## THE FLOYD COUNTY HESPERIAN

VOLUME 34

| L. T. Bishop New Head McDermett Post, A. L. |
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| 'Mail Early, Plea 0f |
| Local Postal Officials |

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TURKEYS MOVE SLowLy
due to go on the christmas mark.
moved siowly todate, dealers say.
ons

## 14

Shopping Days Until Christmas Buy Your Gifts Early

PLEDGE $\$ 15,000$ FOR Many Notables Attend
FIRST CHURCH UNTT Lockney C. C. Banquet


| Baptists' "Rally Week" Success <br> May Make Possible Dirt Breaking By Jan. 1. <br> Pledging of $\$ 15,000$ cash for the construction of the first unit of the proposed new building on South Main street marked the climax Sunday of "rally week" for local Baptist church members. So wholehearted was the response and so pronounced the enthusiasm of the membership in éndorsing the plans that the building committee members announce that they hope to have actual dirt breaking ceremonies January 1, 1928, for the first $\$ 20,000$ unit of the $\$ 60,000$ |
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'The Lay of A Hen' At
High School Monday


| SHOW OF POULTRY |
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| Mowery of Texas Tech Will Judge Show of Birds Here Next Week. |
| Final arrangements are be- ing made for the taging this year of the biggest annual poulyear of the biggest annual pouy try show ever held in-Floyd |
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Outline Pians Friday
For Poultry Producers
pooled for sale by the membership
the association.
"If you are not interested "If you are not interested in poultry
you are not interested in the biggest in-
dustry in the United States today," was
the shatement
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wife desertion charged



Johnny's eyes will surely pop,
Betty Jane won't want to stop Betty Jane wont wa
Looking at the Toys galo
Now on view at-

Mrs. Morris Variety Store For Jane there are:
Stylish clad dolls that really talk, Close their eyes-even walk, Cute little sets of China dishes-
One of her very fondest wishes.
Little playhouses and quite a few Little playhouses and quite a few
Suites of furniture-Classy, too.

For Johnny there are:
Magic lanterns and thrilling games,
Rockin' horses and shaggy manes,
Rockin' horses and shaggy manes,
Trucks and blocks and Indian suits,
Shiny rifles that sure can shoot,
Wagons and nifty three-wheel bikes
Wagons and nifty three-wheel bikes
Something that every Johnny likes
So take your youngsters by the hand
And lead them to the wonderland of
MRS. MORRIS
Variety Store

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## A Holiday rous OWN

 Suggestion

The happiest days of a woman's life is when she is planning a new home. She visualizes herself and family enthroned in its cosiness and the delight with which she will entertain her friends within its confines. Besides, it to the housewife
The holiday season is again with us. Make your wife happy by building that home you have intended. It would be the greatest Christmas present you could possibly, Our facilities for aiding you in planning your home and making it worth
more money than it cost, is without equal on the South Plains. We have more money than it cost, is without equal on the South Plains. We have
no side-lines. Come in look at our plans and let us talk over the matter no side-lines
with you.


## Higginbotham-

Bartlett Co.
"Everything to Build Anything" Floydada, Texas

## Master Farmers Use Master Business Methods

R. B. Gary, of the Harmony community, is to be congratulated upon his recent selection as one of fifteen Master Farmers in the state of Texas.

The honorable position attained by Mr. Gary is a just and good example of the many good business methods used by farmers of this section. All are "Master Farmers" and all have found it necessary to use "Master Business Methôds" in making their portion of the great success that has so marked the development of this vast West Texas Plains country.

Mr. Gary has been an old and constant customer of this bank for many years. This establishment, built for the farmer, has as its aim, the encouragement of "Master Farmers" and "Master Business Methods." This bank is yours to call upon for any advice or help that we may render. Won't you let us serve you, too?

## Floyd County National Bank <br> FLOYDADA, TEXAS

This Event has been planned as a great pleasure and saving occasion for the Holiday Shoppers. Every year, Christmas buying becomes more practical. It's the things THEY NEED, and YOU NEED that will be included in this Great Clearing Event. With the most of winter ahead of us, this Event has offerings in Men's and boys Suits, overcoats, sweaters, ladies' ready-to-wear, shoes, etc., that are WORTH WHILE SAVINGS. This is the Event you have been waiting for.


