

The Floyd County Register

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EDWARD STEIN, Editor

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HOW MUCH DAMAGE?

Everybody is asking everybody how much damage was done to the wheat in Floyd County by last week's cold and the cloudy days that accompanied it.

From checking back over previous occurrences of hard frosts, though possibly not so bad in recent years, The Register has ascertained that the amount of net damage resulting from the unhappy weather conditions will be determined when the season is at an end.

IN THE LIGHT OF THE MOON

Those who do not believe in the moon, or any of the other signs of nature, demonstrated yesterday morning through the ages, may prove to be wrong in the suggestion.

The cold occurred in the light of the moon and the damage is not nearly so severe as it would have been had it come about in the dark of the moon. That doesn't mean we know, or anybody else knows, how much wheat damage, but that it is less was multiplied very greatly.

GREEN HUGS TAKE A HINT

The probability is that damage by green hogs in Floyd County wheat this season will be equal to that of the freeze. A good many growers who have not had experience with this little pest, like they have in lower-state north Texas, are finding that enough of them on a stalk of wheat can kill it to death.

WHEREVER WHEAT IS THE HELP

Most all facts are relative and there are few fixed statements relative to nature which can be made without qualification. With this qualification it might be said that the counter wheat of standing in the country is a great help to the greenhogs.

SAVING HINTS OF THE DAY

Green-hogged wheat plants of root.

After wheat from the previous season the suggest, in other words, winter wheat is a grain plant for the green hogs to harbor and incubate or whatever it is. There must be a fine crop of green hogs without any winter wheat in the chance can be to be run with some good field around.

The most of wheat is, if any, to have in winter wheat around and pay for weather that is unfavorable to the greenhogs and favorable to the hay but that is if you are going to be a wheat raiser.

THEY ARE KINFOLKS

The green hogs in wheat and in other grains are of the same family, that is have the same parents, but they're first cousins at least. Both of the species, they operate in the same manner.

If you are a wheat raiser and want something a very about, consider that the green hogs live with other mother nature, produce our work has a way of converting themselves into that form of life which can best more the arrival of its species as to be a source from which to derive or from which to derive—and you've got a first class landing for the cotton crop you'll plant next year.

SHEDS OF ORDER

Whatever else may be said of printers they are thoughtful, intelligent, shrewd and willing to oblige. Charlie Kuehn said this way.

The printer is the friend of intelligence, of thought, he is the friend of liberty and of freedom of law. Indeed, the printer is the friend of every man who is the friend of order.

MILLIONS FOR PAPER MILLS

Paper manufacturers who have kept their mouths for these generations have at last decided to risk some of their money in the south—Texas, Louisiana, Arkansas. Several are large paper makers in the free and a half million dollar plant in the Houston city named for a mill, another is investing four million in a plant in Arkansas, and a third twelve million in the northeast corner of Louisiana. Georgia, Florida, South Carolina are other states in which paper makers are expected to make fortunes in money.

SPRING SEAWARD



As A Farm Woman Think

Washington. — In the United States, the Department of Agriculture is now in the midst of a campaign to get the country's farmers to get their heads out of the ground and into the market.

WASHINGTON LETTER

Washington. — In the United States, the Department of Agriculture is now in the midst of a campaign to get the country's farmers to get their heads out of the ground and into the market.

Editorial Briefs From Other Newspapers

The north wind is just a piece of nature. It is not a person, it is not a spirit, it is not a demon, it is not a devil, it is not a god, it is not a goddess, it is not a goddess, it is not a goddess.

Folks Are Funny



The wrong sort of practice makes one most ineffective.

Just In Fun

Daily Mail may give a chance at some point to open Southern Agricultural Journal. Where would the game be without it?

Penitentes of New Mexico Observe Good Friday by Staging Crucifixion



Self-inflicted torture is part of the ritual of the Penitentes of New Mexico, members of which are shown above, left, whipping themselves into a religious frenzy around a symbolic cross.

P-T Congress

(Continued from page 2) School, Crosbyton, Mrs. J. B. Deah... Mrs. Jack Chancy, Jayton, Texas...

Lakeriew Eaglet

Motto: No rest till our school is the best. Colors: Purple and gold. Editor: Winnie Ruth Anderson...

Kiss of the Kneel Ray what made you sit down on the floor when you were supposed to be working algebra...

Leads Mr. and Mrs. R. F. Hall and Mrs. G. E. Jackson spent Sunday with Mr. and Mrs. Nelson Hall...

Mr. and Mrs. Tom Hart and family spent Saturday with Mr. and Mrs. Fred Hart at Baker...

Mr. and Mrs. O. W. Pheas spent Sunday night with Mr. and Mrs. Duke Pierce at Mt. Blanco...

Mr. and Mrs. Hugh Dunn and family attended church at Lubbock Sunday night...

Mr. and Mrs. Tom Hart and family spent Saturday with Mr. and Mrs. Fred Hart at Baker...

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U. S. Doughboys—These pictures were not taken by a death-defying cameraman on some foreign battlefield, but right here in the comparatively peaceful United States...

Sunday School Lesson

International Sunday School Lesson for April 17, 1938. The Value of Communion With God. Golden Text—This Jesus hath God raised up, wherof we all are witnesses, Acts 1:32...

24 Whom God hath raised up, having loosed the pains of death: because it was not possible that he should be holden of it.

25 For David speaketh concerning him, I foresaw the Lord always before my face, for he is on my right hand, that I should not be moved.

26 Therefore did my heart rejoice, and my flesh shall rest in hope.

27 Because thou wilt not leave my soul in hell, neither wilt thou suffer thine Holy One to see corruption.

28 Thou hast made known to me the ways of life: thou shalt make me full of joy with thine countenance.

29 Men and brethren, let me freely speak unto you of the patriarch David, that he is both dead and buried, and his sepulchre is with us unto this day.

