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The Floyd County Hesperian

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Floyd County Herds Win Honors In Panhandle-Plains Dairy Show

Delinquent Tax Collection Campaign Clears Rolls of Many Assessments

Clean Slate Goal Of Corneil By Year's End

Thousands of Items Will Be Collected or Cleared, Claim.

The campaign of the Commissioners' Court of Floyd County, instituted in the fall of last year for the collection of delinquent taxes in the county, has borne fruit to the tune of thousands of dollars in collections and the clearing of hundreds of entries on the delinquent list, and is expected by the end of this year to have the delinquent tax roll one of the most satisfactory in the State of Texas.

Cornell Special Collector A. N. Cornell is special collector for the county, having been given a contract and started to work on October 1, 1929. A statement obtained from him this week gives an idea of the far-reaching effect his work has had upon collection of delinquent items that are due and clearing the records of items that for one reason or another are not collectable.

Relative to your recent inquiry as to a statement in connection with the result of the campaign of delinquent taxes in Floyd County, I desire to offer you the following facts:

1. This work began October 1, 1929. To the close of February, 1930, the work had continued six months. 2. There has been \$11,548.83 paid in cash. 3. This above amount belongs to the different departments of Government as follows:

State, \$4,166.34; County, \$3,380.75; Common Schools, \$2,596.36; Road District, \$1,407.38.

4. Above collections represent collections on 729 tracts or property descriptions.

5. There were 115 cancellations made covering 810 tracts or property descriptions.

6. We estimate there is to be cancelled before the work is finished about \$800.00 to \$2000.00 worth of open items on the assessment rolls, which will cover from 1,500 to 4,500 property descriptions.

7. There should be collected before the work shall have been completed, an estimated additional amount of from \$2500.00 to \$5000.00 on from 1000 to 2000 property descriptions, most of which stands against town property.

Adjustments Evidence Warrants 8. If numerous parties who may be convinced there may be error in the official record affecting their property, would be kind enough to furnish us with all the information of that nature at their command, we will make whatever adjustment the evidence warrants, in the record.

9. There have been about 20 suits filed in the district court looking toward foreclosure of a tax lien on property, practically every one of such claims have been repeatedly sent in the form of statements to the property owner and a complete lack of attention to same necessitated the filing of such suits. We expect some time in the near future.

SINGING SUNDAY AT 2:30 AT FIRST BAPTIST CHURCH

Sunday afternoon singing will be held at the Baptist Church in this city at 2:30 o'clock, according to Price Scott, who is acting as chairman of the monthly event.

The regular singing is held on the second Sunday afternoon of each month. All who love to sing or enjoy good singing are invited to attend, Mr. Scott said.

LOCAL MARKET

Table listing market prices for poultry (Turkeys, Old Toms, No. 2 Turkeys, Chickens, Heavy hens, Light hens, Old roosters, Fryers, Colored, Leghorn fryers, Broilers, 1 1/2 to 2 lbs., Broilers, Leghorn, Stags, Guineas, Geese, Ducks) and eggs (Eggs, No. 1 candied, per dozen, Cream Butterfat, Butter, Grain Red Maize, Wheat, Maize heads).

Petition Asks For Designation Of Floydada-Crosbyton Highway Soon

100-Foot Right-Of-Way Promised, If Required

Commission Told Advantages To Travel To And From Plains Area Southeast.

Possibility that the Floydada-Crosbyton road may be designated as a state highway is seen this week in the general signing of a petition by citizens of Floydada and the southeast part of the county asking the consideration of the proposal by the State Highway Commission.

The petition, if granted, would tie up some fifteen miles of road in Floyd County now in good condition, except for some sharp turns, which has already been put in condition up the caprock of Blanco Canyon, and would route another important link of travel through this county from San Antonio and other points south and east, including Abilene, as well as giving a direct route for travel from Floydada, Lockney and Plainview south-eastward.

Consideration of the proposed designation is asked for at the April sitting of the commission and some hope of its acceptance is held out, although some details are to be ironed out. One of these is the possibility that the commission may require a right-of-way 100 feet in width. It is known that practically no new designations are being made fully and permanently taking over a roadway during the past several months that are not 100 feet in width.

Citizens of Lakeview, in particular, and of the southeast part of the county in general, are very enthusiastic over the prospects and believe that the elimination of sharp corners and narrow roadways can be accomplished. The petition is being circulated at present in Floydada, although some of the leaders in Lakeview and other communities are only awaiting an opportunity to get further names on it.

Members of the commissioners' court are expected to lend any aid possible, and general signing of the petition is anticipated from that part of Crosby County served by the route.

Assurance that that part of the road in Floyd County would be put up to specifications of the state, if it is designated, was given Lakeview citizens recently by Commissioner W. W. Payne.

Install Frigidaire In Lewis Cafe This Week

Installation of a Frigidaire refrigeration and water cooling system in the Lewis Cafe was completed this week by the Radio Electric Company, local Frigidaire representatives.

The installation included the power plant and cooling system for a large storage cabinet and storage refrigerator, as well as circulation for ice cold drinking fountain.

An interesting feature about the new arrangement is that two considerably different degrees of temperature are maintained by the same circulating system, one for cooling the water and the other for the preservation of the fresh foods on storage.

3 Principals Elected By Board Of Trustees

A. D. Cummings, principal of Floydada High School, Troy H. Jones, principal of Andrews Ward School and O. K. Davis, principal of East Ward, was the slate voted by the members of the board of trustees of Floydada Independent School District at Monday night's meeting, the places tendered representing a promotion in the service for each. They are expected to give the board an answer within a few days as to acceptance of the places tendered.

Cummings, for the past two years, has been principal of Andrews Ward Jones has been teacher of mathematics and high school athletic coach, and Davis has also been a member of the high school faculty. The principalship at East Ward came up to be filled when Mrs. A. H. Thornton advised the board she would not be an applicant for the place again this year.

W. E. Patty was chosen superintendent several days ago for another school year.

Play Director



Tomorrow night's presentation of "Her Husband's Wife" will be given by a cast of Little Theatre Players directed by Mrs. Gladys Atkins, above.

Kimble, Probasco New Members School Board

Wilson Kimble and M. L. Probasco are the new members of the board of trustees of Floydada Independent School District, chosen in the election held Saturday, when 104 voters indicated a preference for members of the board. Four members were to be chosen to succeed G. R. May, Dr. I. W. Hicks, E. C. King and B. L. Blacklock. May and Blacklock were retained on the board in the vote. Probasco was selected by a vote that tied the vote given Blacklock to retain him on the board. Wilson Kimble and Mal Jarboe tied for fourth place on the ticket and Jarboe asked that Kimble take the responsibility.

In their organization meeting held Monday night at the high school building where the members were guests of Miss Tyson and her home economics student, C. R. Houston, hold-over member, was re-elected president, J. C. Wester, also hold-over, was elected vice-president. W. Ed Brown is the other hold-over member of the board. He was out-of-town, missing the meeting.

'Her Husband's Wife' Little Theatre Play For Tomorrow Night

Expect Good Attendance at First Play To Be Offered By New Organization.

Tomorrow night Floydada Little Theatre makes its initial bow to the public in the presentation of its play, "Her Husband's Wife," a pleasing comedy-drama.

Organized sixty days ago, under the sponsorship of the 1929 Study Club, the Little Theatre has some sixty sustaining and active members, with J. C. Gilliam as its president, O. P. Rutledge business manager, Mrs. Gladys Hamilton Adkins play director. The first play and the cast for it was chosen some five weeks ago. The play was to have been presented Friday night of last week, but the absence of one of the members of the cast caused its postponement for a week.

In the play, Mrs. Clyde Davis has the leading role. She thinks she is going to die, so she picks out her husband's second wife. When the young lady in question turns out to be more attractive than the wife thought, the young wife tries to frighten her off and the plot thickens. Mrs. Olive Thacker takes the part of the young lady, future intended of the husband, and J. C. Gilliam plays the part of the genial uncle who helps all and sundry in their plots and counter plots.

The efficient and worthy maid is played by Miss Anna Marie Moore. Richard, the rejected lover who wins at the last act, is played by E. S. Randerson, and the good looking young husband upon whom the whole world descends, is played by Roy A. Holmes.

The play will be presented at the high school auditorium, the first curtain going up at 8 o'clock. Andrews Ward Parent-Teachers Association is sponsoring the opening play.

W. F. Daniel's Mother Died Wed. Last Week

Mrs. W. R. Daniel, 69, mother of W. F. Daniel of Blanco Community, died at the family home one and a half mile south of Temple Wednesday afternoon of last week after a prolonged illness, and the remains were interred in the Great House Cemetery Thursday afternoon. Mr. Daniel left for Temple Tuesday, and reached his mother's bedside a few hours before her death. He returned home Friday night.

Besides the son residing in this county Mrs. Daniel is survived by one other son, three daughters and her husband, who live in the section of the state around Temple.

Floyd County Federation Will Meet With Sand Hill April 16

State H. D. Agent To Appear On The Program

Program For Day Announced by Mrs. W. H. Bethel, President of County Organization.

Announcement of the completed program for the annual meeting of the Floyd County Federation of Women's Clubs to be held with the Sand Hill Women's Home Demonstration Club on Wednesday, April 16, was made this week by Mrs. W. H. Bethel, president of the County Federation.

The program will open at 10 o'clock at the Sand Hill School Auditorium, when the Sand Hill Kitchen Band will give some numbers preceding the welcome address by Mrs. W. E. Miller, of that community, who is president of the Sand Hill Club.

Mrs. Will Snell, of Blanco, president of the County Council of Women's Home Demonstration Clubs, will make the response, which will be followed by the election of officers for the ensuing term.

The program for the remainder of the day is as follows: "Law Observance,"—Miss Angell, Lockney;

"What women have done and their possibilities,"—Mrs. A. A. Collins, Floydada; Song,—Sand Hill School Girls; "Child nutrition,"—Miss Myrtle Murray, District Home Demonstration Agent, College Station; Noon. Comanche Band, Sand Hill; "The Value of Dean of Women in

High School,"—Mrs. Geo. A. Lidler, Floydada; "Child Welfare,"—Miss Mildred Horton, State Home Demonstration Agent, College Station; "The Right Use of Leisure,"—Mrs. Hainbrook, Lockney; "Child History,"—Miss Lola Barton, Roseland; "Mrs. Henry, of Lockney, has been asked to talk on any subject she may choose.

Many Women And Girls Enjoy Theatre Party Wednesday Afternoon

Hesperian and Palace Theatre Managers Play Hosts to County 4-H Clubs.

At least 250 women and girls, members of the Floyd County Home Demonstration and 4-H Club Girls' organizations, were present at the Palace Theatre for the theatre party staged yesterday afternoon in their honor by J. G. Deakins, manager of Floydada Theatre, and Homer Steen, manager of Hesperian Publishing Company.

The afternoon was thoroughly enjoyed by guests and hosts alike, it was indicated by the warm expressions of pleasure and appreciation spoken by individual members of the clubs following the party, as well as by a statement issued by the president and secretary of the County Council of clubs yesterday afternoon.

On the part of the hosts, J. G. Deakins, manager of the theatres, declared it afforded much pleasure

Dairy And Farm Leaders Address 250 In Floydada Meeting Saturday

'Average Dairy Herd Is Not Making Money'

Dairy Cow Declared Foundation Of Successfully Balanced Farm Program.

Declared to be the "most interesting, educational and beneficial meeting of its kind ever held in Floydada," a balanced farming and dairy program held in the District Court Room last Saturday afternoon was attended by more than two hundred farmers, merchants and dairymen. Representatives of the American Jersey Cattle Club and the A. & M. College were present and took active part in the well planned dairy meeting.

S. W. Ross, secretary of the Floydada Chamber of Commerce who arranged the meeting, acted as chairman. B. M. Oates, agricultural agent of the Fort Worth and Denver City Railway Company, was the first speaker on the program, and his well organized talk on "The balanced Farming Plan" was well received. He used a blackboard to illustrate the high points of the address.

"The Dairy cow is the basis of a successfully balanced farming program," Mr. Oates stated. "Around the cow, sow and hen, all profitable farming is centered. Every activity on the farm dove-tails into proper financing program supported by these three, and of these three, the dairy cow is truly the most important," he said. He referred to the dairy cow as the "mother of prosperity."

Facts from Mr. Oates' talk were taken from the results of a recent tour of the dairy sections of the East.

"Dairying in Texas" was the subject of a talk made by C. N. Shepherdson, head of the Animal Husbandry Department of A. & M. College of Texas.

"West Texas does not realize the amount of dairying that is actually going on in their own territory," Mr. Shepherdson stated. "In a city in your immediate section, one creamery served by six stations, produces twelve million pounds of butter fat in the form of manufactured butter. You have a large industry, but by proper attention it will become a more important industry," he said.

"The proper way to cut the middle-man profit in marketing feed stuff is to make your own operations by converting it into estates." (Continued on back page)

Winner At Show



O. L. Stansell

Allen's Premier Darling and her twin sister, owned by O. L. Stansell, local dairyman and past-president of the Texas Panhandle Plains Dairy Show, placed first and second in the cow class at the annual show held this week at Plainview. Mr. Stansell's first cow was declared senior and grand champion.

Mrs. T. A. Hall Dead; Funeral Late Thursday

Mrs. Georgia (T. A.) Hall, 70, died at 2 o'clock this morning at the home of her son, W. B. Hall following a long period of illness, and funeral services will be held late this afternoon at the First Baptist Church, with interment in Floydada Cemetery in charge of F. C. Harmon.

Rev. P. D. O'Brien will preach the funeral. He will be assisted in this service by Rev. J. Pat Horton, pastor of a Plainview Baptist church.

Mrs. Hall was a native of Georgia. She had been a resident of Texas, however, for many years, coming to Floyd County in 1915 from Wolf City. Her husband preceded her in death by eighteen years.

The surviving relatives are two sons, Grady of Plainview and W. Boone of this city, one sister, Mrs. J. Q. Carpenter of Floydada, and one brother, Dr. E. A. Hopkins of Miami.

'Mary Best' Is Name Of New Quality Cake

"Mary Best" is the name given to a new type of package cake which will be introduced on Saturday of next week by Westers' Quality Bakery, J. C. Wester, manager of the bakery, stated this week that "Mary Best" was the result of several months study and experimentation with cake formulas. It will be made in three styles, loaf, layer and bar, in all flavors.

Free samples of "Mary Best Cakes" will be served at all grocery stores in the city on Saturday, the introductory day. Floydada High Economics girls will serve the samples.

The new cakes will be baked in the Floydada bakery and distributed to grocery stores and cafes fresh daily. Special display stands to prevent crushing when stacked in the grocery stores will be placed in each store, Mr. Wester said.

FARM BUREAU FEDERATION TO ELECT DIST. DELEGATES

A call for a meeting of the Floyd County Farm Bureau Federation to be held Saturday afternoon of this week, April 12, at 2:30 o'clock, was issued this week by Jno. L. West, of this city, president of the county organization.

"The purpose of the meeting is to select a delegate to the district convention, and we would like very much to have a representative attendance of members from over the county," the president said.

MISS BRIGGS DIED AT TURKEY

Miss Bill Briggs of Turkey died March 14 after an illness of several days of typhoid fever. Miss Briggs formerly lived in the Starkey community. She is survived by her father, three sisters and five brothers.

The body was sent to Ferris for burial.

Win First County Herd In Jersey Department

Stansell Entries Get Lion's Share of Premiums Given.

Floyd County dairy breeders have every reason to be proud of the showing their herds made in the Panhandle-Plains Dairy Show, which has been in progress at Plainview this week and closes this afternoon with a ring sale. Winnings of individual breeders have been gratifying and the coveted honor of having the best "county herd" in the Jersey Department was awarded them Wednesday morning.

Stansell Consistent Winner

The herd of O. L. Stansell of Floydada, one of the outstanding Jersey breeders of this section, and president of the Dairy Show, was perhaps the most consistent winner in the entire show, entries being made under fifteen individual heads and placing among the first five in every one of these, except two. The most coveted prize of the Jersey Department, that of the senior and grand champion cow of the show, went to one of his twin cows, Allen's Premier Darling. Second place in this event was won by the other twin, Allen's Premier Dainty.

Floyd County breeders whose herds made up the "County Herd" in the Jersey department and took first place and a \$50 prize, were H. A. Brotherton, R. W. Smith, O. Stansell, Robert Lee Smith, Jack Stansell. In this event County won second place, I County third, Swisher County fourth and Gaines County fifth.

More than 300 cows were in the dairy show and competition was keen. Experts at the show attended last year's show all declared the quality of the shown a great improvement over the herds shown last year.

Robert Lee Smith, J. B. P. R. Yearwood, O. L. Stansell, Brotherton, R. W. Smith, Huffman, and Jack Stansell, the Floyd County breeders who entries in the Jersey division got in the money.

Big County Delegation

Attendance at the dairy show heavy. Tuesday's crowd being largest and estimated at 20,000 more people. Floyd County organized delegation on Thursday numbered 200 or more, while several hundred others attended the show during that or other days of the annual event. The Floydada delegation, with hat hands, "Floyd County Jersey Boosters" in evidence and windshield markers carrying the same motto, consisted of some thirty cars of people. These, with a similar number of representatives from Lockney, paraded in the downtown section of Plainview, led by the Floydada Municipal Band.

Payne New President

The election of officers held Tuesday night at the exhibitors' annual banquet, resulted in the selection of S. J. Payne of Tulla as president for the ensuing year. Maury Hopkins was re-elected secretary-manager. R. W. Smith and J. B. Potts of Lockney, were made members of the board of directors.

V. WILLIAMS HOME FROM SANTA FE SAFETY MEETING

Mr. and Mrs. V. Williams returned home last midweek from southern California, where they had been since the twenty-fourth of while Mr. Williams attended the convention of 3,000 Santa Fe representatives of this division in Santa Fe. Safety meeting, representing 70,000 employees.

In addition to the gathering of the Santa Fe trip afforded a delightful trip for himself and wife, Mr. Williams said. They visited not only at Los Angeles, Catalina Island and other interesting points in California, but also went across the international boundary into Old Mexico during their absence.

ATTENDS JEWELERS' MEETING

Mrs. Wilson Kimble, Miss Bonnie Stephens and Miss Louise Jackson returned home Wednesday from Dallas, where they attended the Texas-Louisiana Jewelers' Convention Monday and Tuesday. They also did some buying for the Wilson Kimble Optical and Jewelry Co.

Mrs. Kimble visited her mother Mrs. E. M. McGlinchey, of Ft. Worth during their absence.

The TRAIL OF '98

A Northland Romance
by
Robert W. Service
ILLUSTRATIONS
BY
IRWIN MYERS
WNU Service

CHAPTER XI

SYNOPSIS

Dissatisfied with the quiet life in his home surroundings, Athol Meldrum, young Scotsman who tells the story, leaves his mother and brother, Garry, to seek his fortune. At San Francisco, practically penniless, he takes a laborer's job, and meets a fellow adventurer whom he dubs, and who is hereafter known as, the Prodigal.

The Prodigal is anxious to join the rush of gold seekers into Alaska, and Meldrum agrees to go with him after he (the Prodigal) comes back from a visit to his wealthy father in the East. Athol, in great need, is befriended by Jim Hubbard ("Salvation Jim"). When the Prodigal returns, the three men join the stampede into the Frozen North, the Prodigal and Hubbard financing the outfit.

Among the motley crowd on the boat is a young girl obviously out of place. She is traveling with her grandfather and a hard-looking couple named Winklestein, who figure as her uncle and aunt. Athol has an opportunity to befriend her, and she tells him a sad story of her life. She is journeying into Alaska to take care of her grandfather, who is obsessed with the idea of getting rich in Klondike. Her name, she tells him, is Berna.

Landing in Skagway, Athol's party at once take the trail. In a snowslide on the Chilcot trail, which Berna and her companions take, hundreds of lives are lost. Fearful for Berna's safety, Athol hastens to the scene. He finds the old man dead and learns that Berna is prostrated. Madam Winklestein refuses to let him see the girl, but he leaves a letter for her. At Bennett Berna comes to Athol confesses her love, and begs him to marry her, to save her from the harsh fate she foresees. He is unwilling to take such a decisive step, she tells her must wait.

A few days afterward Berna tells Madam Winklestein plans to run away with "Black Jack" Locasto, a naive miner of evil reputation. Athol realizing how greatly he loves the girl, Meldrum, in a mixture of emotions, flinches from the thought of immediate marriage, and agrees to wait a year, though he is fearful. Reaching the gold fields, Athol and his party find the all taken and the camp filled with idle men.

Athol's party decides to stay and develop. Unable to locate Berna, Athol seeks information from Locasto. "Black Jack" claims knowledge of her whereabouts, and later, evidently aware of the rivalry between them, lures Meldrum to a lonely spot and beats him into unconsciousness.

Through a lucky chance Athol finds Berna. She tells him she has evaded Locasto and will die before she yields to him. They set a date for their marriage, the first of June—Meldrum hoping to have made a stake by then—and part.

The Prodigal secures a claim and he, "Salvation Jim," and Athol begin work on it. The Winklesteins, have opened a questionable resort known as the Paragon, and Athol greatly dislikes the idea of the girl in such an environment, but there is no help for it.

A friend of the Prodigal and his partners locates what seems to them a "good thing." After months of unceasing labor the "strike" is made; the four men have won a small fortune. But the incessant work, and anxiety for Berna, has weakened Athol. On the fateful first of June, the day set for his union with Berna, he lies unconscious, in the clutches of typhoid fever.

In the hospital, recovering, Athol learns from Deogan, a fellow patient, that Berna is in the greatest danger from Locasto. Athol steals from the hospital and reaches the Winklestein cabin. There he faces a girl, but is unable to save Berna. A long convalescence Athol finds that Berna has been lying to Locasto as his mistress, now "on the dance halls,"

Locasto having left Dawson. In the Tivoli dance hall Athol finds Berna.

She was changed, desperately, pitifully changed. All the old sweetness was there, that pathetic sweetness which had made the miners call her the Madonna; but alas, forever gone from her was the fragrant flower of girlhood. Sorrows had kindled in her gray eyes a spiritual luster, a shining, tearless brightness. Ah, me, sad, sad, indeed, was the change in her!

Her lips moved: "How you have changed!" "Yes, Berna, I have been ill. But you, you too have changed." "Yes," she said very slowly. "I have been—dead."

"There was no faltering in her voice, never a throb of pathos. It was like the voice of one who has given up all hope, the voice of one who has arisen from the grave." "Come upstairs where we can talk," said she. So we sat down in one of the boxes, while a great freering shadow seemed to fall and wrap us around. We were like two pale ghosts meeting in the misty gulfs beyond the grave.

"And why did you not come?" she asked. "I would have sold my soul to come. I was ill, desperately ill, night to death. I was in the hospital. For two weeks I was delirious, raving of you, trying to get to you, making myself a hundred times worse because of you. But what could I do? I was out of my mind, weak as a child, fighting for my life. That was why I did not come."

When I began to speak she started. As I went on she drew a quick, choking breath. Then she listened ever so intently, and when I had finished a great change came over her. When she spoke her voice was a whisper. "And they lied to me. They told me you were too eager gold-getting to think of me; that you were in love with some other woman out there; that you cared no more for me. They lied to me. Well, too late now."

She laughed, and the once tuneful voice was harsh and grating. Still were her eyes blank with misery.

I longed to comfort her, to kiss that face so white and worn and weary, to bring tears to those hopeless eyes. There seemed to grow in me a greater hunger for the girl than ever before, a longing to bring joy to her again, to make her forget. What did it all matter? She was still my love. I yearned for her. We both had suffered, both been through the furnace. Surely from it would come the love that passeth understanding.

"Berna," I said, "it is not too late. We have both been miserably duped. Never mind, Berna, we will forget all. I love you. Let us forget and go away and be happy." It seemed as if my every word was like a stab to her. The sweet face was tragically wretched.

"Oh no," she answered, "it can never be. You think it can, but it can't. You could not forget. I could not forget. We would both be thinking, always, always torturing each other. Our home would be a haunted one, a place of ghosts. Never again can there be joy between you and me. It's too late, too late!"

She was choking back the sobs now, but still the tears did not come. "Berna," I said gently, "I think I could forget. Please give me a chance to prove it. I know it was not your fault. I know that spiritually you are the same pure girl you were before."

"No, I was not to blame. When you failed to come I grew desperate. When I wrote you and still you failed to come I was almost distracted. Night and day he was persecuting me. The others gave me no peace. If ever a poor girl was wounded to dishonor I was. Yet I had made up my mind to die rather than yield. Oh, it's too horrible!"

"Never mind, dear, don't tell me about it."

"When I awoke to life sick, sick for many days, I wanted to die, but I could not. I was so weak, so ill, so indifferent to everything that it did not seem to matter. That was where I made my mistake. I should have killed myself. Oh, there's something in us all that makes us cling to life in spite of shame! But I would never let him come near me again. And though, when he went away, I've gone into this life, there's never been anyone else. I've danced with them, laughed with them, but that's all. You believe me?"

"Yes, dear." "Thank God for that! And now we must say good-by. I would not spoil your life. You know how proud I am, how sensitive. I would not give you such as I. Once I would have given myself to you gladly, but now—please go away. Leave me, please."

"Leave you—to what?" "To death, ruin—I don't know what. If I'm strong enough I will die. If I am weak I will sink in the mire."

"Berna, will you marry me?" "No! No! No!" "Berna, I will never leave you. Here I tell you frankly, plainly, I don't know whether or not you still love me—you haven't said a word to show it—but I know I love you, and I will love you as long as life lasts. I will never leave you. Listen to me, dear: let us go away, far, far away. You will forget, I will forget. Come with me, O my love! Have pity on me, Berna, have pity. Marry me. Be my wife."

She merely shook her head, sitting there cold as a stone. "Then," I said, "if you call yourself dishonored, I, too, become dishonored. We will go down together, you and I. Oh, I would rather sink with you, dear, than rise with the angels. You have chosen—well, I, too, have chosen. You will see me steep myself in shame, then when I am a hundred shades blacker than you can ever hope to be, my angel, you will stoop and pity me. We'll go down together, dear. Hand in hand hellward we'll go down, we'll go down."

"She was looking at me in a frightened way. A madness seemed to have gotten into me. "Berna, you're on the dance halls. You're at the mercy of the vilest wretch that's got an ounce of gold in his filthy poke. They can buy you as they buy white flesh everywhere on earth. Berna, I can buy you. Come, dance with me, drink with me. We'll live. Live. We'll eat, drink and be merry. On with the dance! Oh, for the joy of life! Since you'll not be my love you'll be my light-of-love. Come, Berna, come!"

I paused. With head lying on the cushioned edge of the box she was crying. "Will you come?" I asked again. She did not move. "Then," said I, "there are others, and I have money, lots of it. I can buy them. I am going down into the vortex. Look on and watch me."

I left her crying. It is with shame I write the following pages. Would I could blot them out of my life. To this day there must be many who remember my meteoric career in the firmament of fast life. It did not last long, but in less than a week I managed to squander a small fortune.

I drank and I drank. It seemed to me I am always drinking. Rarely do I eat. I am one of half a dozen spectacular "live ones." All the camp is talking of us, but it seems to me I lead the bunch in the race to ruin. I wonder what Berna thinks of it all. Was there ever such a sensitive creature? Where did she get that obstinate pride?

Remonstrantly the Prodigal speeds to town. "Are you crazy?" he cries. "I don't mind you making an ass of yourself, but lushing around all that coin the way you're doing—it's wicked; it makes me sick. Come home at once."

"I won't," I say. "What if I am crazy? Isn't it my money? When the money's done I'll quit. I'm having the time of my life. Don't come spoiling it with your precepts."

He goes away shaking his head. I am in a box at the Palace Grand. The place is packed with rowdy men and ribald women. I am at the zenith of my shame. Right and left I am buying wine. How I loathe myself! But I think of Berna, and the thought goads me to fresh excesses. I will go on till flesh and blood can stand it no longer, till I drop in my tracks. I realize that somehow I must make her pity me, must awake in her that guardian angel which exists in



The Place Is Packed With Rowdy Men and Ribald Women.

every woman. Only in that way can I break down the barrier of her pride and arouse the love latent in her heart. Always amid that lurid carnival of sin afloat the figure of Blossom, Blossom with her china-blue eyes, her round, smooth cheeks. How different from the pinched pallid face of Berna! Poor, poor Berna! I never see her, but amid all the saturnalia she haunts me. The thought of her is agony. I cannot bear to think of her. I know she watches me. If she would only stoop and save me now! Or have I not fallen low enough? I have to go deeper yet. Faster and faster must I swirl into the vortex.

In all that fierce madness of debauch, thank God, I retained my honor. They beguiled me, they tried to lure me into their rooms; but at the moment I went to enter I recalled. It was as if an invisible arm stretched across the doorway and barred me out. And Blossom, she, too, tried so hard to lure me, and because I resisted it inflamed her. She would coax me with the prettiest gestures, and cajole me with the sweetest endearments; then, when I steadfastly resisted her, she would fly into a fury and flout me with the foulness of the stew.

It was in one of the corridors of the dance hall in the early hours of the morning. The place was deserted, strewn with debris of the night's debauch. We were up there, Blossom and I. I was in a strange state of mind, a state bordering on frenzy. Not much longer I felt, could I keep up this pace. Something had to happen, and that soon. She put her arms around me. "Come," she said.

She led me toward her room. No longer was I able to resist. My foot was on the threshold and I was almost over when—"Telegram, sir."

It was a messenger. Confusedly I took the flimsy envelope and tore it open. Blankly I stared at the line of type. I stared like a man in a dream. I was sober enough now. "Ain't you coming?" said Blossom, putting her arms round me. "No," I said hoarsely, "leave me, please leave me. Oh, my God!"

Her face changed, became vindictive, the face of a fury. "Curse you!" she hissed. "Oh, I knew. It's that other, that white faced doll you care for. Look at me! Am I not better than her? And you scorn me. Oh I hate you. I'll get even with you and her. Curse you, curse you—"

She snatched up an empty wine bottle. Swinging it by the neck she struck me square on the forehead. I felt a stunning blow a warm rush of blood. Then I fell limply forward, and all the lights seemed to go out. There I lay in a heap, and the blood spurting from my wound soaked the little piece of paper. Oh it was written: "Mother died this morning, Garry."

"Where am I?" "Here, with me." Low and sweet and tender was the voice. I was in bed and my head was heavily bandaged, so that the cloths weighted upon my eyelids. By my bedside some one was sitting, and a soft gentle hand was holding mine. "Is that you, Berna?" "Yes, please don't talk." I thrilled with a sudden sweetness of joy. A flood of sunshine bathed me. It was all over, then the turmoil, the storm, the shipwreck. I was drifting on a tranquil

ocean of content. Blissfully I closed my eyes.

Yet there was something, some memory darker than than the others, some shadow of shadows that baffled me. As I battled with a growing terror and suspense, it all came back to me, the telegram, the news, my collapse. A great grief welled up in me, and in my agony I spoke to the girl.

"Berna, tell me, is it true? Is my mother dead?" "Berna, tell me, is it true? Is my mother dead?" "Yes, it's true, dear. You must try to bear it bravely."

I could feel her bending over me, could feel her hand holding mine, could feel her hair brush my cheek, yet I forgot even her just then. I thought only of mother, of her devotion and of how little I had done to deserve it. So this was the end: a narrow grave, a rending grief and the haunting specter of reproach. My sobs were choking me, and Berna was holding my hand very tightly. Yet in a little I grew calmer.

"Berna," I said, "I've only got you now, only you, little girl. So you must love me, you mustn't leave me."

"I'll never leave you—if you want me to stay."

"God bless you, dear. I can't tell you the comfort you are to me. I'll try to be quiet now." I will always remember those days as I grew slowly well again. Berna left me much alone, alone with my thought. Often when all was quiet I knew she was sitting there beyond the curtain, sitting thinking, just as I was thinking. Quiet was the keynote of our life, quiet and sunshine. That little cabin might have been a hundred miles from the gold-burnt city, it was so quiet. How sweet she looked in her spotless home attire, her neat waist, her white apron with bib and sleeves, her general air of a little housewife. And never was there so devoted a nurse.

It was sweet prolonging my convalescence, yet the time came when I could no longer let her wait upon me. What was going to happen to us? Was ever a stranger situation? She slept in the little kitchen, and between us there was but that curtain. The faintest draught stirred it. There I lay through the long, long night in that quiet cabin. I heard her breathing. Sometimes even I heard her murmur in her sleep. I knew she was there, within a few yards of me. I thought of her always. I loved her beyond all else on earth. I was gaining daily in health and strength, yet not for the wealth of the world would I have passed that little curtain. She was as safe there as if she were guarded with swords. And she knew it.

"I'll play the game fair," I said to myself. I must be very careful. Our position was full of danger. So I forced myself to be cold to her, and she looked both surprised and pained at the change in me. Her heart was innocent, and she could not understand my sudden coldness. The girl was winsome beyond words, and I knew I had but to say it and she would come to me. Yet I checked myself. I retreated behind a barrier of reserve. "Play the game," I said; "play the game."

So as I grew bolder and stronger she seemed to lose her cheerfulness. Always she had the anxious wistful look. Once came a sound from the kitchen like stifled sobbing, and in the night I heard her cry. Then the time came when I was well enough to get up, to go away.