## SALE OF COATS AND-DRESSES

A sale that features the newest and smartest of the fall Coats and Dresses for women and misses at small prices.

> COATS $\$ 6.45$ to $\$ 53.00$
> DRESSES $\$ 9.75$ to $\$ 33.75$

If you have been waiting for a Bargain, now is your chance. Your money will buy more here!

Included are beautifully made frocks in the season's most effective styles. Attractive models, cleverly made.

Straight line, tiered and flare styles. Smart trimmings of buttons, tucks, frills and pleats are noticeable. All sizes.

## LINGERIE AND HOSIERY



A very special group of women's silk chemise, stepin gowns, costume slips and bloomers. New delicate shades, in all sizes at-

## $\$ 1.00$ and up

Women's pure thread silk hosiery, in service or chiffon weight, all colors, and black, very specially featured at pair,
$\$ 1.00, \$ 1.50, \$ 1.75$


SHOES SHOES SHOES
Bargains For The Entire Family One lot children's school shoes, sizes 8 to 1 .

$$
\text { SALE PRICE } \$ 1.95
$$

One lot ladies high grade shoes, in broken sizes, black, $\tan$ and light shades of satin, calf and kid leathers. For-

## $\$ 2.95$

One lot men's shoes and oxfords, in broken sizes and close-outs. Regular values $\$ 5.00$ to $\$ 7.50$-This sale.

## \$3.45

These are only a few items we mentionmany other attractive prices in this event.

SWEATERS

- One lot Children's and small Boys' Sweaters values, $\$ 2.25$ to $\$ 2.75$
$\$ 1.95$

One lot Men's heavy all wool Shaker and Rope stitch sweaters, segular price $\$ 6.75$ and $\$ 8.50$
$\$ 3.95$ and 4.95

EVERY SWEATER IN THE STORE GOES IN Sale

## JUGGAGE

 Those beautiful combination week-end
ags and hat boxes make pleasing holiday bags and hat boxes make pleasing holiday gifts. Prices-

## $\$ 3.95$ to \$12.50

## BLANKETS

The best assortment we have ever shown, at prices less than before war.
$64 \times 76$ Finer Cotton $72 \times 80$ Beautiful Plaid $\$ 1.28$ $72 \times 80$ Extra Heayy $\qquad$ $\$ 2.15$ $\$ 2.45$

## ONE LOT REMNANTS

Of fine wool dress gouls, just the size and kind for school dresses.
About Half Price

SUITS AND OVERCOATS
Every Suit and Overcoat in the store goes in this great money saving event. Come in and get yours and save money. About seventy-five suits in this lot.
Regular $\$ 22.50$ Vaiues $\$ 18.75$ Regular $\$ 24.50$ and $\$ 25.00$ Values $\quad \$ 19.75$ Regular $\$ 27.50$ and $\$ 30.00$ Values $\$ 23.45$ Regular $\$ 32.50$ and $\$ 35.00$ Values $\quad \$ 27.50$ They are all with Two Pair Pants


BOYS' SUITS AND OVERCOATS Bring the boys in to fit them up in a new outfit for Christmas. It is the most practical gift you can make. Sizes 6 to 8 .

SUITS $\$ 7.75$ to $\$ 16.65$
Attractive Reduction in Prices on MEN'S SUITS AND OVERCOATS This clearance event will bring gladness to every one in the market for a suit or overcoat.

## EXTRA SPECIAL:

Thirty-eight men's suits in broken sizes. All wool fabrics, regular values $\$ 25.00$ to $\$ 37.50$. This sale-

## I- ${ }^{2}$ PRRCE

MEN'S AND BOYS' EXTRA PANTS All kind-longies and knickers. All styles for men and bovs.

PRICES ATTRACTIVELY REDUCED
ONE LOT MEN'S HATS-HALF PRICE
One Lot Men's
STAPLE FELT HATS
Medium and large styles, black and white. Regular price $\$ 5.00$ now.
$\$ 3.95$

## WOOL OVERSHIRTS

Those good all wool shirts now on sale at prices you will not pass.

Men's Silk And Wool
UNION SUITS
Now on sale at radical reduction.

Societ \& Clubs


Bill Der sbays
You can't tell
from looking at a
house how far the rent


Put Upa Good Front
The Woodwork of Your Home

There are various styles of millwork, just as there are various styles of architecture. Select millwork to correspond with the architecture of your home and you will have a happy combination.
Consult us. We are experts, on interior and exterior work.