30 Therefore being a prophet, and knowing that God had sworn with an oath to him, that of the fruit of his loins, according to the flesh, he would raise up Christ to sit on his throne.

31 He, seeing this before, spake of the resurrection of Christ, that his soul was not left in hell, neither his flesh did see corruption.

32 This Jesus hath God raised up, wherof we all are witnesses.

continued to assemble. One of the most remarkable stories in the New Testament is that of Jesus' transfiguration.

We have the portrayal of Jesus as He preached to the multitudes and as they thronged upon Him, not only to hear His words but also to see His wonderful works.

But here, even from the inner circle of twelve, we have Jesus talking three of the disciples—Peter, James, and John—and bringing them up onto a high mountain, where they had an experience that must have strengthened their faith...

Peter, always the ready spokesman, was so overwhelmed by the vision that in his eagerness, he exclaimed, "Master, it is good for us to be here, and let us make three tabernacles, one for Thee, and one for Moses, and one for Elijah."

It was then that the disciples found themselves with Jesus alone. As they came down the mountain, He said them that they should tell no man of the wonderful things they had seen until after His resurrection...

24 Therefore let all the house of Israel know assuredly, that God hath made that same Jesus, whom ye have crucified, both Lord and Christ.

25 And ye know what things were spoken by the prophets, and how they have been fulfilled in you, O men of Israel.

26 Therefore be not stiff-necked, but obey, that ye may have peace.

27 For ye shall be obedient unto the words which I have spoken unto you, that ye may have peace, and that ye may be saved.

28 For ye shall be obedient unto the words which I have spoken unto you, that ye may have peace, and that ye may be saved.

29 For ye shall be obedient unto the words which I have spoken unto you, that ye may have peace, and that ye may be saved.

down from the mountain, remained by the Master that they should not even talk about the wonderful thing they had seen.

We should not value such extremely emotional experiences too highly, but neither should we regard them too lightly.

Mrs. I. A. Smith and daughters, Misses Edna and Mabel, of Quanah were guests of Mrs. Smith's daughter, Mrs. Homer Hopkins, and Mr. Hopkins Sunday night.

Mr. and Mrs. C. L. Minor made a business trip to Lubbock Tuesday afternoon.

Mr. and Mrs. R. H. Teague spent Sunday on the Earl Bishop home.

Mr. and Mrs. Freeman of Crosbyton were Sunday visitors in the J. A. Trammell home.

Dorothy Warren of Fairview was a week-end guest in the J. A. Hartwell home.

Misses Inez Mosley, Lenore Havensstock, Iva and Oma Lee Watson, Queen Annie and Maxine Powell, and Ella Arker were dinner guests of Misses Estellene and Modena Hartwell.

Mr. and Mrs. C. M. Norris attended church at Floydada Sunday night.

Mr. and Mrs. Calvin Haselwood of Lubbock were Sunday guests of Dr. and Mrs. George V. Smith.

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SPECIAL IS YOUR CRANKSHAFT FLAT? RECONDITIONED FOR CAR TRUCK AND TRACTORS. \$1.00 per Bearing Up to 2 Inches. Motor Parts Co. Broadway at Eighth Plainview, Texas

Neither flood nor storm can silence your telephone long

We depend upon Western Electric... Bell System supply unit... One reason: Western Electric warehouses, spotted so no Southwestern Bell town is farther than an overnight jump... Without Western Electric supplies, instantly available...

THE REAL General Electric Refrigerator. The Least Cost in Buying; The Least Power in Using; All-Steel Cabinets. Let us demonstrate the Triple-Thrift General Electric Refrigerator for you. Willson And Son Lumber Company

DRILLIANCE and PROTECTION. For use on WOOD or METAL. To meet the demand for high quality aluminum paint, The Lowe Brothers Company has developed a line that is unequalled for use in finishing coats or priming under Aluminum or other paints.

Writing Childs, Hesperian. Mrs. C. L. Minor, city; Jennie Dellinger, city; Mrs. J. C. Wester, city; Alva Weatherford, city; Maude Meredith, city; Mrs. Terrell Loren, city; Mrs. Madeline Williams, city; Emma Rose Stewart, city; Mrs. Calvin Steen, city; C. W. Dennison, Jr., city; Mrs. E. E. Hinson, city; Mrs. Lorin Leithard, city; Susie Miller, city; Mrs. C. B. McDonald, city; Mrs. Doris W. Jones, city; Vernon Shaw, city; Mrs. E. B. Ransderson, city; Roe McCluskey, city; Ruby Thibode, city; Mrs. Len V. Smith, city; Helene Hay, city; Mrs. Jack Henry, city; Jim Young, city; Mrs. E. C. Thomas, city; J. E. Elsworth, Lubbock; Earl M. McClure, Lubbock; Buddy Norman, city; Grace Cade, city; Carl Arnold, city; Mrs. J. M. Ford, Lockney; Mrs. Jeff Wilborn, city; Lenora Myers, city; Mrs. Paul Connor, city; Mrs. L. K. Lewis, city; Mary Glenn Huff, Lockney; Lucy Dean Rose, city; Mrs. G. D. Tain, Lockney; Mrs. L. T. Busby, Lockney; Mrs. C. H. Rose, city; C. E. Rose, city; Mrs. A. B. Duncan, city; Lois Burgett, city; Letha Joy Coatswell, city; Ruby Norton, city; Marge Norton, city.

