

Iva Elmore Smith Field Executive Camp Fire Girls


DRS. CAULEY and WELCH Optometrists

1114 Ave. L LUBBoCK Phone 7180

## FARM \& RANCH LOANS

R. O. SILVERTHORNE

LANDS
Lemds tor Sale and to Lease for Farming and Graz $\operatorname{ing}$ purroees in Mord and other Counties; aloo large

## W. M. MASSIE \& BRO

## General Land Agents <br> Floydada, Texas

J. M. Massie Hollis R. Bond


## in Chile on Home Trip Thru Summer

Texans Resident Lions Play-
 Men's Ritz $100 \%$ Wool Top Coats.
(We think the (We think the world's best and they
market five years.) market five years.
Men's better made leather coats
have been expecting this merchan
they will please the fellows who $w$
You will likely like to have one
Christmas.
You will be surprised to find
well known in the merchandise
dressers. Friedman clothing.
dressers, Friedman clothing,
made boots, Stetson and Port work clothes. Ladies' Gulf Stream Sisacks Pools better

Glad Snodgrass

## HOGS

$50 \%$ Protein MEAT SCRAPS


Shorts \$2.75


- Stanton Lay Mash - Burrus Mills Mash - Red Chain Mash


THEY'RE ALL COMING FOR OUR values
FLOUR, $\quad \$ 1.79$
Matches, 25 ${ }^{\text {c }}$
SPINACH, 15c
Tomato Juice 25c
Craft Chese, 1.14
CHIL,
Choz
int
Pickles,
Pim

29
${ }_{\text {Wax Paper, }} \mathbf{1 9}^{\mathrm{c}}$
HYPRO, 15c
Hull \& McBrien
Telephone 292


You can eat mighty well . . . and mighty economically too . . . when you do all you food shopping at FELTON-COLLINS because we've a vast variety of delicious, ny taste-teasers and palate-pleasers by the score. So bring in your foed bent Fill it up at our low prices and eat your fill of fine quality foods.


Fairview News

-:- MARKET SPECIALS

| ROAS, | . 38 UUNCHMEATS, |  |
| :---: | :---: | :---: |
| CHEESE, | . 50 Frankuruters, | 39 |
| BABO, | 2 For | . 25 |


| CLOROX |
| :---: | :--- | ---: | ---: |
| $\frac{1}{2}$ Gal. . 35 |


| ONIONS, Lb. . 07 | PEACHES |
| :---: | :---: |
| CELERY, Paschal, Lg. 23 |  |
| YAMS, Pound . 10 | In Syrup |
| ORANGES, Pound .12 | Gallon |
| SPUDS, No.1, $10 \mathrm{lb} . .49$ | \$1.20 |
| GREEN PEPPERS, Lb. . 15 |  |
| $11$ |  |
| TELEPHONE |  |

## Two-Day Drive October 14.15 For USO Funds

First Bale in Floydada Draws Above $\$ 100$ Premium as Staple Begins to Move from the Fields


'Pep Parade'
Lions' Play,
On Tonight

Murder Charge Lodged Against Food Merchant

Elect Dunlap Soil District Supervisor
Hens Entered
by Allens in
Egg Contest

Required For
Candidates
Lon Davises Home From Trip East

Lubbock Fair
Boosters Due
Here Today

t Buys Building, Cannery to Begin Operation Monday


et of Seed Sent from Floyd hty 'Have Taken Root,' Pole Thru American Vice Consul
A hare wow of buxam

The Floyd Co. Hesperian The People's Forum




ITsDAY INAND DAV OUT...

| POST BRAN, | $.11$ | Skinner's <br> MACARONI, |
| :---: | :---: | :---: |
| KIX, | .$^{\text {Box }}$ | RICE, |
| Libby's |  |  |
| CORN | $.17$ |  |
| Van Camp's | Can | Harvest Inn |
| CHILI, | . 26 | PEAS, |
| Texas <br> Grape Fruit Juice, 32c |  |  |


| CLOROX, | . 19 | LYE, |
| :---: | :---: | :---: |
| BABO, | . 21 | Lifebuoy, |

COFFEE, 450

| Deer <br> SPINACH, | $.14$ | Schilling's COFFEE, |
| :---: | :---: | :---: |
| Deviled Ham, | $.15$ | APRICOTS, |

## That's the 12 Million Dollar Question of your Public Service Co




There are just about as many answers to that

## We PickUp FLATS

We're happy that in our 22nd year, we're a pioneer in building ahead for the future. Our expansion program will bring better living, electrically, to everyone in the years to come.