I dressed, looking like the cadaverous ghost I felt myself to be. She was there in the kitchen, sitting quietly, waiting. "Berna," I called. She came, with a smile fighting up her face. "I'm going." The smile vanished, and left her with that high proud look, yet behind it was a lurking fear. "Are you ready?" I went on. "Ready?" "Yes, you're going, too." "Where?"

I took her suddenly in my arms. "Why, you dear little angel, to get married, of course. Come on, Berna, we'll find the nearest parson. We won't lose any more precious time." Then a great rush of tears came into her eyes. But still she hung back. She shook her head. "Why, Berna, what's the matter? Won't you come? Don't you love me?"

"Yes, I love you. It's because I love you I won't come." "Won't you marry me?" "No, no, I can't. You know what I said before. I haven't hanged any. I'm still the same—dishonored girl. Everybody knows. No, I could never marry you, never take your name, never bind you to me. You must go away, or—stay." "Stay?"

"Yes, you've been living alone with me for a month. I picked you

up that night in the dance hall. I had you brought here. I nursed you. Do you think people don't give you credit for the worst? I am supposed to be your mistress. Everybody knows; nobody cares. There are so many living that way here."

"What shall I do?" "Just stay. Oh, why can't we go on as we've been doing? What does the ceremony matter? We love each other. Isn't that the real marriage? It's more; it's an ideal. We'll both be free to go if we wish. There will be no bonds but those of love. Oh, stay, stay!"

Her arms were round my neck. The gray eyes were full of pleading. The sweet lips had the old, pathetic droop. I yielded to the emptiness of love. "Well," I said, "we will go on a while, on one condition—that by and-by you marry me." "Yes, I will, I will; I promise. If you don't tire of me; if you are sure beyond all doubt you will never regret it, then I will marry you with the greatest joy in the world."

So it came about that I stayed. The year following, in which Berna and I kept house, was not altogether a happy one. Somehow we had both just missed something. The thought of her terrible experience haunted her. I knew, and I, too, suffered.

I tried to make her forget, yet I could not succeed; and even in my most happy moments there was always a shadow of Locasto; there was always a fear, the fear of his return. My partners and I were up to our necks in business these days. Our Gold Hill property had turned out well. Jim was busy installing his hydraulic plant on Ophir creek, and altogether we had enough to think about. I had set my heart on making a hundred thousand dollars, and as things were looking it seemed as if two more years would bring me to that mark.

"Then," said I to Berna, "we'll go and travel all over the world, and do it in style." "Will we, dear?" she answered tenderly. "But I don't want money much now, and I don't know that I care so much about travel either. What I would like would be to go to your home, settle down and live quietly."

She was greatly interested in my description of Glengyle. Particularly she was interested in my accounts of Garry, and rather scoffed at my enthusiastic description of him. "Oh, that wonderful brother of yours! One would think he was a small god, to hear you talk. I declare I'm half afraid of him. Do you think he would like me?" "He would love you, little girl; anyone would."

"Don't be foolish," she chided me. And then she drew my head down and kissed me. "Oh, I'm so happy," she said with a sigh. "Are you, dearest?" I caressed the soft floss of her hair.

Aye, she was happy, and I will always bless the memory of those days, and thank God I was the means of bringing a little gladness into her married life. She was happy, and yet we were living in what society would call sin. Conventionally we were not man and wife, and yet were man and wife more devoted, more self-respecting. Never were man and wife endowed with purer ideals, with a more exalted conception of the sanctity of love.

(Continued next week.)

Remington and Royal Portable Typewriters at Hesperian Office.

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A Natural Mineral Water
Has relieved thousands of people afflicted with constipation, indigestion, stomach trouble, rheumatism, diabetes, kidney and bladder trouble, sleeplessness, nervousness and other ailments brought on by faulty elimination.
It will graciously relieve you. Send us \$1.00 for a trial bottle of Crazy Water and you can make Crazy Water at your home. Crazy Water contains nothing except minerals extracted from Crazy Water by open kettles evaporation process.
We will refund your money if you are not thoroughly satisfied after drinking the water according to our directions.
Crazy Water Co.
MINERAL WELLS, TEXAS

Political Announcements

The following announcements for office, subject to the Democratic Primary, July 26, 1930, have been authorized to be made by The Hesperian:

For Judge 110th Judicial District: KENNETH BAIN

For District Attorney, 110th Judicial District: A. J. FOLLEY

For County Judge: Wm. McGEHEE
W. H. HENDERSON
J. W. HOWARD

For County Attorney: ROBT. A. SONE

For County Clerk: TOM W. DEEN
J. P. DAVIDSON

For County Treasurer: MAUD MERRICK

For District Clerk: T. P. GUIMARIN
ROY O'BRIEN

For Tax Assessor: JOE M. (JODIE) DAY
A. A. TUBBS
ROE MCCLESKEY

For Sheriff: F. N. (FRED) CLARK
P. G. STEGALL
J. A. GRIGSBY

For Tax Collector: C. M. MEREDITH
J. G. WOOD
EARL RAINER
A. J. WHITE

For County Superintendent: GEO. GILPIN
PRICE SCOTT
MISS ALA HANNA
J. B. OLLEN

For Commissioner, Precinct One: E. W. WEATHERBEE
E. W. HENDERSON
E. C. KING

For Commissioner, Precinct 4: JOE P. HART
GEO. L. FAWVER
C. M. LYLES
A. W. ANDERSON
C. O. SPENCE

For Justice of the Peace, Precinct No. One: J. S. SOLOMON

For Public Weigher, Precincts One and Four: R. C. COVINGTON

Amazed! Way Tanlac Relieves Stomach Troubles

For years the remarkable results obtained from Tanlac in the treatment of general rundown conditions have amazed its users, but most surprising of all is the quick relief this remarkable medicine gives in cases of "rheumatism" and stomach ills that yield to nothing else.

Men and women who thought themselves beyond human aid, who suffered for years with pains from stomach and bowel troubles, neuritis, chronic headaches, dizziness, sleeplessness, constipation, who saw themselves daily going down into a sickly early old age have through the amazing stimulating and cleansing action of this REAL MEDICINE, Tanlac, found themselves once more in the possession of a strong healthy stomach and a body free from pain. One user says, "I suffered tortures from muscular rheumatism but after taking Tanlac for a couple of weeks I was over the rheumatism, my kidneys acting fine, my digestion in apple-pie order. Try it—get a bottle from the nearest druggist. Satisfaction guaranteed or money back. Accept no substitute."

Back Quit Hurting
"I was in a very weak condition from a serious sickness," writes Mrs. I. Leonard of 571 Joseph St., New Orleans, La. "I was so weak, I wanted to sleep all the time. I did not have strength to do anything. My back ached nearly all the time. I was just in misery. My mother told me I must arouse myself from the sleepiness, and take something to help get my strength back. She had taken Cardui and had been helped, so I decided to take Cardui, too. After my first bottle, I could see that it was helping me. I took four bottles at this time. My strength came back and I gained weight. Pretty soon I was my old self again. My back quit hurting, and I haven't had any more trouble since I took Cardui."

CARDUI
Helps Women to Health
Take Theford's Black-Draught for Constipation, Indigestion, and Bloatingness, etc.

Ask Pop, He Knows By Irving

HI, MR. DAVIS.
HELLO, MAC MY BOY.
MR. DAVIS, WOULD YOU LIKE TO SMOKE THIS?
WHY, THAT'S JUST A PIECE OF ORDINARY TWINE.
SURE, POP SAID YOU SMOKED NOTHING BUT OLD ROPES.
DRINK SIPPO 5¢

Careful Planning Makes Small Homes Attractively Different

Study Of Every Plan Available Profitable

Beautiful Small Home With Six Rooms and Sun Parlor May Be Built Small.

By careful planning, the average home builder may construct an attractively different home with six rooms, bath and sun parlor, on a floor plan of not more than 25 by 24 feet in dimensions. The dimensions of the home may vary according to the number of rooms, but if the builder will study house plans and lay-outs, he will find that many of the most attractive homes are not always the largest.

If you are planning to build this Spring, you are urged to study every plan available before making your own lay-out.

The Hillsboro Is Small

The Hillsboro, illustrated on an adjacent column, is a splendid example of the well-planned attractive small home. The Hillsboro contains six rooms, bath and sun parlor. The sleeping rooms and bath are on the second floor.

Each of the floors is laid out to take advantage of the space without waste of material. The house is approximately square, being 24 by 25 feet in dimensions. Most architects and builders consider the square house to be a most economical one because a minimum of roofing and foundation walls are needed. These two items increase considerably the final cost of the house.

The Hillsboro is a house that will fit very satisfactory on a medium size lot. Its appearance from the street is striking, the roof lines, the stone chimney and the well placed windows all combine to give the dwelling a pleasing appearance. From the side and rear the Hillsboro is equally satisfactory in design.

Conveniently Arranged

The home builder will be pleased with the interior arrangements of the Hillsboro. The sun parlor, 8 feet by 10 feet in dimensions, occupies space immediately to the right of the entrance. The living room opens off the vestibule and is 17 feet 6 inches by 12 feet 6 inches in size. This room is well lighted by windows on two sides and by the light from the sun parlor.

The plastered walls of the living room have been tinted and are paneled with moulding. The floor is constructed of hard wood. Electrical outlets are found at convenient intervals around the room so that the home owner can use an abundance of floor lamps should he so desire.

A brick fireplace is an added feature that increases the appeal of the living room.

The staircase leading to the floor above is at the right of the living room. It runs up to a broad landing, lighted by a window. The staircase makes a square turn when ascending further to the second floor.

Behind the living room is the dining room, well lighted by three windows at one side and a pair of French doors at the rear. The doors lead out to a grass terrace where meals may be served on hot summer days.

To the right is a kitchen, approached through a swinging door. The kitchen is approximately the same size as the dining room and is also well lighted by windows on two sides. At the other side of the room is the sink flanked on each side by pantry cases or built-in cupboards this group completely filling the end of the room.

At the rear is a door leading out on a small back porch. A table under a window and the gas range in the inner corner of the room complete the layout of this workshop of the home.

A swinging door leads to a service hall beneath the staircase. From here steps lead down to a landing, thence to the basement. A side door on the grade opens to this service landing.

Three Chambers Above

On the second floor are three sleeping rooms, each with cross ventilation and ample closet space.

The floors are hard wood while the walls are papered in attractive designs. Each room will hold comfortably the usual array of furniture that is found in the chamber without crowding, yet none of these rooms is so large that heating is difficult.

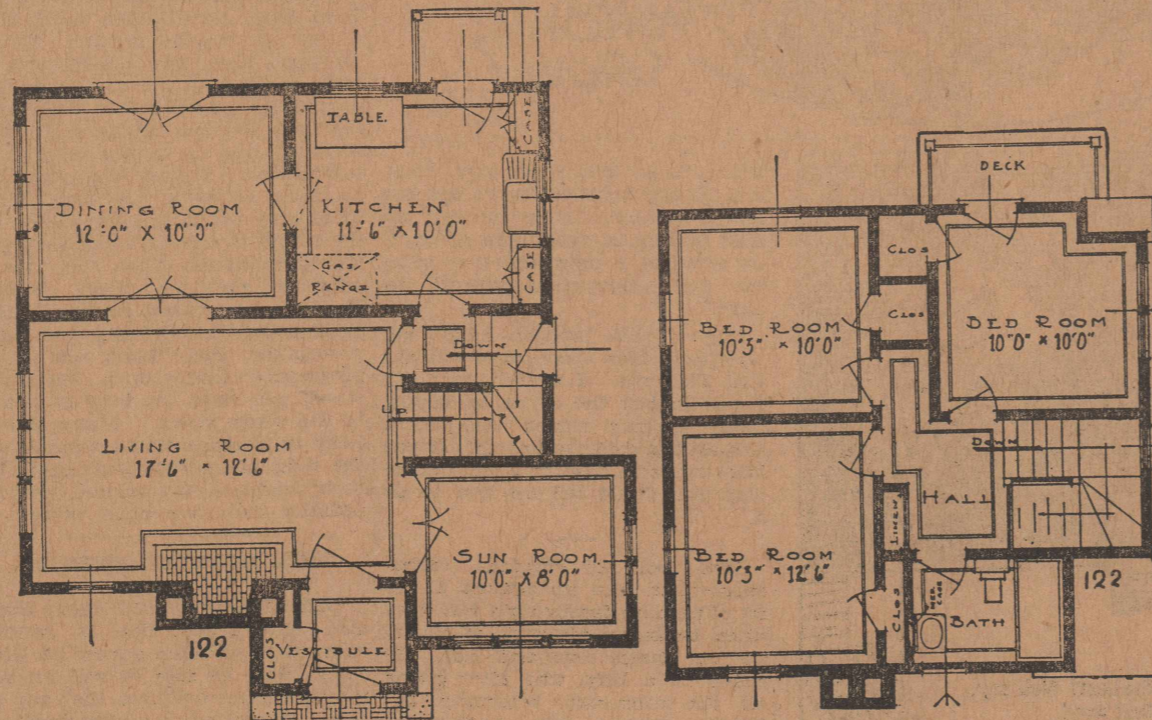
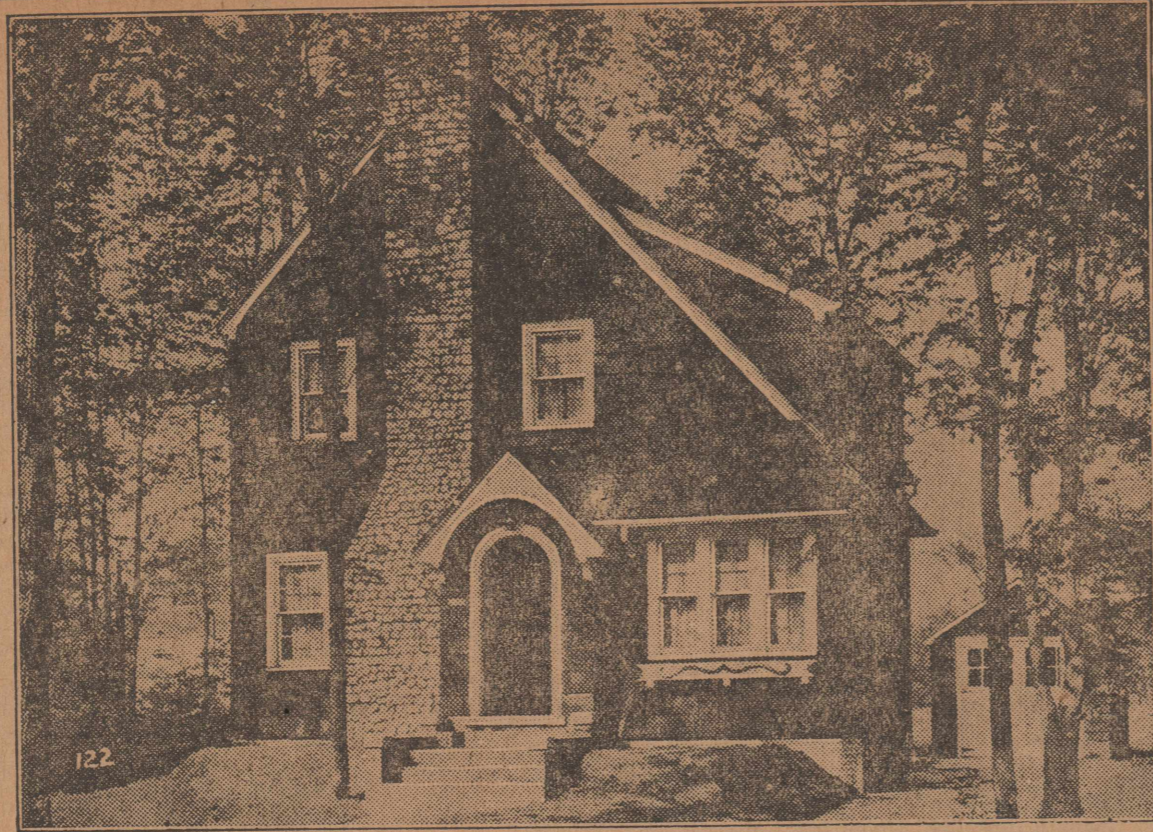
The bath is in the front of the house, just off the staircase. It contains a built-in tub. The floor is tiled in an attractive design. The wainscot is constructed of tiled wall board while the plaster walls above are enameled.

The heating plant is located in the center of the fully excavated basement. The floors have been cemented and the space is open except for the space occupied by the fuel which is in the corner under the sun parlor.

The laundry is situated in the rear of the basement. Two built-in laundry tubs comprise the equipment for this portion of the housework. There is ample room for drying clothes indoors if that be necessary.

The foundation walls and footings of the Hillsboro are concrete. Base-

The Hillsboro Is Good Example Of Careful House Planning



A splendid example of the economical and attractive features of the careful study of house plans and lay-outs is shown above in the Hillsboro. This home of six rooms, bath and sun parlor is only 25 by 24 feet in dimensions, but has many of the attractive features of the larger and more expensive home.

Windows Are Important Element In Home Building Construction

Most of us accept the doors and windows of the home as a matter of course. It has never occurred to us that these essentials of the home deserve careful thought and that when the architect designs the home, he takes pains to locate each with several factors in mind.

In the first place, the exterior appearance of the windows must be satisfactory. The view of the passer-by must be such that the windows are placed effectively to balance against themselves or the wall masses.

In the prim more formal colonial house the door is placed in the center and the windows carefully spaced at each side. The location is all gemmetrically worked out so that balance is correct.

The English type house does not have this painstaking care in locating the windows for the windows apparently are located entirely without reference to the requirements with-erence to the requirements with-erence to the requirements with-

Modern tendencies in architecture call for more windows that were formerly deemed necessary. Instead of having one window to an opening, the new house is being constructed with several units in an opening. The windows, too, are not so high as previously but are shorter and more broad.

In the old days, high ceilings were the rule and it was necessary to make the windows high and narrow in order to aid the appearance of the interior walls. Since modern construction has reduced the height of the ceiling because it is added expense to heat the extra cubic feet of air above the windows are now shorter.

Modern weather stripping and ment windows are steel with small panes of glass which prevent the entrance of intruders.

insulation have made increased window areas feasible. The protection of weather stripping allows less air to enter at the joints between the sash and the jams, head and sills. The window areas can be increased without detriment to the temperatures of the interior of the house.

The windows to be selected for the house are divided into two classes. They may be the casement type or the double-hung.

The casement window has long been used in architecture and, indeed, the history of the casement window architecture is largely of the casement window. Back in the middle ages, the double-hung window was unknown. It was only about the time of the reign of William and Mary in England that the double hung window became popular for political reasons, it is claimed by some authorities. The double-hung, or gullittine window, as it is sometimes called, was developed by the Dutch and was introduced in the United States during its early history.

During the past one hundred years or so the double hung window has been the favored window of the home owner. The popularity of the casement window has only been recent and has perhaps been inspired by the advertisements of the manufacturers of the steel casement window.

Casements Popular

That the casement window has many advantages both practical and ornamental, is conceded. The steel casement window, due to its cost, was first found only in the homes of the wealthy but modern methods of production have now placed it within the reach of all home builders.

The casement window is best exemplified in the English house. While double hung sash are correct in this type of dwelling, the casement is the traditional window for the English house.

as possible. Thus you will prevent costly errors.

Study every house plan available and combine the best features to the very best advantage.

The use of small panes of glass in the window is growing in popularity. Much of this is due to the feeling that comes with the narrow muntins and the small panes which pattern the light and color of the out doors with a brilliance that the wide blank lights of glass can never attain. Small panes give texture to the window opening and variety instead of monotony.

Stock sizes of windows will always be chosen by the careful home builder because the cost of stock material is lower than the especially built sizes. Stock sizes are readily available at building supply houses which insures delivery as needed.

DRAPERIES AND CURTAINS ADD LIFE TO EVERY ROOM

The construction of a new home logically calls for an entirely new assortment of draperies and glass curtains. To use old ones may be economy but often not in the best of taste, as the old draperies may not be suitable for the windows of the new home.

Draperies and curtains add color and pattern in just the right places in the room to make them effective as decorative factors. Colors and design through the use of draperies enhance the attractiveness of windows which are often the only prominent feature of the room.

Since windows are generally placed to balance, colors and design are expertly placed to be most effective. Ordinarily the more simple hangings are most suitable for a room. Plenty of fullness both in the glass curtains and draperies is usually essential.

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MARIE TOMLIN Beauty Aids, and one of the world's foremost authorities on the skin

will be at

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 April 14th to 19th

A most cordial invitation is extended to the women of Floydada to make an appointment with Miss Lewis either in person or by phone for a complete skin analysis and for...

Marie Tomlin's Famous Skin Purge Facial . . . without Charge or Obligation

[In a private booth Miss Lewis will make a diagnosis of your skin and will advise you on the scientific care of the skin, hair, and the art of applying make-up.]

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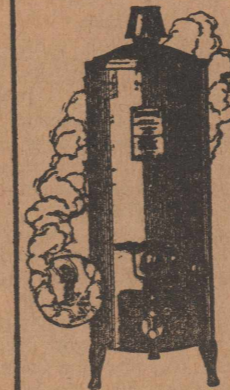
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"Over and Over Again" (OLD SONG)

RUUD-AUTOHOT

1. It starts itself.
2. It stores hot water.
3. It stops itself.



BE KIND to that face of yours. It's the only one you have. A good razor helps and so does good soap but the key to smooth, clean and quickly-finished shaving is HOT WATER!

Not a skimpy tea-kettle supply either, but the sort that flows, gloriously hot, from a water heater that never fails to deliver.

RUUD-AUTOHOT gives a full-time hot water service. Always at the same temperature; always ready for shaving, bathing, massaging, shampooing, laundering, dishwashing, scrubbing, cleaning, window washing, sickness emergencies and all the other 150 domestic needs for HOT WATER.

You can't be clean without hot water; you can't be modern without RUUD-AUTOHOT, the machine that gives you automatic hot water service. Let it prove itself at our showroom.

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The Floyd Co. Hesperian

Published Every Thursday By THE HESPERIAN PUBLISHING COMPANY

HOMER STEEN Editor and Manager

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Advertising Rates Furnished on Application.

HEALTH IS WEALTH

We are so busy living these days that we often forget one of the most important phases of life—Good health. For without good health there is but little joy to be gotten out of life.

Wealth may be transitory—it may vanish through mismanagement or unforeseen circumstances, but with good health fortunes can be rebuilt. The loss of health is much more serious.

Health is of both individual and public concern. Turn to the Community Development Campaign in this week's issue, and you will find that preventable diseases cost this nation nine billion dollars a year in lost earning capacity.

If every individual will make a consistent effort to maintain good health, the standard of health in this community will be vastly increased. If every person in Floydada will improve his health, he will thereby add to the wealth of Floydada.

As commander-in-chief of the army, you can't tell what President Hoover will do when that Philadelphia saxophone band of 60 pieces comes to serenade him at the White House.

REDUCING THEIR HERDS

"Up Nawth" they know their costs the dairy business as well as in their other farming operations, just to any other successful manufacturing plant knows its costs.

reports on which the above content is based carry the intimation that the killing pens been full of the "boarder" dairy cattle during the past weeks. The likelihood is, owing to this same source of income, which has every ear being reliable, that the rein butter production to date been great enough to immediately affect the supply of butter for the consumption of the community.

MAN CHARGED WITH LOCAL CRIMES, NOW IN JAIL HERE

Sheriff P. G. Stegall, in company with his daughter Vivian, Ed Kelley and J. E. Gullion, one day the latter part of last week went to Guthrie, Texas, where the Floyd County sheriff was given custody of the person of Ernest Oglesby to bring him to Floydada for keeping on a charge of the robbery of the Martin Dry Goods Company store on the night of Thanksgiving last year.

Oglesby already has assessed against him prison sentences aggregating more than the life span of a man, according to the records of peace officials of the state and if he is proved guilty in the local courts of the charges preferred, they will add to the already large total years of penal servitude he has been assessed.

This And That

J. D. Wilkinson, an appreciated reader of The Hesperian, who resides on Route 2, has submitted an article which appeared recently in The Dallas News from the pen of Thomas C. Andrews, in which the history of Tammany and its record of defense of the south is set out.

Last week a bearing got loose in some of the water pumping apparatus of the city and oil that got into the system made many a bath tub dirty and spoiled plenty of home-washings before the information got to the city water department.

\$15,000 worth of eggs were marketed in Floydada during the month of March. That's a good deal of money. It means lots of eggs, also.

In the reorganization and merger of the banks at Leonard, Texas, recently the re-vamped official family includes the name of Homer Collins as cashier, J. J. Pendergrass is president, O. S. Ferguson and D. J. Attebery are vice-presidents, A. P. Grider, R. A. Nesbitt and Alwyn Golden are assistant cashiers.

More than seventy columns of news and features were in last week's issue of The Hesperian.

Jobs in Jest

One of our young authors is said to have completed a "novel without words." Whatever it is, we're in favor of it.

A poet says much of his work is inspired by his dog. Maybe that explains why we read so much doggerel these days.

As commander-in-chief of the army, you can't tell what President Hoover will do when that Philadelphia saxophone band of 60 pieces comes to serenade him at the White House.

"Not one man in a thousand," says a naturalist, "could tell you how many teeth a shark has." But the surest way to give those teeth fillings is to try and find out.

A new theory is that there is no water on Mars. That must inconvenience the Martians a lot on Saturday nights.

FLOYD COUNTY 14 YEARS AGO

News items taken from files of the Floyd County Hesperian published in Floydada fourteen years ago.

ISSUE OF APRIL 13, 1916

In spite of the chilling wind and threatening weather, eight hundred and seventy-two public school pupils of Floyd County and their eighty teachers and trustees marched in the Floyd County Fair Parade Saturday in the annual meet held in Floydada.

Senior declamation, boys, first Chester French, Floydada; Senior declamation, girls, first, Marie Henry, Floydada; Second Kitty Long, Lockney; Junior declamation, boys, first, Verne Nelson, Floydada; second, John Allen Dunn, Antelope; Junior declamation, girls, first, Ora Slaughter, Floydada; Second, Mabel Long, Lockney; Debate, first Floydada; team composed of Tom Ross and Wilbur Wilson, of Sunset will go to the district meet; Spelling contest, Stella Hanna

The points won by each school represented is as follows: Floydada 142 Lockney 88, Sunset 20, Sand Hill 36; Baker 11, Harmony 8, Antelope 5 and Muncy 1.

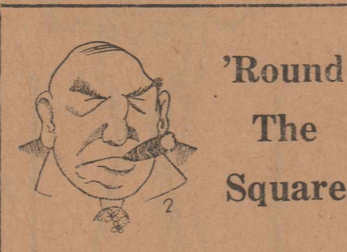
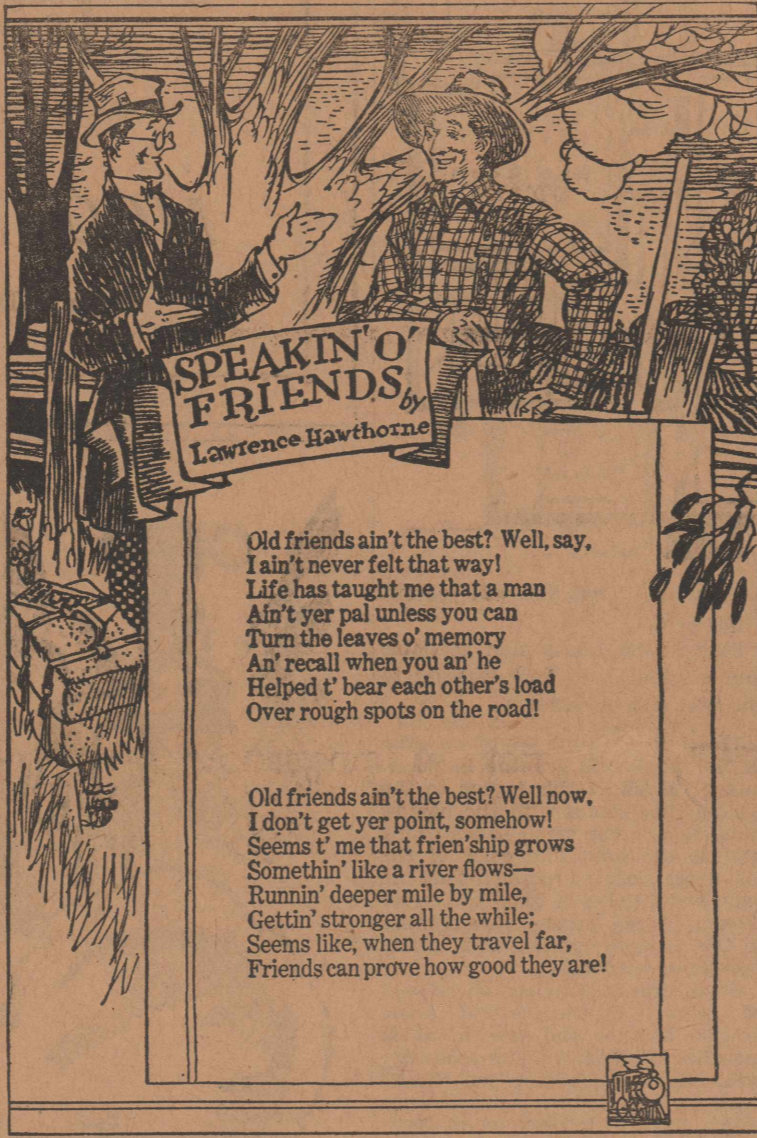
Dr. R. A. Childers and A. D. White will build a 25 foot front brick on South Side Square as soon as the contract can be let and the construction begun, according to Mr. White. The lot on which the building will be located is the second from the southwest corner.

MAN CHARGED WITH LOCAL CRIMES, NOW IN JAIL HERE

Sheriff P. G. Stegall, in company with his daughter Vivian, Ed Kelley and J. E. Gullion, one day the latter part of last week went to Guthrie, Texas, where the Floyd County sheriff was given custody of the person of Ernest Oglesby to bring him to Floydada for keeping on a charge of the robbery of the Martin Dry Goods Company store on the night of Thanksgiving last year.

Oglesby already has assessed against him prison sentences aggregating more than the life span of a man, according to the records of peace officials of the state and if he is proved guilty in the local courts of the charges preferred, they will add to the already large total years of penal servitude he has been assessed.

THE GREAT AMERICAN HOME



Style, style, style. Dog gone, folks I've got style on the brain, fashion on my mind, wearing apparel on my tongue and warts on my toes. Take a peep at our Spring Fashion Section in this issue of the paper and you will see why. Oh, I'm stylish all right. I even wear spats at home when there's nobody looking.

Believe it or not, there's style to dog gone near everything. There's even style to towns. Take Floydada, for instance. About two years ago Floydada was sure enough in style. We had more paved streets than the average town our size, we had a new railroad, we had a proposition up to pave the highways of Floyd County and we had style in having a clean town.

That guy on California Street says that he knows nothing about styles, but anyhow, he's "agin 'em." You know, the "I'm agin it" man is more often entirely ignorant than part wise. It takes thinking to be for or against anything and the "I'm agin it" is the world's best substitute for thinking.

There's style to dog gone near everything. There's even style to mathematics. Here's one that J. N. Gullion gave me last week that's "chic, dis-tinct-ive, exclusive" and dern near everything else that your supposed to say about fashions—and problems. Mr. Gullion says: "A fellow went out to gather eggs. He found a big box full of cackles fruit and picked 'em up two at a time, but when he got through there was one left. So he put them back and picked them up three at a time and there was still one left. He did the same thing again, picking up four at a time and there was still one left. So he picks 'em up five at a time and still there's one left. So he tries it six at a time, and be dog gone of there's not one left this time. Then he gets all mad and picks them hen products up seven at a time, and they come out even. How many eggs did he have?"

We all kick at things that are done and things that are not done in Floydada and Floyd County, but would you do any better if you were one of the city dads or county commissioners? Advice is the easiest thing in the world to give and the hardest thing in the world to take.

Style and tending to her husband's business is about the best or worst weaknesses of "these dog gone women." I worked about the slickest one on Halilosis last week that just naturally gives me a permanent dismission from the bonehead club.

You noticed I hadn't said much about my bitter-half recently because she had gone, or went, which ever it is. Anyway she done it, and I couldn't get her to come home. Last week I sent her a copy of the Hesperian with a whole item clipped out of it.

She received the paper on Saturday and was home on Tuesday, and wanted to know what the heck I had done that I didn't want her to know about.

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Contemporary Thought

LOSES BET—AND CAR

Briscoe County News: A certain gentleman bet his friends he could drop a lighted cigarette into the gasoline tank of his car and that the cigarette would simply be put out. His friends took him up and the test was made.

When he dropped the cigarette there was no hesitation or delay—he lost his bet and his car, too. All he gained was some painful burns, a lot of excitement and an entirely new knowledge of the properties of gasoline!

Perhaps the gentleman had read somewhere that liquid gasoline will not ignite—an exceedingly dangerous half-truth. You can't have gasoline in an open vessel without also having the deadly dangerous gasoline vapor. And the glowing butt must first pass through the vapor, which is ignited by the smallest of sparks!

This incident should be a warning to all that gasoline ignites easily. Great property damage results every year from accidents with petroleum and its products and from their misuse. Reports to the National Board of Fire Underwriters for the year 1928 indicated a total fire loss from this cause of over \$15,250,000.

You wouldn't play with dynamite. Give gasoline the same degree of respect!