For SMALLER BILLS You'll be AHEAD with a CHEVROLET. ODEN CHEVROLET CO. Floydada, Texas Phone 4

News Review Of The Week

Monday, April 4

MEXICO CITY — The foreign petroleum industry today launched its first legal effort of a three-way drive to recover its four billion dollar properties expropriated by the Mexican government almost a month ago.

WASHINGTON — House administration leaders expressed confidence the reorganization bill would pass this week, welcomed a week in debate on the measure and hoped it might help the controversy cool off some.

Suspects Grilled

EL PASO — Fighting time and aided by only the slimmest clues, southwestern authorities pressed search tonight for two men and two women in a "mystery coupe" as possible elusive slayers of Mrs. Weston G. Frome and her daughter, Nancy. One suspect had been held in Arizona for grilling.

HENDAYE, France — Spanish informant reports tonight stated that the forces of Generalissimo Franco had cut Catalonia off from the rest of government Spain, including Valencia and Madrid. Machine guns and artillery had been set up commanding the highway connecting the two divisions halting all communications between them.

Tuesday, April 5

CHICAGO — Private crop experts

today forecast a 1938 winter wheat yield in the United States of 717 million bushels, the third largest crop in American history.

SHANGHAI — Hidden Chinese guerrilla bands are striking close to Shanghai's back door at Japanese invaders already fully occupied on the bitterly contested central China front. The bands attacked solitary sentries, trucks of soldiers, and lone garrisons in silent night attacks, killing the Japanese and then fleeing into the darkness before punitive force could be formed.

Ma "Not To Run"

AUSTIN — Former Governor Miriam A. Ferguson answered one of the big political questions in Texas today with the declaration that she would not be a candidate this year for the office from which she retired in 1935.

PARIS — Premier Leon Blum's apparently hopeless fight for decree powers aroused parliamentary speculation as to whether his regime might be succeeded by a strong government with dictatorial powers of finance and industry.

Wednesday, April 6

WASHINGTON — An ace card went into play in the government reorganization contest today when Rep. Sumners (Dem.-Texas) arose to demand drastic alterations in the bill empowering President Roosevelt to revamp executive agencies. Where Rep. Sumners got his orders to fight the bill no one but the "big-wigs" seem to know.

CENTER — Mrs. Lillie Mae Curtis, who killed six of her children while they slept, was given a total of 495 years in the penitentiary in her trial today on five of the six murder counts. She was given a 99-year sentence in each case with one case left hanging.

Loyalists Battle Rebels
HENDAYE, France — Reinforced government troops streaming down from the mountains today in an effort to stall Generalissimo Franco's mighty rebel war machine began a flank attack on the troops hammering at Loyalists towns on their march to the sea.

WASHINGTON — The American government today formally recognized Germany's absorption of Austria and notified the German government that it would be held responsible for Austria's debts. The legation at Vienna had been closed and converted into a consulate-general.

Thursday, April 7

AMARILLO — The third biggest wheat crop prospect went by the board today when whistling winds, sand, and snow swept across the Texas Panhandle and the South Plains area threatening lives and forcing temperatures to sub-freezing levels. One-hundred persons were feared missing and traffic was halted over the entire Panhandle area.

WASHINGTON — A Roosevelt program to provide a fund of \$1,500,000,000 for loans and direct expenditures to relieve unemployment and combat the recession appeared in the making tonight, informed persons said.

Rebels Stalled

HENDAYE, France — Two insurgent armies in eastern Spain strove



Exercise And Diet Is S. E. Duncan's Need, Told At San Angelo

S. E. Duncan, city secretary, home from San Angelo and San Antonio Wednesday morning of last week, visiting at the latter place with his son, Russell, heeds exercise and a careful diet he was told in San Angelo. All the clinical examinations including blood test, did not reveal tuberculosis as a part of his illness, he was told at the latter place, where he was advised that more physical exercise and a careful diet would put him back in good physical condition.

Mr. Duncan will not attempt to resume his work at the city hall at an early date, he said this week. C. W. Henderson, acting for him, has charge of the city's books as deputy. Mr. Duncan had a severe attack of the gripe in mid-winter. It left him badly run down physically and he left home in March with intention of spending several months at San Angelo fighting tuberculosis. It was there he spent a week and was told at the end of that period that he was sound of body and could expect to regain his normal health and strength by exercise and diet.



McCoy News

(Too late for late week)

Misses Joyce and Opal Hartsell spent the week end here with their parents, Mr. and Mrs. H. L. Hartsell. Miss Joyce is a student at W. T. S. T. C., Canyon, Miss Opal is a teacher at Fieldton.

Mr. and Mrs. L. H. Smith and family, Mr. and Mrs. C. S. Payne and daughters, Mr. and Mrs. D. F. Payne and Bobbie spent Sunday in Crosbyton in the home of Mr. and Mrs. C. H. Payne.

Several people from this community attended the Sing Song at Lorenzo Sunday afternoon.

Mr. and Mrs. Clarence Guffee of Sand Hill spent Sunday with Mrs. Addie Blackford and Bruce.

Mr. and Mrs. Willis Reynolds of Tulla spent Sunday in this community with her mother Mrs. J. W. Jackson and family.

Mr. and Mrs. John R. Gray are visiting relatives in Denton County this week.

Mr. and Mrs. W. H. Brock have as guests this week his parents from Chilton.

Mrs. Olin Bryant of Estacado spent several days in the home of her sister Mrs. John R. Gray.

Mrs. M. R. Coleman of Floydada is visiting her daughter Mrs. Leslie Ewing and family.

Mrs. Harry N. Jones spent last week in Floydada visiting with Mr. and Mrs. W. N. Jones.

Mr. and Mrs. H. A. Trady and Harvey Dale, Mr. and Mrs. Clifford Curry were Sunday guests of Mr. and Mrs. Robert Smith.

