

Floydada Merchants Invite You To Their Fall
Display Of The New Fashions.

Fall

WINDOW

STYLE

SHOW

Friday, Saturday
Monday
October, 10, 11, 13

All Floyd County will want to go on a Tour of Inspection of Floydada Wearing Apparel Shops and Stores Tomorrow, Saturday and Monday. All the leading merchants are going to display the latest in attractive FALL and WINTER merchandise in their stores and windows. It will be a big event and you shouldn't miss it. If you cannot visit the stores or see the windows during one of these days, be sure to see them each evening from 7 to 9.

Buy It In Floydada



Autumn Fashions Revive the Styles of 'Dress-Up' Periods

Just imagine that the store which selects your fashions for you has invited you to make a trip to New York with their buyer or stylist and to visit the fashion establishments where the new Fall garments are designed and created for you and hundreds of other smart American women. In fancy, see yourself going from place to place—to dress-makers, coat, ensemble and millinery houses, seeing the mannikins parade in the Fall creations. The designers, who have spent weeks in Paris at openings of famous houses and who have brought home models to be either copied exactly or adapted to suit American tastes and figures, are proudly superintending the display and explaining with great enthusiasm why this model or that, is bound to be the greatest success—or telling over and over again that this is a season of suitability.

Parade of Styles

Now you are seated in the show room of a dressmaker (since you are very much interested in dresses at the very beginning of Autumn). The procession begins—one, two, three, four, you catch only a glimpse of something startlingly different the models seem to appear in such rapid succession. You are dazzled at first and your only impression is "Beautiful, beautiful." Then you think, "How slender and graceful—it just isn't human for anyone to be so divinely slender. They are all slender—exactly the same—and they are all tall and graceful and they all have the daintiest feminine curves!" You start to puzzle it out, and at last the light breaks. It is the dresses themselves, not the mannikins—it is the way the hips are draped and fitted and then gently start to flare at the knees that gives that illusion of heavenly slimmness. It is the way the bodices seem to be patterned after some artist's model. It is the scarfs, or the clever trimming on the sleeves, or the panels that give that swaying, willowy grace.

Now you are beginning to observe details. You are recovering from the daze of seeing so much in so short a time and you note with interest that dress after dress is touched (you can hardly say trimmed) with fur. Little tabs on the corner of about or scarf—fur buttons, bows or band outlining the neck—and how it does flatter the face. What a subtle way to introduce a little white on black—that ermine band on the black satin dress. Then all at once the thought seizes you, "Are all the dresses black?" Black satin—black Canton crepe—black and white mixtures—black with a gold metal fleck—dozens of black dresses—it's frightfully smart but . . . at last the colors you have heard so much about—and you are being told that brown will lead but it will be hard to find anything more gloriously rich and Autumn-like than the wine shades.

What's What in Coats

"Show the line, please, girls." You are now in a fashionable coat house and because it is your first visit since the Fall opening you are to be shown the complete line of coats for all occasions.

"Swathed in fur," you whisper. Yes, this is a year of fur trimmings. Fine fur is easy to get this year and you are going to be as luxurious as you desire. "But don't for a moment think it is just 'heaped on' fur—because it is the way your fur is applied that makes your 'coat-smartness.'" There's always a trick up Fashion's sleeve—and this year you will find a good many tricks on Fashion's sleeve—usually in the way of fur. You see the silhouette isn't greatly changed except that bloused backs and bolero effects seem to have crowded out most of the capes—but you will see that the fur is manipulated very differently—the collars are higher than ever—there are novel borders and sleeve effects. You notice that the coats have the same slender effects as dresses (audibly) how winter coats can look so sleek and still be warm. "It is in the weave," you are told, "as well as the way the coats are designed. The large collars and the semi-fitted lines that flare at the waist and hip appear very small. They are also about three inches longer than last year."

A pause to allow you to gasp at the models stepping forth in coats as different from the ones you have just seen, as day from night. They are sturdy looking camel's hair, tweeds, boucles, heavy surfaced and mixtures or brown tints they are frankly colorful. "It is a question of suitability for the occasion," you are told. "Suitability"—are you never going to hear the last of that word? No not this year. You will hear it when you buy your coats (not coat), your dresses of silks or satins or velvets for afternoon, your dresses of tweed or wool crepe, simply tailored for street or sports. You will hear it when you choose a knitted weave ensemble for your daughter to wear on the campus and when you choose her lapin or muskrat coat for the games.

On Suits and Ensembles

But before we get too deeply into furs, we will peep into a showing of suits and ensembles.

"Dressy suits first girls." Mercy, are suits going to suit the occasion? "It all depends upon where you want to wear it," you are advised. "Why, I want to wear it for all daytime occasions," you explain. "Then I'd select a seven-eighths with fur collar and . . ."

If you wish a suit for the morning and one for the afternoon, then do not hesitate upon choosing a tweed with hip length or longer jacket for the activities of the day and a broadcloth or suede cloth with fur border as well as fur collars and cuffs—they are so chic and elegant for the smart tea or bridge, especially for the Fall and early winter.

Your day is over—you are tired but thrilled—you have seen so much you are bewildered and you are undoubtedly grateful to wake up and realize that after all you do not need to choose your Fall fashions from such a vast array. You are feeling thankful for your good reliable fashion store right here in your own home town, whose daily experience in sifting out the "suitable" styles makes it possible for you to choose at your leisure and comfort, from well selected fashions that are sure to be right.

A coat this fall is only as smart as its silhouette and there are two types to choose from—the moulded, gently flaring silhouette and the type modified—hemline three inches longer than last year—furs applied more generously than ever.

Styles in Dress Silhouettes

Throughout all the various types of dress silhouette and detail one feature manifests itself—the smooth hip line. The tunic, bolero, draped neckline and leg-o'-mutton sleeve are the outstanding new features—day-time frocks favor pleats, while formal gowns adhere to flare treatment. The accepted length for day-time is the middle of the calf of the leg, while late afternoon and evening gowns swirl gracefully around the feet. Canton crepe is the favorite of silks for afternoon, with satin, velvet and metal embroidered crepe following. Travel tweed and light weight woolens win for tailored and sports types of frocks.

Ensembles divide themselves into two classes—the dressy type, of smooth velvety fabric, richly fur trimmed, with blouse of metal cloth or satin . . . and the sports or tailored type of tweed and sturdy woolens—the jacket very long—in some cases to the very hem of the skirt, and trimmed with the sports type of fur.

PUBLIC SCHOOL MUSIC BY RADIO NOW POSSIBILITY

(By Mrs. M. D. Ramsey, Chairman Department of School Music, Seventh District Federation of Music Clubs.)

One of the greatest influences today in the life of the people is music. The result of this depends on the type of music regularly heard. Sacred music should give one a sense of worship since that is the purpose of all really sacred music. Good music lifts the thought and desires to better things; rounds out character; soothes in troubles; rejoices in happiness; is re-creational; is rest for the tired.

One of the finest of these musical influences comes through the various radio programs given each week by the wonderful Mr. Damrosch and his orchestras. These are for the education and pleasure of all who wish to tune in. Certain of these programs are especially beneficial to the school children, there being a program given each week for different age groups. Thousands and thousands of children have already benefitted by these music appreciation hours the past few years, through the use of the radio in the school and it is hoped that this year many more will be given this opportunity.