CURTIS MILL WORK

## Willson \& Son

Lumber Co.
Floydada, Texas





The Post Junior Cowboy Band, sar as known the only organization of it
kind, scored a decided hit with the people of Floyd County who heard them a the Plains Round Up and on the streets of Floydada Friday and Saturday of last
week. Here is the band with its ten-year-old leader, Ted Knott. The band is under the direction of M. L. Knott, bandmaster of the senior band at Post, who organiz-
ed the juniors as a novelty. The idea went over so big in the western part of the state that the junior cowboys will be made a permanent organization. The youngest member of the band is five, the children automatically graduating out of the
band at the age of twelve, Mr. Knott said. In ag note this week to The Hesperian Mr. Knoth said, "I want to extend my nd the

 by the guests they were filled with a
delicious plate lunch consisting of bak-
ed pork with dressing, creamed peas
buttered buttered carrots, cheese straws, fruit
sala,
and pie. and pie.
In the afternoon the guests gathered
around the table and discussed plans around the tas for the next year's work,
and program for
New officers for the County
Neuncil were also elected, they are as follows:
Mrs. W. H. Bethel, president; Mrs. Joe
H. Smith, vice president and Mrs. L. H. Smith, vice president and Mrs. L. C.
Wheeler, secretary.
A rising vote of thanks was given for Ahe retiring officers, Mrs. Wh. R. Hanna,
treen
president; Mr. L. L. C. Wheler,
president and Mrs. E. J. Womack, secre-
 full.

FOR PROMPT ATTENTION TO YOUR CHRISTMAS
Dry Cleaning Needs
What with all the social activities during this season of the year,





 Mrs. Sternberg, Canyon and Mmes. . E
C. Hunter, Huckabee and Stevens.
Those from Floydada whe Chunter, Huckabee and Stevens.
Thore: Mmes. Wilsoydada who attende
Wimble, Homer Mc were: Mmes. Wilson Kimble, Homer Mc
Donald, L. C., cDopald, $\mathrm{E}, \mathrm{C}$. Henry, R you may wish some extra prompt service in dry cleaning. To get it PHONE 80 and we will do the rest.

## CITY TAILOR SHOP

Johnson, Ona Mitchell, Jno. L. Webst, W, W. Wh.
H. Alexander, J. M. Wilson, H. N. Por
terfield, Ben, Hardy and A. J. Brown.
r. and Mrs. Jack Cowsert, of Crosby


## $10,25,50$ per cent Discount

The Greatest Showing of Gifts on the South Plains
have assembled through our Chicago and York wholesale houses gifts from the leading nations of the world. Just one visit here will give you a host of suggestions so you can remember everybody on your Xmas very small cost.

## $50 \%$ discount on French Ivory and China in Section

 Number 1.tain pens, pencils and Victor merchandise

$\$ 6.10$ up

$\$ 10.60$ up

$\$ 4.80$ up


The gift you can afford to spend more for is the Diamond; that is the gift we want you to choose here. Our Christmas offering of precious gems were selected by a pains-taking expert diamond setter.
 $\$ 5.50$ up
Something Useful For the Ladies Every Day


Useful gifts for the house $\$ 3.50$ up

## WILSON KIMBLE

Optical \& Jewelry Co.
The House of Confidential Credit floydada, texas

## Floyd County Hesperian, Floydada, Texas, Thursday, December \&, 1927.

Hesperian Want Ads - Cheapest, Busiest Salesmen In Floyd County FOR SALE-Used coupe good condition
or might trade for good truck.
Sorum.
402t
Choice pot plants and cut flowers fo


## TURKEYS

We will be in the market for them throughout the season.

ANGUS PRODUCE CO.

TELEPHONE 53

## GetYour Car Ready For Winter

Bring the car in today and let us check it over. Winter oil should be put in, the battery tested, anti-freeze put in the radiator and the motor connections tightened.

Think of your car in cold weather, as well as yourself.

Expert Mechanics
Motor Supply Co.
Roy L. Snodgrass, Prop.