Emory Curry has purchased a filling station in Texico and will move to his new location this week. His family will join him there later.

Locates Radium — It took a University of Cincinnati scientist and his modern "divining rod" to locate \$2000 worth of radium when it fell from the face of a patient and was lost somewhere in Cincinnati's General Hospital. After a frantic search had brought no trace of the valuable element, Dr. Isay Balinkin, top, was called in. The gold leaf of his electroscope collapsed over a garbage can — and sure enough, inside was the radium, shown in lower photo.

today to break the backbone of Catalonia resistance by destruction of the main sources of the regions electrical power. Government reinforcements had the rebel machine almost stalled unless the insurgents brought up more power.

NEW YORK — According to a copyrighted article appearing in the New York World-Telegram the Japanese spy system covers the United States completely and that "fishing boats" have studied the Pacific coast closely mapping it in its entirety for anchorages, landing points, and other military information.

Friday, April 8

WASHINGTON — The administration took a terrific beating when the house rose up against the government reorganization bill and sent it back to a special reorganization committee which will present its coming up again this session of congress.

AMARILLO — Seven persons are dead following the worst storm in a decade in the Panhandle-Plains area of Texas. Hundreds were snow bound and helpless. Wheat crops in the area were totally or partially damaged and lost. Hundreds of children faced the cold when school busses were stalled by snow drifts.

Mikado Thumps Chest

NEW YORK — More tension in the international set-up came today when the Japanese Mikado (King) warned the United States to keep her fleet out of Japanese defense territory surrounding the Japanese islands and in zones of Japanese influence in the Pacific. At the same time the Mikado warned Russia to cease her support of Chinese troops with arms and munitions.

MEXICO CITY — Great Britain demanded the "prompt" return of all British owned oil properties in Mexico which have been expropriated.

Saturday, April 9

EL PASO — Confident that they had found at last the trail of the elusive killers of Mrs. Weston G. Frome, socially prominent Californian, and her daughter, Nancy, authorities today scoured the International border country of southern Texas where the suspects were

Ice Cream
The KING OF FOODS
Only 15c per pt.

Hamburgers
With Everything!
Big Juicy Ones!
3 For 25c
Hot Dogs
that can't be beat
5c Each
Milk Shakes
15c
Wither's Lunch Room

SUPPLIES THE FARM HOME'S GREATEST NEED

SAVE KEROSENE BURNERS 24 HOURS WORK IN 2 HOURS
SAVES LABOR AND MONEY
NEW LOW PRICES

YES, Superfex saves money, by saving foods from spoilage, and by saving trips to markets, but one of its greatest savings is in making it possible to keep foods in the kitchen where they belong, thus eliminating thousands of tiresome steps daily. Consider the family's health—the joys of a greater variety of more appetizing foods, delicious frozen desserts, refreshing drinks cooled with ice cubes. Can you think of any other convenience that will do as much toward making home life attractive to the whole family? And you'll find Superfex especially advantageous when butchering, keeping dressed poultry, and making and keeping butter and other dairy products, for your own use or for marketing.

Burners Lit Only 2 Hours
Superfex is manufactured by the Perfection Stove Company, maker of the famous Perfection oil cook stoves. The burners of Superfex do 24 hours' work in about two hours and go out automatically. No continuous flame. No moving parts to wear or get out of order.

May we demonstrate this marvelous refrigerator in your kitchen? A post-card or telephone message is all that's required, and there's no obligation.

HARMON'S SUPERFEX REFRIGERATOR
PRODUCT OF PERFECTION STOVE COMPANY

W. L. Fry CLEANERS
For Better CLEANING and PRESSING
On SUITS and DRESSES this EASTER
A rapid, thorough service that we know will please you.
BRING YOUR CLOTHES TO US.....

I'M BORED

by GASOLINE CLAIMS

- the answer is so easy

Stifle that yawn . . . our story is brief . . . just four fast-reading facts to help you decide which gasoline gives greatest value:

- The highest test gasoline without higher price is Phillips 66 Poly Gas.
- Every gallon is packed with extra power units by the patented POLYMERIZATION process.
- No other gasoline is so accurately matched to your weather all year round.
- Millions of drivers have proved for themselves that it piles up miles at rock bottom cost.

If these four facts persuade you to try a tankful of Phillips 66 Poly Gas, your own motor will tell you the rest of the story . . . in a difference you actually feel in performance . . . a difference in what you pay per mile. Look for the Orange and Black 66 Shield.

Phill-up with Phillips for Greater Mileage

Lee Tires | **SHELLEY ALLEN** | **Phone 66**
RETAIL Distributor Phillips Products

Do you want to SAVE MONEY?

The Standard Ford V-8, with 60-horsepower engine, gives you a lot of car for a little money. 300,000 new owners acclaimed the "thrifty 60" last year. Hundreds a day are buying it in 1938. Why? Because it is priced low—includes essential equipment without extra charge—and goes farther between filling stations than any Ford car — as well as easy to buy and run. There's a Ford dealer near you.

"Thrifty Sixty" FORD V-8

Call on us for a demonstration of the New Ford V-8
BISHOP MOTOR CO.
Phone 228

A. Finds Many Extend Thanks For Help In Convention

Andrews Ward Parent-Teacher Association is thoroughly appreciative of the aid given by the citizens of the town as a whole in maintaining the tenth convention of the Congress of Parents and Teachers in Floydada last week-end. Walton Hale, president of the association, said this week.



Sterley News

The freeze and wind last Thursday and Friday did considerable damage to wheat and fruit crops. There was no school Friday because of bad weather. Rev. Odem of Plainview filled his regular appointment at the Baptist church Sunday and it was announced the revival meeting would start on Wednesday.