## PUBLIC SERVICE COMPRNY

A PIONEER
in building
AHEAD FOR
THE FUTURE

question as there are people in the Panhandle
Plains Pecos Valley area.
Your Public Service Company's 12 million dollar expansion program will benefit everyone.
There'll be many new industries using low cost, reliable electric power, more bomes with the advantages of electrical living, more farmers taking on Reddy Kilowatt as their new "hired hand."
Anywhere Hereabout
Telephone $\mathbf{3 5 2}$
We have the Hypoid Vac-
uum Flasher for New Dif-
ferentials.
Washing, Marfak Lubri-
cationi
Phillips High Otane Gas-
oline and Phillips Oils and
Greases;
Philling " " $66^{\prime \prime \prime}$
ThilipS
Truett \& F. A. Smith
Northeast Corner Square


## Social Events, Clubs

 pexan Nu.Enamer
 Springs Couple Here
$\qquad$
$\qquad$
$\qquad$
$\qquad$


Graphs


| Autiombile | Humsema |
| :---: | :---: |
| Repair Service | BE WISE! |
|  |  |
| Smatem |  |
| mamem | 25 |
| dind |  |
|  |  |
| SPEARS |  |
| AUTO | MTEEAARTS |
| , wime |  |

## Half Minute

## Interviews

## RAY'S ROLLER RINK

Will Open Again
same location as last year North of Post Office

NEW TENT, SKATES and MUSIC Afternoon and Night Sessions

Two Experienced Floor Managers and Instructors.

EXCELLENT FLOOR
State Highway Job
in Crosby County in Oct. Lettings

Auto Production Gains Momentum

## Discharges

Address System at Crosbyton

Take Off Sunday Train on Denver


## CROBBYTON. Sept. 27. - Pet tion bearing the sitnatures of 5 s. ettizens of Crosbyton and territor



OLETA'S BEAUTY SHOP
208 West Missouri Street Phone 70

## Good Plumbing is Permana <br> There Is A Reason Why <br> $\qquad$ still getting 81.50 . P p <br>   <br>  <br>  <br> Jess Wright Plumbing Co.

ATIENIION WHEAT FAMYZ

## 




## 

D. W. FYFFE SEED COMPAII

The complece Feed mod sex stanc"

## FOR SALE!

1 Sow and 7 Pigs,<br>575.00

1 Sow and 9 Pigs, 585.00
This is the same place where you buy 1 and 2 inch humber for sce perbad foot.

## C. E. H. FARM

Ed Holmes
(Still selling Farmers Union Fire Insurance)
grinding and mixing service
or quality grinding service, resultgetting formulas, and Purina sup-
blements - call on us!)
YOU YOU OHT TO KNOW ABOUT


FUQUA
Farm Supply

## PLAN YOUR

 HEATING
## Wisely!



If you're building, or remodeling, give a thought to your heating system. If you're wise you'll choose on automatic method of gas heating . ... for economy, for trouble-free operation, and for healthfulness. rect venting methods to assure maximum efficiency and complete safety...for no heating system is safer than outomatic eas heating properly vented. And outomatic outomatic gas heating properly vented. And aurmastat means this ... just a touch of your finger on the thermostat your automatic gas heating system does the rest, just the proper temperature. Plan your heating wisely . . .
choose an automatic gas heating system ... properly vented for complete safety!

## UPHOLSTERY

 STAYS CLEAN WITH AUTOMATIC GAS HEATING EQUIPMENTWest Texas Gas Company



## Murder Charge- <br> 



Whirlwinds-


Fuel Tablets Soon
Common Place on Retailer Shelves

## Kerosene Heating Stoves

Get Ready For Cold Weather
With one of these fine "Sire--.Heat" Heaters $\$ 28.75$
 With Heat Control $\$ 6.40$ $\$ 47.50$ RECORD PLAYERS ADMIRAL
With Automatic Change Phass ten 12:inh or or wele 10-inch records

## $\$ 48.55$

TEMPLE

Plastic Case
Electric Water Heaters Clothes Pins
$\begin{aligned} & 30 \text { Gallon Size } \\ & \text { Jud Whitehead Brand } \\ & \mathbf{\$ 1 1 9 . 5 0}\end{aligned}$ $\$ 119.50$ 20c ${ }^{\text {Dozen }}$

## Electric Hedge Trimmers

The first we have received. Hurry if you want a pair.

## COLLIER AUTO \& ELECTRIC

 West Side of Square
## LANDS

Lands for Sale and to Lease for Farming and Grazing purposes in Floyd and other Counties; also large list of Town Lots.
W. M. MASSIE \& BRO.

General Land Agents Floydada, Texas
J. M. Massie Hollis R. Bond

## - Car Painting

- Tractor Painting

Body and Fender Repair
Upholstering
Seat Covers
Safety or Plain Glass for any kind of car.

Sam's Body \& Fender Works
Phone 166

HT'S BACK
THE BIGGEST AND BEST YET: The 29th Ammand
PANHANDLE SOUTH PLAINS FAIR
AT LUBEOCK- OCTOBER $7-12$


HESPERIAN WANT ADS PAY OFF

4-H Boys Attend
Tech J. Feeder
Short Course

School Lunch Room

## TILE

Made with Volcano Ash Is More Durable, Fir
Proof and Less Weight. Wayne Bennett

BETTY SUE Yy-ODEN CHEVROLET CO.


