









**Puretest RUBBING ALCOHOL**

**A Daily Need in Every Home.**

FOR ATHLETES

FOR AFTER SHAVING

Standard Price One Bottle **\$1.00** Two Bot. **\$1.01**

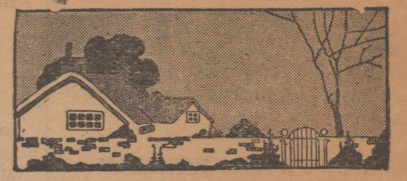
**BUSTER BROWN SPECIAL CHIFFON HOSE**

We present these exquisite all-silk chiffon weight stockings with full confidence that they will please in every particular. They are of extraordinarily fine texture, specially woven and reinforced for unusual service, and exceptionally priced.

Every pair must satisfy and will be sold with this understanding.

**\$1.45** 2 for \$1.46  
**\$1.95** 2 for \$1.96  
**\$2.95** 2 for \$2.96

IN ALL THE LATEST AND VERY SMART COLORS



**Puretest Aspirin Tablet**

Promptly relieves pain, headaches, colds, neuralgia pains. Made from true Aspirin.

Standard Price One Bottle of 100 **75c** Two Bottles of 100 **76c**

**Klenzo Dental Creme**

Cleans and whitens the teeth. Gives the mouth a clean feeling.

Standard Price One Tube **50c** Two Tubes **51c**

You Save 49c on Two Tubes

**“93” Hair Tonic**

A real Hair Tonic. It stimulates the hair roots, improves the circulation of the scalp tissues, maintains clean, healthy conditions of the hair and scalp. It is not sticky or messy.

Standard Price One Bottle **50c** Two Bottles **51c**

You Save 49c on Two Bottles

**Lord Baltimore Stationery**

in Shapes and Tints for Every Occasion

Standard Price One Box **75c** Two Boxes **76c**

**What is a One-Cent Sale?**

It is a sale where you buy an item at the regular price—then another item of the same kind for 1 cent. As an illustration: The Standard price of Jonteel Face Powder is 50c. You buy a box at this price and by paying 1 cent more, or 51c, you get two boxes.

Every article in this sale is a high-class, standard piece of merchandise, just the same as we sell you every day at regular prices.

**Harmony Cream of Almonds**

It keeps the skin smooth, soft and white—makes the complexion fresh and fair. It is unexcelled for wind-burn and roughness of the skin. Men will find this preparation very soothing after shaving.

Standard Price One Bottle **35c** Two Bot. **36c**

**Puretest Epsom Salt**

Is absolutely free from impurities and is easy to take.

One 16-oz. Packg. **25c** Two 16-oz. Pkg. **26c**

You Save 24c on Two Pkgs.

**ALL AT OUR BIG REXALL**

**ONE CENT SALE!**

**THURSDAY - FRIDAY - SATURDAY**

November 12th November 13th November 14th

**BAY RUM**

8 Ounces

Is made from the finest distilled Oil of Bay. Full strength and highest quality. Soft and smooth with its sweet fragrance. Ideal for men after shaving.

Standard Price One Bottle **50c** Two Bot. **51c**

You Save 49c on Two Bots.

**Cherry Bark Cough Syrup**

An efficient and soothing remedy for simple coughs. Pleasant to take. Children like it.

1 bot. **50c** 2 Bots. **51c**

You Save 49c on Two Bots.

**Puretest Glycerine and Rose Water**

A splendid healing and soothing preparation for chapped or rough hands and face.

One 4-oz. **35c** Two 4-oz. **36c**

You Save 34c on Two Bots.

**Goodform Hair Nets**

The Hair Net with the Graduating Meshes. Ease of adjustment, perfect fit and yet perfect comfort—qualities women have long sought in a hair net.

The Goodform Hair Net meets the requirements. Single and Double Mesh—Cap Shape.

Standard Price One Net **15c** Two Nets **16c**

You Save 14c on Two

**Georgia Rose Talc**

is made from genuine imported talc. Delightfully perfumed with attar of roses. For all toilet uses. Great for men after shaving.

Standard Price One Can **25c** Two Cans **26c**

You Save 24c on Two Cans

**Jonteel Cold Cream Face Powder**

Jonteel Face Powder with the new cold cream base blends with the complexion perfectly and is so soft and clinging that you will like it. Let us show you your favorite shade.

Standard Price One Box **50c** Two Boxes **51c**

You Save 49c on Two Boxes

**Bouquet Ramee Talc**

It is made from pure Italian Talc and is fine, soft and smooth. Perfumed with a fascinating Oriental odor.

Standard Price One Can **50c** Two Cans **51c**

You Save 49c and Two Cans

- CANDY**
- 10c Ligg. Milk Choc. Block 2 for 11c
  - 5c Milk Choc. Almond Bar 2 for 6c
  - 10c Milk Choc. Almond Bar 2 for 11c
  - 10c Liggett's Cough Drops 2 for 11c
  - 5c Liggett's Mints, 5 flavors 2 for 6c
  - 75c Liggett's Hard Candy, 1 lb. 2 for 76c
- STATIONERY AND HOME NEEDS**
- 125 Symphony Lawn 2 for 126
  - 125 Lee Claire 2 for 126
  - 100 Pierre Papeterie 2 for 101
  - 100 Antique Papeterie 2 for 101
  - 125 Roanoke and Delhi 2 for 126
  - Lord Baltimore, tints 2 for 76c
  - 10c XXX Envelopes 2 for 11c
  - 3.50 Signet Pencil 2 for 3.51
  - 3.50 Signet Pen 2 for 3.51
  - 10c Writing Tablet 2 for 11c
  - 75c Victoria Ladies' Comb 2 for 76c
  - 40c Maximum Pocket Comb 2 for 41c
  - 5c Kantleek Nipple 2 for 6c
  - 75c Labor-Lite Rubber Apron 2 for 76c
  - Monogram Gloves 2 for 76c
- TOILET GOODS**
- 25c Jonteel Soap 2 for 26c
  - 1.00 Jonteel Compac, 4 tints 2 for 1.01
  - 1.50 Bouq. Ramee Toilet Water 2 for 1.51
  - 50c Bouquet Ramee Soap 2 for 51c
  - 1.00 Dazira Perfume, 3 1/2 dr. 2 for 1.01
  - 3.50 Dazira Perfume, 1 oz. 2 for 3.51
  - 1.50 Dazira Face Powder 2 for 1.51
  - 25c Rickers Peroxzone Crme 2 for 26c
  - 50c Juneve Talcum 2 for 51c
  - 50c Syta Face Powder 2 for 51c
  - 50c Syta Rouge 2 for 51c
  - 25c Medicated Skin Soap 2 for 26c
  - 15c Rexall Toilet Soap 2 for 16c
  - 25c Klenzo Tar Soap 2 for 26c
  - 50c Harm. Roll. Massage Cream 2 for 51c
  - 75c Theatrical Cold Crm. 1 lb. 2 for 76c
  - 50c Lemon Cocoa Butter Lot 2 for 51c
  - 35c Midi Talcum 2 for 36c
  - 25c Violet Dulce Talcum 2 for 26c
  - 1.25 Tol. Water, 4 odors, 5 oz. 2 for 1.26
  - 35c Rexall Shaving Powder 2 for 36c
  - 35c Rexall Shaving Stick 2 for 36c
- BRUSHES AND SUNDRIES**
- 1.25 Lather Brush 2 for 1.26
  - 1.50 Hair Brush 2 for 1.51
  - 75c Hair Brush 2 for 76c
  - 75c Cloth Brush 2 for 76c
  - 25c Jonteel Powder Puffs 2 for 26c
  - 25c Permedge Nail File, 4 in. 2 for 26c
  - 15c Wash Cloths 2 for 16c
  - 20c Wash Cloths 2 for 21c
  - Goggles 2 for 76c 2 for 1.01
  - 25c Bobbed Hair Comb 2 for 26c
- PURETEST AND REXALL PRODUCTS**
- 20c Boric Acid, 4 oz. 2 for 21c
  - 15c Cream Tartar, 1 oz. 2 for 16c
  - 25c Zinc Stearate, 1 oz. 2 for 26c
  - 25c Fid. Ext. Case, Aro 2 for 26c
- 25c Tincture Iodine, 1 oz. 2 for 26c
  - 50c No. 6 Disinfectant, 16 oz. 2 for 51c
  - 30c Glyc. Supposit's Inf., 12's 2 for 31c
  - 35c Glyc. Supposit's Adults 12's 2 for 36c
  - 50c Quick Acting Plaster 2 for 51c
  - 25c Zinc Oxide Ointment 2 for 26c
  - 25c Blaud's Pills, 5 gr. 100's 2 for 26c
  - 50c Cathartic Comp., 100's 2 for 51c
  - 1.25 Quinine Pills, 2 gr. 100's 2 for 1.26
  - 25c Soda Mint Tablets, 100's 2 for 26c
  - 25c Twin Tabs, Pink, 36's 2 for 24c
  - 35c Case. Co. No. 3 (Hinkle) 2 for 36c
  - 15c Toothache Drops, 1 dr. 2 for 16c
  - 1.00 Syrup Hypo. Co, 16 oz. 2 for 1.01
  - 25c Riker's Menth. Cough Syr. 2 for 26c
  - 25c Catarrh Jelly, Tube 2 for 26c
  - 25c 93 Shampoo Paste 2 for 26c
  - 25c Cathartic Pills, 30's 2 for 26c
  - 15c Elkay's Hand Soap, 16 oz. 2 for 16c
  - 25c Headache Tablets, 30's 2 for 26c
  - 25c Laxspur Lotion, 2 oz. 2 for 26c
  - 25c Laxative Aspirin Cold Tablets, 24's 2 for 26c
  - 25c Pain Tablets, Laxative Aspirin, 24's 2 for 26c
- PURE FOOD PRODUCTS**
- 40 peanut butter, 2 for 41c
  - 25c Vanilla Extract 2 for 26c
  - 25c Powdered Cocoa, 2 for 26c
  - 55c Coffee, 2 lbs. for 56c
  - 50c Tea, 2 lbs. for 51c
  - 50c Strawberry Preserves 2 for 51c
  - 50c Raspberry Jam, 2 for 51c
  - 50c Pineapple Jam, 2 for 51c
  - 40c Orange Marmalade 2 for 41c
  - 35c Grape Jelly 2 for 36c
  - 50c Currant Jelly 2 for 51c
  - 40c Salad Dressing 2 for 41c
- The above jellies and jams are put up in real cane sugar.