King and Queen—This picture is full of royalty. It all concerns King Cotton and his annual festival at Memphis, Tenn. This year Elizabeth Yerger Campbell, Vassar co-ed, was proclaimed queen of the carnival, and Jack Hays, cotton broker, king of the festivities. Both are residents of Memphis. The king is shown demonstrating to his queen just how the staple of cotton is ascertained.

Baker News

Mr. and Mrs. Lealand Hart and children spent Sunday evening with Mr. and Mrs. W. H. Nelson and children. Mr. and Mrs. Mike Hopper spent Sunday with Mr. and Mrs. Tom Hopper and children. Hershall Green visited in the home of Taylor Leach Sunday.

Dougherty News

Editor—Helen Ring. Assistant Editor—Helen Powell. Sports Editor—Raymond Hamm. Colors—Black and Orange. Motto—To Make The Best Better. The boys baseball team has been practicing faithfully this week with the girls team as sparring partners.

McCoy News

All of the fruit and wheat is killed in the opinion of people of this community. Bruce Blackford and his mother, Mrs. Addie Blackford, spent the week-end in Decatur with a sister Miss La Roy Blackford.

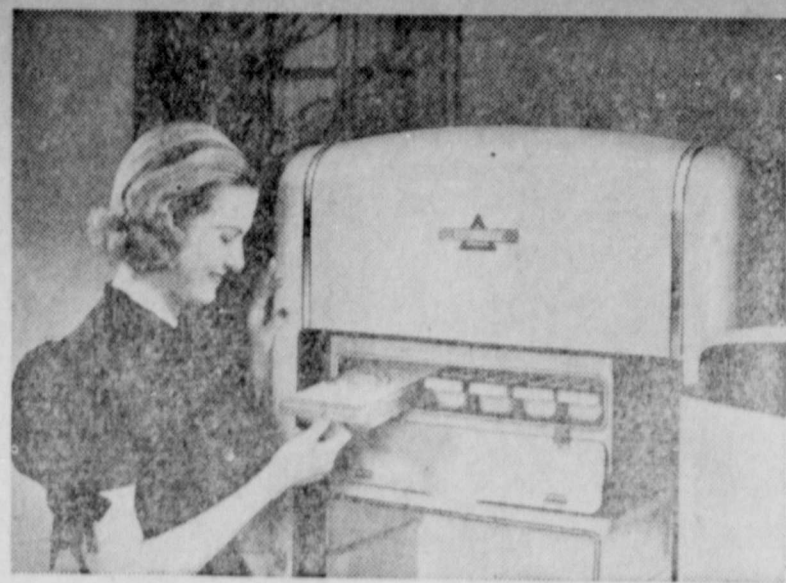
Pleasant Hill News

Motto: Upward Ever Downward Never. Editor-in-chief: Margaret Camden. Assistant Editor: Vonceil Woolsey.

The pupils of the primary room had made an Easter scene on their sand table. They also have enjoyed making other Easter decorations.

Local

Mr. and Mrs. F. B. Estep and Bobby spent Sunday with Mr. and Mrs. Frank Jones. Mrs. Grace Coswell of Dimmitt spent Sunday with her sister Mrs. W. M. Hambright and family.



B-r-r-r! When It's Hot It's Cold-Refrigerator

Friends of F. C. Harmon have been remarking about the change that has come over him. "Like a kid with a new toy," they say, and although it's a far cry from a toy, the thing in which he is so much interested is as intriguing as any of those modern talking, walking, squawking mechanical contraptions that bring shouts of glee from youngsters.

Right. It's a refrigerator. Not an ordinary refrigerator, yet not a new idea, he will tell you, but a new model of the modern gero-ene-burning refrigerator which for the last ten years has been bringing delight to so many rural residents—even those who live miles from other conveniences.

Goofygraph — flying elephant, spots on elephant, fourlegged chicken, walking fish, "bark" of fish, rock on flower, cat's tail, tree out of ground, water coming out of chimney.

Mr. and Mrs. Ralph Terrell and Mr. and Mrs. Coy Otwell of DeLeon visited from Saturday until Monday with Mrs. Terrell's sister Mrs. Roy Nabors and family.

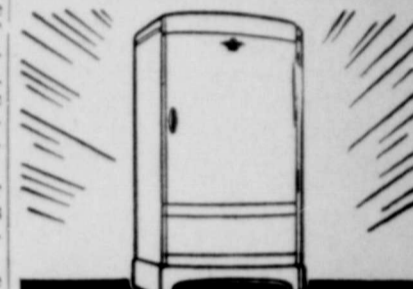
Wanted—Clean, white rags at The Hesperian Office. HOW LONG TO GET WELL? What causes the bones of the spine to get out of line?

W K Gifts WITH A HERITAGE OF Accuracy A complete line of Elgin, Hamilton, Waltham, and Alvin Watches.

Wilson Kimble OPTICAL and JEWELRY CO. Fine Watch and Jewelry Repairing.

GOOD ROADS DON'T STAY GOOD ENOUGH FOR LONG

A need for keeping up with the progressive improvement in motor cars is one of the reasons why the work of highway engineers is never done. For several years the Bureau of Public Roads has been able to report that nearly every mile of the Federal-aid system of highways has been surfaced. But this does not mean that the job is done.



SEE FRIGIDAIRE FIRST and SAVE! Radio Electric Company Phone 201

Cordura!

A THRILLING NEW FABRIC IN "LOVELIES" BY MUNSINGWEAR



These new 1938 "Lovelies" by Munsingwear are fashioned of a remarkable new fabric... shimmering pin-striped Cordura Rayon.