## "It Won't Be Long Now"

Christmas will soon be here with the attendant in
in fire hazards connected with that season of the
Are you/sure you are fully protected in case your property is destroyed by fire, talk your insurance problems over with us maybe we can give you some helpful suggestions. Insurance is our business and we have the best facilities for handling your insurance business of any agency in Floyd County, representing such companies as the Home Ins., Co., Ætna Ins., Co. Liverpool and London and Globe Ins. Co. and others just as strong and reliable,

We can also supply your loan needs either on City or
farm property.
FLOYDADA INSURANCE AGENCY

PHONE 273 v. H. Henderson







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\section*{| $\substack{\text { Co., Ince. } \\ \text { Fresh cut flowers at all times. Maud } \\ \text { E. Hollums. } \\ \hline \text { Misfc }}$ |
| :--- |

} This is to give notice that I will not
be responsible for any checks given
against my accoun without my person-
al signature. Ernest Th. Williamson.
412tp. al signature. Ernest T. Williamson.
412tp.
Woman at netw greenhouse to wait on
you. Moud E. Hollemm. you. Maud E. Hollums.
HEMSTICHING See Mrs. C. M. Will.
son at Wilson Studio. At the Thrifty-Nifty Shop- 10 per
cent discount on- 10 stamped goods in
the new line. From 25 to 30 per cent
on old stock. 3 skeins 6 -strand emt





## A Man Likes His Gift From

 a Man's StoreAsk any man where he would want you to select his gift and invariably
the answer is: "From the Store I buy my apparel the year round." The eason, of course, is obvious. The same care we give his purchases ever month of the year is offered at holiday time to the women or miss who seWOOD BROTHERS

Brane senem mitan


## R. B. GARY

 MASTER FARMERWe extend congratulations to R. B. Gary upon being selected as one of fifteen Master Farmers of the state of Texas,- to the Harmony community upon their splendid yielding soil that made this selection possible, -and to Floyd County for its many progressive farmers.

Like many other progressive farmers in this county, Mr. Gary buys his groceries and grocery needs from the Star Cash Groeery. He has found that they offer great savings on quality groceries the year round, and it pays in the long run to trade here.

You, too, will find that it will pay you to trade the year round at the place where you are assured of "Quality, Serviee and Price-Always.

## Star Cash Grocery

PHONE 40

| Floyd County Clubs IRICK H. D. CLUB |  |
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## Volume Business Creates New Low Prices

Our ever increasing volume of business enables us to make new, low retail prices. Another shipment this week added to our present large stock of Federal Extra Service Tires insures for the buying public the most complete line of quality tires and tubes ever offered in Floydada.


A tire and a price for all. Wholesale and Retail "Invite us to your next blowout" PHONE 83

Gullion \& SonTire Service

## Announcing 20\% DISCOUNT

On All Ready-to-Wear and Fall Millinery

To make room for incoming merchandise, we are offering to our patrons and friends, real values in Dresses, Coats, and Hats. We are showing a beautiful line of Silk Pillows, Silk Underwear, Hose Gloves, Purses, Kerchiefs, Boutennaires and Gorgeous Corsages for street and evening wear.
Any of these items will make lovely and appropriate gifts for Christmas.

## Miladies Specialty Shoppe

"Where Style Triumphs"


## Santa Says "Listen to Me and

 You'll Go to Arwine's to Select Your Christmas Gifts"At Arwine's you'll find the largest and best selection of Christmas gifts of the better class that has ever been shown in this city. Gifts that will please every member of the family and every friend. Gifts for Father, Gifts for Mother, Gifts for Wife, sweetheart or sister or brother. You will surely find anything you want here for Arwine's "Goteverything."

## ARWINE DRUG CO.



ONLY THREE WEEKS TO CHRISTMAS - ONLY A FEW MINUTES TO HARMON'S

GIVE-
A Quick Meal Gas Range
A Living Room Suite
A Dining Room Suite
A Bed Room Suite
A Breakfast Room Suite
A Kitchen Cabinet
An Occasional Table
An End Table
A Console Table
A Floor or Table Lamp
A Cedar Chest
A Cedar Chest
A Household Desk
$\$ 42.50$ to $\$ 130.00$ Telephorie Stands, Mirrors, or a Rug of any design. Installment accounts solicited.
26 Piece Table Ware Set with $\$ 50.00$ Cash Purchase-Only One to a family

## F. C. HARMON

"Where You Save The Difference on Furniture and Floor Coverings"


May be found in profusion at our store, where we
provided a most complete stock of high class gift selections, which are now on display.
If you will make this headquarters for your Christmas Gift Shopping you will find that you can take care
of your entire list in a satisfactory and economical manner.