SCORES OF OTHER 1c BARGAINS NOT GIVEN HERE FOR LACK OF SPACE

**Cadet Assorted Wrapped Caramels**

These caramels are a full cream caramel. Highest quality thru-out. Four assorted flavors—Vanilla, Vanilla Nougat, Chocolate and Chocolate Nougat.

Standard Price One Pound **60c** This Sale Two Pounds **61c**

You Save 59c on Two Boxes

**Firstaid Z. O. Adhesive Plaster**

Highest quality medicated plaster that cannot irritate the skin. In addition, it has thousands of uses in the workroom, office or home.

1 roll, 1 in. x 1 yard, 15c **16c**  
 Two Rolls **51c**

1 roll, 1 in. x 5 yards, 50c **51c**  
 Two Rolls **51c**

**Bouquet Ramee Face Powder**

An exceptionally highgrade complexion powder. Adheres to the skin. Contains a bouquet of roses, jasmine, heliotrope and lilac odors. Comes in three tints.

Standard Price One Box **\$1.00** This Sale Two Boxes **\$1.01**

You Save 99c on Two Boxes

**Maximum Hot Water Bottle**

A high quality bottle. Molded all in one piece. Guaranteed for one year.

Standard Price One Bottle **\$2.25** Two Bottles **\$2.26**

**Maximum Fountain Syringe**

One Syringe **\$2.25** Two Syringes **\$2.26**

You Save \$2.24 on Two

**SAVE with SAFETY at your Rexall DRUG STORE**

**FLOYDADA DRUG COMPANY, Inc.**

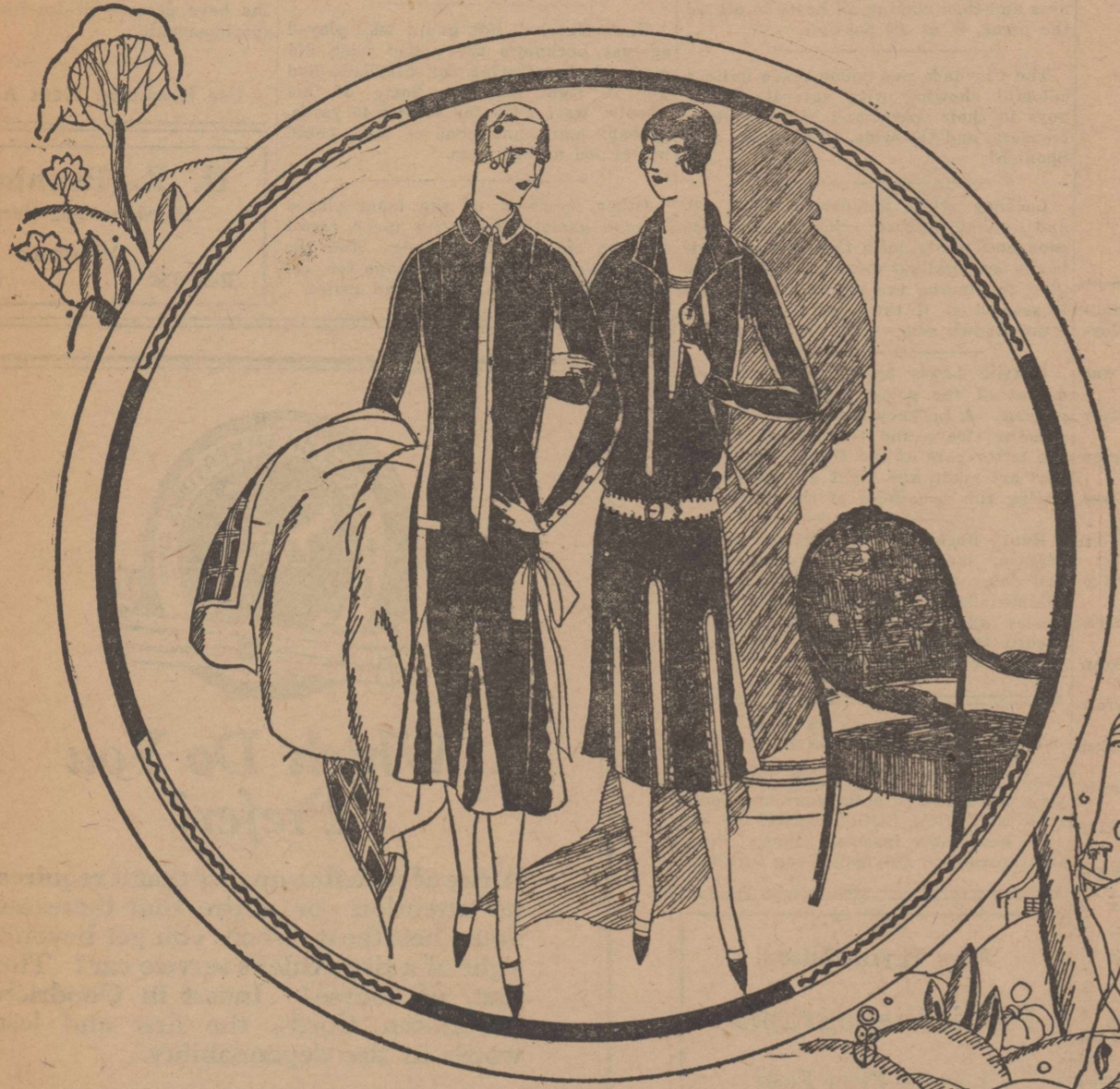
PHONE 51, FLOYDADA, TEXAS

**SAVE with SAFETY at your Rexall DRUG STORE**



# Martin's November Sale

## of Coats and Dresses Now In Full Swing



To choose a Coat or Dress from this November sale is to take advantage of really extraordinary savings opportunity and to select from extremely attractive collection of styles. The values offered are the most unusual for this early in the season.

We have grouped all of our silk dresses in four big groups so that you may choose your price and make your selection easy.