Martin Dry Goods Company

HEMSTITCHING and BUTTON COVERING Sewing for Children MRS. E. B. WILLIAMSON also Sewing for Women See Miss Clara Mae Craft BLUE MOON BEAUTY SALON

Make It A Gay Easter! MENU Vegetable Consomme or Fruit Cocktail Southern Fried Chicken with Cream Gravy Virginia Baked Ham, Apple Sauce New Potatoes Creamed Egg and Celery Casserole Spring Salad Strawberry Shortcake EASTER • 50c • SPECIAL Palace Cafe

**DES HE SIT ON THE SIDE LINES
— OR IS HE ON TOP
OF THE HEAP?**



**Bread and Milk are the foods children
need in largest amounts**

GOOD BREAD contains important food elements, necessary for growing children. It supplies the energy and pep to carry them through their daily tasks and, more, most children love it. Bread is better balanced protein and carbohydrate than any other common food; it also contributes to almost every other nutritional requirement. It provides adequate protein for growth and adds to the mineral quota necessary for the all-round development of the body. . . . It builds muscles, too, during the most important years in a child's development. In the fifteen years, between 3 and 18, a boy's muscles increase 400%. Bread can contribute a fourth of this growth if children eat their full quota of it. Children also require food that is quickly digested—food that continues to supply energy during the hours between meals. No other common food except sugar is more quickly digested than bread. Nothing is left to upset or strain the digestive organs. There is no better or cheaper way of giving growing children the things their bodies need in greatest amounts: food energy and muscle-building protein.

**Shoes! Shoes!
Shoes---**

If they are now the worse from wear bring them to our shop for repair and save yourself money. If they can't be repaired buy Wear-U Wells for long wear and perfect foot ease.

Rainer's Shoe Shop
SOUTH SIDE SQUARE

WANTED Clean White Rags at Hesperian Office.

**San Jacinto Day
Thursday, April 21**

LEGAL HOLIDAY—THIS BANK WILL BE CLOSED.
Please remember to do your Thursday Banking on Wednesday.

The First National Bank

"A Dependable Banking Service Since 1903"

LITTLE BUDDY

By Bruce Stuart



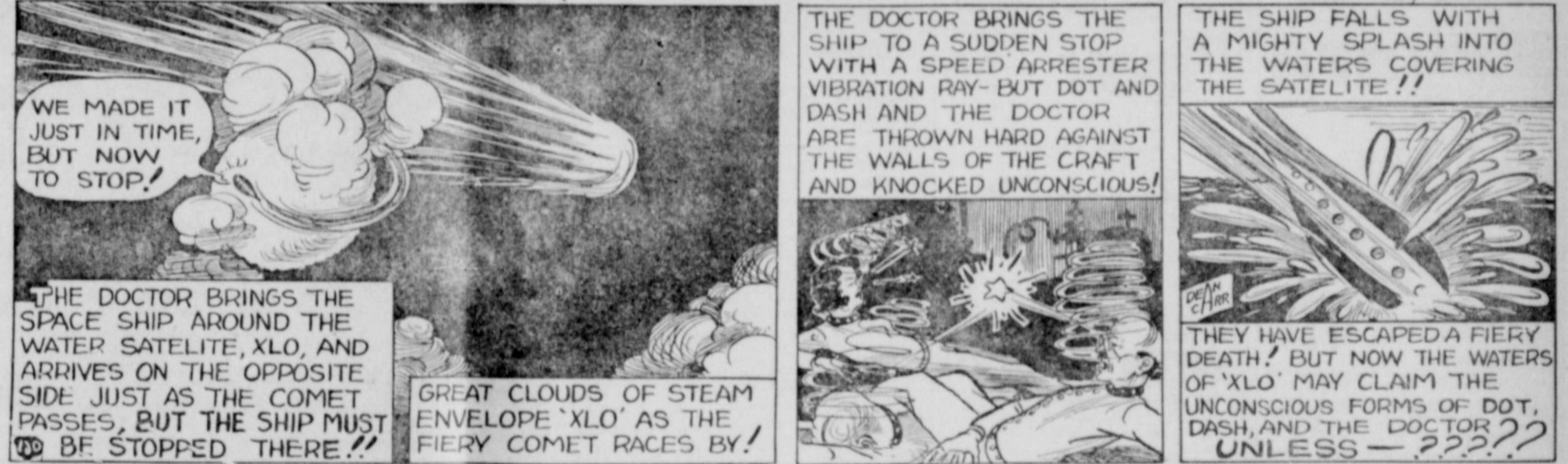
DETECTIVE RILEY

By Richard Lee



DASH DIXON

By Dean Carr



Wester's Aunt Betty Bread



Hesperian Want Ads Will Bring Results

THE GREAT AMERICAN HOME



**Amusements-
PALACE
THEATRE**

Saturday Prevue
Sunday, Monday
Myrna Loy, Rosalind Russell,
Franchot Tone. In

"MAN-PROOF"

Ritz
Friday-Saturday
WILL ROGERS, In

County Chairman

Sun., Mon., Tues.
April 17-18-19
John Wayne, Diana Gibson, In

"Adventure's End"

Wed., Thursday
April 20-21

Kent Taylor, Wendy Barrier, In
**"Prescription
for Romance"**

OUR PUZZLE CORNER



MAC

A SCARE TO ANY WOMAN

BY BOUGHNER



Looper's

PRUNES Gallon Cans,	.29
CHEESE, Full Cream per lb.,	.17
SPUDS, No. 1 Red, 10 lbs.,	.14
PEAS, Early June, 3 No. 2 Cans,	.25
BLACKBERRIES No. 2 Cans, Per Can,	.10
SALAD DRESSING, 32-oz. Jars,	.19
HOMINY, No. 2 Cans, 3 For,	.19
MUSTARD, in 32-Ounce Jars,	.10
MACARONI, 2 Boxes,	.05
GLOBES, for Your Lamp, Each,	.05
MEAT for Boiling, per lb.,	.10
SAUSAGE, Country, per lb.,	.17 ¹ / ₂

