## One Of Floydada＇s Oldest Institutions <br> The Floyd County Hesperian

| Volune 36 |  | FLoxDADA，FLOYI | NTY，texas，thursdas | X，Noveniber 21， 1292. |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Ansil Lynn New Past | Amta box，part | Lockney And Ralls To | HANK | Reuben Fawver Killed | $00,000$ |
| Floydada M．E．Circuit |  | I In Semi－F |  | In Car Accident Sat． | Ends Satur |
|  |  |  |  |  | Local Stores P |
|  | it．His name is Pat and here＇s what he has chest，Santa Claus，as w |  |  |  | For Christmas Seas |
| a |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | Be Heard Here Friday |  |  |
| Sosme | McCoy Citizen Died |  |  |  |  |
| 隹 | Thursday Afternoon |  |  |  |  |
|  |  |  |  |  | Not |
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|  | ams ine ine inal |  |  |  |  |
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| Nimme |  |  |  |  |  |
| A．o． |  |  | Hero Medal Presented |  |  |
|  |  |  | To Boy Seout Sunday |  |  |
|  |  | Whirlwinds In Last |  | Sill |  |
| Samane simion ireto |  | Home Game Tomorrow |  | ， |  |
| Aly | leremf |  |  |  |  |
|  | beis titatem |  |  |  |  |
| on Pranveen maste | come |  |  |  |  |
| ind | come |  | 为 |  |  |
|  | J．D．Mince Seriously |  |  | aseme |  |
|  | III At Lakeview Home |  | me |  | Treme sine moter |
|  | ${ }^{\text {ferm }}$ |  |  |  | NVETtow at beamont |
|  |  |  | comm | dicle | Rex Reo |
|  |  |  |  | comv |  |
|  |  |  | coin |  |  |
|  | cot |  |  |  |  |
| Vigo pax |  |  |  |  |  |
| comem | Reeme tion min |  |  |  |  |
|  |  | Comen | 为 |  | cemen |
|  | Dished Out This Week |  |  |  | Rmantos of com |
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|  |  |  |  |  |  |
|  | come | thanssolinge box suprra | ${ }^{\text {a }}$ | ${ }^{\text {and }}$ |  |
|  |  |  |  | Catso of caves |  |
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|  | as ata ind |  |  |  |  |
|  | the |  | H |  |  |
| \％ | Friss cuss damaci ive |  |  |  |  |
|  | Anemb |  |  | Local Market |  |
|  |  |  |  | Poutry |  |
| erian Offic |  |  |  |  |  |
| $\begin{aligned} & \text { Closes Alksay } \\ & \text { On Thanksiving } \\ & \hline \end{aligned}$ | ？ism | spind poum vill bona et |  |  | $\$ 2,000$ PRIZE CAMPAIG |
|  |  |  |  |  |  |
|  |  | ， |  |  |  |
| mex |  |  |  |  |  |
| mama | hen the fire occurr |  |  |  |  |
| che |  | ors the |  |  |  |
|  | Mr |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Floyd County Hesperian, Floydada, 1 as, Thursday, November 21, 1929



| Contemporary <br> Thought |
| :---: |
| vour surpus ewivs |

YOUR SURPLUS FUNDS
The Tulia Herald: Not long ago,
so it is reported, the officers of the so it is reported, the officers of th
Saboard Air Line railroad wer
satonished at the rapid rise in th
market quotations of their stock astonished at the rapid rise in the
marke quotations of their stock
Knowing that there was no reason

Character of Old Battleaxe Exposed By Female Raid on Old Bachelors Banquet







 mabenica up darizy catrur



This And That

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 $=$ cetano moint her supeno

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and
ten egss nave perrect shells, she
said that ome men wer so dumb
that when they were boys their pa
hat onop off one of thir thumbs
so that they would know which was
s.

qet into the Kingdom of Haaten.
gital
Walking to the center of the ba
quet hall, she exploded as follows
"When the Creator "When the Creator had made all
the good things, there was still some
dirty work to do so He made the dirty work to do, so He made the
beasts and reptiles and poisonous
insects and when He had finished He had some scraps that were too
bad to put into the Ratliesnakes,
the Hya, the Scorpion and the
Skunk, so He put all these tog the the Hyena, the Scorpion and the
Skunk, so He put all these together
covere it with suspicon, wraped
it in hate and jealousy and marked it an Old Bachelor. reparation and seeding befor
oring comes. Then if there is

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good crop it
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## Q. A. \& P. extension northwes om Matador means more develop ent for a mighty good stretch o cuntry. It is reported that the rrve will be completed this win and the actual construction urvey will be con er and the act one next spring.

After wading pavement mud fo
few days in Congress gaiters we
constrained to agree with Bat
Axe that we need a street sweep-

## we could get of paving laid.

thenanksgiving Day,
thereafter, Christmas
tin to sprout. Andidate
When the war had ended, the
"ladies" had broke every dish on he banquet table, sixyteen arms,
two Iish on and all ten command
tents.
And now as for you," the leader
the band of ferocious
of the band of ferocious female
stated, as she dug Old Battleaxy
out of a tea cup for the fifteent
ROCK "You are going home and
SLEEP., BABIES TO
Th Halitosis, legal "Rase in-In-The
Neck," boss and wife of Old Battle
axe, (Himself).
Jotstracer
that way because
ter all the time.
A Cleveland man who found
marse containing $\$ 10$ refused
eward of $\$ 150$. Please page Diog
enes! $\quad * * *$
The reason so many sports writers are having headaches thes
days is because it is time to pick







 Ars arainst this arear reverested


 about then
figure.

