

| Longhorm Field Ready for Night Games Verr Soon |
| :---: |



## Wilda Ruth Pryer Died Last Friday

## Miss Hester West

 in Two Speaking Appointments

Campaign For USO Funds Will Begin October 1


Souihwest Floyd County Test Due to Start Soon


Home Nursing Classes Begin About Oct. 1 .

| , |  |
| :---: | :---: |
| Set for Sept. |  |
| 27 Ca |  |

Mrs. Lon V. Smith Guest Speaker
L. B. Stewart, Jr.,
At Caroline Islands

Captain' Bertrand Has his Discharge
alfa Seed ryments Are Be Made

The Floyd Co. Hesperian
 As A Farm Woman Thinks


Do youa traes have THAT OLD WORN OUT
FEELING7... See Ta/ O.KRicm $\underset{\substack{60 \times 16 \\ \text { Recapped }}}{60.70}$ HOWARD'S TIRE SHOP

## IMPORTANT RADIO BULLETIN

YOUR OLD FAVORIT
BACK ON THEAIR The National Farm \& Home Hour

EVERETT "It's a Beautiful Day in Chicago" MITCHEII as Masfer of Ceremonies

BEGINNING SATURDAY SEPTEMBER 15
Don't miss the thrilling opening b
and male quartot.
Direct from the form
Dired trom the ticker rooms of market centen Direct from the bigges
events is the country
Anywhere in the
$n$ the making.
That's where wo set up the
National Farm and Home Hour.
With OPFICLAL News
nen the Otficial dorin
fvery Saturday on NBC Network
Station KGNC, Amarillo every Saturday
1 to 1:30 p. m.

## CLLISCHALMES

paint on shimmering jac-
Suard faille! Colorful!
Scatties Girafles
Game Bird Hilt House
Scotties Girafles
Game Bird Hill House
Penguins Lighthouse
Penguins Lighthouse
Vlora Spider's Web
Vine Wishing Well
Fern Tropical Paim

 PAINTED TOWNCRAFT* $\underset{\text { TIES }}{\text { DE LUXE }} 1.49$
L. C. McDONALD \& SON
Hurr, Beth. latis set the
NEW OUALITY Of IWMC
memamatranicille

The First National Bank
Floydada, Texas We Sell Victory Bonds


bi, empanal biscruc
World's Greatest Sneezer Recounts Few Experiences
0

## THE FACT IS

The
$\qquad$



Uke Beth, the hundreds of home owners who installed Servel After four years' use, they sayy, "We wouldn't be without it. It" wonderfult'
You can plan on it-post-war .. Imaginel Blustery winters,
blistering summens, you'll choose your own indoor climate with blistering summens, you'll choose your own indoor climate with
Servel All. Year Gas Air Conditioning. Come in and let us tell
Servel ald-Year
(8.) Gas Air Conditioner


SOUTHWESTERN BELL TELEPHONE CO

Phillips 66 Brings You The "Fuel of the Future"-Today!

Yes, it's beret The gasoline you had every right to expect. The gasoline made possible by new processes ... new knowledge, gained in 3 action-packed years of war production! What will it do? It will give you more. Step on the accelerator... see what we mean!


More power! You'll get a zooming surge of power that will put your car in its second childhood!

More mileage! You'll get more for your money with the new Phillips 66 because it takes you farther!

## More anti-knock! Sure the octane-rat-

 ing is higher-you'll take those hills in high!More instant starts! "Controlled volatility"-a Phillips first . . . helps you get instant starting even on the coldest morning!

Buy it! Try it! Let your own engine and your own experience tell you the wonderful

## Pr <br> GASOLINE news about this "fuel of the future" that's here right now! <br> Phillips Petroleum Company, Bartlesville, Okla

 The girls in the telephone business office would people already waitron foot telephones.
You see, the telephone wont work by itself. It most be connected by its own pair of wires to com plea equipenen in a teleppooen central office Il
nan g nicest many places the equipment is all in use. All told
230,000 people are waiting for telephones in the Southwest.

