mes, Phillips, Firs sill Batlle rleague Lead


Finals Coming Up Sunday in Club's
Golf Tournament
chool Opens
eptember 1st

Announce Colt
Show at Roaring
Springs Gathering

Re-Union in III.
West Texas, Motley-Dickens Old


## Settlers Due for Celebrations

$\qquad$
 Next week-end the Motiey-Dicken
county Ponneers asociation will han
their annual get-together at Roa

 wap experiences and enfoy wha
mer entertainment is furnished ver entertainment is furnished
tabernacle built for the purpose


County Road Funds Get Windfall From State Road Bond Refund as Court Lays Good Roads Plans

Haynes Named Twelve-Team Successor of Tournament Slain Sheriff Coach's Plan

Allen's Reds Make
Gain in Tarleton
Egg Laying Contest

Plumlee's Father Funeral at W'ford

Oil Test Rig
Moving From
Quarter Horses win Hole at Cedar
Top o' Texas honors

Harmony and Petersburg Vote
Fat Stock Show On Consolidation Saturday
Opens January 30
$\qquad$


## AUGUST

WE HAVE ADDED
to our shop a wide selection of used reocrds-They are juke box records, and are in firist llass condition.

## WE INVITE YOU

to look our stock of records over, and see our new and used Radios, moderately priced, with lasting performance and utmost quality
Our work is guaranteed to our customers' satisfaction

## BOLING ELECTRONIC SERVICE

Home and Auto Radio Repairs
Free Pick-up and Delivery Service

## Phone 465

104 Main St.


## THE MALT BAR CAFE

Our preparations are nearing completion.

THE STROUP WAY IS THE BEST WAY The Stroup Land Leveler is more MANEUVERABLE. It is sturdily constructed to be used with ANY two or four row crop tractor and designed to give greatest land leveling results.
JOE FOSTER, DEALER
Howard Crausbay Injured Last Week in Highway Crash

Don't Forget The String

Don't forget the string around your finger to remin

you to bring your soiled garments in for cleaning.

It is a poor practice to let soiled clothing hang in th closet when it is ready fo cleaning
Bring them in so you wil
ave them when you need
STEWARTS cecarcss

Beginning August 18 and continuing through August 23

## First Methodist Chuich

:00 to 7:30 Fellowship
7:30 to 8:15 Classes
8:15 to 8:45 Recreation
8:45 to 9:15 Evening Feature
9:15 to 9:30 Worship
All young people are urged to attend these meetings

## THANK YOU FRIENDS

For your patronage and continued support during the two years that I have been your Massey-Harris Implement dealer. I take this means of letting you know that I am no longer associated with the business of Wasson-Garner Machinery company.

I have enjoyed doing business with the people of Floydada and surrounding territory and hope to serve you later in another capacity.

I have retained all accounts.

## JOHN GARNER



Phillips "b6"
Truett \& F. A. Smith
Vortheast Corner Square

## FARM \& RANCH LOANS

4 Per Cent Interest
Payable on or before maturity, without payment of

## R. O. SILVERTHORNE

406 Skaggs Building -Phone 212-Plainview, Texas

## YOUTH ACTIVITY WEEK



## LANDS

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

| $\substack{\text { General Land Agents } \\ \text { Floydada, Texas } \\ \text { J. M. Massie }}$ |
| :---: |
| Hollis R. Bond |


| $\substack{\text { General Land Agents } \\ \text { Floydada, Texas } \\ \text { J. M. Massie }}$ |
| :---: |
| Hollis R. Bond |

Pasture Grass and Lawn Grass Seed -

One-Day SERVICE

VETCH, per 10016. . . 51.50
Cleaning That Excels
STEWART'S CLEANERS

| mex | Pasture Grass and Lawn Grass Seed- |
| :---: | :---: |
| 2nisutum |  |
| One-Day <br> SERVICE | VETCH, per 100 lb . . 521.50 |
|  |  |
| STEWART'S CLEANERS | D. W. FYFFE SEED COMPANY |



Mesquite Threat To the Southwest Dobie Declares


## BOVEAWARE?



\begin{tabular}{|c|}

\hline \multirow[t]{2}{*}{\begin{tabular}{l}
$\qquad$ <br>


\end{tabular}} <br>

\hline <br>
\hline
\end{tabular}

Money
isnit, Gverything $+$

Service is important when you are Close acquaintance counts. A banker who knows you can help you better than any stranger can. Keep this fact in mind and come to us for your credit needs. We are interested in you and in this community, and will cooperate with you accordingly.

