

LONE STAR

July 8.—Miss Lillie Wingo returned Saturday from a visit to her sister, Mrs. H. N. Zenor of Temple, Arizona. Miss Nina Mae Calahan of the South Plains community spent Sunday until Wednesday with her sister, Mrs. McLeod. W. H. Workman and family of the South Plains community visited Mr. Frizzell and family Sunday. Miss Evelyn Bobbitt is reported to be sick with the flu. Brice Allen of Lockney is working for W. B. Hatcher during the harvest. Frank Simmons returned to his home at Tahoka, Texas, after a few weeks visit with his sister, Mrs. J. M. Cassle. Most of the wheat has been harvested in this community and the ground is broken for another wheat crop.

CENTER

July 8.—Everyone is busy either with row crop or wheat land. We had good crowds out to all services Sunday, and Bro. Landtroup preached us two good sermons. Bro. Landtroup and wife took dinner with Mr. and Mrs. Tom Jernigan Sunday. Mr. and Mrs. C. O. Spence took dinner with Mr. and Mrs. Veach Sunday. Mr. and Mrs. Jordan took dinner Sunday with Mr. and Mrs. Jim Green. Mr. and Mrs. A. A. Tubbs spent Sunday afternoon with his parents, Rev. and Mrs. G. W. Tubbs. Mrs. McCravy and son and daughter of Lakeview spent Sunday with Mr. and Mrs. Harber and children. Grandpa Pa Spence visited his sons here over the week end. Mr. and Mrs. Gill attended services at Cedar Hill Sunday. At church Sunday night we voted to go into the call of a pastor next Sunday morning at the eleven o'clock hour. Remember the Association Sunday School Convention meets with this church at Center on the Second Sunday afternoon.

PLEASANT HILL

July 7.—Most everyone is through harvesting and are working faithfully to keep the weeds out of their row crops. Mrs. Joe E. Evers and small daughters, and son, Janie Wright and Myrtle Day were Sunday guests of P. J. Wilkes and family. Lige Blankenship spent Sunday with Dick Furrow. John Custer and family had as week end guests Grover Custer and family of Post. Lucile Evers, and G. M. Towry and family spent Sunday in the L. Y. Woolsey home. M. Y. Towry and family and D. M. West and family visited in the Claude Fawver home Sunday. Mrs. G. W. Blankenship and children visited Mr. and Mrs. Jackson and children Sunday afternoon.

LIBERTY

July 7.—Mrs. Jack Sloan, Misses Elsa and Lucille Anderson were the Saturday night guests of Mrs. Rome Cypert at Lockney. Those that visited in the brakes Sunday were Messrs. Dick and Ross Ford, Ray and Scott McCormick, Bailey Bean, Frank Taylor, William Hill, Ottis and Robert Jackson, Punk Bean and Misses Lona, Willie and Margie Hill, Goldie Clendennen, Tincy and Erna Bean and Mary Box. Mr. and Mrs. John Dunlap were visitors in Lockney Saturday afternoon. Miss Lucille Anderson visited in Canadian, Texas, on July 4th. Miss Elsa Anderson and Doug Hollums were visitors in Plainview Friday. Miss Lona Hill was a Floydada and Lockney visitor Saturday. Woodrow Wilson and Miss Berna Bean were visitors in Plainview Friday. Mr. and Mrs. Henry Box, and children, Mr. and Mrs. Johnie Johnson and Mr. and Mrs. Rene Yeary and son, Jackie, spent Sunday in the Brakes. Misses Ruth, Jennie and Roberta McCormick spent Sunday with Jewell and Winnie Box. Mr. and Mrs. Weldon McCormick and son, Wayne, and Mr. and Mrs. Clarence Whiteley were visitors in Lockney Saturday night.