They expect to get service in their proper fur telephone, or when we "room" by disconnecting his sent. That's why we cant just leave a telephone in who happens to move in. That seems the only fair ty to do the job...and the way we think you would want us to do it.


## But a telephone's

 already there!"

Keep on buying Victory Bonds and Stamps:



## FARMERS!

Repair and Build your
Farm Equipment wile you
have time. Don't Wait!
Reasonable and Dependable Work Only the best Welding
Materials used.
$\div$
Phone 11

FOR YOUR CAR'S SAKE-WE USE

COMBITIED WITH GENUINE FORD SERVICE

\section*{| Best $\qquad$ Nosman Best $\qquad$ <br>  Best $\qquad$ , <br>  |
| :---: |
|  |  |
|  |  | <br> BISHOP MOTOR CO.}








```
Land For Sale
```



Farm Machinery

## C. S. FOWLER

South Plains, Texas Independent
Wholesale and Retail

## Oll and GAS

Located at Mayes old stand on Highway.
We can give you
Prompt Service
and will appreciate

Floyd County Hesperian, Floydada, Texas, Thursday, September 20, 1945 your patronage.
Now Ready for Business


| man |  |
| :---: | :---: |
|  |  |



## penneys



Others 2.19, 2.29, 3.98, 4.98 Also Children's sizes, 1.98

Bendix Washers Demonstration at Strickland Co .

$\qquad$


## McCoy News



## BENDIX - Home Laundry

## Dealers

HICKERSON \& STRICKLAND

117 E. Houston

Telephone 8
Long, long trails a-winding..


## CONOCO

## an <br> GASOLINE

R. C. HENRY, Distributor



| Firm Heads CABBAGE, | $.05$ | Full of Juice <br> LEMONS, | . 12 |
| :---: | :---: | :---: | :---: |
| CARROTS, | ${ }^{\text {Bunch }}$ | Firm Heads LETTUCE, | . 12 |
| Maxwell House |  |  |  |


| Fresho <br> Turnip Greens, | $\begin{gathered} \text { No. } 2 \text { Can } \\ .11 \end{gathered}$ | Marshal <br> Pork \& Beans, | $\begin{aligned} & \text { Na. 3wan } \\ & .08 \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| Little Farmer | $\text { No. } 2 \text { Can }$ | Nelson's | ${ }^{\text {Na, }}$ |
| CORN, | . 14 | Green Beans, | . 11 |
| Level |  |  | 0. 2 Can |


| APRICOTS, | .29 |
| :--- | ---: |
| Standards | No. 2 |
| TOMATOES, | .12 |
| Pallmilie | .2 Bars |
| SOAP, | .20 |


| PEACHES, | . 26 |
| :---: | :---: |
| Sunbrite | ${ }^{3 \mathrm{Cmam}}$ |
| CLEANSER, | . 14 |
| CATSUP, | . 2 |

Heinz 1012

| Delta Club <br> Turnip Greens, | $\begin{aligned} & \text { No. } 21 / 2 \\ & .15 \end{aligned}$ | Gold Medal <br> FLOUR, | $\$ 1.15$ |
| :---: | :---: | :---: | :---: |
| MEAL, | $.55$ | SYRUP | . 37 |
| 2 Large Boxes | H | <e |  |


| Skinner's Long |  |  |
| :--- | :--- | :--- | :--- |
| MACARONI, | .08 | Kellogr's <br> Ban |


| Quaker |  |  |
| :--- | ---: | :--- |
| PUFFED RICE, | .12 | Rippled Wheat, 11 |



MAREET SPECIALS


26

Wipe Out Agony of ATHLETE'S FOOT-


## Summer SIIRRNDERS SPUDS, $\quad .05$



WE HAVE
YOUR HAT FOR FALL

Soft, Medium Weight Hats with Bound Edge and Wide Bands

$\$ 6.50$ and $\$ 10$



## MEET YOUR FRIENDS

and dine in the friendly New and Modern

## FIRST STOP CAFE

Next Door Neighbor to Conoco Service Station No. 1 on Highway 70 East
look to the POWER of electricity


With Industry released to work for the Civilian once more the Great Day is Close at Hand when you can have the convenience of the Household Appliances you so much desire once more.