Floydada Drug Co.


CHRISTMAS
Bakery "Joys"
Deliciously frosted layer Cakes that'1l "vanish" faster than yoù can cut 'em. And Assorted Cookies that youngsters will like better than candy! ORDER THESE TO-DAY

## Hot Rolls <br> French Doughnuts <br> Cake Cough <br> 3 Layer Cakes <br> 3 Layer Cakes Fruit Cake, per Fruit Cake, per Pactage Cates

## WESTERS QUALITY BAKERY

## ALCOHOL

## For The

RADIATOR
it before the freeze brings regrets.

Phone 36
For Quick Tire Service
Magnolia Filling Station

Flynn Thagard, Mgr. "We Fix Flats"

## Royal Theatre

Monday and Tuesday
Norma Talmadge IN
"Ki Ki"
You'll love KiKi. You can't help it!
Because KiKi is Norma Talmadge and Norma Talmadge is KiKi. That's the finest thing that can be said of any actress-in any part and there isn't anything too fine to say about Norma Talmadge in this great picture.
Also "News Laffs" and "News Events"
"Always warm and comfortable at the Royal."


## PUBLIC SALE

At the Joe Foster old place 1 mile southwest of Center, $61 / 2$ miles northeast of Floydada, beginning promptly at 10 a. m.,

## Monday, Dec. 19th

We will sell the following described property:
8. Head Jersey Cattle
2 Jersey cows, with young heifer calves; 1 Jersey cow, giving milk;
2 Jersey cows, fresh before Christmas; 2 nice one-year-old Jersey heifers, and
calf;
Good Poultry
175 White Leghorn Hens;
4 year-old White Leghorn Cocks; About 6 dozen Plymouth Rock Hens and Pullets.
Work Stock 1 Team Mules, 6 years old, red and brown, 16 hands high;
1 Bay Mare, 6 years old, weight 1100 lbs.; 1 Team Bay mules, 16 hands high, smooth
mouth;

1 Span Horse Mules, eight years old; 1 Brown Horse, weight 1100 lbs ., smoot mouth;

## Farming Implements

2 one-row P. \& O. Listers
two-row Oliver Lister;
1 John Deere Disc Harrow
1 Two-row Emerson Go-Devil;
1 Slide Go-Devil;
2 Good Wagons; 1 Wagon;
1 Row-binder in good running shape
1 Roll five-foot pailings;
1 Spool new-barbed wire
80 new posts and staves;
rew posts and staves,
3 Sets leather harness and 2 sets chain
harness;
harness,
Set breeching, some bridles and collars 2 good cream separators.

## FREE LUNCH AT NOON

TERMS OF SALE: Sums under $\$ 25$ cash. On sums $\$ 25$ and over 10 months time will be given on approved notes bearing 10 per cent interest, or 5 per cent discount for cash.

## J. Z. Woolsey and J. D. Higgins OWNERS

Seale \& McDonald, Auctioneers
J. I. Hammonds, Clerk


## SPECIAL PURCHASE

We have made a special purchase of 200 men's suits at a bargain, hence we are passing them along to you at the same price we paid.

## Men's and Young Men's Suits

|  |  |
| :--- | ---: |
| $\$ 15.95$ Values, Great Event | $\$ 11.95$ |
| $\$ 19.50$ Values, Great Event, | $\$ 16.95$ |
| $\$ 22.50$ Values, Great Event | $\$ 17.65$ |
| $\$ 27.50$ Values, Great Event | $\$ 19.95^{\circ}$ |
| $\$ 29.50$ Value, Great Event | $\$ 19.95$ |
| $\$ 35.00$ Values, Great Event | $\$ 24.95$ |
| $\$ 37.50$ Values, Great Event | $\$ 27.95$ |
| $\$ 39.50$ Values, Great Event | $\$ 29.95$ |
| $\$ 42.50$ Values, Great Event | $\$ 33.50$ |
| $\$ 47.50$ Values, Great Event | $\$ 34.95$ |
| $\$ 49.50$ Values, Great Event | $\$ 36.95$ | $\$ 43.50$ Values, Great Even



| Men's and'; |
| :--- |
| Young Men's |
| O'Coats |
| $\$ 12.95$ Values, |
| $\$ 88.95$ |
| $\$ 19.50$ Values, |
| $\$ 214.95$ |
| $\$ 27.50$ Values, |
| $\$ 218.95$ |
| $\$ 32.50$ Values, |
| $\$ 21.95$ |
| $\$ 35.00$ |

