TWO SECTIONS—SECTION ONE

THE FLOYD COU VTY HESPERIA

VOLUME 36

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, MAY 9. 1929.

Downward Revision Fire Insurance Rates At Floydada Experience Juniors Have Charge City's Affairs One Hour This Afternoon City Risks to Ge METHODIST CHURCH SUNDAY A Mother's Day program will be given at the Methodist church Sunday evening at 8:15 o'clock. Rev. G. T. Palmer will give the ad-dress, using as his subject "A tri-bute to Mothers." The reveal **Rate Less**

Complete Municipal Organization Formed

Waldo Houghton Mayor of Chautauqua's Floydada

Junior Town. For one hour this Thursday fternoon the city govern-ternoon the city govern-fternoon the city govern-def Eloudada will be and the south plains Rural Carriers Association last Saturday evening at the reg-of Eloudada will be and the south plains Rural Carriers and the reg-of great men, Mildred Houston, afternoon the city govern- last Saturday evening at the regment of Floydada will be run entirely by the children of the training the training below the carriers an invitation to hold their entirely by the children of this city. The Junior Town Organization, sponsored by the chautauqua which has the during the first part of Aug-there are throughout the ust. The meeting will be held here during the first part of Aug-there are throughout the ust. Son, Addie Barker, S week, will take charge at 4:45 o'clock and will hold session until 5:45 o'clock. Welde Houghton was elected May-

ntil 5:45 O'CIOCK. Waldo Houghton was elected May-r of Floydada Junior Town last Jonday afternoon at the organiza-tonday afternoon at the organizaor of Floydada Junior Town last Monday afternoon at the organiza-tion. Other officers and commis-sioners elected by the juniors were as follows: Town Clerk, Lloyd Murray, Reporter of Junior Town events, Kyle Glover; Law and Or-der Commission, Floyd Murray, chairman, Walton Henderson and John Harvey Scoggins; Town Ser-vice Commission, William Barnett, built the association. Mr. Shirey succeeds D. D. Langford, of Lock-ney as president. Cldye Martin, of Petersburg was elected secretary and treasurer of the organization. T. W. Salisbury, local carrier, was elected as a delegate repre-senting this district at the state meeting at Dallas on July 1, 2, and 3. Two other delegates were also selected from this district. chairman, Bert Ione Smith and Addie Barker; Health Commission, Reba Duncan, chairman, Mary Lynn Fry and Mardell Mitchell.

Floydada Junior Town has been of semi-annually. Floydada will bunder the supervision of Mrs. Lou-

cleverest and the funniest charac-ters represented in the parade. Marquinita Price, representing a Marquinna Price, representing Spanish Senorita, was selected as the prettiest, and Bill Moody, representing Huckbleberry Finn, was chosen as the cleverest. Betty Lou Flippin, with her snuff box, was judged the funniest character in ton instructed a jury of Cottle County men to return a verdict in the parade.

Wednesday afternoon, the annual favor of John G. Martin, Mrs. J. ck meet of Junior Town was held the boys. Foot races and games L. King and their mother, and two other heirs of the estate of Mr. Martin's father, now deceased. held by the girls Thursday ernoon. The closing picnic will be d at the Duncan Orchard in at the Duncan Orchard in th Floydada. Each member is nishing his own lunch for the hic. A Parker County private bank and a Weatherford real estate firm were plaintiffs in the suit. The land involved is a part of the old

Through' is the closing

G. N. Shirey President

Rural Carriers Elect

selected from this district.

ducah, when District Judge New-

South Plains Carriers Association Will Hold Next Meeting at

Floydada in August.

Christine Kientz, Maxine Fry

Twenty South Plains Towns On Itinerary

Witchita Falls Business and Pro-fessional Men Due Here May 22 on Good Will Trip.

Touring the South Plains on a special good will trip one hundred prominent business and profes-sional men of Wichita Falls will arrive in Floydada, May 22nd. and

At the meeting Saturday evening it was decided to hold the meetings will spend thirty-five minutes here visiting their friends and making auditorium; the acquaintance of new friends. Wednesday of the association quarterly instead of semi-annually. Floydada will be The delegation. which will be ader the supervision of Mrs. Lou-Follett, who has also had charge Interesting talks were given at Pullman train, will be accompanied of the chautauqua this week. Mrs. Follett states that she is very grateful to the parents of the Ju-Foot, of Petersburg. Misses Louise Allen and Juanita Shirey were bert Harrison, manager of the lege of vesting the power of the city government in the hands of the

The provided the present schedule of the present sched Wednesday, May 22 and departure TITLE CLEARED TO COTTLE CO. LAND AFTER 7 YEARS After being in litigation for seven

ada and Paducah will be the next stop after this city. A call for a sufficient number of Ruth Roberta Jenkins, Annie Fay years title to a thousand acres of Cottle County lands, was cleared last week in District Court at Pa-A call for a sufficient number of automobiles to convey the boosters from the Santa Fe station to town and from town to the Quanah, Acme & Pacific station has been made by the local Chamber of Commerce

First Monday Trades Day Response Is Good

F. H. S. Sunday Morning Commencement Week proper, with its rounds of activities in Response To Clean Up

which the forty-one members of the graduating class of Floydada High School, will be in the spongito, will open Sunday morning at 11 o'clock, when the class and their friends when the class and their friends of Residents of Community

The week's activities and the offi-cial close of the school year will come Friday night, May 17 at the high School auditorium when the graduation exercises of the senior class will be held and diplomas and scholarships are presented by Sup-erintendent W. E. Patty and Prin-cipal W. H. Scoggins. Other exercises of the week will

Other exercises of the week will much territory as we expected them be as follows:

Wednesday night, May 15, Ju-jor-Senior Banquet: going to be about removed." As

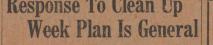
nior-Senior Banquet; Thursday night, May 16, gradu-ation exercises of Grammar School graduating class of R. C. Andrews lic is giving hearty co-operation in Ward school. the plan

Twenty South Plains towns will at the high school auditorium.

The graduating class of high school this year is composed of forty-one members, of whom twen-They are:

will be made over the Quanah, Ac-me & Pacific at 4:45 p. m. Plain-view will be visited prior to Floyd-Davis, Leah Ruth Enoch, Bernice in antian satisfactory civ-ic and sanitary appearance of pre-mises. Instances of this kind are

Ruth Roberta Jenkins, Annie Fay McNeill, Frances Virginia Meachum Dr. W. H. Alexander Margie E. Norton, Evelyn Patty Riley, Jessie Merle Scoggin, Mildred Strickland, Herma Lea Nor-man, Cora Lee Sherrill, Doris Mad-aline Spence, Mildred Teeple; Lee Bedford, Lloyd Bedford, Del-



In Drive for Laundering

Response to the insistent quest of the city officials that resi-The week's activities and the offi-

to do. indicating that at practical-Tuesday night, May 14, presen-tation of "The Arrival of Kitty," Senior class play with a cast of nine characters at the High School auditorium;

Friday evening of last week the closing exercises of the East Ward School were held, and tomorrow night the piano pupils of Mrs. V. Andrews will be presented in recital ed instances where alleys were at the high school auditorium. ed instances where alleys were practically blocked by rubbish, tree

ty are girls and twenty-one are boys. it developed that it was practical impossible for anyone in the

Cemetery.

occurred last Friday. She was eighty years of age. Six grandsons acted as pall bear-ers at the funeral Saturday. Rev. P. D. O'Brien, pastor of the First Baptist Church, conducted the fu-neral services at two o'clock. Inter-

Mrs. S. J. Hollums was born in Will Take Long Rest Milton County, Georgia, March 10, 1849. She was married to W. G. Hollums in 1866. To this union man, Cora Lee Sherrill, Doris Mad-aline Spence, Mildred Teeple; Lee Bedford, Lloyd Bedford, Del-bert Eubank, James Henry Culpep-per, Clinton E. Fyffe, Joseph R. Holmes, R. V. Husky, Lester Jame-son, Charles Mathews, Lilburne N. Nelson, Winfred F. Newsome, Ray-mond Nelson, Orval Poore, Donovan

County's School Population For 1929 Total 3575

Scholastic census for Floyd County was completed this week and an unofficial total of 3575 was given, a gain of 225 over last year's number, and the largest number since the county's organization, according to Price Scott, county superintendent. The total number of scholas tics in Floydada was 913, In Lockney 534, and in rural schools 2128. Floydada with 128 new school children, led in the gain, the remainder except 39 being in Lockney, Dougherty,



Mother of A. L. and J. A. Hollums Succumbs to Illness Here Friday.

nounced, and in ac Funeral Services were held last Saturday at the First Baptist Church for Mrs. Sarah Jane Hol-value of the building dise if he so desire lums, mother of A. L. and John A. total insurance perm Hollums of this city. Mrs. Hol-lums had made her home for the ried on any proper could not exceed set past several years here in Floydada with her sons, and was at the home of John A. Hollums when her death occurred last Friday. She was eigh-40 cents, is confidently A. Bishop, of th This

effective when

department of

when the new

ness risks in the two exceptions wi

Agency. This that the city h with the depar city, whereas with a key ra tofore of fifty-one cents, it

ment was made in the Floydada the classification of a second In the residence section for fire insurance premiums operate to lower the cost to

sured, the new key rat fective make a charge per \$100 insurance car posures up to ten feet exposures twenty to thirty

Department of Austin, spent Floydada and ba the re-rating of cantile risk in Flo ed on a keyrate to ed at a later date be less than 40 cer **Insurance** Cost Local insurance not prepared t rates will be Sterley, and South Plains. the new spe come effective adjusters mad every mercantile the city and after made up new s

New Specific S **Business Dis**

pected S

Following the repo spectors in Floyda

more than two wee

when the wa

physical ec

waterworks

the fire fi

of the city, three rate adj

d this play is believed to be one trial. the best performances on the

ada High School are sponsoring the expert criminologist, on crime and

disease prevention. Matinee performances were very of the square, where the auctions "The Clean Up" was given for the "The Clean Up" was given for the opening night. It was a clever modern comedy well acted and gave the audience a good two hours en-tertainment. Tuesday evening Mrs. Mathine performances were very blus the personalities of the en-tertainers was the treat by Corine Jessop and the Radio Warblers day in April, when it was widely tertainment. Tuesday evening Mrs. Private Peat, lecturer and writer, Tuesday afternoon. Olivar's Philgave an intensely interesting leclipine Troubadours, playing South ture on "The International Future Sea music entertained Wednesday of Our Children." and the Radio afternoon and the last matinee per-Warblers with Corine Jessop pre- formance, an informal music prosented a radio program. Olivar's gram by "Smilin Bob" Hanscom and Phillipine Troubadours gave their his associates, will be given this audience Wednesday evening a afternoon.

Making Plans For Visit of **First Order Delivered** From New Gravel Pit Okla. City Representatives

Preparing to make good their Lon M. Davis and J. M. Willson, The parting to make good then members of the finance commit-tation from the Floydada repre-tatiment committee, composed of retatiment committee, composed of tation from the floydada repre-tatiment committee, composed of retatiment committee, committee, composed of retatiment poast that if the business men of members of the finance commit-bulahoma City would accept an in- tee, have already practically com- of last week by the Quitaque Sand itation from the Floydada repre- pleted their work and the enter- & Gravel Company, which is de-entatives to come to the South tainment committee, composed of veloping the deposit of building ma-

the local chainer of committees to fast program. Timing their arrival in Floydada latter part of this month or latter part

assignments with enthusiasm Snodgrass, chairman of the transcommittees are already at work ning for a welcome that will ypical of the hospitality of the cars. Working with Mr. Snodgrass

structure of the committees and the first meeting was held at the Com-mercial Hotel Monday morning at breakfast. Of the fifteen people in-vited to attend the meeting only one was absent and the enthusiasm that that Floydada has already begun to feel in Oklahoma City. The shore takes for the breakfast and appoint oth-that Floydada has already begun to feel in Oklahoma City.

the best performances on the saon's program. Excellent attendance has marked ach performance of the Chautau-ua this week, and Mrs. Follett is rell pleased with the outcome. The made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-rell pleased with the outcome. The evening was made doubly attractive by a dis-traction by Dr. Henry Black Burns, with all the relation block ran made doubly attractive by a dis-traction by Dr. Henry Black Burns, with all the relation block ran made doubly attractive by a dis-traction by Dr. Henry Black Burns, with all the relation block ran made doubly attractive by a dis-traction by Dr. Henry Black Burns, with all the relation block ran made doubly attractive by a dis-traction block ran with all the relation block ran made doubly attractive by a dis-traction block ran with all the relation block ran with and private trading was also brisk in the vicinity of the grounds east er, Boys' Quartette;

advertised as a regular monthly Lois Sitton; plan to draw business from over of charge, the services of the auc-tioneers being made available for the sale of all manner of house- Strauss

hold goods, live stock, implements and so forth.

mond Nelson, Orval Poore, Donovan

The program for Sunday morning

are Telling. Song, "The Silent Sea," Neidling-

Scripture, Rev. G. B. Schmid; Sermon, Rev. P. D. O'Brien;

Benediction, Rev. A. A. Collins. Graduation Program Music, "Triumphal March," Aida,

Invocation, Rev. H. P. Cooper; the territory. Auction sales for Salutatory, "The Need for the farmers on this day are made free Choice of a Vocation," Margie Nor-Salutatory, "The Need for the of Springfield, Missourt.

> "Greeting to Spring." Song.

Gresham;

as Technological College; Presentation of Diplomas, Supt. W. E. Patty; Awarding scholarships, W. н. Burrows Director In

Benediction, Rev. G. T. Palmer.

Delivery of the first order for material from the new sand and gravel pit on the Linguish River in north-

GEO. B. MCALLISTER AGENT

Rinehart, and the new physician Chas. W. Hollums. Heretord, and the five cents for exposure in the stab-has already taken over the estab-lishment.

present are to take a long rest. In were present at the funeral services thirty feet distant, and lo present are to take a long rest. In a week or two he will leave for Mineral Wells for an indefinite stay. Meanwhile retains his home in Floydada and Mrs. Alexander and Randell will continue to occu-py it. "I felt the condition of my health demanded L get out of the health demanded I get out of the Mrs. T. M. Law, Dougherty.

day. Dr. Rinehart, who succeeds him, has been in the Rio Grande Valley for more than a year where he went on account of the health of his family. Prior to that time he pracfriends in this city. ticed for some ten years in the city

Dr. Rinchart moved his family here Wednesday of last week and will make their home at 512 West

Strauss; Valedictory, "Power," Bernice Tresham; Class Address, Gus L. Ford, Tex-

Rinehart's health.

Truck Owners' Ass'n

Wayland College Mecca R. A. Burrows of this city re-cently aided in the organization of

Every indication, at present, points to the largest attendance of any pre-GEO. B. MCALLISTER AGENT FOR TEXAS COMPANY STATION vious meeting. Z. T. Huff, regis-trar of the college is handling the servance of Boys' Week in Floy-The home improvement program.

harness until such time as I had recovered," Dr. Alexander said Fri-day. turned to their homes after attend- in the hands of the local ing the funeral of their mother. ship, it was pointe Mrs. Roland will remain a few days fire record is good e po

visiting with her brothers and ers of stock comp ly get the benefit cost of carrying of the reduced he risks in the

COUNTY SINGING CONVENTION SECOND SUNDAY IN JUNE town, and automatically are charg-ed with the bad fire record they may

The date for the annual meeting of the Floyd County Singing Con-vention is the second Sunday in tending school in Plainview, spent last week-end at home visiting with her mother, Mrs. Bob Smith

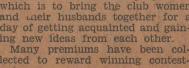
Many Due Here Friday For Home Improvement Contest

ticles: Each one who attends will bring food and lunch will be serv-MARTHA LEE BEAUTY SHOPPE

ed cafeteria style at noon. In the OPENED IN FLOYDADA DRUG afternoon winners of the contest

the ading the various committees and the first meeting was held at the committees and the first meeting was held at the committees and the serve on the serve the serve on the serve the serve on the serve the work under a graduate of Plainview

In connection with the plans it is will be announced and prizes a-warded. The East Ward Band will been taking a course in beauty



Co. Hesperian proportionate share of the risk that about like patting a statue on the ry Thursday By AN PUBLISHING

.45

things.

PANY STEEN

Manager ond class matter at the Post Office as, under the Act

March 3rd, 1879. TION PRICES ..\$1.50

Advance

ates Furnished on Ap-

TURDAY TOWNS

dor the recently installed watercasual observer will works system and a fire-fighting most of the towns of truck paid for themselves in one casual observer will re becoming more and fire, lay towns," a thing can be said of Floyd-

is nothing particu-this fact, it is true way that it will be impossible for higher overhead in such fire-fighting equipment as establishments than we have to cope with it. However, rwise prevail, and fur- since in past experience the equipbuying public, which ment has proven equal to the emerhaving its demands car- gency, it is fair to say that it and

w afternoon be-the water system have saved more than their combined cost—and we kind of ser- still have them. shopping on a n in the fore- ELECTRIC SIGNS INEXPENSIVE

The Hesperian We are told that electric signs to turn the tide are inexpensive after the installa-rse, but we do of- tion is made, and that installation urse, but we do ofon to the thoughtcosts are not as high as one might can so arrange his be led to believe. Electric signs there are no advan- give life, more light to the street, there are no advanin Saturday buying promote cleaner, brighter storesalso effective Friday and draw people. nd while getting any That last suggestion—draw peo-ple—is the big argument. Let's draw more people to Floydada with that may be ef-

hese days he can also nore leisurely manner personal attention. It salesman to give all would like to give

en half a dozen for attention nct advantages other than Sat retailer if there

CAPITOL DOME

cies and trends of rds some of Texas' are taking shape tol dome in Austin called session of now grinding away t and study by som idents of political eco state are going into ems as prison location, propriations, state hightion and maintainence hings as important but are still some out-

about. But we can tell you one e legislature, the resent house as ability is high enough that make a real Clean-up for Floydada. bitual knocker on the legis-will be exposing himself and legislature by his criticisms

UDY YOUR PROBLEM

en brag of the hard work of us work our muscles

the companies operating here back or encoring the m would be required to carry. At present, the insured must carry one-fourth of the risk himself. But, guess after all, that guy on Successive councils have expended much money for water, water distributing mains, storage tanks, one likes, but in liking what one booster pumps, wells, and power plants in an effort to better condihas to do.

fort was completed.

COSTS ALWAYS RELATIVE

Costs are always figured in sums

that are relative. For instance,

the cost of good fire fighting equip

ment or paving or any of these things. The other day at Mata-

reminding us that the same

pointed once more

tions locally and meet the demands This human brain is a wonderful of the fire insurance commission organ. It starts working the moment we get up in the morning, and doesn't stop until we get to the of-There has been a dearth of news from Austin as each successive effice. That's why there ain't no more It is to be hoped that we are not to be disapthis week.

FLOYD COUNTY 14 YEARS AGO

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

ISSUE OF MAY 13, 1914

Of course, there may come the Miss Jettie, daughter of Mr. and who are just learning expand the Mrs. P. M. Felton, was married business too rapidly, buy too many Wednesday evening at 6:30 to Mr. Clay G. Johnson, of Frost, Navarro the Felton home here.

> attorneys who ever hung his shingle out in Floydada, was in town overcle, C. Snodgrass.

Ten students are in the graduat-Their commencement exervear. tises will be held on the evening of the 21st. Miss Kate Bullard holds first honors in the class and Miss Mary Probasco is salutatorian. Irvin Bishop is president of the class

Other members of the class are Pearl Brasher, Myrtle Thompson, Henry, Lonie Steen, Ber-Wells nice Henry, Laura Kerlin, and Florence Wagner.

The exercises of the Intermediate lepartment during the closing week of school wil be on Tuesday evening. Several numbers will be ren-dered, the feature of the occasion will be a play "The Boy Scouts."

