. Moore, N. B. Stansell, Hershel Swepton, Aubrey Stewart, George Sherrill, J. B. Claiborne, Clinton Pyle and the guests, Mrs. Laurie Caryl and Miss Betsie Hooper.

The next meeting will be November 13 at 8 o'clock at the home of Mrs. Aubrey Stewart with Mrs. J. D. Moore as hostess.

Mrs. Dorrell Hostess For Meeting Of Blue Bonnet Needle Club

The Blue Bonnet Needle club met November 4 at the home of Mrs. Lucker Dorrell.

During the business meeting the president appointed two committees. Mrs. Luther Dorrell Mrs. Ernie Widener and Mrs. Everett Perry were to serve as entertainment committee and Mrs. Woodrow Wilson, Wayne Finley and Mrs. D. Johnson to serve as refreshment committee. Plans were made for a Christmas party.

Those present were Mesdames Peter Christian, W. B. Eakin, Wayne Finley, D. P. Fife, D. Johnson, Peter Hendricks, Ernie Widener, Woodrow Wilson and Poyner Roberts.

The next meeting will be with Mrs. Willie B. Eakin.

Robert Scott returned to Norman, Oklahoma, last Saturday after a week here with his parents, Mr. and Mrs. R. C. Scott. He is attending a navy training school at the Oklahoma university.

Bridal Shower Wednesday Honors Miss Anna Cates

Continuing a series of entertainments for Mrs. Greer McCleskey a bridal shower was held Wednesday evening from 6:30 until 8:30 at the home of Miss Ruby Norton. The honoree, the former Miss Anna Cates, was married Saturday, November 6.

Those who assisted in the role of hostess with Miss Norton were Misses Edith Wilson, Frances Field, Sadie Miller; Mesdames Lee Rushing, A. J. Welch, T. B. Wilkinson, L. D. Britton, J. G. Malphurs, Mal Jarboe, A. H. Kreis, Walter Travis, Ben Morton, J. G. Wood, Sam Lide, A. J. Jackson, Oscar Stansell, F. C. Harmon, J. U. Borum and Jim Clonts.

In keeping with the occupations of the young couple as hat saleslady and he a student of Texas Tech, table decorations and favors featured a large Legion hat of net, crinolin and lace that formed a centerpiece in which cut roses, used as a hat decoration and book satchels that contained a miniature automobile were used as favors.

Music throughout the evening was furnished by Miss Neida Fagan and Mrs. Weldon Henderson, the latter, a recent bride and the former Miss Sappho Ward. In the receiving line with Miss Norton were Mrs. J. C. Cates, mother of the bride, the honoree and Mrs. Roe McCleskey, mother of the groom.

Miss Miller assisted the guests as they registered in a hand-made bride's book. Miss Field, Miss Wilson and Mrs. Britton served the guests who when served were directed to the display of gifts.

Out-of-Town Guests Attend

Guests from Lubbock present at the shower included Mrs. Roe McCleskey and her daughters, Misses Venita and Bonnie Roe, Miss Dimpie Mickey, Mrs. Albert Blevins and her daughter, Shirley.

Other guests were Misses Almada Sargent, Frances Head, Hope Boyd, Grace Waller, Floy Jean Hale, Verne Gilbreath, Thelma Banks, Margaret Hale, Mary Frances Reed, Margaret Beedy, Mona Ruth Blackmon, Flora Jeter, Margaret McKinney, Reda Mae Gary, Maurice Burton, Lovelle Ginn, Ida Mae Beedy, Florence Hamm.

Misses Yvonne Hale, Leone Holmes, Betty Jo McCleskey, Emma Lou Bedford, Alene Warren, Eubetha Smartt, Lee Dale Chubb, Nell Swinson, Billy Jean Swinson, Bennie Ruth Jackson, Betty Jo Sims, Sadie Holmes, Daphne Lide, Dalt's Rea, Betty Eskin, Abbye Lee Woolsey, Vera Meredith and Viola Burton;

Mesdames C. W. Burton, Charlie McDonald, W. H. Bethel, J. M. Spears, Bob Smith, Joe Oldham, C. A. Caffee, Jess Covington, W. F. Bishop, Bill Sisson, Fred Parrish, Georgia Smith, James Burrus, Clinton Fyffe, W. D. Newell, Menard Field, C. F. Lincoln, C. B. Hartley, Earle Young, W. B. Eakin, George Gearhart, C. Guffee, Bill Poole;

Mesdames Herbert Sims, G. R. May, S. W. Ross, M. B. Cavanaugh, Horace Simpson, Ada Bell Snodgrass, Faye Maxey, C. P. Loofer, J. C. Wester, C. Alexander, A. F. Norton, C. K. Arnold, Edna Earl McNutt, George McMurray, Edd Johnson, Earl Crow, Carl Minor, N. B. Stansell, Bob Smith, Mrs. Dick Fenner;

Oleta Wilson, A. B. Clark, E. E. Hinon, Minnie Smartt, Lewis Norman, Earnest Carter, Maurine Hammonds, Bennie Liebfried, M. L. Solomon, R. W. Cudd, Maud Burrus, Geo. Smith, G. L. Kirk, Elizabeth Snell, Rose C. Henry, H. G. Parker, Herschel Swepton, Newell Parker, Wilson Kimble, J. W. Momaek, H. M. McDonald;