FLOYD COUNTY
14 YEARS AGO
 azo.
W. N. Colvive wril let the contireet property this wee
ave altreat been made.
Toul Ine construction on the two
ines which are to be opened soon y the Southwestern Ttelepenonene \&
felegraph Company is progressing Telegraph Company is progressing
rapidly. Poles have been set more
than half the way to Lockney out, of Floydada, and construction crews Coming as quite a bit of surprise
information, no "Zulu Cars" (immigrant cars) were received at Floyd-
ada Santa Fe station last Mon-
day. Practically a car load of im-
ime day. Practically a car load of im-
migrants goods per day have been
unloaded here during the past C. Surginer \& Son have contract-
ed for the distribution agency of the Brownie Motor Car, manufactured
by the Carter Manufacturing Co.,
of Hannibal, Mo. They will have hirty-five of the most populou counties in the plains and panhan-
dlue. The new car is of 41 horse power and has a number of very at-
tractive features. It sells at $\$ 735$, J. D. Starks contracted for the
Floyd County averland Automobile agency Tuesday of this week and
will receive the first carload of this
popular machine during December. Serve ice cream in the form of a
"parfait" once in a while. Put a parrait once in a while. Put a
ttle ice cream in the bottom of a
all glass; then a spoonful of crushed fruit or chocolate or butterscotch
sauce; then more ice cream, a poonful of whipped cream, and on
op a candied cherry or bit of col-
$\qquad$
$\qquad$

The TOWN DOCTOR

## ber whate. And you will remem- shan said war was.

 11 All-American playerdreds of candidates.

An ex-office boy has written an
pera for Mary Garden. So that
what they do when you can't is what th
find them.
Even members of the college glee
lub have been known to settle down
nd become good citizens.
In making bread your results will
be muck more certain and uniform be much more certain and uniform
if you use a thermometer. Send for
Farmers' Bulletin 1450-F for full
directions as to how to make good home-made bread, what tempera-
ture is essential to good results,
and how to bake the loaves per-

## houses with tumble-down buildings; dirty streets, highway entrances lit- tered with nondescript road signs; open city dumps and other sucl nings of repulsios arret road signs; open city dumps and other sumunity what a soup-stained vest or ieelless stocking is the

 I know a town where, seven years ago, a store building in the heartn attractive business district was gutted by fire. Weeds grow rampa
hrough the brickbats within the confines of still-standing, smutte harred half-walls. Several years ago a school building surrounded by fine homes wa
emned and abandoned. It still stands, danis and gruesome, its b
indows and rotted dorwa The city hall walls. town I know was destroyed by storm some ti
That was the basement of this building is now ground for street sweepings, tin cans, junk and corruption-
paradise of filth and hogwash in plain view of every passerby. As you are affected by slovenliness in people, just so are the po
seidential, commercial and industrial customers of your comm uni Don't tolerate abominations that create "oppressive ugliness.
CAN be eliminated and it's YOUR business and the business Ane ce eliminated and it's YOUR business and the business of
tou citizen to it that they ARE eliminated, because it's

Note: These articles sponsored by Floydada Lions Club ar
written by The Town Doctor, without presudice or malice and ar a particular town. Optnions favorable or or otherwise on subject coverea articles apyear, or to The Town Doctor suite 350 in which
thescor


## Our First Anniversary

One Year Ago this week the Floyd County Public was greeted with a new loaf of bread-

REAL LOAF

Was a new kind of bread, made finer, browner and tastier-and it was reecived by a grateful public.

## We Thank You

for the patronage you have given us during our connections with this new bakery-and for the steady growth in sales of REAL LOAF.

We now feel that REAL LOAF is an established roduct and believe the public will continue to buy this bread, because-IT IS A REAL LOAF.