THE FIRST NATIONAL BANK

Floydada, Texas

We Sell Savings Bonds




orical College at tubbock might gee
sisoneon in these 10 years
These are the actual amounts of


## $-2$ <br> 

 occupied. In other words. the pro
portion of the pepulation needed
proctuce farm protucts has steadil procuce farm products has sten
declined
Morever. in recent years the
solute number has declined. It solute number has declined It it
creased furing the depression an
decreased during prosperity. With decreased durnge prospertity. Whit
the urtailment of thar industries and
demoblization of the armed service
 Despite the prosperty of agricul-
ture durtng the war. opportunty for
nonfarm jobe were more attractive 혁훌

## the linv ner far wo wul

employment of of course.
would not change that way if aer
culture ot culture were not that way if age
manned thit instry.
it apically over manned
fact that
poputation
539
half our
that only
by the ot Mr. and
been. gone
vacatont
states. T

Cherorole's lre kaised In 'Used' bar Black Sales

## AGreat Oil Company

 introducesa Great NEW Oil!Phillips Research brings you the finest motor oil for your car ever to bear Phillips 66 trade-mark!

When a great oil company brings out a completely
new, different motor oil-that's news!
And when that oil company is willing to stake its reputation-to come right out and say, "This is the
fnest motor oil for your car ever to bear the Phillips 60

| Mest motor oil |
| :--- |
| trade-mark" - |

That's food for thought for every man who owns
This new Phillips 66 Premium Motor Oil is the result of extensive research, conducted over a number of years by Phillips research scientists. It is of the modern detergent (self-cleaning), oxidationresistant type. Lessons learned in developing heavy
duty lubricants for Army tanks and trucks, the exduty lubricants for Army tanks and trucks, the ex
periences of others who have developed detergent periences of others who have developed detergent
type oils, and demands of engine manufacturers for type oils, and demands of engine manufacturers for
their higher-speed, higher-pressure engines, have their higher-speed, higher-press
all been taken into consideration.
The base stocks from the Oklahoma fields, which oil men now recognize as among the finest in the world, are another contributing feature of this grea
new oil.
This new Phillips 66 Premium Motor Oil is now on sale at all Phillips 66 Dealers. We urge you to
provide your car with our finer, newer automotive provide y
lubricant.

PHILLIPS PETROLEUM CO Bartlesville, Oklahoma

## PHONE 66 For PHILLIPS "66" AARON CARTHEL

WHOLESALE and RETAIL
These Phillips Retail Service Stations are the kind you'll enjoy patronizing.

Fell Patterson
300 West California

Thornton's
Phillips Service ${ }^{300}$ East Houston

## Smith \& Son

Blue Goose
Station \& Grocery Highway 70


\section*{| Illine |
| :--- |
| nose | <br> Mr. and Mrs. T.}

## ---RADIO SERVICE--

Call 101-M in Matador for pickup and delivery service. Radios picked up one day and delivered the next.

All work guaranteed.
SEILERS RADIO SHOP
Matador, Texas
 there is!