### An Apparel Display Offering Many Lovely New Styles

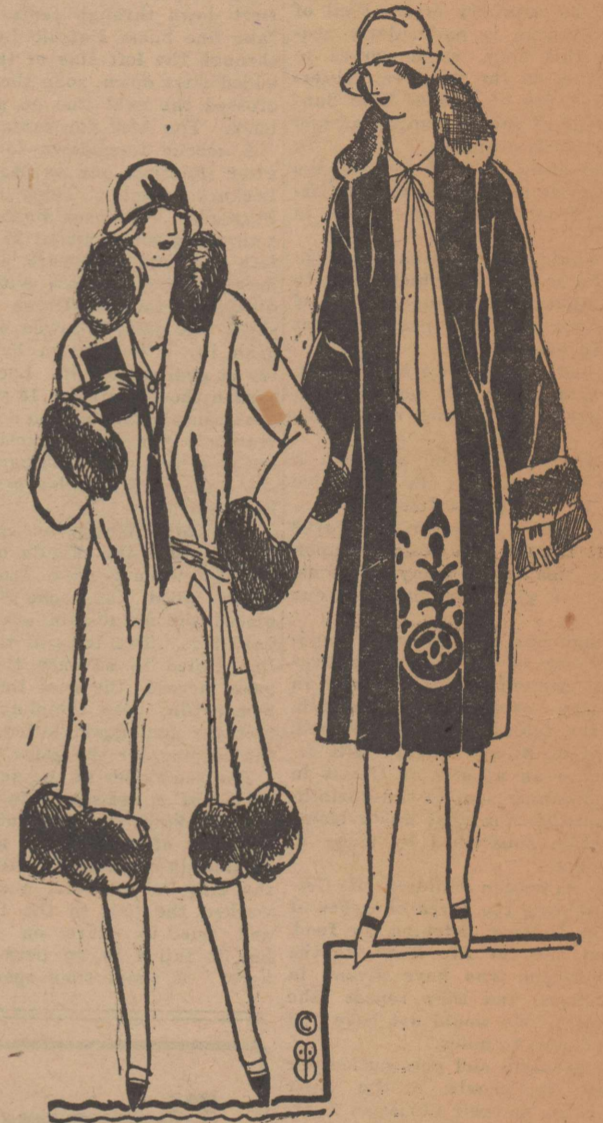
Dresses—informal and formal models fashioned of Satin, Crepe, Faille, Novelty Silks, Charmeen, Twill, and Rep.

Group No. 1—\$35.00 and \$39.00 Dresses,  
November Special **\$27.50**

Group No. 2—\$24.75 to \$29.00 Dresses,  
November Special **\$21.75**

Group No. 3—\$17.50 to \$19.75 Dresses,  
November Special **\$14.75**

Group No. 4—\$9.95 to \$12.75 Dresses,  
November Special **\$6.95**



## Sale of Coats

New fabrics and the fashion favored furs make these Coats most attractive to the women with a penchant for style and unusual details of cut. The flaring line in new and striking versions, tailoring of a very careful sort combine to stress the values as truly remarkable and most desirable, all reduced to the following prices.



Coats—formerly sold for \$65.00 to \$69.75 reduced for this November Special **\$49.00**

Coats—in values up to \$45 to \$49 reduced in this November special to **\$34.75**

Coats—\$32.50 to \$39.00  
November Special **\$24.75**

Coats—\$24.75 to \$29.00  
November Special **\$19.95**

Coats—One special group of womens coats fur trimmed at **\$9.95**

# Martin Dry Goods Company

"The Store With The Goods"

Floydada,

Texas



Friends of the Near East Relief in this city have recently received from Corinth, Greece, one of the most effective appeals which this organization has ever issued. It consists of the reproduction of a photograph of hundreds of little children, on a wide plain, grouped together to form the letters and figures making this legend: "Second Corinthians 1:8-11."

The children represented in this "living epistle from the Corinthians" are but a part of the two thousand orphans under the care of the Near East Relief in modern Corinth alone, near the site of the ministry of St. Paul of old. The message is particularly seasonable at this time, as it serves to draw attention to the American observance on Dec. 6th of Golden Rule Sunday, on behalf of this humanitarian and educational work overseas.

It is interesting to read the passage from the Epistle of St. Paul to the Corinthians so dramatically referred to in the picture!

"For we would not, brethren, have you ignorant of our trouble, which came to us in Asia, that we were pressed out of measure, above strength, inasmuch that we despaired even of life."

"But we had the sentence of death in ourselves, that we should not trust in ourselves, but in God, which raiseth the dead."

"Who delivered us from so great a death, and doth deliver; in whom we trust that he will yet deliver us."

"Ye also helping together by prayer for us, that for the gift bestowed upon us by the means of many persons, thanks may be given by many on our behalf."

The passage has a singular appropriateness, in view of its obvious application to the Armenian children now in American orphanage at Corinth. Evidently the tables have been turned. The student of Biblical history will recall that once an apostle of Christ in distress and danger sent to the Corinthians his gratitude for what was evidently a collection subscribed by many in all amounts.

Now the Armenian children of Corinth representing the seven churches of Asia, are in distress, indebted for food, for comfort and for life itself, to the many Americans who have given in small amounts, and they repeat the plea of Paul: "We would not have you ignorant of our troubles."

Under oppression and persecution for generations, the people of the Near East have clung to their Christian faith. The picture which comes from the juvenile survivors of the early churches must bring a real thrill to thousands of Americans whose contributions alone explain why these children have lives within them.

### Whirlwind Eleven Wins From Lockney, 18-0

First Defeat of Season; Victory Gives Locals Right to Play Sectional Championship Game

Floydada Whirlwinds abruptly stopped the stampeding Lockney Long Horns at the city ball park last Friday by administering an 18-0 loss to the heretofore undefeated herd, and in so doing earned the right to play for the championship of Section 3, in the state high school football race.

Lockney put up a game fight, and, at times, showed flashes of brilliancy, but was able to make only three first downs and never seriously threatened to score a touchdown, while Floydada outplayed the Lockney boys throughout most of the contest, scored three touchdowns and made nine first downs, although the Long Horn held on two occasions and prevented the Whirlwinds from making additional markers.

The local eleven started off with a rush, Bosley making 30 yards from the kickoff on the criss-cross play that was good for a touchdown against the Lo-

renzo Hornets. Captain Green, Bosley, Lewis and Jones, Whirlwinds backs, made two first downs in succession on line bucks, but lost the ball on an incomplete pass, after which Lockney made their only first down of the entire first half period on an end run and line gains. The quarter ended when a Whirlwind pass had been intercepted near the 35-yard line, and a center buck had failed.

After an interchange of punts—and fumbles—in the second quarter, Floydada received the ball in the vicinity of their 25-yard line. Green then made first down through center, and on two fake line bucks Charlie Lewis ploughed through the left side of the line for an added first down, soon thereafter Green crossed the goal line on a right tackle buck. The kick for extra point failed.

A second touchdown followed closely after the first one as the result of a Lockney fumble being recovered by Floydada. Full back Bosley got off for a thrilling run of about 25 yards around left end, and a 17-yard pass by Lewis brought the pig-skin within striking distance. Captain Green next made a short line gain, followed by a right end dash for a touchdown by Lewis. The try at goal went wild. Lockney then returned the kickoff for 18 yards, but lost possession of the ball on a fumble, which Marshall recovered. Another pass, Bosley to Lewis, netted 25 yards and placed the ball on the eight-yard line as the half ended.

The third Whirlwind touchdown was made near the middle of the third period, when a pass from Bosley to Green good for about 30 yards had placed the swine-skin oval on the five yard line. Two tries at the Long Horn line failed to advance the ball, but a pass across the goal line, Green to Somerville, was completed, while the kick for goal again failed. Thus ended the scoring for the game.

The remainder of the game was somewhat of a see-saw affair, with each team kicking, fumbling, attempting passes—few of which were successful, yet making an occasional thrilling run. Near the close of the last quarter, Lockney worked the ball to the 18½ yard line, and tried to score on a drop kick, but it failed to go between the cross bars. A short time spent chiefly in

killing time, and the referee's gun ended the game, the score being 18-0, Floydada's favor!

The starting line-up of the teams was as follows:

|            |              |
|------------|--------------|
| Floydada   | Lockney      |
| Left end   | Dagley       |
| Carter     | Left tackle  |
| Borum      | Right tackle |
| Left guard | Rives        |
| Marshall   | Center       |
| Edwards    | Right end    |
| Scott      | Right tackle |
| Swain      | Right end    |
| White      | Left half    |
| Lewis      | Right half   |
| Jones      | Full back    |
| Bosley     | Quarter      |
| Green (c)  | Jarnagin     |

#### AFTER THE GAME OBSERVATIONS

"A dandy good game"—that's what all who saw the contest are saying. It was an ideal day for football too, cool, clear, but just a trifle dusty. A good-sized and enthusiastic crowd was present, both sides of the field being well lined with

### Drs. Smith & Smith Sanitarium

For Medical and Surgical Cases

Phone No. 177  
Floydada, Texas

## Flavory, Juicy Roasts

Next time you want a roast will you call us up and let us deliver one of our Specially Cut and Seasoned Roasts?

These have become popular with many housewives who are doing their market shopping over the telephone.

JUST CALL 118

## CITY MARKET

Next Door to Post Office Jones & Howard, Props.

## Retain Your Friends

Cheer them in Cheer Time.  
Console them in Tear Time.  
If there is only one—or if there are many—don't lose them through neglect.  
Distance is no excuse—time nothing—expense within your reach.  
WHEN YOU USE THE TELEPHONE you can sit at your fireplace, and no matter what the weather, or the distance—your voice!—your spirit!—you!—can travel over the Long Distance Lines!