C. W. WATKINS FAMILY IN NEW HOME AT PETERSBURG

Elder C. W. Watkins and family. of Petersburg, have moved into a new brick veneer home, the first of its type to be completed in that city. It is a large home, very complete and modern in every detail.

nce-over, some wise bird round the quare has said that a bald headed man hasn't got much on his mind. Mr. and Mrs. H. L. Crow and But just because you have a welldaughters returned Friday from a thatched roof don't think your business and pleasure trip to Las Vegas, Santa Rosa, Tucumcari, New Mexico, and Amarillo, Texas. They Fortune telling, mind reading and

were gone five days. par-opticism are subjects that this ink-slinger knows nothing that Mr.

Well, these dern folks have just to learn that when the red ight comes on, it means STOP and ot go. And the yellow light don't mean go, either. Last week a pretag of the hard work ty serious accident occurred, just vell may a man be because somebody didn't slow up ves his best to his when the "Caution" light came on. er it may be. How- That yellow light is a signal for the in we work the old think a signal to "give her the gun." Get street intersection to be cleared, not

back or encoring the movies. It Good Dairy Bulls Make **A Sound Investment**

California Street is right. He says that happiness is not in doing what But Beginners Can Make Mistake by Over-Expansion, Specialist Says.

> College Station-There are now 150 regularly organized dairy bull circles in Texas, and the number of registered bulls in these associations 700, according to a recent estimate of J. L. Thomas, dairy special-ist in the Extension Service. New

circles are being formed practically every week, and good bulls, aside from those in circles, are being rapintroduced into the growing dairy herds of the state, he says Last year county agents reported more than 2000 pure bred bulls

placed on farms, and during last six years 5,085 registered dairy sires are shown to have been purchased by farmers or groups of far-

'The dairy business can be overdone in Texas," Mr. Thomas be-"especially where farmers lieves.

high priced cows or fail to raise sufficient feed an dpasture crops County. The wedding was held at But there is little danger of overdoing bull circles for this means better cows, cheaper milk and high-

Sam Snodgrass, one of the first er profits at the least expense. In buying dairy bulls he suggests out in Floydada, was in town over-night Tuesday visiting with his un-be bought so that the production records of dams be known. Other-

wise the buyer is forced to take a chance as to the increased producing class of the high school this tion of the daughters. It is not necessary to run such a risk for sires from proven dams are avail-able, and although they are usually double in price they are worth the difference.

> Mrs. J. E. Humphrey of Pueblo, Colorado, is a guest this week of her sister, Mrs. Jeff D. Ayres. She came Saturday and Mrs. Ayres met her in Plainview.

Mrs. A. T. Sherwood who spent two weeks here in the home of her nephew, C. D. Gibbs, left Sunday for her home in Shamrock.

Mr. and Mrs. Elmer Stearns Matador were guests Sunday of Mr. and Mrs. C. H. Davis.

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

"Does Floydada Have An Office Supply House"?

The TOWN DOCTOR (The Doctor of Towns) -ON

MOTOR TRAFFIC versus FACTORY PAY ROLL There is no denving the value of factories to any community. dustries and more industries should be constantly strived for BUT many cities overlook or fail to recognize the REAL value of automobile traffic.

There are thousands of cities and towns with a population of from 10-000 to 40,000 with an average of 25,000 tourist cars per week (cars more than 100 miles away from their home garage). The potential cash value of 25,000 such automobiles per week amounts to an average of \$26,000.00 per town, regardless of the size of that town. The business secured from this mode of traffic is GOOD business; the money is GOOD money. Merchandise purchased by those comprising the motor traffic is always a cash transaction; goods once purchased are seldom, if ever, returned or exchanged, and there is less over-head per individual sale. But it is not only the amount of business or the amount of money that is to be considered when a comparison is made with a factory pay roll

Thirty per cent of a factory pay roll is spent outside of the town through purchases made by mail, going to the next nearest large town to purchase and other known practices that keep the earned cash out of local circu-It has been stated that a dollar of outside money is worth one dollar and ten cents of inside money. Therefore, a town located on a highway, or highways that carry an average weekly traffic of 25,000 cars has in that traffic a cash asset equivalent to a factory in the town with a pay roll of approximately \$2,000,000.00 annually.

It is true that factories bring enw people to a town, but so do highways; in fact, 20% of the motoring public is in the market for or can be sold a new location. The publicity value obtainable from the average factory that can be secured is nothing compared to the publicity and good will that can be obtained through the motorists.

In the past, cities, communities and towns have offered all sorts of concessions and inducements to obtain new factories and no doubt there will be many towns that will continue to do so. There are many communities who lay claim to the fact that they will not offer concessions, but in most cases, the temptation is too great, it seems, and when it comes to the point that some other town in the immediate locality offers a bonus to secure a new industry, other towns do likewise: in some towns it is the purchase of stock, others the furnishing of a free factory site, free light, water or power, but in practically all cases, there is some inducement of a bonus nature that is offered.

There is a town in one of the central states that recently raised \$100,000 and donated it to a shoe manufacturer as a bonus for the locating in their town, of a factory with a pay roll of \$1,000,000.00 in ten years. Figure the percentage paid for the business, with no guarantee that the business of this particular concern would not slump, the factory thereby being closed, or that any of a dozen other things might and could happen.

This same town had a motor traffic the value of which, on a comparative basis, exceeded this ten-year pay roll EVERY year. Yet, there never

had been any attempt to capitalize on it-business which was at their very door-a virtual gold mine that required only initiative and exercise of the mind to be turned into reality

Every city and town in the country has diligently worked, connived and maneuvered to get hard roads, but after getting them, many are sitting back with their hands folded across their laps, apparently blind to the "acres of diamonds" that these roads have made possible. This may be likened to a merchant working over-time for weeks to prepare for a gigantic sale, expending thousands of dollars in advertising to induce the people to come to the store on a specified day, and then failing to open up on the morning of the day designated.

If your town is not getting its share of this business, the reason lies within your town—it may lie with YOU. If your community is not getting MORE than its share, it is because YOU and YOUR TOWN are not going after it

Business from motor traffic is not hard to get. Apply the same principles that a modern merchandiser applies to getting business for his store and the result will be satisfactory. It is a problem of modern business, and modern business is a problem of selling. Your town may not have a traffic of 25,000 cars per week ,but half—

even one-fourth of 25,000 cars, is traffic enough to make it well worth YOUR while to DO something to get it. Get sold on the place where you live and then SELL it to every motorist that travels through your community

Note: These articles sponsored by Floydada Lions Club are written by The Town Doctor, without prejudice or malice and are impersonal. They treat each subject as applied in general—not a particular town. Opinions favorable or otherwise on subjects covered are solicited and may be addressed to the paper in which these articles appear, or to The Town Doctor, Suite 350, McCormick Building, Chicago, Illinois.

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L.G. MATHEWS

Lawyer

Readhimer Building

Floydada, Texas

Drs. Smith & Smith Sanitarium

FOR SURGICAL CASES

Phone No. 177

Floydada. Texa

and Mrs. Wilson Mahan spent Sunday in Amarillo with thing—the chances are ten to one that you haven't done a thing to Mrs. H. A. Flippin visited friends in Vernon Sunday

'Round The Square

more light, more lively signs.

-0-

With Old Battleaxe (Himself)

house is well furnished.

Have you?

After giving O. B's picture the

is a waste some of us might take up

now and why? Are you the line of least resistance g the ball on a well-

ELIMINATE WINGING SIGNS

Nobody in particular takes up for the swinging signs, but because everybody else in business uses grandfather did, and possibly because they are the easiest and quickst way to get that much done and off mind, the swinging sign with its danger to pedestrians contin-ues to be in vogue in many cities and towns, Floydada not excepted. If there were only one swinging sign—yours, of course,—it wouldn't be so unsightly nor of so much menace to the public. But all of them together make a most un-sightly combination as you look down the street. Get on any cor-m and look down the block. If y ire enthusiastic after you get iew, we'll be surprised. If you not enthusiastic, get you a sign looks better and is better, tells

public where you are quicker, and maybe your neighbor will follow suit. Eliminating the swinging signs in Floydada would give the town an air that cannot be gained in any other way.

ARE WE NEARLY THERE?

Reports that representatives of the State Fire Insurance Commission have been checking up locally on the fire fighting equipment of the city, as well as on the paved area, water pressure, sources of supply, etc., leads us to hope that that long-promised revision of fire insurance rates may be in the offing nd that Floyda ia may soon be in he list of first class towns, sreakin terms of the fire insurance load this revision

the shoulders of ed by the fact it would do terially

And not ten minutes after that he time we are now using in accident occurred, a pedestrian around, in plain every-day a and profit by it. g, and profit by it. one of us, in our various ex-es, must have noted one or the most dumb humans bes, must have holed one of of the most dumb humans, as cranberry merchants but on ed to failure before the frail ind set itself to the task. You think you're smart, but if u do, how have you arrived at at conclusion? How have you andled your job? What are you

Here's saracasm for you, from the we have heard so much about. They cost the city the whole sum of forty-five cents per day. What a price to pay for safety."

Say, folks, did you know that OUR ody else in business uses and because it is the way Vitaphone equipped theatre built in West Texas? 'Sa fact.

> Somebody said that we didn't need a street sweeper because the wind blows the dirt off the streets. Huh, about like saying that there's no use in taking a bath, cause it's going to rain some day.

Asking these commissioners for comments on whether the court house needs painting or not is just

> McGUIRE'S "The Store for Men" Rob't McGuire, Prop. Cleaning and Pressing PHONE 66

We Call for and Deliver

ROY PATTON DAIRY

Pure Whole Milk and Cream

We invite your inspection of our methods of handling the milk we offer you. And will appreciate your orders.

> Phone 306 FLOYDADA



Just the other day an office supply salesman was in Floydada and asked "Does Floydada have an office supply house?"

"Sure, the Hesperian Office carries everything that the business man wants for his modern office" was the reply.

And what's more, if they haven't got what you want they will get it, pronto. And they don't hold you up on prices either.

Shaw Walker Steel Filing Cabinets, Steel Desks, Remington and Royal Typewriters, and all kinds of loose leaf and post binders and ruled forms for bookkeeping—these are just a few of the many things carried in stock or quickly available at the Hesperian Office for the busy business man of Floydada.

All that the man of Floydada who wants office supplies has to do is Phone No. 8 or No. 9 and the office supply markets of the World are at his command.

> And this office is typical of most all of Floydada's business establishments. If they don't have what you want, they'll get it and they won't hold you up on prices, either.

Floyd County Hesperian

Dr. W. M. Houghto GENERAL PRACTICE Diseases of Women and Children a Specialty **OFFICE IN READHIMER** BUILDING **PHONES:** Office 256 **Residence** 250 M. FROST, D. C. **3-YEAR CARVER GRADUATE** Chiropractor Licensed under Kansas and Ari-

zona Laws LADY ATTENDANT

Suite 101, Surginer Bldg., North Side of Square OFFICE PHONE 175

A. J. FOLLEY

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

Jno. A. Fawver LAND AND CATTLE All Kinds of Insurance **Bargains in City and Farm** Property FARM LOANS Room 7, Surginer Building, Floydada, Texas

The Hesperian \$1.50 per Year.

What's Doing In West influence on the growth of the in-**Texas Today**

SNYDER'S airmindedness is growing with the arrival of the first home-owned plane, a Curtiss-Robin Monoplane with OX-5 motor (90 horse-power), for the nearly experts. completed airport. The port is unique in that it has such equipment that pilots and passengers need not leave the field to eat or sleep.

HEREFORD real estate records indicate that within a few years the great cattleman's paradise will soon become the land of the crop grow-er. The 110 transfers of agricul-tural land recently completed around the town has had a total acreage of 48.175 acres of approxi-75 to 100 cars will leave the town tural land recently completed around the town has had a total acreage of 48,175 acres of approxi-mately 75 sections, averaging 438

merce is actively working to secure natural gas for the town. A com-mittee arranged to go to Amarillo and confer with the gas company there on the proposition. the amount they can ship in order to prevent the glutting of the mar-ket. The LEVELLAND Ice Company completed the installation of its plant recently and began freezing

White Deer Review, secretary. Regular meetings were inaugurat-ed at the Palo Duro Cafe on Mon-mark of its progress.



Jones Shoe Shop West Side Square

QUITAQUE's entrants in the lo-cal City Beautification contest have passed 21, with more entries coming

in every day. Prizes aggregating \$50.00 are to be awarded place win-ners in the contest. Judges are to be chosen from town landscaping

JUNCTION's new ice cream plant will have a daily capacity of five hundred gallons of cream and will be as modern as any to be found in the state. All new and the latres. PETERSBURG Chamber of Com-Then dealers will be prorated as to the amount they can ship in order

WHITE DEER has recently or- lice. The ice is clear and I. F. Lea, ganized a Chamber of Commerce and elected Odis Dean, president, and G. H. Russell, editor of the to making fine ice according to the

day's. CISCO entertained the Brazos Valley Pecan Growers association on April 27th. J. H. Burkett owner from which more trees in West Texas are budded than any other, a bronze plaque in recognition of his trees as with an expendi-ture over \$50.00 ture over \$50.00.

will be made.

highways out of Big Spring, and

tion of a new home for their stu-dent welfare worker who is station-ed in Canyon. The brick cottage will be planned to suit the needs of large student gatherings and for entertainment of visiting officers "L fool it of the church.

The Old Fiddlers' Contest and Style Show held at Campbell Fri-day night of last week was greatly Would Provide Needed enjoyed by a large crowd, and the Home Demonstration Club, which sponsored the event, netted more than \$20 for their part of the proceeds

Read The Hesperian for the news of Floyd County.

Feels Twenty Years Younger, Says Porter

"Sargon was a godsend to me, and I bless the day I first bought it; I feel like a new man," said J. F. Porter, of Keller, Texas, Mr. Por-



J. F. PORTER

ter is 73 years old and has been a deacon in the Missionary Baptist Church 52 years. He is also a Ma-

ANSON will entertain the third past three years with stomach trou-annual meeting of the Dal-Paso ple. My gall bladder gave me ser-Invitations have been extended ious trouble and pain. A most sevthe highway commissioners of both Texas and New Mexico to attend or three o'clock in the morning and this meeting. Plans for a motor- would continue for hours. My encade to begin at Shrevesport, La., tire system was out of order. I was so constipated I had to take laxa-tives almost every night. "I put off buying Sargon for

ing of the chamber of commerce was attended by more than 400 peo-ple. The main topic of discus-sion was the building of good roads. Howard County will soon vote on a road bond to pave both highways out of Big Spring, and ed by those present. The CANYON Episcopal church has broken ground for the erec-tion of a new home for their stu-dent welfare worker who is station

> man to tell how Sargon has benefitted me."

OLD FIDDLERS' CONTEST AND STYLE SHOW MUCH ENJOYED Lockney at Stewart Drug Co.

Playground Equipment

An outstanding need in Floydada at the present time is playground equipment for the Floydada park and the assistance of the Chamber of Commerce in securing the proper equipment is needed, according to R. E. Fry, who spoke in behalf of this project at the Chamber of Commerce meeting in the Court house Thursday evening. The Floyd-ada Lions Club, the Rotary Club and the 1922 Study Club have at various times discussed the best possible methods of securing the equipment and now the Chamber of Commerce has added its force to of Commerce has added its force to the demand and from the expreslikely that definite action will be taken within a short time. O. P. Rutledge, who in addition to being a director of the Cham-ber of Commerce is a member of the City Council, will serve as the representative of the Chamber of ommerce to work with representatives of the various clubs and organizations in the interest of playground equipment.



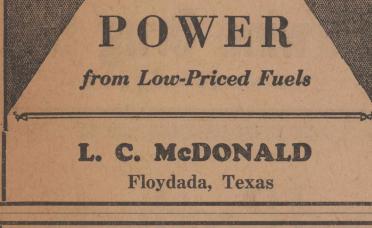
We have become headquarters for

MICHEL TIRES AND T

It is our business to know about tires, and we are positive that the best tires made today are Michelins. Just consider these facts:

Fact 1 Records covering the experience of many thousands of motorists during the

best. This policy has reonly in good tires but tires economically proc top of that, we keep a as low as possible, believ we do in low prices and sales. The net result is, we Michelins at the price of ord tires.



IN THE SPOTLICHT P

TRACTORS

REMENDO

THE

NOTICE To All Old Friends

I have combined my North Side Barber Shop with my Two-Chair Shop on West California St., Onehalf Block West of the south-west corner of the square, next Door to Busy Bee Cafe. Have a Nice Six-Chair Shop.

COME TO SEE US



NEW TYPE OF TIRE FOLLOWS FOUR-WHEEL BRAKES ON CAR

The advent of four-wheel brakes has not only led to new speed laws and driving habits but is now likevise leading to important changes n tire design, according to a sur-vey just published by the Michelin Fire Company.

This survey was part of the re-search work connected with the de-velopment of the new Michelin Tire called the Michelin Supertread, de-signed especially to meet present driving conditions.

Four-wheel brakes, the survey shows, have now become practical-ly universal. In 1922 only 1% of the cars produced in the United States were equipped with these brakes. By 1925 the percentage had grown to 42%. In 1926 it was 63% and in

1928 it was 97%. Four-wheel brakes result in more fra-quent braking; these in turn lead to more frequent acceleration and a demand on the part of the motor-ist for an engine that will accelerate more rapidly. These changes, so the survey finds, are not only hard on tires but are especially hard on the treads of tires, thus producing a real need for a tire with a tread expecially designed for the changed conditions.

Read The Hesperian for the news of Floyd County.

Woman Eats Only **Baby Food 3 Years**

"For 3 years I ate only Baby food, everything else formed gas. Now, thanks to Alderika, I eat everything and enjoy life."—Mrs. M. Gunn. Even the FIRST spoonful of Adler-ika relieves gas on the stomach and and enserve attaciblic everything

removes astonishing amounts of old Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Floydada Drug Co. last two years show that more than 80 times out of 100 you get more mileage by changing to Michelins.

Fact 2 The increase in mile-age which Michelins give is great; records covering millions of miles indicate Michelins go 36% farther.

That means 4,000 or 5,000 miles extra for you.

Fact 3 You don't pay for this extra mileage. Unlike many other tire manufacturers, Michelin specializes in making one quality only-the

Fact 4 Don't ov Michelin Shaped Tubes. Because superior shape and cor they outlast all others. Ar they are compounded mony, they keep the asing as 20° cooler, thus incre life cons

		* *
		We assu
	PRICES:	that if
	On Guaranteed Tires	you wi
	30 x 3 ¹ / ₂ \$6.20	satisfac
	29 x 4.40 6.40	tire
	30 x 4.508.25	such as
ALC: NO	28 x 4.75 9.10	enjoyed
	30 x 5 Truck,19.75 32 x 6 Truck,32.50	enjoyed
	32 x 6 Truck,32.50 Tubes from \$1.05 up,	Take u

according to size.

atisfa ire ich as njoyed ake 1 word.

FINKNER MOTOR C Floydada, Texas

d family, who Mr. and Mrs. Ranville Brown their home at and son Boyd of spur and Judge the past few D. R. Pendleton of Tyler were Floydada last guests Sunday of Mr. and Mrs. F P. Henry immer.

WDY FOLKS

s Get Acquainted

ASH is offering some RED HOT GET ED CASH SPECIALS for SATURDAY to acquaint you with our line of everyprices:

GET YOUR SHARE

29c

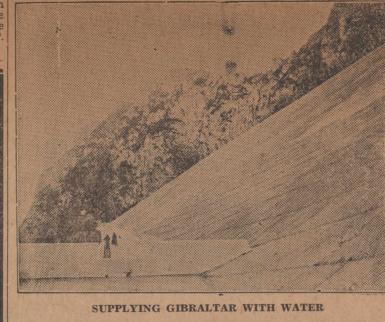
nave a special Cake Sale for this event.