LEAVEN IN THE BREAD

Lorenzo Enterprise: Ambitious folks don't like to live amid disorder. It would depress them. They get busy, and ash-heaps and piles of litter vanish as the damps of night disappear before the morning sun. Careless neighbors see the contrast, and it makes them uncomfortable.

Before long you also see them agitating rake and spade. They may not alter their habits as the result of argument but they are moved to action when they see a neighbor outshine them. Which illustrates the recent remark of the head of the Ohio Building and Loan Association, that "when you put a progressive family on a backward street, you raise the level of living of the whole street." Many of our folks in Lorenzo would admit that the sight of improvements made by their neighbors had induced them to beautify their own home places.

MRS. HOUDINI GIVES UP

Dallas Morning News: Harry Houdini gave a good deal of serious thought to spiritism during his lifetime. But he died, it will be remembered, unconvinced that any of the purported communications from the dead within his experience had been genuine. He did not say they were all false; he merely claimed that he could produce under like control conditions equally mystifying results without relying on any psychic powers whatever!

"Gosh, woman," Fred gasped, "Why do you say your dog is a Socialist?" "Because," the burro-of-information replied, "He does nothing but sit around all day and howl!"

So far, folks, this wise bird that wrote in to tell me how poor a humorist I am and how good I am at re-printing other's people's stuff, hasn't sent in a thing for this column yet.

But anyway, I am going to do my dog gonest to meet the public demand, so below is given a poem that I swiped and figured it was pretty good. The title is "He's My Friend."

He may be six kinds of a liar; He may be ten kinds of a fool, And also a wicked high flier, Beyond any reason or rule. There may be a shadow above him Of ruin, and woes that impend, And I may not respect, but like him Because? Well, because he's my friend!

I know he has faults by the million, But his faults are a portion to him; I know that his record's vermillion— He's far from a sweet Seraphim, But he's always been straight with yours truly, Ready to give or to lend, And if he is wild and unruly, I like him, because he's my friend!

I know him, I know, but I do so The same to his face as away, And if others knock they're soon sorry And wish they'd had nothing to say. I never make diagrams of him, No maps of his soul have I penned; I don't analyze, I just love him, Because? Well, because he's my friend!

And, buy-the-way (as the women say), if you didn't know it folks, the silhouette of Spring is the silhouette of good taste, a modification of extreme length and nipped-in at kkk kkk chick...beautiful shoes of sheer chiffon keo38nx.d9362 x0273... etaoin.

Shut 'er down, quick George...and call the hospital!

WAY AND COLLEGE BAND AT FAIRVIEW APRIL 20... The band will be at Fairview Baptist Church the third Sunday of the month, the date being April 19 and 20. Everyone who is in the family is invited to attend the band services planned for Sunday night, Saturday morning and Sunday afternoon. Lunch will be served at the church.

living. Were we in communication with loved ones who have fallen asleep, the separation would be all the more cruel. It is a merciful curtain that comes down, after all, and we have to wait, for its lifting gives us more, rather than less, to hope for. Grief long nursed grows instead of diminishing and eats the heart away. That is the kindly meaning of the seemingly harsh command, "Let the dead bury their dead."

TESTS FOR BRIDGE FIENDS

The Wellington Leader: Considering the great spread of the bridge playing industry, it is strange that none of our legislators has had any laws passed for its regulation. Now comes a suggestion that players be compelled to pass an examination before being licensed to indulge in the game.

The suggestion comes, not from a United States Senator, but from an editor, whose zeal for the public welfare has been aroused by a report from Kansas City, where a wife shot her husband. The victim was also the lady's bridge partner, it appears, and when he bid one spade and another player plunged on a different suit the wife raised to four spades. The husband was set, blamed the wife for reckless bidding, and as a result of the argument she shot him.

Now, the aforesaid editor asserts, all persons who aspire to play bridge should be caused to pass a rigid test, not with reference to their skill, but to determine their mental poise. If the applicant is unable to be set or have an ace trumped without showing undue emotion, a license should be denied.

The trouble is that such a law, if enforced would practically eliminate all who take the game seriously.

VOLATILITY IN GASOLINE PRIME OPERATION FACTOR

Pointing out that volatility in gasoline is one of the prime factors in the efficient operation of the modern automobile motor, a local official of the Gulf Refining Company, large producers and refiners of gasoline and motor oils, declares that volatility resulting in instant and complete vaporation is secured by the use of motor fuels possessing an end point of 400 degrees Fahrenheit or lower.

The Gulf Refining Company, it is declared, is marketing just the kinds of gasoline from which the best results are to be obtained—"That Good Gulf Gasoline" with the 400 degree Fahrenheit end point and "Gulf No-Nox Motor Fuel," 374 degrees end point. The statement continues:

"These gasolines vaporize instantly and completely to the last drop, giving quick starting, quick pick-up, more power and greater mileage. Both of these fuels also possess high anti-knock quality which is of vital importance for successful operation of the modern high compressor motor.

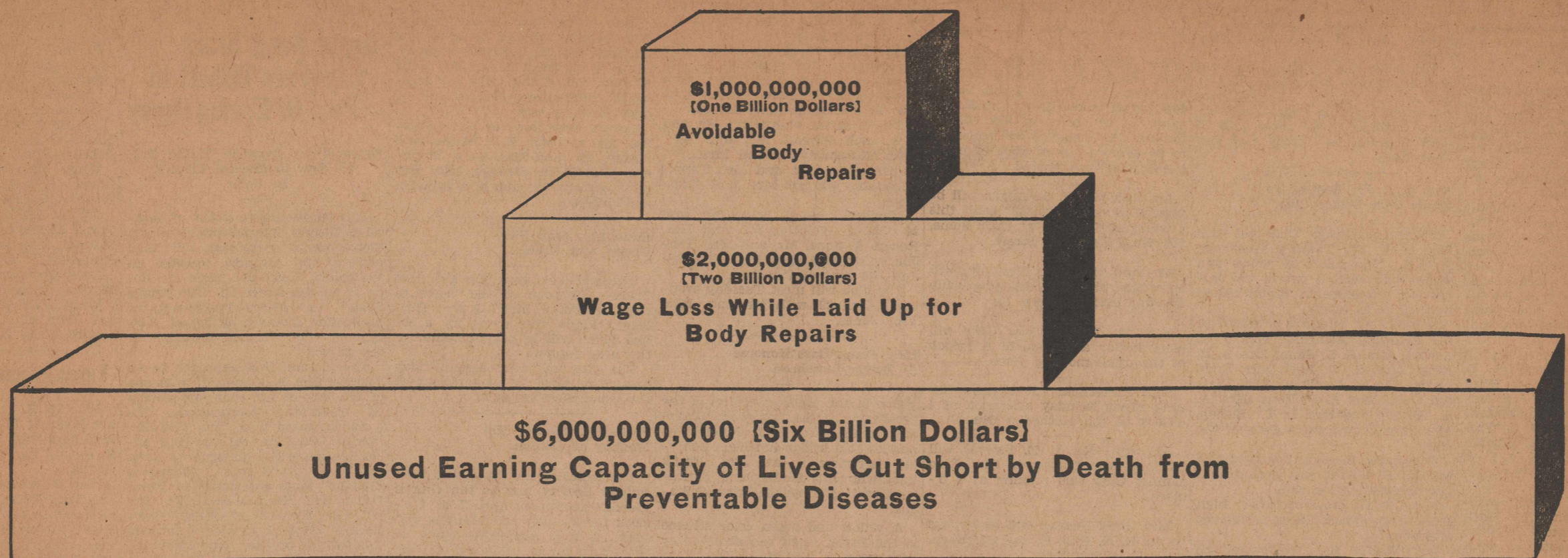
"While carbon is not desirable, it is always found to a greater or less degree in all motor, after a few thousand miles of running—carbon deposits increase the ratio of compression which is very satisfactorily overcome by these anti-knock fuels—Fuel Knocks which are apt to occur on hills and during quick acceleration in traffic are not only annoying but detrimental to the motor—Retarding the spark will reduce the knock but likewise reduces power—The safe and sane way to get rid of them is to use fuels of known anti-knock quality.

"And further—the End Point of gasoline has nothing to do with the anti-knock quality—many ordinary motor gasolines are doped with chemicals which may render them anti-knock but the quick, responsive vaporation is lacking—a good, straight-run petroleum product with 400 degrees F. End Point or better and high anti-knock quality is the best for your motor."

WHAT'S WRONG AND WHERE?



How good are you at finding mistakes? The artist has intentionally made several obvious ones in drawing the above picture. Some of them are easily discovered, others may be hard. See how long it will take YOU to find them. Correct solution on back page this section.



Health Is Wealth

There is wealth in health. Healthy towns are prosperous towns, and prosperous towns are healthy towns.

An army of trained men, working in every state in the Union, have quietly been gathering facts for years. They have conclusively proved that *community health and wealth go hand in hand.*

Would you like to know some of the facts these men brought to light?

They found that the conditions of the home and family living are the chief causes of health or sickness. Prosperous, sanitary, hygienic, happy homes are essential to healthfulness.

Sickness is the second main cause for charitable aid.

The average family spends about \$100 a year for health. This covers doctor bills, hospitals, medicines and dental services.

Nine out of every ten persons are sick every year. This covers a range from slight accidents and indispositions to serious and prolonged cases. One week is the average period of sickness.

On the average, there is one doctor and one nurse for about every 750 people. There should be one hospital bed for every 160 people. Only about 5,000 people are necessary to support a hospital.

One dollar a person in the average community will support a good health department. Such a department should be in charge of a competent health officer.

Pure water, sewage and garbage removal must be provided. Sanitary inspection service of food and milk should be maintained. Control of preventable and communicable diseases is necessary. Sanitary schools with a health inspection service, health education, proper school heating, lighting and ventilation are essential.

Auxiliary health agencies such as the Red Cross, Anti-Tuberculosis Association, Visiting Nurse, Child and Infant Hygiene, Clinics (medical-dental), health publicity and educational work, general hospital facilities, and numerous others are all doing a necessary work and should be supported.

Periodical medical examinations disclose defects or conditions of importance. In one out of every four persons the length of life can be increased 25% and more by periodical examinations. Doctors have increased the average span of life about nine years. Your doctor and dentist would sooner help you keep well than try to cure you when you are sick.

Your druggist, your grocer, your butcher, your plumber, and, indeed, all your dealers are in their way educators in the art of healthful, sanitary and hygienic living.

By the use of their services and materials, you can be both healthier and more prosperous.

Proper living conditions are necessary to health. Health is necessary to prosperity. Health is wealth.

The illustration on this page shows an astounding yearly loss from sickness —from PREVENTABLE sickness. Let's talk it over with our neighbors and strive to prevent that part of the loss suffered by ourselves—by

FLOYDADA

Fry-Bishop Insurance Agency
"Anything Insured Against Everything"
204 Readhimer Bldg. Phone 238

Westers' Quality Bakery
"Home of Ho-Made Bread"

Wilson Studio
"Photographs Live Forever"
Phone 162

John A. Enoch
"Best Blacksmith on the Plains
In the Best Town On The Plains"

D. W. Fyffe
"Farm Machinery of the Better Kind"
Phone 92

Moore Drug Company
"Yours for Moore Service"
102 South Main Street—Phone 193

I. W. Hicks, D. D. S.
Phone 56

Texas Utilities Company
"Your Electric Servants"

Floyd County National Bank
Of Floydada
"The Bank of Friendly Service"

C. H. Davis, Jeweler
"Easy Payment Plan Jeweler"
Phone 30 — Woody Drug Co.

McGuire's
"The Store For Men"
Phone 66

Floyd County Abstract Co.
"Is Your Title Clear"
Room 7, First Nat'l. Bank Bldg.

Rutledge & Company
"Full Line International Dealers"
Phone 57

Floydada Insurance Agency
"The Agency of Service"
G. C. Tubbs W. H. Henderson

First National Bank
Of Floydada

Dr. J. S. Rhinehart
Phone 93 — Readhimer Bldg.

Arwine Drug Company
"Goteverthing" South Side Square

L. G. Mathews
Attorney-at-Law
Phone 131 — Readhimer Bldg.

Snodgrass Chevrolet Co.
Roy L. Snodgrass, Proprietor

Consumers' Fuel Association
Ajax Tires — Gas and Oils
Phone 300

Baker, Hanna & Company
"Where Most People Trade"

Higginbotham-Bartlett Co.
"Everything To Build Anything"
Phone 55

Felton-Collins Grocery Co.
Grocery and Market
Phone 27

White Drug Company
"The Store of Personal Service"
Palace Theatre Bldg.

South Plains Lumber Company
"Courtesy, Quality and Service"
Phone 6

C. R. Houston Company
"Dependable Dry Goods"

Radio Electric Company
Atwater-Kent Radios
Phone 201

J. C. Wooldridge Lumber Company
"Quality Building Material"
Phone 7

J. R. Yearwood
"Ask Your Neighbor" Phone 247

Willson & Son Lumber Co.
"The Home of Friendly Service"

Community Supply Company
Phone 21 — 112-114 West California Street

SOCIETY

Mr. Patty Acts As Host at Dinner For School Board.

An elaborate seven course dinner was served to the members of the Floydada Public School board with W. E. Patty, superintendent of the schools acting as host Monday evening at 7 o'clock in the dining room of the Home Economics department of High School.

The dining room was artistically decorated. The centerpiece of the table was a large Texas star made of red carnations embedded in green foliage. Each end of the table was adorned with a red dinner taper in a quaint silver holder. At each place there was a red carnation and fern boutonniere.

Cards touched with fern and a geranium bud were placed for: C. R. Houston, president; J. C. West, vice president, E. E. Fry, secretary; W. E. Patty, superintendent; Dr. I. W. Hicks, M. L. Probasco, G. R. May, Wilson Kimble, E. C. King, Ben Blacklock, J. T. J. Dawson. Ed Brown was the only member not present.

The menu consisted of fruit cocktail, bouillon, croutons, fish fillet, bread sticks, barbecued broilers, Duchess potatoes, buttered peas, relish, radishes, clover leaf rolls, butter, tomato baskets, celery curls, cheese straws, chess pie with whipped cream, ice tea, coffee, minis, and nuts.

At the close of the dinner the guests were exceptionally complimentary to the girls of the Foods Two Class of the High School who prepared and served the dinner under the supervision of Miss Hazel Tyson.

The dinner was given by the board.

Mrs. Grigsby Delegate to District Meeting.

Mrs. R. E. Fry was hostess to the 1922 Study Club Thursday afternoon, April 3. Mrs. W. C. Grigsby was elected delegate and Mrs. E. L. Angus, alternate, to the District Federation of Women's Clubs which meets at Pampa April 24 and 25th.

Mrs. M. L. Kizziar, of Altus, Oklahoma, a former president of the club was a guest at this meeting. Mrs. J. T. Ashford, of Lubbock, who has been visiting her sister, Mrs. I. W. Hicks was also a guest.

The members answered to roll call with sayings of Solomon and the following program was rendered: "The Return of the Holy Land," Mrs. E. L. W. Hicks.

A vote was held at 5:30. The Easter idea was carried out in the decorations. Refreshments of sandwiches, cake and lemonade were served by the hostess. Easter chickens were given as favors.

Those present were: Worth Endolyn Shipley, Erma Deaton, Rosa Lee Lynn, Eddy Lois Parks, Rebecca Smith, Carrie Lou Maxey, Tony Evelyn Maxey, Murial Magan, Marjorie Kirk, Francis Probasco, Minnie Lou Heald, Martha Lee McCleskey, Mary Catherine Daniels, Annita Joe Jenkins, Matta Pearl Turner, Mary Wilson Hicks, Nell Shilley, Vera Nell Marshall, Dorothy Priest, Ruth Palmer, Dorcas Casey, Gladly Marie Moore, Gerline Gamblin, Mary Loper, Emma Collins, James Thurman, Billy Ansil Lynn, Nell and Mabel Boelter.

Thomazine Cox, daughter of Mrs. A. Cox, entertained a number of friends with a pretty little pre-ster party Wednesday afternoon from 3:30 to 5:30. The Easter idea was carried out in the decorations. Refreshments of sandwiches, cake and lemonade were served by the hostess. Easter chickens were given as favors.

Those present were: Worth Endolyn Shipley, Erma Deaton, Rosa Lee Lynn, Eddy Lois Parks, Rebecca Smith, Carrie Lou Maxey, Tony Evelyn Maxey, Murial Magan, Marjorie Kirk, Francis Probasco, Minnie Lou Heald, Martha Lee McCleskey, Mary Catherine Daniels, Annita Joe Jenkins, Matta Pearl Turner, Mary Wilson Hicks, Nell Shilley, Vera Nell Marshall, Dorothy Priest, Ruth Palmer, Dorcas Casey, Gladly Marie Moore, Gerline Gamblin, Mary Loper, Emma Collins, James Thurman, Billy Ansil Lynn, Nell and Mabel Boelter.

Mrs. W. A. Cogswell surprised her daughter, Annette, last Friday afternoon with a party from 4 to 6 o'clock, honoring her tenth birthday.

Mrs. Dea Fyffe was given the prize pinning on the donkey's tail. After the games the children filed into the dining table which was decorated with a center piece of flowers and rabbits around the birthday cake. Mollie Maddox got the piece of cake with the dime. Ice cream and cake were served. Tiny rabbits were used as plate favors. The honoree received many beautiful little gifts.

The following participated in the many games and Easter hunt: Dorothy Nell Swinson, Gean Williams, Inis Fyffe, Tommie Rawdon, Ruedell Brewster, Clorene Young, Dorothy Nelson, Mollie Maddox, Vivalais Stanley, Joyce King, Blanche King, Mildred Clonts, Pauline Sparks, C. D. Alexander and Wilbur Nelson, Jr. Also little Charles T. Cooper, Jack Cogswell, Bobbie Cogswell and Margaret Evelyn Cogswell took part in the games.

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served to twenty-five guests. Favors were Easter rabbits and chickens. The guests departed at a late hour and expressed themselves as having enjoyed the party very much.

This class for sixteen year old girls meets each Sunday morning at 9:45 o'clock in the Intermediate Department of the Baptist Church. They cordially invite other girls of their own age to come and join their class.

Mrs. R. E. Fry Hostess To Triple Four Bridge Club.

Triple Four Bridge Club met with Mrs. R. E. Fry Tuesday afternoon, April 8. The colors of yellow and white were carried out in the tallies and refreshments. Easter chicks were given as favors.

A lovely ice course was served to the following members: Mrs. J. A. Arwine, Mrs. H. B. Sams, Mrs. A. B. Keim, Mrs. S. W. Ross, Mrs. E. L. Angus, Mr. R. E. Cloud, Mrs. Walton Hale, Mrs. A. P. Horn, Mrs. A. A. Bishop and Mrs. L. T. Bishop. Mrs. Fred Brown was a guest of the club.

A business meeting was held and Mrs. T. P. Collins was elected as a new member to the club.

Mrs. R. R. Cloud received high score in the games played during the afternoon.

Mrs. Walton Hale will be hostess to the Club Tuesday afternoon, April 22, at her home on West Kentucky street.

Wanda Teeple President New Camp Fire Group.

A new Camp Fire group was organized Friday afternoon at the home of Mrs. P. W. Whigham. Wanda Teeple was elected president, Hazel Borum, vice president; Louise Conner, treasurer; Rhea Cloud, secretary; Virginia Welch, business manager and Marcela Faulk, reporter. Mrs. Whigham was made guardian of the new group.

The following are charter members: Marcela Faulk, Wanda Teeple, Mary Louise Thurmon, Louise Conner, Hazel Borum, Virginia Welch, Novella Taylor and Rhea Cloud. Mary Louise Thurmon will be hostess Friday afternoon, April 12, at 4 o'clock.

Mr. and Mrs. Fry Hosts At Bridge Party.

Mr. and Mrs. R. E. Fry were host and hostess Tuesday evening at three tables of bridge at their home, 621 West Kentucky street. A yellow and white color scheme in the Easter motif was carried out by the hostess in the tallies and refreshments.

Those present were: Mr. and Mrs. B. K. Barker, Mr. and Mrs. O. P. Rutledge, Mr. and Mrs. T. P. Collins, Mr. and Mrs. Fred Brown, Mr. and Mrs. W. H. Hilton and the host and hostess.

Woodmen Circle Met With Mrs. R. M. McCauley.

Woodmen Circle Grove No. 1033 met with Mrs. R. M. McCauley Wednesday afternoon, April 2, at 3 o'clock. After a business session games of "42" were played. Mrs. N. A. Armstrong and Mrs. W. J. Copperel received highest score.

Lovely refreshments were served to Mrs. C. Surginer, Mrs. J. D. Starks, Mrs. Wm. Houghton, Mrs. W. H. Hilton, Mrs. W. J. Copperel, Mrs. N. A. Armstrong, Mrs. John Buchanan, Mrs. Ella Johnson and the hostess.

Mrs. Lynn Gives Talk On Africa To W. M. S.

Mrs. Ansil Lynn, who is in charge of the Women's Work of the Floyd County Baptist Association, and a returned missionary from Africa, made a very interesting talk on Africa and her former work at the meeting of the Woman's Missionary Society of the Baptist Church held Monday afternoon at the Baptist Church. There were fifty members present and twenty G. A. Girls, who were invited to hear the lecture.

Preparations are being made by the society for entertaining at the District meeting which will be held in Floydada the latter part of this month.

Mmes. Welch and Horn Joint Hostesses at Bridge.

Mrs. A. J. Welch and Mrs. A. P. Horn were joint hostesses at three tables of bridge Friday evening, April 4, at Mrs. Welch's home. Mrs. M. L. Kizziar, of Altus, Oklahoma, received high score for the ladies and R. C. Henry made high score for the gentlemen.

Delightful refreshments were served to Mr. and Mrs. R. E. Fry, Mr. and Mrs. Glad Snodgrass, Mr. and Mrs. Edd Johnson, Mr. and Mrs. R. C. Henry, Mrs. M. L. Kizziar, Mrs. J. E. (Kight) Dickey, of Lubbock and Mrs. Cella Ross.

La Noche Bridge Club With Mrs. R. M. McCauley.

Mr. and Mrs. Ray Clements were host and hostess to the La Noche Bridge Club Thursday evening, April 3, at their home, 302 West California Street.

Mr. Polk Goen and Mrs. Rip Snodgrass made the highest score in the games played during the evening for the visitors and Mrs. Joe M. Day made the highest score for the members. Guests other than club members were: Mr. and Mrs. Polk Goen, Mr. and Mrs. Rip Snodgrass, Mr. and Mrs. N. B. Stansell, Miss Gertrude Kinis, Miss Geraldine Massie and Mr. Kenneth Henry.

Members present were: Mr. and Mrs. Terrell Loran, Mr. and Mrs. Joe M. Day and Mr. and Mrs. Fay Maxey.

Mr. and Mrs. Joe M. Day will entertain the Club Thursday evening, April 17.

Social Calendar

The Ladies Aid of the Cumberland Presbyterian Church will be hostesses at a Round Robin Social Monday afternoon from 3 until 5 o'clock at the home of Mrs. A. A. Collins. All members are requested to be present. A number of other guests have been invited.

Mr. and Mrs. E. L. Angus will be hostess to the Owls "42" Club this evening at 8 o'clock at their home, 214 West Kentucky Street.

Mr. and Mrs. J. C. Veal, Jr., will entertain the Sin Cuidado Club Tuesday evening, April 15.

Swastika Camp Fire Girls will meet Friday afternoon at 4 o'clock at the usual meeting place.

The Porterfield Missionary Society meets Monday afternoon at 4 o'clock at the Methodist Church.

Mr. and Mrs. L. B. Fawver will be host and hostess to the Blue Bonnet Club this evening at 8 o'clock.

Mrs. John Reagan will be hostess to the K. K. Klub Friday afternoon, April 11, at 3 o'clock.

The Woman's Missionary Society of the Methodist Church meets Monday afternoon, April 14, at 3 o'clock at the church. A new study book will be begun at the time.

Mr. and Mrs. Joe M. Day will entertain the La Noche Bridge Club Thursday evening, April 17, at 8 o'clock.

Mrs. Homer Steen will be hostess to the Wednesday Bridge Club Wednesday afternoon, April 16, at 3 o'clock.

Mrs. Edd Johnson will be hostess to the 1922 Study Club Thursday afternoon, April 17, at 3:30 o'clock.

South Circle of the Baptist Missionary Society meets Monday afternoon at 4 o'clock with Mrs. B. L. Blacklock.

The 1929 Study Club meeting which was to have been held this afternoon with Mrs. Robert McCauley has been postponed until Thursday afternoon, April 17, at 3:45 o'clock.

Netoppew Camp Fire Girls Have Treasure Hunt.

The Netoppew Camp Fire group met at the home of Mrs. Geo. Smith, their guardian, on Friday afternoon. Following the short meeting, they began a unique treasure hunt. Each girl found a message at her home, telling her where to go. A gift was found at each place visited.

The last visit was made to the home of Mrs. Wilson Kimble, where Dorothy Thurman, who had been ill, was awaiting them. Refreshments of ice cream, cake were served. Easter favors were used.

A business meeting followed. All of the members were present in the meeting. The next meeting will be held on Friday, April 4, at the home of Mrs. Geo. Smith.

Miss Morrow To Present Pupils In Recital.

Miss Katy Morrow, expression teacher of the Floydada Public Schools, will present several of her pupils in a recital at the High School auditorium Saturday afternoon, April 12, at 4 o'clock. She will be assisted by piano pupils of Mrs. V. Andrews.

The following program has been announced: Opening Address, "Eddy's Treasures"—Francis Fitch.

"Titana" by Carl Hiems—Addie Barker.

"The boys at the Circus" and "Compensation"—H. B. Sams, Jr.

"Where the Children Meet" by Edgar A. Guest—Margaret Cogswell.

"Take a Tater and Wait" by Dunbar—Ruedell Brewster.

"Tripping Over the Green" by John Martin—Mildred Houston and Iris Christine Kientz.

"A Mother's Day"—Venitta Borum.

"The Minuet" by Mary M. Dodge—Bobbie Cogswell.

"When Pa is Sick" and "Home-sick"—Dorothy Dell Stovall.

Music—Mary Lynn Cole.

"Mud Pies"—Addie Barker.

"Soap"—Annette Cogswell.

"L'Envoi" by Rudard Kipling—Catherine Fitch assisted by Victorine Fitch.

Monday Night "42" Club Met With Mr. and Mrs. Pope.

Mr. and Mrs. H. O. Pope entertained the Monday Night "42" Club Monday evening, April 7. Mr. Glad Snodgrass and Mrs. E. P. Nelson got high score for the visitors and Dr. V. Andrews and Mrs. W. I. Cannaday received high score for the members.

Refreshments were served to Mr. and Mrs. W. I. Cannaday, Dr. and Mrs. V. Andrews, Mr. and Mrs. T. C. Stephenson, Judge and Mrs. Kenneth Barr, Mr. and Mrs. E. F. Eastridge, Mr. and Mrs. W. L. Boerner, Mr. and Mrs. O. P. Rutledge and Mrs. Sam Berry, visitors of the club; and Mr. and Mrs. E. P. Nelson, Mr. and Mrs. Edd Johnson, Mr. and Mrs. Byron Clark, Mr. and Mrs. Chad Snodgrass, members.

Mr. and Mrs. Glad Snodgrass will entertain the club Monday evening, April 21.

La Noche Bridge Club Met With Mr. and Mrs. Surginer.

The La Noche Bridge Club met Tuesday evening with Mr. and Mrs. Leslie Surginer as host and hostess. In the games for the members

Mrs. Robert A. Sone and Mr. Troy Jones made high score for the guests and Mrs. Robert Garrett and Mr. A. A. Bishop made high score for the members.

The Easter motif was used in the decorations. Refreshments of ice cream and angel food cake were served by the hostess. Easter rabbits were used as plate favors.

Guests of the club were: Mr. and Mrs. Bob Garrett, Mr. and Mrs. Carr Surginer, Dr. and Mrs. W. Hubert Seale, Mr. and Mrs. Terrell Loran and Mr. and Mrs. A. A. Bishop.

Members present were: Mr. and Mrs. L. J. Welborn, Mr. and Mrs. Robert A. Sone, Mr. and Mrs. Troy Jones, Mr. and Mrs. J. D. McBrien and the host and hostess.

The club will meet Tuesday evening, April 22, with Mr. and Mrs. Troy Jones.

Mrs. Frank Bass Honoree At Bridge-Luncheon.

One of the prettiest affairs of the pre-Easter season was given Thursday, when Mrs. A. J. Folley was hostess at a bridge-luncheon honoring her sister-in-law, Mrs. Frank Bass, who with her husband, recently moved to Floydada from Quitaque.

A yellow and green color scheme in the Easter motif was observed by the hostess. The reception rooms were decorated with yellow tulips which were placed in little green nests surrounded by Easter eggs. Easter nests in which were placed yellow candle holders and green tapers formed the center piece of each of the tables.

The menu consisted of croquettes molded to represent Easter chickens, perfection salad, peas and carrots in cheese rings, cream cheese in carrot mould, olives, tomatoes, ice cream and yellow individual cakes decorated with green cherries. Salted almonds were served in little yellow baskets. Hand painted cards marked places for the guests.

Mrs. Edd Bishop of Plainview received highest score in the games of bridge played following the luncheon.

Covers were laid for the following guests: Mrs. Joubert Clements and Mrs. Edd Bishop of Plainview; Mrs. E. L. Angus, Mrs. O. P. Rutledge, Mrs. J. D. McBrien, Mrs. Leslie Surginer, Mrs. Bob Garrett, Mrs. Troy Jones, Mrs. A. B. Keim, Mrs. C. H. Davis, Mrs. Carl Minor, Mrs. Robert McGuire, Mrs. L. T. Bishop, Mrs. H. B. Sams, Mrs. Frank Bass, honoree and Mrs. A. J. Folley hostess.

Business Meeting of M. E. Society Held Monday.

The Woman's Missionary Society of the Methodist church met in regular business session Monday afternoon at 3 o'clock at the church. Mrs. C. R. Houston presided in the absence of the president, Mrs. Wilson Kimble. Mrs. Houston read the devotional from the fourteenth chapter of John. Mrs. J. S. Solomon dismissed the meeting with a prayer.

A new study book entitled "Studying the Epistles to the Hebrews" will be begun at the next meeting which will be held Monday afternoon at 3 o'clock at the church.

Mr. and Mrs. Keim Hosts to Friendship Bridge Club.

Mr. and Mrs. A. B. Keim were host and hostess to the Friendship Bridge Club Friday evening, April 4, at their home, 617 West Missouri street.

The usual number of games of bridge were played in which Mr. Terrell Loran and Mrs. A. J. Folley received highest score for the visitors and Mr. and Mrs. Robert McGuire made high score for the members.

The hostess carried out the Easter colors in the delightful ice course which was served to Mr. and Mrs. E. L. Angus, Mr. and Mrs. R. E. Cloud, Mr. and Mrs. T. P. Collins, Mr. and Mrs. Terrell Loran, Mr. and Mrs. A. J. Folley, Mr. and Mrs. J. D. McBrien and Mr. and Mrs. Frank Bass, visitors of the club; and Mr. and Mrs. Flynn Thagard, Mr. and Mrs. R. B. Rosson, Mr. and Mrs. J. A. Arwine, Mr. and Mrs. L. T. Bishop and Mrs. and Mrs. Robert McGuire, members.

Frances Ruth Garrett Celebrates Fifth Birthday.

Frances Ruth Garrett celebrated her fifth birthday with a party at her home on Friday afternoon, April 4.

Upon arrival the guests were served punch from a table on the lawn. The main feature of the entertainment was an Easter Egg hunt in which Norma Denson found the largest number of eggs and Mary Catherine Daniel found the golden egg of luck.

The table was attractively centered with a huge birthday cake decorated in pink and green candles with a figure five in the center, and the Easter suggestion carried out in the surroundings of masses of green grass dotted with rabbits and nests of Easter eggs.

The birthday cake was cut and served together with Eskimo pies to the following guests:

Nell Stevenson, Frances Keim, Norma Denson, Genell Patty, Mary Catherine Daniel, Doniese Cline, Edna Mae Smith, Eugenia Martin, Peggy Jo Bishop, Ruth Hamilton, Mary Frances McRoberts, Midget Swinson, Joe Dick Moore, Jack Rosson, Dendell Daniel, Thomas Flynn Thagard, Joe Arwine, Virgil Williams, Bryan Meredith, Bruce Foster, B. K. Barker, Jr., Billy Clyde Davis and Pat Felton.

Fluffy Easter chicks were given guests as favors.

Genuine Dalton Adding Machine Ribbons at Hesperian Office.

Mrs. Johnson Hostess at Dinner For Husband.

Mrs. Frank Johnson was hostess at a surprise dinner honoring her husband on his birthday Sunday, April 6, at their home, 303 Ollie Avenue. The dining table was decorated with spring flowers and a huge birthday cake.

Covers were laid for the following: Mr. and Mrs. E. F. Stovall and family, Mr. and Mrs. Odus Stephens, Miss Marie Strange, Miss Hazel Tyson and Mr. and Mrs. Johnson and children.

Swastika Camp Fire Group Met Friday.

The Swastika Camp Fire girls met Friday afternoon at the home of their guardian, Mrs. O. P. Rutledge. Plans were made for a social which will be held sometime in the near future.

The girls will meet again Friday afternoon, April 11, at 4 o'clock at the usual meeting place.

Porterfield Society Met Monday at Church.