If you'd like to hear compliments like this from your youngsters (and maybe even from friend husband), get yourself a modern automatic Gas range built to "CP standards. Whether you are a beginner at cooking or an expert with an established

## West Texas Gus Sompany

## NOW AT LESS THAN PREWAR PRICES

PAIIOTIS DARIY
OUR MILK IS PROPERLY PASTLURIZED
PHONE $157 \quad$ FLOYORDA, IFK

## Horn Brings Our Fountain to Your Car

We also give curb service on
Hot dogs
HAMBURGERS and
SANDIWCHES If you are really hungry, we serve a 65c lunch complete with drink and
desert in air-conditioned
DRIVE IN
B.F.Goodrich The Tire That OUTWEARS PREWAR TIRES

1.50 DOWN 1.25 A WEEK
a New $6.00-16$ Silve

BIG TRADE-IN ALLOWANCE

ODEN CHEVROLET COMPANY
211 South Main Street

Nation Doomed Unless Erosion of Soil Halted





Hagood's Department Store
 Matador Plant

WANTED
Custom
Stubble
Breaking

Fred
Lloyd

One mile South of Floydada


NOW You can build that new home you have ance it through J. E. Foster \& Son,
G. C. Tubbs Insurance Agency 216 Bishop Building

Phone 162

JUST RECEIVED - CARLOAD austrian winierpeas and VEICH SEED
Perrenial Rye, Crested Wheat, Brome Grass, Weeping Love Grass, Alfalfa, Sweet Clovers, for permanent pastures. Lawn Grass Seeds, they are strictly new crop and pure seeds.
Garden Seed for fall planting.
Insecticides for Garden Vegetables and flowers.
Tin Cans for canning.
C. E. WHII S SED COMPAMY

Plainview, Texas, East Side Square
"Everything for the Garden, Yard and Field"



WANTED


Hay to store or ship or will
help you sell to truckers.
C. A. BOOTHE \& SON

Floydada
Phone 457

Some
NEW WATCHES never do heap time
W HY? ${ }^{\substack{\text { Watches, } \\ \text { autos, ther- }}}$ mometers locomotives and oher mechanisms have differences, watch is an important purchase. Let us help protect your investment.

E
Watches purchasod

ucord of made automatically
on a ascint fic
Watch ( Maser
DEMAND THIS PROTECTION AS OFFERED HERE
M. L. SOLOMON, Jeweler


## OUT OF GASOLINE?

Save time and worry. Let us deliver a tank to your farm and keep it serviced with Texaco Gasoline.

Come in and see us or call about our 550 gallon storage tanks.

## NEW PHONE NUMBER 450

Prompt Delivery on Farm Calls
We will do our best to give you good service with genuine Texaco Products

HOLLUMS \& WEEMS
Milton Weems
John Hollums


## DR. E. D. THOMPSON Rectal Diseases

HEMORRHOIDS
FISSURE
FISTULA
TUMORS TREATMENT BY INJECTION OR NEEDED
Colon Therapy
Colonic Irrigations Physio-Therapy
2121 Broadway
Lubbock, Texas

## ATTENTION

MEMBERS OF THE FLOYDADA ROPING CLUB

Come in Sunday, August 17, at 4 p. m. to try out for a Roping Contest which will be held soon.

## MOVING NOTICE!

manamex


We offer wet wash, rough dry and machine rent-
Air Conditioned!
U.EI. LAUNDRY

Roy Ragle, Owner Lockney, Texas

## MODERN

Printing


THE HESPERIAN
Telephone No. 8


inter Nite- $41 / 2$ Pound Wool Blankets 10.90 Four features make Winter a wonderful blanket! Pur est, finely woven wool ..
brilliant colors on white. 72 in. x 90 in .5 year guar 72 in. $x 90$ in. 5 year guar-
antee against moth dam-
age!
2 call


USE OUR LAY-AWAY PLAN

## In The Week's Social News



## ME ENOY BENG NICE

 TO PEOPLETo us it's more than just good business to be nice to people who dine here. We take pride in our work - in the preparation of fine foods - in serving them promptly and courteousy - in keeping our quarters scrupulously clean and invit-

Try us today
HOTEL COFFEE SHOP

## What Have You

## FOR SALE

There is a Demand for:
FARMS Dry and Irrigated;
Grass Land;
City Lots;
Small Tracks, Improved and
Unimproved;
Houses and Lots.
Should you have anything you want to sell, we would be glad to list same.