Sam McCleskey, James Jones, R. T. Furrow, Walter Collins, Wayne Collins, S. B. McCleskey, W. O. Tye Billie Tye, Glad Snodgrass, Lon Smith, Belle Wilson, Myra Wilson McCarty, Fred Brown, J. A. Arwite, Bill Fowler, Laurie Carlisle, Clay Muney, B. K. Barker, Freeman, Arthur Walden, E. C. Beck, Dorothy Jane Hutchins;

Pearl W. Fagan, J. M. Willison, Walton Hale, A. B. Keim, Ena Lee Stuart, W. U. White, Everett Womack, J. W. Freeman, J. W. Ginn, Milton Jetton, Joe Hopkins, Greer Christian, Lewis Blum, Jess Brown, Mabelle Sims, Gayle Hollums, Lee Howard, Guy Jackson, Melvin Jarboe and George Sherrill.

Gamma Sigma Kappa Club Entertains With Hallow'e'en Party

The Gamma Sigma Kappa social club entertained with a Hallow'e'en week dance and masquerade at the home of Bettye Yearwood.

Refreshments of fruit and cookies were served to the club mother, Mrs. J. B. Bishop, the sponsor, Miss Ann Swepton and the members and their guests; Peggy Jo Bishop, Kay Sparks, Ernestine Fowler, Maurine Medien, Mary Jackson, Betty Boteler, Dorothy Rushing, Betty Spence, Leola Fowler, Mildred Hicks, Ada Belle Snodgrass, Avanelle Moss, Bobbie Stephens, Joe Powell, Jean Covington, Jean Wester, Eddie Ruth Muncey, Mary Lee Thacker and the hostess Betty Yearwood.

Bobbie O'Bannon, Ralph Womack, Howard Howell, Lyndell Roberts, George Allen, Glen Carmack, Mari-gony Parrish, Billy Morrison, Johnny Hammonds, Elmo Hall, Gene Arny, Fred Martin, Pete Malphurs, Johnny Collins, L. W. Bridges, Mabelle Boteler, Macy Orman, Billy Wester, Jimmy Tye and Marvin Glassmoyer.

Pfe. and Mrs. R. C. Patton of Lubbock spent Tuesday of last week with their parents, Mr. and Mrs. Roy Patton.

Corene Daniels of Lubbock spent the week end with her parents, Mr. and Mrs. W. F. Daniels.

Miscellaneous Shower Honors Mrs. Glen Amburn Friday Night

A miscellaneous shower was given Friday night at the home of Mrs. J. B. Wood honoring Mrs. Glen Amburn, the former Miss Elizabeth Beedy.

The hostesses were Mrs. T. B. Wilkinson, Mrs. Lindsey Graham, Mrs. Bailey Barbee, Mrs. J. B. Wood, Mrs. M. L. O'Bannon, Faye Newell and Alene Warren.

Guests were greeted by Mrs. Wood and seated by Mrs. O'Bannon. Mrs. Faye Newell presided at the bride's book.

Refreshments were served from a lace covered table by Alene Warren, Mrs. Graham, Mrs. Wilkinson and Mrs. Barbee.

Those registering in the bride's book were Mesdames Reid Bethel, J. C. Covington, E. J. Womack, L. H. Newell, W. M. Colville, Foster Amburn, Elizabeth Snell, F. A. Faulken-

berry, George Sherrill, J. E. Horton, Arthur Beedy, Ralph Zachry, Wilson Kimble, Wayne Bennett and Dora Stanley;

Misses Grace Beedy, Juanelle Amburn, Margaret Beedy and Ida Mae Beedy.

Also included on the guest list were Mesdames S. D. Scott, G. E. Clifton, W. D. Newell, Will Snell, W. M. Dorsey, Ellis Barbee, W. G. Collins, Rachel Jackson, Lucille Cox, Greer Christian, Jeff Glover, W. D. Johnson, Kenneth Johnson, H. G. Barber, L. H. Dorrell, Glee Thomas, Tresman Glover, Z. A. Burgett, J. B. Snodgrass, Bud Warren, Robert Warren, M. E. Latham, J. B. Jenkins, E. R. Crabtree, E. A. Thoma-

Wilson directed the games for the evening, after which refreshments were served.

Those present were Mr. and Mrs. H. A. Amburn; Mr. and Mrs. L. H. Smith, sr., and children; Mrs. George Wilson and children; Mrs. C. J. Taylor; Mrs. Robert Day and daughter Nita Joe; Mrs. Harlan Day; Mrs. Wanda O'Neil; Mr. and Mrs. Geo. Smith; Mr. and Mrs. R. E. Smith; Mr. and Mrs. O. F. Cummings; Mrs. Bill Husley, Mrs. Claude Payne;

Betty Griggs, Lovetta Cummins, Alice Helms, Lila Jo Smith, Moya Smith, J. D. Helms, D. P. Payne, Adrian Helms, Leon Hulsey, Patricia Helms, Miss Bell, Mrs. Joe E. Wilson and the honoree, Cpl. and Mrs. Smith.

CORPORAL AND MRS. SMITH HONORED AT MCCOY PARTY

Cpl. and Mrs. L. H. Smith, jr. were honored with a party at McCoy school house Monday by their relatives and friends.

Miss Floy Bell and Mrs. Joe E.