The ladies of the Porterfield Missionary Society met at the church Monday afternoon, April 7, at 4 o'clock for a study and business session. A very interesting study of the first three chapters of the Book of Exodus was led by Mrs. Robert A. Sone.

All ladies interested in the study are invited to study with the Porterfield Society. The class meets each afternoon at 4 o'clock at the Methodist Church. The very interesting lessons are led by Mrs. Robert A. Sone.

Mrs. J. B. Bartley Hostess at Unique Party.

Mrs. J. B. Bartley, of Plainview, was hostess yesterday afternoon at a buffet luncheon and bridge party, which was enjoyed by a number of "Floydada" friends. Women of the party reached the Bartley home at 11 o'clock, each taking a dish of food and a buffet luncheon was enjoyed at 1 o'clock, preceded and followed by rounds of bridge.

At 4 o'clock the party repaired to the flying field where they took an air ride in a tri-motored, 16-passenger cabin plane. Guests for the afternoon were Mesdames H. B. Sams, J. C. Veal, D. H. Hill, W. H. Edwards, Gerald Groves, J. B. Bishop, Calvin Steen, of Floydada, Mrs. Baird Bishop of Kress and Mrs. Edd Bishop of Plainview.

McCarty's Hosts at Dinner Honoring His Birthday.

Mr. and Mrs. Ed McCarty were host and hostess to several friends at a dinner Sunday, April 6, in honor of Mr. McCarty's birthday. A large birthday cake adorned with candles formed the centerpiece of the dining table.

Guests for the occasion were:

LOCKNEY ISIS THEATRE

All Talking Program Week Beginning Sunday, April 13th

Talking pictures at their best Regular admission 25c & 50c Saturday matinee 15c & 35c

Sunday Matinee Monday and Tuesday

Norma Shearer, Belle Bennett Robert Montgomery and Lewis Stone in

"Their Own Desire" Paramount Sound News Comedy "Sugar Plum Papa"

Wednesday Thursday

Mary Brian and Fredric March in "The Marriage Playground" Christie Comedy

Friday and Saturday

Buddy Rogers, Jean Arthur and Paul Lukas in "Halfway to Heaven" Comedy "The Spy"

Sunday matinee 2 P. M. Saturday matinee 2:30 P. M. Evening show 7:30 P. M.

Mr. and Mrs. L. C. Wheeler, Mr. and Mrs. John L. West and family, and Mrs. Fannie Power.

leader. Topic—Why Everybody Christ. Song—Just When I Need Most. Prayer. Song—At The Cross. Scripture—John 14:1-11. Leader's Talk.

Cornet Solo—Kinder Farris. Do the People of America Know Christ as Much as the People of Africa?—Hazel Probasco. What Class of People is This Whose Hearts Should Throb Them?—Myrtice Meador.

State a definite Contribution the Christ Makes to Childhood, Youth, Mature Life, and Old Age—A. D. Sumnerville, Jr. Does Christian Endeavor Pay?—Blanche Enoch. What is the Matter with the Person who says he does not need Jesus?—Mary Elizabeth Vaughn.

Locals and Personals

Mrs. W. E. Lowrance returned to her home at Lubbock today after a visit here with her sons, O. L. and E. R. and her daughter, Mrs. L. H. Smith.

Mrs. J. A. Arwine and children and Mrs. Flynn Thagard and children spent the week end in Lubbock visiting relatives and friends.

Mr. and Mrs. J. C. Dickey spent last week in Lubbock visiting their children.

Mr. and Mrs. D. A. Smith and their daughter, Mrs. J. T. Ashford and Mrs. Ashford's son, J. T., Jr., visited from Wednesday until Saturday with their daughter, Mrs. I. W. Hicks.

Mr. and Mrs. L. H. Liston of Lubbock and Mrs. Geo. E. West, of Dallas, spent last Thursday here as the guests of Mrs. L. H. Newell.

Mr. and Mrs. Julian Roberts and son, Verle, visited her parents, Mr. and Mrs. L. O. Norman at Happy, and a sister, Mrs. Bruce Hunter, of Hereford, last week.

Julian Roberts closed a deal last week, trading his property in Crosbyton for 270 acres of land, near Lorenzo. They plan to move there soon.

Miss Mildred West and Mrs. Bill Ehdod, of Mule Shoe, spent the week end with Miss West's sister, Mrs. Robert A. Sone.

Hesperian Ads Get Results.

Pot Plants OF ALL KINDS, AT W. H. Mason GREEN HOUSE

SPECIALS FOR Saturday and Monday. One lot Ladies Gingham and Print Dresses, Worth \$1.00, only, 49c. One Lot Girls Gingham and Print Dresses, Worth 75c, go at only, 39c. Big 23x44 Bath Towels, During this Sale for Saturday and Monday only, 15c. One Lot Hair Nets, All Colors, Go for only, each, 1c. One lot Embroidery thread, Go in this sale at, per skein, 1c. One lot Pearl Trimming Buttons, Saturday and Monday, per card, 1c. One lot boys Wash Suits, worth \$1.25, Go in this sale at only, 49c. One lot boys B. V. D. in Haines and other famous brands, go at only, 29c. Shoe Polish—Jet Oil, 2 in 1, or Real Shine, For this sale only, 11c. One Lot Men's Khaki Pants, sizes 36 to 44, for Saturday and Monday selling, 49c. One Lot Boys Scout Shoes, Worth \$2.25, \$1.49. One lot Men's Scout Shoes, Worth \$2.50

THE HESPERETTE

FLOYDADA HIGH SCHOOL FLOYDADA, TEXAS, APRIL 10, 1930.

by Pupils of Floydada High School.

Hesperette Staff
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Change Editor... Roxie Norton
Proof Editor... Wilmina Sallsbury
Proof Editor... Verla Blasingame
Faculty Advisor... Dorothy Biebel

Motto
Our School: May she always be bright; but our school, right or wrong.

I hear the bells! those high school bells!
And the tale their music tells,
History, Geometry, and English time

I always hear their raucous chime
Those high school hours will pass away;

And many a student, that is gay,
Within a college then will dwell
And hear again the jingling bell.
And so 'twell be when students go;
That tuneful peal will still ring on,
While other students dwell,
And sing their praise, sweet high school bells!

—Daisy Eudy.

Style Show
Thursday, March 27, the Clothing II girls presented a style show to the student body. The girls wore the dresses which they had made in class. The ones who took part in this program were: Ruth Rutledge, Flora Day, Hazel Probasco, Artie Mitchell, Erna Lee Crawford, Thelma Crawford, Edna Mae Nelson, Ina Rae Cummings, and Roxie Norton. The program was enjoyed by everyone present.

Locals
Miss Mary Emma Rosson spent the week-end in Plainview. Mr. and Mrs. Guy Johnson, Miss Mamie Coral Lienderman, and other friends accompanied her home and spent the afternoon.
Dorothy Crawford, the editor-in-chief of the Hesperette staff, was absent from school Monday.

Exchange Notes
Dr. Bradford Knapp, president of Alabama Polytechnic institute, has received a varsity football letter from Vanderbilt 40 years after he played guard and tackle on the first two elegans turned out by the Com-

girls in several of the high of California have decided

FLATS
Make the pleasure out of toring.
soil your hands and es?—when you can 6 and get it fixed.

cars Greased FOR \$1.00
and Tubes—Gas, and Accessories.

MAGNOLIA FILLING STATION
"The Home of Friendly Service"

DON'T FORGET

I HAVE PURCHASED THE

H.O. Pope Stock

of electrical supplies and auto parts and, combined with my stock, can give you REAL service in

Electrical Supplies

AND

Auto Replacement Parts

FOR ALL MAKES OF CARS.

WANGLE GARAGE

J. B. BISHOP

to be dressed in white for the graduation exercises at the end of school

The students of Campbell presented the play, "Love's Magic" at Petersburg last Friday night. The play was recently presented at the actors' own school, and it was taken to Petersburg in order to make more money with which to buy the play-ground equipments.

Junior Play

The Junior play, "Am I Intruding?" is to be presented, April 25. The proceeds are to go for the Junior-Senior banquet.

The annual, "The Hesper," goes to press this week, and the annuals will be issued the last week of school.

Contest

The last contest between the classes was held Thursday in chapel. This was the prettiest girl and handsomest boy contest. The senior candidates were Jessie Mae Wood, and Alsie Carlton. The sophomores, Katherine Pich and Lowell Gambin, and the juniors and freshmen combined presenting Mildred Welborn as the prettiest girl and Waddo Houghton as the handsomest boy.
The seniors won by a small margin.

Jokes

Ruth—Miss Rosson, are you the baby of the family?
Miss Rosson—No I'm the youngest.

O. B.—Have a drink with us, Carl.
Carl—I'm going to.

Patty—What can we do to get a new thrill, Velma?
Velma—We've tried everything else so let's try studying a while.

Mr. Stephens—(After several of the students were complaining of their Commercial Law grades. Please do not come to me with malice in your hearts.
Winona—I won't come with malice in my heart but I'll come with a dagger in my hand.

Gwendolyn—Martin, don't you know there's germs in kissing?
Martin—Say, girlie, when I kiss I kiss hard enough to kill the germs.

Miss Tyson—Richard and I have just named our dog Mars, because from all indications he appears to be inhabited.

Mr. Jones—What is wrong with this chicken?
Waiter—It has been in a fight sir.

Mr. Jones—Well take it back and bring me the winner.

Miss Walker—I have just had an argument. Would you say, "Shall I marry you" or "may I marry you?"
Mr. McWhirter—"May I marry you?"
Miss Walker—Oh! Mac, this is so sudden.

Latin Tournament
The Latin tournament will be held in Lubbock April 11. Mary Ann Kimbel and Samuel Rutledge will go as contestants. Mary Ann Kimbel and Robert Childress will go as essayists. Our best wishes go with them.

Miss Jewell Brock has been absent the past few days on account of having a "swell time."

We are very sorry that we don't have any more news to type, but C. W. McCarty is absent this week.

The Freshman edition will be published next week.

Miss Tyson and her foods department served a seven course dinner to the trustees Monday evening.

Tennis and track teams will participate in an invitation meet at Amarillo Friday and Saturday.

Judging teams went to the dairy show Monday.

The freshmen and sophomores won in a contest between the upper and lower study hall. As a reward, a picture was presented to the lower study hall by the P. T. A.

Pool all Stars will play baseball Wednesday.

CHURCHES

Evangelistic Services At Methodist Church

Evangelistic services will be held at the Methodist Church beginning Sunday, April 13 and closing Easter Sunday, April 20. There will be services each day at 10:00 a. m. and 8:00 p. m. The preaching will be done by the pastor of the church and the singing by local people.
Everyone is cordially invited to attend these services.

MT. BLANCO BAPTIST CHURCH

G. W. Tubbs, Pastor
Preaching and church conference Saturday at 11 a. m.
Sunday School Sunday at 10 a. m., preaching at 11 a. m. and 7. 30 p. m., by the pastor.
B. Y. P. U. Sunday evening at 6:30.
Everybody cordially invited to attend these services.

THE CHURCH OF CHRIST

Elder J. Frank Copeland, will preach at the Church of Christ on South Wall Street, next Sunday morning at 11 o'clock. Everybody cordially invited.

LIVE WIRE B. Y. P. U.

Program for April 13. The "Dreaming Program" will be used. Betty Louise Rucker and Nadyne Wood will be the dreamers.
Subject, "A Great Miracle."
1. The Home of Lazarus.—Gayle Bishop.
2 and 3 Martha and Mary and Lazarus become sick.—Ralph Johnson.
4 and 5. Jesus goes to Bethany and Mary meets Jesus.—Mable Moore.
6. Jesus raises Lazarus.—Coleta Moore.
7. Many Jews believe.—Gayle Bishop.
8. Dreamers awake and tell their dreams.

CHURCH OF CHRIST

At ten o'clock every Lord's day morning the Bible Study starts at the City Park Church of Christ. At eleven o'clock there is preaching at seven o'clock Sunday evening the Teacher's Training Class, Young Peoples' Classes, and Little Folks class meet. At eight o'clock Sunday evening there is preaching again.

At three o'clock every Monday afternoon the Ladies Bible Class meets at the church house; then on Wednesday evening at eight o'clock there is prayer meeting. We are now studying the book of Acts and we hope that many people will come and try to learn the many truths found in this book.
At eight o'clock Friday evening there is song practice. Everyone is welcome to come to these services.

PASTOR'S PARTNERS' PROGRAM

Pastor's Partners' B. Y. P. U. program for Sunday, April 13, to be given at the Baptist Church at 7 o'clock:

Topic—Winning Souls for Jesus.
Introduction and Jesus Wants to Win every One—Nolan Rucker.
Everyone needs to be Won—Selma Louise Linder.

Who Could It Be and Jesus is Depending upon Us—Lera Opal Patton.
Jesus' Promise to Soul Winners—William Barnett.
Methods of Soul Winning—Dr. I. W. Hicks.

CUMBERLAND PRESBYTERIAN CHURCH

A. A. Collins, Pastor
B. F. McIntosh, superintendent of Sunday School.
Preaching at 11 a. m. and 8 p. m. Junior and Senior Endeavor at 7 p. m.
The Church will conduct Pre-Easter services throughout next week.

Monday night the pastor will speak on "Fellowship."
Tuesday night, "Missions," conducted by the Woman's Missionary Society, Mrs. Kenneth Bain, president, in charge of the service.

Wednesday night will be young people's night. This services will be conducted by the Christian Endeavor Society with Miss Robbye Archer as president in charge.

Thursday night will be "Church Night" conducted by the official Board of the Church.
Friday night the Rev. J. W. Burgett will bring the message.
Saturday night, "The Church at Prayer."

The Presbyterian Church stands with doors wide open with an invitation to all to come.

LEAGUE PROGRAM

Leader—Fred Porterfield.
Hymns—"The Old Rugged Cross" "Near the Cross."
Prayer.
"Father, Forgive Them" — Luke 23:34; John 18:1-14—Fred Porterfield.
"Today shall thou be with me"— Luke 23:43; John 18:15-27—Inez Switzer.
"Woman, Behold thou son"—John 19:26-27—Alpha Boothe.
Duet.
"My God, My God, Why Hath Thou Forsaken Me"—Christene Trowbridge.
"Father into Thy hands I command my spirit"—Roy Conway.
"I thirst; It is Finished"—Hearon Wright.
Benediction.

FRIENDSHIP SUNDAY SCHOOL CLASS

The Friendship Sunday School Class met on Sunday at the Church. The president appointed four girls to meet at the High School on Monday noon to elect new officers for the new quarter. The girls appointed were Josephine Williams, Margaret Sims, Carrie Lou Wade and Chlotiede Abernathy.

The following officers were elected: president—Lurlyn Clontz; vice-president—La Verne Rimmer; secretary—Margaret Sims; Assistant secretary — Chlotiede Abernathy, treasurer—Carrie Lou Wade; reporter—Josephine Williams.

The girls then adjourned until Sunday when the new officers will take charge.

FIRST CHRISTIAN CHURCH

Claude Wingo, Pastor

CHURCH CALENDAR

Panhandle Endeavor Convention, Lubbock, April 11-13.
Pre-Easter Service—April 13-20.
Easter Sunday, April 20. Four Services during the day. Sunrise Prayermeeting.
Morning Worship.
Afternoon program for kiddies.
Evening worship.
April 20-June 8 a Chapter a day in Luke and Acts.
State Convention of Christian Churches, Austin, Texas, May 5-8. Let's all go—I am—can you?
Mother's Day—May 11.
Daily Vacation Bible School, June 2-13.
All Children 4-15 years old eligible to attend.
State Convention of Christian Endeavor, Wichita, Falls, Texas, June 11-15.
Young People's Conference, Canyon, Texas, June 16-22.
District Convention Christian Church at Lubbock, Aug. 28-29.
National Convention of Christian Churches, Washington, D. C., October 14-23.
This is the biggest event to happen in the Christian Church in 1900 years.

What demonstration shall we expect when our forces world wide meet in one place, in one accord, in prayer in fellowship, in breaking of bread, in the Apostles teaching and doctrine in the true spirit of Christianity.

Plan now to be in this event? Plans are being worked out where by we may have all the cash in hand for our building program at time contract is let. By having cash it is estimated at this time we can easily save \$5,000.00 to \$10,000.00.

Pre-Easter Services, April 13-20
Sunday, April 13—Three Trials of Jesus.
Three Denials of Peter.
Monday, April 14—Was Judas Saved????
Tuesday, April 15—I Find no Fault in HIM.
Wednesday, April 17—ECCE HOMO.
Friday, April 18—Sayings on The Cross.
Saturday, April 19—Watch over the Tomb.

Runs Terrace Lines On Twenty-Seventh Farm

The latter part of last week O. T. Williams, vocational agriculture teacher in Floydada Public Schools completed running the last line on the twenty-seventh farm he has run lines on for terracing this spring in Floyd County.

Williams has done the terracing work in addition to heavy coaching and instruction duties with large classes of boys in vocational agriculture, and as a result has been a very busy man during the month of March and the first few days of April.

At this time he is making preparations to take a bunch of his boys to Texas A. & M. College, where he will have four teams in competition with other schools of the state in vocational work.

Genuine Dalton Adding Machine Ribbons at Hesperian Office.

Announcement

I, or we, have employed the services of

H. O. Pope

Formerly in business in this city.

We are now in a position to give you the best of service in

Battery Repairing and Recharging

Welding and Lathe Work

New and Used Auto Parts

We will appreciate your patronage.

VISIT US

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"GRANADA"

ONE OF THE "OK" THEATRES

PLAINVIEW

FOUR DAYS ONLY
April 20, 21, 22, 23



Lawrence TIBBETT
in THE ROGUE SONG

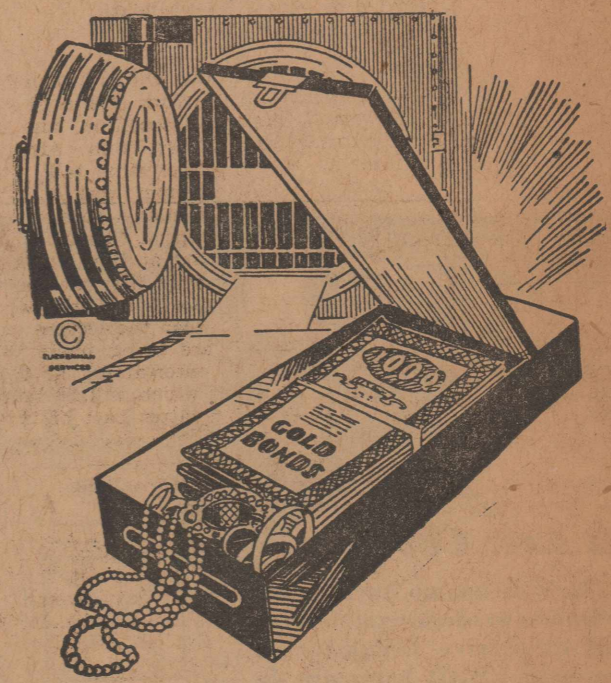
with Catherine Dale Owen Stan Laurel, Oliver Hardy.
Directed by Lionel Barrymore.

Never has the appearance of a new personality on the screen been greeted with such a salvo of praise as hailed the miracle voice of the world's greatest baritone in this singing masterpiece.

ONLY Two Shows Daily MATINEE 2:30 P. M. NIGHT 7:45 P. M.

PRICES: MATINEE Lower floor, 60c Balcony, 45c Children under 12 25c NIGHT Lower floor, 75c Balcony, 50c Children under 12 25c

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- 7. Contracts
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- 10. Valuable Possessions and Keep Sakes.

Ask us about our Safety Deposit Boxes.

Floyd County National Bank

"The Bank of Friendly Service,"

Floydada

List of Students Winning Aiken All-Round Class B Honors Given

With a margin of 277 points over their nearest competitor, Aiken school, in the north-west portion of Floyd County, won the Class B. Championship of Floyd County at the annual Interscholastic League contests held in Lockney on March 28 and 29. Prairie Chapel won second place honors in the all-round championship race among the Class B Schools with a total of 185 points and Sand Hill won second place with a total of 120 points. Aiken tallied a total of 462 points in the Class B contests.

According to Joe C. Hutchinson, principal of the Aiken school, the pupils from the Aiken school who entered and placed in the literary events are as follows:

Senior girls debates—Lorene Clark and Ethel Dorman;

Senior boys debates—Frank Boucher and Charles Graham; Ward school girls debates—Ruby Nell Morris and Anna Bell Parker; Ward school boys debates—Kermit Hartley and Charlie B. Elam; Senior girls declamation—Margaret Lloyd; Senior boys declamation—Roden Pickens; Junior girls declamation—Dorothy Jean Jones; Junior boys declamation—Lloyd Marshall; Sub junior declamation—Charlene Bruton; Sub-junior story telling—Percy Tate; Extemporaneous speaking—Rowan Ward; Sub-junior spelling—Roy Morrison and Lois Mangum.

Charter No. 7045 Reserve District No. 11

REPORT OF CONDITION OF
THE FIRST NATIONAL BANK
OF FLOYDADA
In the State of Texas, at the close of business on March 27, 1930.

RESOURCES

| | |
|---|--------------|
| 1. Loans and discounts | \$392,977.69 |
| 2. Overdrafts | 662.59 |
| 3. United States Government securities owned | 32,275.00 |
| 4. Other bonds, stock, and securities owned | 16,164.31 |
| 5. Banking house, \$19,725.82; Furniture and fixtures, \$10,420.00 | 30,145.82 |
| 6. Real estate owned other than banking house | 17,465.00 |
| 7. Reserve with Federal Reserve Bank | 41,860.18 |
| 8. Cash and due from banks | 78,723.19 |
| 9. Outside checks and other cash items | 1,976.17 |
| 10. Redemption fund with U. S. Treasurer and due from U. S. Treasurer | 625.00 |
| Total | \$612,874.95 |

LIABILITIES

| | |
|---|--------------|
| 15. Capital stock paid in | \$ 50,000.00 |
| 16. Surplus | 50,000.00 |
| 17. Undivided profits—net | 5,294.81 |
| 18. Reserves for interest, taxes, and other expenses accrued and unpaid | 2,375.00 |
| 19. Circulating notes outstanding | 12,320.00 |
| 20. Due to banks, including certified and cashiers' checks outstanding | 3,255.01 |
| 21. Demand deposits | 367,948.96 |
| 22. Time deposits | 101,795.67 |
| 23. Bills payable and rediscounts | 19,885.50 |
| Total | \$612,874.95 |

State of Texas, County of Floyd, ss:
I, O. M. Watson, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
O. M. WATSON, Cashier.
Subscribed and sworn to before me this 3 day of April, 1930.
ROBT. A. GARRETT, Notary Public.
(SEAL)
CORRECT—ATTEST: Mrs. Jno. N. Farris, J. V. Daniel, E. C. Nelson, Directors.

Junior spelling, high school—Marvin G. Marshall and Roden Pickens.
Junior spelling, grammar school—Burton Slaughter and Oleta Hughes.

Senior spelling, high school—Roe Dalton and Juanita Pickens.
High school Essay—Lorene Clark; Grammar school Essay—Ruby Nell Morris.

Music Memory—Dorothy Jean Jones and Maxine Bruton.
Picture memory—Coyle Thomas and Addie Mae Reue.
Arithmetic contest—Ruby Nell Morris and Ernest McAvoy.

The results of the athletic events according to the Principal of the Aiken school are as follows:

Senior boys track team, high school—Roe Dalton, Oscar Cox, Floyd Dorman, Johnnie Clark, Len Roy Weathers and Clyde Mullings.
Roe Dalton was high point man over all Class B Schools.
Senior boys track team, grammar schools—Kermit Hartley, and Glendon Reasonover.

High school junior boys track team—Harold Perkins, Roden Pickens, Wyman Owens and Dave Bruton. Harold Perkins was junior high point man over Class B Schools.

Grammar school junior boys track team—R. C. Martin.
Boys playground ball, high school—Marlin Cox, Roden Pickens, Harold Perkins, Dick Bruton, Dave Bruton, Wyman Owens, Earle Hughes, Rowan Ward, Marvin Glenn Marshall and Thurman Thomas.

Boys playground ball, grammar school—R. C. Martin, Ernest McAvoy, Roy Hise, Burton Slaughter, Paul Lang, Gerald Ramsey, Charlie B. Elam, Coyle Thomas, Levi Dorman, Bert Elam and Lloyd Marshall.

Girls playground ball, grammar school—Ruby Nell Morris, Dorothy Jean Jones, Oleta Hughes, Anita Morris, Aline Reasonover, Anna Bell Parker, Mary Nell Mangrum, Jewel Elam and Beulah Griffith.

Senior girls volley ball team—Lorene Clark, Margaret Lloyd, Ethel Dorman, Ireen Lang, Mary Byrd Pickens, and Juanita Pickens.

High school girls tennis: singles—Ethel Dorman; Doubles—Margaret Lloyd and Mary Byrd Pickens.

High school boys tennis: singles—Roe Dalton; Doubles—Roe Dalton and Roden Pickens.
Grammar school girls tennis: sin-

gles—Bessie Mae Greer; Doubles—Ruby Nell Morris and Aline Reasonover.

Grammar school boys tennis: singles—R. C. Martin; Doubles—R. C. Martin and Ernest McAvoy.

The Aiken school was awarded eight silver loving cups at the meet, including the cup for the all round championship of Class B schools.

Reaches Sales Quota; Awarded Chicago Trip

R. B. Gary and Wife to Spend April 16-17 in Chicago at Delco Sales Convention.

A trip to the international convention of the Delco-Light Company, to be held at the Stevens Hotel in Chicago, April 16 and 17, has been awarded to Mr. and Mrs. R. B. Gary by the Delco-Light Company, Mr. Gary being the local dealer. This is the reward given by the company to its representatives who attain a sales quota set by the factory.

Mr. and Mrs. Gary will leave for Chicago April 12, and will stop at the Stevens Hotel, declared to be the largest in the world, which has been made headquarters for the convention.

In commenting upon his success in selling Delco-Light products in this territory, Mr. Gary said that the improvements brought to the community by installation of Delco-Light products indicated the progressive spirit and prosperity of this section.

Among the speakers at the convention will be H. W. Arnold, general manager of the Delco-Light Company. General Motors officials also will be present at the Chicago sessions.

Important announcements concerning new Delco-Light products are expected to be made at the convention, according to Mr. Gary, and complete plans for the 1930 selling campaign will be outlined by executives of the company.

Mr. Gary is one of the leaders of the vast army of selling men who have brought electricity to more than 350,000 farm homes through installation of Delco-Light individual electric plants, and other Delco-Light products.

Hobbs To Celebrate Coming Of New Railway

Eastern New Mexico Town Planning to Take Care of 10,000 People April 19-20.

Hobbs, N. M., April 5.—There is going to be pulled off at Hobbs, New Mexico, out in the Lea county oil field, one of the biggest celebrations, on the 19th and 20th of April, that southeastern New Mexico has ever known. This great oil field is developing fast and the people there are celebrating the coming of the first railroad into the county.

There will be a good wild west rodeo each day, and all who enjoy again living the fast fading west will certainly enjoy being there. The great feature of the two days will be the Dog-Wolf rodeo, put on by Mr. Roy Moreman of Brownfield, Texas. This is something brand new in the way of entertainment, but has taken like wild fire every where it has been shown. Mr. Moreman has almost 100 wolves caught for the occasion. There will be a small entry fee charged for the dogs entering, and many prizes will be offered. The dogs will run in pairs. If you or your neighbors have some fast running dogs, bring them to Hobbs and get a prize.

Besides the above there will be many concessions of different kinds and a large carnival will run the whole week. Dick Dillon, the cowboy governor of New Mexico, will speak each day. Several other speakers from different towns in Texas will be there.

People are urged to bring their camping outfit and make it a real vacation for the whole family. There are six good hotels and several rooming houses here, yet they will not be able to take care of the great crowds, which are expected to be between 8,000 and 10,000 people.

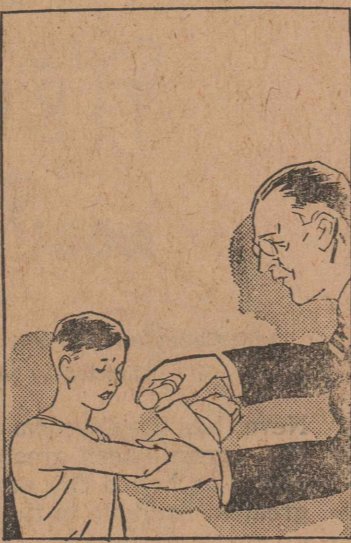
Johnny gets a Break

"YESTERDAY Johnny fell and broke his arm.

"The wife was nearly frantic. She telephoned Dr. Smith, our family physician, but he was out. The only other doctor she could think of was out, too.

"Well, the boy was howling and she was almost in hysterics when I got home. I glanced through the yellow pages in the telephone directory* and got in touch with a nearby physician immediately.

"Thirty minutes later Dr. Smith called up, but by then the arm had been set and Johnny was smiling through his tears."



(3) Certain trade-marked articles, such as Seiberling tires, are listed. Look under "Seiberling" and you will find the Seiberling trade-mark and a list of local dealers.

In other words, the Classified Telephone Directory includes four classifications:

1. Businesses, professions
2. Services
3. Commodities
4. "Trade-marked" articles.

The idea behind this "Where-to-buy-it" directory is to tell you quickly, conveniently, clearly, where to find whatever you want. Its use will save you minutes. Southwestern Bell Telephone Company.



*The "yellow pages" are the Classified Telephone Directory. In them you can find "where to buy" almost anything or everything—thus:

- (1) If you want your radio repaired, look under "radio business." You will find many radio repair companies listed.
- (2) If you want a refrigerator—a glance under "refrigerators" will give you numerous local dealers to choose from.

GRIND EVERYTHING from The Ground Up!

At Low Cost **Lightning Fast**

The W-W has no burrs, gears or knives to cause troublesome and expensive breakdowns. Powerful RIGID hammers do the work—quickly, efficiently and economically. You can operate a W-W at lower cost regardless of what your grinding job may be.

The W-W is sturdily built of finest materials for lifetime service.

15 Years of Successful Service

The W-W grinds and mixes everything from the ground up with lightning speed—separately or together—fine or coarse. Turns alfalfa, fodder, snapped or ear corn, barley, oats, maize heads, bundle feed, etc., into valuable mixed feeds that go a third further.

Fifteen years of successful service on thousands of farms everywhere has proved the W-W to be the world's greatest feed grinder.

There is a W-W for every need. Each equipped with Timken Tapered Bearings, Alomite Lubrication and Rockwood Pulleys. Self-feeders can be furnished—Lower and Elevator equipment. Nine different sizes.

Come in and let us show you, or we will demonstrate on your farm.

W-W HAMMER-TYPE FEED GRINDER

By grinding and mixing all your feed crops, from the ground up, you utilize that 35 per cent of the feed usually wasted in stalks and stems which the stock will not eat unless ground. Stock eat it all when ground the W-W way—and it is all better for them.

In one swift, cheap operation the W-W grinds and mixes everything you raise for feed—faster and better.

D. W. FYFFE

McDONALD FUNERAL SERVICE HELD LAST THURSDAY P. M.

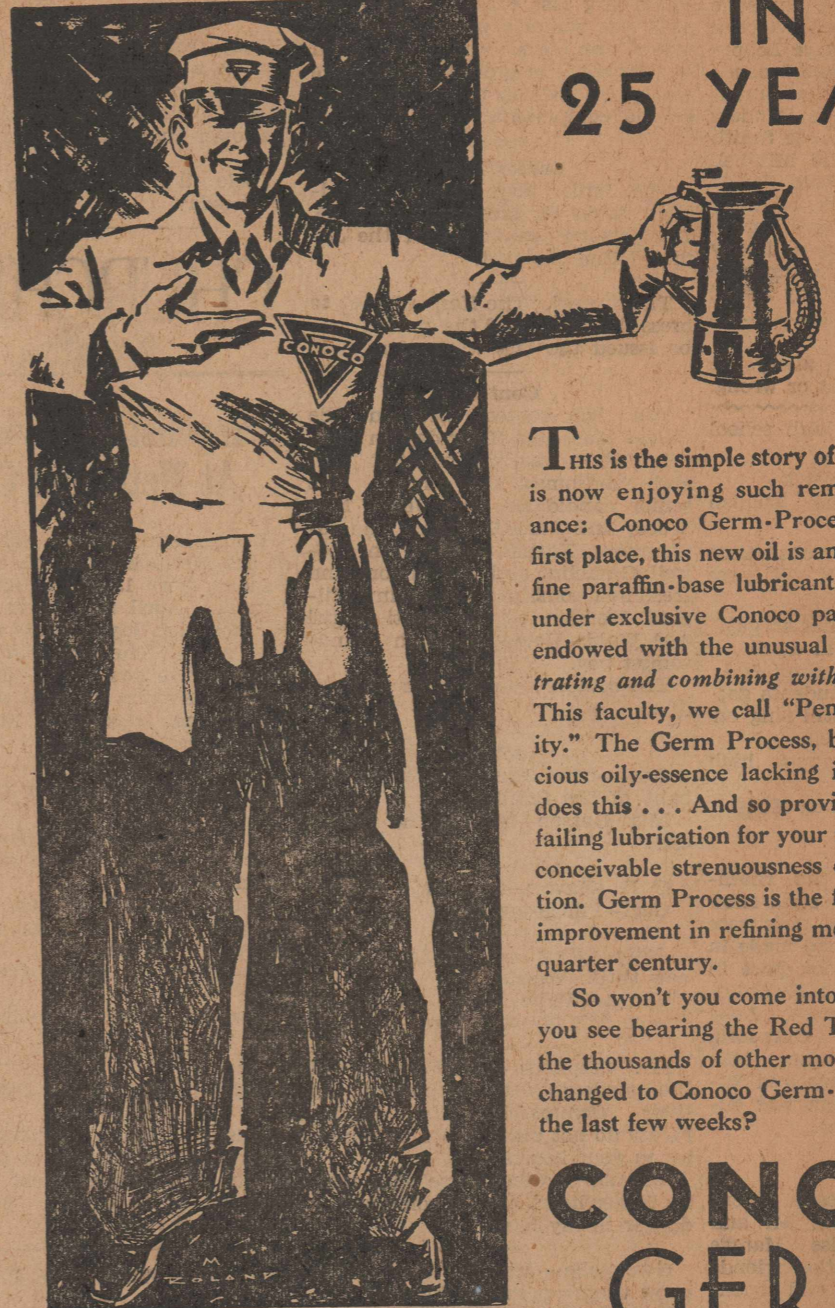
Funeral services for A. A. McDonald, 31, whose death occurred in Floydada Wednesday morning of last week, were held last Thursday afternoon at the cemetery chapel, the interment being in charge of

F. C. Harmon, with Elder N. B. Stanley preaching the funeral.

The deceased had been living in Blanco Community for seven months when he developed peritonitis, from which he was suffering when he reached a local hospital, and died about two hours after he was taken to the operating room. J. C. Mc-

Donald, a brother of the one who lives at Whittenber perian last week stated that a few days after the was performed, instead hours after he reached tarium.

