One Of Floydada's Oldest Institutions


## One-Fourth Loan Quota Bought

 OneName Added To Official list FirstNational For Selectees In New Plan

## Tax Paying Days

 Without Penalty Nearing CloseDr. J. C. Dial,
Lockney Pioneer
Died In Abilene

## Sand Hill Bond

Rationing
Dates And
Deadlines
TThrough March
 suon samp No. 30 in bool
shitis. sump No, bome iromine she
MEAT8, FATS - Brown stamp

PROCge good through February

food through February 20 . At Hall.-Way In Basket Ball


## $=5$



Many Communities Will Help Swell Polio Fight Fund


Fire Department Makes Runs On Three Fire Calls

|  | Sand Hill Bond |
| :---: | :---: |
|  | Rally Wednesda |
|  | Night Next Week |
|  |  |
| A soldier had been planning | 品mem |
|  | Muncy Bond Rally |
|  | On Tuesday Night |
| ${ }^{\text {Smindem }}$ |  |
| Caboed |  |
|  |  |
|  |  |

Maldadornled Threat To Gasoline Supply Seen


EDITORIALS

## The army and navy insist that the fathers and mothers, wives, sweethearts, brothers and mothers, wives, sweethearts, brothers and sisters-in other words the folks-of the soldiers in overseas service are making a

 soldiers in overseas service are making amistake in their continued dislike or aversion
to V-mail. They are costing their service men many a chance to hear from the folks by
using the other and using the other and slower method of get-
ting their letters to the fronts, the lonely islands, the far-away places, even including the
big cities, where a person can be as lonely lands, the far-away places, even including the
big cities, where a person can be as lonely
almost as any place on earth. Claims the almost as any place on earth. Claims the
armed services, $V$-mail can ride when there is not room for the other kind. A $V$-mail room as other letters, travels quicker, comes
nearer getting to destination before the service man has to move, gets him the news
from home and all those things. We took
occasion If the plan of the Office of Price adminisin their attitude toward the endorsement of and dealers of Floydada who attended the
most recent meeting called by OPA came meet tertain that the dealer who failed to
himself out of courements would soon find himself out of coupons with which to buy
gasoline and automatically be out of bus
iness. The new iness. The new plan, which has been work-
ed up to gradually by OPA, will ment As A Farm
Woman Thinks



THEY COULD AFFORD A LITTLE EXTRA CANT YOU?



If the men in our armed forces can afford to give their limbs and lives-
then certainly you can afford to lend at least $\$ 100 \ldots$ or $\$ 200 \ldots$ or $\$ 300 \ldots .$. or even $\$ 500$.
Be a good Amer
Bonds RIGHT NOW!

Floyd County
14 Years Ago 14 Years Ago

Watch \& Jewelry Repairing M. L. SOLOMON Jeweler

| RADIO ELECTRIC CO. |
| :---: |
| 108 W . Calif. Street |

CASH PAID
For Late Model Used Car and Pick-Ups
Oden Chevrolet Company

LIVESTOCK OWNERS
Conssumers Fuel Ass'n
Phone No. 122
floydada, texas


NOTICE -- Some Lady
Called me on the telephone Saturday afternoon about three o'clock in regard to an Insurance Policy and I misunder stood who it was. Please call again.

## J. H. REAGAN

Phone No. 386

## ANNOUNCEMENT DON ESTES

## Auctioneer

Hotel Lubbock, Lubbock, Texas

Am devoting every day in the week $t$

## FARM SALES

Live Stock selling and buying on

## WARTIME NAVIIGATIOR



You can steer a straight course through clouds of bills if you pay by check, and you will always know exactly where you are inancially. Many inexperienced clerks have re
placed men gone to war. Mistakes may placed men gone to war. Mistakes may
be more frequent.
be more trequent.
Protect yourself. Pay by check. Y
will have a roliable record of your expenditures and receipts to prove pay-
ment. You will gave money and save Hmo and worry if you pay by check.

## The First National Bank

Floydada, Texas
WE SELL WAR BONDS

Used Car Ration Relum assured B,IOPAPlan

 assure the return of outstanding
gasoline ration coupons for all new
nd
nd

 nations sfom the terrendered gasoline
be oligible for a gasol to
brown explained
gration, Mr .