## J. H. \& DELL REAGAN

Phone 386 and 354
Floydada, Texas


$\qquad$

## You'll Beam

## with

Pleasure

when you get your plumbing done by Worsham and Son.
Drop in and see our stock of plumbing fixtures. We may have what you have been looking for.
Worsham \& Son Plumbing
In the Reagan Building
Phone 570

## Wive learned a lot in 23 years



- and were still learning

Y

We're learning that folks in the Panhandle Plains Pecos Valley area need
 provide that service efficiently and courteously.

Now we're carrying our knowledge even farther with a $\$ 35,000,000$ expassion program that will make even better electric service available to more homes, more farms, and more industries.

| $\begin{array}{\|c} \hline \text { Values This Week } \\ \text { and Every Week } \\ \text { as You Like Them! } \end{array}$ | Floydada Girl Is California Highway Accident Victim $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ | King Anniversary <br> (Continued from trst page) <br> lege at Greenfield, Mo., and taugh <br> 26 he still felt that childhood ur to come to Texas, and moved <br> ranch and later went to Parker $\qquad$ <br> Mrs. King was born October | 30 Years Service as Carrier Route Four is Recognized$\qquad$ of Mr, and Mrs. Allen on July 31by the rural mail carriers and their families, marking his 30 year ser-vice as rural mall carrier for Route the mail for that route since it was Carriers an | Rain and Crops (Conthsed rrom first page) farmers are dusting, A big per centage of the dry land crops still look good, especially where the $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br> Baled AIfalfa Market $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br> MOVE TO HEREFORD $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{array}{ll} \text { Pura Asnow } \\ \text { FLLOUR, } & \mathbf{\$ 1 . 7 9} \\ \hline 25 \\ \hline \end{array}$ | Accident Victim |  |  |  |  | Made to Measure Suit |
| $\underset{\substack{\text { HOMINY, } \\ \text { No. } 2 \mathrm{Can},}}{\mathbf{1 0}}$ |  |  |  |  |  |  |
| $\begin{gathered} \text { Green Beans, } \mathbf{1 7 c} \\ \text { No. } 2 \text { Can, } \end{gathered}$ |  |  |  | fields. <br> On the marketing Market $\qquad$ |  | just like you mant mit |
|  |  |  | мukinge ricord |  |  | asurement |
|  |  |  |  |  |  |  |
|  | both the Dunavant and the Parrish families were here yesterday for the last rites. |  |  |  | $\mathbf{1 6 \%}$ Cow Feed $\$ 3.50$ | Delivery in thre to |
| Clothes Pins, 15 ${ }^{\text {che }}$ | Softball League <br> continuea from nirst page) |  | (eater |  | BERRY | Glad Snodgrass |
| JAR LIDS, 25c |  |  | Mr. and Mrs. J. T. Poole and sor Kenneth and Mr. and Mrs. L. G Norrell and son Harold spent their |  |  |  |
|  |  | Road Program |  |  | Res. Pho. 86R | "Smart Wear for Men Since $1900^{\prime \prime}$ |
|  |  | $\begin{aligned} & \text { (Continued rrom Furst Page) } \\ & \text { ceived a warm reception among } \\ & \text { Floyd county property owners but } \\ & \text { it will be checked into for possibili- } \\ & \text { ties and complete information made } \end{aligned}$ | C. M. Clough, O.D. D. O. S. Clovis Clough. O. D We have just installed a new and completely Modern Lens Laboratory, we now fill our own and more complete service to our patients. |  |  |  |