Regular 35c Value, **WN'S CAKES**

pond of cakes 1 15c package of Saltines ne in and try our cake with a cup of coffee

YES W	'E'LL HAVE BANANAS	1938-19 10 10 10 10 10 10 10 10 10 10 10 10 10
IS	Luscious and Yellow, Dozen	150
S	2½ Del Monte or Gold Bar Halves or Sliced	250
BERRY	Gallon Can,	550
	48 lb. Extra High Patent	\$1.73
ES	10 lb. Box Evaporated	\$1.37
bin Map	le Syrup Makes Hot Cakes Better, Medium Si	ize, 570
Contraction of the second		





Gibraltar-This photo, one of the first to be ever taken above the "Unclimable Fence," shows ho wGibraltar is supplied with water. There are since the war. In Australia, how no springs which always made the water problem a difficult one. This ever, the number of sheep was solved by building 30 acres of water sheds, water catchments on which the rain is collected. This proto shows part of the water catchment and in 1927 was 93,200,000, compared the wide channels with the Rock in the background.

COUNTY SCHOOL BOARD HAS |stunted growth may result. Young MEETING MONDAY AFTERNOON pigs are particularly susceptible and

in regular session in the county court room Monday afterroon. A permit was given Dougherty trus-tees to dispose of the school prop-ters, and keeping the pigs away erty of Mayview and Newland as a from old hog lots or other places result of consolidation of the two where they might get infected schools

A number of representatives from hogs. About ten days after farrow-Sterley were present in interest of ing, the sow and pigs should be securing a ward school at Sterley hauled to clean pasture. but no action was taken by the board except to set the date, May 17, when they will meet in called ssion to consider the request.

CONTRACT WILL BE LET FOR NEW SCHOOL AT DOUGHERTY

Contract for a new brick school building for Dougherty will be let Tuesday, May 21 at 2 o'clock at Edwards Elevator, Dougherty. The new building will be of the The new building will be of the unit type of construction and will include four class rooms and an unditorium. It will be built as a which is being sponsored this auditorium. It will be built as a result of the recent consolidation of lic Health Association.

the only way to prevent their swal-Floyd County School Board met lowing roundworm eggs and becomthrough the manure from older

PATIENT OFTEN AT FAULT WHEN TUBERCULOSIS OCCURS

Austin-"The inability of physicians to properly diagnose tuber-culosis in the past has placed many cases, at a later date, in a hopeless stage of invalidism and poverty. This statement was made by Dr. J. B. McKnight, Superintendent of the State Tuberculosis Sanitorium month in Texas by the Texas Pub-

Dr. McKnight added, however, that the general practitioner should not carry the entire responsibility of late stage diagnosis because the patient is often times at fault in not seeking the services of a com-petent physician when ill. Many people, he said, lose the chance of reaping the reward of an early di-agnosis, thence a later cure, because of neglect to recognize familiar evidence of tuberculosis and failure to realize the importance of repeated yearly physical examina-"The results of the Early Diag-osis Campaign by the National

Tuberculosis Association last year, said Dr. McKnight, "awakened many of our physicians as well as laymen to the fact that tuberculos is is the most curable of all chronic He predicts that the results of the Early Diagnosis Cam-paign this year will surpass those of last year, due to the fact that people are becoming more and more interested in informing themcure of a disease that takes a yearSheep And Lambs Prices Run In Cycles of 8 to 10 Years This country exports and imports

of wool affects the price of lambs, very little lamb Read The Hesperian for the news

Fairly definite cycles in the prices of lambs and sheep have prevail-ed hereto fore and doubtless will continue. These cycles, the United States Department of Agriculture finds, generally run from 8 to 10

In the present cycle the trend in the prices of lambs and sheep has been upward since 1921, and the level maintained during the last three years has been rather high. despite the fact that since 1922 the receipts of lambs and sheep at the principal markets have increased It is evident that the demand for lambs has increased. In fact, the general level of lamb prices since 1927 has been appreciably above the average price level of all commod

Since the United States imports about half its wool, American pro-ducers should be interested in the number of sheep in other important sheep-producing countries. No coun try except Austria has increased the number of its sheep greatly has with 70,000,000 in 1915

A gradual increase in the number of sheep has taken place in New ealand and South Africa, and apparently also in Argentina. Though data as to the number of sheep in Argentina are not available, trend may be inferred from the fact that that country's exports of wool have increased in recent years.

But the number of sheep and the production of wool in other countries affect the price of lambs in the United States only as the price

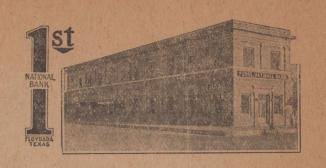
THANKS-AND AN AN-

NOUNCEMENT FROM E. R.

BORUM INSURANCE AGENCY

I wish to thank the good people of Floydada and community for their nice patronage given me in the Life Insurance Business, with the NATIONAL LIFE INSURANCE CO., of the U.S. A., of Chicago, in connection with our cotton business, and I wish to announce that I have contracted with the BROOK-LYN FIRE INSURANCE CO., of New York for their agency in Floydada, in which I can write you Fire, Tornado, Hail and Automobile insurance in addition to life insurance.

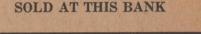
I do not expect to do all the insurance business in Floydada but certainly will appreciate a fair share of your renewal and new business, and I will endeavor to give you the best of satisfaction.



Floyd County Hesperian \$1.50 Per Year

If you are going somewhere carry your money in the form of **"TRAVELERS CHECKS"**

Can be cashed anywhere any time without identification.





Choosing a gift is an expression of your personality. A commonplace gift is more or less lost in the shuffle. A distinctive gift from Arwine Drug will distinguish the donor as a person of fine taste. When you make a graduation present to a friend, relative or their son or daughter let it come from Arwine Drug.

Moderate Prices **On These Items!**

Memory Books Desk Fountain Pen Sets Book Ends **Fitted Writing** Cases **Magazine Racks** Pocketbooks Leather Wallets Painting Sets Line-A-Day Diaries Brass Desk Sets Photograph Albums Brief Cases Bracelets of Jade

Again thanking you, I am, Yours to serve, E. R. BORUM.

Ø



Lee Food Products

Gain In Favor With Floydada Housewives

-Because they represent the best quality of foods put up in the most appetizing manner. Ask your neighbor about Lee Foods.

—This store is the only place in Floydada where you can procure Lee Food Products. We give you our assurance that they are the best we have been able to find after searching around for a number of years and trying numerous lines.

-We feel that you'll be as enthusiastic about Lee Canned and Package Foods as we are, once you've tried them.

City Market & Grocery

Howard & Maxwell, Props.,

1st Nat'l Bank Bldg.

Phone 118—We Deliver

NORTH SIDE CONVENTION ELECTS OFFICERS FOR YEAR

A dandy crowd attended the all-A dandy crowd attended the all-day meeting of the North Side Sing-ing Convention at Roseland Sunday last, according to reports, with one of the best singings ever held in the county. Attendance was generthe county. Attendance was general from points over Floyd County. The method adopted by the flor-county was represented by a dele-ration

Officers of the association elected for the ensuing year were G. C. Hilburn, president, F. S. Byers, vice-president, and Reuben Feagans, secretary.

Bonner Baker, of Weinert, spent Sunday here visiting with his par-ents, Mr. and Mrs. W. A. Baker. TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

Please

PEOPLE WHO BURN COAL-

I positively guarantee that no dealer in Floydada will sell Coal for Cash any cheaper for the next twelve months than I do—and you know it is good.

Take



Phone 247

"Ask Your Neighbor"

Notice!

REMINDER BY WIRE FROM

late yesterday and today.

B. B. Caudle and family.

Reminder that Sunday is Moth-

especially to impress the desirabili-

ty of flowers as appropriate gifts.

Notice to Producers of Dairy Products

We have opened a Place of Business in Floydada for the purpose of better service of the dairying and producing industry in your territory.

WE EXPECT TO PAY THE HIGHEST MARKET

PRICE in Cash at all times, for Poultry, Eggs, Hides, and Cream, giving you the best weights, grade, tests,

CHARLEY MARVIN McDONALD SUSTAINS TWO BROKEN ARMS FLORIST OF MOTHER'S DAY

Charley Marvin McDonald, elev- Wind transportation, it is believ-

expected Tuesday of this week, his upper air intended to throw light on father said.

HEALTH AND ACCIDENT CO. BEING ORGANIZED LOCALLY Mr. and Mrs. J. B. Bishop spent Sunday and Monday in Amarillo visiting with Mrs. Bishop's brother,

The work of organizing a health and accident company in Floydada was begun this week by A. L. Lundgren, who has given his company the name of The Lincoln Health & Accident Company, and the direc-tors for which will be chosen from the first two hundred applicants or charter members.

E. C. NELSON, JR., ILL

Judge E. C. Nelson, Jr., underwent a major operation in an Ok-lahoma City Hospital last Friday afternoon, it was learned last week by E. C. Nelson, Sr., of this city. His condition is reported greatly different cotton insects that a very improved this week. Judge Nelson practices law at Amarillo.

Col. Thomas Montgomery, accom-panied by W. I. Cannaday, left Saturday night for Ft. Worth, where he joined his daughter, Mrs. W. W. Johnson and husband of Garden City, New York, who are in Fort Worth visiting. From Fort Worth Col. Montgomery will go to Miner-al Wells and spend several weeks for his health. Mr. Cannaday returned home Tuesday night.

Jessie Mae Wood, daughter of Mr. and Mrs. J. G. Wood, returned home Sunday from Austin, where she was an entrant in the state typing contest held during the state meet, May 2, 3 and 4. She was winner of second place in the Dis-trict meet held at Lubock. She was accompanied to Austin by Mrs. Joubert Clements and H. H. Cunningham, her instructor.

DATA FROM NORTHERN OUTPOSTS AID FORECASTING

"Medicine Hat, the weather factory," in southern Alberta was for a good many years the most northern ple began to say "Alaska makes the weather." because cold waves trav-eled from the for northeast eled from the far northwest southeastward, reaching the United Sta-tes at Montana. the Dakotas, and the Great Lakes.

Valley and the British northwest.

Cold waves, or "outbursts of polar air." originate somewhere in the INSECT ACTIVITY IN THE UPPER AIR

moths. They were carried on in part by a series of releases of small balloons with return tags. These have brought very interesting information on the normal direc-tions of travel of air currents from various districts in the South. At the same time. by means of insectcollecting traps carried between the wings of airplanes, it was soon found that an unexpectedly large number of insects are present in the upper air, although many of

these are insects which little or no power of flight and thus are obviously carried involuntarily by air currents

These facts are so important in connection with the various questions of spread and movement of extensive series of records has been inaugurated and will be caried out during the coming year through different districts. So far, it seems that the stronger fliers, although influenced by the air curents to a certan extent in their directions of travel are able to confine themseltravel, are able to confine themselves to comparatively low altitudes over their directions of travel. weaker fliers, however, are not so successful many of them are carried absolutely as the wind takes them. Species which never before have been suspected of being wind-borne have been caught at great

elevations. Since these observations were begun other types of records have also been made on several cotton insects, particularly the pink bollworm and cotton hopand there is every indication per; that they may be spread by wind.

JACK RABBITS ARE BIG EATERS

Preliminary experiments conducted in Arizona by the Biological Survey of the United States De-partment of Agriculture as to the quantity of food consumed by jack rabbits have thrown some light on good many years the most northern outpost from which weather obser-vations were telegraphed to he us. vations were telegraphed to be us-rodents. These studies indicate that ed in forecasting. Then various stations in British Columbia and other parts of Canada were estab-ta a day. According to the Ari-fa a day. According to the Aristations in British Columbia and consume 0.68 pounds of green anar-other parts of Canada were estab-lished. On maps still in use, Ed-monton, Tiberta, is the most north-ern station shown. When a station was set up at Eagle, Alaska, and then one at Nome, news of the movement of weather from still far-unverticed and the set of the set green roughage in a day. There-fore, the equivalent of 58.8 jack rab-

The average quantity of dry feed The Weather Bureau of the Uni-ted States Department of Agricul-ture, however, says that it is exact-ly the case. The weather in the in-terior and western part of Alaska is not as important in connection with cold ways as that in a wide with cold waves as that in a wide a sheep. The consumption of a belt of territory further to the east, 750-pound cow is approximately 20 because mountain ranges in Alaska pounds of dry feed a day. Accord-tend to shut off some of the cold ingly, it would take the equivalent tend to shut off some of the cold curents that pass from the Arctic Ocean down the McKenzie River much dry feed a day. Inconta ingly, it would take the equivalent of 71.4 jack rabbits to consume as much dry feed a day.

a cow.

DEMAND SEEN FOR GOOD

few years. It is therefore practi- stituted and enough soda used ap- baking powder is su of of all good horses.

Sour milk and soda may be sub-stituted for sweet milk and baking powder in making biscuits, cake, or cookies, and vice versa. When pro-portions are given in terms of sweet milk and baking powder, an equal spoons of baking powder. When milk and baking powder, an equal spoons of baking powder. When suppowder is usually needed in addition. For example, if biscuits call for 1 cup of sweet milk and 4 teaspoons of baking powder, 1 cup of sour milk may be used, a scant half teaspoon of soda and 2 tea-milk and baking powder, an equal spoons of baking powder. When strongly to our man's Home Compa this point. These studies were started first in the effort to trace quantity of sour milk may be sub-sweet milk is used in place of sour, man's Home Compa

cally certain, says the United States proximately to neutralize the acid, of the soda in the Department of Agriculture, that colts and young stock will short-ly be in greater demand. The out-look is for an increase in the prices of all good horses.

baking powder is usually needed in

FOOT-FRIEND SHOED

A famous foot specialist devised it to support and exercise the foot. . America's leading designers gave it the grace of inimitable style.

Picture your ideal of all that is chic and adorable in footwear-fashior in newest shades and materials-as light as an Autumn leaf-fitting he and ankle as snugly as the glove upon your hand.

Imagine stepping into shoes like that and finding them the last word comfort-as restful as the firm clasp of a hand about your arch and step.

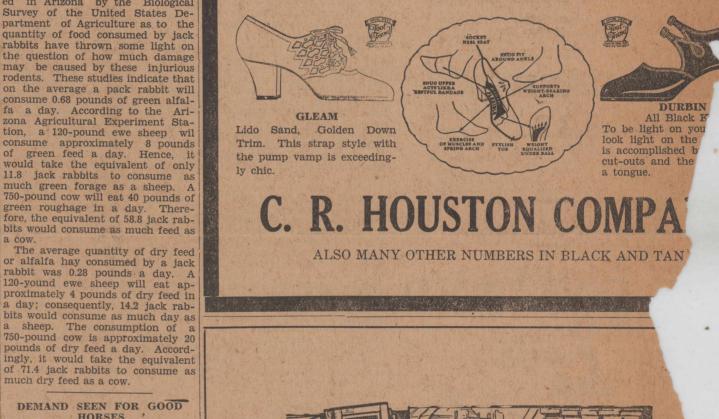
There is only one perfect shoe like that—Foot-Friend.

In the study and treatment of thousands of clinical cases dealing with the bones and joints, Dr. John M. Hiss, D. O., M. D., developed the "Cubo Balancer," which supports the full weight upon the feet and at the san time permits the foot muscles free exercise in walking. It achieves the comfort of the arch support without weakening and wasting the muscle which bind the arch.

Lape-Adler, nationally known creators of shoe styles for well dresse women, have concealed the Cuboid Balancer within the lightest, dainties models of their famous designers. If you will come to our store tomot row and step into a pair of Foot-Friends you will see and feel the differ ence.

They are as young as a May morning. They will make you feel youthful as you look.

"They EXERCISE while they SUPPORT"



service and treatment possible.

We Want and Will Appreciate Your Business and will co-operate with you in establishing a sound, stable market in your community. Give us a trial. Look for our sign or ask about us. Tell your friend and neighbors to give us a trial and you will be rewarded.

TITMAN EGG CORPORATION



We have just unloaded a car of furniture-new patterns at better price. We know we can save you money on furniture. A comparison will prove our statement.

SEASONABLE ITEMS OF QUALITY

Copeland Electric Refrigerators Superfex Oil Refrigerators Haag Washing Machines-Electric and gas motor. DeLaval Cream Separators and Milkers Challenge Windmills.

Buy merchandise from retail stores and save money In these days of peddlers, we are offering a premium in the way of price to those who buy from our store. We meet all prices and beat many. We solocit your business on this basis.

Kirk and Sons

Arctic Ocean beyond the limits of Alaska and the continent of North America. When there is high bacometric pressure in this region and a belt of low pressure further down the continent, perhaps crossing the middle part of the United States cine has been in evidence. from the Pacific Ocean, cold air tends to rush southward and we farms was no greater than in 1890, and the reduction does not yet

sible to communicate from additional stations to the east of Alasa, and we now get data from Fort Simpson in the McKenzie Valley from Aklavik at the mouth of the McKenzie River, from Cambridge Bay, Coronation Gulf, 30 degrees

east of Aklavik, and finally from point Barrow, Alaska, the northern-most station of all. In forecasting the movement of approaching "out-bursts of polar air" which may af-fect the United States, the reports from these scattered stations, by reason of their geographic position in the extreme northern frontier are often of more importance than from interior points in Alaska. It may happen that places in Alaska may be enjoying comparatively mild temperatures while an extremely cold wave may be on its way further east toward the north-western States in this country.

Remington Portable Typewriters rite good and last long



Sold exclusively in Floydada by-----McGUIRE'S

HURSI Since 1918 and 1919, when the

number of horses on farms in the United States reached the highest total ever recorded, a sharp deyear the number of horses show any signs of ceasing.

Heretofore there have been but significance may be attached to the few places in the far north sending fact that the farm price of horses weather reports to this country, so has turned slightly up since 1926 received of an approaching cold wave. The radio has made it pos-sible to communicate. est point since 186.8 It is therefore possible that the corner has been turned and that the recent slight upward trend indicates increasing demand. The average age of all horses on farms has steadily increased within the last



"Cheap" Building is Poor Economy

When you build do not compromise with quality workmanship or materials. The BEST is economy! When you consider that the home you're building is an investment you'll realize that in order to obtain the maximum amount of durability dividends you will have to build with the fines' materials you can secure.

Let us figure on the building of that new home or repairing of the old one. We have only the highest quality of supplies, wherein excellence of character will maintain longer life for your building.

WE WILL BA GLAD TO FURNISH AN ESTI-MATE ON THE JOB YOU ARE PLANNING WHETHER LARGE OR SMALL.

Higginbotham-Barth

"Everything to Build A thing"

Your Protein Today? ew Barn Yard Question

nimblefull of protein ing about this corn and oat ration. come the popular in- They knew that the chicken bethe poultry yard be-fore it was domesticated, fed while young on worms and bugs—protein. "What's wrong with nature's way Purina Mills that a eed, high in protein, the the the children be-mothed that may have overlooked." ate the chick's daily method that man has overlooked,' they asked themselves.

Frue style that lects the mode. yet dares to be different

n its distinctive appearance . . . in its ttractive simplicity . . . in its wide ange of smart, new colors the New akland All-American offers true style . . style that reflects the mode yet lares to be different ... We are now making a special demonstration to prove the extraordinary value pro-

ed by the New Oakland All-Ameriin Six. We want you to enjoy this nonstrution if only to learn what land offers for its moderate price.