 Copy of the reeeept for origi-
cor-
casoline rations to the

## Every patriotic home in America will want to put up this emblem!

are in a hospital at Bryan.
Micor Boys 4-H CLUB
HAS INTERESTING MEETING
The McCos 4 -H club boys met
Janary 18 in a very interesting
 the naters overseas to trand to to
the natives we are gathering old
tountin pens to be repared. and
mate of us are going to have a vic-
tory garden this year tory garden this year.
Our next meeting will be February
15.

HNE.INCH SNOW WHERE
A. H. MATTHEWS LIVES
In a note last week A. H Mat-
thew s roprted a five-inch snow in
Hamilton county, where he now Asbury misses his Floyd county
triends and asks The Hesperian to
tell them all hello for him.
Flosd Murry, of the faculty
West Texas State Teachers colle at Canyon, was here lachers college
tor a seek end
gith businest trip and vist
with his parents, Mr. and Mrs. Otis Born to Mr. and Mrs. J. C. Lack-
if.
and daughter. weighing
inds and
in ounces. Saturday at ey. ir a daughter. weighing
punds and 6 ounces saturday a
he West Texas hospital in Lub
bock.
LU. R. $\overline{\text { L. Reed Left Tuessay of that }}$ veek to return to Washington, D . C shere he is stationed, atter spend
heq a week here with his wife an
taby.

Dr. C. M. Thacker will return to-
morrow from Dallas where he has
thent this week at the Mid-Winter serot tris week at the Mhere hid-Winter has
Dental clinic held at the Adolphus
hotel.

Mrs. H O. Shurbet returned last
serk from Lewisile, Texas. where
whe had been visiting die had been visititig since before
Cristmas with her sister, Mrs. H.
0. Thomas.

Mrs.
W. M. . Jeter left last week-
end for Santa Barbara, California, Where she will spend some 30 days
on a vist with Floyd Jeter and
family, Born Sunday, January 23,
and M
2mbich Leonard Matsler, Which Mrs. Leonard Matsler.
Whehael Taylorents have Typewriter Ribbons. Hesperian. Beware Coughs That Hang On
 Ewidutudiditid CREOUUSION

not tsueeipt the coun
new
MR. AND MRS. R. C. MENRY
HAVE GRANDSON BREN ON
MRS. HENEXS BETMOAN
Mr. and Mrs. R. C. Henry are in
receipt of the news from their son, Billy, member of the air corps
found fores at Bryan field, Texas.
foat he and his wife have a son.
hom on January 22 .
. he date. inctidentally, is the same aby

HIs emblem is a symbol of your patriotism. It tells the world that you will be proud to display it at home. Loan. Every true American
Our valiant fighting men . . . soldiers, sailors and marines ... on every
 far-flung battlefront are on the attack... forging ahead steadily, relentBacking them up means throwing every dollar we can possibly spare Backing them up means throwing every dollar we can possibly sp That's the purpose of this 4th War Loan Drive,
To earn the right to display the 4th War Loan Emblem you must To earn the right to display the 4th War Loan Emblem you must
invest in at least one EXTR hundred dollar Bond (at a cost of only $\$ 75$ )
… over and above your reqular War Bond subscription. But don't stop ... over and above your regular War Bond subscription. But don't stop
with one! Invest in all the extra Bonds you think you can afford ... then invest in some more! It helps to win the war .... and at the same time it insures your own financial security.
Here, too, is a chance to help your company meet its quota in this 4 th War Loan.
Maybe this will mean sacrifice on your patt. Maybe it will mean doing without something you want. But don't forget . . . while you are only giving a few spare dollars... thousands of our gallant fighting men are
Invest in extra for you! Show that you're backing them up $100 \%$. Invest in extra War Bonds to the limit of your ability. And display the
4th War Loan Emblem at heme!

BUILD YOUR FUTURE WITH THE WORLD'S SAFEST INVESTMENT

All over the country men and women look to the
future with confidence. They are the future with confidence. They are the ones who
have put part of their extra wartime earnings into the world's safest investment-U. S. Government Yes, they are helping their country in its grimmest struggle. But they are helping themselves
too! The are helping to secure their future, to weather any troubled days that may lie ahead.
What about you? Are you letting the dollars slip through your fingers-dollars that should be
put safely away in War Bonds? There are War Bonds to fit your needs ... Bonds
that are backed up by the strongest "company" in that are backed up by the strongest "company" in
the world. Build that home you have always the world. Build that home you have always
dreamed about. Send your child to college. Buy dreamed about. Send your child to college. Buy
the wonderful things that are coming after the war.