A most wonderful service to mankind.  
USE IT!

SOUTHWESTERN BELL TELEPHONE COMPANY

### Plant Good Staple COTTON For Large Profit

Place order now for my Allen farm Acala Cotton seed. Quickest to mature a heavy yield of easily picked, premium staple. Seed offered are from cotton making three quarter bale per acre, selling for premium \$12.50 to \$20.00 per bale because of splendid staple. Buy your seed from a reliable, Registered Cotton Breeder and be sure of getting pure pedigree seed of highest vitality and uniformity, which are State Certified, and fully guaranteed. Write quick for delivered price, stating amount of seed wanted.

JNO. D. ROGERS  
Registered Cotton Breeder  
Navasota, Texas

spectators. The north side of the grid-field was reserved for Lockney fans, and they were an orderly bunch, save for an occasional get-back at the officials.

Preceding the game, about fifteen cars decked in the Green and White colors and overloaded with the football squad in their new blankets, followed by cars bearing "Beat Lockney" slogans, and filled with school pupils paraded the streets, making all the noise possible. It was good advertising, for no one with any sporting blood could refrain from going to the door of their business and then making all haste to attend the game, if at all possible.

The Floydada pep squad made quite a colorful showing with several of the boys in their Green and White balloon trousers, and the wide, Green belts a la Spanish!

Lockney girls, numbering about 30, and dressed in their school colors, Maroon and White, with their "Pep" headbands were gallant rooters and never did give up singing the school songs. And it seemed as if they had a parody on every known song—both old and new.

Charlie Lewis again proved himself a star of the game, especially on the offense. A Lockney tackler grabbed his sweater sleeve and tore it off during the latter part of the first quarter, but that act made him fight all the harder during the remainder of the game.

Henry Bosley was another star on the offense, making numerous long gains and doing most of the passing for the Whirlwinds. Seldom does one man stop Bosley whenever he gets the ball. We predict the captaincy of the Green and White for him next year.

### BLUE BUGS?

Feed MARTIN'S POULTRY TONE to your chickens and paint your hen house with MARTIN'S ROOST PAINT to kill and keep away insects. Money Back. Guaranteed by, Floydada Drug Co. 308tc

Miss Thyra Eubank  
Public Stenographer

Located First Floor  
County Court House

Will do your typing, letter writing and stenography promptly, at reasonable rates.

Captain Hershel Green played his usual good game, and was fighting hard all the time. There's no better line plunger or defensive man in these parts than Green, considering his weight, 145.

Roy Swain perhaps played the best defensive game for Floydada. Time and again he broke through the Lockney line and downed the backs for a loss. On a tackle-around play he gave the fans a thrill by stiff-arming several of the Long Horn players and reeling off a gain of about 15 yards.

U. S. Marshal, left guard who played against Lockney's 230 pound man, did most of the punting for Floydada and did it right well too. Some of his "Boots" were good for 40 and 45 yards, perhaps more, and none of them could be termed as bad ones.

Other members of the team played a good game and deserve much credit for the showing they made. And the subs showed to good advantage too, especially Somerville, Steen and Stiles.

Floydada fumbles were too plentiful, however, for a real well-played game. Nine were made, though they were not costly ones. Lockney made three, one of which paved the way for a touchdown, and another would probably have meant a touchdown had not half ended soon after Floydada recovered another.

Immediately after the game, four or five of the Lockney players ran over and congratulated the local players for the clean, good game they played. That's not an easy thing to do, in the face of defeat, from a bitter rival, and the boys deserve praise for their good sportsmanship.

Use Hesperian Want Ads.

### H. Z. Pennington

Physician and Surgeon

Telephones

Res. 336

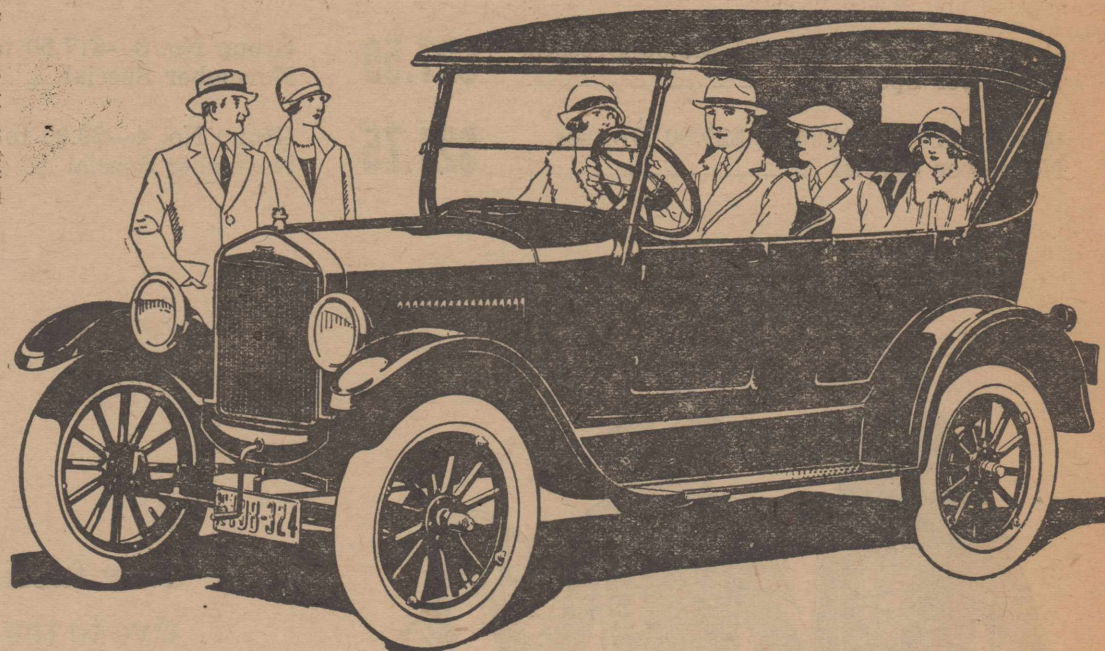
Office 73



### Which Do You Prefer?

A tire of such fine quality that it requires no attention or a tire that increases your heartbeat when you get beyond sight of a tire dealer's service car? The first, of course! Invest in Goodrich Silvertown Cords, the first and last words in tire dependability.

GULLION & SON  
Floydada, Texas



### Greater Demand for the Improved Ford Cars

The recent improvements in Ford cars have created a demand that is establishing new sales records.

Back of this growing demand is the knowledge that Ford cars have gained their universal recognition through dependability and economy of operation. The recent improvements enhance value that has been definitely established.

See today's greater Ford value at your nearest Authorized Ford Dealer's. Place your order now to insure early delivery.

Ford Motor Company  
Detroit, Mich.

Touring  
\$290

- Runabout - \$260
  - Coupe - 520
  - Tudor Sedan 580
  - Fordor Sedan 660
- Closed cars in color. Dismountable rims and starter extra on open cars.  
All prices f. o. b. Detroit

All-steel body; heavy crown fenders; fuel tank filled from outside; low, graceful body lines; nicked head lamp rims; comfortable, low seats, large steering wheel; powerful, positive brakes. Standard equipment includes four cord tires, rear-view mirror, extra tire carrier and windshield wiper. Balloon tires \$25 extra.

Ford



**Weeds Mean Waste in Many Forms on Farm**

Field Director Agricultural Extension Department, International Harvester Company.

By P. G. Holden.

Weeds mean wasted labor. It is estimated that a man walks eight miles in plowing an acre once over. Multiply this by harrowing and cultivating two or three times and in the end figure that all this labor has been given to the production of a crop which is only two-thirds as large as it would have been if it had not been weakened by weeds. Weeds cut down the yield, damage the crop, cheapen the product, reduce the profits, rob the soil, injure stock, reduce land values. Weeds cost the farmers of the United States more than \$300,000,000, according to government estimates. There is great loss from dockage of grain from weed seeds. Every year on an average in Minnesota alone, the farmers are docked nearly 250,000,000 pounds, or about 3,000,000 bushels of grain on account of weed seeds.

In addition to the loss due to offering for sale weed seeds instead of grain, there are losses due to:

1. Freight paid on material which is discarded when it reaches the destination point.

2. The expense of cleaning the seed.

3. The reduced value of the milled product because of the presence of foreign substances.

Weeds reduce profits in two ways: By adding to the expense of production, and by lessening production. Russian thistle and bindweed clog the harvester, the header, and the harrow. The increased bulk requires extra hauling, extra work in threshing, extra binder twine and may mean injury to the machine that binds the grain.

A weedy farm is high at any price. Land must return interest on investment.

Profits are dependent on the surplus production—on what is left after paying production cost.