1145 to \$1375, f. o. b. Pontiac, Michigan, plus delivery charges, overs and Lovejoy Hydraulic Shock Absorbers included in s. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at minimum rate. r the delivered price as well as the list price when

ng automobile values. . . Oakland-Pontiac prices include only reasonable charges for delivery and financing.



feathers.

baby chick acn consume only a very tein today?

baby chick consumes so little feed during those first twelve days—a thimbleful each day—it is only reasonable to assume that much of this must be protein because the growth. All that it consumes is go-ing to make bone, muscle, blood and reathers. ing birds for his use. In milk pro-

reathers. Delving still farther into this realm of nutrition—highly inter-esting study that it proved to be— they found that protein in the ra-tion is a growth factor. Leave out protein and growth at once is halt-ed. Add protein and growth is ac-celerated A study of different ani-ter way to feed haby chicks that

they asked themselves. A little study on the part of these indiges came about and more or less ac-italists in the depart-"For generations," n and oats has been standard ration for volk, is 35% protein. The baby

These findings on the part of these research men of course exploded the theory that baby chicks should not be fed a protein ration due to the possibility of what some is simply this, that the baby chick term "protein poisoning." These with its small capacity for food and laboratory studies showed that the baby chick is more apt to suffer only one-fourth of an ounce of from protein starvation rather than from protein poisoning. These research studies definitely established two facts. First that a

Floydada School News

Reporters from the various Classes and Departments of Floydada Public Schools, the English Class of the High School, and the typing class of the Commercial Department co-operating.

ANNUAL STAFF HONORED WITH pose of planning the program, for menu, and for the dishwashing. The members were urged to pay their

....Ruth Jenkins

STUDENT COUNCIL

ed at six-thirty. The staff was especially joyful that evening since all of the 1929 Hesper went to press only a few days before. An enjoyable evening was spent by all, the dinner was a great success. Those present were: Miss Biebel, Mr. Scoggins, N. B. Stansell, John Key West, Winfret Newsome, Charles Mathews, R. V. Husky, Jesse Merle Scoggin, Thel-ma Covington, Ruth Jenkins, Eu-genia Hoffman and the host and were selected not for their excellent genia Hoffman and the host and Bain and Raymond King. This list of good citizenship rules were adopted by the council as a guide for

A good citizen will prepare his

ing his little love affair with Jane against the opposition of his uncle, William Winkler, has occaisor to class.

baby chick consumes so little feed limited amount of feed daily-one- by his money and belongs to him. justice by protecting the lawless. A good citizen will not obstruct Chautauqua that is in Floydada class work by practical jokes.

this week. These classes receive a per cent of the proceeds of the sale of the tickets. Both classes are very active and it seems that the **CHAUTAUQUA**

A good citizen will not obstruct The Junior and Senior classes are ticket sale will be successful.

ponsoring the sale of tickets to the

Spring housecleaning hint for Husbands

RADFORD paused in the upstairs hall. "What!" he exclaimed, "not through vet -----

From amid the chaos of housecleaning, Mrs. Radford looked up in exasperation.

'Get that coat off and help me put up this bed," she ordered, wearily shoving a stray lock of hair back beneath the towel about her head.

'How do you expect me to be through? I can't clean the upstairs, and spend the best part of the afternoon downstairs talking over the telephone, can I? I've been up and down those stairs forty times.

Radford had weathered many spring housecleanings. Wisely, he pulled off his coat and began to roll up his sleeves.

"I think," he observed sympathetically, "that an extension telephone up here in the hall might save steps and -

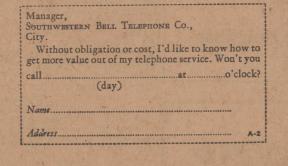
"Then suppose," interrupted his wife grimly, "that you order one for me tomorrow.

1 1 1

Telephones where you need them save time, patience, housewifely strength.

Few know that one or two additional instruments cost considerably less than the single telephone they now have!

By a wisely-placed "extension" or two, and perhaps a rearrangement of the equipment you already have, an expert telephone man can often double the convenience of your telephone service. Just mail the coupon.





"How do you expect me to be through?"



ed at a dinner at the home of Dr and Mrs. M. F. Husky. The guests assembled at six o'clock and a deassembled at six o'clock and a de-licious three course dinner was serv-ganized in F. H. S. The students

ed at six-thirty.

"THE ARRIVAL OF KITTY"

hostess

You'll be missing the time of your life if you miss "The Arrival of Kitty" Tuesday night, May 14. Don't fail to see this delightfully clever play. Bobbie Bayter pursus clever play. Bobbie Baxter pursu- A good citizen does not make undisguise himself as a woman and is A good citizen is attentive in close friend of Winklers to the vast confusion of everything and every-class and class. A good citizen is courteous to his classmates and teachers.

body, which is intensified by the ar-rival of the real Kitty. "The Arri-val of Kitty" is a splendid plav and a success from every stan.jpoint. A good citizen is quiet in the halls. The characters are:

DINNER On Wednesday evening, May 1, dues to help finance the banquet, the Hesper Staff of 1929 was honor-



uat Keggs Running-Thresing-Keeps Saving

That's the kind of combine you want-a machine that will keep making its rounds hour after hour, day after day. You want a machine that will get the grain off the field before hail, rain, or storms hit it. You will find these features in the N&S Combine:

Ample power of big motors-A Sturdy Hot Riveted Frame—Properly balanced on Big Wheels—Free from objectionable side draft-Rust-resisting Armco Ingot Iron-Hyatt or Timken Roller Bearings-Alemite-Zerk Lubrication-Rockwood Weatherproof Fibre Pulleys-An Improved Header Drive-Extra Wide Canvases on rollers equipped with Anti-friction Bearings-Steel Chain throughout-Safety Snap Sprockets.

Also you want a machine that will keep threshing, keep saving the grain. In the N&S Combine you will find the greatest machinery ever devised for getting the grain from the straw:

The Feeder House of Big Capacity—The Big Cylinder that made Red River Special Threshers famous—The Man Behind the Gun, an exclusive Nichols & Shepard Feature-The Steel Winged Beater-Straw Carriers, Beaters and Fans-Efficient Cleaning Machinery.

Nichols & Shepard Reliability is now offered in 5 models with combinations of header, separator or windrow pick-ups that exactly fit the needs of this community. See us for complete information.

> NICHOLS & SHEPARD In Continuous Business Since 1848

> > REDRIVE

SPICA

C. McDonald

The characters are:A good citizen is not profane.Bobbie Baxter, R. V. Husky; Wii-A good citizen will play fair.liam Winkler, Charles Mathews;A good citizen will obey rules laid Benjamin Moore, N. B. Stansell; Aunt Jane, Mildred Strickland; Kitdown. A good citizen will not block a

Benders, Vela Blassingame; passage Jane, Virginia Meachum; Susette, A good citizen does not litter the

Herma Lea Norman; Ting, John Key West; Sam, Winfred Newsome. A good citizen is punctual.

LATIN CLUB

A good citizen does not throw gum on the floor.

9-29

The Res Publica Roma met in the floor.

Miss Rosson's room Monday, May 6 to plan for the annual Latin ban-quet. The banquet is to be held at

the High School building on Satur-day evening, May 11. Several com-his school plant. It is a monument mittees were appointed for the pur- to his community. It is paid for

awe know

reen 6 KANY looks as dood

SH FTER you've been paying feed bills all winter, it's only human to want to turn your cows out

TO maintain condition, milk production and profits, you

should keep them on a full feed of SUPERIOR Dairy Ration for at least a month longer. And, when you do

put them on grass, continue feeding SUPERIOR; it

keeps cans full of milk and bank accounts full of

into pasture when the first Spring grass appears.

IAMOND "SEVEN-SIXTY" is the first lubricant on the market which is 100% heat resistant. It is new ... made to new specifications ... refined by a new process.

At temperatures as high as 760° F. the evaporation loss of DIA-MOND "SEVEN-SIXTY" is neglible. It is tested at this terrific heat to doubly insure safety for the fast moving parts of even the new high-speed, high-compression, hot running motors.

Stand Stand Stand on Stand Street Street

OR OU

DIAMOND "SEVEN-SIXTY" in your crank case is a guarantee of constant and uniform oil pressure-smoother operation-more power-economy.

DIAMOND "SEVEN-SIXTY" is a selected 100% paraffin base .oil. On every test—on every basis of comparison-it is a quality lubricant.

Your pressure gauge will prove it!

Were the show show the second states of the second

DISTRIBUTORS FOR MID-CONTINENT PETROLEUM CORPORATION

30¢ a Quart --- in all Grades --- everywhere

RADIO Saturdays. From WLW, Cincinnati, 9:30 to 10 p. m., Thursdays.

From Station WHO, Des Moines, 8:30 to 9 p. m., Tuesdays and 6:30 to 7 p. m.,

Floydada, Texas

profits-the year 'round! By the BAG - SUPERIOR May Cost a Little More; By the MILK CAN . It Always COSTS LESS!

don't let your desire to cut feed bills

outweigh your better judgment.



S. Farm Radio Program for Week of May 13-17

cial reports from the Bureau dustry and Animal Industry, as well "T gricultural Economics on this n's wool crop, on the 1929 The complete program for the of

will be features of the farm 1929 Wood Crop," G. T. Willingo program by members of the myre, wool marketing specialist; and "Sheep Conditions in Range ire during the week beginning States," C. L. Harlan, livestock standay, May 13. This program is tistician.

ated with the National Broadsting Company at 12:15 to 12:30 m., Central Standard Time, each eek day except Saturday.

Besides the special radio ver- Home Economics. ions of timely economic reports, the

wberry crop, on the farm price week follows: tion, and on the 1928 cotton Monday, May 13—"Marketing the

Tuesday, May 14.—"The Strawberry Crop," F. G. Robb, fruit mar-keting specialist; and "Preparing for the Canning Campaign," Dr. Louise Stanley, chief, Bureau of

Wednesday, May 15.—Special raveek's program will include infor-nation for housewives on prepara-tion" report, Dr. O. C. Stine, in Memphis. tions for the canning season, deliv-ered by Dr. Louise Stanley, chief of the Bureau of Home Economics, and a variety of information for farmers and stockmen from espec-ialists of the Bureaus of Dairy In-Lockney Rotary Elects

Z. Russell, in charge of swine in-Friday, May 17.-Special radio TY-GREETING

St. Louis; KOA, Denver; WSB, At-Nashville; WMC, WSM,

GIVEN UNDER MY HAND AND SEAL OF SAID COURT at office 'How Should a Pig be Weaned?" E. THE STATE OF TEXAS, TO THE SHERIFF OR ANY CONSTABLE OF FLOYD COUN-

Friday, May 17.—Special radio summary of the Cotton Crop Re-port, W. F. Callander, chairman, Federal Crop Reporting Board; and "The Basis of High Quality in Dairy Products," Ernest Kelley, in charge of market milk investigations. These broadcasts are sent at 1:15 in the nearest County where a newsto 1:30 p. m., Easter Standard Time (12:15 to 12:30 p. m., C. S. T., or 11:15 to 11:30 a. m., M. S. T.) paper is published, once a week for four consecutive weeks previous to the return day hereof, J. W. Multhrough the following stations asso- lins and Clifton M. Keeler, whose ciated with the National Broad-casting Company: residences are unknown, to be and appear before the Honorable Discasting Company: WRC, Washington; KDKA, Pitts-burgh; WHAS, Louisville; KFKX, Chicago; KSTP, St. Paul-Minneap-olis; WHO, Des Moines; WOC Davenport; WOW, Omaha; WDAF, Kanson Citin: WOO, Tulsa; WEAA Davenport; WOW, Omaha; WDAF, Kansas City; KVOO, Tulsa; WFAA, Dallas; WOAI, San Antonio; KWK, 17th, day of April, A. D. 1929, in suit numbered on the docket of sai Court No. 2139, wherein The Secu riety State Bank of Plainview, Tex

as, a corporation, is plaintiff, and J. W. Mullins, Commercial Credit Company, Inc., Clifton M. Keeler, Officers For The Year James Shaw as he is Banking Commissioner of the State of Texas, R. M. Franklin, A. V. Nelson, L. V. Nelson and M. E. Nelson, are de-

The nature of the Plaintiff's de-

mand being as follows, towit: Plain-

tiff alleges that J. C. Terry, Trus-tee, did on the 1st., day of Janu-ary, 1924, convey to J. W. Mullins

the North one-half and the South

east one-fourth of Section No. TEN (10) in Block C. 9, Cert. No. 1/122,

G. C. & S. F. Ry. Co., containing

499½ acres of land, situated in Floyd County, Texas, and fully de-scribed in said petition by proper

view, his seven notes for the sum of \$3,267.46, except the last note

which was for the sum of \$3,267.50

bearing six per cent interest from date, payable annually, said notes

being due January 1st. 1925, 1926

1927, 1928, 1929, 1931 and 1932 re-spectively, of even date with said

deed, and reserving a vendor's lien

in said deed and said notes to se-

cure the payment thereof, said notes containing the usual 10% attor-

ney's fee clause and the usual accel-

erating clause. That the plaintiff is now the legal owner and holder

of said notes and the said lien and

right to said land, or, in the event

then that it have judgment against

J. W. Mullins on its said notes, and

for foreclosure of its lien as against all of said defendants in accord

field notes, to which reference

fendants.

At a recent meeting of the Lock-Rotary Club R. E. Patterson was named to serve as president for the ensuing term ,H. B. Adams, **FLOYD COUNTY** vice president, J. H. Hohlaus, secretary-treasurer, Artie Baker, ser-geant-at-arms; E. Guthrie, A. C. Blank, Paul Schick and Geo. T. Meriwether directors to serve with the president, vice-president and secretary. R. E. Patterson and J. H. Hoh-

laus were elected delegates to the International Convention at Dallas the latter part of this month. NOTICE OF SALE

Notice is hereby given that on Saturday morning, May 11, begin-ning at 10 o'clock, the Board of Trustees of the Dougherty Consolidated School District No. 18, will proceed to sell at Public Auction at Mayview school house, the frame school building and grounds belong-ing to same. Said building and grounds to remain in possession of the Trustees until the last day of school.

H. E. Edwards. Pres. H. D. Bloodworth, Sec. 102tc

BUICK'S NEW SMALL CAR TO BE CALLED MARQUETTE

superior title to said land by being the successor to the said Guaranty Marquette will be the name of the new six cylinder motor car State Bank of Plainview and the which the Buick Motor Company assignee of all of its assets; is to introduce into the low priced the superior legal title to said land was preserved and reserved in said deed to secure said notes, and field early in the summer, according to an announcement made yesterday by E. T. Strong president until the same were fully paid ac-cording to their face, tenor and ef-fect. That plaintiff has exercised and general manager. Built by Buick, the Marquette will have the tremendous produc-tion and sales facilities of that or-and has so declared the same to be and has so declared the same to be ganization at its command, a dis- due and payable, and elects to reinct advantage to both the faccover the title and possession of tory and the purchaser. Twenty-five years experience in the build-ing of fine motor cars has placed said land, to rescind said contract, and to recover under its superior

Buick in a position to manufacture a car of unusual appeal in the lower priced field. Distribution of the new Marquette through the sales channels al-ready established by Buick makes

unnecessary to pioneer in the tter of delivering the new pro-ct to purchasers. matter of delivering the new product to purchasers.

Roy



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 No. 12

T. C. Russell **Insurance** Agency All kinds insurance and farm loans

TheTRI you've planned for this SUMMER ROAD MAP HOW MUCH will it cost

ONOCOLAND invites you to use its picturesque, broad plains and its cool, towering mountains as your summer playground. In Conocoland—the land of better and cheaper vacations—there is amusement for everyone, whether your fun is found in the thrills of strenuous mountain climbing or in the peaceful contemplation of majestic scenery.

And wherever you go, you will always find Conoco Gasoline — to cut down your cost per motoring mile.

To assist you to plan your entire vacation trip at home and to find your way easily when you are on the road, we offer you, absolutely free, new and improved 1929 road maps of fourteen of the great states of Conocoland-the states in which Conoco Gasoline is most widely distributed. Just send in the coupon and the maps will come by return mail.

Such a trip isn't nearly as expensive as you think. But whether economy is important to you or not, you will save money through extra mileage and save peace of mind through extra motor effici-ency if you make it a rule to stop always at the Conoco sign.

> CONTINENTAL OIL COMPANY Producers, Refiners and Marketers of high-grade petroleum products in Arizona, Ar-kansas, Colorado, Idaho, Kansas, Missouri, Mon-tana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wyoming

Packed with Sin Continental Oil Company, Denver, Colorado. Dept. D122 Please send me your FREE 1929 road maps of the states 1 have checked below: ARIZONA COLORADO KANSAS MONTANA NEW MEXICO ARKANSAS IDAHO MISSOURI NEBRASKA OKLAHOMA TEXAS WASHIN



GOODYEAR TIRES

More people here

ride on

than on any other kind!

Come in-let us demonstrate the superiority of Goodyear Tires in (1) Tread and (2) Carcass-the two main parts of a tire.

Checks With The World on



FLOYDADA **OZARK FILLING STATION** LOCKNEY



Send for free Maps-

made; that the said J. W. Mullins. as part payment for said land see coupon made, executed and delivered to below the Guaranty State Bank of Plainmesperian, Floydada, Texas, Thursday, May 9, 1929.

Local Market

LAMPBLACK ON BELTS HELPS cause an explosion and wreck the tion so that the belt

AVOID DANGERS FROM STATIC machine it is driving. Static electricity, as most boys know and as many adults will re-member, may be generated by rub-bing a glass rod with a silk hand-kerchief or by a piece of hard rubkerchief, or by a piece of hard rub-ber with cat's fur.

ber with cat's fur. This makes a good parlor trick for winter evenings, and is both in-teresting and scientific. But static similar means in a factory or near a threshing machine may prove threshing machine may prove tically nonconductors of electricity. was running, but it was foun

explosive. A spark from a belt may the belt, would not reduce the fric- accumulate.

and which would also wea



We have used special pains in selecting our line of gifts for the graduates. The boy or girl graduate will surely appreciate a gift of jewelryespecially if it bears the mark of quality from our stock.

DIAMONDS, WATCHES, RINGS,

MESH BAGS, CUFF LINKS, BRACELETS IN FACT, EVERYTHING FOR THE GRADUATE

C. H. DAVIS

Located at Woody Drug Co.

/FR

On High Quality Merchandise. Trade where you pay for no bad accounts. No delivery service. No high price rent. We have none of these. That's how we sell for less



At Lockney Cemetery Poultry Early Settler of County Succumbs Wednesday at Cedar Hill Heavy hens, Light hens, Home. Old Roosters Funeral services will be held at Leghorn Fryers

3 o'clock this Thursday afternoon for Mrs. W. H. Brown, one of the earliest settlers in Floyd County, No. 2 Toms, ... who succumbed to a long illness late | Hides,

.\$1.00 .90c White Maize, threshed, Maize Heads,\$11.00

Dreams It's the wonderfully colored advertisements that make the magazine pages these days so Arabian

yesterday evening. She was 76 years old and had resided in this county since before its organiza-tion in 1890. Her death occurred at her home in the Cedar Hill com-Butterfat, per pound, Rev. G. I. Brittain, of Plainview,

Nightie.-The American Magazine

Can you measure

SIZE

Cemetery this afternoon. Inter-Whent, will conduct the runeral services which will be held at the Lockney ment will be made in the Lockney cemeterv Surviving Mrs. Brown are two

Mrs. Brown Buried

munity

sons and two daughters. They are H. R. Brown, Silverton, Sid Brown, Cedar Hill, Mrs. Bass Cypert, Cedar Hill, and Mrs. Bob Smith, who re-sided with her mother. The deceas-ed was a sister of J. C. Fortenberry, of Cedar Hill and an aunt of Fred and Edd Brown, Mrs. Edgar Jones and Mrs. Boon Hall of this city. She has many other relatives and friends in Floyd and surrounding

Floydada Minister At **Baptist Convention**

Rev. P. D. O'Brien, pastor of the First Baptist Church, left Monday night for Memphis, Tennessee, where he is this week attending the sessions of the Southern Baptist Convention, to which annually go from all parts of the south from 4,-000 to 5,000 messengers from various churches

Reverend O'Brien on his return will reach home Saturday of this week and will be here for services on Sunday.