FAIRVIEW

July 7.—The attendance for Sunday school and church services was very good Sunday. The Senior Epworth League will entertain with a social in the basement of the Methodist church Friday night. Margaret Culpepper underwent an operation for appendicitis at the Smith & Smith Sanitarium Friday morning. She is resting very well at this time. Mrs. Essie Cooper of Campbell, spent the week end with Miss Mabel Culpepper. Mr. and Mrs. M. C. Neill and family of Mayview spent Sunday with J. S. McNeill and family. Mr. and Mrs. T. L. Walker and little daughter, Veda Louise, are visiting with Mr. and Mrs. L. A. Horton and family. Mr. and Mrs. Travis Griggie spent the week end in Spur visiting relatives. Gordon Bullard of Floydada spent Thursday night with his sister, Mrs. Leslie Crabtree. Mr. and Mrs. T. E. Lana and children of Littlefield are visiting with Mr. and Mrs. W. E. Brown and family. Mrs. Felt Patterson and children of Floydada spent the week end with her parents, Mr. and Mrs. G. B. Lewis.

LAKEVIEW

July 7.—Mrs. A. T. Pratt, who has been ill for several days, is improving at this time. R. C. and R. B. Smith plan to leave for Hot Springs, N. M., Tuesday morning. Born to Mr. and Mrs. Johnson, a son, last Thursday. Mr. and Mrs. J. F. Ray visited Mr.

and Mrs. Rhodes of near Floydada on Sunday. Rev. Lynn filled his regular appointment Sunday afternoon. Mr. and Mrs. J. E. Roy visited Mr. and Mrs. Kiker Sunday. Miss Bobby Joe Chaney of Canyon is spending some time with her sister, Mrs. Kiker. Remember the ice cream supper at the school house Saturday night, July 12. Come and buy some good cream and help increase the fund for improving the auditorium. Rev. J. M. Harder, pastor of the Lakeview Baptist church, will preach Friday night, July 11th. Mr. and Mrs. S. M. Woolsey and daughter, Miss Jewell, visited in this community Sunday. Mr. and Mrs. Fred Dickert spent Sunday with Mr. and Mrs. W. C. Wright.

DOUGHERTY

July 7.—Jess Edwards from Wichita Falls visited his brother, G. C. Edwards, the past few days. Miss Kreiss of Knoxville, Tennessee, is visiting relatives here the past two weeks. J. W. Buchanan, whose home is in Springfield, Mo., also Miss Kreiss, Esther Patterson and Reynolds Sanders were guests of Otho Sanders and wife Sunday. Mr. and Mrs. O. R. Dorsey and daughter from Quannah are guests of her sister, Mrs. J. E. Newton and family. Mr. Dorsey return home Sunday afternoon, and Mrs. Dorsey and daughter will remain for a few days visit. Misses Grace and Anna McNeill were week end guests of Miss Lilly D. Perry of Fairview. Miss Mabel Pitt, niece of Frank Pitt, returned to her home in Quannah Monday, after a month's visit here. She was accompanied home by Mrs. Frank Pitt, who will visit her daughter, Mrs. Prudence Hillyard at Narcisco, before returning home. Mrs. C. E. Bartlett in company with Mrs. Barnett and son, H. B., of Wake were called to Tahoka Sunday to be with a brother, who is critically ill at that place. Mrs. Cecil Durham had as her guest for the week end, her mother, Mrs. Green, and sister, Mrs. J. C. Sanders, and family from Paducah.

HARMONY

July 7.—Mrs. Floyd Trowbridge of Amarillo visited relatives in the community this week. The Harmony Home Demonstration club met with Mrs. R. B. Gary Wednesday afternoon. The subject of the meeting was "The Canning of Vegetables." Lovely refreshments of sherbet and cake were served to the members present. Mr. and Mrs. Geo. Finkner and Mr. and Mrs. J. R. Archer of Floydada visited friends in the community Sunday afternoon. A lovely picnic supper was enjoyed by several members of the community Friday evening. Among those present were: Mrs. Chas. Trowbridge and

daughter, Mr. and Mrs. Chas. B. Smith and children, Iva Elmore, Joe and Jack, Mrs. Floyd Trowbridge and son, W. C., Mr. W. C. Clubb and daughter, Lee Dale, Mr. and Mrs. Grady Freeman and daughter, Wanda, Mrs. R. B. Gary and children, Estelle and Reta Mae, Miss Hazel Parker and Mr. Roy Conway. Carrs Chapel Sunday school observed Sunday school day Sunday morning with an interesting program.