If land produce only enough to pay interest and labor we will soon go out of business.

The weed which is best able to cope with difficulties is the weed which survives. Weeds are abundant seeders.

A single plant of shepherd's purse may produce as many as 50,000 seeds; squirrel tail produces 300 to 2,000; bracted plantain may bear 3,000 per plant; foxtail from 1,000 to 5,000 seeds; stinkweed 20,000 seeds; the Russian thistle from 100,000 to 200,000 seeds; one mustard plant, one and one-half million seeds, and so on.

Weeds are right on the job all the time. Weeds occupy land which belongs to the world for production of useful crops.

Compare these prolific soil robbers with our food-producing plants. Through centuries of time weeds have become adapted to certain soils and climatic conditions. Their species are fixed. They are hardy veterans, able to withstand the extremes of heat and cold, drouth, and excessive moisture, without injury.

But there are other weeds—milkweed, smartweed, Spanish needle, mustard, peppermint, tansy, poison hemlock, jimson, morning glory, ragweed, velvet leaf, purple, quack grass, wild garlic, Canada thistle, ox-eyed daisy, bindweed, orange hawkweed, Johnson grass, sorrel, wild oats and fifty others that are common wherever man is.

Weed seeds are spread chiefly by men sowing impure seed, by scattering weed seeds in feeding hay, straw screenings, and in manure, by winds, water and snow, by animals and birds, by farm machines and railroads; by allowing weeds to flourish in waste places.

Every weed that is allowed to mature produces hundreds or thousands even millions of seeds. Having produced a large quantity of seed the next step is to distribute it. An in this task the weed has many helpers. First, a large part of the weed seed is distributed by the sower who sows impure seed. Imported, grains and low grade grass seed contain a large proportion of weed seeds.

The problem is how to get rid of weeds and keep them out.

First rotate the crops; screen all seed; cultivate frequently and thoroughly; cut the weeds before they go to seed; plant some other crop; pasture with sheep; and finally keep everlastingly at it.

If your wheat field is weedy, seed it to clover and blue grass; mow the annuals and biennials before they seed; pasture with hogs or sheep to keep down the perennials; follow by a cultivated crop to kill any lingering weeds, and you will have disposed of most varieties.

To allow land to go to waste is an economic crime.

Use it! Farm it! Grow foodstuffs. not weeds!

Documents, including a Masonic diploma from Washington Lodge No. 26, Making Jonathan Cowdery a Master Mason, and two commissions engraved on sheepskin parchments, the first signed by President John Adams, and the second by President Thomas Jefferson, making Cowdery a surgeon's mate and a full surgeon in the United States Navy, has been found in a steel case hidden in an old brick wall of a house under repairs at Norfolk, Va.

The Sam Browne belt was invented by a one-armed British officer.

The "busy bee" spends more time in the hive than she does outside hunting nectar. She only makes 31.65 trips during her lifetime and gathers only eight-tenths of a gram of nectar.

Asiaties who served in the United States Army, Navy or Coast Guard during the World War are not entitled to naturalization, the Supreme Court has decided.

**HOUSEHOLD PLANNING SAVES MUCH MONEY**

Most farm women try to stretch their housekeeping dollars as far as possible, but their skill in this art varies widely. This is shown by cost of living studies made by the Department of Agriculture. Many farm families fail to get the quantity of vegetables and fruits that could be had from the farm at low cost in comparison with the market prices of these products.

Less than one-half of the total amount of food products consumed by 110 farm families in New London, Conn., in 1923 was furnished by the farms. The remainder was provided by direct purchase. Similar high percentages of purchased as compared with farm-grown table supplies have been recorded in other localities. Farm families, it is declared, could live more cheaply were their meals better planned and prepared, and provided to a greater extent from the farm and the garden.

Savings are often possible, says the department, through more efficient use of fuel and household supplies. Sometimes waste in the use of the automobile and excessive auto operation costs can be lessened. Expenditures for education and "advancement" are desirable, but money for these purposes should not be spent lavishly without due consideration merely because the purpose is regarded as educational or spiritual.

One way of stretching the dollar is by setting up a definite goal for family improvement. Failure to plan expenditures often means that vital needs, such as those for insurance, health, and recreation, can not be met. When all members of the farm family understand where the family income goes and cooperate in attaining a definite goal in family living, a given amount of money will go much further.

In the Connecticut study the average annual expenditure of 110 families was found to be \$1,492, compared with \$1,540 for 183 families in Ohio, \$1,669 for 472 families in Iowa, and \$1,558 for 187 families in Alabama. Only 4.6 per cent of the Connecticut farm homes studied were completely modern. Expenditure for advancement averaged \$81 per family, or 5.4 per cent of the total value of goods consumed. This proportion was lower than that of the families in Alabama and Iowa, but slightly higher than that of the families in Ohio.

**SCALES ARE SUPERINTENDENT'S TRAVELING COMPANION**

Portable scales occupying the rear seat of his automobile accompany the superintendent of Grant County (Wash.) schools on all his tours of inspection. He plans to weigh every grade child in the county twice every year. He has found 25 per cent of the pupils to be underweight. A meal-planning chart presented to each teacher, and health meetings for parents held at school centers, were parts of his health program. In schools visited the second time the underweight percentage had been reduced or eliminated entirely, and in some of the high schools the teeth of the pupils had been attended to and diseased tonsils and adenoids removed.

For more than two years the sun's heat at the tropics has been from one to two per cent below normal, but at present it is up to normal again. No, Cordelia, the railway tie is not a four-in-hand.

**Famous Advertiser Of Advertising Talks**

Thos. K. Kelly Tells Cotton States Merchants' Association Newspaper Advertising Pays Big.

In a speech recently before the members of the Cotton States Merchants' Association, Thos. K. Kelly, famous advertiser of advertising, and widely successful business man, said:

A few weeks before my fortieth birthday, which was several years ago, my wife handed me a good-sized bunch of letters one morning, the letters being addressed and stamped suggested that I drop them in the mail box on my way to the office. I wore my rain coat that morning, as it happened to be raining, so I slipped the letters in the pocket of the coat, and, upon arriving at the office, I placed the coat in my locker, and forgot all about the letters. I did not wear that same coat again for several weeks, and that's where my trouble started.

These letters happened to be invitations to my fortieth birthday party. The evening of the party came, the stage was all set. The dinner was supposed to be at 6:00 p. m. but nobody came. We waited until seven, but my friends failed to arrive, then lo and behold, my wife said to me, "Do you recall a morning some few weeks ago when I gave you those letters to mail?" They were the invitations to your party." Immediately the thought struck me, "By golly, those letters are in the pocket of my raincoat at the office."

That incident reminds me of an old friend of mine who was in to see me the other day. He told me about a motor trip he had taken, driving from Minneapolis, up North a few hundred miles. It happened to be on a Saturday. He visited several towns on his trip, calling in at many stores, and he remarked to me, "Do you know there were about two chain stores in each of the towns I went through and they were the only stores that were busy—the other stores did not appear to be doing anything."

That caused him to investigate, just as a matter of curiosity, so I asked him the names of the towns he visited. I then wrote to the newspapers in each of the towns and requested that they send me their papers on Thursday and Friday, two days before the Saturday when my friend called at these stores. Upon receipt of these newspapers, I found that in four out of five papers, all the store advertising that had been done was by the chain stores. That solved the problem.

The retail merchants in the towns where my friend visited had failed to advertise in the newspapers, inviting the public to their store that Saturday, and the public, not receiving an invitation, did not come, but the chain stores had invited them with a neat, effective ad, attractive in style and chuck full

of common sense, and naturally, that is where they went.

So the store that failed to receive their friends were like my birthday party—the crowd didn't come.

I venture to say in all the failures of retail merchants the last three years not twenty per cent of these same merchants advertised religiously in newspapers, whereas, if they had, their investment in newspaper advertising would have brought sufficient trade to prevent a great amount of their losses.

The total newspaper advertising of 122 daily newspapers in 28 principal cities of the United States in the year 1923 was 1,333,954,971 agate lines—a gain of 92,651,690 lines over the previous year.

We are not handicapped today in unfolding our business the same as our forefathers were who were compelled to depend chiefly upon personal exploitation of the individual, for the circulation in those days was very small.

First of all the newspaper has circulation. A single newspaper will often cover from 60 to 80 per cent of the homes in its territory. Advertising space in that paper will give a much greater return per dollar spent than will any other form of advertising on which postage is spent.

Second, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct by mail advertising.

Third, and best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

So we are led to believe criticisms about us in the columns of newspapers is good advertising, and so with the retail merchant, the minute he starts figuring on selling merchandise, he has got to start figuring on the advertising that is going to do it.