Santa Fe's New Agent Now On Floydada Job

Mrs. Chas. M. Voss and children, | Guests in the home of Mrs. J. R. Margaret and Thomas, were here Thesday and Wednesday visiting ids. Margaret remained here and Mrs. C. C. Hall of Eldorado.

"I have heard some good things about Floydada and this territory and am mighty glad to be located here," Mr. Williams said Friday and S. A. Neil, of Hillsboro, st week here visiting with Mexico, since early in the year, remorning.

Corneil Begins Audit County Records Today

erend and Mrs. A. A. Collins in Lubbock Saturday where end Collins assisted in funer-ices of E. P. Earhart, pioneer of Lubbock and an end of the state of the st A representative of the A. N. Corneil Company, of Amarillo, be-gan the audit of the Floyd County ecords this Thursday morning, in accordance with a contract with the firm made several weeks ago by the Commissioners' Court.

The audit will be made during the spring and summer months and will cover a period of two years, clos-ing April 1.

been announced by the Chief Clerk

Fe.

V. Williams, of Seagraves, an-nouncement of whose appointment to the position of agent of the Santa Fe at Floydada, was made last week, succeeding F. J. Barkhurst, who was made agent at Lamesa.

SLIGHT REVISION MADE IN SANTA FE INBOUND SCHEDULE

In order to make an important mail connection for Floydada a slight revision in train schedules between Plainview and Floydada has

A big box could mean a big battery but car owners who have bought their batteries on this basis have suffered some terrible

shocks. Proper electrical size plus known quality is the safer way to buy a

battery.

The Willard Chart tells you the proper electrical size for your carand you know you don't have to worry about Willard Quality.

Yours for honestly rated batteries that give you more useful life for your money.

Battery and Electrical Shop

POPE & SON



Friday	and Satur	day
	MEATS	
BACON	Fancy Breakfast, Light Averafe, per lb.,	31c
BACON	Fancy Dry Salt, Per lb.,	16c
HAM ROAST	Fancy Fat Trimmed, Per lb.,	27c
PORK CHOPS	Fancy Pig, Per lb.,	29 c
G	ROCERIES	
PORK & BEAN	K Wapeo No. 2, N Per Can,	10c
PEACHES	Fancy No. 2½ Per Can,	20c
TROMITE	Cuts Your Soap Bills in Half, per pkg.,	10 c
SOAP	Big 4 White Naptha, 27 bars, for,	\$1.00
TEA	Lipton's Quarter lb. Package,	24c
SPUDS	Fancy Northern, 10 lbs.,	20c
COCOANUT	Fresh Shipment, Per Pkg.,	28c
COFFEE	Peaberry, 3 lbs. for,	95c
FLOUR	48 lbs., Marechal Neal, for,	\$1.80
VE	GETABLES	1
TUCE	Per Head	8c
NS	Fancy Tender Per lb.,	10 c
BAGE	Per lb.,	3½c
DELIVER		ADING
Bassissian	STAMPS	
· · •	in the state of the state of the	

Announcement

I HAVE OPENED THE

Martha Lee Beauty Shoppe

IN BALCONY OF FLOYDADA DRUG CO.

ern and adequate equipment, including facial couch,

special price of \$8.50 on permanents for 10 days.

and

each.

shop.

longer visit with Jean Bain.

We will have two graduate operators and mod-

Marvel Fast Dryer with separate booths for

As an opening special we are going to give a

We invite you to call to see us and inspect our

family

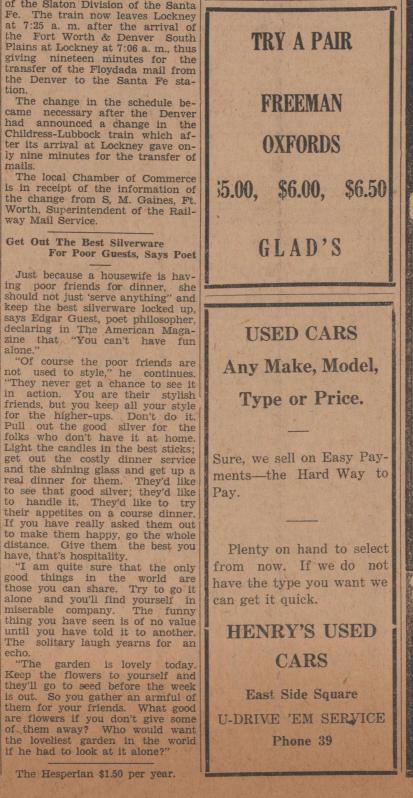
JONES MARKET

& GROCERY

SPECIALS

For

Mrs.Stanley Johnston



TWO SECTIONS—Section Two

THE FLOYD COUNTY HESPERIAN

VOLUME 36

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, MAY 9, 1929.

TFORGET HER

NUMBER 11

ery for counting the upwards of six

The state has been divided into

are expected to be actively engag-

enumerator to earn from five to eight dollars per day, with a total compensation of \$75 to \$125.

The first duty of the twenty-nine supervisors appointed in Texas will be to make certain that the enum-eration districts have been clearly

Friendship Club With Mr. and Mrs. Keim.

Mr. and Mrs. A. B. Keim were score for the gentlemen. host and hostess to the Friendship Guests included Mr. and Mrs host and hostess to the Friendship Bridge Club Friday evening at their home. In the games of bridge play-ed during the evening Mrs. Leslie Surginer got high score in the games for the lady visitors and Edd Bishop got high score for the gen-tlemen visitors. Mrs. Aubrey Bish-op and Mr. Keim got high score for the members. Delightful refreshments were

Delightful refreshments were served to Mr. and Mrs. Flynn Tha-Bishop, Mr. and Mrs. Leslie Surgi-ner, Mr. and Mrs. C. H. Davis, Mr. At Bishop, Mr. and Mrs. C. H. Davis, Mr. and Mrs. J. C. Gilliam and Mrs. R. B. Rosson. At the meeting next Monday af-ternoon the sixth chapter from the Study Book will be studied. B. Rosson

The club will meet Friday even-ing, May 17, with Mr. and Mrs. Mrs. Bartlett Honored Robert McGuire. Mrs. Bartlett Honored On Birthday.

Circles Held Joint Session Monday.

Circles North and South of the Baptist Church met in joint ses-A delicious dinner was served to Circles North and South of the Baptist Church met in joint ses-sion Monday afternoon at the church for a missionary program and also a business session. There the the program the ladies of the Missionary Society held a meet-the many of the neighbors.

San Souci Bridge Club met Wed-nesday afternoon, May 8, with Mrs. Leslie Surginer. Mrs. Ray Clem-ents got high score in the games for the members and Mrs. Pendell Pittman for the visitors. Delightful refreshments word subject of study Delightful

served by the hostess.

ib met Wednesday, May 1, report.

of the evening. Mrs. Ray Dickey got high score in the games for the ladies and Aubrey Bishop got high

Woman's Missionary Society of gard, Mr. and Mrs. Aubrey Bishop, Mr. and Mrs. Ray Dickey, Mr. and Mrs. T. P. Collins, Mrs. and Mrs. Robert McGuire, Mr. and Mrs. Edd Donald was appointed local treas-

Mrs. C. E. Bartlett was honored on her forty-first birthday last Wednesday with a surprise birth-day dinner given by her daughter

shon for a missionary in the characteristic church for a missionary in the characteristic characteristic characteristic convention was given by Mrs. Lon V. Smith.
Patty Looper sang a vocal solo. The Circles will hold their respective meetings Monday afternoon.
San Sonci Bridge Club tractings.
the Missionary count of the District convention was given by Mrs. R. E. Bost. A report of the District convention was given by Mrs. Lon V. Smith.
Patty Looper sang a vocal solo. The Circles will hold their respective meetings Monday afternoon.
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San Sonci Bridge Club tractings.
the Missionary count of the District convention was given by Mrs. P. D. Bloodworth, Mrs. Convention was given by Mrs. P. D. Bloodworth, Mrs. J. N. Bartlett, Mrs. T. J. Campbell, Mrs. Batte Green, Mrs. P. Cook, Mrs. W. H. Mason, Mrs. R. A. Ferguson, Misses Irene Brownlow and Robbie Lotspeich.

refreshments were subject of study.

served by the hostess. Guests other than club members included: Mrs. Jack Henry, Mrs. Homer Steen, Mrs. Jonh Hammonds, Dickey, Mrs. Flynn Tha-A. B. Keim, Mrs. Aubrey Mourishing the family "was dis-cussed by the leader, Mrs. O. T. Williams. Mrs. C. H. Davis dis-cussed "Foods for Children" and Mrs. W. C. Grigsby gave a talk on "Foods for Adults."

A. B. Keim, Mrs. Aubrey Irs. Carr Surginer, and U Pittman, of Dallas and Lewis.

Did she ever fail or forget you ? MOTHER'S DAY MAY 12 ROSCOE

1922 STUDY CLUB ACCOMPLISHME

Floyd County Clubs McCOY 4-H CLUB

Thursday of last week, May 2, girls of the McCoy 4-H Club held their meeting in the club rooms and discussed the subject, clothing.

All girls answered roll call by tell-

Accomplishments of the 1922 zenship. Included word study in service. Also we are expecting 250 Knox, twelve. Lubbock will be headque

and loans

and were given by her, in condensed form, at that convention. Many compliments were received by the club at the distict Convention upon their splendid work. Mrs. George

The report as given by Mrs. Fry State Meetings.

Machinery For 1930 Census Of Texas Being Assembled Dispatches out of Washington Saturday advised that the machin-

With The Churches

FIRST METHODIST CHURCH G. T. Palmer, Pastor G. T. Palmer, Pastor

We are looking forward to the coming Sunday with high hopes and great expectation. Certainly every person will desire to be in mately 2,000 jobs that will be cretheir place in Sunday School on ated. Mother's Day. For the sake of Th Mother, living or dead shall we not come up to the house of the Lord supervisor at a strategetically locome up to the house of the Lord to worship? Shall we not find it in our hearts to make Mother's Day one of the greatest days of the

year?

year? Senior League and Hy League 7:15 p. m. At 8:15 p. m. a special Mother's Day program will be given. You are cordially invited to be present at this service. At a contained to be actively engag-ed for some two months and will have certain duties from two to six months longer. The Census Bureau is now laying off the entire nation in census districts, with each dis-triet large enough, but not too

at this service. Reception of new members into the church at the close of the ser-vice. Some have already given their names, and we are expecting many more to come at this time. Many more to come at the town and people are living in the town and community who have not come in-to the fellowship of the church and Mothers day would be a fitting is making any and the Census Bureau

Mothers day would be a fitting time for coming into the church. Give the pastor your name and he shall be happy to write for your church certificate.

FIRST BAPTIST CHURCH

With gratitude for the services of last Sunday, when we had several additions to the church, one con-version at the evening service and the church districts have been clearly certainty as to what there will be no un-certainty as to what territory is covered. The preliminary population additions to the church, one con-full congregations at every service, and the number of farms will version at the evening service and tor each city county, town and vil-full congregations at every service, we look forward hopefully to the next Sunday program. We fully expect to have 500 in the Sunday school in time to be counted. Im-mediately offers the element of the first discrite which will be headquarters of expect to have solo in the Sunday washington. school in time to be counted. Im-mediately after the class period the school will assemble on the lawn of the church where a group of will be the residence of the super-

of the church where a group of while the statente of the super-pictures of the school will be made. After this we will go to the First Methodist church auditorium, where the annual commencement where the annual commencement

EXAMPS Texas and better citi-meluded word study in

Lord Jesus Christ, and th only as the rule and guide Faith. John A. Enoch, S. S. Supt.

CHURCH OF CHRIST

abers present were: Mrs. rass, Mrs. Ray Clements Il Loran, Mrs. Joe M. Day Goen and Miss Mary Lou E. Fry gave a report of the Snyder

a) The port.
b) Several guests were invited and a singurated for the planted in their gardens. Each girl has her garden plot broken and something planted in it.
c) All girls answered for the heir gardens. Each girl has her garden plot broken and something planted in it.
c) All girls answered for the heir gardens. Each girl has her garden in it.
c) All girls answered for the heir gardens. Each girl has her garden in their gardens. Each girl has her garden in it.
c) All girls answered for the heir gardens. Each girl has her garden in it.
c) All girls answered for the heir gardens. Each girl has her garden in their gardens. Each girl has her garden plot broken and something planted in their final instructions on club sewing.
c) All girls answered for the heir gardens. Each girl has her garden in their gardens. Each girl has her garden plot broken and something planted in the in the plot broken and something planted in the ing what they had planted in the ing what they had planted in the ing gardens. Each girl has her garden plot broken and something planted in the ing what they had planted in the ing what they had planted in the ing gardens. Each girl has her garden plot broken and something planted in the ing what they had planted

meeting and the treasurer gave a

Johnson was secretary.

Every girl present received

their splendid work. Mrs. George Gave \$50 A. Lider was president and Mrs. Edd new books.

Sent delegates to District and ning Saturday. June 1st, at 8:15 State Meetings.

Accomplishments of the 1922 zenship. Included word study in club program. have been summed up by Mrs. R. E. Fry, a member of the club, who was a delegate to the Seventh Dis-trict Federation of Women's Clubs held at Snyder April 25, 26 and 27, and were given by her, in condensed, ization of two new clubs, Woman's form, at that convention Many Club and Junior's Club.

ing on South Wall Street, begin

nson and Miss were guests of the club.

Jeff Welborn, Mrs. Ray Clements, tarian; Mrs. E. L. Norman, custo- subject of cooking at the meeting. Mrs. Polk Goen, Mrs. Leslie Surgi-nes and Miss Mary Lou Crain. The

Recent Brides Honored With Shower.

Mrs. Ray Clements and Mrs. Polk Goen, recent brides, were honored by the San Souci Bridge Club with miscellaneous shower Friday afternoon at the home of Mrs. Jeff Welborn. Mrs. Clements was before her marriage Miss Mabel Willis and Mrs. Goen was Miss Garnette White. A color scheme of orchid A. P. McKinnon. and white was observed in the decorations and refreshments.

Mrs. Ray Dickey and Miss Vir- May 16. ginia Lewis dressed in tacky costumes called after the guests had arrived and represented themselves appear on back page of this section. as aunts of the brides' husbands and wished to see their new kinsthey said they had brought for with his aunt. them, a suit case of fine linens presented to each honoree After the gifts had been passed and admired attention was next turned the dining room where other beautiful gifts such as silverware, glassware and many other things were on display.

color scheme were served. On each plate were corsages of orchid and white spring flowers.

Pictures of the brides and their Wednesday afternoon, May 15. make believe aunts were made to preserve the memory of the occas-

their new nieces for a ride and they home northwest of Floydada. bade the large number of guests a hurried adieu.

Hosts At Dinner Party Tuesday Evening.

Mr. and Mrs. Thurmond Bishop were host and hostess Tuesday ev- of the Methodist Church will meet ening at a bridge-dinner party. A in regular mission study Monday delightful chicken dinner was ser- afternoon at 3 o'clock at the ved with apricot ice and angel food church.

Flynn Thagard, Mrs. D. Mrs. Ed Bishop, corresponding secon and Miss Jennie Lewis guests of the club. members present were Mrs. retary; Mrs. L. J. Welborn, treasu-rer; Mrs. A. D. Cummings, report-er; Mrs. P. D. O'Brien, parliamen-Today the Ten girls were present and two ab-

> The new club will meet with Mrs. Ed Bishop, Thursday, May 9, at that they may take up the study of 3:30 for further organization. cooking.

Mrs. Fry served an ice course to club members and the following

SUNSET CLUB ACTIVITIES visitors: Mesdames E. L. Norman Robt. A. Sone, Troy H. Jones, B. L Blacklock, P. D. O'Brien, E. Bishop, L. E. Fagan, A. D. C Mrs. Pearl Lanham was hostess at D. the last meeting of the Sunset Cummings, E. C. Thomas, L. J. Welborn, R. B. Rosson, Flynn Thagard, Ray met at the Sunset School House and Dickey, C. W. Fry, B. P. Woody, and

Mrs. Woods, "The Natural Resources of Texas," Mrs. Daniel,

Other social events of the week Indians of Texas and Where Locatopment of Floyd County."

Mrs. H. W. Brown is seriously ill people. The visitors with all of at her nome near event, their baggage were permitted to expected to survive an illness which has confined her for several weeks, The visitors with all of at her home near Cedar, and is not given. come in and be seated near the has confined her for several weeks, honorees. Instead of presenting the brides with some old clothes, city, said this week after a visit

Social Calendar

T. E. L. Class of the Baptist **CAMPBELL DEMONSTRATION** Church will meet Tuesday evening, Rhe Cloud gave a reading which | May 14, from 8 to 10 o'clock at the was enjoyed by the guests. Refreshments in keeping with the group number 1 as hostesses. home of Mrs. H. L. Crow with

> Mrs. L. L. Collins will be hostess the Wednesday Bridge Club present and one new member.

The Stitch and Chatter Club will The aunts insisted upon taking with Miss Myrtice Meador at her

The Woman's Council of the The next meeting will be held on First Christian Church will meet June 4, with Mrs. N. Williams. Monday afternoon at 3:30 at the The club will meet at 1:30 o'clock Church for a missionary program. to discuss "Cold Lunches."

The Woman's Missionary Society

CLUB

is repeated below: City Library and raising Scholar- of 40.

ship fund. Camp Fire Girls float won \$10.00 teenth District of Mothers' Con-Today the girls will take up the in parade. gress Have a member, who is district Received \$125.00 from Chamber

Every girl must have all of her club sewing in at or by this meeting so to visitors on new Frisco train. \$1.00 given for war veterans cab-

Frisco Depot.

Received \$100.00 for acting as hostesses at opening of the new the year. Home Demonstration Club, when it City Hall.

Assisted American Legion in un- ence. a program was rendered on "Texas ion services on Armistice Day. Assisted other organizations in news.

The next and last meeting of the year will be with Mrs. J. M. Willson, Mrs. W. P. Hewitt discussed "The Land of Magnificent Distances," Annual Chamber of Commerce banquet that served 500 guests. Biennial, one daughter went Five women went from club to have had special programs page. Mrs. Lon V. Smith was a bi-We "The such as Christmas programs, sac- ennial chairman.

> ed," and Mrs. Wooten "The Devel- the home improvement contest. A sewing demonstration was for the program. "What makes us discussed by the favored towns along the line senior class at the Methodist

Mrs. Lewis. "Should you force one to eat food gram that the people here may ex- Church. The County Federation met with Sunset Club on April 30. Had a "Should y

good attendance and a very enjoy- that he dislikes" was given round pect natural gas just as soon as the able day and we hope to have the table discussion. Federation with us again sometime in the future. The program render-Mrs. Gilbreath Thursday May 17. ed throughout the day was fine. "Ideals of Home Making" is the At the next meeting of Sunset subject of the program decided up-community is spending this week on. Visitors always welcome. with her daughter, Mrs. Hattie

foot

hostess and the subject, "The Fam-ily and its Food Habits." SELLS SIX INCHES OFF OF

SILVERTON BUSINESS LOT Campbell Co. went to Munday Mon-

day on business. Mrs. Blacklock Silverton-Business frontage on and children accompanied him and each age. Mrs. George Stiles was hostess to Mrs. George Stiles was hostess to Mrs. George Stiles was hostess to tailing by the lineal inch. Court-pected to return today.

the Campbell Home Demonstra- house records reveal the filing of Mrs. W. I. Cannaday and daughtion Club at their last meeting on May 7. There were eight members M. Boyer for six inches of land off for Wichita Falls, where they will the north part of lot 11, block 36, visit their daughter and sister, Mrs. The meeting was real interesting. The Family and its food habits" lot. The price was \$12.50 a front Mr. and Mrs.

was the subject discussed. Mrs. Bethel discussed "What makes us A 25-foot building front in the where they have been for several whe dislike a food", and Mrs. M. Jarbo same block changed hands recently talked on "Should you force one to foot a consideration of \$106 a front their home. W.U. White met them

GAS SOON AT STERLEY

From The Sterley Saturday Post: With the establishment of lines into Quitaque and Silverton, ac-

Blanco Home Demonstration Club. pany, Sterley will soon be served accompanied by Mrs. Cella Ross,

cake as the last course. Pink and cream rosebuds were used as plate favors. At the conclusion of the dinner, bridge covers replaced the lunch-eon cloths and games of bridge were played during the remainder were played during the re

We have three groups of p two Sundays Objects for year, Camp Fire Work Fire Girls with a total membership invited to attend this series of meetings. Gave reception in honor of four-NAZARENE CHURCH

Church of the Nazarene, corner of Commerce for Luncheon served and state chairman of scholarships South Fourth and West Tennessee Streets, Services each Sunday, Sun-

President has missed only two day School at 10 o'clock and prea-\$1.00 given for war veterans cab-in. Received \$50.00 for acting as hostesses at the opening of the new in State fund attending services elsewhere you A total of \$600.00 was made during will find a hearty welcome at the

Church of the Nazarene. Have answered all correspond-C. E. Hagemier.

