## 'Keep Home Fires Burning' Braswell Tells Group Lions



| Every Section of Co |
| :---: |
| Part In H. D., |
| $\begin{array}{c}\text { Has Coin Made In } \\ \text { 1797; Hesperian } \\ \text { Seeks One Older }\end{array}$ | unty to Take

4H Club Exhibits
 isplay Will Be Held
In Surginer Building
viss Myrtle Murray will Miss Myrlie Murray wion
Judge Articles Shown


W Work Resumed On New
Building For Schoo! In Center District


Slight Clues Left By Thieves, Burglars In Two Cases This Week


## (0). SOCIITY

\section*{| Porterfield |
| :---: |
| Gift Society Packs |}

The Porterfield Missionary Loci-
en ty did social crevice work last Mon- D
day afternoon till
dino at which
time they met at the
 remembrance of the work she did
in helping to organize this society.
Mrs. Porterfield has in helping to organize this society.
Mrs. Porterfield has recently moved
to Roy, N. M.., to make her home
The society.

$\qquad$ day with the cooperative mission-
arr society at the presbyterian
church, then Tuesday they will be
joint hostesses with the other mise-
sionary society of the M. Ecureh
o the all day meeting for hie Dis
 to the ail day meeting for hie
trict Mission study work.
Woman's Missionary Society
In Bible Study.
The Woman's Missionary Society afternoon. Et Co © clock met Mothenday church
in a Bible study. Mrs. Clay John The society met at the church
Tuesday afternoon to quilt for Miss Hester West a former Fur Mioydada
url but now of


Hill Bros. 'M' System
Cash Grocery and Market


NOW-THE ATWATER-KENT golden voice radio-
In Both Battery and Electric Sets SEE THEM! HEAR THEM

Radio Tubes Tested Free!
weak tubes. We test all tubes brought to our store

Radio Electric Co.<br>PHONE 201



## SMART COMFORT AT low cost

## The American Austin

Go wherever you wish, whenever you wish at less than a penny a mile for gas, oil and tires
the Austin.
Go smartly
are jaunty and sleek . . . pleasing
to every eye.
Go quickly . .. for Austin gets
away in a flash away in a flash . . . does fifty on and back promptly . gets you there Go comfortably accomodates six-footers and two hundred pounders ... sails over rough roads with ease and monchalance.
terms of the kind of transportation you need most, for the minor jour present day motoring. An Amer present day motoring. An Amerint car will save expensive mileage and depreciation on your larger car ... give you two car large ene at the cost of one. itself with its economy. fame vouch for Austin's reliability Come see the car . . . ride in it . . judge for yourself.

Finkner Motor
Company
DISTRIBUTORS
many

## The Attribute Of Success Is STAYING POWER

```
    Lincoln had a great philosophy. When things were at
    their worst, he would say calmly: "THIS, TOO, WILL
    PASS.
GREAT PATIENCE and stick-to-it-iveness today are absolutely essential
    for the man or woman who succeeds during life. It is the ability
        to SIT QUIETLY during a turmoil that identifies the man who
        will be carried high by time and the growth of the country.
    Every Tough Thing Passes
ALMOST EVERY PROBLEM becomes less hard under the softening in
    fluence of time. When the turmoil is thickest the wise man calmly
    and`quietly SITS-not losing his confidence, staying with his
    property, and keeping faith in his own ability and that of his fel-
```

    lowman-STAYING POWER, that's it
    
## The Floyd County National Bank of Floydada

## The Bank of Friendly Service

 OFFICERS| C. Surginer, Chairman of Board | DIRECTORS |
| :--- | :--- |
| T. S. Stevenson, President | C. Surginer |
| Jas. K. Green, Active Vice President | Jas. K. Green |
| S. A. Greer, Vice President S. A. Greer <br> L. Surginer, Cashier R. E. L. Muncy <br> Mrs. May M. Garrett, Assistant Cashier T. S. Stevenson <br> Joe Breed, Assistant Cashier  |  |

The Floyd Co. Hesperian

|  |
| :---: |
|  |



 Bix Moarths
Three Months
In

Outside In Advance
Counties.