Newest Styles Eliminate Task Of Laundering Lingerie Effects

BY HARRIET

MANY of the season's smartest dresses are made quite without benefit of lingerie touches.

After all, white effects do have to come off for washing oftener than even a delicate pastel shaded gadget. And the fact that most of the lingerie touches do have to come off for laundering makes them almost a luxury from the point of view of the business girl and busy woman pressed for time.

There is none of the softness lost in shedding lingerie touches in the new styles. All of the dresses merely use their own material to fashion collars, cuffs, ruffles, bows and decorative what-nots of all kinds. The feminine flattering effect is there. The trouble of detaching for laundering is gone. What more can women ask?

One of the new neck treatments uses a shirt collar for the back of the neck, and then when it gets to the front, it notches itself rather jauntily and spreads out into a circular plastron, a ruffled jabot of a pointed front bib-collar. A little egg-colored wash silk uses this tricky collar to give itself smartness as well as utility. It is a rich, heavy wash silk, like a man's silk shirting, and so it falls nicely, with considerable dignity.

The skirt joins the waist at a normal line, has a stiff inside belt to hold it in place and a stitched, tailored outside belt with a novel buckle. It buttons clear down the front, with big egg-shell colored buttons below the waistline and much smaller ones above.

For afternoon, floral chiffons are using the same self-trim idea. A simple but absolutely charming little blue and white print, a light blue and white big flower on a darker blue background, has scarf sleeves and a little turn-down collar and bow tie for its ornamental touches.

The dress is a fitted one, with the circular skirt joining the body of the dress with pointed bands piped in the bright blue. The little collar, typical shirt collar, the kind a sports blouse might take, has a rather low V where the bow tie ties. It's a novel idea for an afternoon dress.

The long sleeves have a little scarf swinging from each wrist,



Smart as well as practical is the egg-colored wash silk, at the left. It has a novel turned down collar and double jabot effect. Excellent for afternoon wear is the floral chiffon, right, trimmed with the frock's material. Notice the effectiveness of the scarfs swinging from each wrist.

quite as a handkerchief of wispy make for herself. It has a natural chiffon might swing. This is an admirable pattern for sheer voile that hand-sewing is quite apt to frocks or chiffons that one might catch.

Greatest 6-PLY tire Values ever offered in



New HEAVY DUTY GOODYEAR All-Weather

These latest 1930 Goodyear Heavy Duty tires top the list for stunning looks, extra endurance and extra mileage. Only because Goodyear builds MILLIONS MORE tires, and enjoys lowest costs, are such values possible. Come in—see them—compare them with any other tires! Special proposition on complete sets.

Heavy Duty Tubes also Low-Priced

New HEAVY DUTY GOODYEAR LIFETIME GUARANTEED

Expert Free Mounting Pathfinder No Mileage Limits

Endurance, Quality, Beauty—Priced at History's Lowest Levels

Table with 2 columns: Tire Size and Price. 6-Ply Full Oversize Balloons: 30x4.50 \$9.50; Regular Full Oversize Balloons: 32x6.00 \$12.50

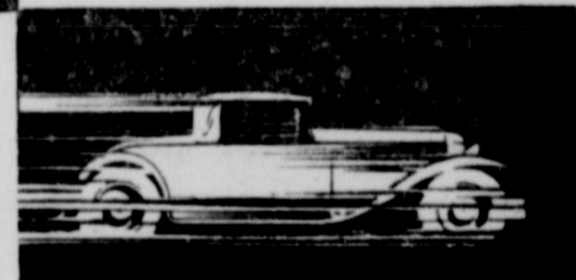
Ozark Filling Station



PHILL-UP WITH Phillips 66 REGULAR ETHYL

Why pay for "GETAWAY" if you have to get it from the car behind

Is your car still hesitating when the other fellow's ready to "throw 'er into second"? Is quick getaway only a promise in the gasoline you use? + Fill up with Phillips 66 and watch your car respond to throttle touch as pony does to spur. See what pickup, pep and power really mean. + The secret of the sterling performance of Phillips 66 is controlled volatility. A winter gas in winter. A spring gas in spring. A summer gas in summer. A fall gas in fall. + Stop at the pump marked "Phillips 66." Start a new chapter in the performance of your car.