# LeṫACl BACK THE ATTACK! 

R. E. FRY-LIFE INSURANCE hagood's department store J. B. Jenkins
consumers fuel association WHITE DRUG COMPANY NICHOLS LUMBER COMPANY RADIO ELECTRIC COMPANY bishor motor company

DANIEL, AUTOMOTIVE
F. C. HARMON-HARMON FUNERAL HOME
dovgherty grain company
proutcers co-operative elevator H. G. Parker furniture company

h. G. parker furniture company

## farmers grain company

E. C. Carter preferred insurance

KING'S 5 -10 \& 25 STORE
LOOPER-FENNER CASH GROCER
martin a company w. edd brown

Lon m. davis
newton gin company
scott gin company palace \& ritz theatres first national bank
olin bryant
oden chevrolet company willson a son lumber company stansell-collins company WESTER'S QUALITY BAKERY panhandle service station

## Social Events, Clubs

Joyce Hopkins, John B. Herd Vows Are Said
 ant



Gam Home scene Friends Entertain With 42 At

Wanted! Men and Women Who Are Hard of Hearing


Next Summer you'll be needing crop water



##  Married Saturday <br> Texas C. OfC.

Is Announced

And



 and
 And wime win man
W. C. Plumlee Is Candidate Pre. 3 Commissioner
 , mantione Nom kir in way
 and and
 mosm norrum
$\qquad$
 $\qquad$

## manala momem  Saturday And Monday Only

To make way for Spring Merchandise which is beginning to arrive we are to place at your disposal some unusual values this week in merchandise, which quality represents irreplacable values for the duration

These below ceiling mark-downs will make your wardrobe complete throughou the remainder of the long cold season of the late winter and spring - opportunities for you to help Beat Inflation and save money with which to do other importan
things-buy War Bonds for instance.


DRESSES $25 \%$ DISCOUNT

$$
\begin{aligned}
& \begin{array}{l}
\text { Vewest and Smartest Styles } \\
\text { nos and Conton Gabaratines. }
\end{array} \\
& \begin{array}{l}
\$ 14.95 \text { Dresses Now } \\
\$ 12.95 \text { Dresses Now, } \\
\$ 8.95 \text { Dresses Now, }
\end{array} \\
& \text { One Rack Specially priced, } \\
& \$ 11.22 \\
& \begin{array}{ll}
\text { One Rack Specialy priced, } & \mathbf{\$ 6 . 7 2} \\
\hline \mathbf{\$ 2 . 7 2}
\end{array}
\end{aligned}
$$



COATS $\mathbf{2 5 \%}$ DISCOUNT

## Chesterfields and Dressmaker St

$\$ 29.75$ Coats Now
$\$ 24.75$ Coats Now
$\$ 19.75$ Coats Now
$\$ 19.75$ Coats Now,
$\$ 16.95$ Coats Now
522.07


Changing Jobs? On The Farm \& Home front You Need Proof Of Aveilability

Clarence Guffee For Re-Election As County Supt.

解 kind and considerate co-op endent for the past lerma
indiness and co-peration has m
a pleasure to sere you and 1
coit your support as 1 enter
ampaign for re-election in the D this pledge in mind $I$ earnesty
$\square$

The First National Bank of Floydada



Notes On Council Meeting Of H. D. Clubs Saturday

$\square$





Carmack Hatchery and Feed Store reed Stor

said the srgeant, ielly.
artaid
peace." youd signed a


## WHO IS MAKING

## THE GREATEST SACRIFICE?



The Woman who gives up buying a new fur
and buys several $\$ 100$ War Bonds with

THE 4TH WAR LOAN starts next week. Every American wil be asked to invest at least $\$ 100$ in extra War Bonds. At least $\$ 100$.
 HIGGINBOTHAM- BARILETI COMPANY


POLITICAL $\star \star \star$ Lee Howard Asks $\star \star \star \star$ COLUMN




For District Clerk: | MRS. P. G. ETEGALL |
| :---: |

for Asesoror-Collector:
County Treaurer:
MRS O. M . Conw
or County Cork: Coliler
or Sheriff Floyd Count
LEE HOWARD
County superintendent:
CLARENCE GUFPEE
W. H. (Bill) BROCK
nissioner Precinct No.
CHARLIE SMITH
I will appreciate your vote and in-
fluence in the coming election.
$\qquad$
Texas produced minerals valued at
s89.775.540 during 1922 the Uni-
versity of Texas Bureau of Econ
omic Geoology reports. Value of this
The French author, Rabelais