- 



## Sweaters and Lumberjacks

## With Winter just

they are cheap.
$\$ 2.95$ Values, Great Event,
$\$ 3.50$ Values, Great Event,
$\$ 3.95$ Values, Great Event,
$\$ 4.95$ Values, Great Event
$-\quad \$-\quad \$ 2.45$ All children's sweaters out on counters down-stairs for $\$ 3.75$ selection. Values $\$ 1.95$ to $\$ 3.50$, Great Event $1 / 2$ Price.

## Comforts

All standard sizes with sterilized and carded cotton filling $\$ 2.50$ values, Great Event, $\quad \$ 1.85$ $\$ 5.50$ Values, Great Event, $\$ 0.50$ values, Great Event,
$\$ 6.50$ Values, Great Event,


## THE FLOYD COUNTY HESPERIAN

## R. B. GARY CHOSEN MASTER FARMER

Five Whirlwinds On Coaches' All-Star Plains Selection Harmony Conmunity Wirrer Stresses

Ju carter elected "Gary’s Unique Machine CAPTAN WHIRLWINDS Solves Wash-Day Blues
White, Webl. Exderads. Porterfield, Marshall, Picked By West Texas Coaches. Composing nearly half of the string team, five players on the F. H. S. Whirlwind eleven during the past year have been st--
lected by high school coaches as lected by high school coaches as
the best gridsters on the South the best gridsters on the South
Plains. Dixie White, Truman Plains. Dixie White, Truman
Webb, John Edwards, Harold Porterfield and U. S. Marshall are the local men selected for the honorable positions. Paralannouncement that Jim Carter, two year Whirlwind, has been chosen by his team mates to lead them through their grid-
iron battles of the 1928 season iron battles of the 1928 season.
Jim Carter, swift left tackle on the Whirlwind eleven for the past two
years, was bestowed the honor of cap-
taincy in a special meeting of the F .
I. S . griosters held Tuesday A. special meeting of the F .
From gristers held Tuesday atternoon.
The hands of past Captain Dixie H. Sron the hanters of past Captain Dixie
White, senior and three year man, is
throww the torch of leadership of the
the
Whirlwind The
Aill-District
Delection




| Prince Turkey Menaces Throne <br>  <br>  <br>  <br>  <br>  <br>  <br>  Although the stituted a large part of his flock Mr. Fawver still has several tur keys that he will put on the ma ket Christmas. Along with h turkeys this farmer keeps 600 hens and averages selling two crates of eggs per week through- out the year. <br> in the drier for three minutes they can electric iron. Thus with $\qquad$ $\qquad$ $\qquad$ $\qquad$ |
| :---: |
|  |  |
|  |  | Practical Business Methods On Farm

Texas Today

Practical business methods applied with energy and forethought through diversification have brought their reward in a distinct form to R. B. Gary of Harmony community. The manafifteen Master Farmers of Texas. And Mrs. Gary comes in for a share of the honor, for her efficient management of her duties certainly has contributed to the signal success made on the Floyd County farm. "A soll place something on the ket Always time your to ", is the surested tha mas farming pay from the man who ranks as one of the leaders.
 When John Eagan, district farm agent sary for each winner to come to Dallas
for this section, Paul Huey, field edi- for attendanee at the banquet, whieh
tor of the Progressive Farmer and Miss will be given in honor of these fifteen tor of the Progressive Farmer and Miss will be given in honor of these fifte
Myrtle Murray, district Home Demon- men.
 stration Agent, alest, cames to the Gary
ter Farmer conte have tentatively set January 16 ,
home last August they found a model
home the date for hording this meeting. home last August they found a model as the date for holding this meeting
home expertly managed. There was a a You should arrive in Dalla earry Mon
complete reord available of all expen-
day morning in order to take advan complete record available of all expen- $\begin{aligned} & \text { day morning, in order to to taie advan- } \\ & \text { ditures and incomes on the farm The } \\ & \text { tage of the day of entertainment, which } \\ & \text { amount received for each load of wheat, has been planned for you. The ban- }\end{aligned}$ hol
 A. Cetter received from Mr. Huey by "It is our present plan to have Gov-
Mr. Gary tells in detail of the honors ernor Dan Moody and dr. T. . . Walton
in store for the winners of the state- president of Texas A. M. College a
wide contest which was sponsored by the principal speakers of the evening