CONTROLLED VOLATILITY—the principle that makes all months look alike to Phillips 66. Phillips scientists watch the calendar and scientifically vary gasoline to meet seasonal and climatic needs. The result—pep, power, mileage all year 'round.

Ozark Filling Station, J. E. Leeand Messimer Garage, Lockney

HOKUS-POKUS

PURE PORK SAUSAGE . lb. . . 19c

PALMOLIVE SOAP . 4 bars . . 19c

NICE YELLOW BANANAS . lb. . . 5 1/2 c

LONG HORN CHEESE . lb. . . 23c

STOCK, BLOCK SALT, Plain 49c; Sulp. 59c

WHITE SWAN COFFEE . 3 lbs. \$1.55

VAN CAMP Medium Size HOMINY . 2 for . . 15c

BRING BUCKET COMPOUND 8 lbs 99c

CROWN BROOMS, Good Wt 59c

VEAL LOAF MEAT . lb. . . . 20c

FIRM HEADS CABBAGE . lb. . . . 3c

NEW CROP, COMB HONEY 10 lbs. \$1.57

JAR RUBBERS, 3 boxes. 25c

FLOUR

48 LBS. \$1.49

G. S. MORRIS

Z. T. RILEY, ADMINISTRATOR

STICK CANDY . 2 lbs. . . 25c

NICE FRESH TOMATOES . lb. . 10c

MEDIUM SIZE LEMONS . doz. . . 25c

BABY BEEF ROAST . . lb. . . 20c

MACARONI or SPAGHETTI Our best 4 boxes 24c

TOILET PAPER . 4 rolls . . 25c

SANDWICH SPREAD Thousand Island 7 oz. Jar 19c

CRYSTAL WHITE SOAP . 5 bars . . 19c

BOILING BEEF . . . lb. . . . 15c

SUNKIST, No. 2 Can CORN . 2 for . . 29c

GRAPE JUICE, pts. 21c

APRICOTS, Gallon 59c

STALEY'S SORGHUM SYRUP, Gallon . 68c

AMARILLO

Mr. and Mrs. Rhine and children of Plainview visited their son and wife, Mr. and Mrs. Luther Rhine, Monday night.

Several from this community attended the funeral of Dr. S. M. Henry in Lockney Tuesday afternoon.

Mrs. Landrum spent Saturday night with her daughter, Mrs. E. Whatley in Lockney.

Mrs. E. W. Thornton was a Floyd-ada visitor Tuesday morning.

IRICK

July 8.—Miss Bennie Pernel of Wheeler, Texas, was a week end guest in the Pernel home.

Miss Lucille Harris visited Miss Vivian Baker Sunday.

A large crowd attended the ice cream supper Friday night. We want to thank all of the candidates, who helped out with the supper.

Mr. and Mrs. Belin of Austin, Texas, are visiting her parents, Mr. and Mrs. Pernel.

Mr. and Mrs. J. M. Robertson of Walters, Okla., are visiting his brother and family, Mr. and Mrs. Robertson.

Mrs. J. F. Dollar and her mother and brother of Hereford left Sunday for a visit at Gorman, Stephenville and Ireddell, Texas.

Mr. and Mrs. Lewis Howell visited Mr. and Mrs. Casey Yarbrough Sunday afternoon.

Mrs. L. C. Garth of Dallas is spending the week with her parents, Mr. and Mrs. Pernel.

Mrs. Charley Perry of Campbell visited her parent, Mr. and Mrs. Robertson Friday and attended the ice cream supper.

Mr. and Mrs. Moreland and Mr. and Mrs. Hill Harris were Sunday dinner guests of Mr. and Mrs. H. P. Ashby.