| $\underset{\substack{\text { Rain } \\ \text { Pkg, } \\ \text { Drops, } 17 \mathrm{c}}}{\text { c }}$ |  |  |  |  |  |  |
|  |  |  | Drs. Clough \& Clough Optometrists and Orthoptists Clough Building - 111 West 7th Street Plainview, Texas |  |  |  |
| all \& McBrien <br> Phone 292 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| "Wé Deliver" |  |  |  |  |  |  |
| Looper-Fenner <br> Your Friendly Food Store |  | $\qquad$ | $\begin{aligned} & \text { NO FOOLING } \\ & \text { YOUR DOLLAR } \\ & \text { STRETCHES HERE } \end{aligned}$ |  | APPLE BUTTE |  |
|  |  | 5T日R Cask <br> vaLUES Phanc 40 |  |  | FIG PRESERVES, |  |
| SUGAR, Pure Cane, | 91 |  |  |  |  |  |  |  |
| WASHO, Makes Wa | ashing Easier 27 c | TEA,  <br> , Pound, $\mathbf{2 5}$ | SUGAR, <br> 48c |  | Hunt's Heavy Syrup <br> PEACHES, |  |
| CALUMET Baking | Powder, $15{ }^{\text {c }}$ | $\begin{gathered} \hline \text { SUGAR, } \\ \hline \end{gathered}$ |  |  |  |  |
| OAT MEAL, Larg | x, 29 ${ }^{\text {c }}$ |  | RICE, 16c |  |  |  |  |
| $\underset{\substack{\text { MIRACLE WhiP, } \\ \text { Pint }}}{\text { dar }}$ | 35 | PINEAPPLE, 32c | Bakers No. 2 can <br> APPLE SAUCE, $15 c$ |  | - Poond |  |
| ONIONS, Small, | $2 \frac{1}{2}$ | $\begin{aligned} & \text { Kitichers, } \\ & \hline \end{aligned}$ |  |  | FRYERS, |  |
| SALMON, | 67 | $\begin{gathered} \text { Kool Aid lee } \\ \text { Ceamer Powder 25c } \\ 6 \text { For, } \end{gathered}$ | SHREDDED 15. L.L. Pkg. <br> COCOANUT, $\mathbf{1 6 c}$ |  |  |  |
| PORK \& BEANS | $25^{\text {c }}$ |  |  |  |  |  |  |  |
| Turnip or Mustard <br> Brimfull, 2 Cains, | Greens, 19 ${ }^{\text {c }}$ | PLEASE <br> Bring your Empty Coca-Cola Bottles We Need 'Em |  |  |  | fruitsovegegetabis |
| $\underset{\text { MARVENE, } 2 \text { Boxentiful Glasses Free }}{ }$ | ees, $\mathbf{5 3}^{\text {c }}$ |  |  |  |  |  |  |  |  |
| SPUDS, $\qquad$ | $35^{\text {c }}$ | Texas <br> Blackberries <br> Can, $\mathbf{1 9}$ |  |  |  |  |
| SWEET PICKL Brimfull. | $33^{\text {c }}$ |  |  |  |  |  |
| $\begin{aligned} & \text { SWEET POTATO } \\ & \hline \text { No } 21 / 2 \end{aligned}$ | $24^{\text {c }}$ | california <br> $\begin{array}{l}\text { cigs, } \\ \text { Larkd can, }\end{array}$ | ROAST A5 OLE 3 |  |  |  |
| FRUITO, Makes $1 /$ gallen home | Botle, $\quad 5 \mathrm{c}$ |  |  |  |  | BANANAS |
| QUALITY BEF | EF AND VEAL |  | CHEESE, Pous Boiling MEAT 12 |  |  |  |
| $\underset{\substack{\text { BACON SQUARES, } \\ \text { Pound, }}}{ }$ | , 43c | Dolly Madison <br> Laundry <br> per Bar, Soap,$\quad \mathbf{5 c}$ |  |  |  |  |
| WEINERS, Corn | $35^{\text {c }}$ |  | Felton-Collins <br> Phone 27 - Grocery \& Market • 122 W Calif |  |  |  |
| $\underset{\substack{\text { VEAL STEAK, } \\ \text { Pound }}}{\text { STES }}$ | $55^{\text {c }}$ | CANDY and GUM |  |  |  |  |
| $\underset{\substack{\text { PORK STEAK, } \\ \text { Found, }}}{\text {, }}$ | $55^{c}$ | WAFERS, $35^{\mathrm{c}}$ |  |  |  |  |

