## THE FLOYD COUNTY HESPERIAN



## COUNTY FAIR FEATURE

Close rivalry between rural
communities competing for honcommunities competing for hon-
ors at the greatest free county ors at the greatest free county
fair in the furteen years of its
history featured the three-day history featured the three-day
celerration for Floyd County
held here Thursday, Friday and held here Thursday, Friday and
Saturday of last week. Rain Saturday of last week. Rain
Friday afternoon and Saturday morning failed to materially check the-activities and the pro-
gram was carried through to a
successful conclusion. The parade, the excellent exhibits and
the athletic card were declared the athletic card were declared
by the hundreds of visitors to by the hundreds of visitors to
be features of merit worthy of be features of merit worthy of
the banner county of the Plains.

Land Strips Awarded
Plaintiff By Jury TRE

Location Hoffer Test GALAXY OF SPEAKERS


PROMISED SATURDAY


Mrs. Mary Stevenson
Succumbs To Paralysis

| first place winners at a GLance <br> Croquet-Singles, Geo. Graham, <br> Floydada; doubles, Graham and <br> Ruddick, Floydada. <br> Polo-Wichita Falls. <br> Community Exhibit-Sand Hill <br> Campbell. <br> Girls 4H Club-Katherine Davis <br> Mayview, Class II; Donnanell <br> Murphy, Irick, Class I. <br> Parade-Group 1, Harmion <br> Group 2, 1922 Study Club; Group <br> 3, Junior class. <br> Boy Scout Contest-Troop No. <br> 44, and No. 43, tie. <br> Horse Shoe Pitching-Lockney. |
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Decision Retains Crown For Champion After Dempsey Almost Wins With K. O.


Ringside, Soldier's Field Stadium, Chicago-Gene Tunney
proved himself a worthy heavyweight champion of the world Thursday night by decisively defeating Jack Dempsey in the
second ten round bout they had fought for the title. Beaten to the dust of the canvas by a terrific left hook in the seventh round Gene gallantly got up and came back to whip his
ever-dangerous opponent. ever-a angerous opponent.
Had the fight gone more than ten rounds, it must have end But for one terrific punch which over-confidence, gained in every round Tunney would have whipped Dempsey so badly that it would have been hardly a contest. the giant stadium to see the greatest bout in recent history. The Windy City reported that it was the greatest throng of people and 150,000 , and the gate receipts were $\$ 2,800,000$.



This wet, cold weather is the very thing to give everybody cold feet Buy a ton of coal from

## J.R.Yearwood

and keep your feet, as well as your house, warm.

None Better.
PHONE 247
"Aṣk Your Neighbor"

## The Gas Is On! <br> |||||||||||||||||||||

Are you enjoying the pleasure and service natural gas gives.

Automatic Hot Water Heaters for real convenience.
We also have gas burners for your present tanks, these are low in price and give good service.

We have pipe, fittings and a man to equip your house for gas. Call us for an estimate.
||||||||||||||||||
Floyd Couity Lumber Co.


THRILLING VICTORIES MULTIPLY FOR THE COMMANDER

Wins First and Second Places in 75-Mile Atlantic City Stock Car Race, beating Chrysler 70 and 72, New Hudson, Nash Advanced Six and Buick Master Six; also wins second in Pike's Peak Race, being beaten by a $\$ 4665$ car by only 48 seconds.