THE FIRST REALLY NEW OIL IN 25 YEARS



This is the simple story of the new oil that is now enjoying such remarkable acceptance: Conoco Germ-Processed... In the first place, this new oil is an extraordinarily fine paraffin-base lubricant. And then... under exclusive Conoco patents, this oil is endowed with the unusual faculty of penetrating and combining with metal surfaces. This faculty, we call "Penetrative Lubricity." The Germ Process, by adding a precious oily-essence lacking in all other oils, does this... And so provides constant un-failing lubrication for your motor under any conceivable strenuousness of motor operation. Germ Process is the first fundamental improvement in refining methods in the last quarter century.

So won't you come into the next station you see bearing the Red Triangle and join the thousands of other motorists who have changed to Conoco Germ-Processed Oil in the last few weeks?

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

for Economical Transportation



It's wise to choose a SIX

It is wise to choose a six-cylinder motor—the only way to get six-cylinder smoothness. Six-cylinder smoothness takes out vibration and roughness. This saves motor, chassis, body, passengers, and driver.

The Chevrolet is a six. Yet it sells at a price that anyone can afford to pay. And it lasts longer, because of fine materials, oversize parts and a big, smooth, 50-horsepower six-cylinder engine that always "takes it easy."

With all its six-cylinder smoothness and power the New Chevrolet Six saves gasoline and oil, through modern efficiency—overhead valves—high compression power—latest carburetor—long-wearing pistons—crankcase ventilation—air cleaner. Thus Chevrolet brings truly modern transportation within reach of all who can afford any car. Chevrolet economy also means sincerity in manufacture. To illustrate:

Chevrolet valves are adjustable—to save replacing. Chevrolet molded brake lining greatly reduces brake-up-keep. The rear axle inspection plate on the Chevrolet means accessibility.

The whole car is full of such evidence that true economy comes from advancement and refinement. There are four extra-long, chrome-vanadium springs controlled

by hydraulic shock absorbers. They are mounted lengthwise, in the direction of car travel, with self-adjusting spring shackles to maintain quiet

Modern low suspension and extra wheelbase give the Chevrolet Six good proportions. The front view is distinguished by the honeycomb radiator. The gasoline tank is at the rear for safety and finer appearance.

Chevrolet beauty instantly says "Body by Fisher"—style, quiet, safety—Fisher composite steel-and-wood construction—non-glare windshield—adjustable driver's seat—deeper cushions—greater leg room—clearer vision—finer fabrics and fitments.

There is just as much extra value throughout. BY ANY STANDARD the Chevrolet Six is the wisest choice in the low-price field... with its six-cylinder valve-in-head motor... with full scientific equipment... with Body by Fisher... with four long semi-elliptic springs, long wheelbase, low suspension, rear-mounted gasoline tank, honeycomb radiator and all the other features this day and age.

See your nearest Chevrolet dealer today and drive this six. Test it at the wheel and you will see that a six-cylinder Chevrolet is the wisest choice.

ROADSTER OR PHAETON
\$495
F. O. B. FACTORY, FLINT, MICH.

The Coupe.....\$565
The Coach.....565
The Sport Roadster.....555
The Sport Coupe.....655
The Club Sedan.....625
The Sedan.....675

The Special Sedan (6 wire wheels standard).....
The Light Delivery Chassis.....
The Sedan Delivery.....
The 1½-Ton Chassis.....
1½-Ton Chassis with Cab.....
Roadster Delivery (pick-up box extra)

All prices f. o. b. factory, Flint, Mich.

SNODGRASS CHEVROLET COMPANY

Sunday School Lesson

TESTING RELIGION
The International Uniform Sunday School Lesson for April 13.
The Sin of Neglecting and Misguiding Children. Matt. 18:1-6, 12-14; 19:13-15.



A civilization may be judged by its attitude toward children. Where children are neglected one may expect to find a rough and brutal order of society.

The school is a symbol of civilization, and the school is largely a product of religion. Religion itself is to be tested by its teaching concerning, and its attitude toward the young. There are types of churches that have neglected the young, and there have been eras in which the young have had little care on the part of the church. But when a church neglects its young, no matter how deep the sincerity of its adult members, that church quickly becomes the victim of harsh and liberal attitudes in religion. Dogmatism and pharisaic self-righteousness quickly assume the place of love, kindness, and gentleness; and could almost characterize the nature of a church, or of a religious age, by knowing what the attitude of that church or that age has been toward children.

Jesus and Children

Jesus indicated the nature of his kingdom very quickly by his teaching concerning the children. When he would teach his disciples the deepest truth concerning the Kingdom of Heaven, he set a little child in the midst, and he assured these disciples that except they repented and became as little children they would have no part in that Kingdom of Heaven. Humility and teachableness were the very elements of entrance into that kingdom, as gentleness and childlikeness were the characteristics of its deep life and of its truest citizens.

Care for the young Jesus taught through the human example of a shepherd's care for his sheep. The one who had wandered away from the flock, the one who was needy and lost, became the chief concern of the shepherd just because of that need. And so Jesus taught that it was tragedy that any little one should perish.

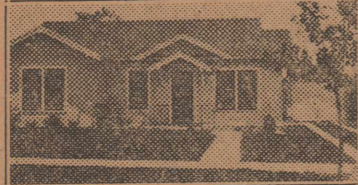
The two classes that have ever been in the church in relation to children were well exemplified in the famous incident of the blessing of the little children. The disciples represented the attitude of harshness and superiority. They disregarded the little ones because these were little, and they thought of the affairs of life as something in which children had small concern. They did not sense life in terms of a mother's love, or a child's response to that love. And when the mothers came with their little ones, anxious that Jesus should bless them, they rebuked these mothers and were about to send them away. But Jesus was much displeased when he saw them, and as he took the little ones up in his arms and blessed them, saying "Suffer the little children to come unto me and forbid them not for of such is the Kingdom of Heaven," he not only won the hearts of the children but he taught the disciples the true lesson concerning that kingdom which they professed to have.

Illustration by Hesperian Office.

House The Boys Built Gets Wide Publicity

Story of Work Vo-Ag Boys of F. H. S. Did in Odd Hours Re-counted in Periodical.

The work that last year's class in Vocational Agriculture of Floydada High School did in making strong showings at various contests, as well as the practical work they did in the actual construction of a house, has been told in "Better Farm Equipment and Methods," a periodical published at St. Louis, Mo., which has for its aim principally co-operating with teachers of vocational agriculture and other



House Vo-Ag Boys Built on West Missouri St., Floydada

agricultural educators, tells of the work the local boys did in a new and interesting way, as follows:

O. T. Williams, teacher of vocational agriculture at Floydada, Texas, has always been interested in farm shop and has developed an unusually strong department, well equipped with tools for the usual type of wood work, according to C. L. Davis, State Supervisor of Agricultural Education.

His work has included the usual repair work done by farmers of the region and some simple construction.

In addition he has done some simple plumbing, some work with concrete, painting, work with leather, blacksmithing, etc.

Mr. Williams relates in the following paragraphs how he, with his class, constructed his first residence.

The work was done out of school hours.

"In the spring of 1929 my farm shop boys were interested in attempting the construction of a residence. They had constructed two poultry houses. I made a trade with eleven of the boys to do the concrete and carpenter work. I secured a suitable lot and with the boys drew the floor plan. We then worked out the other plans. I gave the boys instructions and paid them twenty-five cents per hour for their labor. They used the farm shop tools, but were responsible for

the tools. They had to keep the tools sharp. The boys were given work according to their skill.

"The boys laid off the house foundation by the aid of the farm terracing level. They then placed the forms and cut and poured the concrete for the foundation. While this was hardening, the boys cut the frame work. I did not have time to do any of the work as I had as many as eleven boys working at one time. The boys were all good workers, but they did not always know just how to do the jobs outlined for them to do, but most of them were doing good work by the time the job was finished.

"The floor space was 30 feet by 34 feet. Five rooms and bath. Stucco with a lydick crushed brick roof."

The cost of the house and lot fol-

| | |
|-----------------------|------------------|
| Lot | \$ 425.00 |
| Material | 1705.00 |
| Plumbing labor | 85.00 |
| Stucco labor | 75.00 |
| Paper labor | 25.00 |
| Sanding of the floors | 25.00 |
| Student labor | 225.00 |
| Total | \$2565.00 |

Mrs. Clyde Meador and little son, Clyde, Jr., left Tuesday for their home at Amarillo after a visit of a week here. Mr. Meador will remain here for awhile. He is employed as salesman with the Oliver Implement Company.

Mr. and Mrs. W. W. Porter returned home the latter part of last week from Hillsboro, where they spent a brief visit with relatives.

SCRUBS EAT THEIR HEADS OFF

"One day at the National Dairy Show, a city-bred chap and his best girl came along to see the exhibit on dairy-herd-improvement-association work. I judged that he was a city-bred chap from some of the remarks he made, and that she was his best girl from some of the remarks they both made.

These young folks became very much interested in one of the pictures that showed some scrub cows pasturing in a beautiful field of clover. The cows were headless and the picture was entitled: "They ate their heads off."

After studying the picture for some time, the young man remarked: "I don't get that. I don't see how cows can eat their heads off."

"Oh," replied the young lady,

"don't you understand that? It means that they don't produce enough milk to pay for their feed."

"Well," remarked the young man, "that is pretty good, isn't it?" And then they passed on.

When they were gone, one of the department specialists remarked: "That young man had better freeze on to that young lady—he needs her."

Cows that eat their heads off should be fed neither up nor down; they should be put out. A very good way to avoid the danger of a surplus of dairy products in this country is to dispose of low-producing cows."—The Farm Journal.

BORN—To Mr. and Mrs. Isaac D. Roberts a girl, Friday morning, April 4, named Martha Lee.

Mrs. Tom Trull, of Hillsboro, is here for a visit with her sister, Mrs. W. W. Porter.

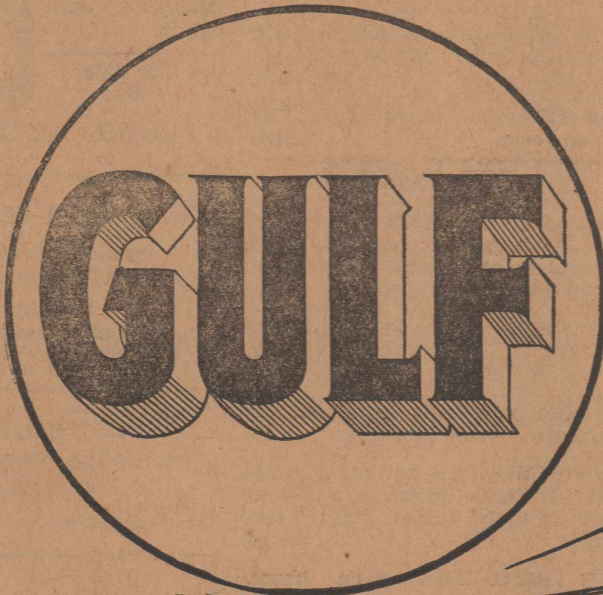
Hesperian Want Ads Pay



LEWIS CAFE

"We Never Close"

Get



and GET AHEAD

That
GOOD GULF GASOLINE ... made better

400° F. END POINT

ANTI-KNOCK

Instant and complete vaporization to the last drop. Quick Starting ... Saves Battery ... No Dilution ... Eliminates fuel knocks and retarding of spark. Gives More Power ... Quicker Pick-Up ... Greater Mileage.

AT NO EXTRA COST

Gulf No-Nox Motor Fuel
Is Aviation Grade ... 374° End Point

GULF REFINING COMPANY

ALL GULF DEALERS AT THE SIGN OF THE ORANGE DISC

Contractor Regains Health With Sargon

"I used to be so weak and run-down I'd have to quit work for days at a time, but Sargon built me up so much I now put in full time every day."



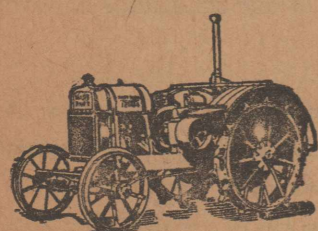
STEVE STEPHENS

"I was bilious and constipated, suffered with indigestion and was subject to frequent colds. Sargon gave me a fine appetite and perfect digestion, my weight is increasing and my whole system is so strengthened and invigorated I can stand all kinds of exposure without being the least affected by it. Sargon Pills completely overcame my stubborn constipation."—Steve Stephens 300 N. Peak St., Dallas.

Floydada Drug Co., Floydada; Stewart Drug Co., Lockney, Agents.



UNDER THE OLIVER FLAG



Cut Your Farming Costs with Oliver Hart-Parr Tractors

L. C. McDONALD
Floydada, Texas



OLIVER

SAVE MONEY

Want Ad Page

SAVE TIME

F. C. HARMON
Licensed Undertaker
Modern Equipment
Hearse and Ambulance
SERVICE ANYWHERE
Phones: Day 242; Nights
and 316

POULTRY AND EGGS

Goldband Bronze Turkeys For Sale
Unrelated matings, greatest value ever offered from pure bred flock of high quality turkeys. Utility toms from \$8 to \$15, pullets \$5 to \$8. Mrs. J. D. Christian, Route 1, Floydada, Texas. 50tc

FOR SALE—Hatching eggs. Single comb white leghorns, M. Johnson strain. Eggs from Star Mating pen \$3.00 per fifteen or \$12.00 per hundred. Eggs from pen A. selected hens mated to Star Cockerels \$8.00 per hundred. Baby chicks from this pen 16 cents each. Eggs from range flock \$4.00 per hundred. Baby chicks 12 cents each. Have a few cockerels for sale. Mrs. David Battey. Telephone 903F51. 50tc

NOTICE, TURKEY RAISERS
We will begin setting turkey eggs Friday, April 11. Save your eggs for that date. See us now and hook your trays. Floydada Hatchery, Telephone 143. 62tc

ANCONA CHICKS for sale. Floydada Hatchery. 63tp

FOR SALE—Hatching Eggs. Baby Chicks. Eggs \$1, 100 \$4. Single comb R. I. Red. Hens are of Kazmeier highest producing strain, mated to cockerels from Coffman's best pen No. 24. Mrs. T. J. Heard. 44tp

FOR SALE

ELEPHANT Ear Bulbs, Queens
Wreath Vines. Hollums, Floydada Florists. 5tc

"Things I Ate Hurt Me"

"I HAD a severe case of indigestion," says Mrs. Bell Buckheiser, 7 River St., Piedmont, S. C. "So many things that I ate hurt me, I almost quit eating."

"I would burn in my chest. I had severe headache, and such a tight, smothering feeling. I would be obliged to eat a little, then it would hurt me. 'A friend said to me: 'Why don't you take Black-Draught?'"

"I was just too weak then to do my work. I began taking small doses after meals, and in just a few weeks I could eat anything I wanted to, then take my small dose of Black-Draught and feel fine. I soon regained my health and strength."

BLACK-DRAUGHT
For CONSTIPATION, INDIGESTION, BILIOUSNESS
WOMEN who need a tonic should take CANTON. Used over 50 years. EX-107

ROSES, one year old, best varieties
25 cents each. Get them now and later. Hollums, Floydada Florists. 5tc

FOR SALE—the following new machinery: delivered. 2 years to pay; 25-40 Runnely Tractor, \$400.00 below list; 3 three row Rock Island Power lift listers, \$65.00 below list; 1 twenty disc Sanders Wheatland plow, \$100.00 below list. Going out of business. Crosbyton Service Station, Box 337, Crosbyton, Texas. Phone 158. 63tc

FOR SALE—Good pure Half-and-Half Cotton Seed. Geo. Finkner. 53tc

LET me give you free estimates on painting and paper hanging. Wall paper from seventeen factories, latest patterns and designs at factory prices. Jack Cheek—Phone 55. 53tp

FOR SALE—Bundled Higeria, 4c delivered. Call 925F14, Lon Blasingsame. 64tp

PANSIES—A riot of gorgeous color
the day you set them out. Blooming size pansy plants 40 for \$1.00 postpaid. Sunshine Gardens, Lockney, Texas. 44tp

FOR SALE—Half and half cotton seed
one year from Georgia originator, re-cleaned and sacked. Produced one half bale per acre and seven eighths inch staple last year in Duncan Flat, Nine miles south of Roaring Springs. W. S. Smiley, Roaring Springs. 54tp

GENUINE Mastodon Everbearing Strawberry plants, \$2.50 per hundred. Hollums, Floydada Florists. 5tc

FOR SALE—Gallon glass bottles
15c each, also a few barrels and kegs. Dr. Pepper Company, Floydada, Texas. 73tc

FOR SALE—Few everbearing Strawberry and Austin dewberry plants
\$1.50 per 100. Mrs. D. T. Scott, phone 903F15. 73tc

FOR SALE—Good 1927 Ford truck
with cab and wheat body. See H. O. Pope. 72tc

FOR SALE—Piano, would trade
for washer. E. O. Barns. 71tp

FOR SALE—1000 bushels first year
Half and Half cotton seed at \$1 bushel. See F. P. Dawson, 4 1/2 Mi. N. E. Roaring Springs, Texas. 73tc

MISCELLANEOUS

CITY BARBER Shop has all licensed barbers
and are complying with new barber law. J. P. Looney, 109 W. California St., Floydada, Texas. 62tp

WITH IMPROVED MODERN EQUIPMENT, I WILL SHARPEN
14 INCH LISTER SHARES AT 35c EACH, CASH ONLY. J. A. ENOCH. 64tc

CITY BARBER Shop has all licensed barbers
and are complying with new barber law. J. P. Looney, 109 W. California St., Floydada, Texas. 62tp

CANNA Bulbs, all of the best varieties
20 and 25 cents each. Hollums, Floydada Florists. 5tc

SPECIAL on Saturdays, Sweet peas
25 cents per dozen. Hollums, Floydada Florists. 5tc

CONSUMERS Fuel Ass'n fixes your flats. 7tc

BUY Magazines from Your Home Dealer!
I meet all prices. If some "Specialist" quotes you a "Special introduction offer," just call me at 158 and give me your price. I will make you the same price, and stand behind every order for the entire time subscribed. Mrs. Jennie Bishop, Phone 158. 4tp

Warning To Auto Drivers

The state law gives fire trucks, when answering a call, all right of way on streets. For your own safety you are warned to pull to the curb when the alarm sounds and remain parked until the trucks pass. 47tc. G. R. Strickland, Fire Chief

HEMSTITCHING 5c per yard
at my home, 621 Wall Street, or leave work at Floydada Hatchery. Mrs. Edwin Heald. 11tc

I'M still giving the best bargains in monuments.
See me before you buy. S. B. McCleskey. 2tc

ELECTRIC WELDING
48tc J. A. ENOCH

MONEY to Loan—on farms and ranches.
Quick action, low rate of interest. No expense to borrower. R. E. Fry. 16tc

BRING your hemstitching to the Pollyanna Art Shoppe.
All work guaranteed. Hemstitching also done in gold and silver thread. 40tc

REAL ESTATE

HAVE a party who wants to buy \$1500 to \$2000 worth first vendor's lien notes.
J. O. Wilkes. 7tc

I HAVE four modern Apartments,
private bath and separate garages, modern dwelling half block off pavement in Floydada price \$10,500.00 will trade for good farm in Floyd or Crosby County. Glad Snodgrass, Floydada, Texas. 62tc

FOR SALE—Nice building lots.
See S. B. McCleskey. 17tc

FOR bargains in lands and town lots
see Arthur B. Duncan, Floydada Texas. 40tc

FOR SALE—240 acres nice improved farm
6 miles Northwest of Ralls; known as the Vincent Starch place; one third down, balance long terms. Also 120 acres, nice level land near Petersburg; easy terms. John F. DuBose, Plainview, Texas. 42tp

I HAVE four modern Apartments,
private bath and separate garages, modern dwelling half block off pavement in Floydada price \$10,500.00 will trade for good farm in Floyd or Crosby County. Glad Snodgrass, Floydada, Texas. 62tc

FOR SALE or trade—Residence and business property in Vernon.
Will trade for Floydada or Floyd County property. J. U. Borum. 6tc

LAND BARGAIN
800 acre farm in Floyd County improved, a good portion of which is now being cultivated, now offered at \$33.50 per acre. Liberal terms. We should be able to sell this farm right here at home. D. P. Carter, Floydada, Texas. 62tc

CHOICE Building Lots, well located,
priced right. Monthly or yearly terms. W. Edd Brown, Owner, Phone 265. 38tc

FOR SALE—Choice residence lots.
Well located, cheap. J. U. Borum. 4tc

LIVE STOCK

WE BUY your fat steers and yearlings.
Jones Market & Grocery. 4tc

IF YOU have a fat steer to sell
call Edgar Jones. 4tc

FOR SALE—Fresh highgrade Jersey cows
at Freeman Dale Jersey Farm, one mile South of Dougherty. 17tc

FOR SALE—Registered Percheron Stallion.
2 years old. 1800 pound prospect. M. D. Ramsey. 62tc

FOR SERVICE—Black 4 year old Percheron Stallion,
weight 1600 lbs., also black jack. \$10 fee 1 1/2 miles north Campbell. W. F. Hinkle. 53tp

FOR SALE or trade—Good grade Ramboulet buck.
Phone 903F43. R. B. Gary. 53tp

FAT STEERS or calves wanted.
Call Edgar Jones. 4tc

FOR RENT

FOR RENT—Modern four room house
with garage, phone 76 or 365, or see me at Gamble Land Company office. Lucy Crum. 4tc

FOR RENT—Front bedroom close in.
215 W. Virginia, phone 160-W. Mrs. J. C. Wester. 62tc

4 ROOM house close in to rent
apartments. Glad Snodgrass. 62tc

FOR RENT—One two room house
also furnished rooms. One block west of high school. Mrs. John Wahl. 64tp

FOR RENT—Four room house.
Modern conveniences, well located. J. U. Borum. 2tc

FOR RENT—Furnished rooms, modern.
Phone 117W. 3tc

FOR RENT—2 room furnished apartment,
phone 76, or 365, or see me at Gamble Land Company office, Lucy Crum. 4tc

FOR RENT—My 8-room home
place 321 West Kentucky Street. A. N. Gamble. 3tc

FOR RENT—Front bed room, near Dorsey Boarding house.
Mrs. Lillie Britton, 429 West California St. 72tp

FOR RENT—Five room home, furnished or unfurnished.
At 911 South Main Street. See Fay Maxey. 73tc

2 ROOMS for rent, furnished or unfurnished.
W. E. Meador, 720 So. Main. 72tp

FOR RENT—9 room house, double garage.
2 blocks of square. Phone 142. 7tc

WANTED

See the new Royal Portable and standard typewriters
at The Hesperian office.

WANTED—A good baby buggy.
Phone 236 W. 63tp

EDGAR JONES wants your fat cattle.
Call Jones Market. 4tc

WE buy old radiators and repair any make of radiators.
Cline Bros., new location Randerson Bldg. S. E. Corner Square. 6tc

WANTED—Permanent job on farm
by man. J. A. Bunch or S. D. Bunch. Lakeview. 62tp

SQUILL KILL
Rats Cost Millions Annually

You can rid your premises of this costly pest without danger to your poultry or domestic animals by using Squill Kill, a Red Squill preparation. Red Squill is recommended by the U. S. Department of Agriculture in farm bulletin No. 1533, as being taken readily by rats and relatively harmless to human beings and domestic animals.

Rats cost the American people \$200,000,000 annually. They distribute the virus of plague of hydrophobia, of trichinosis, of equine influenza. When you can be rid of these pests by using Squill Kill at a cost of 50 cents, can you afford to have them? Squill Kill carries a positive guarantee. If used according to instructions, your money will be refunded if Squill Kill does not kill rats and mice.

Moore Drug Co.
"Yours for Moore" Service
Prescription Druggists
Frank L. Moore. Hollis B. Moore
Phone 193

STRAYED—2 pigs. Finder notify
Travis Collins. 71tc

LOST—Shapleigh Special girl's bicycle.
\$5.00 reward for return to Dr. Geo. V. Smith. 74tc

TRENCH MOUTH HEALED

Your friends dare not say so but your sore gums and foul breath don't make folks like you any better. Leto's Pyorrhea Remedy heals worst cases if used as directed. It is not a mouth wash or paste, and is sold on a money back guarantee. Arwine Drug Co.

WANT NEW Life?
FORCE TONIC means new mental and physical life. It refreshes drooping, wilting bodies—braces them up. Just try it.



For Sale By
FLOYDADA DRUG CO.

McGUIRE'S

"The Store for Men"
Valet Cleaning and Pressing
Phone 66
We Call For and Deliver

H. Z. Pennington

PHYSICIAN AND SURGEON
Telephones:
Residence 330 Office 73

T. C. Russell

Insurance Agency
All kinds insurance and farm loans

WANTED—sewing of any kind,
by the garment, day or hour. In your home or mine. 515 West Kentucky Mrs. Jewell McLaughlin. 72tp

Advertise in The Hesperian.

A. J. FOLLEY

Lawyer
Suite 12, Readhimer Bldg.
Civil Practice Only
Floydada, Texas

Tony B. Maxey

Lawyer
Room 212 Readhimer Building.
Floydada, Texas

L. G. MATHEWS

Lawyer
Readhimer Building
Floydada, Texas

M. FROST, D. C.

3-YEAR CARVER GRADUATE
Chiropractor
Licensed under Kansas and Arizona Laws
LADY ATTENDANT
Suite 101, Surginer Bldg., North Side of Square
OFFICE PHONE 175
Residence Phone 922F12

LAND

We have land to Sell and to Lease for Farming, Stock-Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties. Also large list of Lots in Floydada.

W. M. Massie & Bro.
Floydada, Texas

A. C. Goen M. Polk Goen

Phone 170
Goen & Goen
Real Estate Loans, and Insurance 6 Per Cent Farm Loans
Farm Lands, Ranches, and City Property
We handle city property and keep it rented. We render and pay taxes for non-residents. Would appreciate your Fire Insurance Business.
Boothe Building West California Street

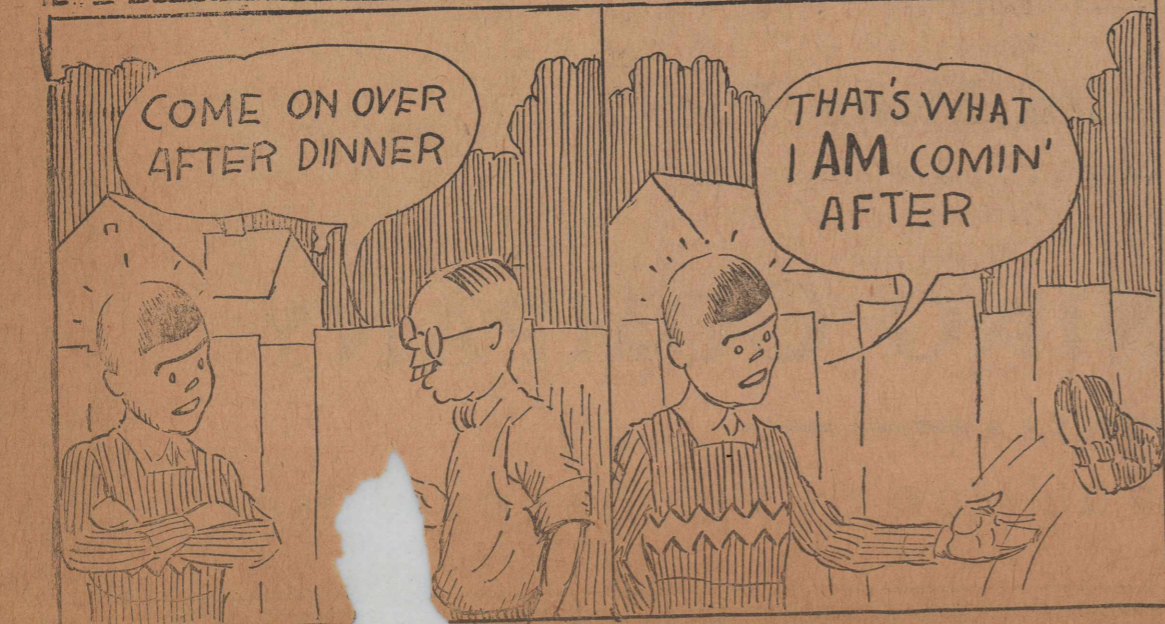
L. C. PENRY

Attorney and Counsellor-at-Law
Practice in all State and Federal Courts
Office over First National Bank
Floydada, Texas

Drs. Smith & Smith

Sanitarium
FOR SURGICAL CASES
Phone No. 177
Floydada, Texas

Back Yard Kronies Red Is Ready By M. B.



"Let's get up a Newspaper Ad"

This is number ten of a series of ads depicting the various processes of advertising. Production. Number eleven will appear in next week's issue. In ad No. 9 we placed our ad in its proper position in the page form.



"our Ad goes 'HOME'—"

The fall opening announcement of the "Roseanne Dress Shoppe" has been printed and 3,000 copies of it will be distributed throughout the Floydada trading area.

The illustration we have had prepared has printed beautifully and is bound to attract the attention of our thousands of women readers.

Our advertisers, of course, practically eliminate the necessity of specially made drawings, by selecting their illustrations from our files of the Meyer Both General Newspaper Service.

The Hesperian

Heird Murders of Pecos Awe People of West Texas Region

Brackish Waters Give No Clues To Officers

Oil Field Gangsters Believed Responsible for Latest Unsolved Murder Mysteries.

San Angelo, Texas, April 7. (UP).—When they take them "for a ride" in this desolate cactus-stubbed waste known as West Texas, they often carry them 200 miles to bury them in the brackish waters of the Pecos River.

Three bodies have in recent weeks been yielded by the green waters of the river—a man, a woman and a 12-year-old girl—all believed victims of oil field gangsters. The man has been identified as H. M. Polan, an easy-money man, a professional gambler from Plentywood, Montana, who said while in San Angelo he was buying fur, "fleece from tender lambs." Theory of police officers and Texas Rangers, who were rushed to the territory where the bodies were found, is that his latest victim, who carried a large sum of currency, was murdered in some oil field point, hundreds of miles from where the body was found. Stories of a woman and a gang of gamblers figure in the lender clues that have been developed. Once he was lured into the "wide open spaces" near San Angelo, the gang is believed to have robbed Polan and stripped him of his clothing.

The woman and girl have not been identified. Their bodies, like that of the man, were nude when taken from the river. Robbery was not the motive, officers believe, for expensive jewelry was found upon the bodies of both.

"Edgar Allen Poe with his murder tales could not have picked a more fantastic setting," said Bud Blair, sheriff of Crane County. "We know everyone else in West Texas, but thus far no one knows the woman and girl. If his photographs had not been identified in Fort Worth and San Angelo, we never would have known the name of this latest victim nor the probable manner in which he died."

Efforts have been made by peace officers Bud Barfield, sheriff of Upton County, and Clarence Shannon, deputy sheriff, to link this latest murder with that of the two women. Barfield is inclined to link the man paid the penalty of knowing too much about the murder of the women. He believes the slayers of the women merely served on all who knew of the

crime that such a fate might be theirs.

Just where the people were killed is the question officers are seeking to solve. Rewards totaling thousands of dollars have been subscribed by several counties in the Pecos section for the conviction of the slayer of the woman and girl and this man whose funeral march through the sands must have been the curses of their murderers.

The cemetery of the murder gangs is located almost in the center of the oil field belt. A more desolate spot for the unorthodox burial could not have been chosen. There are no houses within sight of the 30-foot wide river from which flat lands with heavy sand stretch for miles. Trees are just bushes and sheep and cattle are the only inhabitants. Five miles away lies the town of Imperial, with two stores and about 30 homes. Scattered about Imperial are vacant houses, abandoned by farmers who were unable to earn a living from the infertile soil.