# Another Triumph For International Implements 

## R. B. Gary, Master Farmer, Uses P. \& O. International Farm Implements Exclusively

We feel that Harmony Community, Floydada and Floyd County should feel very proud that they have as a citizen, Bob Gary, Master Farmer. This is an honor, accorded only fifteen men in the State of Texas each year, and to achieve such an honor requires the making of a very high score on points other than actual Farm operation, one of the most important of which is Citizenship. We are confident that the high score Bob Gary made on this point was an important factor in his winning score, and his community, and the entire County is to be congratulated upon having such citizens.

As Dealers handling the INTERNATIONAL-P. \& O. Line of Implements, we are naturally proud of the fact that Mr. Gary uses our line of Implements, thereby demonstrating the fact that "GOOD EQUIPMENT MAKES A GOOD FARMER BETTER," and we are glad to number Bob Gary among our satisfied and satisfactory customers.

We like to emphasize the fact that a user of INTER-NATIONAL-P. \& 0 . machines must be entirely satisfied with whatever machine he buys of us, or we do not feel that we have completed the sale, and we are strong for the slogan, "Service at all times."
"Good Equipment Makes a Good Farmer Better"
"Full Line International Dealers"

The Floyd Co. Hesperian


 $\frac{\text { In Advance }}{\text { Advt. Rates. Furnished on Application. }}$
TEXTLLE TIME, TEXAS














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## Haveyou

 made the tumbert?$G^{\text {ASOLINE must do more than one }}$ Thing well if it's to be classified as good gasoline. If it gives you only extra-quick starting but is slow on the getaway and lacks power, it's a very
wasteful fuel.
So be sure that your gasoline passes the triple test for (1) starting, (2) acceleration and (3) power and mileage. You can be absolutely sure that it will if you insist upon Conoco-because Conoco is the triple-test fuel that is rasoline that starts you off and keeps Ou moving in all kinds of weather Get it at stations and garages displaying the Conoco sign.

CONTINENTAL OIL COMPANY
of high-grade petroleum products in Arkansas, Colorado, IIaho, Kansas, MMissouri, Montana, Ne.
braska, New Mexico, Wlahoma, Oreqon, South
Dakota, Texas, Utah, Washington, and Wyoming


From one coast to the other. and cling securely to the road. ... there... everywhere. A Maybe you think they're pre$\begin{array}{ll}\text { mighty chorus of public } & \begin{array}{l}\text { Mudiced. It's easy to see why } \\ \text { jou could. But just comein.... }\end{array} \\ \text { acclaim. }\end{array}$ you could. But just comein....
take the wheel yourself take the whee yoursel....
and drive! Then see how you Owners talking to friends. change your mind.
Praising this new American
NEW LOW PRICES Praising this new American 2-Door Sedan .. 1045

 seed and snap. Praising the


SCOGGIN \& DICKEY
Floydada, Texas
OAKLAND
ALYAMERICAN SIX

The thoroughly purified and refined calomel combined with assistant and corrective agents.
Next time you buy calomel ask
alotabs



DOLLS (1)

Old Santa left us a generous supply of beautiful dolls for this Christmas and we have them priced from-49c to $\$ 5.00$

TOILET SETS

$\$ 2.98$

This will make a most welcome gift. Ivory back, blue, rose and green large morror, good comb
and fine brush.


You can't go wrong in selecting a tie for his Christmas gift. We have the greatest and holida
ties you will see ties you will see.

50 c to $\$ 2.50$

Beautifully colored, delicately perfumed, makes hard water soft and makes your bath a joy.
Special Per Jar 29c


Men never have too many hose, plain and fancy, the kind men like to wear. Buy a dozen pair.