Mr. Walter Damrosch is among the most competent, most noted and most known musical directors that we have. Many schools aware of the value to their pupils of this wonderful instruction have already arranged for their students to have the benefit of this training as a part of their public school music work.

Is your school one of these? If so you are in the path of progress; if not, why not consider definite plans to give your school the advantage of the training of this great instructor?

Baker News

(By Irene Colston)

Baker, Oct. 7.—Everyone in the community is proud of the fine rain.

Singing Sunday evening was rained out.

Miss Annie Graves, Miss Jewell Williams, and Miss Annie Jewell Fawver spent Saturday night and Sunday with Mrs. Tate Jones.

Misses Vida and Zeida Batty spent Saturday night with Adell and Myra Nell Evers.

Miss Annie Jewell Fawver spent Sunday night with Miss Annie Graves.

Dick Graves spent Saturday and Sunday with James and J. R. Teafattler.

Mr. and Mrs. Weaver Brady and family spent Sunday afternoon in the home of F. T. Williams and family.

Miss Florene Williams spent Sunday night with Miss Ruth Brady.

J. A. Colston spent Saturday night and Sunday with Garth Powell. The following were guests of Mr. and Mrs. G. L. Fawver Sunday: Mr. and Mrs. R. H. Willis, Dr. Pruitt, and Mr. and Mrs. Roy Fawver and family.

Myri Colston spent Sunday evening with J. C. Powell.

Mrs. . . . and children

Houston's Windows To Show Full Line New Autumn Styles

"Miss Autumn" finds natural habitat in Complete Ready-to-wear Department.

Spring is a lady sweet and fair Gold of sunshine in her hair.

Mr. and Mrs. R. L. Powell spent Sunday in the home of Mr. and Mrs. Mal Jarboe.

Mr. and Mrs. Tate Jones and Roy Mara visited in the home of G. L. Fawver Monday night.

Rev. Lynn will preach at the Baker school house Sunday afternoon at 2:30 o'clock.

DANGEROUS BELL SHEEP

Many women go wrong in buying wardrobes because an injudicious cousin who ought to know decides upon this and that.—The Country Home.

da by Mrs. H. O. Pope, who is in charge of the Ready-to-wear at Houston's, and several of these are among the selections to be displayed by the C. R. Houston Company in their Fall Window Style Show on tomorrow and Saturday evenings of next week.

One of the "tailored dress" type coats for which the woman of fashion finds innumerable uses, is the full length coat showing the fitted waistline and slightly flared skirt that will rule the autumn mode. Particularly effective with the lustrous black fur collar, rolled deeply at the back to form a soft and flattering frame for the face.

Men's Department

To enter the men's department of the C. R. Houston Company, is to come into a world of quiet distinction, probably derived from the most complete showing of the new Fall suits, top coats, hats and accessories for the well dressed man. A spice of these wonderfully new and distinctively different styles and models in men's clothing will also be featured in Houston's window displays during the showing.

In telling of their new Fall display of merchandise, Mr. Houston is stressing the fact that their store on the West side of the square has just recently been remodeled and re-arranged to give a more compact and yet a better display of merchandise in the store. Their re-modeling job will be finished by this week-end, it was stated.

THOSE MUSIC LESSONS

It is not enough that a parent decide that a child take music lessons. There must be definite co-operation between parent and teacher; between parent and child and parent and teacher.—Woman's Home Companion.

DANCING DOES IT

The "daily dozen" have charms for those rugged souls who can leap shouting into a cold tub every morning, but dancing is the primitive path back to youth, health, beauty and slenderness.—Collier's Weekly.

Adding Machine Rolls at Fesperian Office.

A WAR ONE

Vice Commander John E. Curtiss of the American Legion told a war story at a banquet in Lincoln.

"Bullets and hand grenades were not the only things," he said, "that passed between the trenches in those days. Wit passed between, too. It was passable. For instance:

"A German shouted in good English one morning from a front line trench:

"Hey, anybody from Chi over there?"

"I'm from Chi," a young Chicagoan shouted back.

"Good old Chi!" roared the German. "Give her my love. I used to live there. I got four wives and seventeen children in Chi."

"Then the Chicagoan came back as quick as a flash with:

"Well, stick yer head up, Heinie, and I'll turn 'em into four widders and seventeen orphans."

Flyn Thagard, of Boerner-Thagard Motor Company, spent Tuesday in Amarillo on business.

Familiarize Yourself With What's Correct for Fall

OUR WINDOW Display Friday, Saturday and Monday will

guide you accurately as to style . . . protect you perfectly as

to quality . . . benefit you beautifully in value-giving.

Throughout every department you'll see the cream of pro-

duction from America's most prominent makers and style

authorities for the entire family.



We Emphasize
Ladies' Coats
\$15.00 to \$95.00

Ladies' Dresses
\$9.85 to \$24.75

Men's Suit Values
\$19.75 to \$45.00
WITH TWO PAIR TROUSERS

The lower cost of merchandise for Fall is obvious here in that we have met re-adjustment by supplying finer fabrics, better tailoring, smarter style than has been available at this price since pre-war times. You'll see this fully in effect in these fine suits.

C. R. Houston Company

Men's Autumn Styles Planned For a Fellow With a Figure

The styles for fall are a boon to the man whom Nature has endowed with an athletic figure and also to the man whose clothes must supplement Nature's lapses by molding a figure for him through the artificial graces which good tailoring so often applies.

The point is this: The styles this season demand trimness of lines, natural shoulders, definition of chest, waist and hips and even more graceful tapering of the trouser leg than has been evident in recent seasons.

In suits these characteristics are noted in single-breasted models. For the more conservative dresser there are still some straight-front, straight-drape models shown in the expectation that older men will prefer this type of coat largely because they offer more comfort roominess. These coats are chiefly in the three-button single-breasted with notch lapels.

However, the young men, the college and club type of dresser will "go for" these trimmer models because they surely do add more grace and youthfulness to the figure.

In the suits the most fashionable fabrics in the order of their presumed popularity are tweeds, twists, cassimeres, worsteds, chevots, flannels and serges. In colors, greys still have the lead, a carry-over from summer. Greens are showing great strength in Eastern fashion circles.

Stripes in Good Taste

There is no prescribed type of pattern as having preference over others of last season. Stripes will be good. Overplaids, small checks and Glenurquharts are mostly shown in the finer lines.

In the business suits small figured worsteds and mixtures effects in cassimeres, tweeds and chevots have the call.

College styles for fall present a distinct vogue in themselves by the introduction of certain details and novelties that will be confined to college clothes at least for the early part of the season.

Then, also, shepherd checks are predicted, a style emanating from the fact that The Prince of Wales has been seen a great deal lately in this type of pattern.

Vents are seen in coats more than heretofore. Pleats at the apron of the trousers are receding in popularity but will hang on this season yet in young men's suits. Oxfords and Cambridge greys are leaders among the grey family, many of these in just the plain color mixture effect.

Guard Type of Overcoat

Topcoat and overcoat styles for the Fall and Winter of 1930-31 are along the same lines. By that we mean what you'll see in the topcoat models now you'll see continued in the overcoat styles later. Double-breasted styles are considerably to the fore and most of these are more form fitting than we have seen since the passing of the "Guard" coat a few seasons back. In fact the new models are very closely allied to the "Guard" type of coat, broad shoulders, deep chest, tapered waist and a bit of flare at the hip. Peak labels on these are moderately broad but not long. This is the young man's dress coat of the season.