This town of Imperial is used to excitement. In addition to the bodies its residents have seen taken from the river, wildcat oil wells have furnished their quota of thrills.

The banks of the river in most places are only about 15 feet high and there are no trees on them to indicate the river's existence from a distance. The river runs silently and its green color hides a jaundiced reputation. Its waters one cannot drink for it runs over salt beds and thousands of cattle have wandered knee deep in its bed bawling for a drink. It is almost an arm of the ocean that runs through lands devoted to grazing and in these later years to oil wells. Two years ago Pecos County built a number of bridges over the river and it is from one of these that officers believe the victims were tossed with only a faint splash in the darkness to mark their graves.

The bridges are only 50 feet wide and but one car pass at the same time over it. Only an average of ten cars a day travel the route from Fort Stockton to Crane. One can drive for miles and never meet another car.

There's an old expression, says sheriff Reeder Webb of Ector County, about "Pecasing" a man, and it means in the argot of the underworld "taking him for a ride." It means killing him and sinking the body in the briny Pecos River, whose waters are similar to embalming fluid. Tradition in the cow and oil country has it that many men in the early days were murdered and pitched into the Pecos.

Polan, the latest victim, was last seen in San Angelo in company with a notorious woman.

Mystery and suspense play their part in these murders, made doubly horrible by their weird setting. And the residents hug their firesides during the nights, made pallid by the gas flares from nearby oil fields which leap up to the sky and fall again with the suddenness of human passions.

Passion Play Again Booked For Amarillo

Amarillo, April 7.—The Famous German cast of the Freiburg Passion play, headed by Adolf Fassnache, seventh generation of this family to portray the Christus, are playing in Dallas this week and will start back toward Amarillo, by way of Oklahoma, to keep a return engagement on April 29 and 30.

Considering the fact that 3000 or more persons were turned away from the three performances of the famous show in this city in February, Wilbur C. Hawk, president of the Tri-State Fair, under whose auspices they will appear, has arranged to start an early ticket sale so that everyone may have this last opportunity to see the Biblical story of Christ's activities during Passion week portrayed.

Three performances, two nights and a matinee, will be given on the return engagement. Seats will be reserved for each show. At the first engagement here, no reservations were made for the matinee, but seats will be reserved this time so that persons coming in from the surrounding territory may be assured of good seats when they arrive, Mr. Hawk said.

There will be no advance in prices. Seats will range from \$1.00 to \$2.50 each for the night performances. For the matinee, school children will be admitted for 50 cents, school teachers for 75c and adults for \$1.00 in the balcony and \$1.50 for the first floor.

Reservations will be accepted by mail now. Those writing in should specify the performance they wish to attend, whether Tuesday or Wednesday night, or Wednesday matinee.

E. RAY SMITH
Representative
Great Southern Life Insurance Company
Plainview, Texas

INFANT DAUGHTER DIES

An infant daughter of Mr. and Mrs. L. A. Williams of Harmony, which was born on April 2, died April 3, and was buried in Carr's Chapel Friday of last week, April 4, following a funeral service held at 2:30 in the afternoon at Carr's Chapel.

Rev. J. W. Price, of Petersburg, pastor of the church, preached the funeral.

on showing how you have executed the same.

GIVEN under my hand and seal

of said court and office in Plainview, Texas, this 24th day of March, 1930.

(SEAL) M. DELLA ANSLEY, Clerk of the District Court, Hale County, Texas. 54tc

SEE THE

MASSEY - HARRIS

General Purpose Tractor

FOUR WHEEL DRIVE—25 HORSE-POWER

This tractor will be demonstrated in the Southwest part of Floydada

At The Stansell Dairy

We will also demonstrate the Wallis Tractor

Saturday, April 12

IS THE DATE

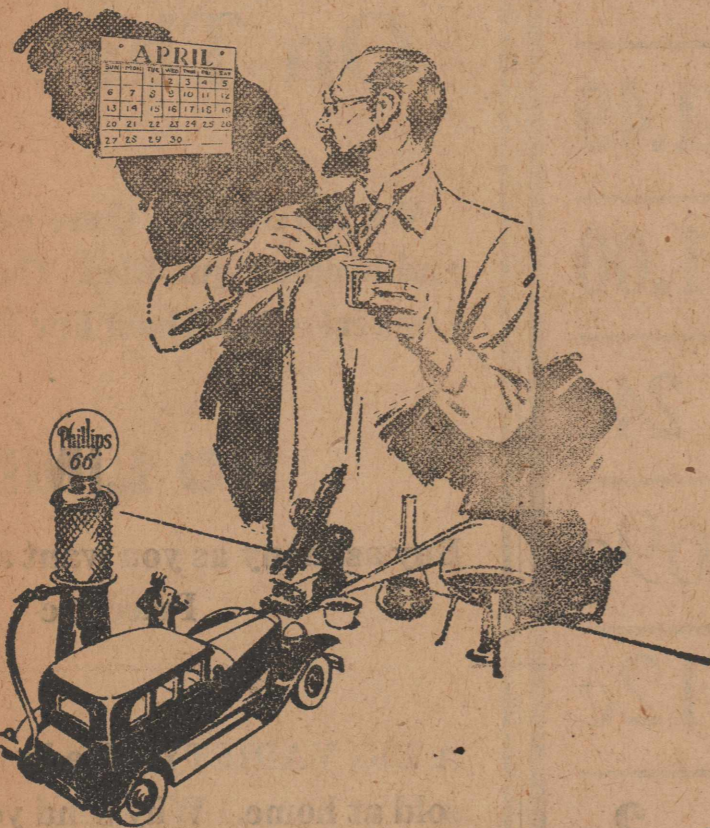
The Demonstration will be Sponsored by the

South Plains Lumber Company

Dealer

J. H. REAGAN, Salesman

WE WATCH THE CALENDAR AND CONTROL VOLATILITY



to give your car year-round peak performance

Big news for big and little cars! Science has discovered the secret of year-round easy starting, pep, power, mileage. You'll discover it in Phillips 66. It's called controlled volatility and sweeps away all old ideas of gasoline performance. Developed to meet the needs of modern high speed, high compression motors and carry your car smoothly from one season to the next. Extra value with no extra cost. Fill up with Phillips 66—and find out what you've been missing.



Phill-up with **Phillips 66**
REGULAR and ETHYL

DOUGHERTY SERVICE STATION
TRIANGLE GARAGE
C. SURGINER & SON

CAPROCK SERVICE STATION
BLUE GOOSE SERVICE STATION
JOHN W. JONES CAMP GROUND

PHILLIPS SERVICE STATION, 300 W. California St.

Talk about *air-cushioned riding comfort and mileage—* you haven't seen anything until you float along on these new Federal Tires"

Yours,

J. M. Gullion



We sell only the "Best" of everything including

EXIDE BATTERIES

Come in and let us show you the New Exide "44" at \$7.95.



LOW PRESSURE TIRES ARE NOT new. We had them 6 years ago. But they gave out too soon—cost too much per mile. Then the manufacturers added mileage—made your present "balloon style" tires—big, fat fellows—but stiff. Too much material. Hard riding.

Now what these Federal engineers have done is this: They have combined that wonderful *air-cushioned riding comfort and long mileage* in the same tire—for the first time.

In this new-type Federal you get a 12% larger cushion of air. You get a longer, stronger yet more flexible side wall. You get a new rim-wide, full-contact Tread.

And to give you lowest cost per mile you get an excess of mileage. Now that's some tire. Nothing finer in quality, beauty, comfort and long life has ever been made.

And to prove how we stand—we sell the new-type Federals on a "Money-back" Guaranty. If you are not satisfied, after 30 days' use, return them. We'll replace your old tires free of charge and refund your money.

FEDERAL

Like an athlete in the pink of condition. Speed, strength and stamina in perfect balance

Gullion's Super Service

S. E. Corner Square

Floydada, Texas

Telephone 83

'Average Dairy Herd Is Not Making Money'

(Continued from page 1)
was the final word left by Mr. Shepherdson.

D. T. Simons, field representative of the American Jersey Cattle club, who spoke on "Improving the dairy herd" brought out many interesting facts including the question "Are We Live Stock Minded?"

"We must learn to treat cattle kindly, feed and water them well, milk regularly, pick the best time for freshening, allow a rest period between freshening time and milking time, furnish good protection and keep records on our dairy cows" is the way Mr. Simons analyzed the problem of improving the dairy herd.

"Financing the dairy herd" was the subject discussed by P. C. Bennett, agricultural agent of Potter County. His talk was enjoyed immensely among dairy enthusiasts because of local interest in organizing bull circles.

"The average farm has an average herd of dairy cows, but the average herd does not make a penny of profit for the farmer" is the way Mr. Bennett summed up the present situation in West Texas. "It is not considered a good investment to buy a full herd of pure bred cattle, but it is considered a good investment to co-operate with your neighbor to build up your present herds. Five crossings of pure blood will result in a thirty-one thirty-second pure bred" he said. "The bull circle should be started when the right bulls may be bought at the right price" he added.

Following the talks made by the visiting dairymen, local farmers and dairymen discussed the possibilities of organizing bull circles in this immediate section. It was suggested that a meeting of those interested in circles should be held in the near future and definite action taken towards securing the right bulls.

Clean Slate Goal Of Corneil By Year's End

(Continued from page 1)

Future to file probably at least one hundred or two hundred additional suits. We also expect to press them constantly forward to a completion and sale, unless the property owner shows some disposition to clear up such items or ask for reasonable time to get ready for payment.

"10. In conclusion, we might say that it is the purpose to entirely clear up the delinquent tax roll for Floyd County which will mean the elimination from the present tax roll every error of every nature whatsoever that can be located. We believe that when we have finished this work, which will be by the end of this year, (we hope) there will not be any other County of the 254 counties in the State of Texas that will have such a satisfactory delinquent tax record. Again we wish to solicit the interest of any person who might wish to see certain items cleared up and off of the delinquent record."

STARKEY DEMONSTRATION CLUB MET THURS., APR. 3

Starkey Home Demonstration Club met Thursday, April 3, with Mrs. Efford Parrish, and entertained the Antelope Club women. There were eleven present from Antelope. They were Mrs. C. E. Fleming, Mrs. H. B. Barnett, Mrs. C. Tillson, Mrs. M. L. Tillson, Mrs. W. S. Poole, Mrs. J. L. Pool, Mrs. Gus Ray, Mrs. Roger Jones, Mrs. W. N. Palmer, Mrs. C. A. Caffee, Mrs. Joe H. Smith.

Starkey Club had fourteen members and two visitors present. Refreshments of ice cream and cake were served. The evening was spent playing games.

The next meeting will be on April 17 with Mrs. Hefner. The subject for the meeting will be "The Foundation Garment." Miss Strange will be with us at this meeting.

CAMPBELL CLUB EXPRESSES THANKS FOR THEATRE PARTY

The Campbell Home Demonstration Club takes this means of expressing their thanks to Mr. Steen, the Hesperian force and Mr. Deakins for entertaining us so royally with a theatre party Wednesday afternoon, April 3.

We also wish to say that we enjoyed the beautiful flowers which Mrs. Maud E. Hollums used in decorating the lobby of the theatre.

CAMPBELL CLUB MEETS AT COURT ROOM TUESDAY A. M.

A morning session held in the county court room, followed by a dinner and attendance at the Palace and Hesperian Theatre party was the unusual meeting program of the Campbell Home Demonstration Club Tuesday of this week.

Miss Marie Strange, county home demonstration agent, was present at the meeting and assisted with practice on the play to be presented by the Campbell club at Baker school on May 18. Fourteen members and two visitors were present.

Mrs. A. H. Kreis, president of the club, presided. The club voted to pay their federation dues and become a member of the county federation.

The next meeting of the Campbell club will be held on May 6 with Mrs. Teague as hostess.

ROSELAND CLUB REPORT

The Roseland Home Demonstration Club met at the club room Tuesday, April 4. Fifteen members, new members and Miss Mangan were present.

A roll call was answered with the most fitting problem in

dressmaking." Plans were made to entertain the Pleasant Hill Club on next meeting day, which we hope will be an enjoyable one.

After the regular meeting Miss Strange gave a very useful as well as interesting demonstration on "Foundation Garments." Every woman should be interested in this. Miss Strange also talked over with us the short course and some plans were made to go. We hope as many as can will be there.

Our next regular meeting will be held May 2 at 2 p. m. Everyone be present and bring a new member with you if possible. We are always glad to have new members.

PRAIRIE CHAPEL 4-H CLUB

Prairie Chapel 4-H Club met Monday morning, April 7, at the school building. Miss Strange gave a demonstration on how to stamp the emblems on the club caps and also instructions on the general club sewing.

The next meeting will be held Monday, April 21.

CAMPBELL CLUB HONORED BY SOUTH PLAINS PARTY

Mrs. S. H. Horn, a former resident of Campbell community who is now making her home at South Plains was hostess to the Campbell Club ladies Friday, April 4, at a delightful luncheon. Following the luncheon the ladies drove to South Plains, where they were entertained by the South Plains Club.

The visitors were met and on each was pinned a small camel which served as a name card. Pansy corsages were given as favors.

After this they were entertained with the following program: South Plains ladies sang, "How Do You Do Campbell." Mrs. Henrietta Hewitt then gave a reading entitled, "Ain't Love Wonderful." After this a word contest using the letters in the words "Floyd County Demonstration Clubs" was participated in by all. Mrs. Sim Reeves wrote the most words and was presented with a gift. Mrs. Elmer Thornton was given the booby. Lucille West gave a reading entitled, "A Bessing Sin." Mrs. Carl Daniels gave a violin solo accompanied at the piano by Mrs. Paul Snodgrass. Mrs. Gilbert Bean then gave a reading followed by a vocal solo by Mrs. Wilbur Wilson. Readings were given by Shirley, Fae Harper, Fannie Margaret Harper and Mrs. Charles Wilson.

MRS. MILLER HOSTESS TO HARMONY CLUB ON APRIL 2

Mrs. Everett Miller was hostess to the Harmony Home Demonstration club when the club met at her home for regular session on Wednesday afternoon, April 2. Following the club work, the hostess served delicious refreshments of apple salad, ham sandwiches, vanilla muffins and grape juice.

"The foundation garment" was the subject discussed at the meeting. Miss Strange was present and gave a demonstration on altering commercial patterns.

The Harmony Club is to entertain the Irick Club at their next meeting, on Tuesday, April 14. On this date they will meet with Mrs. W. S. Hanna.

Lockney Team Wins In Dairy Judging At Plainview Show

Member of High Team in Cattle Judging is High Point Man in Jersey Judging Contest.

Lockney Vocational Agriculture team, coached by Donald Turner, won first place honors in the boys' cattle judging contests held as the feature events of the opening day of the Panhandle-Plains Dairy Show at Plainview on Monday of this week. Coach Turner's boys competed with twenty-seven high school teams represented at the show, and in addition to winning the first honors in the entire contest, was awarded a trophy for being high team in the Jersey judging contest.

C. Harris, member of the Lockney team, won the S. J. Underwood medal offered to the boy making the highest score in judging Jerseys. A silver loving cup and the S. J. Underwood medal were also presented to the Lockney team in recognition of their work.

The Lockney team was composed of Clark Harris, Lester Ferguson and Hogue Bruton. All are students at the Lockney High School. They tallied a total of 1231 points out of a possible 1500. Tulla, Rails, Conway and Littlefield finished in the contest in the order named.

O. T. Williams and his group of Floydada Vocational boys were also represented at the show and competed in the various judging contests. Mr. Williams, who is the F. H. S. vocational instructor, had as his team from the local schools, the following boys: Martin True, Raymond King and Rex Johnston.

OUTLET STORE IS IN NEW LOCATION ON SOUTH SIDE

South Plains Outlet Store completed the removal of their dry goods stock from the Duncan Building on the South Side of the square this week to the adjoining building to the west of their former location.

The new building was completely re-modeled and new shelving and display tables built throughout. Col. W. H. Seale, manager of the store, stated this week that they were better arranged and heavier stocked than the store had been since opening in this city about a year ago.

Their new location is one door west of the former location on the south side of the square.

WHAT'S WRONG AND WHERE

(See feature on bottom of Editorial page)
SOLUTION NO. 5

- 1—Hamlet was not written in French
- 2—Reflection in mirror shows young man bald
- 3—Reflection in Mirror shows young man wearing tie.
- 4—Young man has no tie.
- 5—Girl would not wear horn-rimmed glasses with stage costume.
- 6—Pocket for handkerchief on wrong side of man's coat
- 7—Coffee pot has no place on dressing table
- 8—Picture on table is not of Al Jolson
- 9—Window would not be found in dressing room
- 10—Wagner did not write Madam Butterfly.

Washington Attorney Visiting Parents Here

Paul H. McMurray Has Staff Position With United States Veterans Bureau.

Mr. and Mrs. Paul H. McMurray, and little daughter Marilyn, of Washington D. C. are visiting his parents Mr. and Mrs. J. H. Murray for a few days. Mr. McMurray is a Federal employee having gone to Washington in 1919 soon after his discharge from the army. He graduated from the Law School of George Washington University in 1923, and he now occupies a staff position with the United States Veterans Bureau.

Since 1926 Mr. McMurray has been a Field Supervisor of the adjudication Service of that Bureau and has traveled extensively in supervising the adjudication of Claims filed for Compensation or other benefits by disabled Veterans of the World War. He says that the United States has done more for its disabled Veterans than any other country in the world. Congress recently enacted legislation providing for expenditure of several millions of dollars for new hospitals one of which is to be located in Texas.

AT THE Palace THIS WEEK



Thursday and Friday

An all talking Vitaphone Picture.

Pauline Frederick, Conrad Nagel, and Lila Lee, In

"The Sacred Flame"

Thursday is family night. Bring the whole family—or one dozen for only 50c

Saturday, April 12

An all talking radio picture

"The Night Parade"

A prize fight story with plenty of comedy and action. You cannot afford to miss this picture.

Sunday and Monday

April 13 and 14

Lionel Barrymore, Lloyd Hughes and Jane Daly In

"The Mysterious Island"

The marvel picture of the age. Taken from the famous book "Twenty Leagues Under the Sea," by Jules Verne. Educational, Historical and Entertaining. Don't Miss it.

Tuesday - Wednesday

April 15 and 16

An all talking Vitaphone picture: Pauline Frederick In

"Evidence"

Also selected short subjects. Regular Admission 15c and 35c

Sand Hill News

Sand Hill, April 9.—Singing was well attended Sunday evening and Sunday night. Several visitors were present.

The Sand Hill baseball team played Petersburg Sunday evening. Our team was defeated by one point.

Misses Ted and Oleta Standifer and Mrs. Vernon McPeak visited with Miss Buena Weems last Sunday.

Miss Bessie Boyles, of Irick, spent Saturday night and Sunday with Miss Inez Huey.

Mr. Bradford took dinner with Sam Cates and family Sunday.

Mr. and Mrs. Huey and Mr. and Mrs. Geter spent Sunday in Tulla.

Mr. and Mrs. Frank Marney and Mrs. M. B. Holmes visited with Mr. and Mrs. Sam Cates Sunday.

A party was given at the Lowry home last Monday night.

Several from this community have been attending the dairy show at Plainview this week.

Miss Lona Cates visited with Miss Inez Huey last Sunday.

Mr. and Mrs. E. B. Butler, of Sterling City, and Mr. and Mrs. W. W. Cooper, of Crosbyton, were guests of Mr. and Mrs. C. H. Davis Sunday. Mr. and Mrs. Davis entertained their guests at the Country Club.

W. N. Busby, of Chillicothe, is the cashier of the Santa Fe's Floydada office, succeeding Vaughn White, who was transferred to McCamey, to take a similar place there.

Mr. A. L. Scoggin and daughters, Jessie Merle, Mary Lou and Charlotte Ray of Lubbock were guests of relatives this week.

FLOYDADA TRANSFER

A. N. WARD, Prop.
Office at L. & O. Top Shop
HAULING AND TRANSFER
BUSINESS SOLICITED
GOOD EQUIPMENT
PROMPT SERVICE
TRUCK LINE TO PLAINVIEW
Phone 12 or 305R

NEVER BEFORE

Have we offered you such incomparable prices. A comparison of our prices will convince you why the crowds in this store grow larger and larger.

Below are a few Bargains. Watch For More.

FLOUR Made in Plainview, Every Sack Guaranteed 48 Lb. Sack, **\$1.49**

COFFEE F. G. C. Special Blend, 3 Lbs. For, **\$1.00**

Pickles Sour Per Quart, **24c**

Meal Everlite, 24 lb. Sack, **69c**

Corn Clarion, No. 2 Can, **12c**

Matches Full Count, Per Box, **3c**

Crackers Brown's Saltines, 2 Lb. Box, **29c**

Cocoanut White Swan Fresh Shredded, Per Pound, **23c**

LETTUCE Large and Crisp, Per Head, **5c**

Floydada Grocery Co.

"Make This Store Your Store"

HERE IT IS!

Mary Best Cakes

"Best Of All"

For some months we have been experimenting with cake formulas and at last we have developed a cake that is equal or superior to any cake shipped into our town.

It will be put on the market

Saturday, April 19

At A Special Introductory Price Of

19c

For This Day Only

Free Samples

With Pretty Girls To Serve You

At All Grocers On That Day

We have tested these cakes for taste and keeping qualities. They stay Fresh Longer!—Buy Them For Easter.

NO LIMIT

Buy as many as you want at this special Price 19c

A BIG VARIETY—Made at home and sold at home. Why send your money to Fort Worth or Oklahoma City? Call for

Mary Best Cakes

Made by

Westers' Quality Bakery

Floydada, Texas

Spring Fashion

SECTION



HAIL TO the new modes and to the many new arrivals that are to make this a "Fashionable Spring."

For the Matron and Miss, authoritative suggestions fostering the new trends for Spring and Summer.

For the gentlemen, suggestions that will give smartness and add poise to command respect and admiration.

Mode and fashion ideas that assume an Easter Spirit, yet definitely indicate the trend of later spring and summer wearables.

For
EASTER

It's the Ensemble Idea For Men's Spring Haberdashery

About two and a half years ago the ensemble idea in men's wear was inaugurated by leading manufacturers and retailers in most sections of the country. Today that idea has developed with amazing rapidity.

With the opening of the spring season this thought of combining the proper styles with the right color tones will be pushed stronger than ever. It is believed that this idea has taken a permanent hold on the public—at least it is emphatically reflected in the tastier dress of the average man.

Greater Demands for Ensembles

Said a leader of men's furnishing recently in an interview: "The ensemble idea has made man more careful about his dress and buying. You notice the wrong combination of wrong shirt, tie and suit more than you did a few years ago, and think less of the person with the wrong combination. This has, no doubt, caused the greater demand for ensembles."

Now the retailer offers complete sets of furnishings in single colors or shades, such as sets of blues, brown, reds, etc. This tends to make sales balance the output of the manufacturers and converts, so that surplus stocks are reduced to the minimum.

Light Grounds for Shirts
There is a certain conviction among manufacturers as well as retailers that shirts with light grounds will be favored extensively this spring. This, of course, will replace the medium and dark effects which prevailed for the last year or more.

The trend toward lighter grounds was noted last fall. This was found true in the sale of demi-bosom shirts, those being offered in the sales and clearances being of the darker hues, while the lighter shades were sold rapidly during the regular season. Then, too, the negligee business also showed a leaning toward lighter colors during the winter.

Prominent shirt concerns have been concentrating most of their efforts in the production of striped patterns. Those featured in the spring lines are vertical, while the

demi-bosoms, generally speaking, showed the cross-stripe effects.

Stripes are Dominant
These stripes run from hairlines to a quarter of an inch, the latter being quite popular in England. These are placed from a quarter of an inch to an inch to two inches apart. Colors that are dominant are red, green, lilac, blue and tan.

With the striped shirt as the vogue neckwear naturally will show figures. This is usually the trend. When stripes are used in neckwear, then figured effects are to be found in shirts.

Striped ties, of course, will get their best business during the early days of the spring season, but with the introduction of warmer weather figured effects will be in demand and as the summer approaches the old fashioned polka dot will come into its own.

Satin Ties in Off-Shades
There, too, will be plenty of calls for the satin ties, which were so well liked last year. These will be presented in off-shades of red, green, lavender, blue and tan. Crepe and foulards will be shown in quantities during the late spring and early summer months.

Mr. man certainly will get his fill of novelty features in pajamas this spring. So extensive was one selection during the late winter that 150 patterns, each in three colors, were shown.

As for styles the slip-ons, the Russian models and the English collar effects will share most of the honors. Webbing waistbands have become permanently established in most lines.

SO THIS IS ROME!

Rome is not exactly a jolly place. There are too many ruins, too many tombs. Rome is one great cemetery of the past. But it is a swell cemetery.—Woman's Home Companion.

EARLY RISERS

It's the early bird that fall asleep in the afternoon.—The American Magazine.

Railing At New Styles Useless, Says Expert

Accept Changes Philosophically, Says Millinery Man, Speaking of New Modes.

Criticizing changes in styles no matter how radical they may be is useless, Perle Heller, New York millinery expert, declares in an interview in Woman's Home Companion. Women would do much better, he adds, to accept the changes of mode philosophically, for in the end they will be pleased and will not have lagged behind their more daring sisters.

Heller points out that is the general trend that should be followed and that the genuinely smart women can always find a way in which the modern modes can be suited to her style of beauty. "There are minor adjustments that can be made within the style of the moment, with a snip here, a fold there and a pull somewhere else," he explains.

"It is never necessary to wear last year's style because this year's style does not seem to suit the length of your nose or the dash of your personality," Heller continues. "A little adjustment, a few wearings and all that shocked your sense of habit is gone. Your new clothes are now becoming."

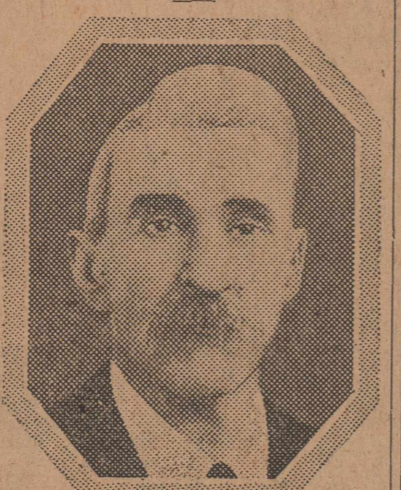
"I haven't as much patience as I should with those who hold out against a new change in style because they haven't the courage to form new habits. I see how inevitable this change undoubtedly is. Then, too, I feel strongly that it is every woman's duty to be as smart as she can, and you can't be smart unless you are in style. Not even a Jane Cowl can wear a last year's hat brim and get away with it.

"My definition of becoming differs from most people's, for it has nothing to do with line or shape. To me it is relative, depending entirely on habit, on what we are accustomed to see ourselves and others wear. Look at the skyscraper hat crown you thought becoming several years ago. What would you think now?"

THE STATE OF TEXAS,
To the Sheriff or any Constable of Floyd County—GREETING:
YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Floyd if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published once each week for four consecutive weeks previous to the return day hereof Stella Russell whose residence is unknown, to be and appear before the Hon. District Court, at the next regular term thereof, to be holden in the County of Floyd, at the Court House thereof, in Floydada on the 19th day of May A. D. 1930 then and there to answer a Petition filed in said Court, on the 3rd day of April A. D. 1930, in a suit numbered on the

KONJOLA ONLY MEDICINE THAT DID ANY GOOD

New Medicine Banished Kidney and Stomach Ailments After Others Failed.



MR. M. D. ABBOTT
"I suffered for two years with kidney trouble," said Mr. M. D. Abbott, 600 East Hattie street, Fort Worth. "I have scarcely been able to do any work. Lifting, or turning my body was the signal for severe back pains. Night risings were frequent. My stomach, too, added to my misery. Anything I ate caused gas and a severe pain in the pit of my stomach.

"Konjola is the only medicine that did me any good. I now feel better than I have for many a day. I can eat what I wish without suffering and the pains in my back are gone. My kidneys now are functioning normally. Konjola has gone right to the spot in my case and I praise this wonderful medicine for all that it has done for me. A medicine that did all Konjola did for me can help others and I am recommending it to a lot of my friends who are suffering as I did."

Konjola is not a "cure-all." There is no such thing. But when taken for from six to eight weeks, Konjola will produce amazing results. The countless thousands of endorsements of Konjola have proven that it makes good, even in the most stubborn cases.

Konjola is sold in Floydada at Floydada Drug Store, and by all the best druggists in all towns throughout this entire section.

She'll Travel



The European Fellowship, the most coveted undergraduate award at Bryn Mawr College, Bryn Mawr, Pa., has been awarded to pretty Miss S. Stanley Gordon, above, of Chestnut Hill, Pa.

Docket of said Court No. 2227, wherein E. E. Russell, is plaintiff and Stella Russell, is defendant. The nature of the plaintiffs demand being as follows, to-wit: Suit for divorce filed by plaintiff against defendant on the 3rd day of April A. D. 1930, alleging that defendant was cruel to plaintiff, to such a degree as to render their further living together unupportable.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Floydada, Texas, this, the 3rd day of April A. D., 1930.
(SEAL) T. P. GUIMARIN,
Clerk District Court, Floyd County, Texas. 74c
By Ethel Graham, Deputy.

NOT SO ROSY

When we remember that nine out of every ten commercial institutions incorporated since 1918 have failed, we can appreciate the relative success of corporation farming.—The Country Home.

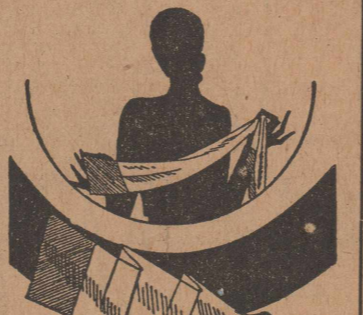
BE MODEST IN PRAISE

Giving a child too much praise and attention often spoils his delightful spontaneity and unselfconsciousness.—Woman's Home Companion.

NEW SPRING ACCESSORIES



Jewelry in new fashion harmony for Spring. Of colorful stones that accent the ensemble color theme.



Silk from top-to-toe—picoeted top—with narrow heel that is flattering to the ankle.



Novel cuff treatment distinguishes new gloves for Spring. Made of fine kid—black and colors.

Baker, Hanna & Company
"Where Most People Trade"

Beautiful Accessories to Wear With the Silhouette

By Gretchen Thomson
The lengthening of women's skirts and the general feminizing of the new styles has its effect upon the accessories that accompany it. It is more important than ever that the ensemble harmonize in line as well as color and the accessories must supplement the effect.

One of the most important items noticed is the new costume jewelry as it adapts itself to the new silhouette—the pendant type with a touch of the 1830 feeling and about 32 inches long is demanded by smart women as being the correct thing for the higher waistline. The color effect harmonizes with the color of the gown. Antique settings return to favor and many of the pendants have the cameo quality in harmony with the modern romantic feeling. The sports ensemble has its own special jewelry—gay and exotic in type, often in long strings of brightly colored beads.

Gloves Are Longer
One of the most conspicuous things about Spring gloves is the way they are worn—pulled up high over the cuff of suit or frock. They all have decidedly longer wrists and many have bow decorations or novel cuff treatments to soften the tailored effect. With the short sleeve fashion, it was inevitable that gloves would be glorified and we have never seen more varied effects to complete the style picture. Lines, designs and colors have been made to harmonize with the new mode for sports, afternoon and evening.

The Spring Handbag
The handbag for morning and sports wear matches the costume not only in color, but often in material. It is comfortably large, sometimes resembling a small traveling bag. Trims may be of wood, indestructible crystal or metal.

Antelope, pin seal and galuchat are the skins most used for afternoon. Evening bags are frequently of lame ornamented with rhinestones.

Neckwear Finishes
There are many indications that necklines will be closer to the

throat. A recent cable from Paris states that "there is an infinite variety in neck finishes with the general tendency to raise collars close to the throat. The little school-girl collar is ubiquitous; scarf bows are tied close to the hollow of the neck at front; lingerie frills of the

Chanel type are much seen; likewise the lingerie tabs that Patou uses; quite a few black dresses have been noticed with bateau neckline, not very wide, finished by a turnover of white satin."

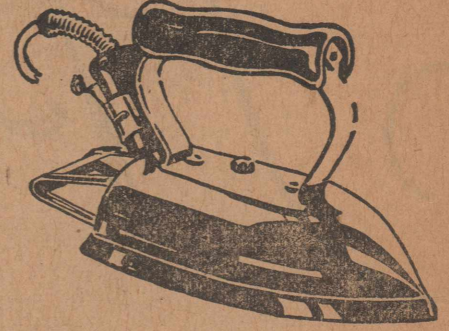
MENTAL AGE ONLY

Too often the farmer makes the terrible mistake of admitting to himself that he is an old man. He doesn't throw back his shoulders and step high and snap into it.—The Country Home.

\$1 For Your Old Iron

ALLOWANCE OF \$1.00 FOR ANY OLD IRON

ON THIS



Westinghouse Adjustomatic Iron

TERMS TO SUIT EVERY ONE

Texas Utilities Co.

"Your Electric Servant"

Spring Selling!

Full Fashioned Allen A Pure Silk Hosiery

Silk from Top to Toe

98c to \$2.45

These stockings are well liked because they give such good service. Not-too-heavy or not-too-sheer to wear everyday. Full-fashioned, silk to the top and some lisle lined greater hem and smart heels.