## Perfect Bakery

## Spiecials

For Friday and Saturday
SUGAR=-1.57

| $=$ |
| :---: |
|  |  |
|  |  |



FLOYOADA GROCERY COMPANY


## Societiv

 New Club Held Meeting WithMr. and Mrs. Groves. first meeting suidado club held the organization
Tuesday evening at the hon Tuesday evening at the home of of Mr.
and Mrs. Gerald Groves Charter members are Dr, and
Mrs. Herman Thomas, Nr. and Mrs. Herbert Sams, Mr. and Mrs. Dean
Hill, Mr. and Mrs. Gerald Groves and Mr. and Mrs. Calvin Steen. ins were. Mr. and Mrs. Terrell L.o-
ran, Miss Pauline Keeton, Miss Katy Morrow and Messrs. Randell Alex-
ander and Jack Johnson.
The Club will meet Tuesday evenThe Club will meet Tuesday even-
ing, Deember 3, with Mr. and Mrs.
Dean Hill. Engagement Announced At
Bridge-Tea Friday. Some more of Dan Cupid's pranks
were exposed Friday afternoon, were exposed Friday atternoons,
November 15 , when Mrs.
is was hostess at a bridgew- He at her
is is was hostess at a bridge-tea at her
home oon South Main Street, an-
nouncing the engagement of her nouncing the engagement of her
charming daughter, Miss Virginia
to Mr. Paul Conner. Mive tables of bridge were in pro-
gress when the air was mystified by gress when the air was mystified by
a Western Union Messenger boy
and delivering a telegram from the
hostess to those present. The mes-
sage was read to the interester group by Mrs. Hazel Hughes. In a
clever and amusing way in disclosed
the fact that the couple
marrice me ract that the couple would be
married at 11 a. m. December 15, at
the Lewis ranch home. The home was artistically adorn-
ed with cut flowers. A green and
white color scheme withe color scheme was carrided out
fiown flower girl and table maroom scorse cards, and a bri-
dal bower with miniature dian
rings for Bread and butter sandwiches and Mrs. John Hammis. Fred Brown, Bishop, Mrrs. L. T. T. Bishop, Mrs. Edrs , W.
H. Hilton, Mrs. Polk Goen, Mrs. Mrs. Jas. K. Green, Mrs. Mahan,
Steene: J. E. Horton, Mrs. E. L. Angus, Mrs.
Bob Willis, Mrs. Carr Surginer, Mr. Mrs. Hazel Hughes, Mrs. Pitzer Baker, of Weinert; Mrs. A. N. Bratton,
of Plainview and Miss Frances KinHonoring Golden Wedding
Children Given Dinner. Mr. and Mrs. W. L. Boerner who
celebrated their golden wedding an-
niversary this weel celebrated their golden wedaing and
niversary this week were host and
hostess at a dinner party Tuesday
evening for all of their children evening for all of their children.
children are: Mr. and Mrs dren are: Mr. and Mrs.
Lubbock; Mr. and Mrs.
and daughter, Beulah
and Mrs. a Mrs. S. W. Ross an
tary Anna; Mr. and Mr Mrher guests included Judge a
Wm. Mcehee and Mr.
Don Porter of Denver, Colorad House Guests Honored
Mr. and Mrs. W. L. Boerner were
host and hostess at bridge Monday
evening honoring their house guest evening honoring their house guests
Mr. and Mrs. J. M. Bagsett and
daughter. Miss Buala, of Ozona
and Mr. W. Don Porter of Denver
Colo and Mr. W. Don Porter of Denver,
Colorado. Mrs. Baggett is a daugh-
ter of Mr. and Mrs. Boerner. In the games played during the
evening Mrs. F. M. Shenefelt made
the highest score for the ladies and Re highest score for the ladies and
The Mouire for the gentlemen.
Thas was decorated yellow roses. Thanksgiving pilte
favers
were used. Date pudding with whipped cream and coffee were
served to Mr. and Mrs. Glad Snodgrass, Mr. and Mrss. Edd Johnson,
Mr. and Mrs. Jack Henry, Mrs. Carr Surginer, Mry. and Mrs.
O. P. Rutledge Mr. Green, Mr. and and Mrs. Jas. K.
felt, Mr. and Mr. and, Mr. and Mrs. L. T. Bishop, Mr.
and Mr. S. W. Ross, Mr. and Mrs.
E. P. Neison and the and Mrs. Baggett the honorees, Mr. daughter and
Mr. Porter.

Monday Night Forty-Two
Club Meeting.
The Monday night Forty-Two
Club met with Mr. and Mrs. E. P Nelson Monday evening, November
11. The Armistice lde 11. The Armistice idea was carried ments.
Refreshmente club members and the following
visitors: Mr. and Mrs. J. D. Mc3rien Mr. and Mrs, Frank Boerner and
Mrs. Elmer Wood of Chillicothe. La Noche Club Met With
Mr. and Mrs. Bishop.
Mr. and Mrs. A. A. Bishop were
host and hostess to the La Noche
Bridge Club Monday evine Bridge Club Monday evening.
Mrs. Terrell Loran received hi score. for the members and Mrs. Joe
M. Day made high score for $\xrightarrow[\substack{\text { M. . } \\ \text { visitors. } \\ \text { Refresh }}]{ }$ Refreshments were served to the
following members and following members and guests: Mry
and Mrs. Terrell Loran, Mr.
Mrs. Mrs. Joe M. Dalr, Mr. and Mr. Mnd Og-
gie. Johnson, Mr. and Mrs. Og-
Clement Clements; Miss. Mary Lou Crain
Miss Eddythe Wars. Ray
Geor George McWhirter. Mr. and Mrs. Terrell Loran will

- entertain the Club on Thanksgiving
night.

Joint Hostesses Monday
Joint Hostesses Mon
At M. E. Meeting.
Mrs. George Smith and Mrs. E.
C. Henry were joint hostesses to the
Woman's Nisssionary society pe the Methodist church at MMrs. Smith's
home Monday afternoon. home Monday afternoon.
Mrss. W. W. Porter was leader and
gave a splendid talk on the sub-


A remarkable event in Floyd County-Remarkable for the low prices that make every buy a bargain, and remarkable because it is the first sale we have ever put on Tires in our eight years of service to the Motor Industry here.

## Prices Not Hot JUST COOL

PRICES GOOD NOVEMBER 23 TO NOV. 30. 10 lb . Can Figaro Sugar-Curing Salt,_-79e 10 lbs. Pinto Beans,.$\ldots \quad 77 \mathrm{c}$ 10 lb . Box Dried Peaches, ....- $\$ 2.10$ 10 lb . Box Dried Apricots, ..._ $\quad \$ 2.15$ Oranges, per Dozen, 10 lbs . Cream Meal, Fresh, _._ $\quad$ 38c 10 lbs . Pearl Meal, Fresh, ..._ $\quad 35 \mathrm{C}$ 35 lbs. Meat Salt, ... 59 C 70 lbs. Meat Salt, ..._ $\$ 1.16$ 3 lb . Bucket Mar-Co Coffee, … $\quad \$ 1.35$ 3 lbs . Maxwell House Coffee, $\ldots \quad \$ 1.50$ Honey, Extracted South Texas, gal. .... $\$ 1.15$ Plenty of East Texas and New Mexico Sorghum, per gallon bucket, ..._ $\$ 1.15$
3 Pkgs. Kellogg's Corn Flakes, ._._-_ 29c
1 lb . Brown Fig Bars, ... $\quad 15 \mathrm{C}$
3 Pkg. 0zark Macaroni, Spaghetti, ........16c
Car Peacemaker Flour, 48 lbs., ........... $\$ 1.80$
Car White Crest Flour, 48 lbs., ....- $\quad \$ 2.35$
NEV'S OVERCOATS PRICED TO MOVE
STOVES, HEATERS GOOD PRICE