Advertising certainly has many sides. It can scream, talk, or whisper, it can attract the eye or befuddle it. It can be an interesting story, or uninteresting piffle. There are just as many kinds of advertising as there are things to advertise. There is the sincere kind that breathes honesty and

truthfulness, and which carries the reader right through to the end, and then again—there is the kind of advertising that says, "Beware, I am just trying to attract attention; I don't mean what I say, and I don't intend to make good on the extravagant claims I am talking about."

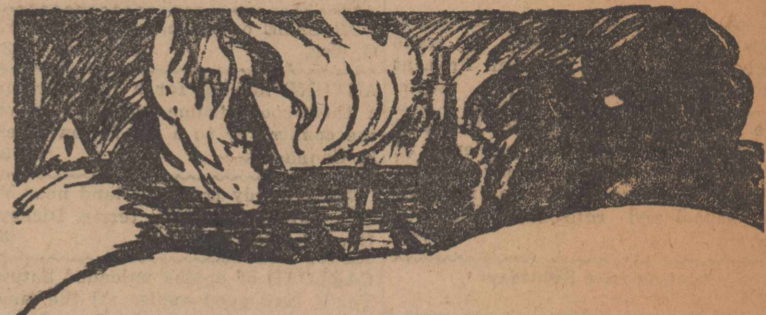
Knut Hamsun, Nobel prize winner, nearly starved to death before he got a steady job driving Chicago street cars.

Reindeer milk is delivered in Alaska in the form of frozen cubes equal to a quart or pint.

**Jewelry**

Inspect our stock of Jewelry and Diamonds and Save Money on your Purchases.

South Side **B. & A., Drugs** Got everything



**Are You Protected?**

Can you rebuild and provide a home for your family in case the demon fire devours the savings of a life-time?

Insurance in one of our reliable companies will protect you against loss and keep a roof over you and your dear ones.

**G. C. Tubbs**

"ALL KINDS OF INSURANCE"

**Goodyear Balloons AS WELL AS THE Goodyear High Pressure Tires**

Are in their respective classes, the leaders, because they give long service.

Let us fit your car with Goodyears all the way round for the winter. You'll never regret it.

**F. F. F. SERVICE STATION**  
FRANK DUNN, Prop.

**Dr. W. H. Alexander**  
INTERNAL  
Medicine and Electrotherapy  
Rooms 6 and 7 Barrow Bldg.  
Telephone 93; Residence No.260

**Manning & Murray**  
REAL ESTATE DEALERS  
Farms, Ranches and City Property on the South Plains.  
Floyd County Farm Lands a specialty. Office phone 17; Residence Phone 19. Office Room 9, First National Bank Building  
FLOYDADA, TEXAS

**J. C. Dickey A. C. Goen**  
**Dickey & Goen**  
Real Estate and Loans  
Farm Lands, Ranches and City Property  
**ALWAYS A BARGAIN**  
Floyd County Correspondents for the First Texas Joint Stock Land Bank of Houston, Texas. 6 Per cent Interest. Prompt Inspection.  
Surginer Building  
North Side Square  
Floydada, Texas Telephone 170



**Black Footwear For All Occasions**

We want you to see the new patterns just received, fulfilling every requirement of smart footwear.

Our prices are reasonable, not on shoes alone but on everything.

**Hassen Co.**

STYLE—SERVICE—SATISFACTION

South Side Square



**LOOK Here!**

Recall how you were disappointed last year when you delayed buying Christmas Greeting Cards until too late to get your choice?

We have an extensive line of cards ready to print, also samples of engraved cards, both elaborate and simple, which we would take pleasure in showing you.

Why not have all your friends hear from you at Christmas-time with a message of Warmth and Good Cheer even though you cannot send each a gift?

Our Greeting Cards are chosen with care to express your sentiments in appropriate manner.

TELEPHONE NO. 8

**Hesperian Publishing Company**





# BUY IT IN FLOYDADA

## Floydada is Deserving of Your Support

There are many reasons why citizens of Floydada should do business with their local establishments. Not only because of the added convenience but also through a matter of local pride and a desire to enlarge the assets of their home town should everyone living in and near Floydada, support their local institutions.

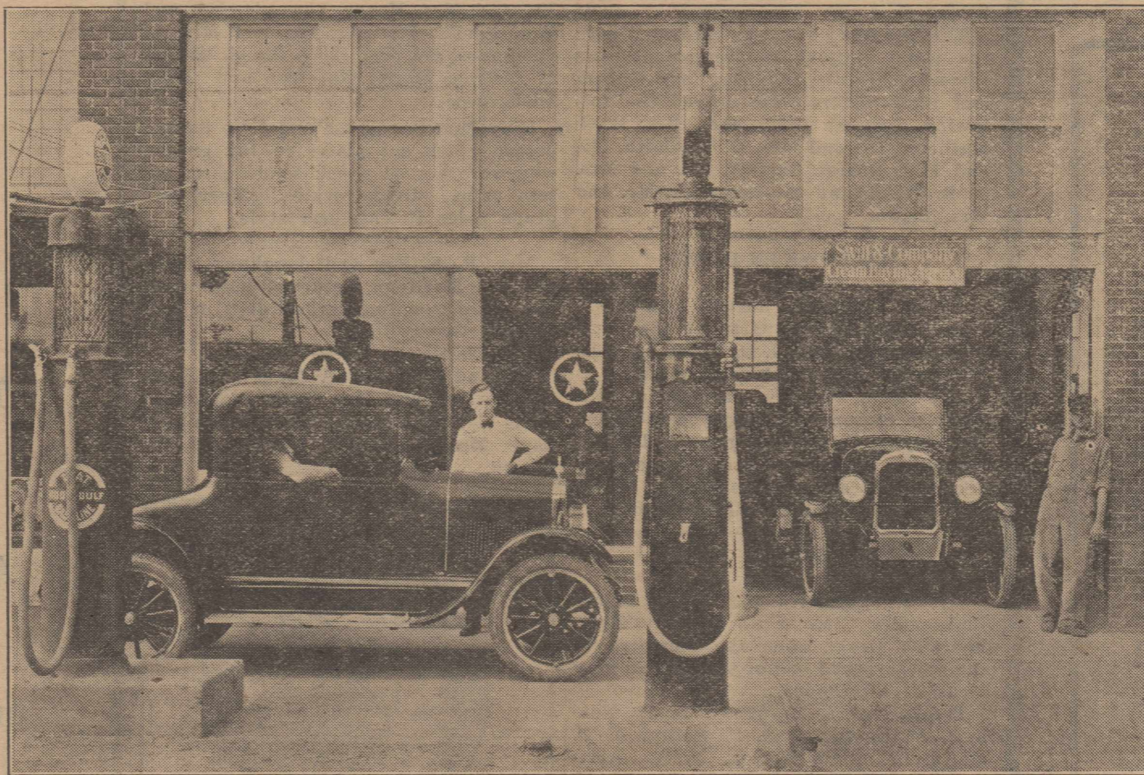
It should be the desire of every citizen living in Floydada to do everything possible to make stronger the local institutions. As one business prospers so does another—so one is really making his own business stronger by patronizing that of his neighbor.

### Surginer & White Motor Co., Distributors for Star and Durant Motors

In not quite three years The Star Cars in the Floydada trade territory have become one of the most popular with the public. At present, there are eighty-six star owners in this territory, and with the sales moving along very satisfactorily this number will be largely increased during the next few months.

Surginer & White Motor Company was established slightly less than three years ago by A. D. White and C. Surginer, with A. D. White, now deceased, as manager. Since the latter's death his son, W. U. White, has become interested in the agency and is managing it.

The introduction of the Star as a competitor in the low-priced field of automobiles in this territory met with instant favor with the public, especially in view of the long record for dependable merchandising, which the members of the



—Photo by Wilson.

agency held in this section. That the public which invested its money in Star Cars has not been disappointed in the product of Durant Motors (makers of Star Cars) has been amply demonstrated by the long life and low upkeep of the Star in addition to the low first-cost

"We are featuring the closed models during the fall months," W. U. White, manager of the agency said Monday. "But we find that the all-year-round usefulness of the open models also makes them popular with our customers. Our Commercial Chassis sells for \$425, the Roadster at \$525, and the Touring model at \$525, f. o. b. Lansing, Mich."

The Coupster Star sells at \$595, the Coupe at \$675, the Coach at \$695 and the Sedan at \$775, f. o. b. the factory.

The \$595 Coupster is shown herewith in front of the agency's display rooms on South Main Street.

*Are You a Member of the Chamber of Commerce? Boost Floydada. Work for Floydada All the Time*

### The Following Progressive Firms Have Made This Campaign Possible:

**FLOYD COUNTY ABSTRACT CO.**  
"IS YOUR TITLE CLEAR?"  
We represent the owners of more than 300 Lots in Floydada, any part of town, and at any price.  
R. C. SCOTT, Mgr. Room 7, First National Bank Bldg.