## The President's

## BIRTHDAY BALL

MARTIN BUILDING, FLOYDADA JaNUARY 31, 9 p. m. Music by
"Sons Of The West"
Orchestra vel Proceces tor the Eeenfitiof the Infantile Paralysis Fund Auspies of FIOYDADA FIRE DEPARTMENT

## CONSTRUCIION LABORERS NEEDED <br> AT ONCE <br> for

## L. O. STOCKER COMPANY,

BORGER, TEXAS

Constructing 100 -octane Aviation Gaso line Plant for Phillips Petroleum Com-

Transportation Furnished to Job
Top Wages-Long Time Job
Now working 60 hours per week. Time and one-half after 40 hours.
Living Quarters Available
See Company Representative at COUNTY COURT ROOM Floydada, Texas
January 29th - February 5th
Office Hours 10 a. m. to 3 p. m.
Persons now employed in Essential industry not Acceptable.
Seasonal Workers Acceptable

## Consult District ODT Before You Buy Used Truck






Lakeview Locals



CLASSIFIED ADS



Lost and Found


Houses for Sale cos 4 Rom boxed and
$\qquad$
Land For Sale


## NOTICE

## Tax Payers

Your 1933 TAXES are now due and should be paid be fore the first day of February 1944 to avoid penalty Assessed poll taxes are charged against the taxpayer

## BE SURE TO PAY YOUR POLL TAX

Both men and women are reequired to pay poll tax in order to vote in an election. We urge that everyone pay their poll tax in order that they will be able to exercise their full rights of citizenship, since many important issues arising from the war and other causes may be at stake in elections in 1944.
Those who are 60 years of age or older before January 1, 1943 are not required to have an exemption certificate to vote; those who have become 21 years of age since January 1,1943 or will become of voting age during the year 1944 are required to secure an exemption certificate during January 1944, before they will be eligible to vote in any of the elections during this year. No charge is made for these exemptions.
1944 Car Tags Cannot Be Purchased Until February 1st and may not be Placed on Cars until March 1, but Must Be On Cars by April 1 Midnight.

## Geo. B. Marshall



BROODRS, $\$ 8.95$ up
Both Oil and Electric
FEEDERS, $\quad 10 c$ to $\mathbf{\$ 4 . 5 0}$ WATERERS, 15c to 75c Egg Baskets - Leg Bands
BROODER THERMOMETERS
Most everything in Hardware and Household Supplies.
H. M. McDonald Hardware

Telephone 341

## BOYS NEWS



## Boy's Khaki Pants

| ingone Weave olive Prab Cain | \$1.98 |
| :---: | :---: |
| Heay Weight Gray Covert | \$1.98 |
|  | \$2.98 |



## Boys' Slacks That Fit

Large selection of wool and rayon blends
$\$ 3.98$ to $\$ 4.98$
Corduroy Hats, $\quad \mathbf{\$ 1 . 2 5}$
Thorogood School Shoes
$\$ 2.98$ to $\$ 4.45$
HAGOOD'S DEPARMENT STORE

## WARNING: <br> Your Gasoline Supply Is Threatened Beginning February 1 All Gas Coupons Must Be Endorsed

The Office of Price Adminstration in Adopting a Strict policy on the Endorsement of Gasoline Ration and Mileage Coupons of ALL TYPES in an effort to Stamp Out Waste and Carelessness in Gasoline and to put a Stop to any Black Market operations in this territory. The OPA has given us a few days in which to "get our houses in order" but has plainly notified the gasoline distributors, wholesale and retail, that the rule that all coupons must be endorsed before gasoline is delivered will be strictly enforced. This is not a NEW rule but an OLD one. Unless Gasoline Distributors get coupons endorsed by their customers their supply of Gasoline will dwindle and there will not be enough Gasoline for the Necessary operations of our businesses and farms. Every coupon Not endorsed will be Dishonored by OPA and the Dealer who delivered the Gasoline will have just that much less Gasoline in his inventory. Without endorsed Coupons we cannot get Gasoline from the Refiner.