## 

Owing to the severe drouth the
has hit the corn belt, he Depa
ment

 is going to beome even
the netural eorse of thing
While $t$ here are 1 ots

## 


feeding cotton seed

## Banks and county farm agent and neople. of that ikin come in to quite a bit of orriticism, first and

 last, the banks firist for trying the the the the thenger their
property around them the ind in goo
 With everybody in a rather dis-
gruntel, opssily m mad state or mind

right now, the sugestion | right now, the suggestion made e en |
| :--- |
| fore the bankerss convention recent |
| for | oy E. C. Tanner, county yent sis present heartilld concurred, tha dairy herds intact for the nex

elive monts
and siving adice
mergency feding ritions

 a man would wannot understand sal
ed at pot present prices an buy
and
$\qquad$

$=$
studying the new plan
 Irsederal Land Bank fors the
nits
nkt
 Whether the plam offers relief
 it that could be used acceptably.
Crobs and Moltey Counties
chustite haustive investigations are bein
made by bankers and business $m$
and
in


## advertising by radio

 The Federal Radio Commissiois taking the side of those esthet

 mission the other day made othen
declaration that uniess some mean
is found of curbing the advertisinn making it more subthe or sometething me kind of regulation, posidily
tot the purpose of obtaning the
to programs without the adve

 entertainment provided, ,is commission or bureau or somet people whoud be finin if ife to to hear hatheou | groceries and shoes and overalls |
| :--- |
| a bargain could be taken care of |







 graders and put mules and men
work doraging the roads What wh
want is moother roads and roush
er ditches.







 remarked: IT wish that IT were
his frelow weber. He is not both-
hed by common wories and tro erea by common worries and trou-
Sles ilie the rest of sul hat he
has to do is to laugh and act silly
 died onny few minutes before

oid Batteaxe, in his clumsy way, | as tried to paint a picture for you |
| :--- |
| folks in these two illustrations |



That guy on California street snows how worthless and low-down
your rally are but dooost t goaround
telling the whole dog gone world
about it. telling the
about it.
then
and


Some foiks just can't understand
why I call my auto Betsy Ann True

 the first thing they diad was. to pu
out ther chore nd they found
all coated over which they a sure sign that something was
wrong with her innards. After call-
ing oiding a conerence over her. .ar-
cass, they decired that she needed an operation to remove her carb
and
she mind her valves
she

 ass for my pleasured (sniff, sniff) A $\begin{aligned} & \text { Sidewalk Review Mostly } \\ & \text { People And Personalities In }\end{aligned}$ | cars |
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## 

FLOYD COUNTY 14 YEARS AGO | $\begin{array}{l}\text { New } \\ \text { the } \\ \text { lishe-t } \\ \text { ago. }\end{array}$ |
| :--- |

ISSUE OF SEPT. 28, 1916

is afternoon. The temperature te freezing po
 $\stackrel{F}{\text { Fid }}$

 The horses belonged to Harry Stan-
ey and the cow to J. J. Day.
Nothing definite is announced relative to the tractor dem
during
secretary, stateded today,
 of Burke \& Crews.
Stoke Bishop left last week for
oallas where he has entered southNelson succeeds him and bockskeeper
with the Price-Foster Dry Goods Co. Arkansas is eliminating nails and
oots from its hishways with power-


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 green varmint commonly known as
anorm trying to coss the side walk
and getting stepped on by The



## In pieking out their subjects th year expeot the young coleesians favor the miniature courses.


 gets apparentiy that
our guerrilla scrapes. A news dispatah Hrom Englann
says that a cricket math was play
ed between two teams of dentists ed between two teams of dentists,
Thaty sthe sort of tame it takes $\begin{aligned} & \text { lots } \\ & \text { of patients to watch. }\end{aligned}$ In this era of efficiency, isn't it
about time something were done A college dean advocates the res



Baker News

##  <br> 

## 

## 

 At the end of the valley we came
to the caprock which is ovely with
 lirt mant from horld wivith beauty to to
lifternin estate.
$\qquad$ This caprock is a sudden rise of one
thousand fee and is about one mile
and $a$ half to the the top and a halt the the tote, upon which
We fond the colimiter
ating. Since cilimate, more than




## JUST ThinKin <br> So Futile



NOW
You can buy that New Gas Range.