You'll hit a home run if you take your Automobile and truck repair troubles to Oden's Shop department, where good workmen and good materials combine to give you the most mileage your money can buy and at a reasonable price. Come in today and see for yourself.


Dexterous Daphm

"You're lovely ... the kind of a girl should wear diamonds from the M. L

$\cdots=5=5$


 with their parents Mr. and Mrs
F. Mertototh and Mr. and Mrs.
H. Kreis. The Hundiey Trio spent the
end here visting thetr parents. and Mrs, o. L. Hundrdey. They
Sunday for Morton to begin
wreks reir Sunday for Morton to be
weeks revival there.
 Mr. and Mrs, W, N. Ourfin o
Altus, Okinhom spent the wrek-end
with Mr. Guffins sister, Mrs. Addie Thagard.
LIVESTOCK OWNERS
Free Removal of Dead
call. er sEs Consumers Fuel Ass'n
Phone No. 122 motbada, teiag



PATTERSON'S
WE DELIVER
FOOD STORE \& MARKET

| APPLES-PLENTY-APPLES |  |
| :---: | :---: |
| Plenty of bananas |  |
| TOMATOES ${ }_{\text {Lb. }}$ | L. ${ }^{\text {L }}$. 13 |
| CABBAGE Lb. | . 04 |
| ONIONS ${ }_{\text {Lb }}$ | . 05 |
| LETTUCE Lb | . 10 |
| GRAPES | . 17 |
| SPUDS Lb | . 04 |
| CORN MEAL ${ }_{\text {c }}^{\substack{\text { Yellow, } \\ \text { s Lbe. }}}$ | Yellow, 2.25 |
| COFFEE $\begin{gathered}\text { Monarch, } \\ \text { Lb, }\end{gathered}$ | . 38 |
| ORANGE JUICE ${ }^{\text {Adams }}$ Can ${ }^{\text {atoz }} .49$ |  |
|  |  |
|  |  |
| TOMATO JUICE 16 | $\mathrm{CE}_{1 \mathrm{Gal},} .85$ |

plenty black pepper
PLENTY STARCH, ALL KINDS


## LOOPER'S

| VRUIT CockTAII, Heart's Delight $421 \frac{1}{2}-\mathrm{Oz}$. Can, | $\text { Delight } \quad .39$ |
| :---: | :---: |
| CABBAGE Pound, | 4.03 |
| CHILI ${ }^{\text {Van Camper, }}$ Jar. | . 29 |
| MILK ${ }^{\text {Pet or Carnat }} 3$ 3 Cans. | . 20 |
| PORK \& BEANS | Can, $\quad 15$ |
| PICKLES Quart Jar, | . 49 |
| FLOOR POLISH quart | Quart Botle. . 19 |
| MATCHES 6 Boxe | . 24 |
| SODA | . 15 |
| YAMS $\begin{gathered}\text { Maryland } \\ \text { Pound, }\end{gathered}$ | . 06 |
| SPAGHETTI and MEAT baLLS, Can, | Ls, $\quad .22$ |
| DRIED PEACHES Pound | Pound .29 |
| DRIED APRICOTS Pour | S Pound, $\mathbf{.} 38$ |
| MUSTARD Quart Jar, | Jar, $\quad .10$ |
| PEANUT BUTTER Quart. . 49 |  |

Fog Causes Ralls Tragedy

Mt. Blanco School Raises Tax Limit, To Purchase Bus


EGGS $==$
$=-8$
$=2$

## BERRY

PRODUCE
We Deliver
Phone 74

$\underset{\substack{\text { Fruit } \\ \text { No. } 21 / 2 \\ \text { Cockn. }}}{ } .43$


| In heary syrup |
| :--- |
| Grapefruit <br> Juice, |
| No. <br> N |


|  |  |  |
| :---: | :---: | :---: |

Freesh
Cuinber
Pickles
Pickles,
Heinzes, $\mathbf{3 6}$

| Macaroni, |
| :--- |
| $\substack{\text { Skimner's, }}$ |

Clabber Girl, 19
$\underset{\substack{\text { Jar Lids, } \\ \text { Repular, } 3 \text { dor, } \\ \hline}}{ } .25$
Tamales, $\quad .18$
Peach Jam, $\$ 2.65$


| Rice Krispies, |
| :---: |
| 2Pkgs. |

Hull \& McBrien
Telephone 292


Assure your family of plenty of good-tasting health-essential fruits and regetalles
this Winter by canning all this Winter by canning all you can NOW: Fresh fruits and vegetables are plenitit and perfect for preserving-ripe . . . full-flavored . . . vitamin-rich . . . and prined
real low for BIG SAVINGS by the bushel, box, and basket! They're Nature's biezed food values-and ours, too. So fill your shelves with delicious homecanned fruits as and high priced this Winter.