Cleva Vaughn, W. T. Elza Are Married

W. T. Elza and Cleva Vaughn of Amarillo, formerly of Floydada and graduated with Floydada High school class of 1912. He is employed at the Ted Lokey Service station, where he has been working the past two years.

They are at home at 1236 W. 20th street Lubbock.

Mrs. Ray Cranford of Tulsa and Mr. and Mrs. Leslie Wright and son of Plainview spent Wednesday night and Thursday with their mother Mrs. Morgan Wright.

Leslie Pawver who is stationed at Brownville spent the week end with his parents, Mr. and Mrs. Roy Pawver.

Mrs. Edred Piley of Lubbock spent the week end with her parents, Mr. and Mrs. Tom Smith.

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Be wise—Advertise.

NURSE LOSES FAT SAFELY AYDS WAY
Get slimmer without exercise

Eat starches, potatoes, gravy, just cut down. AYDS plan is safe, sensible, easier. No exercise. No drugs. No laxatives.

Nurse was one of 100 persons losing 14 to 15 lbs. average in a few weeks in clinical tests with the Ayds Plan under the direction of Dr. Von Hooser. Shows to you how to lose weight safely. Money back GUARANTEE if you don't get results. Just phone.

CHIROPRACTIC CORRECTS

PURCELL GRAPHS

Nothing but personal investigation and careful trial will reveal what Chiropractic can do to restore and maintain health.

Consult The Purcell
All-Chiropractic Office First
1st National Bank Building



How much does it cost to bomb Berlin?

SUPPOSE, in the dusk of an English evening, 1,000 huge bombers soar over the Channel and head for Berlin.

By the time those planes return to England, their motors will have consumed 2,400,000 gallons of gasoline!

The cost . . . of the gasoline ALONE . . . will be more than \$380,000.

To pay for the gasoline used on ONE such raid, 96,000 Americans would have to invest at least 10 percent of their next pay check in War Bonds!

You get a big kick out of reading about those 1,000-plane raids. You know that such raids, if repeated often enough, will soften up the Axis. But . . .

What are YOU doing to help pay the cost of those raids? (In addition to the gasoline they use, it costs Uncle Sam TWO HUNDRED MILLION DOLLARS to build 1,000 4-motored bombers . . . plus the cost of training the 10,000 men who make up their crews!)

Modern war is expensive business . . . its cost runs into fantastic figures. 30,000,000 American wage earners are now putting an average of 10 percent of each pay check into War Bonds every pay day . . . but still it isn't enough!

Our air raids on the Axis are increasing in frequency and intensity. When land operations really get going, the cost will be staggering.

More and more Americans must join the Pay-Roll Savings Plan . . . more than those already in the Pay-Roll Savings Plan must begin to jack up their War Bond purchases . . . must start to invest more than 10 percent!

Remember . . . War Bonds are the finest investment in the world today. You get back \$4 for every \$3 you invest. And . . . the more War Bonds you buy now, the quicker the Axis will be licked . . . and the less the war will cost in the long run.

Think it over. And every time you're tempted to put a nickel in something you don't absolutely need—put it in War Bonds instead!

KEEP ON BACKING THE ATTACK!

- | | | |
|---------------------------|----------------------------------|--------------------------------|
| J. B. JENKINS | WILLSON & SON LUMBER COMPANY | PRODUCERS COOPERATIVE ELEVATOR |
| PANHANDLE SERVICE STATION | MARTIN & COMPANY | DOUGHERTY GRAIN COMPANY |
| R. E. FRY—LIFE INSURANCE | H. G. PARKER COMPANY | W. G. WALKER |
| R. C. HENRY | NEWTON GIN | FARMERS GRAIN COMPANY |
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| TATE JONES | OLIN BRYANT | I. R. GRUNDY |
| LON M. DAVIS | DR. WILSON KIMBLE | CONSUMERS FUEL ASSOCIATION |
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| DAVID S. BATTEY | WESTER'S QUALITY BAKERY | STANSELL-COLLINS COMPANY |
| | F. C. HARMON—HARMON FUNERAL HOME | |

Brothers Burgett Kenneth, Adolph Meet In Pacific

Brothers Kenneth and Adolph Burgett, both somewhere in the Pacific Theatre of war, by one of the chances of war have met and had a few hours together. Pvt. Kenneth writes "the folks," Mr. and Mrs. Z. A. Burgett about it:

I received a letter from you today and also the clippings out of the paper. I sure was glad to hear from you. After all it has been quite some time since I have heard from you.

I am glad to hear that you all are doing o. k. and feeling fine. As for me I am feeling as well as anyone could. Who wouldn't feel good after seeing his brother this afternoon? That is just what I said, I saw Adolph. You know it is funny how things like that will make you feel better. I feel like a million dollars tonight. Could you blame me?

Adolph sure looks nice. I thought that he would be skinny, but he isn't. You know he is slender built, but he looks like a million dollars.

You should see my back, chest and face. Boy are they red. I have been swimming a lot and the water and the sun sure play heck with me. I don't care I feel good any way.

And Adolph Writes, Too

Boy, did I get the surprise of my life today: Yep that other Burgett boy called me up this morning. No, not the one that I wrote of before, but the one from Floydada. Yep that's right Kenny. Let me tell you something. I could hardly believe it. Here we are about 8,000 miles from home and we met for the first time in almost 17 months. Seems almost too good to be true. Needless to say that we were together this afternoon for about 2 1/2 hours. Oh, boy did I enjoy it. Just think, Kenneth my kid brother here with me, on the same island for a while. Remember the little fat stomach he had? Well that is either all gone or just moved up about 3 inches. He really did look well. Just as straight as a bean pole only not as slender.