| Jenkins and The Commander in setting the transcontinental record of 77 hours and 40 minu er is the "greatest achievement of post-war a motive engineering." <br> On September 5, three days after Jenkins had co pleted a new coast-to-coast record two comman Sport Roadsters won first and second place in a mile stock car race at Atlantic City. The winning Commander $\checkmark$ Roadster was driven Ralph Hepburn. Its average speed was 85.95 m poadster, finished second; average speed 84. miles per hour. Third, fourth and fifth places were taken by Chrysler " 72 " open roadster, a Buick 1928 Mas Six open roadster, and a Star Six, respectively. <br> only five finish race <br> In addition to the five cars which finished the r as listed above, a new Hudson open roadster (w of the 29th lap because of loose rod bearings. 1928 Nash Advanced Six open roadster was for out at the end of the 3rd lap because of a brok valve keeper. A Chrysler " 72 " fell out at the of the 10th lap for reasons not known. |
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| PIKE'S PEAK CLIMB |  |
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| But the Commander's double triumph at Atlantic City was not the only achievement scored by this car on |  |
| Labor Day. In the Pike's Peak Hill Climb, a stock |  |
| meyers, finished second-only 48 seconds behind a |  |
| Stutz model which sells at three times the price of |  |
|  |  |
| The first three cars to finish in this race, which rüns from the foot of Pike's Peak to the top-an altitude of over 14,000 feet-were as follows: |  |
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| Stutz Two A Weyman Sedan 21 min .59 sec . Studebaker Commander |  |
|  |  |
|  | , |
|  | Studebaker Commander |
| Sport Roadster 22 min .47 sec. | \$159 |
|  |  |
| Auburn $8-88$ Roadster |  |
| $23 \mathrm{min}$. | de Mort |
| Thus in every phase of motor car performance- |  |
| speed, mountain climbing, endurance-The |  |
| baker Commander hasevery other car selling for |  |
|  |  |
| To the public these accomplishments of The Com- |  |
| offers-the unduplicated performance that only aCommander owner can enjoy unless an investment |  |
|  |  |
| Commander owner can enjoy unless an investment |  |

ARISONS OF REGISTRATIONS IN 33 STATES PURING FIRS
7 MONTHS OF 1927 WITH FIRST 7 MONTHS OF 1926
CAR
STUDEBAKER BIG SIX
Pct. Gain or Loss STUDEBAKER BIG SIX
BUICK MASTER SIX
CHRYSLER "70"
NASH ADVANCED SIX
24.30 gain
14.85 loss
23.24 loss
23.24 loss
-42.59 loss
20.52 loss
J. A. ENOCH


Sand Hill Community Exhibit Winner With 883 Points Final Score Total



DISTINCTIVE BEAUTY WORK

MARVELOUS-is what fastidious women say about our Marcel waves. Not only are they soft and natural but they give that added touch of your own personality. Our expert operators are trained to distinguish the different types of hair and treat it according to individual requirements.

Phone 295
For an Appointment
Palace Barber Shop AND BEAUTY PARLOR


Remember Reznor heaters when you think of gas heat. See Saturday Evening Post of October 1st for Reznor Orthoray. We have also Lawson, Radiantfire and Brooks burner heaters. The Detroit Jewel gas range has the largest sale of any gas range on the market. The reason is found in the quality. We invite close comparison of quality and price.
THE PRICE ON THE DETROIT JEWEL
GAS RANGE IS NO HIGHER THAN
IS ASKED FOR ANY OTHER HIGH GRADE RANGE
We have made careful comparisons before making these statements. We believe we offer you the largest variety of stoves to select from, that you will find in town.
Attend our cooking demonstration at our store.

KIRK \& SON

THE CHEVROLET CARAVAN
IS COMING
TO FLOYDADA
SATURDAY, OCTOBER 8
WATCH FOR IT!



Have you noticed the new Wrapper on our Quality Loaf. No change in the bread. We are using the same flour and the same formula. The same quality is in the loaf.

We are now making a variety of French pastry. Tr our Butter rolls, Orange rolls, Butter Fly rolls, Coffe Rolls, African Cup Cakes, Package Cakes.

Call for our Combination Angel Food and Devil Food We also make an angel food and devils food in 25 cent size. They are always fresh. Honey Cream is a new on in the 25 cent size. Why buy them a week old when yo can get them fresh from the oven by calling your grocer.

SERVICE OUR MOTTO

## Wester's Quality Bakery

##  <br> Shirts with collar and without collar. Good looking shirts that fit well. Snappy new ties to blend with every color. <br> MEN'S SUITS <br> With <br> One and Two Pants <br> The best values we have ever offered. Suits that look and wear like $\$ 40.00$ for only $\$ 29.50$. <br> Suits that look and wear like $\$ 30.00$ for only $\$ 22.50$. <br> New patterns and models These suits are sure to please you however particular you are Priced- <br> $\$ 22.50$ <br> $\$ 45.00$ <br> Stetson and Lion Brand Hats in all the shapes that are good. Colors are shades of grey, blue and tan. Snap brims and cur ed brim. $\$ 5.00$ and up <br> 