Your City Light and Power service make it possible for you to have all of these things and at a cost that is no greater than pre-war charges.

This dependable service and the profit which it makes for your community, are yours-because it belongs to you and your neighbors.

Premium on First Bale for Edgin

## Man is $\$ 92.33$









| M. L. SOLOMON |
| :---: |
| Jeweler |
| OFFICIAL |
| Watch Inspector |
| Q. A. \& P. Ry. Co. |
| On |
| West Side Square |
| Telephone No. s1 |

Roving Reporter Finds More New


## BUTANE TANKS and APPLIANCES

Now Available on First Come, First Served Basis

## Leave Your Orders With Us


250-Gallon; 363-Gallon; 500-Gallon or 1,000-Gallon
C. D. FOOTE

Butane and Propane
Telephone 87

Faces in Floydada




This is our pledge to you:
To be courteous and considera the at all times. कs To tar possible best electric service possible at the lowest possible rates. L,OW BATES COURTESY SERTICE
 SEAT RATES


## INSURANCE FIRE

## 

 $4=2$
 statements with the millions on them, but donck by
yourself into believing that you can get it back by
giving them some more through insuring through

 $=2$ SINCERELY WANT you to spend it with our own
FARMERS UNION COMPANY and know you will save money on the premium you pay. We have paid
every loss in full. The laws of Texas says you are
safe. We know that we continue to pile up money that safe. We know that we continue to ple up money that
belongs only to our policy holders in Texas. Pretty
soon we expect to reduce our premiums still lower, as soon we enpect to reduce our premiu
Colorado Farmers Union have done.
I'll give $\$ 25$ to the first person that will get me
the following two sworn statements from any Old Line Fire Insurance agent in Floyd County covering
the last 5 years-(providing he writes 100 or more policies per year).
1st: I want to know the total amount of money he
 xatiay in these same 5 years? What percent do you guess? I think that is the proof that we need to know
that their "DOUBLE" rate is too high and proof that our rate of $\$ 6$ per $\$ 1,000$ per year is perfectly safe for
our policy holders when you realize that none of the money we collect, pays dividends or interest to any
PREFERRED Stock Holder or money lender in this
or any other State.

$$
\mathrm{y}
$$

You should realize that it is to the financial in-
terest of Old Line cons ing in this State to try to create distrust in our own
Texas FARMERS UNION FIRE INSURANCE COM-
PANY, pay their "DOUPLE" rate to "THEM" if you want pour home protected against FIRE etc.

Butane heating and electric lights are taking
t of the Fire hazards out of our Rural Homes (Thank goodness). Fire Insurance Rates should and
will go down. Help me get the records and I will prove it to you.

In the meantime, insure with, and help build your
n FARMERS UNION FIRE INSURANCE COMPANY, IN TEXAS FOR TEXANS. Stay wide awake
and do your own thinking. We will have a lot to live for in your own thinking. We will have a lot tow years. Keep your property pro-
tected Why pay more than $\$ 6$ per year per $\$ 1,000$ fo
$\%$ protection on your home and property? SEE-

## ED HOLMES

or your own community representative. Still selling Farmers Uaion Fire Insuranceand Lumber

"1 LIIE XMAS SHOPPING SO EARLY THEN, 100 ALL
MY XMAS SHOPPIGGIN ONE FELL SWOOPI"
Allis-Chalmers
Brings Farm and
Home Hour Back
The Home Front



 Graphs AT HARMONERAL MONDAY Litue Linda Jo Shackelford. who
Was born in Foychada on August
27. Was destined to remain only a

CHisopractic for all -
Inm mpractice I have had cases
Ihich were very young and others
 plied today, I have found, however,
that age, either young. old or other-
wise., ots one factor, many times.
in the getting well process.

 great surprise and satusfaction. Bear
Im mind that the question rests ori-
marily on extent of disease and not
necesantiy on name or or kind, as to
nether whemer you recover rapidaly, or tes
rapidy. Remember the fact that
to nos much as you have a backbone
and that very likely you have mis. alignments of the spinal column,
strong evidence that "he toremost
drusless system of health" Chiro Call at Pureells Chiropractic of
fice at Frit National Bank Build
ins and talk over your condition with me.