I was on duty here in the station when he called. At first I thought it was some one trying to pull a joke on me but he finally convinced me that it was really and truly Kenneth Burgett. Still I could hardly believe it was him until I actually saw him. Just as soon as we can both get a day off and he can come down here where I am then we will have a picture made of the two of us and send it in. I can hardly wait until we can get together again.

I am working seven days a week and eight hours a day so I haven't much time off. On eight and off sixteen doesn't leave me much time to get around any. Had to get off for a couple of hours this afternoon to see him. And now I am back on duty until 7 o'clock in the morning.

Every one in his company seems to be crazy about him. I met a couple of the fellows this afternoon and they praised him highly. Mon-Pop I'm just as proud of that kid as either of you can possibly be because he's my kid brother.

Nothing else to write about tonight. Just wanted to let you know that we were together today.

Dougherty News

(Crowded out last week)

DOUGHERTY, Nov. 1.—Mrs. J. M. Brownlow was hostess to an all day meeting Wednesday of last week honoring her daughter Mrs. Raymond Holt of Grand Prairie on her birthday and her eighty-six year old aunt, Mrs. Emma Morrison of Athens.

Those enjoying the day were Mrs. Will Sanders of Floydada, Mrs. T. J. Campbell, Mrs. R. W. Lotzpeich, Mrs. Jim Morrison, Mrs. Orland Howard, Mrs. R. T. Jones, Mrs. Claude Jones, Mrs. Elmer Cook, Mrs. Pat Cook, Mrs. Randolph McNeese, Mrs. Buck Brownlow, Mrs. Reynolds Sanders of Grand Prairie, Mrs. W. S. Poole, Mrs. C. A. Caffee the hostess, Mrs. Brownlow and the honorees, Mrs. Emma Morrison and Mrs. Holt.

Filling the place left vacant in the Dougherty school by the resignation of Mrs. Hogan, Mrs. Jack Ross began work as primary teacher last week.

Dorothy Vickers who has been substituting the past three weeks returned to her school at Jayton which has resumed work after being dismissed for cotton picking.

Attends Services at Quannah

Mr. and Mrs. Claude Ring returned home Saturday from Quannah where they attended the funeral of a brother-in-law of Mrs. Ring. He was killed earlier in the week when a bomber crashed at the air base in Salina, Kansas, in which nine of the 10 occupants were killed.

Mr. and Mrs. S. M. Crawford had as their guests over the week end the following children: Pvt. Benny Crawford of Salt Lake City, Utah, County attorney Virgil Crawford and family of Brownfield; Mr. and Mrs. A. L. Sparks and daughter of Starkey; Russell Crawford and family and Miss Dorothy Crawford of Ballinger.

Rev. C. A. Hartley filled his fifth Sunday appointment at the Methodist church for both services Sunday. This was Rev. Hartley's last time to meet with the church here before going to annual conference.

Rev. G. C. Tinner will fill his appointment at the Baptist church next Sunday. All are welcome.

Mr. and Mrs. Raymond Holt and Mr. and Mrs. Reynolds Sanders and

Wanted! Men and Women Who Are Hard of Hearing

To make this simple, no risk hearing test, if you are temporarily deafened, bothered by ringing, buzzing, head noises due to hardened or congealed wax (cerumen), try the Durine Home Method test that so many say has enabled them to hear well again. You must hear better after making this simple test or you get your money back at once. Ask about Durine Ear Drops today at Bishop Pharmacy

Oran Beck Writes From Somewhere In Pacific Area

(From somewhere in the Pacific War theatre comes a letter, from which is taken excerpts and printed below, to Mr. and Mrs. A. O. Beck from their son, Oran of the Marine corps.—Ed.)

I suppose you have been wondering why I haven't written. Well I can't say just why in so many words but I suppose you won't have to strain your minds to know the reason why. The regulations about censorship are terrible strict right now, but they will slack up soon I think.

We are all well and doing fine. I am enjoying myself better than I expected. It is really better than what I had thought. There is so much I can't say what I would like to, but I suppose I can tell it to you in person some day.

I sent Margaret some pictures of Sybil Livingstone and Zoe Teleshkin. Zoe is the Russian I told you about, West and I going out there for chow one afternoon. I wish you could hear her mother talk. It is rather amusing. They are all rather nice people though.

You will probably get a letter from Sybil before long also one from Leon Gambatta. He is the one I went hunting with. I told him to write to Dean because he is about 16. He is an interesting chap too, and very intelligent. It was at their house I slept on the second bed in over a year that I have been on. Gee, a good inner-spring mattress, clean sheets, and a lovely down comfort, that is something I am waiting for. However I can really see logs on a cot or just some blankets on a deck, I am not choicy where I sleep and Brocky doing in school? They had better do good, because they don't realize now the grand opportunity and privileges they are getting.

What I have hoped for over a year is finally coming around and not too soon. I don't think it will be too long now.

Mr. and Mrs. L. A. Hart and children of Amarillo spent the week end visiting relatives of Baker community. Mrs. D. E. Blodgett accompanied them home.

Misses Corene and Thula Moore and Mrs. Clyde Jones and children of Pampa spent the week end with their parents, Mr. and Mrs. J. W. Moore.