## Community Supply Company



## Gullion's Super Service <br> Phone 83 <br> S. E. Corner Square

L. L. COLLINS \& CO., Dougherty
JOHN R. McCLENDON South Plains BOERNER-THAGARD MOTOR CO.

Kitchen Drudgery Not Necessary On Farms thorities Claim Cost of Better
ments so Little Every Home ments so Little Every Home
Can Afford Them.
drulgery drives many a farm nifie 0 an early grave has been graph-
cally pictured in a number of exhibits pictured in a number of exity- fairs this season
vhere cemeteries wert Where cemeteries fairs this shown in eason
which the tombstones tell the sto of the sad dombstones tell the stories
mother. In the overworked
In tair in Harrison In the fair in Harrison
county Miss Maggie Peach, home
demonstration agent, arranger noststration agent, arranged a
motiking exhibit in cooperation the women with whom thation
vorks. depicting in the foregroun depicting in the whom foreground
he "Burying ground of J. Jones" Wife No. 1, the epitaph reads roke her back over an old wash nd died of typhoid." "Died while ielding the broom," "Died while
mise of Wife No. 3, and Mr. The the ourth helpmeet met her Mr. Jones "ar-
ying water from the well to the
sitchen." In the to In the background of the
ooth was young and winsome Wife
vo. 5, smiling happily in od oil stove, sink and running ressure cootker, working hen with sht, steable washing machine, and linoleleum
floor. "She uses her head feet," the caption instead of using her解 truth in this pic ies here declare, for an extensive go yisclosed conditchens a a few years he average farm ikithenen as a cenof our grandmothers. Farm is, it is said, but not forl, some of the howed that it jus national har in scope a majority of men hasn't occurred with that there is anythingen on
throng
old fashioned kith cheeriul workshons efficient and what almost every farm so little
family in
Texas can afford to make improve--
$\qquad$ note, the effects of which are still oaught us this time, looks like
snow mingt come next, if it itst too
addition of in a steady
and addition of labor stavie in a steady devices to soow might come next, if it isn't too
cold. have had rain a plenty
kitchen equipment, each year. Piping water to a sink, letting in thank the weather man for some
sunshine for at least a month to
more orking surfaces at the correct
eighish the farm work in good style
We had no Saturday night serthe more efficient stove are listed as
tices on the suocount of muddy roads sund
bervices, both
church and singing GRADY HOWARD UNDERGOES one
was
ed was the delicate operation the other
wher it in trins setion of ed on Grady Howard, son of B. F.
Howard of this city by Krueger, surgeon of the Lubbock
Sanitarium Friday, November Sanitarium Friday, November 8,
Howard has been gradually improv-
ing since the operation, reports reaching here from Luberation, repor ste
Howard was hurt in bile accident last March in which
his left leg was broken and crush-
ed. The leg has ben re-set sever-
al times, and as a last resort the
operation wis operation was performed last Fri-
day. It was reported successful. Additional bone was needed to
place in the broken leg, and this
was taken from the right leg a whole cross-section bing removed
in the operation. Howard will be
in the sanitarium for several weeks before returning to Croseveral weeks plete use of the leg will be regained.
Crosbyton Review. Mrosbyton Review.
Mr. Howard is a brother of Mrs. John Reagan of this city and has
spent a great deal of time with her since his injury.

CARD OF THANKS
Officers and members of the East
Ward P. T. A. wish to express thei thanks. to. Ar. Wish to express their
board for having the school connection made for the new gas connection
bought by meme which was Miss Connie Ross McWilliams of
White Flat, was shopping in Floyd-
 Comot
Cuth
ruth
rub
Rub
M day with W. A. Huckabee and famMr. and Mrs. Mathews spent SuñMr. and Mrs. Meo. A. L. Spence
Lell spent
art of Monday with her parents. Mr. and Mrs. Elvis Gill carper Sunday afternoon and visited un-
til Monday afternoon with Misses Mabel Culpepper and Ver
dine Snodgrass dinsses Mabel Culpepper and Ver-
dine Snodgrass spent one night last
week with Miss Alma Montgomery.
Adriel Spence

gomery Sunday anver and Troy Lightfoot and father and mother of Lubbock spent for Abernathy to visit Mr. and Mrs
Orvill
Harold Tubbs spent Sunday with Sund
Charlie and ather and mother of Lubbock spent for Abernathy to visit Mr. and Mrs. Saturday and Sunday here with his
Sisters, Mrs. T. C. Russell, Mrs.
Sunday with their brother and son, T. P. Stone.
T. J. Gill and family. A number of people from here
went to Campbell Sunday to sing
ing.
Mrs. Jewell Branson is home from

Big Spring and will continue her SORE BLEEDING GUMS LIENNEX COUGH SYRUP \begin{tabular}{l}
stuay or music and her music class <br>
Remedy is needed to convince any- <br>
Mrs. W. B. Jordan and Mrrs. C. $\begin{array}{l}\text { one. No matter how bad your case, } \\
\text { Met a bottle, use as directed, and if }\end{array}$ <br>
\hline

 

\hline man of Fairview Monday morning. \& return your money. <br>
Arwine Drug Co.
\end{tabular}

Floydada Drug Co

## On The Highways or in the Rough-New Superior

## WHIPPET

## FOURS and Sixes-Stand The Test!

On paved highway or in the rought, up steep hills, around sharp curves, the Superior Whippet is a brilliant performer. The higher compression enand greater hill climbing ability. Whippet is the only low priced car with all these advantages.
An increased wheelbase, shock absorbers, oversize balloon tires and members in the frame of the Whippet, together with heavier materials, give greater strength and rigidity.
Other features of the new Whippet include full force feed lubrication silent timing chain, invar-strut pistons, and in the Six a heavy seven- bear FINGER TIP CONTROI
the both the Fours and the Sixes the famous Finger Tip Control is one of the big features. Starter, horn, light switch, all combined in one button And in the Higher Price Field it is the Willys-Knight Six and Great Six. Let Us Arrange a Demonstration for You.