Floyd County Hesperian, Floydada, Texas, Thursday, September 20, 1945


## CRUMPTON RADIATOR SHOP

Location Highway 70 - Phone No. 11
All Kinds of Radiator Repair
General Auto Repair and Paint Shop
Modern Equipments and Techinque give you
Unexcelled Service

## W.M. Crumplon, Owner




Floydada Representative
R. E. FRY

Southwestgrn Life
nsurance Company



Produce \& Feed
Phone 74
We Deliver

| STAR CASH |  |
| :---: | :---: |
| VALUES |  |
| White Swan <br> MILK, <br> 3 Tall Cans | $25^{\text {c }}$ |
| MUSTARD, $\mathbf{1 0}^{\text {c }}$ |  |
| $\underset{\substack{\text { Pkg. } \\ \text { Corn Flakes, } \\ \text { c }}}{ }$ |  |
| $\underset{\text { 2-Lb. Jar. }}{\text { Mince }}$. 49 c <br> New Stock |  |
| PEAS, No. 2 Can, | 19c |
| $\underset{\text { PIEx }}{\text { Pid, }}$ M ${ }^{\text {c }}$ |  |
| Box, Makes 3 Pies |  |
| Graham <br> Crackers, <br> 2 Lbs., | $5^{c}$ |
| Krispy <br> Crackers, <br> 1 Lb., | 19 c |
| Tastease DRINK, Quart, | $25^{c}$ |
| Tenderleaf TEA, 1/6-Lb. Box | $50^{c}$ |
| $\begin{aligned} & \hline \text { OLEO, } \\ & \text { Nu-Maid } \\ & \text { Lb.. } \end{aligned}$ | $21^{\circ}$ |
| Home Grown Tomatoes |  |
| Fruit Cakes in cans, ready to ship . . . Fruit Cake Mix. |  |



This is a time to save money-and right here is the place to do it. Our daily low prices will reduce your food bill-lower the cost, but NOT the quality or quantity of the
foods you need for good eating and good health. Spend less-don't serve less! That's the answer to your present day budget problem - and you'll spend less at FELTONCOLLINS, yet get more for your money! Try it for one month and see for yourself just how BIG your savings will be.
FLOUR 1.29 TIN CANS, 4.25
FLOUR 1.29 근, 4.25

BABO . 25 REX JELLY, .55

## allear dipitir

Flat Ri
ROAST . 19 KRAUT . 32

| STEAK . 37 | PRUNES, 58 |
| :---: | :---: |
| DRESSED FRYERS | HONEY, 1.35 |
| BAR-B.O, $\quad .39$ | Sweet Potatoes. 28 |
| CHEESE, 22 | MINCE MEAT, . 55 |
| - Vita-Rich Vegetables | Turnip Greens, . 15 |
| NCH | GRAPES, $\mathbf{. 1 4}$ |
| - 9c | SPUDS |

- LET'S GO WHIRLWINDS!

Littlefield Is Just Our Size!
Cigarettes, 35

| Laying Mash, 3.45 | STOCK SALT, |
| :---: | :---: |
| Growing Mash, 3.59 | BRAN, |
| $\text { Blue Label } \mathrm{NO}$ | $.35$ |



| FRUIT JARS, | 59 | Baking Powder, .$\square$ |  |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
| BABO, | . 10 | SODA, | . 25 |
| MATCHES, | ${ }^{\text {Cratem }}$ | $\begin{aligned} & \text { Rec \& White } \\ & \text { COFFEE, } \end{aligned}$ | . 29 |
| Kellogg's |  |  |  |