For knockabout purposes two styles present themselves. In the topcoat a semi-box effect with half-belt at back and made of camel's hair or shetland or other fleeces. These fleeces are also shown to some extent in the raglan model.

The other style is more inherent in the overcoats. This coat also comes in the fleecy fabrics mentioned above or in heavy wools such as chinchillas, Scotchies and heavy-weight tweeds. It has either the belt back or the all-round-belt that loops in front. It is a hybrid between the burly box and the ulster. Then there will be the shorter box coats in both single and double-

breasted models. In the shorter coats of this type a great many coverts are being shown.

Returning to the subject of Guard Coats we believe that you are going to see a lot of them of fine blue, grey and brown chinchillas this winter. Also those that can afford them will wear these fitted styles in fine Montagnacs but inasmuch as a real Montagnac cannot be had much under \$100 to \$125, this will be distinctly a plutocrat style.

In shower clothes the styles are divided between the Trench coat in "Guard" model and the slicker in raglan effect.

Cheaper Fur Coats Going

Fur coats, some of them costing hefty sums, will still be seen at the college football games but the cheaper grades of furs and imitation pelts are fading from the picture.

The college fellow who can afford to lay down "a grand or two" for a real fur will be there. But the lad whose limit was a "century or so" and accordingly had to wear a make-shift or misnomer finds that he looks a great deal smarter and genuine in those rich looking polo coats of deep pile fleeces such as Camel's hair, llama cloths, etc.

This type of coat is going to be stronger than ever this year and almost as many girls will be seen wearing them at football games as men. This is as it should be because they are slightly, warm, rich-looking and have the advantage of being something genuine.

Large Display Of Fall Merchandise Shown At Martin's

Latest Styles And Fabrics at Reasonable Prices Moves Stocks Rapidly.

A visit to the ready-to-wear department of the Martin Dry Goods Company reveals a world of fresh new merchandise to delight the heart of the shopper desiring smart wearables at a price really extraordinarily low, considering the values represented. The trouble with trying to write about Martin's merchandise is that the copy is no sooner set up in type than this same merchandise has passed on to the customer and an entirely new set of descriptive adjectives is needed.

"For example, there is a knitted suit, from a large shipment last week," said Mrs. Kate Edwards, supervisor of the ready-to-wear department. "They are so practical for the school girl, and so smartly new and such outstanding values at the price we are asking."

The same is true of coats though necessarily the largest demand for these garments has not yet been reached. Exceptional values will be a feature of the display tomorrow night and it will pay the astute woman customer to note the fine materials, exquisite genuine fur trimmings and superb tailoring which mark these models.

"These values are made possible by the buying power of our store," J. G. Martin, manager, said last week.

Illustrating his statement Mr. Martin pointed out a marine blue broadcloth coat with collar fur cut on the smart new flaring lines; another of black trico broadcloth with collar and cuffs of manchurian wolf; still another of blue broadcloth with trimming of pointed wolf. Blacks and browns predominate for both wraps and dresses, according to Mr. Martin. Other colors that are to the fore are blues, greens and wines.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

PERSHING AIDS BABY IN GETTING NEW HOME

General Pershing, in the role of good angel, is responsible for a luxurious home for an unknown baby, it is revealed in the American Magazine for September.

Florence Walrath, of Evanston, Ill., who, besides being mother to four children and grandmother to many, conducts one of the most noted homes for children of unfortunate parents in American, tells how the former leader of the A. E. F. confided to her his wish that a grieving widow of well-to-do circumstances might be given a child for adoption, to occupy her mind. It was arranged, says Mrs. Walrath, and her selection was a happy one.

"The demand for adopted babies," says Mrs. Walrath, "exceeds the supply. Boys are most wanted, but we haven't even enough girl babies."

"We do not tell adopting parents one word about the baby's parentage or history, no matter how well we know it ourselves. We believe in frankness and think that the child ought to know from the first that it is adopted. But we think that the parent ought to be able to say truthfully at the age of questions: 'Son, I don't know your story. I don't want to know. You've justified us a thousand times.'"

Mrs. Walrath started her campaign for adoption of children when a friend lost her first and only

child. Seeking a little one out for the friend, she developed the idea, and the Cradle Society since, has comforted thousands of women. More than 250 babies are adopted annually from The Cradle. Business men and women assist Mrs. Walrath in supporting her institution.

SCIENTISTS REVIVING VARIED USES OF HONEY

Ancient literature, telling of the adaptations of honey to suit the varying tastes and needs of past centuries, provides clues which scientists are now following to revive old uses and to develop the present possibilities of the product.

The early Romans in their writings often mentioned the honeybee and honey. Among the products they mentioned frequently are water honey, salt-water honey, water mead, rose honey, honey foam, and honey vinegar.

The United States Department of Agriculture is studying the chemical properties of honey and methods of inducing chemical changes in it that will open the field for new honey products. Specialists are perfecting methods of making honey candy, and some manufacturers already have secret processes for making this confection. Many housekeepers now use honey to sweeten beverages, cereals, and cakes, and generally in cooking. It is also used as a sirup on waffles and hot cakes. Eminent physicians proclaim that honey contains the most beneficial of the sugars.

Alas! Poor Old Buck!

St. Louis bank in one month redeemed 3,000,000 one-dollar bills and only one in 23 were of the old size.—The Country Home.

More Dash in Dimensions Of New Fall Hats for Men

There'll be just enough changes in the shapes of the fall and winter headwear for Mr. Man to make his Hat of last spring a bit out of date. And that means the purchase of a brand new bonnet if you wish to remain in the height of fashion.

The tendency in all cases is a slightly wider brim with an average size of about 2 1/4 inches. And that little eighth or a quarter of an inch added does make a mighty difference in the appearance.

Kind of Hats to be Worn

In brief here is a summary of the kind of hats that will be worn through the fall season:

(a) Snap brims with tapered crown and wider brim promise to be in greatest favor.

(b) Bound or band edge Homburgs, also with slightly wider brims.

(c) Slightly curled brim with raw or welt edges, but with a wider brim than six months ago.

(d) For the youngster of pep or college age the crusher will be the knockout hat.

(e) Caps in eight one or eight piece styles for the younger fellows or sportsmen.

Fitting Service Important

This lineup offers every man a very liberal selection in the style that best becomes him, but in making purchases this season may we suggest that you go to the store which specializes in fitting your head as well as your personality.

It's a definite fact that only a small number of men get the right

hats for the right heads. Many try on the first thing and let it go at that, refusing to be bothered any further, but where the store knows hats and styles befitting the head, that is the place where you will be served best.

Snap Brim Still Leads

The snap brim refuses to be displaced as a leader of style. It hits the average man who wants a hat for general wear, but the man who demands something dressier, something that will go with an evening occasion, will call upon the Homburg or the welt edge.

The Homburg or welt edge always has been regarded as a staid, conservative type of headwear, putting the man on his dignity at most times. The derby, too, is regarded as a dressy hat, and despite efforts to place this kind of headwear on the shelf, it comes back frequently. Many a man welcomes the wearing of derbies because they offer a change from the soft hat.

Colors Shown This Fall

As for colors grays, tans, browns and the less vivid shades of greens are in the foreground. Pastel shades will be stronger than ever, with black bands offer a pleasing contrast.