## Finkner Motor Co.

THRU THE YEARS-The Spirit of Thanksgiving lives today as it did in the days of the Pilgram Fathers. Though the Modes of living have greatly changed since the time of Plymouth Rock, the human heart is still given to the same measure of Thankfulness as the New England Pilgrims of long ago.

WE ARE THANKFUL-Today for your Friendship and your patronage. Thankful for YOU!
TO OBSERVE-Thanksgiving in the right spirit and Thank Him for His goodness towards us all, we ask that you do your banking business before next Thursday so that we may CLOSE OUR DOORS ALL DAY,

## Thursday, November 28th

## Floyd County National Bank First National Bank



GAINS

IENA SAUSAGE,
Ratliff's, 3 for,
CORN,
HOT SPECIALS
See our table of Specials Saturday and save on them.

## HULL \& McBRIEN

WE DELIVER
PHONE 292

YES SIR WE HAVE
TOYS
MORE STORE SPACE IS WHAT WE NEED.

ECANS, EXTRA SPECIAL,
106
20c
106
SEE OUR WINDOWS FOR OTHER SPECIALS
We just must have more room for Santa Claus. our gain is our loss on account of being Over-Stock-
H. P. Watson Co.

Where Your Doliars Have More Cents" South Side Square


FIRESTONE Battery Service

That Smiles and Guarantees
When the cold wintry days are here, then is when it's wonderful to have some perso
al friend who is in the battery business. That is just the way on which we operat -every patron is given the treatment and conscientious enfort that we would give our
own personal friends. If you are stalled on the road, or your car is "frozen" in the garage, phone us and you'll have a loaner pron-

In addition to the battery service, this
One-Stop Auto Service Station
tured by Generator and Electrical Service car-greasing and car washing, brake service,
Gullion's Suner Service
Phone 83

"Clad" Says:
"LET 'EM HAVE EM!"

Bright Metallic Hats for the holiday senson
 Smart....

We hare a pretry seletioto and bey sou to to se them
THE. HAT SHOP


Felton-Collins Gro. Co. PHONE 27

## "Side-Dish" Specials

CRANBERRIES! Pumpkins! Celery! What a host of delicious, tempting "side-dish suggestions" this time of year brings. Just the thought of them sharpens one's appetite!

EXTRA-GOOD ASSORTMENT FRESH DAILY REASONABLY PRICED, TOO.

```
        PHONE 27
```



FRIDAY and SATURDAY SPECIALS
TRY OUR HOME-MADE CAKES AND PIES AT STORE NO. 2

| Bananas |  | 24 c |
| :---: | :---: | :---: |
| Country |  | 42 c |
| Yams |  | 29c |
| Flour |  | \$1.79 |


| Sugar | 65 |
| :---: | :---: |
| $\xrightarrow{\text { Lex }}$ Leruce |  |
|  |  |
|  |  |

No. 1 - Phoink 4
2-PHONE 62

## SIXTEEN PAGES IN TWO SECTIONS THIS WEEK



Floyd County Clubs

## 




What "STERLiNG"


Means to Silver
-the word "Stock" means to property insurance. It signifies quality-yet it is cheapest in the long run because the first cost is the last cost.
And remember-after a fire (the only time you ever need fire insurance) nothing but the best will help you.

## Let us explain

Floydada Insurance Agency
W. H. Henderson

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, NOVEMBER $21,1929$.


## THE HESPERETTE



| Starks Green |
| :---: | :---: | :---: |
| Bookekeepe |
| Junior Assisants. |$\quad$ Nadine Dalton

## 

## The Whirlwinds of next year showed some surprisingly good foot-

 ball last Friday. We consider thegame one of the best of the season.
Welch and Carter deserve recom-
mendation. Billie Jo, that husky
Sophomore, needs only to remain
healthyy and unweakened by cigahealthy and unweakened by ciga
rettes to be a football favorite is
the next few years.
seen on Bulletin
$\qquad$

| From School Papers. |
| :--- |
| Swipe |
| Slands are small |
| which carry the inspiration away. |
| and |



$\square$


## Julius Caesar and his friend, Cassius, were walking in the Forum

Cassius, were walking in the Forum
one day, when they met a couple
of pretty slave girls. Julius, as was
of pretty slave girls. Julius, ha was
his wont, gave them a glad hello as
he passed along. "Who are them


Warren poole "say, have


## Mildred bout him?

Warren-

## (cheap) himself <br> himser

Starks-
iife.
Eulalia-

Temptation

Says old Bill Der: "Since pro-
hibition 've nursed a lot of inhibi-
tions:
of one thing, tho, I'm mighty f I drink that, 'twill sure be


The trouble with some house the basement than they $d$ in the upper stories wher our patrons, however arything will be in perfec
alance, from the basement

Floydada, Texas


Until 8:00 o'clock Saturday night, November 23rd every $\$ 20.00$ worth of Subscriptions turned in or mailed wins the bonus. There is no limit-get as many as you can.

## Remember! This is the

BIGGEST OFFER

After Saturday night, November 23 rd the votes will be sharply reduced, and Subscriptions will COUNT LESS. Get your Automobile Winning Votes before 8:00 P. M., SATURDAY, NOVEMBER 23rd THERE IS PLENTY OF TIME TO ENTER AND WIN.