## Please Take This Warning Seriously We Must Have Your Help

So that there will be no misunderstanding: On and after February 1 the undersigned will make no deliveries of Gasoline on Any type of coupon unless the same has been endorsed in the manner required by OPA.

Conoco Service Station No. 1
5th and W. California
R. C. Henry, Distribulor

Continental Oil Company

## Henry's Conoco Station

B. W. McDaniel

Sterley, Texas

Aaron Carthel, Distributor
Phillips Wholesale and Retail
Consumers Fuel Association

## W. F. Culpepper

McCoy Store
Day \& Night Texaco
East Highway 70
C. D. Foote, Consignee

## WHAT MUST BE DONE

A, B and T Coupons Must have the Endorsement of your Car or Truck State License Number and Initials of State on front of coupon; $R$ and $E$ coupons must be endorsed on front of coupon with your name and initials.

Blue Goose Service Station
S. E. Corner on Highway 70

## F. M. Covington

Dougherty, Texas

Cline \& Rainer

Home Oil Company
Wholesale and Retail

Castor Beans Do Well; Buyers In County Saturday Showers Bring



Fishing Job Still Only News Coming From Oil Test

## Local Minister Officiates At Spur Funeral

Pioneer Ginner Passes; Funeral Held Yesterday


## Start Your

Chicks
RIGHT
With Stanton's Chick Starter
And we think you will be a
Stant ton customer from
$\qquad$

## Looperfenner

| SWEET CORN ${ }^{\text {American beate }}$ N 13 |  |
| :---: | :---: |
| FLOUR Patakrd Guranteed. | \$1.99 |
| SPUDS ${ }^{\text {Iatho Rusets }}$ io Pounds | . 29 |
| PEANUTS ${ }_{\substack{\text { Rasated } \\ \text { Found. }}}^{\text {ded }}$ | . 20 |
| JELLY 2 Pound Jar, | . 25 |
|  | . 10 |
|  | गисе $\quad .12$ |
| MUSTARD ${ }^{32} \mathrm{Ozz}$ are | 0 |
|  | 5 |
| SALMONS ${ }_{\text {S }}^{\text {Cenuine }}$ Prink. | fink. 28 |
| BAKING POWDER ${ }^{\text {Full } 2 \mathrm{lb} \text { ben }} \mathbf{C} \mathbf{2 0}$ |  |
| POST TOASTIES ${ }_{\text {Per box }} .07 \frac{1}{2}$ |  |
| CRACKERS | . 13 |
| VANILLA EXTRACT ${ }_{\text {Botite }}^{\text {8.or }}$. 08 |  |
| RICE ${ }_{\text {12e Box, }}$ |  |
| HAMBURGER MEAT ${ }_{\text {L. }} .24$ |  |
|  |  |
| PIG LIVER Pound,  |  |
| BEEFRIBROAST Poond ${ }^{\text {Pr }}$ |  |
|  | Cuta |


|  |  |
| :---: | :---: |
|  |  |
|  | STAR CASH VALUES |
| \% ${ }^{\text {a }}$ |  |
| Buy An Extra War Bond |  |
|  |  |
|  | $\begin{array}{\|l\|} \hline \text { CAKE } \\ \begin{array}{l} \text { FLLEUR, } \\ \text { Large Box, } \end{array} \\ \mathbf{2 9} \end{array}$ |
| (10c | Pink |
| cres | SALMON, 25c |
|  | LARD, pure 69 ${ }^{\text {L }}$ |
| ${ }_{\text {coser }}$ | ler $\begin{aligned} & \text { Water } \\ & \text { Mops, }\end{aligned}$ |
|  |  |
|  | Marco |
| 边 | $\begin{aligned} & \text { PORK and } \\ & \text { BEANS, } \\ & \text { Ren } \end{aligned}$ |
|  |  |
| detci |  |
|  |  |
| Hull \& McBrien | Goom |
| Hull \& McBrien <br> Telephone 292 |  |


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| SUGAR, |  |
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|  |  |
| PRUNES, Gallon 55c $\frac{\text { S1.39 }}{\text { BAB-O }}$ |  |
|  | 25 c |
|  | nnimm |
|  | BEEF ROAST |
| BANANAS, lb. ? |  |
|  |  |
|  |  |
| ORANGES, lb. 8c lb. 25c |  |
| FELTON-COLLINS |  |
| Grocery, \& Market | Telophone |