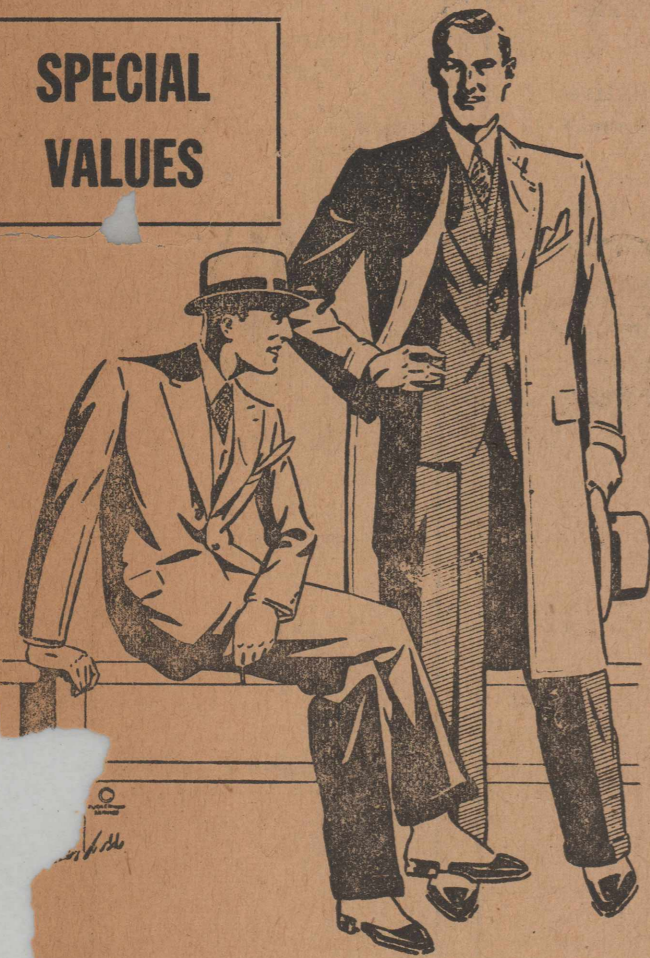
These New Colors

- | | |
|--------------|------------|
| Nude | Sable |
| Tansan | Meridan |
| Evenglow | Romance |
| Silver blush | Atmosphere |
| | Naive |
| | Almora |
| | Beach tan |
| | Duskee |

C. R. Houston Co.

Floydada, Texas

SPECIAL VALUES



Tailored For Men of Particular Tastes
SPRING SUITS

\$13.75 to \$39.95

2 PAIR PANTS

They're new, they're fresh, they've just been shipped. We're glad to show them to you. We believe that there's something in them that's ultra smart. Wonderful patterns, snappy patterns and shades.

Stone Co.

Chain Stores
Floydada

Fashion Says 'It Is Smart To Be Pretty' Modes In Sports Apparel Have All 'Gone Feminine'

It is smart to be pretty this season, and to make it easy, fashions were never lovelier. The constant emphasis on beauty, quaintness and charm is felt in every direction. The silhouette is feminine and well-proportioned, fabrics offer a wide range in material and weave, and colors are soft and flattering.

Particularly important among the pastels this year are the pink; dusty pink and opaline, especially. The grey-brown undertone in dusty pink implied in its name flatters all complexions and gives a sophistication which makes this shade as becoming to the matron as to the debutante. The clear pink of opaline, on the other hand, is obviously meant for the fresh beauty of youth.

Pink is a favorite color of many of the leading designers this season, and is used for all occasions. It is featured in sports costumes, in solid color. For general wear it is a favorite accent color, used as a blouse or trimming for dark costumes. It is also the bright note in many of the season's prints. For formal afternoon and particularly for evening wear many all pink gowns or printed gowns with pink in them are seen at the smartest social gatherings.

Illustrated are examples of the two leading shades of pink. The dusty pink dance frock at the right is developed in lace, an outstanding fabric for formal wear. Following the newest evening silhouette the full skirt falls in a moderate flare from the hips. The peplum, capelet sleeves and youthful neckline are favorite details of this season's "petty fashions."

The pink opaline chiffon gown at the left, which is lightly more formal in treatment, has a narrow belt placed "at the curve;" the ankle length skirt is transparent below the slip and the three tiers of ruffles, reminiscent of the bustle, dip slightly on one side.



Typewriter carbons, second sheets at Hesperian office.

BY GRETCHEN THOMSON

The manner in which every phase of fashion adopts the feminine trend of the moment is strikingly illustrated in sports apparel, and while it is doubtful if we will ever see ladies playing tennis in hoop-skirts—it cannot be denied that the extreme boyishness of the sports mode is past history. The greatest points of difference between sports and town wear is the skirt length. For active sports four inches below the knees is the accepted length while spectator skirts may be four to six inches below the knee.

As to silhouette there are four particular types to consider—the suit, the coat, the one-piece dress and the sweater. With all the ingenuity of designers centered on suits this year there is no danger of the sports costume being labeled "just another cardigan" for fashion points with pride to the many new interpretations. The tuxedo jacket is the most interesting version, and its ways of achieving variety are numerous.

Its main qualification is its resemblance to the men's "tux," though it features squared or notched lapels or slender roll collar. The one-button closing in link effect is the general rule and the lower edge is rounded at the front. Sometimes a severe style is preferred with a boyish blouse and the pleats of the skirt contributing to the tailored aspect. Sometimes more softened effects are sponsored, heightened by the feminine treatment of the blouse and the godet or gored manipulation of the skirt. In either case, the fabrics such as the rough lacy tweeds, the men's suitings or the more summary media such as the pastel jerseys, linen or pique are used. The boroer of eton jacket is also a distinctive type which may be de-

pendent upon to appeal to youth.

The Shirtwaist Frock

The shirtwaist frock is the newest sports frock—in fact no summer wardrobe can be really smart without at least one or two. They are made of striped silk, shirting, shantung, pique and other of the new cotton or silk sports fabrics—high belted waist and with pleated front or gilet effect to resemble in some manner the man's tailored is the sleeveless dress with jacket to match—of harmonizing darker tone or in entire contrast—with bows or other details that emphasize the feminine influence.

Coats

The cape theme and scarf treatments, the semi-princess, the wrap-around coat that slopes upward in front (of Vionnet inspiration), and the straight-line belted coat are of great style importance. In materials, the monotonous tweeds and rough woollens diago-

nals, basket weaves, worsteds, and chevots are the favorites.

Fur trimming is noticeable by its absence in the majority of cases while most of the coats which do use fur trimmings favor the flat furs such as galyak, broadtail, leopard and caracul. Sleeves come in for a great deal of attention either by their fullness below elbow or the novel shaped, extremely deep cuffs and button trimmings. As in town coats, seaming and intricate tailoring give most of the sport coats their greatest charm.

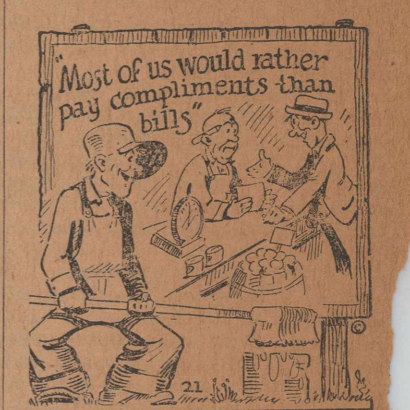
Sweaters and Blouses

Peplums on sweaters and jackets, short overblouses with belt-like hemline, the "muscle" sleeve, the cardigan with waistline tucks, the rever treatment which leaves the back of the neck collarless, thus eliminating bulk when the sweater is worn under a topcoat are details that make sweaters more appealing than ever. Cotton mesh blouses that compromise between the sweater and the blouse are ideal for sports. Sleeveless short sleeved and long sleeved styles are favored for the country. The puffed brief sleeve has also been sponsored in this fabric, while the

tuck-in vies with the short over blouse with nipped-in waistline.

Mrs. H. J. Willis went to Petersburg Friday for a visit with her sister, Mrs. Ben Kissinger.

The Baker Says



WANT A COOKIE?

This is Cookie Week at our bakery and children and grownups alike will be delighted with the variety of our pure food products.

Flat cookies, fat cookies, crispy or creamy—we have the very kind you want today, and in your favorite flavor.

Perfect Bakery

Design Of Fabrics Correctly Planned For New Silhouette

Nineteen thirty silks and cottons are presenting smart new designs created especially for the longer silhouette, with pattern and spacing arranged in proportion to give the flattering effect to the 1930 figure.

For afternoon and evening they are printed in flowing patterns and soft tones which the new femininity demands—for daytime they display smaller patterns usually with black or dark backgrounds and brilliantly colored designs. In both types striking new effects are achieved by the combination of print with plain color—the dress of print having bands, bows, cuffs and gadgets of plain color to match the predominating tone of the print.

A whole new group of prints is reserved for beach costumes—brilliant in color and striking in design. Novelty sports weaves made entirely or partly of silk are coming back into fashion and will be important in the sports mode, while stripes are seen in every manner from the shirtwaist frock to the jacket ensemble, with stripes running up or down or diagonally. Some of the most striking effects are accomplished.

Even in jersey the stripe is rec-

ognized, more subtly introduced in self-color in diagonal effects that have been the result of the favor accorded the moussa cloth of similar type.

The feminine and romantic trend in dress has inspired the revival of embroidered batiste. This crisp cotton is sponsored in allover eyelet effects of allover florals or many prefer the conventional patterns of leaves and dots, while others are favored in solid but delicately done embroidery. It is identified not only with the more formal mode but also in blouses to complete the dressy silk suit.

Cotton meshes promise to develop into an important cotton fashion and are enjoying popularity in both the weave simulating the knitted and the lisle version. Both types are much featured in blouses which in many instances are made more feminine by puffed sleeves. The woven mesh has already made a name for itself in tailored suits and is approved in such dark colors as black and red brown and to some extent in navy.

In the tailored suits and sports coats, tweeds win as the leading fabric—heavy weaves combining multicolored effects with white are favored for coats while sheer, loosely woven tweeds and lacy weaves interpret suits. Covert appears repeatedly in suits and coats—while wool crepes in pastel and high shades, heavier than dress crepes, are seen in both dressy suits and coats. Suede-like fabrics and solid color basket weaves are first in fashion for the more formal types where fur trimming is sanctioned.

Typewriter carbons, second sheets at Hesperian office.


WESTFIELD

Shock-proof

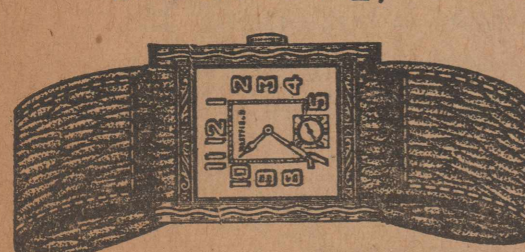
WATCHES

A GIFT HE WOULD CHOOSE HIMSELF

Just the kind he has always wanted—a good looking dependable watch. Regardless of the price, every Westfield will give years of rugged, accurate service.



PRINCETON— Handsomely engraved; with radium hands and dial, and flexible mesh band \$17.75



PENTON—An unusual man's watch; radium hands and dial; removable leather strap \$12.75

WILSON KIMBLE

OPTICAL AND JEWELRY CO.
"The House of Confidential Credit"

We're All Buying Our EASTER OUTFITS

at the **J. C. Penney Co. Store**

Paris inspired these new

Spring Frocks

\$14.75

These are the dress fashions that French designers introduced . . . adapted for your needs at only \$14.75. Every important detail is included . . . lingerie touches . . . the fitted hipline . . . longer skirt effects.

New Hats

\$3.98

Straws have come back . . . these are the new light weight fabrics in many new styles.

Silk Hose

98c

These full-fashioned silk hose are a value that clever shoppers will recognize. The tops and soles are of mercerized lisle.

Spring Footwear

\$3.98

\$3.98 is a small price to pay for such an important part of your outfit . . . choose from many new styles.

Fabric Gloves

98c

Because they can be kept fresh and smart looking wear fabric gloves in novelty cuff or slip-on style.

For smart men . . . we offer

Spring Suits

\$24.75

Some men like conservative styles—young fellows want their's brisk and smart—we have the right suit for every man . . . smart in appearance, perfect in fit, rich in quality.

Marathon Hats

\$3.98

You must have a new hat and Marathon is the hat to buy. Styles and colors in the spirit of Spring.

Broadcloth Shirts

\$1.98

Fancy shirts are the vogue for Spring—but if you prefer them, there are solid colors and white.

Smart Oxfords

\$3.98

Tan or black—which is your choice? We have them both—and we have them in a style to suit your taste.

Spring Neckties

98c

A good looking necktie can do more for your Easter outfit than any other accessory you buy.

Easter Dresses

For Girls

\$4.98

The younger miss is as style-conscious these days as her older sisters . . . her Easter dresses have been chosen with the same care as our Paris reproductions.

Boys' Suits

With 2 Pairs of Pants

\$9.90

Coat and vest with two pairs of longies, two golf knickers or one longie and one golf knicker. Fabrics include cassimeres and twists in Spring shades.

Spring Hats

\$1.98

Fancy Hose

49c

Boys' Caps

98c

Boys' Shirts

79c

J.C. PENNEY CO. INC.

Observations On Men's Wear Along the Style Boulevards

If Mr. Man isn't of the athletic type in physique the clothiers will attempt to make him such. At a meeting of the International Association of Clothing Designers, held in Chicago during the early part of January, it was decreed that the well-dressed man should wear this spring and summer.

After scrutinizing what designers from all sections of the country had to offer in the way of clothes, ranging from golf suits, featuring plus 4s to formal clothes, the committee in charge of summarizing the style features broke forth with this report:

Broad, Square Shoulders

"This appearance (speaking of athletically styled models) is accentuated by a broad, square appearance of the shoulders and the slimmness of the waist and hips. A shortening of the coat tends to promote an appearance of breadth. From the breadth of the shoulders there will be a gradual tapering of the silhouette, ending at the shoe, which means that there will be a gradual decrease in the sizes of the bottom of the trousers."

Frederick A. Keiff headed the "style forecast" committee, which included members from almost every section of the country—Chicago, New York, St. Louis, Philadelphia, Baltimore, Cleveland, Cincinnati, Tronts, Montreal, Rochester, and Louisville.

While the above report may sound like a decided change in men's models for this season, the alterations have been brought about by gradual stages. However, in some respects the suits and topcoats of a year ago, as compared to those of today, really belong to another era.

Two-Button Peak Favored

In all probability the leader in the style parade for spring and summer of this year will be the two-button, single-breasted model, featuring the peak lapels. Closely following will be the same model with the notch lapel.

As for double breasted models, there always will be a certain following, due largely to the desire of good dressers for a pleasing change from the single breasted models. Most of these suits, however, will be in the plain colors.

Some of the highlights of the designers' committee report is given briefly below:

"The coat (for young men) will have a length of 28 1/2 inches and the front will close with two buttons. The body lines will be shapely at waist with a close straight hip line. The shoulders are moder-

ately broad with a decided squareness. The buttons and pockets and general waist effect are high.

Suit for Extreme Dresser

"There is a sort of crowding everything upward into the chest and shoulders. The front is moderately straight with rounded cut-away corners. A second coat similar in character to the above will also be in great demand by the still more extreme dressers.

"This garment will be only 27 1/2 inches long, have broad square shoulders. Wide extremely peaked lapels. The front will close with either one or two buttons and will be cut well back from the lower button. The sleeve which may be of the roll top variety will be slanted.

"The vest for the first garment will be single-breasted with a moderately low opening. The entire length is fairly short, ending with long open points. The vest for the last described coat will be quite short, having a high opening. The front will have five buttons.

Trousers Bottoms Varied

As for the trousers those used with the first suit described will have a high rise to care for the shortness of the vest and for the shortness of a slightly narrower bottom, about 18 1/2 inches, while the knees will be wide. On extreme models the rise will be even higher, requiring double plaits and wider bottom, some of them from 20 to 21 inches.

The extreme double sack coat will show the same body lines as the single-breasted model, with two buttons widely spaced. Medium width peaked lapels go with this style. The gorge will be of medium depth.

For the young fellow with college inclinations the three-button style still holds good. The coat will be 29 inches long, with the body slightly shaped, with a medium close skirt effect. The lapel will be an open notch. Normal length and five buttons feature the vest design, while the bottoms of the trousers will be about 19 inches.

Range of Sports Clothes

In sports clothes the designers have had almost a free hand. In the coat the variety will range all the way from the plain loose type to the plaited or belted type. If plaited the belt will be stitched down, whereas if the back is plain the belt should be loose. In this type of garment you will find many innovations introduced this season. Plus four knickers accompany all such suits.

In topcoats the single-breasted, three button models, 46 inches prominent to have the greatest call. Here you will note shoulders that are slightly squared, with the open notch lapels and straight easy lines in the back.

Another type of topcoat will be the dress coat, about 45 inches in length, with three buttons. Here the body lines are slightly shaped, the lapels are peaked. And among a certain group of men you will find favor for the double-breasted model, back belted or plain backs. The front has either two or three buttons with two to button. The arrangement of buttons gives a panel effect.

Raglan Coat for Motoring

The raglan topcoat, either plain or belted, is suggested for motor wear. This style presents a maximum of freedom and also an opportunity to use rough textures in shades that do not soil easily.

As for color, grays will come to the front stronger than ever in suit models. This shade also has been a popular spring color due to the fact that it offers a most pleasant change from the sombre tones worn during the fall and winter season.

Manufacturers, however, are attempting to push with considerable energy the powder blue shades or tones of blue-grays. This color scheme went over with a degree of success several seasons ago and it is hoped that there will be a demand which may even surpass that of the first introduction of this color.

Variety in Color Effects

Of course, there will be tans, browns and mixtures, with patterns featuring pin stripes, chalk stripes, herringbones, and other novelty weaves.

In fabrics there is a wide scope for selection—in fact, so wide that every man should find the woollens to his liking. The range includes finished and unfinished worsteds, Shetlands, flannels, tweeds, serges, chevots, twists and novelty weaves.

Committee Reports On Men's Footwear For Spring Season

When the national shoe style committee made its report early in January those men largely responsible for "what's what" in men's footwear during the forthcoming season announced that the custom last and browns will be the feature for spring.

At the national convention the manufacturers came forth with a greater display of browns than heretofore. Each exhibit showed at least sixty per cent or more shoes of this popular color.

Finer Appeal in Brown

But the browns to be presented this spring no doubt will possess greater appeal than ever. In other years, colored footwear ranged from light orange or even lemon to the deep reddish brown used with cordovan leather.

Today the shades of browns are much more pleasing and do not range so extensively. Furthermore, the present browns are easily cleaned and retain their lustre for a greater length of time.

The custom last, first brought to this country from England, has been universally adapted. The American makers have taken kindly to this last and so has the pub-

lic. Through its use the average man gets the style he desires, at the same time also is given the coveted comfort, particularly from new shoes.

Jazz Models are Gone

There are other styles, to be sure. Some of these are modifications of the custom last, but the jazz models of years past has been cast aside. Some toes are a bit more blunt than the present custom last, built for the man who considers foot comfort the first consideration.

Black shoes, of course, will get its proper reception, being worn alternately with the brown footwear. The latter is expected for day wear and the former for night service.

Wing tips will be shown very largely in both blacks and browns. Some models will introduce novelty stitching.

Combination of Leathers

Summer footwear is given its greatest breadth of designing treatment. The various color combinations, which have been increasing from season to season, are presented in greater numbers than ever. Suede and calfskin combinations are shown in a variety of color tones. The suedes are shown in various shades of grays and tan, with the other leather trimmings to match.

For formal wear the lightweight oxford or pump will continue in vogue. These are shown with plain toes in either medium or narrow lasts.

HIDES INJURED BY CARELESS HANDLING

Hides and skins of high quality often bring a higher price per pound than the carcasses of the animals from which they are taken, but farmers seldom get such prices, says R. W. Frey, of the United States Department of Agriculture, partly because most of the country hides and skins are handled carelessly.

It is true that many farmers are small producers of hides and skins and can not afford special facilities for producing well flayed and cured hides, adds Mr. Frey, but many small-town butchers do business on a scale large enough to justify much more attention to producing first-class hides.

"Part of this indifference is the result of the fact that producers in general have little appreciation of the tanned's hide and skin requirements. Many people think that four or five cuts in a hide make no difference or that first quality leather can be made from a half rotten skin. One cut or hole, or a hair slip from poor curing may render the whole hide unfit for making into some kinds of leather.

"Another cause for indifferent handling is the prevailing practice of trading in country hides and skins on a flat basis, paying the same price for all hides in the lot regardless of their quality. Such prices are usually based on the value of the poorest hides in the lot. "The large meat-packing establishments consider that in the case of cattle an average of about 7 per cent of the live weight and about 11 per cent of the value of the live animal is in the hide. This is recognized, within practical limits, by buyers of beef on the hoof and should always be borne in mind by raisers of cattle."

"INSIDE" INFORMATION

Children who profess not to like eggs or milk will often eat custards, omelets, milk puddings, milk-vegetable soups, and egg-milk drinks if they are well-flavored. The wise parent will not call attention to the ingredients of such dishes, but will simply offer them as a matter of course in their regular place in the meal.

Read The Hesperian for news of Floyd County.

WEATHER TO ORDER SEEN FOR FUTURE

Weather made to order will be the next step in the science of health, according to Woman's Home Companion, which quotes noted scientists who have been working on the problem. No longer, says the article, will windows serve as ventilators, at which job they have been rank failures.

Twenty years hence the magazine continues, even families in moderate circumstances will have homes in which artificial weather will be provided the year around. These homes will be sound proof. They will be glarelessly lighted by the electrical equivalent of sunshine. They will have windows only to look at and out of. Air will be brought in through ducts, washed, heated or cooled, dried or moistened, and automatically circulated throughout each room exactly as required according to what you are doing, whether working, playing bridge, sleeping or sitting quietly over your reading.

Ill health, the magazine believes, will be cut in half when everybody can live in the right kind of weather. Such houses are not an Utopian dream. Construction could begin on them tomorrow if the industry decided to do it. Artificial weather is already provided in theatres and President Hoover has had it installed in his new executive office in Washington as a matter of course.

Humming Bird Full Fashioned Hosiery



BLESS the brief skirt of yesterday. It inspired the makers of Humming Bird Hosiery to "heights" they'll never recede from. Humming Birds are as long today as ever; knit with as fine silk into as fine a web.

If the visible expanse of hose is less, its expression in color is as authentic as before. Mme. Julie Bolegard, studying the trends of fashion in Paris for Humming Bird, assures you that the Humming Bird colors being shown today in this store are correct.

Baker, Hanna & Co.
"Where Most People Trade"

Joints of Appeal TO THE CLEVER DRESSER



What Will
Cleaning Fluids
Do To Your Suit?

Clean it! ... if it's a Hart Schaffner & Marx Suit

\$29.00

If a single fluid causes fading, spotting or rotting of the fabric, Hart Schaffner & Marx rejects the fabric.

Every cleaning fluid known to the trade is tested in the Hart Schaffner & Marx laboratories upon fabrics used in these suits.

The "cleaning fluid" test is but one of 151 processes employed to assure long life to the style, fit and color in Hart Schaffner & Marx clothes.

Spring colors are Pewter grey, Tamarack brown, Dickens Blue.

Martin Dry Goods Co.
"The Home of Hart Schaffner & Marx Clothes"

Suits With Extra Trousers



ONLY
\$12.85

Another Reduction
in our Big

SUIT
SALE

NOW UNTIL
EASTER

McGUIRE'S



Spring Hats

Every desired style—snap brims, welt edges or Homburg—are here. Notable in the color scheme are the blue-grey shades which harmonize with the new Suits.

TWO FORTY FIVE
AND MORE

McGuire's

"The Store For Men"

Easter Spring Fashions For Milady; When, Where and How

By Gretchen Thomson

This season the choice of the wardrobe is the test of a woman's taste. Never have there been so many opportunities to find the perfect costume to bring out individual charm—and never have there been so many opportunities for going hopelessly astray—for not only has fashion as a whole made a radical change, but each part of the day now has its style requirements, ranging from tweeds to the sheerest fabrics. The woman, who wears her morning costume to afternoon tea, as she has correctly worn it in recent seasons, will find herself as conspicuous as the one who walks the street on a rainy day with trailing wisps of chiffon at her ankles. The 1930 woman is well-dressed at all times of the day or evening. In the morning when she saunders forth to business or a shopping tour; luncheon at noon, the afternoon bridge, matinee, club or tea; dinner, theatre or dancing in the evening—for each affair there is a particular ensemble which has been designed especially for the purpose. To be inappropriately gowned not only handicaps her chances of success, but marks her as a member of that class of women who are not style-conscious. To avoid pitfalls requires a real study of Spring fashions, and we are giving here an outline that will be a guide in choosing the various items of a tasteful, fashion-correct wardrobe, with important highlights on what will be worn—when it will be worn and how it will be worn.

Correct Morning Costume

For morning wear, clever frocks of knitted fabrics or tweeds in fascinating patterns and color combinations would be an inducement for even the most indolent person to get up early and go some place. Tweed frocks made with the new swaggy flares and fitted lines, and sweater, ensembles suggestive of the Southland, also are smart for the early morning wayfarer. Among the newest versions in the realm of morning apparel is the silk frock with lumber jacket of the same kind of material in contrasting color.

The Tailored Fashion

It is easy to see that the suit will be the most important fashion of Spring. While the ensemble of coat and dress is smart—the newer idea of the tailored jacket and skirt is

the favorite, and if you haven't a suit this Spring your wardrobe will be a total loss. A new suit material which promises to be very popular this year has silk woven with the woolen threads and is usually a dark color flecked with a lighter tone. Soft, flannel-like woolens, suits, and those of nubbed tweeds, with or without fur trimming, also are in the fashion parade, and many chic versions are offered. The tuck-in blouse and yoked skirt are so smart looking and youthful that they refuse to be discarded. The newest skirts, however, have longer yokes and a more decided flare. Heather mixtures for the tweeds, and black, blue or tones of brown for the plain variety are the correct choice. Fitted waistlines, cape treatments, belts and put-in-front out are points upon which practically all jackets agree and, as in every 1930 fashion, there are types of suits for various occasions—the short tailored jacket for morning—the morning—the three-quarter jacket suit for general wear and the fur-trimmed suit for formal daytime wear.

Spring Coats

Decorative effects achieved through seaming appears to be the dominant note of Spring coat fashions. Detailed seaming mark semi-fitted lines to arrange hem flare—to create back interest—these and numerous variations indicate the importance of this form of decoration. Many interpretations of the flaring contour are noted in godets as well as full circular skirts and circular cut flounces placed low to accept the flaring hemline. On the dressy types novelty arrangements in fur are insistent—draped pouch contours, standing collars with insets of fur, deep shawl lines and tuxedos, jabot effects and bows using galyak, butter mole, lapin, dyed squirrel or broadtail.

Prints Much in Vogue

Last year's prints won't do for the order of prints is reversed this year and those with large, brilliant designs are now chosen for chiffon evening and formal frocks and small, dainty flower designs of crepe for afternoon and informal wear. Quaintly charming are the afternoon printed frocks with the capped sleeves, peplums, circular skirts edged with ruffles and bows. Plain colored crepe frocks in the

most fascinating colors imaginable add a bright touch to Spring fashion. The new tones are soft and subdued in lovely rose, blue, green, purple or brown, and self-trimmed or adorned with a bit of lace at the neck and sleeves. While daytime frocks are longer and adhere closely to the lines of the new silhouette, they are usually of even length.

For After Five O'Clock

Dinner dresses are among the most charming of the season's collection. Chiffon in black or pastel shades (and by the way, pastel colors are staging a dramatic return to fashion), with the new deep U-neck and quaint little puffed sleeves and skirts of ankle length, or touching the floor in some places, as these frocks boast of the uneven hemline. Capes are also an integral part of the informal and formal evening costume. Chanel started the idea as a smart Spring revival and now all the other famous designers (and some which are not so famous) are using the idea—entire capes which encircle the bodice, one-sided capes and cape effects. Printed chiffons, the hem and the cape decorated with a wide tulle border are colorful and chic for dinner and informal evening affairs. Many of these capes are detachable and thus can be made into a formal evening frock quickly.

The Silhouette

As always, simplicity is the test of true choice and the test of the new fashions manage to achieve an effect of subtle simplicity despite their elaborate details and picturesque lines. The silhouette of taste—a modification of extreme Spring—is the silhouette of good length and nipped-in waist. As to length there are four classifications—for sport, three inches below the knee—for daytime, four to six—for afternoon, six inches below the knee except for the very formal costume. Ankle length all around, with perhaps a dip in the back, is accepted for evening.

The normal waistline is defined by a belt, shirring or tucking. Skirtfulness remains low, gored effects and pleats are prominent, but there is less flare in the smartest models.

Many things unexpected of sleeves have come to pass, and they attract considerable attention by their greater elaboration, their

shorter than full-length or their complete absence. Many of the sports dresses have little cap sleeves and look much smarter than those that are sleeveless. Dresses for afternoon tea have three-quarters or above-the-elbow sleeves.

Capes and Collars

Fashions this season seem to have been designed with the special idea of adding capes or wide berthas which are of the sort to make even a debutante look younger. More than half of the dresses have a capelet in some form—attached to sleeves—a wide cape berthas or a shoulder cape that is detachable. The cape or capelet of course attains its smartest expression on coat or suit. On the daytime or sports model it is seldom more than shoulder-length, while for afternoon it may reach to elbow and be elaborated with band of fur.

The bolero influence is seen in many directions—from suits and coats to sports, daytime and evening gowns—sometimes a separate jacket—often simulated by tucks, bands or ruffles.

New Color Tones

As fashionable colors are naturally designed to compliment fashionable complexion, the sartorial color chart of 1930 will favor the pearly feminine skin. Blue always accompanies feminine fashion epochs and is coming back strongly into the Spring mode for morning, afternoon and evening. A great variety of gray tones will naturally follow. There will be several rich reds, the gamut of brown from negro to yellow. White for summer is as inevitable as black for winter, and white contrasted with black is one of the smartest Spring fashion themes. Spring always launches new greens and we will have tones ranging from a color that approaches spring water to dark leaf shades. A fascinating group of pastels are featured for sports, in a variety which provides choice for dark girls and fair.

Footwear Prepares To Meet Miladies Spring Silhouette

A glimpse is much more interesting than a display—and so longer hemlines require closer attention to footwear and hosiery than the short skirt. At least gossamer stockings are the vogue, and many are adorned with Paris clocks, simple or ornate as the character of the gown demands.

One of the newest things we have noticed is that women are having

their hosiery dyed to match the dominating color of the ensemble. For evening wear only the lightest pastels, if used in the dress and shoe, have hosiery to match. For daytime—often the trimming on the dress is repeated in the hosiery, footwear and accessories. Where prints are concerned the hosiery is dyed to match the predominating shade which is also repeated in shoes. The deep suntan shades in hosiery accompany the beige and dark brown footwear.

Higher Heels

There is a tendency toward higher heels for daytime and evening, all influenced by the new skirt lengths. For daytime, the 2½ inch heel—for evening, 2¾ inches. The two types most in demand are the cut-out and opera pump—practically every one introducing some kind of trimming in off-shade.

Watch for tones of green. Shoes of this color go well with shades of beige and green of the same shade. Brown is favored for tweed street or sports costume—also shoes in which brown and beige are combined.

Sport Shoes are Colorful

Fabric shoes of white may be trimmed with blue, green, yellow or red to match the pastel color of the ensemble or some of its accessories or may be of color with trimming of deeper tone.

For evening, fashion continues to favor crepe, moire and brocade versions of the pump or narrow strap variety.

READY MADE BABIES

The reason that grandparents are such fools over babies is that they did not have to plan for its coming and are not taxed mentally, physically or financially by the ordeal.—The American Magazine.

OLD IRON SKILLET

Cast iron skillet, which have had a devoted following among all experienced housewives, can now be had in jade, green, canary yellow, mandarin red or a variety of other colors. Tea-kettles also are ablazing forth with color.—Woman's Home Companion.

Common Ground

Many employers and employees in terms of money do not speak the same language, but in affection for their work they can be kindred spirits.—The American Magazine.

Deserved Suspicion

Deceiving children by slipping away from them or by telling them untruths breeds fear and distrust.—Woman's Home Companion.



Princess Silhouette

Amazingly Comfortable The New Princess Lines by La Camille

The new era of Princess lines begins. Fashion demands a foundation for the new mode frocks to aid in achieving the softly alluring Princess Silhouette.

LaCamille Princess foundation garments are exquisitely designed to secure for you these new contours -- without sacrifice of your freedom and comfort. To the contrary, they are delightfully soft and appealing.