THE REAL RACE IS JUST STARTING

| SECOND GRAND PRIZE |
| :---: |
| Beautiful 3-Piece Living Room Suite of |
| Furniture |
| Costing $\$ 300.00$ |
| Purchased from and on display at |
| F. C. HARMON'S |
| THIRD GRAND PRIZE |
| \$150.00 |
| 5-Piece Bedroom Suite |
| of Furniture |
| Purchased from and on display at, |
| KIRK \& SONS |

FOURTH GRAND PRIZE
\$100.00

## GET BUSY TODAY!

For Further Information, Subscription Blanks, Etc., Call, Write or Telephone

## Campaign Manager <br> Office: Hesperian Building

OPEN EVENINGS-6:00
TELEPHONE 8
Floyd County Hesperian






## In Fashioris Spolight DRENNEN

${ }^{8} 6^{85}$ and ${ }^{8} 13^{95}$

Silk crepes . . . satins . . . velvets light weight woolens! Choose your smart Fall dresses from these low-priced groups that feature every new and
important style. Pronounced waistimportant style. Pronounced waistlines, flares, new necklines . . a a re-
markable collection of stunning dresses . . . each one charming . . each one an excellent value.


Beautiful autumn flowers add immeasurably to the joys of this festive occasion. We have
a wonderful array of autumn a wonderful array of autumn
flowers at moderate prices.

AT THE BIG GAME Be sure to wear "Mums." touch of charm to your costume.

## FOR MOTHER

And the homefolks. If you can't go home . . remember to send flowers. We can te
graph flowers anywhere.

発
Send Your Hostess a Box of Bright Blossoms


For The thanksaiving TABLE
 OR RENT-Two rooms conveni-
ently furnished for light houseently furnished for light house-

keeping, 320 South 2nd Street 391te | FOR RENT- Five room duplex, |
| :--- |
| Modern conveniences, one block | fodern conveniences, one block

from High Schol. New last year.
$\$ 25.00$. Phone 133. FOR RENT- Five room duplex
Modern conveniences, one block
from High Schol. New last year.
s.and APARTMENT for rent, apply Mrs.
Dora Reagan or John Reagan. FOR RENT-Two room apartment,
lights, gas, garage, hot and cold
water, 309 West Mississippi Street. lights, gas, garage, hot and cot,
water, 309 West Mississippi Street.
Phone 239.
372te hoACRES to rent 1930. Two
houses, will improved, well ocated.
On plains. Want man with Farmall
nd can run himself.
 EDGAR JONES will buy your cattle
at top prices. Phone or call at at
Jones Market. WANTED-Place on halves. Good
reference furnished. G. H.? Wynn,
Fionda reference furnished. G. H? Wynn, $\begin{aligned} & \text { 37tfc } \\ & \text { Floydada, Texas. } \\ & \text { FOR RENT-Bedroom, apply } \\ & \text { California street or phone } 126 \mathrm{~J} .\end{aligned}$
36tfc. California street or phone 126 J
36tfc.
$\begin{aligned} & \text { WANTED-to buy crop, teams } \\ & \text { tools, wheat. Have good car, milk }\end{aligned}$ cows, and some money. T. B. Will
liams, Lockney, Texas.
382tpd
lian SALESMAN WANTED: We have
openings for district and local agents in West Texas to represent
us in seling Watson Big Boll,
us
early maturing pedigreed cotton maturing, pedigreed, Mebane Liberal commission.

Ferris Watson, Garland, Dalla EDGAR JONES will buy your cattle | WE buy old radiators and repair |
| :--- |
| any make of radiantor. |
| Bros., new location Randerson Bldg | Bros., new location Randerson Bldg.

6itc
S. . Corner Square.
S.
LIVE STOCK

See the new Royal Portable and
standard typewriters at
perian office.
FOR SALE-Five Jersey Milch
Cows, $51 / 2$ miles northeast of Floyd-
ada. Cows, $51 / 2$ miles nort
ada. E. W. Sawyer.
Remington and Royal Portable
Typewriters at Hesperian Office $\underbrace{\text { Rypewriters }}_{\text {Read The Hesperian for news oin }}$ ots $\begin{gathered}\text { Read The He } \\ \text { Ife } \\ \text { Floyd County. }\end{gathered}$ COMPANY

LOST AND FOUND
LOST-Featherbed between
ada and my place, 9 miles ea ada and my place, 9 miles east. Joyd-
382tp
M. Smith. \(\begin{array}{llll}at top prices. \& Phone or call at at <br>
32 \mathrm{fc} <br>

Jones\end{array}\) Market. | MOTHERS OATS, |
| :--- |

## Starting The

## Educational Fund Now

What more appropriate gift could be given a baby than to make a definite start toward his education fund now.
Clinton Carlton Cates was the proud holder of a Harvester Educational policy the day he made his appearance, November 7.

His parents have guaranteed that he is to have an education, regardless of what may come, and they are to be highly commended for making such a wise decision.

Are you sure your child is going to college? Start today on the Harvester plan. The plan that is sure.

## Hal Scott, Representative

## Harvester Life Insurance Company

## WE'RE CERTAINLY

 GIVING REGULAR PRICES A TERRIBLE WALLOPING HERE DURING
## McGuire's

## 

## GREAT SALF

## Suits and O'Coats

Men and Boys are growing more enthusiastic each day over the EXTRA-ORDINARY VALUES offered in this unusual sale of these stocks. We don't want a single man in Floydada or Foyd County who wants a good suit or overcoat at a worthwhile discount to miss this event. You are guaranteed satisfaction.