The clothing makers have put forward a green suit, easy on the eyes, and as a compliment to such clothes green hats may be stronger than ever. It all depends upon the reception such a color will receive. As for bands, there is a tone of

conservation this season as there was last spring. For example, brown bands will go with dark brown hats, black bands with peal gray hats and brown bands with tan hats.

In caps there has been a swing toward one-piece styles, but the eight-piece model continues to hold the majority of the trade.

TEACHERS WOULD STOP CHILDREN'S HOME WORK

A committee of New York teachers has made a strong protest against "home work" for high school pupils. Irritation of being asked to "do problems" on which the old folks are a bit rusty, is one of the reasons, resulting from letters from annoyed parents.

"Parents, no matter how patient," pleads one teacher in the Woman's Home Companion, "aren't much use with home work. Methods have changed. Arithmetic, spelling, geography, and history are taught in terms different from those which the elder generation remembers. Forty years ago the high schools curriculum consisted of nine subjects. Today there are 250 distinct Subjects covered in high schools. Any boy or girl may come home any night puzzled over matters which Father or Mother never thought of in school work."

"The lockstep grade system must cease, as must inflexible examinations."

"Parents, by registering a demand will speed the day when every boy and girl is in some way an exception to hard and fast rules. Then normal children will be sent out with a sense of achievement, but not complaint."

MARTIN'S

20th Anniversary SALE

CLOSES SATURDAY, OCTOBER 11 EXTRA SPECIALS FOR THESE LAST FEW DAYS

MEN'S SUITS
Made by Hart, Schaffner & Marx and Oregon City. These suits are the Latest Models and Colors. An extra value.
\$21.75
Oregon City Top Coats for Only \$19.90

NOFADE AND PERFECTO SHIRTS
Madras, Broadcloth or Silk that will not fade.

\$1.95 Shirts, now,	\$1.69	\$4.95 Shirts, now,	\$3.90
\$2.50 Shirts, now,	\$1.99	\$6.50 Shirts, now,	\$4.25

NEW FALL TIES
All Colors and Patterns of Different Designs. \$1.00 Ties for only **79c**

MEN'S WINTER WEIGHT UNION SUITS
For Only **89c**

MEN'S MOLESKIN SHEEP-LINED COATS
36 inches long, leather trimmed at pockets. An extra value at **\$4.79**

MEN'S DOLLAR BILL BLUE WORK SHIRTS
Two large bellows pockets, coat style, extra good quality **68c**

MONARCH PART WOOL DOUBLE BLANKETS
Sizes 66x80, heavy weight for only **\$2.89**

LADIES' RAYON HOSE
Picot tops, French square heel, colors of Bask, light gun-metal and bronze. This is an extra good service weight hose. **47c**

BOYS' AND GIRLS' RIBBED SCHOOL HOSE
Champagne, Camel and Beige colors, in the wide or the narrow rib. A good value for only, **19c**

ONE LOT OF BLOOMERS, STEP-INS, GIRDLES AND PRINCESS SLIPS
98c Values for only **69c**

SCHOOL GIRLS' JERSEY BLOOMERS
A good assortment of colors and sizes for **23c**

JUST RECEIVED THIS WEEK
Another big shipment of good Non-Run Rayon Bloomers, for women and misses. **48c**

36 INCH ROYAL OUTING
Light or dark patterns, in stripes, **13c**

32 INCH GINGHAM
A very soft high grade check for dresses, most all colors, 25c grade, only **19c**

MARTIN DRY GOODS CO

"The Store With The Goods"

Excursions to Dallas

DURING TEXAS STATE FAIR
OCTOBER 11 TO 26

\$9.40 Round Trip

Tickets on sale Friday and Saturday for the next three week-ends, limited to the following Tuesday.

Saturday, October 11, Tulane U. football team plays A. & M. College of Texas at Dallas Fair Stadium; T. C. U. vs. Arkansas Razorbacks at T. C. U. Stadium, Fort Worth.

\$15.05 Round Trip Special

Tickets on sale daily at this rate, October 10 to 26, limited for return to October 30.

For Details call, Robt. Medlen, Agent,

Q. A. & P. Ry. Co.

FLOYDADA, TEXAS

CHURCHES

MT. BLANCO BAPTIST CHURCH

Rev. G. W. Tubbs, Pastor
 Preaching and conference Saturday morning at 11 o'clock. Sunday School Sunday morning at 10 o'clock preaching at 11 o'clock. B. Y. P. U. meet Sunday evening at 7:15 and preaching at 8:15 o'clock. Everyone invited to come and worship with us.

FIRST CHRISTIAN CHURCH

Claude Wingo, Pastor
 Bible School, 9:45 a. m. all children under 15 meet in class rooms in the annex; adult worship program in the church 9:45 to 10:15; worship program for the youngsters in the church 10:15 to 10:45. 193 present last Sunday. Our goal 250. Morning preaching 10:55. Sermon "The Master is come and calleth for thee." Evening preaching 7:30. Sermon, "And wished for Day." Junior Christian Endeavor 6:30. Lee Gresham, sponsor. Christian Endeavor in En-room, annex, 6:30. Topic, of a good citizen."

FLOYDADA METHODIST CHURCH

We will meet our regular appointment at Dougherty Sunday morning and at night October 12. Rev. M. M. Beavers, Presiding Elder of the Plainview District will preach at the night service. We trust that a good attendance will be present to hear him.
 The pastor plans to preach at the Baker School House Sunday afternoon at 3:30 o'clock.
 Ansil Lynn, Pastor.

REV. M. M. BEAVERS TO VISIT ALL POINTS ON CIRCUIT.

Our Presiding Elder, Rev. M. M. Beavers of Plainview, plans to visit all of the churches on the circuit next week. He will preach at: Dougherty, Sunday night, October 12. Lakeview, Monday night, October 13. Fairview, Tuesday night, October 14. Campbell, Wednesday night, October 15.
 We hope that the membership of the various churches will co-operate in making these meetings a success.
 Ansil Lynn.

FIRST BAPTIST CHURCH

Dick O'Brien, Pastor
 Our Sunday school attendance last Sunday was exactly the same as the Sunday before, 418. This we consider very satisfactory since the

day was so rainy and disagreeable. However, if weather conditions permit, we fully expect 500 next Sunday. Our evening service was short because of the heavy rain just about time for the service to open. We had the baptistry filled, the water warmed, and everything ready to baptize the 34 candidates who are waiting, but only part of them were able to get to the service, so we postponed the baptizing until next Sunday night. It at all possible we would like to have the entire group at the time. Mr. Newman and his orchestra assisted in the music at the evening service. We appreciate them very much. It is our intention to organize a regular church orchestra to play at all the services. The last Psalm enjoins us to praise the Lord with all kinds of musical instruments. And we believe that our musical talent should be dedicated to the glory and praise of the Lord, who made us and gave us our abilities.
 We greatly enjoyed the fellowship of the folks from over the association who met with us Tuesday in our regular monthly worker's meeting. The next meeting will be held with the church at Sterley, November 4.