We have just placed on display our new stock of

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ESTATE AND BUCK'S
```

Ranges. There are some real bargains avaiting the housewife who likes to save on quality merchandise. A wider selection if you are among the first to buy. so come in this week!

## C. Surginer \& Son

North Side Square
Phone 24

PLAINVIEW<br>-THREE BIG DAYSCommencing<br>Thursday, Oct. 2<br>Harley Sadler's New Tent Theatre opening play"JONESY"<br>A three-act Comedy Drama -All New VaudevillePrices:

Children
10c
Adults 30c

Owing to cancellation of Floyd County Fair, we won't be able to show Floydada this fall.
 coumd be built, and in this respect
cour differed from his more .likeable
brother, Esau.
Moses stands before us a com-
manding figure, great in his moral
strength, courageous in his leaderstrength, courageous in his leader-
ship, one of the world's great mas-
terful characters, a rebel against injustice and wrong, but an upbuild
of the foundations of a true s. ety in law and righteousness.
Three women appear in our son studies; in fact, one should say
four for one cannot consider the
character and career of Samuel
without thinking of his mother without thinking of his mother,
Hannah, Deborah, the judge of Is-
rael, stands as a sort of female Moses, a married woman of weth a ca
to tasks that went beyond her ow
home and household, yet a woma home and household, yeyond her woma
who appears in the leadership of the
nation with her real strent womanly courage and virtues
In Ruth with In Ruth with her devotion to her
mother-in-law, Naomi, we have a
picture of persistency and devotion picture of persistency and devotio
that can attach to love and gentl
ness. ress. study of Samuel is against
Tackground of evil condition in background of evil condition in Is-
rael drunkenness, licentiousens,
and corruption. Samuel displays
the qualities that one would expect the qualities that one would expect
from one who had been devoted in
his mother's prayers to the service of religion.
The story of the first king Israel is ory of of the first king
tragedies-a man with a mard great tragedies-a man with a marve
natural endowment and with gre
opportunty, throwing aal aw
through lack of self-control through lack of self-control
dying a hopeless suicide afte
had lost had lost a battle. IItcontrantert
Saul was his son Jonathan, of wh
friendship with David of friendship with David one les
has taken account.
Amos Amos, the herdsman, a farmer
with uncorrupted nature and clear
vision, came from the fields vision, came from the fields to de
nounce the sins of the city and t
remind people that no nat be great that sought to build
unrighteousness and injustice. unrighteousness and injustice.
In the record of failur and cor
ruption we have one lesson that

## Prescription

 Skill,THAT NEVER GUESSES

## Care,

that netyr fallis

## (

We put into every prescription pure, full strength drugs in the exact quantities prescribed by the doctor, plus our own prescription compounding experience and skill. We take great care to check and double check every
step, every process, every ingredient. We triple check the name and address of the person for whom each prescription is ordered. Nothing is left to chance. Everything must be done with the greatest precision. Because we have always conducted our Prescription Department along these high professional lines, we are proud of the reputation that our prescription
work has made for our pharmacy. When your doctor hands you the next work has made for our pharmacy. When your doctor hands you the next

MOORE DRUG CO.
PRESCRIPTION
DRUGGISTS




PROTECTS Your SEED -your CROPS-your PROFITS

 fifty acres paid for machine on

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5