HERE ARE THE FOUR GREAT PRICE GROUPS THAT DEFY ALL COMPETITION:


NOT A SINGLE GARMENT RESERVED

## C. R. HOUSTON

Uneven Touches to Hemlines, Cuffs, And Hats Add Chic to Frocks


One very conservative cost for dressy afternoon wear is
printed velvet frock, made with
both the skirt and the bolero droop ing to real length in the back
There is a clever tiered overskirt and girdie arrangement whereby
the high, natural waistline is indi-
ated, rather the cated, rather than girdled tightly
with a belt. This is an excellen
(1). SOCIETY

Wednesday Bridge Club
With Mrs. Steen.
Mrs. Homer Steen was hostess to
the Wednesday Bridge Club and visitors at the regular meeting
hesday afternoon, November 13 . Mrs. A. P. Barker, of Lockney,
lade the highest score for the vis-
itors and Mrs. T. P. Collins for the nembers.
nefresh
Refreshments were served to Mrs
P. Barker, of Lockney; Mrs. Pit er. Baker, of Weinerney; Mrss. Mit.
er E.
dams. of Los Angeles. Cilofirmia dams. of Los Angeles, Cilofirnia
Trs. Flynn Thagard, Mrs. Calvin een, and Mrs. W. H. Hilton, vis $c \mathrm{~s}$ of the club and the following
mbers; Mrs. L. L. Collins, Mrs K. Green, Mrs. Roy Snodgrass, and Mrs. John I. Hammonds dship Club Met With

## -

and Mrs. J. A. Arwine were hostess at a very delighthip Bridge Club.
yed in which Mror of Wames were
H. H. Hilton
d Homer Steen made the highest
Homer Steen made the highest



Left, a figured brown an Uneven lines are featured in latest frocks. Left, a figured brown an
tan velvet with irregular hemline and bolero to match; right, a youthfu
black costume with lynx collar and cuffs on coat and a new collar shape black costume with lynx collar and cuffs on coat and a new collar shape
on frock.
style for a figure no longer slendor

L. C. McDONALD

Floydada, Texas
the midnight Misadventure of $\mathrm{G}^{\text {regory }}$ Jones

A crash brought Mrs. Gregory Jones bolt
upright in bed, her heart pounding.
"Why!" demanded her husband savagely,
nursing a bruised shin and groping for the
light switch. "Why did you have to leave
that chair there?"
In the front hall the telephone rang again, insistently. Jones shivered in the draft from
the open window, and without waiting for insistenten window, and without waiting for
the reply, disappeared through the doorway. a reply, disappeared through the doorway
Petulantly, his voice drifted back to her. "No, Eleanor is not here. . Yes, we're
ixpecting her tomorrow. . . . Tell her what! -xpecting her tomorrow, . . Tell her what! tion to wake folks at this time of night! And I'll deliver no messages!'
The receiver banged on the hook. Jones,
muttering to himself, stumbled back down muttering to himself, stumbled back down
the hall. ..Thall.
"That settles it!" he exclaimed, still shiv ering. "Tomorrow, I'll have a telephone put in this bedroom. Mrs. Jones sm
into her pillow.
"Where have I heard that before," she murmured. "Tomorrow, I'll order one myself."

Telephones where you need them save time
patience-and midnight misadventures. patience-and midnight misadventures. Few know that one or two additional
instruments cost considerably less than the instruments cost considerably less than the
single telephone they now have! single telephone they now have!
By a wisely-placed "extension" or two,
and perhaps a rearrangement of the equipand perhaps a rearrangement of the equip-
ment you already have, an expert telephone man can often double the convenience of your telephone service.

## Advertising Manager, Sourrwistran BuLL

rd like to know how to get more value out of $m$ relephonen service. Rlewse send met more value out of my oppof you
booklet, "Modern Telephone Service for the Home.


## Presenting $<\infty$

## Mrs. Clyde Jonas

Formerly of Pampa, Texas

## Expert Finisher of Silk Dresses

Now permanently located at The Boothe Tailor Shop. Specializing in CLEANING AND PRESSING Delicate silk dresses, with special care to Pleats, Hand Work and Frills.


Mrs. Jonas comes to us highly recommended as a specialist at cleaning and pressing dresses of the most delicate nature. We are sure that YOU, too, will be well pleased with her work, if you will send them in to an expert.

Take no chances with your best dresses-have them handled as only a woman can handle them.


Boothe's Tailor Service is Better Tailor Service

## Boothe Tailors <br> CASH TAILOR SHOP

## TODAY IS THE FOURTH OF JULY



Let cold winds blow-it's always summer for the car that's fueled with Phillips 66. The volatility of this gasoline is scientifically controlled to fit the season and the climatic conditions of the locality in which you buy it. Your car is never handicapped by the weather. Starts instantly. Warms up fast. Accelerates quickly. Gives you satisfying power-excep tional mileage-at no extra cost. Enioy year 'round Fourth of July performance. Switch to Phillips 66 or 66 Ethyl. For best results try a tankful.


Phill-up
with

# Phillips 66 

## C O N TR OLLED VOLATILITY


ou Can Buy Phillips 66 at
MOTOR INN BLUE GOOSE FILLING STATION
CAPROCK SERVICE STATION PHILLIPS SERVICE STATION Yool Lesson for Noo 24
her Patriotism. Jonah :5-11.
iotism is recognized by all
attruu people as among the
st qualities. Certainly no trie



##  <br> 

 of the world and as thepholder of the world and as the surce of the higher liz
ity is itself a sham. The man elected to be president
in the act of taking office makes
oath before God that he will observe
the laws and constitution, thereby
recognizing that God himself is


분
divin
natio
keari
ing t
the s not respect, it would be the task of
ue patriotism to seek to establish those institutions upon a worthier
foundation.
Either in loyalty to those instiEuther in loyalty to those insti-
tutions or in consecrated purpose to
make the institutions what they ought to be, patriotism is the su-
preme foundation and quality of good citizenship, and, therefore, of
social life itself; for the highest ideal of citizenship is nothing more
than the highest ideal of establish-
ing right relationships man man.
The famous Dr. Johnson defined
,atriotism as "the last refuge of a icoundrel." But manifestly he was
speaking in irony of the sham patotism and hypocrisy which makes deal the occasion for serving sel-
ish ends. We have seen a great de hat sort of sham partriotism
he world of late. It has not conworid of late. It has not been
co have one country, and
Whad our full share of it
right here in the right here in the American democ-
acy. It whas most evident during
he war when some were sacrificheir country while others in that
ery period of tragedy and sacri-
fice were takin occasion for their own aggrandizc-
ment, either in wealth or in position.
While men were dying at the front, these sham patriots were
profitieering at home and where
iaborers dared or threatened to go nn strike and were put down with a
Irm hand, the people who employ-
ed them were allowed to build up normous profits.
No true patriot loves his country
, the prejudice of other countries and nations. No true patriot will
uphold in his own life, or in society,
or or in the body politic, things that ant w court against said Defend