Kachel Harris visited Gladys Howell Sunday.

Mrs. Knight visited Mrs. Newcomer Sunday.

Mr. and Mrs. Murphy visited Mr. and Mrs. Jake Bowman Sunday afternoon.

Austin Dollar of Pampa came in Monday for a few days with home-folk.

Misses Ruth, Gladys and Ethyl Murphy visited Miss Lillie Mae Taack Sunday.

Miss Dorothy Glass of Lockney spent last week with Miss Opal Ashby.

Family Re-union Held at Claude Tatum Home in Lubbock July 4th

Four generations were represented when Mr. and Mrs. Claude Tatum entertained Friday at their home in Lubbock.

A chicken dinner was served to 29 persons from one large table.

Those present were Mrs. J. H. Lewis of McKinney, mother of Mrs. Tatum; and the following children of Mr. and Mrs. Tatum, with their families: Mr. and Mrs. Alex Newman and son, of Amarillo; Mr. and Mrs. Ennis Cummings and children of Hereford; Mr. and Mrs. George Newman and sons of Lockney; Mr. and Mrs. J. M. Fellen and children of Kansas City, Mo.; Mr. and Mrs. Bill Tatum of Snyder; Mr. and Mrs. J. R. Newman and children of Lubbock; Paul Newman, Lubbock; Mr. and Mrs. Lewis Tatum, Lubbock; Mr. and Mrs. Clyde G. Tatum and children, Lubbock.

One son, Andrew Newman, of Oklahoma City, was unable to attend.—Lubbock Avalanche.

Senior Epworth League Program For Sunday, July 13th

Song service, followed by the Lord's Prayer.

Leader: Virginia Thomas.

Subject of the Lesson: The New Motive in Harmony with the Old. Bible Lesson: Matt 11:21-8.

1. The Task of the Master, by Mary Crawford.
 2. Our Bible Reference, by Charles Collis.
 3. The Sunday of Today, by Flossie Reasonover.
 4. The Council of Jesus, by Ermine Ida Thomas.
- Piano Solo, by Ethelene Wofford. Announcements. Offering. Benediction.

We wish more of you young people would come and help us carry on the work of Christ. We are doing our best to make our League something worth while. We want it to be what our motto stands for "All For Christ," and we want those who meet with us, to go away, feeling, that they have gained something of the higher and better things of life. Besides our devotional meetings, we are often entertained by a social in the homes of the Leaguers. We enjoy these very much and we try to make them as clean and enjoyable as possible. Come and meet with us at 7:30 each Sunday evening.—Reporter.

HEAL THOSE SORE GUMS

Even after pyorrhea has affected your stomachs, kidneys and your general health, Loto Pyorrhea Remedy, used as directed, can save you. Dentists recommend it. Druggists return money if it fails.—Stewart Drug Co.

A Croquet Ground will be added to the "RGO" Miniature Golf Course this week, when all the lovers of Croquet will have a chance to satisfy their disputes over who is the best players.

PIGGY WIGGLY

WHITE KING WASHING SOAP SPECIAL

50c SIZE WHITE KING SOAP,
2 10c BARS MISSION BELL SOAP,
\$2.50 LARGE BALL,—ALL FOR **\$1.49**

FINE TO USE TO SWIM WITH

25 lbs. PURE CANE SUGAR . . . Cloth Bag **\$1.49**

THAT GOOD KIND PEABERRY COFFEE 3 lbs. **89c**

GALLON RED HEN JELLY **94c**

GOOD FLESHY BEEF ROAST . . . lb. **20c**

ALL 1-2 lb. FANCY BOX CHEESE **20c**

No. 1 WISCONSIN CHEESE lb. **22c**

PLEASANT VALLEY

July 7.—Mr. and Mrs. Vernon Shaw of Olton came in Saturday for a visit with their parents, Mr. and Mrs. J. T. Marr.

Mrs. W. M. Ferguson and granddaughter, Irene Ferguson, spent last Thursday afternoon in the home of Mr. W. E. McClure.