The  
**Floydada Chamber of Commerce**  
Believes in "Buying it at Home."

**Tourist Garage**  
T. E. Loran, Proprietor.  
General Auto Repairs. Tires, Gas, Oils.  
Phone US—No. 143

**H. E. Cannaday**  
Contractor and Builder  
Plans and Estimates Cheerfully Furnished

**Rutledge & Company**  
Full Line International Dealers  
Phone 57 Floydada

**Baker - Campbell Company**  
Dry Goods—Groceries—Hardware  
"Home of Good Merchandise"—Phones 4 and 5

**Wilson Kimble Optical & Jewelry Co.**  
We Give One Set of Teaspoons  
—with—  
Each Wedding Ring Sold  
Eyesight Specialist Phone 254

**Wilson Studio**  
The Photographer in Your Town  
Portraiture by Photograph Phone 162

**The First National Bank**  
Capital and Surplus \$100,000.00  
E. C. Nelson, Pres. J. V. Daniel, Cashier

**Miladye's Specialty Shop**  
Ladies' Ready-to-Wear and Millinery  
"Where Style Triumphs."

**Lewis & Davis Gin Company**  
Phone 280 Floydada

**Central Filling Station**  
Tires, Tubes, Accessories, Amalie Pure Pennsylvania Oil.  
Phone 70 Floydada

**Day & Night Garage**  
J. M. Hughes, Proprietor  
Prompt, Pleasing Service. Reasonable Prices

**Olympic Theatre**  
"The Home of Good Pictures"  
P. W. CLOUD, Mgr.

**Texas Utilities Company**  
"For a Bigger and Better Floydada"  
E. E. Brown, Mgr. Phone 232

**R. E. FRY, Representative**  
Floydada, Texas.  
Southwestern Life Insurance Co.

**E. E. Boothe Bakery**  
We spare no Expense in preparing a Loaf that will Satisfy Our Customers.  
Ask your Merchant for Bread Baked in Floydada

**H. O. Pope & Son**  
General Electric Repairs, Battery Charging  
Philco Batteries U-Drive-it System

**YOUNG PEOPLE'S S. S. CLASS  
CHRISTIAN CHURCH ENTERTAINED**

The Young People's Class of the Christian Sunday School met at the home of Mr. and Mrs. F. L. Davis last Friday night between the hours of 7:30 and 10:30 in a Hallowe'en party.

The house was appropriately decorated for the occasion, and all guests wore masks; each one present had to enter through a window.

Though the attendance was small, a fine time was reported by those present, who were Misses Oma Johnson, Veola Tarpley, Ethna Green, Nettie May Duncan, and L. B. Fawcett, Jr.

Refreshments, consisting of hot chocolate and pumpkin pies, doughnuts and apples were served.

**SUNBEAM BAND PARTY**

Mrs. E. S. Shoaf entertained fifteen members of her Sunbeam Band Tuesday evening of last week, from 7:30 to 8:30 o'clock, with a Hallowe'en masquerade party.

For refreshments so-called witch stew was served the guests.

Numerous Hallowe'en and popular games were played, and Miss Mozelle Hubbard assisted in the entertainment.

**MRS. ROBERT EUBANK HOSTESS  
TO BRIDGE CLUB YESTERDAY**

The Wednesday Bridge Club met this week with Mrs. Eubank. Members present were Mesdames Jim Hughes, Key

Green, Herbert Ralls, P. W. Cloud, W. L. Fry, and four new members, Mesdames Homer Steen, J. M. Parsons, Travis Collins and B. J. Dooley.

Guests present were Mesdames Flynn Thagard, Thurmon Bishop and Misses Ethel Houghton and Lois Richards. High score was won by Mrs. Steen.

The club will meet November 18th with Mrs. Key Green.

**WESLEY GIRLS S. S. CLASS  
HAS PARTY, ELECT OFFICERS**

The Wesley Girls Sunday School Class of the M. E. Church spent a pleasant day at the home of Mrs. C. R. Houston, on Friday, October 31.

In the afternoon a business meeting was held and the following officers elected: president, Mrs. R. E. Fry; vice-president, Mrs. Tom Shaw; secretary, Mrs. H. M. McDonald; assistant secretary, Mrs. Oliver Allen; treasurer, Mrs. R. P. Woody; reporter, Mrs. Geo. V. Smith; teacher, Mrs. R. M. Klebold; assistant teacher, Mrs. J. M. Willson.

Those present were: Mesdames Jim Houston, C. R. Houston, W. C. Grigsby, Oliver Allen, Frank Tye, S. Y. Carter, H. S. Sanders, Wilson Kimble, J. M. Willson, Mather Sanders, J. G. Woods, H. M. McDonald, Tom Shaw, Travis Collins, R. M. Klebold, E. L. Morris and Geo. V. Smith.

Judge H. E. Chesley and Cephus Sparks, of Hamilton, were here Tuesday of this week transacting business in connection with the W. T. Sparks estate.

**MISS WILLIE ALLEN ENTERTAINS  
MRS. E. B. MASSIE'S S. S. CLASS**

Miss Willie Allen entertained Mrs. E. B. Massie's Sunday School Class with a Hallowe'en social Friday night of last week at her home on South Main Street. There were about eighteen couples present, the class having invited a few outsiders.

The house was decorated with colors suitable to the occasion, with everything as spooky as possible. Various games were played, while Miss Mildred Carter won the prize for having the prettiest costume.

Refreshments, consisting of hot chocolate, Hallowe'en cake and candy pumpkins were served to the following:

Misses: Frances Kinnard, Ruth Conner, Hazel Massie, Mildred Carter, Dola Maddox, Jewel Stribling, Vera Hodge, Mildred Olson, Kathryn Swift, Anna Belle Thagard, Lucille Meachum, Thelda Mickey, Syble Covington, Ila Mae Steen, Arie Gamble, Juanita Tinnin, Inez Paschel, Ruth Crain and Mrs. E. B. Massie.

Messers Claude Nichols, Albert Grigsby, Lorraine Britton, Allen Berry, Grady Spence, Gains Teeple, Harry Milton, Bud Awtry, Orville Eubanks, Ervin de Cordova, A. D. White, Richard Stovall, Mendel Huett, Jack Sims, Glenn Jones, Lloyd Horn, Daily Bishop and Charley Lewis.

**LISTON FARWELL PARTY**

Dr. and Mrs. C. M. Thacker entertained on Hallowe'en night from 8 to 11 o'clock with a "42" party, honoring Mr. and Mrs. L. H. Liston, who are leaving this week for Lubbock to make their home.

The Thacker home was decorated with the usual Hallowe'en decorations, and refreshments of hot cocoa, lady fingers and plate favors were served the following guests: Judge and Mrs. L. G. Mathews, Dr. and Mrs. G. V. Smith, Mr. and Mrs. Robert Garrett, Mr. and Mrs. T. R. Webb, and the honorees, Mr. and Mrs. Liston.

**HALLOWE'EN PARTY**

Vivian Evans was hostess at a much-enjoyed Hallowe'en party at the home of her mother, Mrs. I. D. Evans on West Mississippi Street Saturday night.

The girls and boys arrived at the party in costume, and enjoyed the evening playing Hallowe'en games. The entertaining rooms were pretty in seasonal decorations and refreshments served also carried out the Hallowe'en idea.

**EMBROIDERY CLUB**

Mrs. J. T. Howard was hostess to the Embroidery Club at its Tuesday meeting this week, when the members of the club enjoyed one of their usual very pleasant afternoons.

Present were Mesdames E. L. Norman, E. L. Angus, F. P. Henry, A. P. McKinnon, Sam Abston, N. A. Armstrong, Lee Howard, B. Hassen, J. C. Dickey and the hostess.

Mrs. J. C. Dickey will be all-day hostess to the club Tuesday of next week at the home of her daughter, Mrs. A. J. Welch.

**I. O. O. G. CLUB MEETS**

The I. O. O. G. Club was entertained at the home of Mrs. Henry Edwards Tuesday evening between the hours of 8 and 10 o'clock, ten members being present.

After an hour of embroidering and conversation, the guests made candy and popped pop corn.

Those present were Mrs. Ruth Brown Hall, Mrs. Frank Moore, Mrs. Arthur Savage, Mrs. Bill Sharp, Mrs. Claude Wallace, Mrs. Homer Baker, Miss Jennie Lewis, Miss Annie Marie Moore, Miss Lillie Solomon and the hostess, Mrs. Edwards.

The next meeting of the club will be at the home of Mrs. Homer Baker, November 17, at 8 o'clock.