All members take Federated CHURCH NEWS

as

A. A. Collins, pastor. B. F. McIntosh, Superintendent

of Sunday School. Sunday School at 10 Come has extensive plans underway in time, at the close of Sunday school

Christian Endeavor at 7.

Evening worship at 8. gas company can get their plans in-Prayer and study hour Wednesday evening at 8.

Come and worship with us.

FIRST CHRISTIAN CHURCH

G. B. Schmid, Pastor

Come to the First Christian Church, where we have a modern Sunday School, and a class for

Where we have mothers as Sun-

day School teachers. When Christ life.'

was on the Cross, and all of his male followers had forsaken him, his mother was at the cross and said, "Woman, behold thy son." Who should be better able to teach of the great love of Christ to the child except a mother, who has gone down in the valley of the

shadow of death to bring life into this world.

Come where we have musical instruments and each hymn is sung in tune and pitch as the author and and Mrs. W. E. Patty. God intended it to be, and which is played upon by God's divine gift

by nature to her parents. Come where the pastor is able to Mrs. E. C. Henry.

Come where we believe and prac-

The City Park Church will meet at 9:45 for Bible Study next Sunday. We will have the communion service at the close of the study period dismiss and go to the school exercise at the Methodist Church. Preaching in the evening at the regular hour. The subject will be 'Mother".

ied in a systematic way.

H. P. Cooper, Evangelist.

INTERMEDIATE LEAGUE

The Intermediate League will Cumberland Presbyterian Church meet Sunday night at 7 o'clock. Program for the meeting is as follows

Leader-Addie Barker.

Song. Scripture.

Prayer.

Bible questions. Song-Maxine Fry, Mildred ston, Bert Ione Smith and

"How Can we as Leaguers spe

Our Summer Vacation?"-Hu Jeff Ayres. Piano Solo-Folia Randerson.

League Benediction.

B. Y. P. U. PROGR! M

The program for the Senior B. Y. P. U. for Sunday, May 12, is as follows

Subject: "David's career from his crowning to the end of a long

Introduction—Johnie Mae Lanier. Part 1—E. C. Potter. Part 2-Winfred Newsome. Part 3 (a)-Lester Lewis. Part 3 (b)-Archie Wales. Part 4-Paul Wright. Part 5—Ila Wright. Part 6—Addie Williams Part 7-Robin Swinson.

Dr. and Mrs. E. F. McClendon, of Plainview, spent Sunday withh Mr.

Mrs. B. F. Jarvis, of Plainview, spent the week end with her sister,

W. R. Allmon spent from Friday until Monday visiting his son, D. H. Allmon and family of Hereford.

is now under construction, is com-Mrs. P. E. McCarty was hostess Thursday afternoon, May 2 to the Blance Home Home Theorem Child

at Lubbock. A. D. will be associat-

ed with his brother in the White

Drug Co., when the building, which

Grandma Allmon of the Allmon

with her daughter, Mrs. Hattie Cash and her son, W. R. Allmon. B. L. Blacklock, of the Baker-

"The Family and its food habits" eat food he dislikes'

The Floyd Co. Hesperian

Published Every Thursday By THE HESPERIAN PUBLISHING COMPANY

HOMER STEEN Editor and Manager

Entered as second class matter April 20th, 1907, at the Post Office at Floydada, Texas, under the Act of Congress of March 3rd, 1879.

SUBSCRIPTION PRICES	(po
SUBSCRIPTION PRICES One Year\$1	.50 ric
Six Months	.85 se
Three Months	.45 er
In Advance	
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Rates Furnished on Ap-

To My Mother

By Gertrude Friend Scoggins (Dedicated to Mrs. J. R. Friend, May 13, 1923.) To you who gave me being, I inscribe these feeble words; To you whose heart is my heart, To you whose world is my world. You went through the Valley of Shadow Shadow

That I might come to be; You toiled that I might prosper, ou've been everything to me. My sorrow has been your sorrow, My pleasure has been your gain; My days have been your calendar, our sunshine and your rain. My every small emotion Is carved upon your heart, I feel a baby, a weakling; Have I done a daughter's part Toward making you bright and hap-

I fear I have been so weak, But I wish you could read by heart,

I wish that it could speak. And now, that I am mother And babies call me theirs; hope to grow more like you, Throughout the long, long years.

Toll Bridges, Thought Extinct, Growing Rapidly in Numbers

The troublecome and costly toll bridges, which were generally best in the Extension Service, J. F. Rosborough. "Four-foot stakes lieved to have passed away with toll Rosborough. highways, have recently been found to be increasing rapidly in numbres the soil three or four inches away and a concerted effort of automobile from the plants. Course twine or cloth strings are used for tying the owners is being made to stop their onstruction. plants to the stakes, and string

"The American Automobile Association," says Woman's Home Companion, "has branded the inrease of toll bridges as a national re-tied where needed. It has been discovered isgrace. that 233 of such bridges operating in the United States, and 29 are

er construction. Congress has orized the construction of 122 bridges and 78 more are proreduce the size of the fruit. It is true that pruning decreases the yield but it permits the production of carlier towards. s. The public builds the roads, uraging traffic. But where the ularly from the beginning of the growing season, cutting off every sucker at the main stem. They et across. In many cases At emerge here at the base of the ges are extortionate. e in North Dakota which leaf.'

and was called 'Gold Mine ecause the owners made a dollars in fifteen years. Anfoe of the housewife, and particuver a similar period, earn-

Learn How to Use Power, Fostick Advises America "America faces the responsibility the ultra many second to the test of the lack of run-ning water in the home, tables of incorrect height, abominable cook of handling more power than ever stoves and the like. before was entrusted to any nation. These are some

handle all this well?

trol

own power.

well handled possession.'

Staking and Pruning Give Better

Tomatoes.

should be carried along when prun-ing is done so that plants may be

"As tomato plants begin growth

it is advisable to remove sucker

sprouts at lease once each week,

Texas Women Battle Kitchen

These are some of the conclus-In the next few years she is going ions drawn by home demonstration to handle or mishandle more pow- officials as a result of years of study er than any nation ever dealt with of the problem in farming sections all over the state, and this has

Warning that possession of conprompted the state-wide program tinually increasing resources con- of kitchen improvement in recent stitutes the greatest menace to any years. Thousands of farm kitchens nation, Dr. Harry Emerson Fos-dick, in the American Magazine, points out how the nation may be improvement contests held a few g to a fall unless it learns the years ago, and that the program is ret of properly handling its pow-as it goes. still being followed may be judged by the fact that nearly 2000 farm is one thing to win freedom kitchens are made over each year

family because of drudgery made

power; it is another thing to through the efforts of county home them," continues Dr. Fosdick. demonstration agents. We have been the most acquisi-It is demonstrated by home a-powerful and prosperous people and powerful and prosperous people and precisely at this point we run head-long into the real question—have great saver of steps. By actual ve stamina and morale enough to measurement it has ben shown that many farm women walk a mile or "This amazing creation and con-ol of wealth is stimulating to one meal, all due to having the tawatch but only a blind man can fail to see questions which loom above the wrong places! Likewise it has all. Arabia facing destitution, many times been shown that a few "The course of history is strewn with wrecks of empires which have blown themselves to min with the

blown themselves to ruin with their gents reported 183 women acquir-ing hand washing machines and "Today America needs to pray for 423 power washers; 115 fireless cookers; 664 kitchen sinks; 103 powthe mental and moral balance, for a return of self-discipline and selfer vacuum cleaners; 821 kitchen denial for an unselfishness of spircabinets; 839 electric or gasoline irons; 2033 pressure cookers; 575 iceless refrigerators; and 2860 othit and an international good will which will make her prosperity justifiable and safe because it is a

BODY and FENDER WORK

er labor saving devices.

"In setting out tomatoes it's a good plan to plant them about two feet apart in the row, which is closer than is ordinarily advised, and later stake them. This in-creases the number of vines that When you get through let us commence. The besthandled cars get their bumps can be grown in the garden, puts and knocks these days the fruit up where it is easy to gather and to spray and makes pruning easy," says the hoticultur-The hazards of driving include the carelessness and incompetence of others as well stakes should be used, driving them into as yourself So you'll need to go to the body and fender doctor every once in awhile.

That's When We Shine

For we have the equipment otherwise these sprouts will tend to and the experience to take out the bad looking placesre-roll the steel—and give the of earlier tomatoes and fruit that car body its old-time smooth

Then Duco It

After the dents are out it is better to give the body or fender a coat of duco and a Drudgery College Station—Drugery is the polishing to preserve it from rust and keep the original larly of the farm woman who hot lustre. We are authorized three fourths of the original cost. "Bridges as well as highways should be owned by the public."

McGUIRE'S **10 Day Stock Reduction Sale** Friday, May 10 to Tuesday, May 22

For ten days we are going to sell as we have never sold before. We are offering some real values, values you must see to believe. We must reduce our stock and everything in the house goes on sale. Nothing held back. All brand new merchandise. Styles that are the last word in men's wear-and values that are outstanding. Of course nothing can be charged at these prices.

SUITS ALL BRAND NEW Fresh From the Famous Makers

These are the most popular models in double and single breasted styles with two or three buttons. There are peaked lapels, notched lapels, pleated trousers, Tattersall vest, in fact not a new style note has been omitted from this tremendous selection. The values will surprise you.

> **ONE LOT VALUES TO \$22.50 FOR ONLY** \$13.85

Extra Pants to match, \$3.00

All \$25.00 and \$27.50 Suits for only,

\$18.85

Extra Pants to match, \$5.00

All \$29.50 and up to \$35.00 Suits for.

bridge pay for half of it and the other half is paid by the taxpayers of the nation because all benefit by a general ease of transportation.

should be owned by the public. Congress has recognized this prin-ciple. Federal funds are provided as an aid to states on a fifty-fifty ba-sis. The state can raise its share of the cost of a bridge by a bond issue with anticipated toll earnings, as security. As soon as these tolls have paid off the bonds, the bridge is thrown open free to every way-farer. Those who actually use the farer. Those who actually use the task becomes almost hopeless Thousands of mothers are broken in body and spirit and rendered unfit to minister to the needs of the

TOP SHOP Telephone 220

OILCLOTH A DECORATION; NO LONGER JUST UTILITY

Oilcloth—the kind that used to be just a utility in the kitchen, has become a decorative medium. It has passed the doors of the kitchen and now appears on the front porch with the distinguished guests, in the bath room, in the dining room and, in fact, all over the

'Uses of oilcloth are varied," says ouise Fillebrown, in Farm & Fire le. "There are now new and in-resting patterns, small checks, ny polka dots in white on black, olue, red and green. There are colored dots on a white ground, too. hese designs can be used not onin kitchens and bathrooms, but also in bedrooms, nurseries, living rooms and sunrooms.

"Lo you ever thing of trimming curta is with olcloth? I have a pair made of thin cotton voile. Across the bottom is a cutout design of tiny bunnies and Easter eggs in blue oilcloth. It is appliqued to the voile in black. The valance is a straight band of blue oilcloth, bound with tiny black braid. At each end of this band appears larger oilcloth bunnies pink. In a sun room cushions and a table cover in matching checks would be nice. Oil cloth is particularly useful on the porch when showers come.

"There are many ways to brigha bedroom with oilcloth. cover of unbleached muslin bed might have a cutout design appliqued. It could be trimmed with a band around the edge. For cur-tains muslin could be used with a band of yellow as a border. Yellow and green oilcloth covers for the bureau and dressing table would be practical as well as ornamental. "Oilcloth designs were designed primarily for our new color-mad kitchens and their color may be found reflected in the fascinating colored kitchen utensils that are so popular.

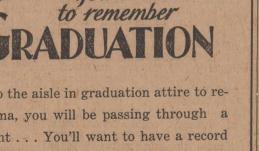
Read The Hesperian for the news of Floyd County.



When you walk up the aisle in graduation attire to receive your diploma, you will be passing through a memorable moment . . . You'll want to have a record of how you looked dressed in your graduation apparel. A photograph by Wilson Studio will provide an enduring and faithful record.

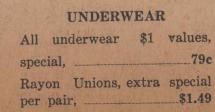
PHONE EARLY FOR AN APPOINTMENT

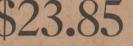
WILSON STUDIO





	n's Dr s Atta	ess Shii ched.	ts wit	h Col-
All	\$1 and	d \$1.25	Shirts,	890
All	\$1.50	Shirts,		\$1.39
All	\$1.75	Shirts,		\$1.39
All	\$2 Sh	irts,		\$1.49
All	\$2.25	Shirts,	2 12 180	\$1.69
All	\$2.50	Shirts,		\$1.89
	All o	thers R	educed	in the second





Extra Pants, \$5.00

One Lot Boy's Suits, \$5.00

All Other Suits Reduced **33 1-3**% off on all mens and boys dress pants

STRAW DRESS HATS

We will sell as long as they last one lot straw hats, \$2.45 values at _____\$1.25 All other hats except Stetsons Reduced.

MEN'S CAPS One lot Men's Caps, Values to \$1.50 for 95c

WORK CLOTHES

Khaki Pants, sand color, \$1.75 valu only,	
Work Shirts,	79c
Pool's Interurban Special Overall	\$1.45
Extra heavy weight,	\$1.69
Pool's Swetpruf Shirts, sale price	\$1.85
Pants to match,	\$2.25
	Call The Call

or \$4.00 the Suit.

A Few Things 98c Will Buy

2 Taped Back Unions, Regular 75c value, 3 pairs goat skin gloves. 2 pairs Shorts 10 pairs work sox. 2 pairs 75c sox. 5 pairs 25c sox.



SHOES

Dress Oxfords priced for quick Sale at _____\$3.95 Work Shoes, one lot at _\$1.69 Regular \$2.45 Shoes at _\$1.98 All other shoes and oxfords reduced.

LUGGAGE

One lot automobile trunks for only \$3.95. These are regular \$4.95 values. All \$5.95 trunks are going at only

11.11				a rest
Wood	frame	suit	cases	for
only,			The second	



Central Filling Station HAL DRACE, Prop.



and the second	
	PLENTY of Musical Instruments on hand for graduating presents. Uke-
	leles, Guitars, Mandolins, Violins, etc. Also plenty of accessories.
	Music stands, strings, violin bows,
TI	instruction books, cases, etc. Mrs. L. E. Fagan. 312 Houston St. 112tc
	THE AUTO ALL ALL ALL ALL ALL ALL ALL ALL ALL AL
111	I'M still giving the best bargains in monuments. See me before you
	buy. S. B. McCleskey. 2tfc
	SPECIAL Mother's Day Boxes of
世	mixed cut flowers priced at \$5.00
井	per box, extraordinary values. Or-
TT	der yours now our telephone num-
1	ber is 69. Hollums, Floydada Flor- ists. 93tc
	NOTICE - anyone hauling sand
	from the Lewis place will call on A.
1.	T. Swepston or L. H. Lewis and get
	key as the gate has been locked. 84tp.
11	
	CONSUMERS Fuel Ass'n fixes your flats. 7tfc
	A NEW Car Polish—Rogers Lac- quor Polish will make your used car look like brand new. You'll be surprised when you see it used. J. C. Wooldridge Lumber Company. 91tc.
	STEAM Auto Laundering and
11	Cleaning—Back of H. O. Pope Ga-
1	rage on East Side of Square. J. A.
1	Enoch. 11tfc
	WOOD AND KELLY for well dril-
	ling and carpenter contracting. Let
	us drill your well and build your
	house. Phone 124. 41tfc
L	1929 TEXAS ALMANACS now on
	sale at The Hesperian Office.
	LOTS of Roses, Carnations and oth-
	er cut flowers for Mother's Day. Hol-
a i	lums, Floydada Florists. 93tc
	WE GRIND feed for the public
1	every Friday, 17½c per cwt. bun-
	dles. Holmes Bros. Hilltop Farm.
	68tc.

guaranteed by Carbo Creocene, an excellent wood preserver. J. Wooldridge Lumber Company.

C.

TRUCK TIRES—Ajax, Guaranteed against all road hazards for twelve months. Consumer's Fuel Associa-103tc

SPECIAL PRICE on package and other fancy work for Friday and Saturday. Thrifty Nifty Shop. 111tc.

FOR MOTHER'S Day—The only material thing that fills the bill perfectly is the beauty, freshness and purity of flowers. Floydada Florists.

Colorful are the New Frocks

PRINTS! Georgettes! CREPES! CHIFFONS! SATINS!

Materials found in Frocks selling at a much higher price. Every one the most popular of the season! A handsome array of patterns and newest trimmings are included.

In This Value Event \$14.75 \$8.75 \$17.50 \$10.75

Every smart new fashion note is represented in this great collection. One and two-piece styles, adorable Ensembles, models with pleats and hundreds of other effects far too numerous to mention. You'll want several of them at these prices.

PLEATS! TIERS! BOWS! LACES! **JACKETS!**

The smartest and me popular effects of the s son. Gorgeous Frocks that add sler ness, trim, swanky sill. ettes so much in favor by the youthful miss! All

C. R. HOUSTON COMPANY



i the mark. Cook with the the i then season with salt, pepper, and paprika. Add the minced harn, then the well-beaten egg yolks. Next add stiffly beaten

Color seems to be especially ap

ciated." says Inez S. Willson, home

Ham Souffle with New Potatoes 4 tablespoons butter

1 cup minced cooked ham 1 cup milk

4 tablespoons flour

egg yolks egg whites

or serving. Salt and dredge with lour. Saute them quickly in hot at until a nice golden brown on oth sides. When browned, pour ff some of the fat and add a little vater, or better still, a little sour ream; cover the pan and cook owly until tender. In the meantime courts in hot

Meat Loaf

und lean pork inds beef pepper milk bread crumbs

the beef and pork togeth- ing stock, improvement of health of

Cash Specials

requently, and finish cooking at a low temperature. Do not add water or cover the pan. If any ex-cess fat gathers, pour it off from time to time so that chops will broi not fry. The chops will re-date 10 to 15 minutes to cook. Remove the chops to a warm

addre 10 to 15 minutes to cook. Remove the chops to a warm place; replace some of the discard-ed fat in the pan and saute pine-apple slices in the lamb fat. Ar-range the slices of pineapple and the broiled chops alternately on the platter. Garnish with watercress. Sauted Veal Cutlets Sauted Veal Cutlets Sauted Veal Cutlets Have slices cut from the leg. Frim neatly into even-sized pieces or serving. Salt and dredge with

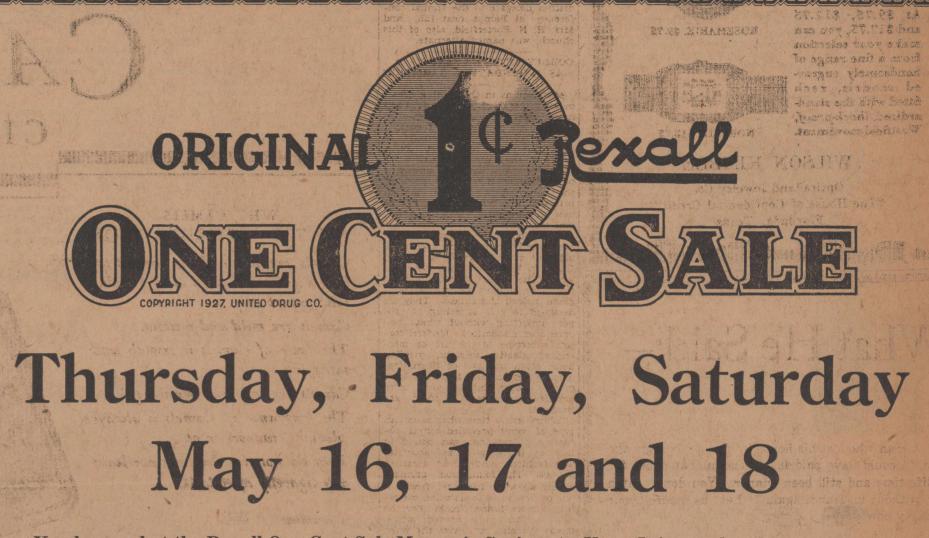
ly until tender. the meantime, saute in butter, ber of cows under test in the reg-ularly organized cow-testing or ick slices of tomatoes which have dairy-herd-improvment associations increased from 30,000 to over 70,-natoes are especially good prepar-000. The work of these associain this way. Arrange the veal ets and the tomatoes attractive-on a platter. tions is the basis for the improve-ment program. From the testing records is derived the information necessary for proper feeding, breed-ing, and the detection of unprofit-able animals in the herd.