NICE Fryers

—FOR—
Friday & Saturday

and some feature values in foods you need every day:

COLORADO HONEY, 1/2 Gallon,	47c
BUNCH Vegetables, 3 for,	10c
CARROTS, 2 Bunches for	5c
COUNTRY Butter, Guaranteed, lb.,	25c
STEAK, per lb.,	15c
ROAST, per lb.,	12 ¹ / ₂ c
EASTER HAMS, Half or Whole, per lb.,	30c

Large Assortment of—
Easter Eggs
Bring us your Cream and Eggs.

KING'S Grocery

Lucky No. 13



You Can Quickly Learn to Make the Finest Candies

"This Candy Kettle and Some of Her Secret Recipes" contains a variety of carefully selected recipes for all kinds of candies. To secure your free copy just send an empty Imperial Sugar sack or box top to the Imperial Sugar Company, Sugar Land, Texas.



IMPERIAL Pure Cane SUGAR

Thanx
A lot for your liberal patronage. Here are some worthwhile values for Friday and Saturday—

No. 2 Lamp	Chimneys 5c
Package	Jello 5c
16 oz. Can	PORK And BEANS 5c
2 Lb. Can	COCOA 15c
2 Oz. Can Black	Pepper 5c
Can Pink	Salmon 12 ¹ / ₂ c
Quart Jar	P-NUT BUTTER 24c
2 Cans	POTTED MEAT 5c
20 Lbs.	Meal 45c
	HULL And McBRIEN

"For years I've eaten QUAKER OATS"

says the "BIG TEN" Commissioner of Athletics,



JOHN L. GRIFFITH, great American athletic authority, President of the National Collegiate Athletic Association

Alert mothers everywhere give children this warm, tasty breakfast because it has the extra value of Nature's Vitamin B. Doctor's say you and the youngsters should have this precious vitamin every day to combat nervousness, constipation and poor digestion! Yet this wonderfully wholesome breakfast costs only 1/2 cent per serving. There's no other oatmeal like it! Today many grocers offer Quaker Oats at a special price for 2 packages.

(IM SOLD ON A HOT BREAKFAST)

BRACES UP NERVES & DIGESTION

Softball

(Continued from page 1.)
tact one of the sponsors or their managers. Bill Scott will manage Bishop Motor; Jim Curry, manager Hagood's, and Burl Holt, manager Odens Chevrolet.

Sponsors will furnish distinctive colored sweat shirts for each player according to the rules.
A. A. U. rules and regulations will be observed.

Committee
A committee representing the Rotary and Lions Clubs, auspices of the league, made up of J. C. Gilliam and Bill Daily of the Lions and V. Williams, R. L. Snodgrass, and Cecil Hagood from the Rotary, headed by President Quirk will have charge of all rules and arrangements.

A schedule committee composed of Walter Collins and Jim Curry prepared and listed the following schedule.

Monday, April 18, Rotary vs. Lions; Tuesday, April 19, Whites vs. Hagood; Thursday, April 21, Bishop Motors vs. Odens Motors; Monday, April 25, Rotary vs. Hagood; Tuesday, April 26, Bishop vs. Whites; Thursday, April 28, Lions vs. Odens; Monday, May 2, Rotary vs. Bishops; Tuesday, May 3, Odens vs. Whites; Thursday, May 5, Lions vs. Hagood's; Monday, May 9, Rotary vs. Whites; Tuesday, May 10, Odens vs. Hagood's; Thursday, May 12, Lions vs. Bishop; Monday, May 16, Rotary vs. Odens; Tuesday, May 17, Lions vs. Whites; Thursday, May 19, Bishop vs. Hagood's; Monday, May 23, Lions vs. Rotary; Tuesday, May 24, Hagood vs. White; Thursday, May 26, Odens vs. Bishop; Monday, May 30, Hagood vs. Rotary; Tuesday, May 31, White vs. Bishop; Thursday, June 2, Odens vs. Lions; Monday, June 6, Bishop vs. Rotary; Tuesday, June 7, White vs. Odens; Thursday, June 9, Hagood vs. Lions; Monday, June 13, White vs. Rotary; Tuesday, June 14, Hagood vs. Odens; Thursday, June 16, Bishop vs. Lions; Monday, June 20, Odens vs. Rotary; Tuesday, June 21, White vs. Lions; Thursday, June 23, Hagood vs. Bishop.

Band

(Continued from Page 1)
mish said.

The program for the benefit as outlined by the director is:

Billboard (March) contest number Klehr; The Wanderer (Overture), King; Lustspiel (Overture), Keler-Bela; Dear Old South (Three Southern Favorites), Lake; Gold and Silver (Waltz) contest number, Lehar; The Glow-Worm (Idyl) Lancke; Tannhauser, (selection) Wagner; incidental solos by Joe Arwine, T. W. Salisbury; Anona (Serenade) Bennett; Have a Little Fun (Comedy Tune) Bennett; Victor Herbert Favorites, Herbert; I Know Now, Warren; vocal solo by Gene Arwine; Trees (Cornet Solo) Rasbach, solo by Leeman Norman; Sir Galahad (Overture) contest number, Hildreth; A. A. Harding (March) Mader;

GLENER AGENCY OPENS

Opening of the Glenier Baldwin combine agency for parts and service for the season of 1938 was announced last week by C. E. Pyffe & Company, with Jimmie Hardgrove in charge of the parts house.