| Campbell Takes First In H. D. Club Exhibit |  |
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| and | dom |
| and Pleasant Valley. bell and Roseland. |  |
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| Cook Apron: Campbell, Harmony and Pleasant Valley. |  |
| Pleasant Valley. Night Gown: Blanco, Providence and ampbell. |  |
| House Dress: Campbell, Sand Hill and |  |
| Button Holes: Roseland, Campbell and Lakeview |  |
| Guest Towel: Campbell, Pleasant Valley and Lakeview. |  |
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| Tea Towel: Roseland, Harmony andLakeview. Rugs: Campbell, Providence and Star- |  |
|  |  |
|  | 隹 |
|  | Barrel Of Snakes |
| ley and Sand Hill. Luncheon Set: Providence, Campbell and Pleasant Valley. and Pleasant Valley. Canned Stuff Section | Music For |
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|  | health. Price 60c. Sold byArwine Drug Company |
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| W WR |  |
| SOLD BY- |  |
| BAKER-CAMPBELL COMPANY Floydada, Texas |  |

## Turn the key! and your Buick  <br> Double-Locked

No lock could be safer! One turn of the key locks both ignition and steering wheel. But merely turning off the ignition does not lock the wheel. You may shut off the engine and coast, if you like, and still have your car under perfect control.
And no lock could be more convenient! It is illuminated and located within easy reach, where the steering column meets the dash.
The Buick double-lock is an exclusive Buick feature -one of many important refinements which characterize Buick for 1928.
BUICK MOTOR COMPANY, FLINT, MICHIGAN Sedans $\$ 1195$ to $\$ 1995$ Sport Models s 1195 to ${ }^{\text {S } 1525}$ Cupes ${ }^{5} 1195$ to $\$ 1850$

BUICK for 1928
CALLAWAY MOTOR COMPANY Floydada, Texas

## An Open Letter to the Editor

From the President of General Motors

$L_{\text {AST SPRING }}$ I wrote you that my belief in the country newspaper had led us in General Mo the country newspaper to decide to advertise our products
Motors Mogether in the small-city press of the country. The returns from the series of the messages recently published have justified that faith;
and we shall continue to advertise in your and we shall continue to advertise in your community through your newspaper this fall. It occurs to me, however, that some of your
reeders may be asking: "What is General reacers may be asking: "What is General
Mhootors?" and "Why is General Motors?" These are fair questions and I should like to answer them as frankly as I can.
General Motors was organized some years ago on the theory that a group of large companies, working torether, could rerder a better service than they could separately. In this we
simply applied to industry a principle that is as old as civilization as regards the human family and human progress.
Criginal members of the General Motors family were Euick, Cadillac, Chevrolet, Oakland and Oldsmobile, together with the DelcoLight Company and other well-known companies manufacturing automotive equipment. able to establish great Research Laboratories, a 1245 -acre Proving Cround and the GMAC Plan of credit purchase; to effect vast economies in purchase and manufacture and distribution; to assure and maintain the quality of every procuct in the General Motors family.
Has the General Motors family principle proved itself in practice? The best answer, I think, is to compare the
Chevrolet, Buick, Cadiliac, Oldsmobile and Oakland of today with the models of five or ten years ago.

Then add Pontiac, a General Motors creation. Add Lasalle, another General Motors creation. And then consider how General plete line, within which any cars inty may foma suitable quality car at the price it plans to pay: "A Car for Every Purse and Purpose." Another example is Frigidaire, the electric refrigerator. General Motors had the resources refrigerator, and then to apply to its manufacture the same processes which have increased the utility and lowered the cost of the automobile.
We believe that this record justifies General Motors as an economic institution. Its products are quality products, first of all. Their
prices represent the economies of united effort passed on to the purchaser. In the last year one in each three automobiles chosen by the public has been a General Motors car. The service of Delco-Light electric plants has extended to more than a quarter million homes, while ing convenience of its kind.
We believe also that the values now offered in the current General Motors products (which are listed below) prove anew that "many minds are better than one" and that a family of companies, working together, can produce results which are decidedly in the
public interest and of increasing benefit to the individual family.

> Very truly yours,

Alfred P. Sloan, Jr., President
Detroit, September 23, 1927

## GENERAL MOTORS

chevrolet pgntiac oldsmobile oakland - buick lasalle. cadillac FRIGIDAIRE-The Electric Refrigerator - DELCO-LIGHT-Electric Plants

Hesperian Want Ads - Cheapest, Busiest Salesmen In Floyd County -


## Announcement

Flynn Thagard succeeds C. Y. Carter as manager of the Magnolia Filling Station on West Missouri Street. This change is now effective and complete accomodations for the motorists has continued while the formalities wer completed.