Mr. and Mrs. Ware of Oklahoma came in Saturday for a short visit with their sister, Mrs. A. J. Blankenship.

Mrs. Charlie Mills of Carlsbad, N. M., returned home last Wednesday after a few weeks visit with her parents, Mr. and Mrs. D. P. Childress.

Mr. and Mrs. F. U. Payne and little niece, Ivalce Bean, attended the 4th of July celebration in Plainview last Friday.

Mr. and Mrs. Edd Pratt and daughter, Gladys, were Plainview visitors Saturday.

Mrs. Van Prince and brother, Vernon Childress, Hershel Blankenship and Leland Fields spent Sunday in Plainview.

Mr. and Mrs. R. V. Fields of Plainview, spent Monday with their parents, Mr. and Mrs. W. H. Fields.

Mr. and Mrs. Kirby Oliver of Lamesa, spent the week end in the home of their uncle, Mr. E. T. Pratt.

Iwana Simpson spent Sunday with Doris Fields.

Mr. and Mrs. W. E. McClure and family spent Monday with Mr. and Mrs. W. M. Ferguson.

Mr. and Mrs. D. P. Childress spent Sunday with Mr. and Mrs. R. C. Yarbrough.

Mrs. Kennedy and girls of Olton visited in the Fields home Sunday afternoon.

Mr. and Mrs. D. P. Childress returned home Saturday from Carlsbad, where they visited their daughter, Mrs. Charlie Mills for several days. They visited the Cavern and took in the sights while there.

Mr. and Mrs. Lee Reeves spent Sunday with Mr. and Mrs. W. E. McClure.

Mrs. Mae Crowder and son, Charles, of Abilene came in Saturday for a week's visit with their uncle, Mr. E. T. Pratt.

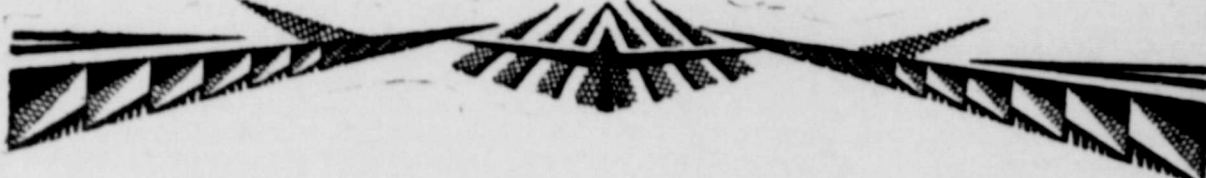
Irene Ferguson spent Monday night with Gladys Pratt.

RAMSEY

July 8.—Mrs. John Harvey and sons, Halbert and Delbert of Sudan, and daughter and husband, Mr. and Mrs. Ben Rhodes of Fort Worth, visited friends of this community Wednesday and Thursday.

Mrs. Louise Landrum and daughter, Jessie, were Floydada visitors Tuesday morning.

Louise King spent the week end at the home of her grandmother, Mrs. Landrum.



MID-SUMMER SALE OF HOSIERY

TWO WEEKS ONLY!

Featuring Values That Say It With Savings

ALL \$1.95 HOSIERY NOW ON SALE ONLY **\$1.65**

A Hosiery selling of great importance because it presents savings heretofore unequalled on Sheer Silk, full fashioned Chiffon Hose of a quality far above reproach. Lustrous, guaranteed perfect, as fine a quality as you'd ever want to wear—GORDON and VANETTE Brands.

FULL FASHIONED PICOT TOPS! TRIM FITTING!

Picot tops prolong the wear. Full fashioned assures close foot fit! Reinforced ankles and reinforcements at all points of wear.

ALL SHADES Every new shade of the season is represented in this huge selection. You can match your Hose to the most colorful, intricate gown or frock.



Our Shoe Sale



With reduction price on every pair of Shoes in our store offers you an opportunity to save money. We invite you in to a careful and expert fitting at Sale Prices.

Baker Mercantile Co.

THE STORE WITH THE GOODS