Try one on Today

Baker, Hanna & Co.
"Where Most People Trade"

Hesperian Want Ads Get Quick Results

Exquisite Spring Underwear At Surprisingly Low Prices

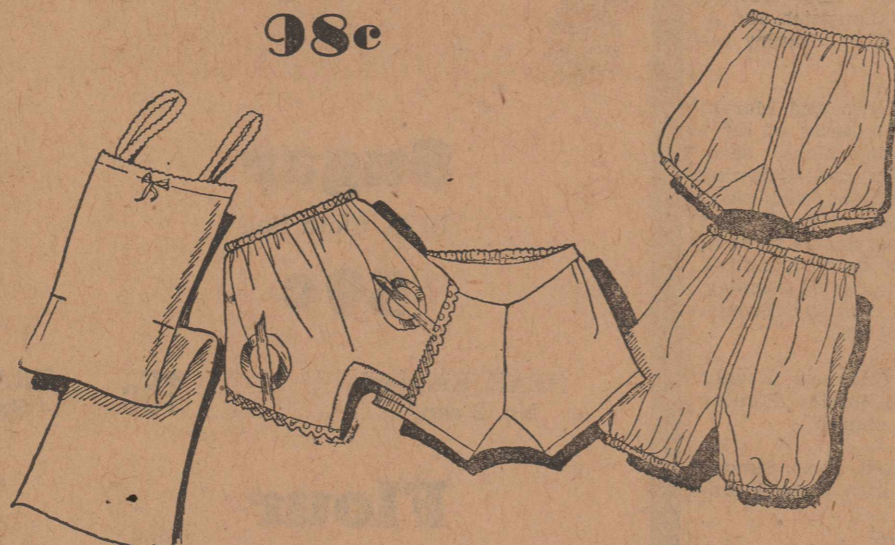
A Thrilling Bargain! Lovely Crepe De Chine

- ... Bloomers
- ... Teddies
- ... Step-ins

If you love dainty silk underthings and your purse is none too "plump", you'll rejoice in this group of smart, crepe de chine lingerie. Not only will you find the newest colors and laces, but you will find them used in the very latest ways... simply thrilling when you consider their price and the high quality of silk.

98c

98c



Fine Quality Rayon Bloomers

In regulation length, extra full cut to give comfort and perfectly tailored to fit closely. Dainty shades of flesh, peach and coral.

98c

Brief Bloomers

You can't have too many of these smart, new rayon bloomers; cut extra short with extra fullness for comfort. A very popular garment.

98c

Costume Slips

Of fine gauge rayon with ribbon run picot edge top and self shoulder strap. A very pretty tailored slip. In pink and peach.

98c

French Panties

With New Coffee Lace Trimmings

In a number of fancy styles and dainty trimmings. In colors of flesh, peach and coral.

98c

Yoke Front Rayon Step-ins

Perfect fitting tailored step-ins with elastic backs that fit snug, giving the desired trim waistline effect.

98c

Spring Frocks... Lovely and Feminine

Exquisite Fashions for the Easter Parade

Chic! Daring!

New Silhouettes to wear Easter and all summer. Frocks suitable for every occasion. You will marvel at their very special price.

\$16.75



Spring and Summer Fashions

- ... Pastel Georgettes
- ... Flowered Georgettes
- ... Printed Crepes
- ... High Shade Crepes
- ... New Washables
- ... Crepes and Georgettes



\$9.95

In fashions that make you feel as chic as you look. With capes, flares and all the 1930 frills! Printed crepes on light grounds, delicate pastel shades and bright gay new colors.

MARTIN DRY GOODS COMPANY

"The Store With The Goods"

Return Texas' Famous First Governor To State For Burial

Took Oath Of Office
On February 19, 1846

Re-Interment of Body in State Cemetery Scheduled For San Jacinto Day.

Austin, Texas, April 17. (UP).—James Pinckney Henderson, romantic figure of the 19th century, warrior, statesman, diplomat and charming lover, will find a last resting place next San Jacinto Day in the State cemetery of Texas.

Henderson was the first Governor of Texas. His remains are being brought from the Congressional cemetery at Washington, D. C., for reinterment at Austin. Excercises in the state capitol will precede the burial.

Born at Lincolnton, N. C., on March 31, 1808, he was practicing before the Supreme Court of his State at the age of 21. At 28 he was Attorney-General of the Republic of Texas, and a year later Ambassador to Great Britain and France. While in London he met, courted and won Miss Francis Scott from the Quaker City of Philadelphia.

Henderson was roused by the resistance of Texas to Mexican rule. He championed the cause of Texas and sought to rouse the whole South to its rescue. Raising volunteers, he landed at Velasco to assist the struggling Republic.

Ill health caused Henderson to give up his foreign post under the Texas Republic.

Settling at St. Augustine, Henderson practiced law there, declining a proffered place in President Sam Houston's cabinet. He re-entered public life in 1844 when he was named with the late Isaac Van Zandt to negotiate a treaty for the annexation of Texas to the United States. He was a member of the convention that drafted the State constitution.

On February 19, 1846, between the hours of 11 and noon in front of the capitol, Henderson took the oath of office which made him the first Governor of the Lone Star State. He had hardly taken the reins of government, however, before he was called upon to defend his country on the battlefield. The Legislature granted him a year's leave of absence to take command as a major general in the United States army of all Texas troops in the Mexican war. He played a conspicuous part in the battle of Monterrey. He was one of the commissioners, on the part of the American forces, to negotiate the terms of capitalization of the gar-

Dougherty News

(By Mrs. W. D. Newell)

Dougherty, April 7.—About 18 months ago, Dougherty extended greetings to Floyd County over the new telephone line. Again the Baby City extends greetings to Floyd County from their new telephone exchange.

Last Friday the workmen completed the telephone system in Dougherty for the State Telephone Company, and Mrs. Ina Ellison took charge of the Switchboard. We have a number of local telephones already, and expect many more before harvest time.

Quite a bit of interest, on the part of the farmers, for rural lines is being manifest. It is hoped that we will have several rural lines out of here before fall.

The pipe was received Saturday for the stand-pipe and Mr. Brownlow resumed work Monday. The pipe was put in place and a test made. It is hoped that the job will soon be completed, so we can have a pressure to operate the sprinkler on the grass and gardens.

Locals and Personals

Mr. and Mrs. H. L. Handley and two children returned home Wednesday from Lockhart where they have been visiting their parents the past two weeks. They report a fine trip.

D. E. Lloyd from Wayland College spent the week end with his parents, Mr. and Mrs. J. H. Lloyd.

Mrs. R. W. Lotspeich, who has been with her mother Mrs. G. W. Whately the past few days, came home Sunday and reported her mother as improving. Mrs. Whately has a broken hip, caused by a fall recently.

Mrs. Otho Sanders, Yayne Bloodworth and G. W. Lotspeich were guests of Mr. and Mrs. C. E. Bartlett and son Sunday.

Mr. and Mrs. Lowe from Whittier California, are visiting her parents, Mr. and Mrs. W. D. Wood this week.

Mrs. C. A. Smith, formerly of this place returned to her home at Wake Thursday after attending the funeral of her foster mother at Sulphur Springs. Mrs. Smith has been there two weeks.

Vollie McNeill and sisters Misses Thelma and Jewell left Tuesday for Denton where they will visit relatives. Mr. and Mrs. R. L. Hawk

risson of Monterrey. After the war the Congress of the United States presented him with a costly sword for his gallantry on the field of war. On November 9, 1857, the Legislature elected Henderson to the United States Senate to succeed his old law partner, Thomas J. Rusk. Henderson was in bad health at that time and before going to Washington. His health became worse, but he was sworn in office on March 1, 1858. He was to ill to attend to his duties and died on June 4 of that year.

After the death of her husband Mrs. Henderson and children lived in Marshall until 1861; then they went abroad. Her daughter, Fanny, married Baron Clemons von Preusscher, an officer in the Austrian army.

Mrs. Henderson died January 27, 1897, from the effects of a stroke of paralysis, and was buried in Rosedale cemetery there.

James Pinckney Henderson Adams, a grandson of James P. Henderson, and his daughter, Florence Day Adams, reside in Oklahoma City.

When Henderson County was created April 27, 1846, it was named for the then Governor of Texas.

Charter No. 12692 Reserve District No. 11

REPORT OF CONDITION OF
THE FLOYD COUNTY NATIONAL BANK
OF FLOYDADA

In the State of Texas, at the close of business on March 27, 1930.

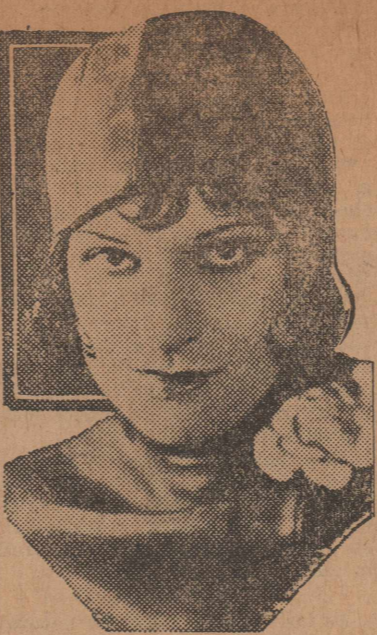
| RESOURCES | |
|--|---------------------|
| 1. Loans and discounts | \$433,566.45 |
| 2. Overdrafts | 377.83 |
| 3. Other bonds, stocks, and securities owned | 107,276.25 |
| 4. Banking house, \$16500.00; Furniture and fixtures \$12325.00 | 28,825.00 |
| 5. Real estate owned other than banking house | 11,390.00 |
| 6. Reserve with Federal Reserve Bank | 34,347.31 |
| 7. Cash and due from banks | 55,711.16 |
| 8. Outside checks and other cash items | 5,512.07 |
| 9. Other assets, Post Office Furniture, Fixtures | 1.00 |
| Total | \$677,007.07 |
| LIABILITIES | |
| 15. Capital stock paid in | \$ 50,000.00 |
| 16. Surplus | 20,000.00 |
| 17. Undivided profits—net | 401.91 |
| 18. Reserves for dividends, contingencies, etc. | 500.00 |
| 19. Due to banks, including certified and cashiers' checks outstanding | 4,362.78 |
| 20. Demand deposits | 455,789.04 |
| 21. Time deposits | 64,833.49 |
| 22. Bills payable and rediscounts | 81,119.85 |
| Total | \$677,007.07 |

State of Texas, County of Floyd, ss:
I, Jas. K. Green, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
JAS. K. GREEN, Cashier.

Subscribed and sworn to before me this 8th day of April, 1930.
(SEAL) MAY M. GARRETT, Notary Public.

CORRECT—ATTEST: C. Surginer, R. E. L. Muncy, T. S. Stevenson, Directors.

She's Pilot



Awarded a federal flying license as a private pilot at East St. Louis, Ill., pretty Edna May Cooper, above, of Hollywood, claims the distinction of being the first established movie actress to make a solo airplane flight or hold a pilot's license.

Darwin Callihan and Miss Nellie Brister went to Aspermont Sunday. Miss Nellie will stay for a few days visit with her sister Grace.

Robert Powell and family visited with Mr. and Mrs. A. H. Kries Sunday.

W. B. Jones and family visited Jess Morton and family at Sand Hill Sunday.

S. E. May and family of Childress were guests of W. H. Nelson and family Sunday.

Mr. and Mrs. Hubert Bartlett from Hereford are visiting in the Ross Coleston home.

Miss Coyett Ferguson was a guest of Miss Dora Lloyd Tuesday night.

Mrs. R. A. Ferguson returned home Friday after a few days visit with friends and relatives in Slaton and Post.

Mr. and Mrs. Frank Rezinec returned home this week after a two weeks stay in Houston.

Mr. and Mrs. H. D. Bloodworth and Miss Jewell McNeill spent the day with Mr. and Mrs. R. A. Ferguson and family Sunday.

Last Saturday afternoon at 3 o'clock Miss Lela Jones and Mr. Bill McNeill were married at the home of Ansil Lynn at Floydada. Brother Lynn officiating. Miss Lela is the daughter of Mr. and Mrs. W. B. Jones and Mr. McNeill is the son of Mr. and Mrs. J. S. McNeill of the Fairview community. They will make their home in Floydada where Mr. McNeill is employed with the Q. A. & P. depot. Friends in this community wish much happiness and prosperity to this young couple.

Church and School News
The school presented the play "My Irish Rose" last Friday night. It is the general belief that this is one of the best plays of the season. It was coached and given by the courtesy of Professor Blankenship to the patrons of the school.

The trustee election Saturday was held by Eldon Gray, Tom Emert and R. S. McNeill. The trustees elected were R. W. Lotspeich and A. H. Kreis; and H. L. Hanley re-elected.

Brothers Ansil Lynn and Marvin Brotherton began a series of services last Wednesday night, services also Thursday and Saturday nights. It is to be regretted that Brother Marvin was unable to be in the services later than Saturday. The meeting was started Sunday, April 6th and will continue through next Sunday, April 13th.

Brother S. M. Crawford brought us a good message Sunday morning at the Methodist church.

The League meets next Sunday evening at 7:30 with a good program.

Women's Missionary Society met Monday at 2 o'clock with the following program:
Song—Sweet Hour of Prayer.
Bible Lesson—Test of Fellowship.
—Luke 14:25-33.
Leader—Mrs. C. E. Bartlett.
Prayer—Mrs. C. F. Lincoln.
Song—Jesus Paid it all.
Roll Call answered by scripture reading.
Minutes and reports.
Why have social service in the Missionary Society—Mrs. Jack McNeill.
Duet: "Old Rugged Cross" by Misses Thelma and Grace McNeill.
Talk by Ansil Lynn.
Benediction by Mrs. J. E. Newton.

Let us not forget the returned Missionary is to be at the Baptist church next Saturday night April 12th.

Read The Hesperian for news of Floyd County.

NOTICE!

I have wood working machinery for building, Cabinet Work, Clock cases, Phone Cases, Broom Closets and all builtins and constructional work.

W. E. ODEN
Box 22, Dougherty, Texas

Mrs. W. I. Cannaday and Mrs. L. J. Welborn returned Monday from Wichita Falls, where they had been visiting a daughter and sister, Mrs. L. G. Stewart. While absent from home Mrs. Welborn underwent an operation and treatment for infected tonsils.

Mrs. Nellie Frost, representing The Art Publication Society, of St. Louis, Mo., spent last week end as a guest of Mrs. E. C. Thomas, Mrs. Frost is supervisor of the Progressive Series Piano teachers of this district and was here in that interest, Mrs. Thomas being a Progressive Series teacher.

CARD OF THANKS

To the many kind friends who so loyally stood by and assisted us during our recent trouble we wish to express our deepest gratitude.
Mr. and Mrs. L. C. Wheeler.

Hesperian only \$1.50 per Year.



"Are You Sure It Isn't New?"

"Honest—honey—it's last year's suit just cleaned by

BOOTHE TAILORS

"Cash and Carry Plan"

"Ohhhh! I didn't know any Dry Cleaner could so perfectly disguise a much-soiled garment—it's as natty and sparkling as though it were brand new. My Easter wardrobe is practically on its way to Boothe Tailors right now!"

Wholesome Foods

SPECIAL FOR

Friday — Saturday

Sugar

10 lb. Cloth Bag

59c

Coffee

3 lbs., Chase & Sanborn's

\$1.19

PEAS, Empson's No. 2 can,

15c

KRAUT,

Small Size Can,

9c

Flour

Fresh Car Light Crust, 48 lb. Sack,

\$1.85

Preserves

Strawberry or Peach 16 Oz. Glass,

28c

MILK, Large Can,

10c

CRACKERS, 2 Lbs., Brown's Saltines,

35c

MILK, Small Can,

5c

TOMATOES, No. 1 can, 3 for,

25c

Felton - Collins Grocery Company

Grocery and Market

Phone 27

2 - Pants
SUIT
Special!



ALL WOOL

NICELY

TAILORED

At a Price

You Pay

For a Suit

With One

Pair of Trousers

\$22.50

ring Suits, styles fashioned of quality woolens in a single and double breasted models. One and two button styles in all shades and patterns.

**Baker, Hanna
And Company**

Spring And Summer Style Notes On a Boy's Wardrobe

If that boy of yours wants to wear the better grades of fabrics for his suits this spring he must turn to imported tweeds.

If you do not care to pay the top prices that such quality materials will demand you will get the same effect in the American imitations of these sturdy fabrics. In most cases these fabrics will stand the gaff of wear and hold their shapes as well as the imported woolsens.

Most of these suits are offered in two or three-button models, with the former leading the van. Since the notch lapels adapts itself to boys' wear much more gracefully than the peak lapel, the notch is naturally shown in the majority of suits.

Lighter Shades Are Favored
Most of the color tones will run to the lighter shades, with grays and tan in the foreground. There also will be shown some of the darker colors, with browns predominating which color will ride along the popularity of this shade shown in great numbers in men's suits last fall and winter.

As for other models the double-breasted, while not so strong as last fall, will have its quota of followers this spring. These suits are offered largely in the darker colors, blues and browns leading the field.

Other fabrics, besides tweed, are worsteds, chevots and cassimeres, offered mostly in subdued patterns or in mixtures.

Sports Model for Summer
For summer wear sports models are presented in various styles. Some belted back coats with the plus four knickers are now being shown for the first time. But many a boy who doesn't care to be "dressed" up will spend his vacation attired as lightly as possible. This will consist mainly of a light-weight sweater and regulation knickers.

For the youngster whose parents like style the beret ensemble no doubt will meet with their approval. This consists of an English blazer coat and English shorts of imported flannels.

Extra Trousers are Offered
In most instances—for the sake of economy—mothers will buy their youngster two-trouser suits. Some of these are offered with two pairs of knickers or one pair of knickers and one of long trousers. Those youngsters of the prep age, 14 to 18, will wear suits in either two or three-button styles and nearly all such suits are accompanied with an extra pair of trousers.

Topcoats for the older boys will show the three-button, box back effects. These are shown in a large variety of fabrics, with tweeds being featured. Topcoats for the younger lads are made along those same lines. For the juvenile both single and double breasted effects are noted in coats which are either plain or belted. These are for youngsters of three to ten years of age.

Variety in Wash Suits
And when days are warm and no outer coat is needed you will find the little tiny fellows on the streets, the playgrounds and everywhere attired in wash suits. For them the makers offer numerous novelties in both the short sleeve and sleeveless suits, with the low neck. The latter garment will be in biggest demand.

In furnishings the offering for

spring and summer are very similar to those of a year ago. Here and there an innovation is introduced which may or may not be "put across," depending upon popular reception accorded by mothers largely.

Haphazard Methods Of Travel May Be Avoided

Tourists Will Find Conoco Passports And Map Safe Guide Through Western America.

Denver, Colo., April 7.—(Special)—The old-fashioned custom of summer motor tourists planning their vacation trips by obtaining an out-of-date road map and stopping at every cross-roads to ask if they are on the right road will be made unnecessary and unfashionable during the 1930 summer touring season, according to officials of the Continental Oil Company.

This hap-hazard method of travel planning has been made obsolete by the Conoco Travel Bureau, with headquarters in the Continental Oil Building here, and thousands of branch offices throughout the territory served by this great organization.

The new way of planning a motor journey from any point in the United States to any part of "Conocoland," the great Western American playground extending from Canada to the Gulf and from the Mississippi to the Rockies, is to write to the travel bureau for a Conoco Passport, which it supplies absolutely free.

An individually marked map, showing the exact route the traveler should take from his home to his vacation destination, is prepared for each tourist who applies, by the Travel Bureau. This map is marked in accordance with the latest information—made available daily to the Travel Bureau by the thousands of filling stations throughout the territory—so that local weather conditions, road construction projects, detours and all such factors are taken into consideration. The traveler doesn't have to stop and ask questions often, and if he does, the Conoco Passport sent at the same time, assures that he will get not only reliable local information about roads, when needed, but also a score of other valuable services and accommodations from every Conoco station along his route. These include such items as hotel reservations, tourists camp information, data about side trips, hunting and fishing facilities, the forwarding of mail and telegrams, shopping information, and nearly any other reasonable request that the traveler might want to make. The marked maps and the Conoco Passport, with all the services to which the latter entitles the motorist, are furnished absolutely free to any motorist who writes to the Conoco Travel Bureau, Continental Oil Building, Denver, or who applies through any Conoco filling station for the service.

WATCH US GROW
America's population is increasing at the rate of one person every twenty-three seconds.—Woman's Home Companion.

The Hesperian \$1.50 per year

Young Teens In the Spring And Summer Style Fashions

By Gretchen Thomson
"Girls will be girls"—after several seasons of apeing boys. More than that—they will be ladies—for even the young daughters of today are going to be sophisticated this spring—more so than ever before. Tiny girls from size six to fourteen want to dress exactly like their mothers and the other grown-ups; so their little frocks are being designed with higher waistlines, with slightly flared skirts (all with even hemlines, of course)—indeed, with tendencies toward the molded silhouette.

One of the outstanding fashions for little girls seems to be the jacket dress—adorably chic with abbreviated jacket and pleated skirt often no more than six inches long—a blouse of white with frilled collar. A large number of prints will be worn; prints that are youthful, yet exemplifying that bit of sophistication that the younger generation dares, with much success to acquire. Plain colors also promise to be important, including new shades in blue, green, beige, red, and yellow.

Long and short sleeves both are going to be good, but in the majority of cases the younger girls will go sleeveless in the modern fashion. Sometimes attractive little cap sleeves will be seen, or little capes that come down just over the shoulder.

There are dresses in voiles, printed dimity (both small and large figures), permanent finished organzies, striped batiste, handkerchief linen in plain and printed designs and striped and figured silk—and all are smart for the tiny tots.

Coats for tots endorse solid colors in bright tones, of which the red range is outstanding. This includes the brick shades, and rosy peach. Rough-surfaced tweeds, sometimes in nubbed effects, are favored. Many of these coats are trimmed with touches of handwork. A recurrent treatment in bands of pinstucking, arranged in lattice effect, and set around the neckline and down the front, outlining the pockets or bordering the sleeves. Other models endorse delicate cut-out motifs of contrasting colors.

Coats for older girls use colorful tweeds, frequently in two-color combinations, while some models are trimmed with encrusted motifs in one of the ground colors. There is an interesting group of imported wool fabrics, featuring tweed and basket weaves, which advocate colorful modernistic motifs in jacquard treatments. Scarf collars are used on some of the models.

Hats for both tots and older girls match the coat in color or fabric, or in both. The straw hats usually confine their similarity to the color, while fabric hats are either entirely of the coat fabric, or trimmed with it. Lacy straws are emphasized, in poke styles, and in models with small brims folded back off the face. Hats for girls also reveal the face, in the manner of the models for women, but more simply styled.

Mrs. A. O. McCrary and daughter, Elaine, of Dallas, arrived in Floydada Monday of this week to make their home, joining Mr. McCrary who recently took employment as lineman here for Texas Utilities Company.

The Hesperian \$1.50 per year

SLAYING DISTANCE

The automobile has taken people out into the country from twenty to forty miles away from their places of business. The airplane will enlarge the commuting zone to at least 100 miles.—The Country Home.

The Master's Mind

Jesus was not primarily a philosopher; he was a poet. He never said anything in abstract terms; he always saw his truths in pictures, bodied them forth in symbols, or embroidered them into parables.—The Country Home.

STILL ROOM TO BUILD

The United States now has nearly 600,000 miles of hard roads but there are still five times as many miles of dirt roads.—Woman's Home Companion.

Floydada Little Theatre

PRESENTS

"Her Husband's Wife"

Produced by Special Arrangement with Samuel French of New York.

Friday Night, April 11

8 p. m.,

Auspices Andrews Ward Parent-Teachers Association.

High School Auditorium

ADMISSION 25c AND 50c



Hats

Snap brims, welt edges and Homburgs in blue - grey effects, tans and mixtures.

\$2.45

Gloves

Featuring the lighter cape-skins and pig-skins in button or slip - on styles.

\$1.75 - \$5

Shirts

Broad cloths in the better grades in collar - attached styles.

\$2 to \$5

Ties

Shown in stripes, geometric effects or conventional patterns in pure silks.

50c to \$2

McGuire's

"The Store For Men"

SPRING SUITS With "Personality Plus" For Man And Young Man

A Selection
Such As You've
Never Seen

At
\$19.75
to
\$39.50

Two Pair of Trousers

For business wear . . . for Easter wear . . . for Dress wear . . . single breasted notch or peak lapel Spring Suits—as snappy as you like to wear them—as smart in patterns and colors as you've ever seen. Worsteds, Cassimeres, Serges, Flannels, Tweeds — all of the highest grade. Stripes, Checks, Plaids, Herringbones, and other patterns. In a numerous array of bright Spring shades.



They've Just Arrived!



EASTER MILLINERY

In all Shades, Materials and Shapes that are outstanding values which you always get when shopping here.

\$1.95 to \$4.95

BAKER - CAMPBELL CO.

C. R. Houston Company

Brightly Hued Silk Suits Promise To Be Outstanding Wear for Easter

BY HARRIET

Easter, being late this year, brings with it lovely summery clothes.

Suit yourself, whether you wear it on Easter morn or the next day to work, you really should have either a printed or a plain silk jacket and skirt with sleeveless blouse.

If you look nice in prints, you have a great variety of jacquered crepes, foulards, necktie prints and pin-point dotted taffetas and crepes.

If you prefer plain silks, shantung and the roughish, pebbly and ribbed silks are the smartest ones this year.

The color's the thing, in prints and plain silks. Do not be afraid of color. Many of the new silks wash. The rest clean perfectly. Spring and summer are no seasons to be sticking to dull, uninteresting tones.

You can make your own silk suit very easily this year. Most of the coats are unlined. Most of the skirts have either circular fullness, gores, godets or flounces.

There are two general types to consider when planning the silk suit. First comes the nonchalant cardigan, jacket that hangs loosely, in straight line, with no collar and no fastening. It has the flavor of the casual little sports suit and is a success under the spring coat if days do not warm up as we expect, right after Easter.

For this suit, the plainest of little blouses is correct. Sleeveless, or with short sleeves, it can tuck into the skirt or be worn on the outside, fitted down like a tight yoke over the skirt. With the suit's print colorful enough so it won't show dirt immediately and with two or three separate little blouses you are fixed for a week's enjoyment of being well-dressed.

Such a little suit is a yellow, orange and white print, with bindings around the pocket and the lower edge of the skirt of the deepest shade, in plain tone. It has a wide circular front gore in the skirt, below a fitted yoke. Its white sleeveless blouse fits down over the skirt yoke but for change there should be a tailored pique, a soft hand-made batiste or a little organdie blouse with buttons for trim.

The second type of silk suit is the little dressmaker suit that sheds



A lightweight unlined shantung silk suit in coral sandstone is shown at the left and a similarly light silk suit, right, in orange and white printed design, has a sleeveless white crepe blouse.

most of the nonchalance of the cardigan and yet has ease in it because it is made with godets for skirt fullness and the jacket is only semi-fitted, with a flaring peplum of godets, also. Other suits of this type have belted versions, with ruffles below the belt, cape collars and flounces, and other interesting interpretations of the new, feminine mode.

The one shown here is of the new

coral sandstone of shantung, a fashion feature this summer. It has a few hand-tucks across the back of the shoulder for better fit and no collar. In front it has a jacket finish to its neckline and in addition has the softest of little crepe blouses with yoke and bow tie. The skirt is fitted very neatly, by gores and the godets give it full flare from just above the knees.

years but adapting the slanting, picturesque and flattering line—and as it is worn with the organdies and flowered chiffons of afternoon, feminine prettiness reaches its height.

The cloche of last year is far removed from the cloche of today. There is a little "kick-up" over one eye that shortens the line and gives the effect of an off-the-face shape although there is still the protection of the brim.

The silhouette that Alphonsine is stressing for spring, a silhouette which is definitely dressy in character, is important. This has the shorter front and back brim and the long side backs, one longer than the other, with the opposite eyeline raised just a bit to give the slanted look to the front.

Bows for Hats

"More bows for hats" follows naturally the popularity of new bow themes for dresses. With the soft lines that are being introduced in millinery for spring, it is not surprising that the softer more feminine effects should appear for trimmings. The afternoon frock as it adopts the lengthened, rippled and formal aspect of the evening silhouette, induces consideration of more picturesque effects in millinery.

Some of the bows are made of wide soft satin ribbon, tied on the brim, or under it when the shape inclines to the sweep of the Gainsborough.

Velvet ribbon of medium width is also employed for bow trims and favor is expected for velvet as the importance of straws will invite velvet ribbons to play their part in bandings as well as bows. Narrow ribbons are also employed to a large extent, sometimes three or four little bows are posed down a crown side, maybe just one flat bow finishing the crown base at the back or the turn of the brim at the front. Bow trimmings are usually flat; whether they have the draped flatness of the type ribbon used for dress hats or the plain flat tailored type of the grosgrain ribbon, they are very much in the mode.

The Favored Colors

Concerning color in Spring millinery it seems that navy blue will have a vogue. They speak of the "brighter" navy as well as linen blue. On this latter color everyone seems agreed, and if this is to be so, there is little doubt but that navy will be good, for the two colors seem to go hand in hand. If one is good it will undoubtedly make the success of the other as well. Rosy reds and yellow reds are seen in the new models and there are quantities of light and bright greens. While some of the dark greens are used, it is true that there many more of the light and bright colors, possibly because they are newer for the Spring.

Black is just as important as ever, and one sees much of the touch of bright color on the black hats. Peach beige tones are being used as well as the natural color, and the yellow family for resort wear.

SECOND HAND GAGS OUT OF "JIMMIE'S" SPEECHES

"Don't pull old gags, wise cracks and jokes," Mayor "Jimmie" Walker of New York advises after dinner speakers in an interview in The American Magazine. "Many speakers do this because they try so desperately hard to make a speech. Just stand on your feet

suit or ensemble. It is seen in black navy and brown, in small turban or cloche shapes, as naturally a little of this brilliant straw goes a long way.

The brim treatments generally employ bakou and novelty straws, many of them having lace or ribbon like weaves.

The Silhouette

One of the interesting notes is the revival of the Gainsborough silhouette—not quite so wide as in former

occasion.

Looking ahead toward spring and summer and reviewing the millinery modes as a whole, the impression registers that the two outstanding notes are brims and color, after, of course, admitting that straw is the favorite media—a media which is immediately recognized as having the light quality which puts it in tune with the gay array of colors endorsed for Spring—and with the elaboration of the feminine theme.

The Wide Range of Straws and Fabrics

Fine weaves, dressed to a suppleness which permits the most intricate of brim silhouettes—rough straws that reflect the practical quality of tweeds—fine, lacy and transparent effects for afternoon hats, all catering to shapes which range from the closefitting bonnet to the picturesque Gainsborough type. Add to these the continued favor of felt and the new use of sports fabrics such as linen and shantung and the millinery picture promises to be a pleasant one to wear and to view.

Panamalague—the new shiny straw that looks like lacquer is the "style leader" of the season for street wear and it does seem to give just the right "tone" to tailored

Distinctive Spring Modes



DRESSES

For informal and afternoon wear. Fashioned of lovely silks and georgettes with just the touches of loveliness that make them so important.

Special Prices For Easter on All Spring Coats, Dresses and Suits From—
\$4.49 to \$23.75

THE SUIT—Simply tailored along the newer lines. Of tweeds and gay tweeds. The full length coat and pleated skirt.

Baker, Hanna & Co.
"Where Most People Trade"

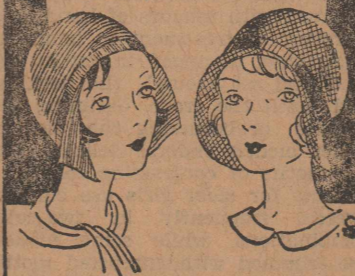
Advertise in The Hesperian.

Girls' Hats



Just As Smart As Sister's!

New straws in bewitching colors—ornamented with flowers, ribbon and braid. Wide brimmed or close fitting just like the grown-up mode—but designed to become youthful faces.



Baker, Hanna & Co.

Varsatile Color Is Paramount In the New Easter Millinery

By Gretchen Thomson

Millinery has definitely abandoned the discouraging sameness which so long held sway and is going to the limit in brims and colors. While this is good news inasmuch as it permits greater individuality and a better opportunity for choosing hats that are really becoming, it will also most likely result in a good many ridiculous spectacles. One thing to be said for the uniform type of small, fitted hat—it denied the possibility of letting the imagination lead anyone very far astray in the matter of taste. Now with the picturesque new shapes there will probably be a good many attempts to look pretty and appealing at the wrong times and places. The thing to do to avoid this is to remember that the large drooping type of hat with lace on the brim and flower trimming, while flattering and appropriate, belongs definitely to the garden party type of afternoon occasion—and the daytime hat will still retain the characteristics of the fitted, tailored hat. True, it may have a brim—it may have length at sides or back—it may have bows or other trimmings but they are all so restrained—so tastefully arranged that they obviously fit the



The Favored Hats That Fashionable Women Will Wear

SPECIAL AT

\$3.95 to \$4.95

Brimmed hats return with more favor than ever before. Our selection sparkles with youth and novelty ideas. Straws, Silks, Felts, Satins, Ribbons are a few of the fine materials! All colors and all trimmings.

Baker, Hanna & Co.

"Where Most People Trade"

FROCKS for EASTER



Smart Modes for the New Season

\$12.75 to \$39.75

Bright crepes—chiffons of vivid hue—distinctive prints! Not a single important fashion for early Spring is missing! Styles are new at 1930—details, colors, fabrics are those that have a bright future in the Spring mode—selection is varied for every occasion from business to tea time.

Plenty of Blacks and High Shades of Spring

Frocks for every type of smart femininity. For street wear—for afternoon wear—for party wear—for dancing—for graduation—for office, school or daytime.



Miladies Specialty Shoppe

"Exclusive But Not Expensive"

Mrs. A. J. Welch

Spring Footwear

Strikes A New Fashion Keynote



From \$2.95 to \$7.50

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