This is an age when service counts-and we are going to make it mean something to our patrons.

You will need the gas and oil-
We will need your businessGIVE US A TRIAL TODAY

## Magnolia Filling Station NUMBER 316

"Full Line Firestone Tires and Tubes" Flynn Thagard, Mgr.
(1 block northwest of the square)

## Thentintin

ROYAL
Friday, September 30, Only
IARRISON FORD and PHILIS HAVER
"No Control"


Saturday, Oct. 1, Only TTM Mecoy PETER B K KYNES STO
"California"


Mondy-Tuesday, Dat
Monday-Tuesday, Oct. 3.4
CHARLES RAY and MAY McAVOY
In
"The Fire Brigade"
 An epic photo play of the heroes of
peace in aption, ofok here is a picure
made to please old and young alike and
 out and show these Fire Fighter,
Floydada how we appreiate them,
Also comedy
 "Easy Picking" Killed Van Horne the Multimillionaire
Who?
Why does the Black Ghost haunt the


olympic
Friday, sept. 30
BUDDY Roosevelt
"Between Dangers"
Also comedy and Serial.

Saturday, Oct. 1,
wally wales
"Skedaddle Gold"

Monday-Tuesday, Oct 3 -s corinne griffith in
"Mile. Modeste"
Also comedy

Wed.-Thurs, October 5-6
george ohara in
"Ladies Beware"



 Streets, Visitor Says

 raill expeased oppostion ny day. F. L. Davis officiated, twenty-eight
members and guest being present. $\begin{aligned} & \text { County. For the past fifteen years he } \\ & \text { has made his home at Crosbyton. } \\ & \text { Mr. and Mrs. Slaughter spent Sund }\end{aligned}$
 Mr. and Mrs. Slaughter spent Sunday
in Fioydada as the guests of his sister,
Mrs. W. L. Fry. Send your weekly message through
The Floyd Hesperian.


## Steam Vulcanizing Never Slips

When your suit needs cleaning you don't call your groceryman.

When you have the tooth ache you don't go to the shoe shop.

The same applies in your tire service.
Our shop is modern throughout, consisting of elec tric buffers, Weaver tire changer, and tire spreader, a Miller steam tube vulcanizer and a Miller steam tire vul.

You don't have to pay us while we are learning how, for we have had seven year's experience in Tire Service. We are constantly improving our shop with the latest equipment.

Invite us to your next blowout.
Free Road Service, Equipped with free air

## GULLION \& SON TIRE SERVICE

 PHONE 83"Full Line Goodrich Tíres and Tubes"

## OUR 17th Anniversary

Are you taking advantage of your opportunity to get the Double Saving Stamps during Our 17th Anniversary?
We are giving double saving stamps for 17 days and we are offering you Values that will look mighty good to you a little later on.

## BUY BLANKETS NOW

You won't make any mistake to make your purchases in the Blanket line now, better buy all you will need, we have a wonderful stock for you to choose from and we have the lowest prices in several years.

## BUY YOUR COAT AND DRESS NOW

Our stock is complete, you will find every thing that is new in this showing and undoubtedly the dresses and coats this season are the best style and values we have seen in several seasons.

BUY YOUR SUIT OR OVERCOAT NOW
You will not make any mistake by purchasing now but you will have the advantage of the fellow who waits later to buy. You will get the pick of the stock, you will get the full value in wear for the season and you will get as low prices as we will have on these suits and overcoats

## Martin Dry Goods Company <br> "The Store With The Goods"

General Exhibit Award List Fourteenth Floyd CountyFair

## 

Corn, ten erars, and Cotton
Cariety: A. A.

Want The-Lowest Figure On Select Lumber?
away on the exterior woodwork of your
home-repairing or rebuilding it. And eag-
er to haer the lowest price quotations on your
Lumber needs.
You will-by calling
Telephone No. 7
-and asking for estimates!
Do it to-day!
Wooldridge Lumber. Co., InC. ,
Floydada, Texas

## TRY

MOHAWK TIRES
"THEY GO FARTHER"


ELECTRICAL STEAM TUBE VULCANIZING
Let us demonstrate this new machine for You.
Central Filling Station
J.'W. Haney, Prop.