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L. C. McDONALD ane.

## Do Not Be

 Mis-Led, Folks---THERE IS ONLY ONE MALTED - MILK PRODUCT

Genuine Malted-Milk Biscuits and Real Loaf Bread are made in Floydada by

## PERFECT BAKERY

Call for Them by Name At your Grocers

We point with pride TO THIS CERTIFICATE OF AWARD FROM THE AMERICAN AUTOMOBILE ASSOCIATION


Now AMERICA'S NEWEST OIL BECOMES AMERICA'S BEST OIL FOR YOU TO USE ... THE PIKE'S PEAK TEST PROVED IT!

BETWEEN SEPTEMBER 6 AND OCTOBER S, 1929
CONOCO Germ-Procesed Mootor ioi was tested dide by side with thrce popular nationally known brands of motor oil on Pike's Peak under the supervision of the
American Automobile Association Contest Board. Following a carefulu checking of more than ten thouand observations made during this gruelling test, the Contest Board of the American Automobile Association
vith the Association Seal pictured above.
The bollation Seal pictured above. lete story of the pikes Peak Teste You should have heses facts. for they will convince you beyond doubs of the Superie. Quality of CONOCO Germ-Procesed Motor:Oil. . . Sold in thic correct grade for your motor tt stations displaying the CONOCO Red Triangle.

## CONOCO GERM PROCESSED MOTOR OIL




Munsing and Cadet

## HOSIERY

All silk Chiffon-in the new Dull Finish and Lustre. French Heels.-You will be delighted with the texture and sheerness. Two special prices:
$\$ 1.79$ \$1.35

Cadet all silk from Toe-toTop Chiffon Hose for $90 c$


Munsing Rayon Bloomers,

Munsing Rayon Teds,
Munsing Rayon Ted Combination, Fitted leg with snap fasteners, $\quad \$ 1.95$ Munsing Rayon Bandeaux,

## ONE HOUR SALE!

BEGINNING AT 10 O'CLOCK FRIDAY MORNING
36 INCH FAIRY PERCALEIn Beautiful New Prints. Guaranteed Tub Fast.

> Per Yard

## 13c

(Limit 10 yards to the customer)

## Discontinuing Green Trading Stamps October 11

After the close of this sale on October 11, we will not give Green Trading Stamps with purchases.

WE WILL GIVE STAMPS DURING THIS SALE!
Many of you have one or more books to redeem. Some only a part of a book. We will give stamps during this sale so that you may have the opportunity of filling your books. We have received many beautiful new premiums. Get yours early. They make splendid Christmas Gifts.
Women's Cool
$80^{\prime}$ CLOCK DRESSETTS

Sleeveless MONARCH
DOUBLE BLANKETS
Assorted plaids Assorted plaids
sizes $60 \times 76$; sizes
$\$ 1.75$
Varkiues $\$ 1.29$

## MARCY LEE HOUSE <br> FROCKS - <br> 59c



GIRL'S SCHOOI
DRESSES Made of Fast Color Prints

## eptember 26th ids Company


rith A
eater Martin Values
BE HERE FRIDAY -
inned to show our appreciation and gratitude for the loyal support and patrongress. It will offer VALUES that will occasion surprise, even among those fa-
d for this occasion!- Now that we have brought together such MAMMOTH NDING VALUES-it will be to your advantage to come to this store and know for san Save You.

## lousands Of Big Bargains:



Special Discount of 20\%

ON ALL
Girl's Coats
Will be Given during this Big Sale.


Hart Schaffer \& Marx, Oregon City Frat Clothes

## SAVE 20 Per Cent

The New Downward Price Trend is obvious in these SUITS.

Finer Fabrics, Finer Tailoring, Smarter Styles. Buy your new Suit now and save an extra $20 \%$.

One Rack Men's Suits
Originally Priced from $\$ 27.50$ to $\$ 37.50$ Your Choice, Only
\$16.75

Beginning Two O'clock Saturday Dress Up For School Afternoon!
One Lot of Men's and Young Men's DRESS PANTS
Values up to $\$ 8.00$, your choice

## $\$ 3.95$

Absolutely no Pants sold out of this group at this price before
Two O'clock Saturday, Sept. 27



Boys' Suits WITH LONG TROUSERS AND SMART KNICKERS
\$6.95, \$9.95, \$12.45 You never saw the equal of these beauthis Special Event Price.