## (ब) <br> Just like MONEY in the bank

Two major qualities of the Pontiac Big Six-its reliability and long life-offer motorists a definite bank. For they increase still further the demand for used Pontiacs-which means that the Pontiac Big Six you buy today will have a high resale value when you are ready to turn it in. . . . Investigate the features which contribute to this reliability and long life-such as the Harmonic Balancer, the adjustable pressure feed lubricating system, and the crankcase ventilation system. Come in today and let us show you all of the wonderful advantages offered by the Pontiac Big Six.



BOERNER-THAGARD MOTOR CO. FLOYDADA, TEXAS


Per Quart-for All Grades Except Special Heavy and Extra Heavy SOLD ONIY AT THE SIGN OF RED TRIANGLE


The majority of motor oils never receive
this degree of refining. None ever exceed it. 3 Increased gasoline mileage and imthroush the use of this new oil. The
clusive CONOCO Germ Process so exclusive CONOCO Germ Process so adds to the "oiliness" of this lubricant that metal-against-metal friction is eliminated, narily would have drained from the motor into the crankease. The perfect sealing into the crankcase. The perfect sealing
qualities of the CONOCO fracture-proof
1 Under the Cormo patens.i.i.exdil
 which is resposonsibie oro it its an reater lubriticating value, sreater film strensth, sreat: er penerativeness, greater alhesiveness, greater tenacity, greater permanence,
greater stability, greater stamina and a more nearly perfect compression seal than any other oil on the American market. Because of this affinity for metal-this actually combining with the metal itself,
CONOCO Germ - Processed Motor Oil CONOCO Germ - Processed Motor Oil
never leaves the bearings. Where other oils drain out and leave the surface dry, Germ-Processed oil penetrates the metal surfaces, forming a film that adheres for months. This "carry-over" film - this always present film gives ample lubrication
to all parts needing it when a cold motor is started, until such time as oil from the crank case can reach them.
This remarkable and exclusive feature
of CONOCO Germ-Processed Motor Oil is reinforced by the fact that theso oils are refined from only carefully selected paraffim base crudes by the most modern leum technologist. Patented processes are used to remove all objectionable elements, leaving a perfectly balanced, stable product that is $100 \%$ lubricating oil. Thousands of tests demonstrate its remarkable resistance to corrosion.
film insures a high compression efficiency that results in greatly increased motor performance. Marked improvements in pow-
er, speed, acceleration and flexibility are noticeable.
4 Due to the Germ Process and the select, premium, paraffin base crude
stocks used, CONOCO Germ - Pro-
cessed Motor Oil positively does not break
down under the most intense cylinder wall down under the most intense cylinder wall heat. A climb, high speed, heavy load, tem-
perature extremes - none of these strains cause this oil to heat sufficiently to actually burn, break down or evaporate to any appreciable degree. By comparison with many oils on the market, you may confi-
dently expect a saving in oil consumption dently expect
up to $50 \%$.
5 Automotive ensineers agree that $40 \%$ the $60 \%$ of all motor wear occurs during wear is definitely reduced by the use of
CONOCO Germ. Processed Motor Oil Ordinary oil, thinned by heat and dilution. drains down past the piston rints when the motor is stopped, leaving little or no prorective film. On starting the motor, a considerable time is required for the oil to Under all bearings and working surfaces. temperatures, this time may such as winter 20 minutes or even lonser
Since CONOCO Germ-Processed Motor Oil never leaves the bearings and working
surfaces, it is always there under any and all conditions to provide needed lubrication until the normal supply of oil arrives. 6 Uniike other oils, dilution does not im0 pair the "oiliness" value of C
7 CONOCO Germ-Processed Motor Oil retains its fluidity at sub-zero tempera-
tures. No practical operating conditions in winter will affect its immediate lubricating value at the first touch of the electris cating va
starter.


## 0

## the Challenge

Several years aso, the exclusive North American patent rights on the Germ Process
were accuired by this Company. It was evolved and patented by two British scientists
ffter exhaustive chemical and physical laboratory tests. after exhaustive chemical and physical laboratory tests. Germ Process oils were revolutionary in that they met every requirement, through
special characteristics, for each type of internal combustion motor. These scientists, special characteristics, for each type of internal combustion motor. These scientists,
by the Germ Process, eradicated the prevalent weaknesses existent in motor oils
regardless of their base. egardless of their base.
This Company has made innumerable laboratory and road tests, under every con-
ceivable condition, over the past seven yeara, and we are now prepared tostate definitely
that your motor nil problem is solved by the Germ-Processed Motor Oils that your motor oil problem is solved by the Germ-Processed Motor Oils.
By comparison, our tests prove that the "Germ Essence"" creeates the only safe motor
oil under all conditions and at all times operates at the highest obtainable efficiency. We are now prepared to meet any challenge of competitors. I confidently believe
that Conoco Germ-Processed Paraffin Base Motor Oils are superior to any other motor oils made from any crat any process.
More than twenty thousand outlets are now prepared to offer to the puslio such
a motor oil for the discriminating buyer, and for a technical problem which has
always been recognized but not solved until now. Ay CONTINENTAL Orside Com
Here are our Claims for
Conoco Germ-Processed Motor OilCheck against the oil you are now using