Mr. and Mrs. Hardgrove returned from Clovis to spend the season here. C. E. Pyffe and Mr. Hardgrove have been associated in the agency the past three years. They have a complete stock of parts, according to their announcement, and will also have new machines for sale.

J. N. GULLION MOVED

J. N. Gullion has moved his tire shop from the Motor Inn location corner of Main and Mississippi Streets to the former location of the Jackson Tire Company first door north of Odens Chevrolet Company.

LLOYD MURRY NAMED AGENT FOR PHILLIPS PETROLEUM

Lloyd Murry has succeeded Shelley Allen as wholesale consignee of the Phillips Petroleum Company in Floydada, being checked in last week after Allen checked out.

Mr. Allen will run the retail station of the company at 300 West California Street.

Mr. and Mrs. Bill Daily and daughter, Joan, spent Sunday and Sunday night in Altus, Oklahoma as guests of Mrs. Daily's parents, Mr. and Mrs. M. L. Kizzlar.

Mrs. C. T. Young and daughter, Bettye and little son, George Michael, are in Denton this week to visit with her mother, Mrs. V. B. Fitch and will also visit in Fort Worth with her sister, Mrs. Catherine Goldwithe. They left Tuesday.

Mr. and Mrs. Greer Christian will make their home in Lubbock beginning next week. Mr. Christian is employed with Firestone Tire & Rubber Company there, and Mrs. Christian will join him this weekend.

Mr. and Mrs. Calton Moore and children of Hereford were guests Saturday night and Sunday of Mr. Moore's brother, Frank L. Moore and family.

Mr. and Mrs. J. C. West and business.

Mrs. W. J. Duce and son of Matador, spent Sunday with Mr. and Mrs. Hal Duce.

Writing fluids, Hesperian.

"Glad's Clothes Must Be Right"

Not occasionally by a happy chance, but continuously, season after season, year after year. For many, many years we have been supplying men with what we think the right merchandise.

FROM NEW YORK we have again received snappy well made suits and Sport Coats, this week. They are definitely different. You'll be amazed and they are amazed at the quality and style and you will talk about the value with enthusiasm.

You want three things. Here they are: A Hat, a Suit, a Pair of Shoes.

Don't let any one tell you that you must pay a lot of money for smart clothes.

"We invite you to come in."



"GLAD SNODGRASS"
"Smart Wear for Men Since 1900"

RITZ, Floydada, Texas

FRIDAY, APRIL 15

Women Only Matinee — Men Only Night

BANNED FOR YEARS A TABOO TO SELF RIGHTEOUS CITIZENS...
SOMEONE DARED TO LET THE SKELETON OUT OF THE CLOSET...
SEX-MAD THE PRICE...
YOUTH SACRIFICED AT THE ALTAR OF FALSE PRUDERY
Stranger THAN FICTION
THE WHOLE TRUTH AND NOTHING BUT THE TRUTH
RECOMMENDED FOR BROADMINDED ADULTS ONLY

Grocery Specials

For Your Easter Dinner

Spuds	U. S. No. 1, 10 lbs.	15c
Apple Sauce	no. 2 can	9c
WHOLE APRICOTS	Syrup Pack, 16 oz. Can,	13c
Pork & Beans	Phillips, 16 oz. Can,	5c
FRESH WHITE Lima Beans	Treasure State, 16 oz. Can,	10c
Oysters	5 oz. can	10c
BLUE PLATE SHRIMP	With the tang of the Salty Sea, 2 cans,	35c
KANSAS BEST Flour	For all round baking Needs, 24 lb. Sack,	79c
BRIGHT & EARLY COFFEE	Bowl Free, 3 lb.,	65c
Lamp Chimneys	No. 2 Size, Each,	10c
Oranges	Calif. Rippe Juice Laden Fruit, 258 Size, Dozen,	15c

Market

WILSON'S EASTER Picnic Hams	Boneless, Tender-Cured, Lb.,	29c
SLICED BACON	Rindless, Sugar-Cured, Lb.,	23c
OLEO	Golden Brand Pound,	14c
KRAFTS Cheese	Swiss & Velveta and Old English, 8 oz. Pkg., Pimento, American Brick, 2 pkg.,	19c 35c
BEEF Roast	Choice, Flesh, Pound, Brisket and Rib, Pound,	17c 14c

FRESH CHANNEL CATFISH DRESSED FRYERS

Felton-Collins Gro. Co.
PHONE 27

HAGOOD'S Easter Dresses

are Thrillingly Smart and Thrifty

Exciting NEW sheers like these! Vivid sheers that give you COLOR—make you look radiantly pretty this Easter.

Definitely the "different looking" sheers you've been hunting for... so come choose yours TODAY.



Romantic Easter Bonnets

- Off Facers!
- Bonnets!
- Sailors!
- Roll Brims!

In your Easter bonnet with PRETTY flowers on it, you'll be the loveliest lady in the Easter parade! Choose YOUR bonnet here.

HAGOOD'S

GABARDINE FOR EASTER WEAR



FOR COOL COMFORT

New summer gabardines have everything you want in a fine suit. In a newer, lighter weight, in new patterns and colors, with new drape tailoring and style.

- COLORS of grey, blue, tan, powder shades, neutrals and all pattern combinations.
- PATTERNS of every design. In plaids, checks, herringbones, stripes and single designs.
- STYLES feature the easy English drape for more freedom and comfort. Single, Double.

\$19.50 to \$27.50

- Cheney Ties
- Stetson Hats
- Van Heusen Shirts

Hagood's