Cadet James O. Anderson of the Amarillo Army Air field spent the week end with his parents, Mr. and Mrs. W. N. Anderson.

The next meeting will be with Mrs. A. H. Kreis on December 15, at 2:30. The lesson for the day will be Christmas goodies.

An exchange of gifts will be made at this meeting. Names were drawn for this at the November meeting

DOUGHERTY H. D. CLUB ELECTS NEW OFFICERS

The Dougherty Home Demonstration club met at the school house Wednesday, November 3 at 2 o'clock. Roll call was answered by giving a Southern custom. Council report was given by Mrs. Kreis.

The officers for the coming year were elected as follows:

President, Mrs. O. G. Glassmeyer; vice-president, Mrs. Will Poole; secretary, Mrs. Orland Howard; reporter, Mrs. C. E. Bartlett; council delegate, Mrs. Tate Jones. The new demonstrators are Mrs. C. E. Bartlett, yard demonstrator; Mrs. Al Edwards, foods demonstrator.

It was decided to meet in the homes next year.

Each member is urged to save kitchen fat and turn it in to the council.

Miss Wilson gave a demonstration on "New Fabrics and how to treat them."

No Extension On Canningugar Stamps 116

LUBBOCK, T. — According to District Officials, an announcement from Washington to the effect that no extension has been granted on sugar stamps 15 and 16 has punctured widespread rumors that these stamps still valid.

Consumers who did not use stamps 15 and 16, take their books to their Rat Board where certificates can be had for sugar up to 10 pounds per person on the basis of ration stamps.

Sugar for canning is set up on an annual basis of 10 pounds with the fiscal year ending February 29.

Sand Hill News

SAND HILL, Nov. 9.—School reopened this week a being out several weeks for cancelling.

Kenneth Cates and Jack Jeter made a business trip, Quitaque Sunday night.

Mr. and Mrs. E. T. Hams and two daughters of Amilo spent Sunday with Mrs. Willis parents, Mr. and Mrs. W. M. Jr.

Mrs. R. J. Weems left for Marshall, Texas after seeing word that her mother was ill.

Mrs. Charlie Bill Owe and son are spending the week with Mr. and Mrs. Owens of Floydada.

Pvt. Merle D. Wood left Saturday for Scorrio, New Mexico, at spending a week with his parents, Rev. and Mrs. Eugene Woods. Woods is now going to a school woods.

Those who spent Sunday at Mr. and Mrs. R. L. Neal and Herb Farmer were Mr. and Mrs. B. Johnston and family, Mr. and Mrs. J. H. Farmer and John, Mr. and M. G. L. Fawver and daughter, Mr. and Mrs. Claud Fawver and daughter and Mr. and Mrs. Ruben Smith.

Mr. and Mrs. Watt Seay and son left Friday for Phoenix, Arizona, where they will make their home for the present.

Time is valuable — let Hesperian want ads sell it for you.

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or it Will Cost You Nothing

Over two million bottles of the WILLARD TREATMENT have been sold for relief of symptoms of distress arising from Stomach and Duodenal Ulcers due to Excess Acid—due to Excess Acid. Sold on 15 days' trial. Ask for "Willard's Message" which fully explains the treatment.

ARWINE DRUG CO. BISHOP'S PHARMACY

YOUR GOVERNMENT ASKS YOU TO USE LESS GAS

and Help Keep War Plants Humming

HERE IS HOW YOU CAN HELP

1. Winterize your home by insulation, weather stripping, caulking and storm windows if possible.
2. Close off all unused rooms.
3. Keep home temperatures as low as possible.
4. Reduce temperatures to 55 degrees at night and when home is not occupied.
5. Do not use range ovens or top burners for room heating.
6. Save gas in other ways which will occur to you.

The natural gas that heats your home and fries your breakfast bacon is used also for many vital war purposes. Pipe lines to transport it are over-taxed. New materials cannot be secured to bring you all that is required for unrestrained consumption.

The conservation of gas is the home-front duty of every man, woman and child, at home or at place of business. Uncle Sam is counting on you to do your part.

GAS IS VITAL FUEL USE IT WISELY

DO NOT WASTE ENERGY

WEST TEXAS GAS COMPANY

PUBLISHED IN SUPPORT OF THE GOVERNMENT'S PROGRAM TO CONSERVE VITAL FUELS FOR WAR PURPOSES

Protect Your Car by Using Only—
CONOCO Nth MOTOR OIL
The Perfect Winter Oil-Plate
C. A. WALDING CONOCO SERVICE
"On The Convenient Corner"



Overweight Motor Oil Proved Non-Essential

See how safe and economical a surprisingly *Light* grade can be with your engine Winter OIL-PLATED

A motorist who kept a record for a month averaged only 2.7 miles between stops. Maybe you average twice that. Yet the "coupon shortage" means short runs—lots of stopping and starting. That's extra bad for your oil. The first hardships of Winter will find it unfit. This year, of all years, the height of economy is to change your oil promptly.

The *lightest* suitable oil you can use is best for your engine—your battery—your gasoline economy... best for lengthening your car's future! You needn't risk any overweight grade...not when you have your engine OIL-PLATED for Winter by changing to economical Conoco Nth motor oil.