**ANNOUNCEMENT**

TO MY CUSTOMERS: I take this means to say for a time after this week it will be necessary for me to divide my time between my insurance business here in Floydada and in Lubbock. My office here will be open, and attorneys Mathews and Foley will have charge of my agency in my absence, and your interests will be well protected in their hands. I will be in my office here a part of each week. I thank you.

Luther H. Liston.

Farm for rent to the right man. J. J. Day. 361tc

WANTED—Two boys to board. See E. S. Umberson 4 blocks west of Commercial Hotel. 361tp

**MISS VIVIAN DUNN QUEEN  
AMARILLO HALLOWE'EN FETE**

Miss Vivian Dunn, formerly of Floydada and daughter of Mr. and Mrs. W. S. Dunn, was queen in a gigantic Hallowe'en fete at Amarillo, according to reports carried in an Amarillo newspaper.

Mr. and Mrs. Dunn were among the early settlers of Floyd County, and Miss Vivian was born and reared in Floydada, but is now teaching in the Amarillo schools. Part of the write-up follows:

Fifteen hundred people, ranging from babies to persons past middle age took part in the parade, of which Miss Dunn was queen. Led by members of the high school band, the procession wound its way along the business streets lined with thousands of people. Frontier days with its Indians, cowboys and hardy pioneers were depicted, as well as three phases of school, the old fashion age, the flapper pedagogue, and the athletic department.

**MRS. W. A. SAVAGE GIVES  
HALLOWE'EN COSTUME PARTY**

Mrs. W. A. Savage entertained with a Hallowe'en masquerade party at her home on West Kentucky Street Wednesday night of last week at 8 o'clock. The house was decorated in the Hallowe'en motif, and the guests were met at the door by the Hallowe'en ghost. Mrs. W. B. Henry acted as fortune teller for the affair, and games common to the function were played by those present, who were as follows: Mr. and Mrs. Byron Clark, Mr. and Mrs. Bill Sharp, Mr. and Mrs. Frank Moore, Mr. and Mrs. W. B. Henry, Mr. and Mrs. R. L. Snodgrass, Mr. and Mrs. Henry Edwards, Mr. and Mrs. Pendel Pittman, Mr. and Mrs. C. Snodgrass, Jr., Mrs. P. W. Cloud, Mrs. E. L. Angus, Misses Kathleen and Billy Snodgrass.

Billy Max Snodgrass and Kyle Savage passed black cat plates to the guests, who were served spook sandwiches, potato chips, olives, pickles, ginger, and grape cider in cafeteria style.

Mrs. R. E. Fry and daughters, Maxine and Marilyn, returned home Sunday, after spending several days in Dallas and Greenville.

Mr. and Mrs. Robert Jones and family of Aiken and Mrs. Susie Flanary of Ralls visited in the Ed Brown home Sunday. Mrs. Flanary is a sister of Mr. Brown.

**STRANGERS IN STRANGE LAND  
FIND CONSOLING FLOYD FRIENDS**

The Death Angel has visited our home and took our daughter, Delia, age 1 1/2 years, eight months and nine days. The flower of our home has wended her way to Heaven; her place in our home is vacant, our hearts are broken on account of this earthly separation, but thanks be to God we can again be reunited in that Heavenly Home.

We want to thank every person who offered a kindness or help to us in any way, for we surely do appreciate it, as it seemed we were almost alone in a strange country, but thank God you came to our rescue and we feel like we have true friends even out here in the far west.

Oh, the beautiful flowers, both at the church and grave, how enshrined with love it made us feel, to think the good women were so thoughtful. May God's richest blessings be upon all, and may you send up one united prayer that if it be God's will he will spare our other two children—one who has been wrestling under its deathly ravages for seven weeks.

D. J. Carden and family.

Sand Hill School dismissed this week for the children to gather cotton. The school has a nine-month term and it is hoped to resume work as early as possible.

**Mrs. W. U. White returned last week from Abilene, where she had been visiting for several weeks with relatives.**

Mrs. A. P. Barker and son, Arthur, Jr., were visiting in Floydada Friday of last week.

I. D. Gamble returned last week from Dallas, where he had been for some months in the Dallas office of Gamble Land Company.

J. F. McCarty, whose home is now at Rio Hondo, Texas, was in this section on business this week and spent a short time here.

Horace Grandy Moore came over from Tech College and visited with home-folks last week-end.

Mr. and Mrs. O. R. Medlin left last week for Breckenridge, where they will make their home.

W. J. Burke returned last week from a visit of several days with relatives at Dallas and Athens.

R. L. Ewing, who is now making his home at Canyon, was in Floydada on business the first of the week.

John Fry and wife and daughter, Miss Dalma, of Canyon, who were here a part of last week visiting Mr. Fry's mother, Mrs. R. F. Fry, have returned home.

Miss Willie Hale, who has been attending Kidd-Key College at Sherman, was here several days last week and this on account of the serious illness of her grandmother, Mrs. R. F. Fry. Miss Hale is convalescing from an operation for appendicitis.

**Worthy "Buys" In New  
Haberdashery!**

Getting "dressed up" right for Thanksgiving requires, of course, Furnishings that will attractively blend and harmonize with that new suit or overcoat. That is, such visible Furnishings as a new Hat, Shirt, Tie, Gloves, Hosiery, etc.

Run your eyes down this list and note what exceptional values we offer:



**Classy Hats \$5 to \$10.00**  
Mallory and Stetson,  
Staple and Novelty  
Shapes



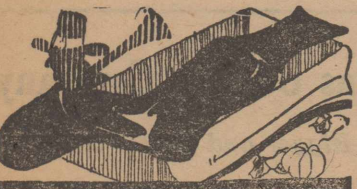
**Nobby Neckwear \$2.00**  
Priced reasonably \$1 to

**Fine Shirts \$5.00**  
Lots of patterns, \$2 to



**Warm Mufflers \$2.50**  
Silk and Wool Mixtures,  
(New shipment expected soon)

**Stylish Gloves \$3.50**  
lined and unlined, \$2 to  
Also wide assortment of  
work Gloves.



**Silk Hosiery \$1.00**  
Also Wool and Silk Mix-  
tures 50c to

**Russell's Store**  
Phone 66 Floydada



**LET 'ER BLIZZ**

That's what you'll say after slipping into one of these 'FUSSY' top and O'Coats  
**\$22.50 to \$37.50**

Some six dozen new dress shoes  
**\$6.25**

to the FLORSHEIM  
**\$10.00**

TODAY—we are unpacking another bunch of STETSONS in those high colors and shapes.  
**\$7.50**

to the XXX Beaver  
**\$17.50**

Lumberjacks and slip on's that knock your eye out. Yes—we got 'em.  
**\$3.50 to \$10**

We have thirty-three made to measure suits due here this week and if we haven't your measure—we want it. To the wives, etc, we'd suggest that they select that New Suit for the Hubby Xmas gift, likely I have his measure and the time isn't far away. Having fits. Yes we are doing it and they are  
**\$26 to \$65.00**

COME IN  
**Glad Snodgrass**


Where people who care trade.

**SPECIALS!  
For Saturday and Monday**

|                               |        |
|-------------------------------|--------|
| 100 per cent Pure Cane Syrup, | 85c    |
| per gallon                    |        |
| Gallon solid pack Peaches     | 65c    |
| for                           |        |
| Gallon solid pack apricots    | 65c    |
| for                           |        |
| East Texas Porto Rica Yams,   | 4c     |
| per pound                     |        |
| Utah Sweet Onions             | 5c     |
| per pound                     |        |
| Campbell's Pork & Beans,      | \$1.25 |
| per dozen                     |        |
| Good can corn                 | \$1.50 |
| per dozen                     |        |

We can always save you money.

**LOOPER'S CASH GROCERY**

  
**NOTICE!**  
The Union Barber Shops of Floydada  
will be closed on  
**ARMISTICE AND THANKSGIVING  
DAYS NOV. 11th AND NOV. 26th**  
and will stay open until 9 o'clock on the  
Nights before.

**WEAVER & ANDREWS**  
TRANSFER, STORAGE AND DRAYING  
New Office and Brick Storage in the building with—  
**JONES SHOE SHOP**  
Now able to give you complete Transfer and Storage  
service, including Crating and Shipping to your order.  
Office Telephone 187  
Night Phone 289-J  
Don't Cuss—Call Us

**How's This?**  
Over Forty Western Electric  
Washing Machines In  
Floydada  
Some have been in use for more than five  
years and are still in good condition.  
They actually clean the clothes  
They're durable  
They're economical  
They are manufactured and guaranteed by one of the  
greatest electrical companies in the world—Western Elec-  
tric.  
Sold on easy terms, or for cash.  
**Brown Brothers**