CHURCH OF CHRIST

There was a good audience present at the morning service of the City Park Church of Christ last Sunday morning but the audience was small at the evening service.
 We cordially invite you to attend the following services: Bible school Sunday, 10 a. m., preaching and communion 11 a. m., and at 7:30 p. m., young people's meeting both senior and junior at 7 p. m., ladies' Bible class Monday 3:30 p. m., prayer meeting Wednesday 7:30 p. m. and young men's Bible class Friday 7:30 p. m.

FIRST METHODIST CHURCH

G. T. Palmer, Pastor
 We appreciate the fine attendance in Sunday School last Sunday, also the large congregation which we had at the morning hour of worship. We are beginning the new Sunday School year better organized and better equipped than ever before. And we are expecting the coming year to be one of the best in the history of the school. The program as outlined by the general superintendent H. M. McDonald calls for an advance all along the line and we are sure the school is ready and anxious to follow his leadership. The coming Sunday has been designated as Rally Day in the school and we are expecting a record breaking attendance for the day. You are urged to be in your place, and to assist in making the school what it should be.
 Preaching at 11:00 a. m. by Rev. M. M. Beavers of Plainview.
 The Fourth Quarterly Conference will be held in the afternoon. Each

official of the church is urged to be present.

The three Leagues will meet at 6:45 p. m.

Preaching by the pastor at 7:30 p. m.

We are always glad to have visitors worship with us.

RUSTLERS' B. Y. P. U.

Subject for the Rustlers program Sunday evening is "My Office and My Opportunity." The following subjects will be discussed: "The Purpose of B. Y. P. U."—Herwin Strickland.
 Elements required in holding office:
 (1) Faithfulness—Pat Stansell.
 (2) Initiative—P. W. Bell.
 (3) Co-operation—Verne East-ridge.
 (4) Prayerfulness—John Morris Watson.
 (5) Loyalty to church—Clara Belle Goughly.
 (6) Consecration—Florene Jeter.

Rustlers are reminded to be sure to keep up their daily Bible reading. The union has its new officers elected and are ready to start the new year right.

SENIOR B. Y. P. U. PROGRAM

Topic—How to Study the Bible. Time 6:30 o'clock, Sunday, October 12, 1930.
 Scripture Reading—Ralph Tubbs. Introduction—Lenora Myers. Study Systematically—
 (1)—Daily—Gilbert Nichols.
 (2) Study by Books—Marvin Crow
 (3)—Study Topics or Subjects—Bernice Patton.
 Study Independently—Wilmer Jones.
 Study persistently—Amy McRoberts.
 Study Believingly—John Harold Myers.
 Study Prayerfully—J. E. Crow.
 Study Obediently—J. D. Moore.
 Conclusion—Jane Watson.

PROGRAM FOR THE BOOSTERS B. Y. P. U.

The purpose of a B. Y. P. U.—Mrs. Edwin Heald.
 Faithfulness—Mabel Moore.
 Original Work—Gayle Bishop.
 Initiative—Nadine Wood.
 Co-operation—Betty Louise Rucker.
 Prayerfulness—Dorris Jones.
 Loyalty to Church—Clyde Spence.
 Consecration—Willie Marie Crow.
 Original Work—Jim Bob Johnson.
 Don't forget your daily Bible reading. Mrs. Edwin Heald Leader.
 Mrs. W. F. Weatherbee, sponsor, and the leaders urge all members to be present at 6:30.

WILLING WORKERS B. Y. P. U.

Jesus in Samaria.
 Jesus starts to Galilee—Harold Chapman.

Accessories Accent Autumn Style Ideas in Chic Ways

With every fashion authority predicting black in 1931 it is not surprising that black should lead in shoes.

Next in importance comes brown with a small amount of interest in green and burgundy. Suede and dull kid are outstanding because of the interest in dull footwear.
 One of the results of longer skirts is that it has brought about an interest in shoe profiles—so that women are now most observant of side designs and the height of heels as they apply to the silhouette. There is a decided tendency toward the lower heel for daytime types—while the afternoon shoe to wear with dresses of formal length are long and slender, with great simplicity of trimming and dainty high heel.

Fall Hosiery

Dull hosiery is the hosiery of the hour. First we found smart young things turning their stockings wrong side out because they found the dull finish made their legs look so much slimmer and because they wanted to get away from the shiny effect. Now that they are being manufactured dull, we can find so many points in their favor that their permanency seems assured for Fall at least.

The liking for dull silk seems to have brought on an epidemic for lisle—both of net and plain variety with clocks. The new shades are caress, oak, rose, acajou, nightgale, mauve beige, promenade, brownleaf and Bahama. The four repeated shades are sable, rendezvous, dusky, beige clair. Champagne, grain gunmetal, light gunmetal, afternoon, allure, almora, breeze, crystal beige, suntan, basque brown, blond dore, Florida, muscadine, plage, rosador, sunbask, and sun-brown are also good.

For daytime the dark glove outranks the light neutral one that has

The Journey—Junior Crow.
 The woman comes—Mrs. S. M. Cole.

Jesus talks to the woman about God—John Rucker.
 The Disciples come back—Oreca Hamilton.

The Woman tells others—Dorothy McClung.
 Poem—Nell Shirey.
 Quiz—Dorothy Nell Swinson.

Don't forget the daily Bible readings.

Mr. E. C. Wood and Mrs. S. M. Cole are leaders and they urge all members to be present at 6:30.

TB CAUTIONS

Tuberculosis is not likely to be introduced into a healthy herd of cattle if the following precautions are observed, says the U. S. Department of Agriculture. Purchase animals only from herds known to be free from tuberculosis or from herds under supervision for the eradication of the disease. Don't feed calves with milk or other dairy products from tuberculous cows. Don't allow cattle to graze in community pastures. Cattle also contract tuberculosis at fairs and exhibitions, or through shipment in cars which have not been disinfected properly after carrying infected cattle.

Read The Hesperian for the news of Floyd County.

Variety Of Styles Will Be Shown By Penny In Windows

Ready-to-wear Will Be Featured in Window Style Show This Week.

Walton Hale, manager of the Floydada store of the J. C. Penney Company has made the statement that their store in Floydada is almost overflowing with new Fall merchandise, emphasizing the new Autumn styles. Their ready-to-wear department has a wonderful selection of charming new Fall garments, selections from which will be featured in Floydada's Fall Window Style Show on Friday and Saturday evenings of this week, and Monday evening of next week. Coats, arriving unusually early this season, are going out rapidly, so charming and practical they are. Take, for instance, a garment of the black broadcloth made on the graceful semi-fitting lines which distinguish the fall and winter fashion trend, and with lavish trimming of silver coon.

Another model of tan suede cloth has the deep collar of the moment created of grey wolf. The lines of the coat are fitted to the waist, flaring gradually toward the hemline.

The shrewd woman snopper has discovered that a careful inspection of J. C. Penney stocks in dresses will often pay big dividends in value and that subtle satisfaction that comes of wearing a garment created with the integrity that characterizes all Penney merchandise.

Travel crepe fashions another Hesperian only \$1.50 per year.