50 c to $\$ 1.00$

PERFUMERY


A welcome gift to any woman or girl, we have the in-
dividual bottles or sets in dividual bottles or sets in
nice boxes with powder, perfume, and toilet water. 15 c to $\$ 3.00$

MEN'S TIES $\{$ BATH SALTS

## The Martin Dry Goods Co.

"The Store With The Goods"
FLOYDADA,
TEXAS

## Your Chri

All is in readiness at the Big Christmas Store. Assembled here are gifts from far and near for grown-ups and for the little folks. Gifts of exquisite workmanship that were made to meet the demands of our many customers. So many lovely things for selections-novelties, toiletries, gloves, silken things, toys, odd pieces for the home, in fact almost anything one could possibly wish for.

The Gift will last long after Christmas is gone and almost forgotten.

Fine 28 -inch wide all wool Challis, neat patterns. Regular $\$ 1.49$, Special $\quad 98 \mathrm{c}$ Fine 36 -inch wide serges, Red, Brown, Navy, yard 69c Fine 56 -inch wide Poiret Twill, Regular $\$ 3.98$, Special per Yard,
\$2.85 Fine 54-inch wide all wool dress flannel, all the seasons best and wanted colors. You need a dress of this woolen Regular $\$ 2.98$. Now,
$\qquad$ oolen
$\mathbf{\$ 1}, 99$
Fine silk and wool jersey tubing, wanted colors, Regular $\$ 3.45$. Now, - $\$ 2.69$ Fine 52-inch wide all wool flannel, Red, Blue, Green. Our regular price is $\$ 2.49$. Special, Green.
$\$ 1.87$

GIVE BLANKETS FOR CHRISTMAS
The gift that is a joy to the whole
family.
$\frac{\text { 60x74 Grey Cotton Blankets,- }}{}$
$64 \times 76$ Grey and Tan Cotton Blankets-
LADIES
GLOVES

In Suedes, Kid skins, all the popular colors and styles and 65 c to $\$ 6.0$


$64 \times 76$ Plaid Cotton Blanket, Wt. 3 lbs.-
Pair $\$ 2.69$
$66 \times 80$ Plaid Blankets, Wt. 4 libs.
Pair $\$ 3.69$
$66 \times 80$ Plaid Blanket. -Part Wool, Weighs $31 / 2 \mathrm{lbs}$.

Pair $\$ 3.98$
$66 \times 80$ Plaid Blanket. Part Wool. Weighs $411 / 2 \mathrm{lbs}$.

Pair $\$ 4.98$
$72 \times 84$ Pure Virgin Wool, Oregon City Blan-kets.-

Each $\$ 12.50$
$66 \times 82$ Pure Virgin Wool Oregon City Blan-
kets-
Each $\$ 14.95$



# mas Store 

## The Martin Dry Goods Co.

"The Store With The Goods"
FLOYDADA,
TEXAS
Many items, in fact hundreds and hundreds of items not advertised here will be on display for your selections' and will be prominently displayed for your convenience in choosing.

We Urge You to Shop Early


We Suggest WORK BASKETS
She will appreciate one of these. 5 different sizes.

- We Suggest FANCY TOWELS
A useful gift that is sure to please her.
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JTIFUL RESS

For
ISTMAS

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## PING EARLY!

en Profit Sharing Stamps


GIVE THA: BOY A SUIT
He'll get plenty of wear and sorvice from a gift. like this.
Special Prices from now until Christmas on Any Suit you Buy. Priced from $\$ 5.95$ up with one

Long Pant.

BUY HIM A NEW PAIR SHOES
You can suit him here from our large stock and you can get the price you want to pay.

## BUY HIM A NEW CAP

He will always need an extra cap, chances are that he needs it now, buy him one for Christmas.

## Priced from 50c up.

## SCARFS

All boys need a scarf or (reefers) they add a touch of swagger to his appearance and they are warm and practical.

Priced from $\$ 1.00$ up

## GLOVES



Give him gloves, he will appreciate them. Suede, cape skins, kid skins,
$\$ 1.00$ to $\$ 3.50$


The little folks will shout with joy to see one of these Kars in the home. They will stay in-
doors these cold days to


Play-By-Play Account Tells How Tigers Defeated F.H.S.

- Carter '28 Captain For Whirlwind Eleven

-a BUICK for Christmas Make someone supremely happy this Christmas. GiveaBuick for 1928. Delivery will be made, if you wish, at your home Christmas morning.

CALLAWAY MOTOR CO. Floydada, Texas