Other factors in bringing up the average in butter fat production have been competitions both in individual production and community records. efficiency studies of indi-vidual herds, use of better breed-

Lamb and Pineapple Grill Have chops, which are called Saratiga chops, cut from the bone in education of leaster and garnish with slices of tomato which have slice of pineapple. Lay the chops in a sizzling hot frying pan, sear quickly on both sides. Then reduce the temperature. Do not add water or cover the pan. If exactly cover in the state of dairy cover in the took and finish cooking at a low temperature. Do not add

And Don't Mumble Not All Bad Take your time in introducing people and make others take time in introducing you. No one minds in the least your being sure of his story of many another. — Wonname.—The American Magazine. man's Home Companion.

Advice to the Clergy



You know what the Rexall One-Cent Sale Means in Savings to You. It is a sale where you buy an item at the regular price, then another item of the same kind for one cent. Every article high quality. guaranteed product, just the same as sold every day at the regular price. No limit—buy all you want.



Hundreds of Items Go On Sale

Including Toilet Goods, Dental Cream and Paste, Cold Cream, Shaving Cream, Lotions, Face Powders. Candies, Puretest and Rexall Remedies, Pure Food Products, Stationery, Rubber Goods and Sundries,-High Class Articles all over the house. In this Profit-Sharing Method of Advertising we cover practically the entire line of Rexall products which we stock, all offered at the big saving in order to convince you of the merit of the goods. We feel that the sacrifice in profit is justified because we know Rexall products will please you when we get them introduced into your home.

A Link in World's Largest Chain of Stores

This Rexall Store is a link in the largest chain of co-operatively operated retail stores, individuallyowned, in the world. There are over 10,000 stores in the chain scattered over the United States, and a dozen other countries of the world. The Rexall Store has the exclusive sale of all United Drug Company merchandise-the vast majority of which is supplied direct from its own factories to the retailer-a most economical method of distribution.

Visit this Sale and Lay in your supply of Every Day Household and Personal Needs while you can have advantage of the One-Cent Offer.

Floydada, Texas

Floydada Drug

20 Yell

Mayview News

Most all of the young folks at-Mayview, May 8-Sunday School was attended by sixty-nine last Sunday. We hope to have 200 pres-Wayuice and Stokes Campbell C Maurice and Stokes Campbell, C.

ent next Sunday. Bro. Jameson will preach next Sunday at 11 o'clock. Maurice and Stokes Campbell, C. Austin Smith and Walter Baxter went on a fishing trip Friday and Everyone remember the South returned Sunday.

Singing Convention meets Side Sunday afternoon. Everyone is cor-

dially invited.

A splendid League program was more. Even "artificial teeth" is rath-rendered Sunday night and we will er bad form. If you want to be not have a program next Sunday jocose and hearty about it you can because of our Mother's Day pro-gram at the Mayview School elegant and nice way is to talk Mrs. A. C. Barnett spent Monday with Mrs. C. E. Bartlett. Magazine.

For Graduation

give her a

WESTFIELD

WATCH

If you want to pre-

sent her with a gift

that is beautiful and

lasting-give her a

At \$9.75, \$12.75

and \$17.75, you can

make your selection

from a fine range of

handsomely engrav-ed models, each

fitted with the stand-

ardized, Shock-proof,

Westfield movement.

Westfield.

Mail Order Molars Nobody says "false teeth" any

week-end with her parents.

Second Milliones al Milliones and Milliones an

Miss Mary Edwards spent last Digs Litter Of Eight Wolf Pups From Den assessors.

A litter of eight wolf pups were dug out of a den in Edd McCarty's sheep pasture just above the Day Crossing on Blanco Canyon late

yesterday by Dave Sherrill, who with some other hunters and his dogs gave hot chase to a she-wolf. They lost the trail and came back

barrel. Mr. Sherrill had five of the lit-tle wolves in a sack this morning showing them about town.

M. E. Church District **Conference** At Happy

District Conference of the Plainview District, M. E. Church, was at-tended by Mrs. F. M. Shenefelt, Rev. G. T. Palmer and J. M. Willson, of the Floydada Church. The sessions were held Tuesday

and Wednesday at Happy. Silverton was named as the meeting place for the conference next J. M. Willson was elected district delegate to the annual con-ference at Pampa next fall, and Mrs. H. N. Porterfield, also of this church, was named alternate.

CORSET RETURNS FAVOR AS "FOUNDATION GARMENT"

Mannequins in the leading dres making establishments in Paris have received a new order this spring. All of them are requested to wear "foundation garments," and with the order, the corset comes back into favor under the new name The necessity for these garments became apparent with the arrival of the new silhouette, the molded princess lines so dominant in the new mode, swathed hips and nor-

new mode, swatned mps and nor-mal waistlines. "The 'foundation garment,' how-ever, has little in common with the old-time stays," says Ethel Holland Little in Woman's Home Compan-ion. "The present version features for without restraint flexibility, support without restraint grace, instead of stiffness. They are designed to give a feeling of pro-per grooming without what was

once been discomfort. Modern corsets subscribe to the use of mer-cerized elastic, to light, yielding bone, often but two of them, frequently none at all. Materials have grown softer, daintier and more practical since most of them are

washable "There was a time when a certain type of corset prevailed for all oc-That idea was bound to casions. fall by the wayside as activities and fashions made their demands on us. The foundation garmen which we wear for sport frocks is not of much use to us when we get into a more formal frock. For the first a garment is needed which molds the hips but leaves the waist free for active movement. With an afternoon frock a long, unbroken line is necessary in the founda-tion garment with perhaps a smaller and higher waist. Evening dress calls for a low back in addition to

smooth lines molded to the body. "All these requirements are taken care of in corests, combinations, stepins and girdles designed espec-ially to fit into the present mode."

The Useful Frog

Curious uses are made in South self unusually troublesome in 1928, fresh pyrethrum powder thereby stimulating interest in his tions of the frog, says the Bureau destruction. Because fleas require of Biological Survey of the U.S. blood to enable them to reproduce, Department of Agriculture. One is infestations are usually connected to produce yellow feathers on the with the sleeping places of dogs, Since numbskulls are so Amazon green parrot. The blue cats, hogs, or chickens. Such I find it very stimulating

They lost the trail and came back to the den where they began dig-ging and in an hour or two un-covered the litter of pups. The den was about eight feet in length, Mr. Sherrill said. How-ever, it sloped only slightly after it tance. The den itself where the wolf had dug out a place for the wolf had dug out a place for the make poisoned arrows, enough poi- floors, the rugs should be hung up Have not a shred of patience left. pups, was not hardly as large as a son being obtained from one ani- in the sun and thoroughly beaten, —E. A. in Farm & Fireside.

ous watchfulness against excess- mal for 50 arrows. They are used and the floors-wiped up line valuations of farm lands by chiefly for shooting monkeys. **Blood-Thirsty** Fleas The pestiferous flea made himted with powdered derris root or Home Companion.

> Odd Jobs (Sauerkraut Shredder) Since numbskulls are so irritating

in Deleymen Gen Millions By Febbo

With a cigarette

the simple truth

A A the set of the set

is enough

as good as Camels

Improvement Needed line. Five pounds of flaked nap-thalene, scattered over the floor of ing machine that washes, wrings hours, will kill the fleas in it. In-fested cats or dogs should be dus-in the bureau drawers.—Woman's



Mother Day

HANDSOME new white-Canameled Clark Jewel Gas kange with the Red Wheel is an ideal gift for Mother's Day. You'll like the beautiful design of Clark Jewel Gas Ranges, with cheir gracefully rounded corners and rolled edges. The cleverly concealed manifold does not interfere with valve adjustment. Oven and broiler doors have no catches and all hinges are concealed. The Red Wheel measures the over beat accurately and maintains the exact oven heat given in the recipe.



WHY CAMELS ARE THE BETTER CIGARETTE

And Article

Camels are made of the choicest tobaccos grown — cured and blended with expert care.

Camels are mild and mellow.

The taste of Camels is smooth and satisfying.

Camels are cool and refreshing. The fragrance of Camels is always pleasant, indoors or out.

They do not tire the taste nor leave any cigaretty after-taste.

© 1929, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NORALIE, \$12.75 WILSON KIMBLE **Optical and Jewelry Co.** "The House of Confidential Credit"

Floydada, Texas

ROSEMARIE, \$9.75

Ressell Millites at Willites and Milliters at Millitte and R

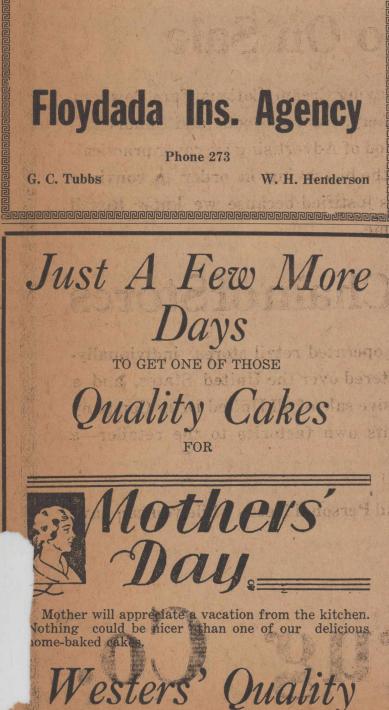
savs, "I could have paid insurance on that house for roperty now.

The Tornado and Hail season is upon us, are you protected? See us.

Let us figure that loan for you, we can save you some money.

What He Said:-

A man who lost his house by fire a few days ago life time and still been winner. You don't catch without insurance again." Let us insure your



Bakerv

"The Home of Ho-Made Bread"

General Property Tax Held As Menace to Farm Owners

General property taxes, which can not be escaped by farmers with their broad acres and personal property in plain view and which can be escaped by city inhabitants with invisible stocks, bonds and deposits in the bank, are held to be one of the great handicaps to agri-culture by Wheeler McMillen, of Farm & Fireside, who has just completed a study of the situation in all farming sections of the coun-

"The principle of taxation according to benefits received," says Mc-millen, "carried to its logical concusion, ends in absurdity. No one receives more benefits than paupers in public institutions, yet are utterly unable to pay taxes.

"A fair system, therefore, must consider both benefits received and ability to pay. The general tax no longer falls according to ability to The general fairness of in pay. come taxes is widely conceded, Everyone knows that were it practicable to depend entirely upon income taxes for public revenue, far less of the weight would fall upon farmers. Thus the urgent need for lessening dependence upon the general property tax. "Income taxes, excise taxes, sales

taxes and a levy upon luxuries would affect those who otherwise escape the assessor. Income taxes are effective in twelve states. "Farmers should organize com-

mittees to scrutinize expenditures and to study possible reforms in lo-cal government and exercise vigor-

Too Late To Classify FOR RENT—After May 12, Two furnished rooms. Mrs. Josie Moore. 11tfc. LOST-Gray Go-Cart. Finder please return to Hesperian office. 112tpd

FOR SALE—Fresh milch cow; also horse stock to trade for car. W. H. Hill, one-half mile west of Floy-112tp

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

WANTED—sewing, all kinds; mak-ing over dresses a specialty. Mrs. Ella Johnson, 523 West Georgia St.

Your Home WILL BE COMFORTABLE

If you use good judgement in—

selecting household equipment. Hot summer weather will soon be here, the time when housework becomes drudgery, when anything that causes a heated house is unwelcome. Make up

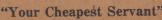
> your mind now to take a vacation from irksome household duties and let them be done the electrical way -the inexpensive and efficient way to comfort.

TO DO YOUR WORK THIS SUMMER

interrale

ELECTRIC IRON ELECTRIC WASHER ELECTRIC SWEEPER ELECTRIC SEWING MACHINE ELECTRIC TOASTER ELECTRIC PERCOLATOR ELECTRIC STOVE ELECTRIC GRILL





terfield, A. D. Jameson, A. A. Pea-cock, H. D. Bloodworth, C. E. Bart-lett, Mrs. Opal Hart and Mrs.

Georgie Holder, were visitors. The

next meeting will be at the home of Mrs. C. E. Bartlett on Wednes-

day May 1st. Mr. and Mrs. Milton Covington from Floydada are new residents of Dougherty. Mr. Covington was for-merly with the Gulf Refining Com-pany of Floydada. He resigned to accept a position as manager of the T. & P. Station now under con-ciruction in Dougherty.

Mr. and Mrs. Cliff Newberry

from Narcisso moved to Dougherty

It has been suggested that the roof of the old Newland School

building be moved to Dougherty to

be used as a tabernacle for public

gatherings. In as much as Dougherty does not have adequate meet-

ing place, and with the growing in-

terest in the Sunday School and Church, this is a timely suggestion,

wrecked anyway before the construction on the Dougherty School

OUR THANKS TO THE GOOD

PEOPLE WHO HAVE HELPED US

We wish to show our apprecia-tion to the people of Floydada,

Floyd County, and other counties, who have helped us since the burn ing of our home Friday, April 26.

People have helped us in many

the building will have to be

day May 1st.



(By Miss Lottie Ellison

(Too late for last week) ernoon for the purpose of making in connection with the exercises

Mrs. Vergie Thomas' music class, in F. Lincoln home on last Sunday.

Floydada, Monday evening. The Home Beautiful Club will meet with Mrs. R. A. Ferguson, at her home, Friday, May 3rd, at 2:30 Build of Handon Home of Hard o p. m.

young people of Dougherty Monday The and vicinity who attended the League Convention in Floydada, Satur-day and Sunday, April 27 and 28, wards. reported a very interesting pro-

proud parents of a new baby girl born Thursday night, April 25th. In Wirs. Hackell Stone spent the week-end with relatives in Quanah. The closing exercises of the

Pleasant Hill school were given The program committee for Moth-er's Day program met Monday af-S. D. Scott gave her music recital Mr. and Mrs. Charley Williams week.

Several of the young people of and daughters, Misses Viola and ugherty attended the recital of Vida of Cone were guests in the C.

> R. M. Morgan, of McAdoo, was a business visitor in Dougherty on

ported a very interesting pro-ram. Mr. and Mrs. Jack Hargett of Unit of Quitaque were guests of Mr. and Sunday. Mrs. Luther Garner Sunday.

Buck Myrick of Floydada was a

of the Misses Artie Barnes.

Mr. and Mrs. Vert Beadhimer, and Mr. and Mrs. C. S. Ray, of Mrs. H. N. Porterfield. Members McAdoo were afternoon callers at present were: Mesdames. H. N. Por-

Mr. and Mrs. Bruce Edwards, Harmon Handley and Miss Redah Maples, of Spur, motored to Matador and Roaring Springs Sunday.

Mr. and Mrs. Price Brownlow, Miss Redah Maples of Spur was a week-end guest of Mrs. Bruce Ed-and Mr. and Mrs. R. A. McNeece of McAdoo, were afternoon visiof tors of Mr. and Mrs. U. E. Cook,

> Mrs. Luther Garner spent Monday in Spur, visiting with relatives and friends.

The school children with the struction in Dougherty teachers, Mr. and Mrs. Austin Mr. and Mrs. Cli Smith, met the special train Tuesday bearing the Dallas Chamber of Tuesday. Mr. Newberry will suc-Commerce Good-Will-Tour party ceed Mr. A. I. Barnes, an employee through Dougherty. Many people of the Q. A. & P. Railroad. Mr. in and around Dougherty were at Barnes will go to Quanah. the station to greet the Dallas party

Dr. Jacob S. Rinehart PHYSICIAN AND SURGEON Internal Medicine and Electro-therapy, also

Diseases of Women and Obstetrics. Successor to

Dr. W. H. Alexander Phone 93 :-: Texas

Opening a **MUSIC STORE**

For the sale of musical merchan dise-

Stock is beginning to arrive and if you are interested in Pianos, Victrolas, Records, Sheet Music Stringed Instruments and a general line of music merchandise we hope to be able to supply

you at our store south side of the

Carter Music Co.

square

, which we needed so much, we wish to thank each and and God will bless everyone, and truly hope there will never be a one who will happen to this misfortune. If they should we only hope that we can help them as they have helped us. With many thanks to

ways,

begins.

each one Mr. and Mrs. Efford Parrish and children.

FRIEND WRITES TRIBUTE TO CHARLEY HART, DECEASED

In the death of Charley Milton Hart, which occurred at the hospiin Hereford Monday evening, April 15, at six o'clock, the country loses a loyal and worthy citi-zen, the community a kind and obliging neighbor, his parents a faithful and dutiful son and his family a tender and loving husband and father.

He was a native of Kansas, removing with his parents to the Plains country of West Texas, where they settled near Floydada in Floyd county. Here he grew to manhood and during his youth united with the Methodist church which membership he retained until death. Eight years ago he came with his parents and younger brother to live on the farm which they had purchased a mile and a half north of Friona where he has since lived. On December 20, 1923, he was mar-

The Ladies' Missionary Society and painful, from which medical re- day afternoon at the Methodist

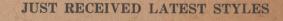
"All Hail the Power of Jesus' Name." Mr. and Mrs. F. E. Pitt and Miss Prudence Pitt. Mr. and Mrs. O. L. Britton are Mr. Britton are Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus Re-sponding to Love and Faith—Luke Mr. Bible lesson was on Jesus now occupying their new home in dation for Work at Home by Mrs. gone and from which none return. the mass convincing evidence of the high es-the west part of Dougherty. The W. H. Nelson; A Chart Talk, the He was cheerful, generous, honest of his compression. Britton home was completed last Missionary Wheel by Mrs. H. N. and honorable and was loved and week. of his community.

to rest in the Friona cemetery. The from the human heart .- The Amerbeautiful floral offerings with which | ican Magazine.

Sharing Happines

Example for Saving

you want to learn to save watch your friends with money They are the ones who have worked out the short cuts.-The American



IN

Ladies' Footwear

We are featuring narrow widths from A's to Quadruples. These are the latest numbers and you are sure to like them. From-

> \$3.95 \$12.00

Shirt Sale

On two numbers of Real Shirts. One lot E. & W. White Broadcloth shirts, \$1.95 Value 61.49 for,

REAL VALUES

One Lot \$1.50 Values, For, ____





- J = D)(0/.)