FREE
 THIS COUPON ADMITS ONE ADULT
 When accompanied by One Regular
 Paid Adult Admission to
Lockney Isis Theatre
 Present at Ticket Window Good until October 16

Get Right Prices For Friday and Saturday

SUGAR, 10 lb. Cloth Bag,	56c
COFFEE, Peaberry,	14c
MEAL, 20 lb., Pearl,	59c
TOMATOES, No. 2 Can, Each,	9c
SWIFT JEWEL, 8 lb. Bucket,	94c
PEANUT BUTTER, 5 lb. Bucket, each,	79c
WHITE SWAN COFFEE, 3lb. Bucket,	\$1.25
WHITE NAPHTHA SOAP, 10 Bars,	31c
PEACHES, gal. can, 53c	Staleys Golden Table
PICKLES, gal. can, 63c	Syrup, gal, bucket 65c
CHERRIES, gal. can \$1.05	Red Label Karo, gal 69c
RICE, 2 lb. pkg., 18c	SPINACH No. 2 can 12c
APPLES Dried per lb. 16c	White Swan Corn Flakes, Per package, 10c
Oleomargarine per lb. 21c	Cocoonut Bulk, per lb. 23c
BANANAS, Per Dozen,	15c
GRAPES (Tokays) Per Pound,	5c
SPUDS, 10 lb., 25c	Sweet-SPUDS, lb. 3 1/2c
SMOKED BACON, per pound,	24c
DRY SALT PLATES, Per pound,	17c
STEAK, Any Cut, Per Pound,	15c
BEEF ROAST, Fore Quarter, Per Lb.,	10c
HAMBURGER Fresh Ground, Per pound,	10c

WE PAY HIGHEST PRICES FOR EGGS

Jones Market and Grocery

Phone 130 We Deliver

J. C. Penney Co. Inc.

Where Thrift Sets the Fashion

Fur Trimmed Winter Coats



24.75

Never have coats been smarter . . . with slim, dress-like lines, all around belts or seaming that fits them to the figure. Furs, too, contribute to their smartness with cape-like sleeves, elbow cuffs and collars that have a flattering way of framing the face. The materials and the workmanship are such as you would expect to find only on coats at a higher price.

New Silk Dresses

at

9.90

Emphasize the Economy of Smartness Here!

Dresses with all the details of styling and trimming that are smart this season . . . dresses of flat crepe, satin and sheer crepe for every occasion. Black and the new tones of rosy brown, dark green, red and blue. The values are so outstanding that you cannot afford to miss them! Size for women, misses and juniors.

Girls' Fur-Trimmed COATS



Sizes 7 to 10 **7.90**

Sizes 11 to 14 **8.90**

They are smartly styled and cozily furred . . . to please girls well-made of splendid materials and warmly interlined to please mothers. The low prices will please the whole family!

Dress and Sports Coats



For 3 to 6 Year Olds

\$3.98

Cunning new styles for "special occasions" . . . as well as practical tailored coats for time and kindergarten . . . all of them warm, and thriftily priced!

Open Evenings—Friday, Saturday and Monday—Visit Us!

Claim Amendments Would Produce Better Legislation at Less Cost

Committee Wants Study By People Before Vote

Reasons For Changes In Legislative Program Desired Are Set Forth.

Hoping that the usual fate meted out to proposed amendments to the Texas Constitution will not be that of the proposed amendment to change the program for emoluments and procedure in the legislature, a committee of Texas legislators has set out on a program of "education" to get their plan before the people.

"The constitutional amendments affecting the legislature that are to be voted on at the General Election in November will enable the legislature to enact better laws at no increase in cost to the taxpayers. In order to familiarize the people of Texas with the merits of these Amendments, this committee has been formed.

The program is to be followed by the committee to be purely an educational one, bringing to the attention of the people the issues involved in the constitutional amendments proposed, and the reasons for the desired changes. This will be done principally by present and former members of the Legislature, as they are best acquainted with the difficulties that the Legislature now labors under.

The constitutional amendments proposed provide for a regular session each two years of not exceeding 120 days, unless changed by a four-fifths vote of the members. The first thirty days of the session is to be devoted to the introduction of bills, the second thirty days to consideration of these bills by committees; and the remaining days in the consideration of measures by the Legislature as a whole. By a four-fifths vote of either body that body can change its regular procedure and can consider any measure and finally pass it if desired; and emergency measures submitted by the Governor as such are to be considered at any time.

The other amendment affecting legislative procedure provides for a mileage to members of ten cents per mile instead of the twenty cents per mile now provided by the Constitution; and ten dollars per day instead of the five dollars now provided by the Constitution.

The committee is informed that a check of legislative sessions over the past fourteen years discloses the fact that the Legislature has been in session an average of 137 days for each two-year period. Therefore the 120-day period for regular sessions provided by this amendment will not increase the total length of legislative sessions but will, if no special sessions are had, accomplish a reduction in the number of legislative days.

Under the present system, a great deal of time is wasted, and a great deal of contingent expense incurred by chopping up the legislative session into a regular session and two or three special sessions of 30 days each as required by the Constitution. By grouping all the legislative time into one session, the proposed amendment will not only avoid the many expenses heretofore paid for each special session, but will also

avoid the several days which are necessarily absorbed in the organization of each session and will obviate the necessity of re-referring, reconsidering, and re-printing of bills heretofore carried over from one session to another.

The average cost of each thirty day session has been about \$108,070 or approximately \$3,600 per day. About a week of each session is required to complete organization work, a waste of time that will be avoided under the proposed plan. During the preceding seven legislative terms, there have been twenty special sessions or an average of nearly three special sessions to each term. It will be seen that the cost of the time wasted in organization by these special sessions has averaged about \$60,000 per term, an expense that will be eliminated if the proposed amendments are put into effect.

The cost of the mileage of each special session has been about \$12,000. The saving accomplished by having a 120-day session instead of a regular session and several special sessions will amount to about \$36,000 for each legislative term. In addition to this large saving, there will be thousands of dollars saved in printing. These savings will more than offset the cost of increased compensation to legislators. A still greater benefit than the mere saving in dollars and cents will be the more mature consideration given legislation under the proposed amendments than is possible at present. With thirty days allotted to the introduction of bills, members will have opportunity to prepare their bills more carefully before introducing them, and the thirty-day period given over to committee meetings will make possible better consideration by the committee, more extended hearings from citizens, and will get the bills into very much better form before reaching the floor of the legislative body.

At present, with many committee meetings coming at the same time, it frequently happens that large delegations of citizens coming from distant points to Austin have to present their views of legislation to only two or three members of a committee. Under the new plan, there would be plenty of time to have full committee hearings and plenty of time for the people to be heard on proposed legislation in a very much more satisfactory and convincing way than at present. The public would also, because of the better opportunity for newspapers to publish the purpose of legislation under consideration; get a better understanding of what is being proposed, and the chances for undesirable measures to be put over before the people knew about them would be lessened.

Present and former members of the Legislature are undertaking to present the merits of these amendments to the people of Texas because, by reason of their experience in the Legislature, they are better informed as to the defects under which legislation is now enacted, and are in better position to know the reasons for these changes than any other class of Texas citizens. While the amendments do have the effect of increasing the compensation of legislators, as shown herein, this additional compensation will be more than offset by saving effected

by the amendments and in addition to these savings, the conditions under which legislation will hereafter be enacted will make for better considered legislation, and will give the people a greater knowledge and greater information as to what is being enacted than is possible under the present law.

Fire Chief Says No 'Safe' Matches; Be On Watch For Fires

Observance 'Fire Prevention Week' Gets Under Way In Floydada; Statement Given.