The "magnetic attraction" that seems set up by a certain synthetic in patented Conoco Nth oil enables it to OIL-PLATE. Now all good plating forms a staunch protective surface, and that gives you the idea of OIL-PLATING. Now think of any OIL-PLATED part in your engine facing another OIL-PLATED part...double OIL-PLATING in between—plus Conoco Nth oil's regular-type liquid film that's extra strong! You can't get more protection than that, while with overweight oil you'd only invite needless drag and dangerous "absentee" lubrication in starting cold. Don't risk it. Consult Your Conoco Mileage Merchant for your *lightest* grade of Nth, and face Winter fully confident, with your engine OIL-PLATED. Continental Oil Co.

CONOCO Nth MOTOR OIL

Dread Engine Acid Fought by OIL-PLATING

Normal combustion always leaves acids inside of your engine when it stops. Formerly it seldom stood idle long. Soon mileage and speed heated your engine enough to oust acids.

But nowadays rationing may force long rests, while corrosive acids gnaw. To combat corrosion, metals are plated. You combat acid corrosion with your engine OIL-PLATED.

WHOLESALE SERVICE **CONOCO** Complete Stock OILS and GREASES
Phone No. 5
R. C. HENRY, DISTRIBUTOR

**Both Important
In Life Of So.
Sea Soldier**

The following is a copy of a letter to Mrs. Arthur Cooper from her son, Lt. Fred G. Simpson, Jr., of the Army Air Corps, now stationed somewhere in New Guinea. Lt. Simpson was reared in Matador.

Dear Sis:
Glad to hear you are all fine. I am doing well both mentally and physically now that we have our periodic shower up. It is just a matter of pipes with an old airplane tank on one end and a can with holes punched in the bottom on the other, but the effect is satisfying. You can't imagine how essential a shower is at least once a day in this climate. It comes second only to mosquito control. We managed to get screening for our tent with a piece of liquor as barter. They make a brew here and call it "jungle juice." It sells for 10 pounds, about \$32. If you can imagine the profit the brewers make.

First Paratroop Mission
In September we had the first paratroop mission that has been made in the Southwest Pacific and it was also supposed to be the greatest concentration of air power in our history. I'm sure you read this in the papers. It completed the allied encirclement of the Lae-Salamauva area. It all looked like something out of a movie, and it was hard to see it and realize that it was real. We had a smoke screen and everything. Some of the fellows think we will have the Japs out of the island by the first of the year. That certainly would be something good when you consider the size and wilderness of this place.

Risk In Natural Resources
I don't think I've written you about this island. It is hardly a South Sea Island paradise, but it surely must be one of the richest with untapped natural resources. We fly daily over the mountains with thick layers of coal sticking out the sides of them; the swamps are covered with natural oil, and in one valley we land in the soldiers' camp the creek and pan gold go down to melt and make rings of gold all this the surface has hardly been scratched, except for a few all wells in Jap held territory. Palm Olive-Peet has a number of cocopalantations near here.

I was disappointed that the girls didn't wear grass skirts. In fact, all the natives wear is a string of beads around the neck and a G-string around their stomachs—the string of beads is usually the larger. The men are about five feet in height and most of them used to be head hunters. We hire about two dozen of them to unload one plane. Twenty of them stand around shouting and waving their hands and jabbering, while the other three or four sweat and tug and do all the work.

What For Christmas?
It seemed odd you asking for a Christmas list, but I guess Christmas will be odd enough in this climate. We can get plenty of toilet articles (Australian brands) and all brands of cigarettes for 4c a pack, except there are no mentholated cigarettes. So outside of socks, just send me something to read such as Readers Digest or some Lil Abner comic strips, or just anything you would ordinarily give me for Christmas.

I must close as it is getting dark, and we have no lighting system yet. By the way, you might be interested to know that they don't know what a blackout is down here except for smelly during an air raid. I guess they are just too busy fighting the war to be bothered.

Don't forget the V-mail.
Born to Mr. and Mrs. Everett Moore, November 3 a son weighing 9 pounds and has been named Riley Kent. The mother and son are doing nicely.

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On The Farm & Home Front

JASON O. GORDON
County Agricultural Agent
Texas A. & M. College Extension Service

November 6 to 14 has been designated as National 4-H club week. The accomplishments of all club members should be recognized during this week; however, the results of the work of these members have not been compiled.

Outstanding achievement awards have been received for three of our Floyd county 4-H members. Jackie Gene Brock, son of Mr. and Mrs. W. H. Brock of McCoy community, has been notified that he was selected to receive the Santa Fe award which is a trip to Chicago, Illinois. Jackie will have a room at the Morrison Hotel from the night of Sunday, November 28 to Thursday morning, December 2. This is an all-expense trip and represents one of the highest achievement awards a boy can earn in 4-H club work. Henry Nell Schacht, son of Mr. and Mrs. H. W. Schacht of Aiken community, has received the Sears Roebuck and Company award of a \$25 War bond for his work in the National 4-H Garden program.

The third award, a \$25 War bond was received by Earl Edwards, Jr., son of Mr. and Mrs. W. E. Edwards who is a member of the Lakeview club. This was the Kraft Cheese company award and was presented to eight 4-H club boys in Texas. Earl conducted a demonstration in dairy production. He had to keep milk records on at least four of the cows in the farm herd.

4-H club awards come to those members who do the "extras" in club work. We are expecting to receive a number of medals for the members who prepared material for other contests which are available to the club membership.