Baker-Campbell Co

98c

Modern Machinery Expert Workmanship

AND

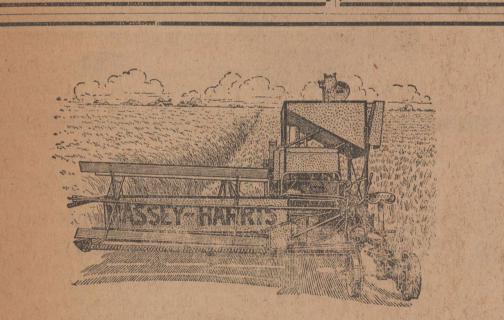
Boothe's Tailor Prices are made possible through

Cash and Carry Plan

Our machinery is modern and up-to-date. Our workmanship is excellent and our cash and carry plan makes it possible for you to receive the lowest prices possible in Dry Cleaning and Pressing.

Try our service-You'll like it.

Boothe's Cash Tailor Shop



Readhimer Bldg. Floydada

A Mighty Combination!

The Wallis "Certified" Tractor and The New Massey-Harris Combined Reaper-Thresher.

No matter what your crop may be-heavy or light, standing or down, tough or dry-

You will save more of it and in shorter time with this Rugged, Time-tested Combination, than with any other equipment.

> Drop in and we will show you why this is so and also how you can buy it

WALLS Certified 20-30 TRACTOR C. Surginer & Son

ried to Miss Grace Sympson, who with three children, Roy four; Wanda, two , and Edna, five months, survive He died at the age of thirty-three

years, still in the forenoon of life, while the shadows were still point-ing to the west, and his untimely death which has cast a pall of gloom and sadness over the community, came following a surgical operation which was performed to secure relief from the effects of an injury received four years ago when he sprang from a header barge to assist in quieting a fractious horse. This injury caused severe pains at intervals, becoming more frequent

An Oklahoma

Mother Says:

"BLACK-DRAUGHT is

a fine medicine to give to children. I use it for mine

whenever I need to

give them a laxa-tive. They don't mind taking it when I make it into a tea, and it quickly

relieves constipa-tion and the bad

symptoms which come from it. I can

recommend it to other mothers, for I have found it useful in my home. "When I was a child my mother gave it to me when-

mother gave it to me when-ever I complained of not feel-ing well. I have always taken it for upset stomach and con-stipation. It is about the only medicine I have to take. A few doses of Black-Draught, now and then, keep my system in order. My husband takes it, too. I hardly see how I could keep house without Black-Draught. It has be-come a standby with us, in keeping the children and our-selves w ell."—Mrs. Luther Brassfield, Claremore, Okla.

Brassfield, Claremore, Okla.

Indigestion, Biliousness

ho need a tonic should take In use over 50 years. Ex-141

for Constipation,

Thedford's

are a few examples of outstanding values

Radiator

VRear Axle Transmission

Starting

Lighting

fgnition

Battery

Tires Upholstery

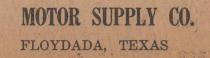
WHENEVER you see the Chevrolet red "O. K. that Counts" tag attached to the radiator cap of a used caryou know that it represents outstanding quality and value. This tag means that the car to which it is attached has been thoroughly reconditioned and checked "O. K." by expert mechanics - using genuine parts for all replacements. If you are in the market for a good used car. come in. We have an unusually wide selection of used cars taken in trade-and our prices and terms are exceptionally low. Come in today!

Dodge Four Door Sedan 1927 Model In very fine condition; is finished For this low price we recommend in Duco with Bumpers front and that this car is an extra good buy. lent shape for only \$125.00 rear and Motor Meter and Cap. This car is good for thousands of \$400.00 Terms. miles of good service.

1928 Chevrolet Coupe \$425.00 1927 Chevrolet Roadster in Ex

balance in easy monthly paymen

1928 Chevrolet Cabriolet These cars are all sold with an O. This car is in first class condition and can be bought for \$175.00 cash K. That Counts. balance in small payments.



DEPENDABILITY, SATISFACTION AND HONEST VALU

Blanco News

Mrs. T. F. Young, of Kress, visit-d her brother, Mr. Flowers, last Junday. She is spending the week with her nieces, Mrs. Edd McCarty

Mr. and Mrs. L. C. Wheeler. Mr. and Mrs. Walter Millican of Acuff, Mr. and Mrs. Edd McCarty, and Mr. and Mrs. L. C. Wheeler pent Sunday with Mr. and Mrs. Earl Rodgers.

Mr. and Mrs. Veigel, of Plain-view, Mr. and Mrs. White, and Mr. and Mrs. Parks, of Providence, Sunday with Mr. and Mrs.

Mr. and Mrs. Wright visited her daughter, Mrs. Bennett, at Providence Sunday.

week-end with her parents at Crosbyton.

W. C. Cates and family were guests at a birthday dinner last Sunday at the home of Clifford Sherrod of Ralls, in honor of his There G. Sherrod, of Lubbock. He

Mr. Sherrod has eight children, thirty grandchildren and two great grandchildren who were present Sunday.

Hillcrest News

Hillcrest, May 6.—Hillcrest school Bro. Watkins, of Plainy close on May 17. On the night ed for us Sunday night 16 the teacher and stu-May expect to render a mixed proto which everyone is cordial-

Miss Bettye Raye Abston, veek with her grandparents Mrs. C. J. Smith.

Mr. and Mrs. Jess Bartlett spent This game was played at Sunset Sunday with her parents, Mr. and and the Sunset team will return

Mrs. Meek. at Fairview. been visiting for several days with a victory from Campbell, seven to not their daughter, Miss Virginia Lew- nine, at South Plains Sunday evenis, in Floydada

and Mrs. Homer Blum, who live Elmer Thornton returned home cently broccoli of the sprouting from Fort Worth Medical Train-Mrs. W. B. Garrison and son, Guy ing School to spend the week-end in Texas and California, and has

Our school closed Friday, May 3, with a basket picnic and a base-ball game. After dinner the crowd

and vitamin A and D, as well as Mr. and Mrs. Wright visited her daughter, Mrs. Bennett, at Provi-dence Sunday. Mr. and Mrs. Dalley spent the week-end with her parents at Crosbyton. I Livyd Davis, who has been visit-ng his aunt, Mrs. W. F. Farley, eft Thursday for Pampa.

left Thursday for Pampa. Mr. and Mrs. Harry Christian visited her folk in Brownfield Sun-tender parts of the stalk are eaten. Several of the neighbor gather-ed at the home of Mr. and Mrs. Find Patter Field Patter Field

variety though he does not especial-ly need the protein supplied by the Anl white if he is getting a quart of milk a day. In a few months his

In preparing eggs for children, says the Bureau of Home Eco-nomics of the United States Department of Agriculture, slow,

Sunset, May 6.—There were 86 present Sunday at Sunday School. Bro. Watkins, of Plainview, preach-the dish when set before the child. Offer an egg with a tender white, Quite a few from this community soft-cooked, poached, scrambled, attended the singing at Roseland or shirred for breakfast or lunch, or an interesting fluffy omelet or

souffle as a main dish for lunch or custard sauce for fruit, baked va-

nilla or caramel custard, and custard ice cream are some possibilitonoday and Anrea Ed-tods were visitors in Matador Sunday. A. T. Swepston spent the week-and in Okiahoma City and Kansas City with a shipment of cattle. Jewell Ford left Monday morn-ing for an indefinite visit at Knott. ties. Eggs may also be used in fruit brewing.

BROCCOLI, NOW POPULAR

Ins. Meek, at Fairview.the game Wednesday.Broccoli is not a newly discover-Mr. and Mrs. L. H. Lewis haveSouth Plains baseball team woned vegetable, but until lately it was well known or widely grown.

Of

become very popular. It is now possible to obtain this excellent GS CAN BE PREPARED IN MANY WAYS FOR CHILDREN ored green vegetable in the stalls of most large city markets.

Broccoli is one of the forms of With only 52 weeks in the year the large brassica or cabbage family or "national concentration," it Cauliflower, cabbage, brussels it Cauliflower, cabbage, brussels happens occasionally that more than sprouts, kale, and kohlrabi are its "National Child Health Week," and "National Egg Week," both being the week of May 1-8, there is no conflict of interest. Eggs are one of the most necess alls, some people have thought at sprouting broccoli must be a

between asparagus and caulibut horticulturists of the

isited her folk in Brownfield Sun-ay. Mr. and Mrs. J. C. Fuller visited deforty-two. Mr. and Mrs. J. C. Fuller visited Mr. and Mrs. J. C. Fuller visited their cousins, Mr. and Mrs. Ham Smith Thursday. W. F. Daniel and Horace Simp-son made a business trip to Peters-burg Monday afternoon. W. C. Cates and family were guests at a birthday dinner last Sunday at the home of Clifford

Anlysis show that sprouting broccoli is a good source of calcium, phosphorus, and iron in the diet, resembling cauliflower in this re-spect. About 89 per cent of the edible portion is water, and the oth-er 11 per cent, which is solid mat-ter, differs but slightly in protein, fat. fiber, and ash content from cauliflower. No vitamin studies have so far been made with broccoli, but probably, like other green leaf vegetables ,it is a good source of one or more vitamins

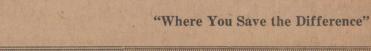
GAS COMPANY MAY NOT BUILD INTO SPUR, LATEST REPORT

various custard desserts are en-joyed by children and afford a good medium for slipping egg into the day's menu. Floating island, soft custard sauce for fruit baked and the solution of spur in-dicate it is probable the West Tex-as Gas Company will not build in-to that point, the company being is not encouraging, on account of an electric light and power fight

One can get better results by using IS KIN TO CAULIFLOWER farm machinery operated by a good man than by passing laws.—Farm & Fireside.

Sparkling Eyes "After all," said old Jed Jenkins Of European origin, it has, long "After all," said old Jed Jenkins been familiar to the French and as he read about the lady smuggler

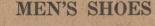
F. C. Harm



Women's Shoes

Sketched here is a new shoe by Johansen. Kid in light color Lido Sand and Maron Glace trimmed vamps, spiked heels.

\$8.50



Shown here is a "PACKARD" oxford for men who demand smart style and good quality. Cadet last. Tan or Black calf skin. A popular style.

Blanco, May 7.—Mrs. Charles Jameron who has been visiting her ter, Mrs. Walls, returned to her me in Claude last Monday. Mrs. W. B. Garrison and son, Guy attended the all-day services ren-dered by the Wayland College Band at the Baptist Church in Whiteflat Sunday. MARY WAYS FOR CHILDR Whiteflat Sunday.

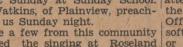
Pleasant Hill News

Pleasant Hill, May 17.—The far-mers of this community would ap-

gathered in the auditorium where the children received their report cards and diplomas.

Mr. and Mrs. Jim Loe, of Post, are needs increase so that whole egg visitors of Mr. and Mrs. E. J. Loe. becomes a regular part of his diet.

Sunset News



Wilson and son, Odell, and Judy," What Happened to McKenzie, and son returned Home Demonstration Club, was well from a business trip to New received. They received the sum of

Otis Milton of Plainview ada, visited the latter part the week-end with home-folk. Wiss Ollie Williams, of Lockney,

Sunday.

\$50

is visiting with Mrs. Lee Pierson.

ing for an indefinite visit at Knott, Texas. easy victory from the Gasoline team Friday. The scores were 26 and 6.



\$200.00

Invitingly comfortable is this new Serpintine front Suite and unusually beautiful and graceful. Upholstered in a high grade five tone Jacquard Velour. Full spring construction. Reversible cushions for longer wear and added beauty. The frame is richly carved and beautifully finished.

This Suite can be bought on the Easy Payment Plan with a small payment down.

Try saving up until you have \$200.00 cash to put into furniture and most folks will never have it, but it is easy and possible to furnish your home as others have by making a small payment each month.

We can usually use your used furniture for first payment.

OTHERS \$125.00 UP TO \$265.00



Another Car Received This Week!

3 Piece Parlor Suite

\$8.85



New Beauty-New Smartness in **Munsingwear Rayon Underwear**

Now with the ushering in of the summer season, you must have new under-apparel to go with new summer dresses. And, certainly, no choice could be more pleasing than these lovely Munsingwear Rayon underthings we are now showing.

Pajamas

Pert Pajamas created with such distracting feminine detail. Fashioned by Munsingwear in Rayon in several lovely colors and in combinations. Very new, smart styles.

\$3.45, \$3.95, \$4.45

Lounging Coats

A lounging coat of Munsingwear rayon is indispensable to the traveler or the stay-at-home. Soft and light. Easy slipped into, easily laundered. In several lovely color combinations.

Princess Slips

Made of Munsingwear Rayon with a double shadow proof skirt, is low cut but unable to sag for the shoulder straps are woven and cannot stretch. The length is easily adjusted. In several colors.

\$2.95

Bloomers and Vest

An ensemble of Munsingwear Rayon. in fashionable colors, and a range of sizes. Bloomer with or without yoke -and removable elastic, Brassiere top vests.

Bloomers are \$1.98 Vests are \$1.75 Step-ins, Step-in-chemises, Night gowns, Bandeaux, Tarck pants

Sunday, May 12th is MOTHER'S DAY, show her your appreciation and love by remembering her, and remember her with some token that will delight her heart. We have many things your Mother would be glad to get. Can't we help you with choosing for her here?

Munsingwear Hosiery

No. 1765. A very fine sheer chiffon hose, silk to top, narrow square heels. Colors are: Allure, Champaigne, Naive, Lido Sand, Sun Tan. \$1.95

No. 1815. The finest silk hose in chiffon, with picot tops, Sylphline heels. Colors are: Naive, Lido Sand, Allure, Champaigne. \$2.50





We are showing a great assortment of new hats and bonnets for Misses, Women and Children. We'll show you real values too. Children's Organdy and Silk Bonnets, **98**C For. Girls and little Misses Hats in soft straws, hair 98c braids, etc.,

Madge Evans Hats for Misses, For.

Munsingwear Hosiery

No. 1695. A fine service weight hose, silk to top, a very fine wearing hose in smart new colors; Lido Sand, Nude, Sun Tan, Champaigne, Naive. \$1.95

No. 1615. A good heavy weight service hose, lisle top to fasten corset supports to. Colors are: Sun Tan, Zinc, Allure, Lido Sand Champaigne. \$1.50

For her day of days, nothing could be more appropriate or pleasing than some smart accessory. We have a very fine collection of accessories that mature women will appreciate.

Handbags

Gloves Beads Handkerchiefs Boutonnieres

Remember Mother on Mother's Day. You'll be more happy for having done it and she will be more happy because you have done it.





Mrs. J. J. Foster Given Surprise Dinner.

\$110.00

In Prizes

Machine

Members of the Junior League the meeting. the home of Mrs. M. Carr, Saturday evening from the hours of 7:30 to 8:30.

The following article taken from the Gastonia Gazette will no doubt Mrs. J. J. Foster was given a sur- A short, but interesting program prise birthday dinner last Sunday by her daughter, Mrs. C. E. Bart-er by Bey G. T. Palmer, Following be of interest to many business men

oy him was one of the features of

WHAT FIVE COWS WOULD DO

er by Rev. G. T. Palmer. Following because of the progress now being lett and Mrs. A. G. Barnett. Mrs. the program, the remainder of the made in the Dairy development in Foster was seventy three years old evening evening was spent in playing games, while the little guests were this county Monday, May 6.

bounteously treated to large pans A birthday cake with seventy-three candles adorned the center of the table. Covers were laid for Mr. and Mrs. A. G. Barnett and family, Mr. and Mrs. I. M. McClure and family, Mr. and Mrs. Frank McClure and Mr. and Mrs. Truman Barnett, all of Wake. Mr. and Mrs. H. B. Barnett, of Canyon Valley, Mr. and Mrs. John Shurbet, of Floydada, Mr. and Mrs. C. E. Bartlett and family, of Dougherty, Mr. and Mrs. L. N. Bartlett Mr. and Mrs. Will A birthday cake with seventy-J. N. Bartlett, Mr. and Mrs. Will Alice Porterfield, Ione West, Josephine Johnson, Virginia McCoy Amburn, of Floydada and Howard Barbara Lynn McCleskey, Doris Reed of Watson. Casey, Joyce Casey, Addie Barker,

What Five Cows Will Do "Marion business men and Mc-Dowell County farmers would do well to study the following and institute some kind of program of bringing more wealth to our countryside. The Chamber of Commerce is now studying a plan that will be

helpful to this end. "A bank in Dyer County, Tennessee, has figured out what could be bought with the cash farmers received if every farm in that county had just five cows that produced an APRICOTS, average of two and a half gallons of milk a day for 300 days each year. Here is the list

Pay every farmer's taxes, both tate and county Buy two tires for every car. Pay all auto license

Get a \$40.00 kitchen cabinet for every farm. Buy a \$50.00 sewing machine for each farm. Clothe each farmer and his famlly of five. Buy \$5.00 worth of school books for every child. Buy a \$40.00 suite of furniture for every farm. Get \$50.00 worth of paint for each farm.

This tabulation does not take into account the amount to be gained by the increased soil fertility due to the use of the manure, non does it consider the money that is STOVE WICKS made through the sale of calves.

Getting Acquainted Lindbergh may not have intro-duced aviation. But he introduced HONEY, 10 lb. aviation to us.—Woman's Home Companion.

What Profit? Why be always talking about profits? The man who hustles for profits in this world will get his loss in the next.-Farm & Fireside

Child Health Day We do well to make the first of May, at the opening of the outdoor season, an occasion on which each community will check itself up and SPINACH, see that its children are provided with more and better places to play -Woman's Home Companion.

Keeping Cool "In baking ice cream, cover it with meringue. The meringue acts as a non conductor of heat," Woman's Home Companion. "Fine shall put meringue in my straw at this summer," grouched the crusty bachelor reader

BLACKBERRIES, 54c Per Gallon, 59c Per Gallon, GRAPES. 47c Gallon Muscat, BAKING POWDER, \$1.09 K. C. 10 lbs., COFFEE, \$1.50 3 lb. Can, CORN, Standard, **10c** Per can,__ 23c Fit New Perfection,... \$1.19 extracted,

CASH PRICES FOR

FRIDAY and SATURDAY

44c

60

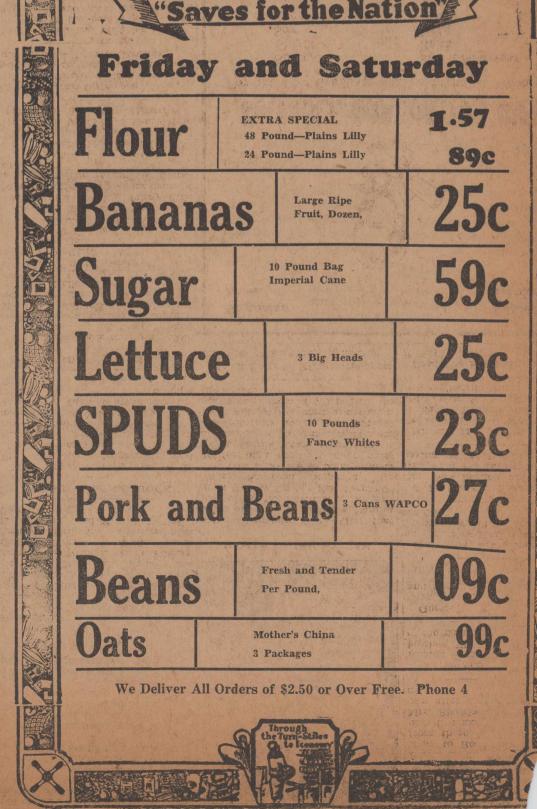
PEACHES,

Per Gallon,

LEMONS, 19c Large, per doz., LETTUCE. 25c 3 heads for,

Per lb., QUALITY-CLEANLINESS

says COURTESY





The Hesperian Publishing Company takes distinct pleasure in announcing to its patrons its complete readiness to take their orders for the printing or engraving of wedding invitations -correctly and at moderate price.