Observance of Fire Prevention Week in Floydada, got under way Monday of this week, with all agencies interested in keeping public interest up in the economic losses occasioned by fires joining in an effort to curb dangers from fire, especially those due to carelessness, which make up a big percentage of the annual fire loss.

In connection with the fire prevention work, Fire Chief Strickland calls attention to the fact that so many fires started by matches are due to carelessness of smokers that the Texas Fire Insurance Department has combined the hazards under the twin designation of "matches-smoking" and today it leads all other causes in its responsibility for fire destruction with an annual total charge against it approximating the huge sum of thirty million dollars in the United States.

"No match is safe," says Chief Strickland. "Besides the possibility of staying lighted after it is discarded, the head may fly off when struck or ignition may occur by some other than its normal use. Each year about three hundred billion matches are consumed in the United States alone.

Urges Care With Matches
"Every time your hand strikes a match be sure what becomes of the burning stick. It may result in the destruction of your home and perhaps the lives of those in it. Never cast away a matchstick if it is still

flaming or even glowing because it is only too likely to ignite any inflammable material at hand.

"Every day children are losing their lives while playing with matches as shown from news reports over the country. Matches should be kept in metal or earthenware containers well out of reach of children. Obviously they should never be allowed to amuse themselves with these small but dangerous fire makers and if you find your small sister playing with one, take it away and impress upon her the fact that she is endangering herself, her home and everything in it."

In Texas, the total fire loss caused by "matches-smoking" since 1925 to 1929, inclusive, approximates \$3,064,826 and 2,220 fires originated from this cause during that period of time, according to figures compiled by the fire insurance department, the fire chief said.

Increase Is Evident
"There has been an increase in this particular hazard in the past few years brought out by an increase in population and by a small per cent of women indulging in the smoking habit," said Chief Strickland. "However, it is to be observed so far that women are more careful in disposing of their matches and cigarettes than men."

"The people pay the cost brought about by careless smokers and users of matches and this cost is prorated among our population through our system of taxation the same as every other cost. We offer this as reason why the people of Floydada and Texas should practice care with matches and in their smoking habits."

Miss Vivian Stegall, who is attending school at Wayland College in Plainview, spent the week-end here with her parents, Sheriff and Mrs. P. G. Stegall.

Hesperian Want Ads Pay.

SHERIFF'S SALE

THE STATE OF TEXAS
County of Floyd
NOTICE IS HEREBY GIVEN
That by virtue of a certain ALIAS EXECUTION issued out of the Hon-

Charter No. 12692 Reserve District No. 11

REPORT OF CONDITION OF THE

Floyd County National Bank of Floydada

In the State of Texas, at the close of business on September 24, 1930,

RESOURCES

1. Loans and discounts	\$369,931.33
2. Overdrafts	599.01
3. Other bonds, stocks, and securities owned	54,230.02
4. Banking house, \$16,500.00; Furniture and fixtures, \$12,325.00	28,825.00
7. Real estate owned other than banking house	11,823.00
8. Reserve with Federal Reserve Bank	25,500.62
9. Cash and due from banks	22,554.38
10. Outside checks and other cash items	2,497.20
14. Other assets	1.00
Total	\$515,961.56

LIABILITIES

15. Capital stock paid in	\$ 50,000.00
16. Surplus	20,000.00
17. Undivided profits—net	1,027.91
18. Reserves for dividends, contingencies, etc.	500.00
21. Due to banks, including certified and cashiers' checks outstanding	5,524.00
22. Demand deposits	337,849.08
23. Time deposits	47,882.07
26. Bills payable and rediscounts	53,178.50
Total	\$515,961.56

State of Texas, County of Floyd, ss:

I, L. Surginer, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

L. SURGINER, Cashier.

Subscribed and sworn to before me this 6th day of October, 1930.

(SEAL) MRS. C. D. GIBBS, Notary Public.

CORRECT—Attest: C. Surginer, T. S. Stevenson, Jas. K. Green, Directors.

"As Good As Federals?"

In every line of business whether it is in raising cows or chickens or in the manufacturing of tires there must be a standard for operation. And in the tire business in Floyd County that high standard is set by FEDERALTS.

With a full production program this year the Federal Rubber Company will continue to manufacture tires worthy of leadership in quality and performance over Floyd County roads.

Every Federal Tire is sold on its own merits—every one replaces some other brand—for Federal does not equip any new cars with Federal Tires.

We're always glad to have an opportunity of telling you more about Federals. Come in and see us when you get ready to buy.

Winter Is Zooming Down

Cold weather means a bigger call on your battery for heavy duty. You should have your electrical connections checked on your motor before the cold weather gets here. We have Reflectors and a full line of electrical supplies and Head light light lens.

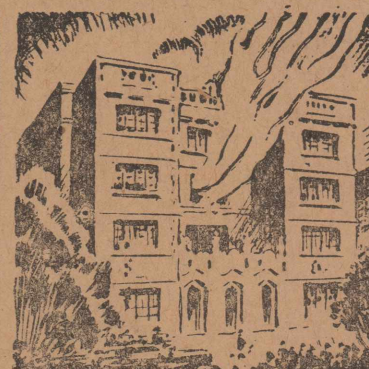
Light testing time will soon be here again and keep in mind that Mr. Pope will operate official Light Testing Station No. 1 here this year.

We're "all set" for that washing and greasing job, too!

Gullion's Super - Service

PHONE 83

"Fastest Road Service In Floyd County"



"To Our Friends And Customers"

We wish to announce that the Goen & Goen Insurance Agency has been sold to the E. P. Nelson Insurance Agency effective October 1st, 1930.

We take this method of thanking all the friends and customers of the Goen & Goen Agency for the splendid business given us in the past and assure you that all business entrusted to the E. P. Nelson Agency will have the same punctual attention and your every insurance need will be carefully attended to by them as has been done in the past. We will appreciate your continuing your insurance with Mr. Nelson.

Goen & Goen will continue in the Real Estate, City and Farm Loan business at the same place and invite all our friends and customers to call on us when in need of our services in any of the above lines.

GOEN & GOEN

Insurance Agency—Boothe Building

E. P. Nelson, Insurance Agency

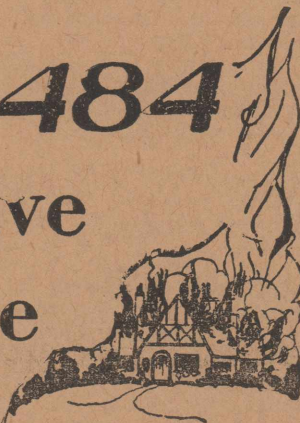
First National Bank Building

People of the United States

Lost

\$2,678,778,484

in the past five years by fire



In the past five years fate has been skywriting with crimson flame the nation's highest property losses known in history—almost two and three-quarter billion dollars. Insurance has been the only restorative.

Despite the fact that you have been fortunate enough to avoid fire in the past, adequate fire insurance is indispensable for your protection.

Floydada Insurance Agency

W. H. Henderson

G. C. Tubbs

A FIRE is expensive EDUCATION!



—profit by others costly experience—

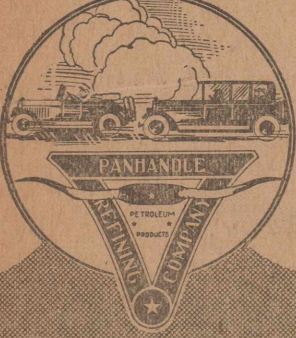
Many the lifetime tragedy that has its origin in a fire. Don't be a victim to the superstition that you are immune. Cover your home and belongings with low-rate insurance.