## 20\% Discount

 On All Silks and WoolensOur shelves are full of the New Silk and Woolens the prices are cheaper than they have been in many years-and now we have lowered the price TWENTY PER CENT MORE for this sale.


39-40 INCH FLAT CREPE - $\$ 1.75$ Plain Flat Crepe. Every wanted light or dark shade, including NEW ALL RAYON SILK, Black and White; Specially priced,
Per Yard, $\$ 1.28$ Specially priced at

89c RAYON MIXED FLAT CREPE-This is a very popular crepe. Looks like silk and will give very satisfactory wear, During 39 C this Sale, per yard,

|  | CRISS-CROSS CURTAINS <br> of Marquisette; Very attractive patterns. Our $\$ 1.49$ Values, <br> \$1.19 |
| :---: | :---: |

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$\qquad$
$\qquad$

## Old Man High-Cost-of-Living

ets a terrible set-back
he takes a he takes a look at these
s that we are making
ble on EXPERT DRY NING AND PRESSCleaned and $\$ 1$ ISSES Cleaned and $\$ 1$ VY COATS Clean- $\$ 11$
nd Pressed, ; Cleaned and 506
L. FRY

## The Red \& White Stores

bargands for friday and saturday GREEN GAGE PLUMS, per gallon, MATCHES, Crescent, 6 boxes for ${ }^{49 \mathrm{c}}{ }^{15 \mathrm{c}}$ MATCHES, Crescent, 6 boxes for $\quad 15$ COFFEE, M. J. B. 3 pound can, $\quad \$ 1.20$ COFFEE, Chase \& Sanborn, 1 lb . pkg. $\quad 23 \mathrm{c}$ SUGAR, 25 pound sack $\quad \$ 1.45$ STALEY'S SORGHUM, Gallon

AP, 17 bars for only, limit
Dish Pan FREE with each 17 bars CITY MARKET ONLY LEMONS, per dozen,
BANANAS, per dozen $-28 \mathrm{c}$ BANANAS, per dozen, LETTUCE, Good size heads, each BEEF ROAST, Choice cuts, per lb. HAMBURGER MEAT, per pound THESE PRICES FOR CASH ONLY
City Market and Grocery Phone 118 W. M. Dorese, Prop. We
North Side Grocery Phone 15

## 2 Tires for Price of 1

 Daytom De Luxe THOROBRED BALLOONS

No strings attached to this offer. You buy one first grade no charge.
We want to prove to you that Dayton Thorobreds will give you better service than any other tire. We want you to know
SAFETY LONG LFE and BEAUTY as found only in SAFETY, LONG LIFE and BEAUTY as found only
Daytons. For a small deposit we will tag and hold your tires for 30 days. NO TRADE-INS - NO DELIVERIES - NO CREDIT TOO BUSY SELLING TIRES AND TUBES.

## Texas Service Station



7 C. Permey Co. mo
Where Thrist Sets the Fashion




## Auction Sale

Frame Residence
in floydada

## Saturday Sept. 27

Frame Building, 420 West Missouri St., four good size rooms, 2 porches, two strings garden fence; cow shed. Good l.

## Can be inspected at any time

TERMS: CASH
Remember, the lot does not sell, but everything is be ms mato or or

J. M. Duncan Owner



## Buy A Home---When Everyone Wants To Sell

BUY EITHER ONE THAT IS ALREADY BUILT OR ONE FROM US.

Business may not be good and some people may be out of work, but it is caused principally by the unemployment of surplus money and the lack of leadership in our communities.

Fundamentally, the way to make money the easiest on any proposition is to Buy when everyone else wishes to sell and sell when everyone wants to buy.

The old adage may be trite, but nevertheless true:
"Buy Low And Sell High
To Obtain Riches"
There never was a better time to obtain good values in homes than at present. This country "comes back" faster than any place in the U. S., and if you buy a bargain from someone who is anxious to sell or a new one from us, you will make money.

That has been proven many times in the past. Why not prove true again?

Willson \& Son Lumber Co.

Phone No.
Floydada, Texas

#  

Now Is The Time
To Feed For-
GREATER EGG PRODUCTION
And at these low prices for Merit Egg Mash you can Show a Profit.

Tip Top Egg Mash,
$\$ 2.70$
Merit Egg Mash,
$\$ 3.25$
These prices are the lowest Merit feed has ever been offered at.

Edwards Crain \& Elevator Co.
Phone 106-Floydada



[^0]:    Floydada