A new smut resistant variety of wheat, named Comanche, is available and is being recommended for the hard red winter wheat region of Northwestern Texas. Comanche will be welcomed by farmers because of its resistance to bunt (stinking smut) and leaf rust, its superior test weight, earlier maturity and relatively high yields. Though not resistant to stem rust, it often escapes damage when later maturing varieties are badly injured.

The milling and baking qualities of Comanche are excellent. It has the advantage of Tenmarq in the fact it has a higher test weight. Planting seed were not available in large quantities for seeding the fall crop, but a supply is expected to be grown for 1944 seeding. What growers in the north panhandle have given the variety the field test and expect to increase its production.

An effort will be made to secure seed of this variety for seeding in the fall of 1944.
Milk consists of about 85% water and water is cheap in Floyd county. Plenty of clean, fresh water will do more to maintain milk production during the winter months than any other item in dairy management.

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Louis E. Boothe

Letter To Mother

Tells Of Africa

The following letter was received recently by Mrs. Joe F. Boothe from her son, Corporal Louis E. Boothe, who is stationed somewhere in North Africa:
I received your sweet letter the other day. It also had Ballard's letter too. I was certainly glad to receive sweet cheerful letters. Now I have another letter to read every day. I didn't know mail could be so precious. Everything is okay with me. I will do my best since I am over here. Want that be a swell day when we are all together again. I would love to be there to eat some good old home cooking, like fried chicken, etc.

Mother you are lucky to have such good neighbors. I want you to take care of yourself. This army has taught me a few things. I appreciate a lot of things that I used to take for granted. I am going to get along with.
The moon has been very pretty coming over mountains. They make me very homesick. We still have chaplain's church on side. Also on boat at open deck they hold church services on Sunday. It is

The People's Forum

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

J. T. McLain WRITES FROM SOUTHERN CALIFORNIA
To The Hesperian
Wife and I have been here 15 days visiting with three of our daughters. Two of them work at Douglas Aircraft. The husband of the other works there.
We are also visiting with a granddaughter that has just arrived.
We find this a very nice pleasant country. The people we have met (contrary to what we have been told by some) are very friendly.
The Pacific looks to be much larger than our biggest lakes when they are running together as we see them sometimes.
Had no bleak northerns nor sandstorms so far as we often do at home but a fellow that has been in Floyd county 56 years and gets away for a little while begins to think of some things on the other side of the balance and to me the advantages at home for out weigh the disadvantages.
So it seems that Floyd county will have to put up with me for a while at least.
J. T. McLain.

Life Insurance

Volume Shows Big Increase
At a meeting of the board of directors of Southwestern Life Insurance company held in Dallas last week, C. F. O'Donnell, president, reported that although a large number of the agents of the company are engaged in military service, the new business written during the first nine months of this year was almost 25 per cent greater than the first nine months of 1942; that the increase in insurance in force during the nine months of 1943 was more than \$20,000,000, which is the largest increase in insurance in force during any comparable period since 1929.
The company now has more than \$442,000,000 insurance in force.

Cpl. and Mrs. Paul Foster of Lubbock visited their friends and relatives here last week.

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Rationing Dates And Deadlines

Gasoline—A-8 coupons are good through November 22.
 Sugar—Stamp No. 29 in Book four is good for 5 pounds through January 15, 1944.
 Shoes—Stamp No. 18 in Book one good for 1 pair. Stamp No. 1 on the "Airplane" sheet in Book Three good for 1 pair.
 Meats, Fats—Brown stamps G, H and J good through December 4. Brown stamp K becomes good November 14 and remains good through December 4.
 Processed Foods—Blue stamps X, Y, and Z good through November

Football Tonight May Determine Dist. Champion

Floydada High school Whirlwind squad and coach Murry, together with a handful of the faithful, leave this afternoon for Spur where they take on the Spur Bulldogs in their Armistice Day battle, expected to determine:
 That the two teams will have to play off a tie for the championship, or:
 That Floydada Whirlwinds have only to take the Matador squad one

more time to be champions of District 4-A football for this season.
 The game to be played at Jones stadium beginning at 8 o'clock will be a part of a day of activities marking the observance of armistice there. LAAP band will play for the football event.
YOUTH FALLS TWENTY FEET FROM GRANDSTAND WITH INJURIES ONLY INCIDENTAL
 Jimmie Green, son of Mr. and Mrs. John Green leaned back on the grandstand top railing at Western field stadium last Friday night but not for long. Over-balanced he fell to the ground, 20 or more feet below and was "out" for several minutes. He was dismissed from Pitts hospital, where he was taken by by-standers, the same night, with only a few scratches and bruises to show for his experience.

PAY AND PACK

WE RESERVE THE RIGHT TO LIMIT

No. 2

CORN .11

STARCH .07

10c Size

360 Size Dozen

Lemons .29

Hooker's

LYE .07

Quart

BLEACH .12

3-Lbs. For

RICE .29

1/2 Gallon Ribbon Cane

SYRUP .69

Large Pkg.