FRY - BISHOP Insurance Agency

R. E. Fry

A. A. Bishop


ANNOUNCING PANHANDLE REFINING COMPANY PRODUCTS TO FLOYDADA AND COMMUNITY



**MOTOR
with
Real
SATISFACTION
Use
PANHANDLE
PRODUCTS**

**PANHANDLE
REFINING
COMPANY**

In opening our Wholesale and Retail Service Stations in the City of Floydada we bring to the people of this city and community the very best motor products that the market affords. For more than 15 years we have been continually producing crude oil and refining it in our own plant. Now we are marketing these refined products through our own Service Stations, and we have chosen Floydada as one of our principal outlets because we believe in its future and are willing to cast our lot and take our chance upon its continual growth and development. We are sure that when the people of this progressive, plains country have given our products a test in their motor cars, that we will then be assured of our share of business, and we promise to you that it shall always be our purpose to render you service and offer you products that are excelled by none. We will give our full cooperation to the things of interest to this community and await the opportunity to get better acquainted with you and to serve you with Panhandle Quality Products.

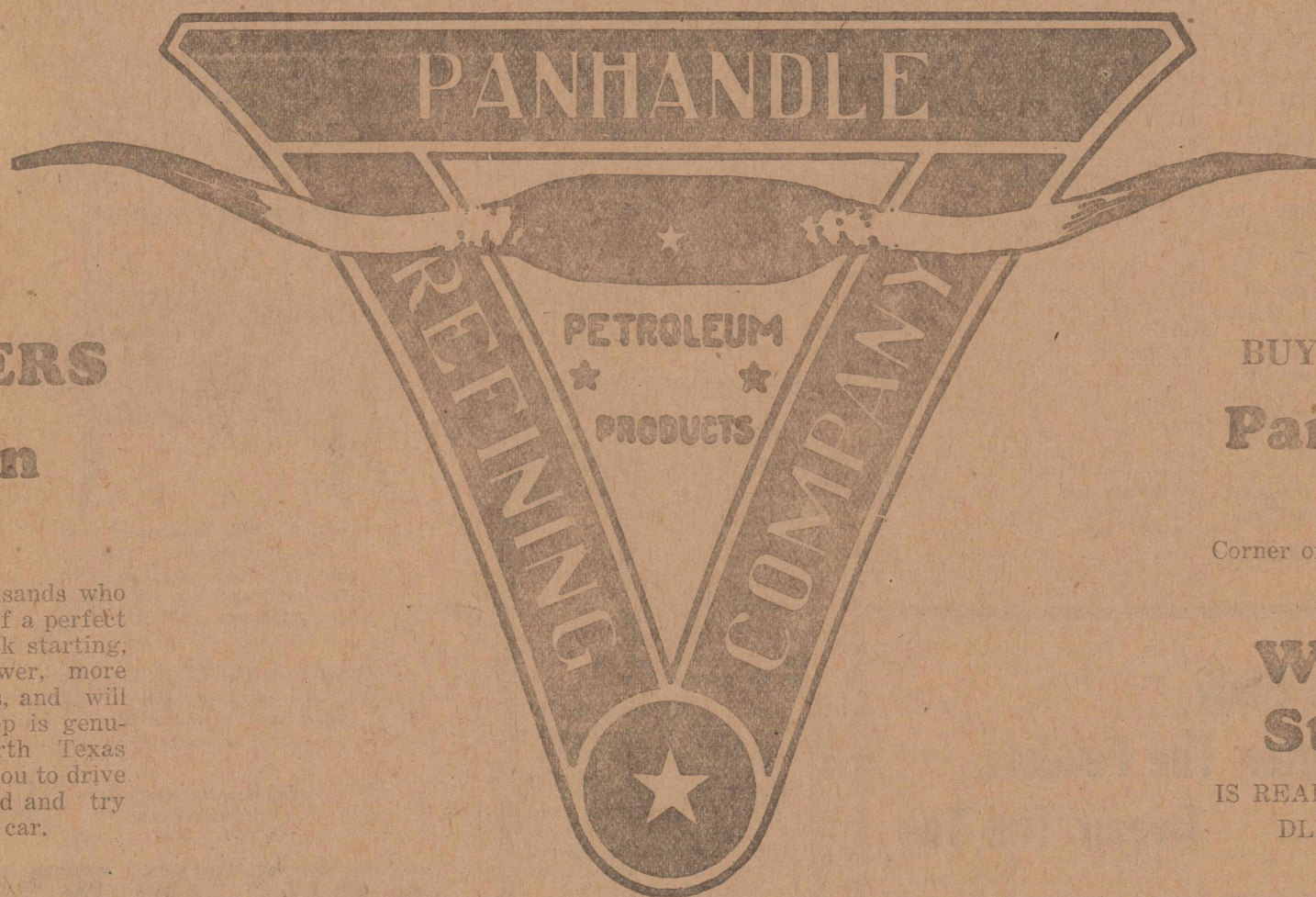


PANHANDLE

*There is
LUBRICATION
That
LUBRICATES
in
PANOLENE*

**PANHANDLE
REFINING
COMPANY**

LOOK FOR THIS TRADE-MARK



TO CAR OWNERS
**Noxless Green
Gasoline**

Has given satisfaction to the many thousands who have used it. You too may know the joy of a perfect motor fuel by using NOXLESS. It is quick starting, has a snappier pick-up, produces more power, more mileage, less carbon, contains no chemicals, and will not cause your motor to heat. Every drop is genuine motor fuel, produced wholly from North Texas and Southern Oklahoma Crude. We invite you to drive by one of the stations mentioned in this ad and try Panhandle Quality Products in your motor car.

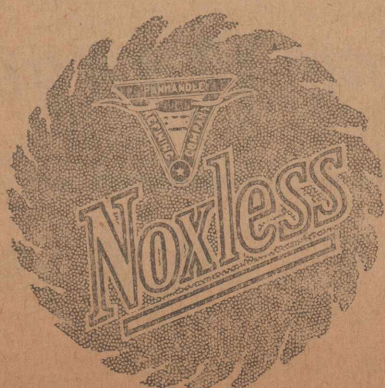
BUY PANHANDLE PRODUCTS AT
**Panhandle Service
Station**

Corner of South Main and U. S. Highway No. 70 and
State Highway No. 28.

**W. H. WATSON,
Station Manager**

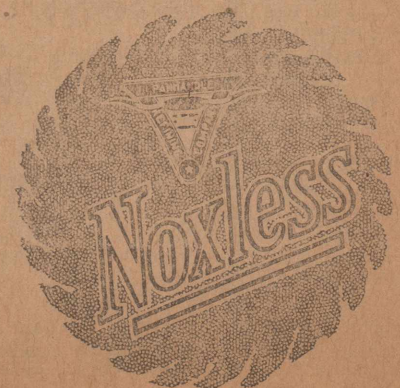
IS READY TO SERVE YOU IN TRULY PANHANDLE
STYLE, DRIVE BY AND SEE HIM.

LOOK FOR THIS TRADE-MARK



Panhandle
REFINING COMPANY

LOOK FOR THIS TRADE-MARK



Home Office Panhandle Bldg. Wichita Falls, Texas