RITZ .23

Giant Bar

SOAP .04

Campbell's Tomato

SOUP .09

SHORTENING

RED and White

4 Lbs. .63

RED and WHITE

CLEANSER, .04

SAGE, 1 Lb., .95

VASELINE, .05

HORSE RADISH, .15

LYSOL, 25c Size, .19

NAPKINS, 1000 .49

HAND LOTION, 60c val. .39

FITCHES'

SHAMPOO, 25c Size, .21

TOMATO JUICE, Gallon .49

SUPER SPARKLE

RED & WHITE HOUSEHOLD

CLEANSER

GRITLESS • DISSOLVES GREASE • RINSES QUICKLY

3 FOR 35c

NOT AN ORDINARY CLEANSER

TISSUE

4c

THESE SPECIALS GOOD THROUGH THURSDAY NOVEMBER 18th

VINEGAR Gal. .19

50-Lb. Block

SALT .49

10c Size

HAIR OIL .08

Swan

SOAP .06

Tall Can

MILK .09

MATCHES Carton .23

5 Lbs. Pinto

BEANS .39

10 Lbs.

SPUDS .31

10 Lbs.

SUGAR .61

FLOUR

Red and White, 50 Lbs. \$1.89

Pound Good

COFFEE .14

LAST CALL

We hope to have the Turkey Deal over before next issue. So bring all No. 1 birds in this week.

OUR PRICES WILL BE RIGHT.

Stanton Feed

Ought to be fresh enough, strong enough and cheap enough for those who don't have food enough.

C. L. BERRY

Produce and Feed

Phone 74

Uncle Sam Has Called And I Must Go —

"Court House, Clovis, New Mexico, 8 o'clock November 26, 1943," for induction into the armed forces of our country. That is the order from my board.

During my absence my father and partner, Edgar Jones, and my wife, will continue to operate Pay and Pack and we will appreciate your continued patronage.

Please accept my whole-hearted thanks for the business you have given us, and the wonderful success your patronage has made possible.

Yours until I Slap a Jap,

W. FRED JONES

Felton-Collins MARKET

Pure Pork SAUSAGE Lb. 35c

Beef ROAST Lb. 29c

STEAK Lb. 30c

Pure LARD 4 Lb. 69c

HANG THIS UP IN YOUR KITCHEN TO SERVE AS A DAILY REMINDER

TO SPEED OUR BOYS HOME!

Help shorten the war—save American lives—with a precious fighting weapon—FOOD

Save yourself and your family. Do you do these things to the best of your abilities and opportunities?

PRODUCE as much food as you possibly can?

On the farm?

In the Victory Garden?

CONSERVE your food?

By wasting nothing—cleaning the plate?

By preserving food in your home?

By substituting plentiful for scarce foods?

By serving the right foods for strength and health?

SHARE your food?

By sharing it willingly with our fighting men and fighting Allies?

By accepting rationing cheerfully?

By buying no more rationed food than you really need?

PLAY SQUARE with food?

By always turning in your stamps when you buy rationed foods?

By paying no more than top legal prices?

FOOD IS THE MIGHTIEST WEAPON OF THEM ALL

WAR FOOD ADMINISTRATION

PURE CANE SUGAR, 10 lb. Bag, 62c

PEACHES, Gallon, 77c

TOMATO JUICE, 46 oz., 25c

MARMALADE, Citrus No Points, 2 Lb., 35c

KARO, White Jar, 17c

SYRUP, Ribbon Cane East Texas, 1/2 Gal, 89c

TISSUE, Charmin 4 Rolls, 23c

TOWELS, Paper 2 Rolls, 25c

FLOUR, Wichita Best 24-Lb. Bag, \$1.29

CORN, Primrose No. 2 Can, 15c

BANANAS, Lb. ?

ORANGES, Texas Dozen, 29c

GRAPEFRUIT, Texas Large Size, 6 1/2 c

Morton's Sugar Cure

Figaro Sugar Cure and Smoke

NOTICE

In many communities retail stores have been asked to shorten their working hours to close earlier in order to conserve electricity to further the war effort. This is especially true in defense areas.

We have and shall always put patriotism above personal self-interest. However, we believe that during the present crisis when the farmers are working long hours trying to produce the food that is so vital to victory that it is our patriotic duty to stay on the job day and night, if necessary, to take care of the needs of the people. For that reason, and due to the fact that the Mayor of the City of Floydada states that the electric plant owned by the City of Floydada is not operating at full capacity and that the City plant could handle a great deal more business without additional cost to the city, we are not changing our opening or closing hours, and plan to be on the job early or late to serve your needs—

EDGAR JONES, FRED JONES

Let's Not Try To Force Gaiety — Most Lubbock residents, we believe, may take a little pride in their knowledge that, so far as their city is concerned, the appeal from the Office of War Utilities in Washington the other day to avoid outdoor ornamental Christmas lighting was unnecessary. It was exactly what Lubbock was going to do anyway. As it happens, a surplus of electric power is available in Lubbock for which there is no war use . . . —Lubbock Journal Editorial, Nov. 8.

Evidently somebody else is of the same mind.

PRUNES, Gal. .54

Mother's China

OATS, Pkg. .29

FRESH EACH

COCOANUTS .25

Vanilla Wafers

COOKIES pkg. .15

FRESH

Pork Hocks lb. .18

10 Lb. Figaro

Sugar Cure, .79

3-Lb. Colorado Extracted

HONEY, .69

Buy for Thanksgiving Pound

Cranberries, .29

BEEF POUND

RIB ROAST, .18

LAKE TROUT

FISH, Lb. .27

OLEO, Lb. .19

FLEISCHMANN'S

YEAST, .02

FELTON-COLLINS Grocery & Market Telephone 27

RED & WHITE FOOD STORES