

CHURCHES

CHURCH OF THE NAZARENE

The revival that has been in progress for the last two weeks closed Sunday night. We are very thankful to the Lord for the good success. Several souls were saved and the church in general was built up. We want to thank the good pastors of the town and their people for their cooperation in the meeting.

Bro. Woodrum left Monday morning for Sweetwater where he will begin a revival Tuesday night. Usual services Sunday.

Sunday school at 10 a. m. Preaching service at 11 a. m. and 7:15 p. m.

Prayer meeting on Wednesday evening at 7 o'clock. You have a cordial invitation to all of these services.

C. E. Hagemeyer, Pastor.

CHURCH OF CHRIST

Elder E. B. Mullins will preach at the Church of Christ on Wall Street next Lord's day morning, if the Lord wills, at 11 o'clock. His subject will be "The Bed Too Short, The Cover Too Narrow." Everybody invited to come and bring pencil and paper to take references.

CUMBERLAND PRESBYTERIAN CHURCH

A. A. Collins, Pastor
B. F. McIntosh, superintendent of Sunday School.

Sunday School at 10 a. m., be on time, bring your friends. Preaching at 11 a. m.

The pastor will bring a helpful message at this service.

Junior and Senior Christian Endeavor at 6:15 p. m.

Prayer Meeting every Wednesday evening. On last Wednesday evening the prayer meeting attendance was greatly increased and the pastor was very happy. At the close there seemed a reluctance to break away and finally we drove to our home and to our great surprise the crowd followed and gave us a lovely and substantial shower. A social hour was enjoyed. Delicious

refreshments were served by Miss Helen King and Miss Ima Johnson. Our hearts rejoiced to know that our people loved us and gave testimony in this way. We will join the other churches in the evening service Sunday.

CHURCH OF CHRIST

Bible Study is at 10 o'clock and preaching at 11 o'clock every Lord's day morning. There was a large crowd present on last Sunday; still we want to increase this number. At 6:30 every Sunday evening we will meet and have another class of Bible Study; then at seven we will have preaching.

Every Monday evening at 3 o'clock the Ladies Bible class meets at 3 o'clock. On every Wednesday evening at 7 o'clock there is prayer meeting. Come to each of these services.

NAZARENE REVIVAL CLOSES

The Nazarene Revival which was in progress during the past two weeks at the Surginer building on the north side of the square closed Sunday night. The services were conducted by Rev. Lon R. Woodrum, of Abilene. Price Scott conducted the song service. Mrs. Woodrum was pianist.

Rev. C. E. Hagemeyer, local pastor, said the meeting was a great success.

Rev. and Mrs. Woodrum left Monday morning for Sweetwater where they will begin a revival Tuesday night.

SANITARIUM NOTES

Joe Fisher, of Flomot, had his tonsils removed Thursday and returned home the following day.

Mrs. Ross Henry, city, underwent a minor operation Friday, and was able to return home Sunday afternoon.

Mrs. J. H. Jones, city, underwent a minor operation Friday. She was dismissed Tuesday afternoon.

Mrs. S. L. Rushing was in the Sanitarium Friday for treatment following a fracture of the right arm.

Miss Dola Maddox was able to be moved to her home Friday following a successful operation a few days ago.

O. C. Kirk, city, was discharged Friday in good condition after having his appendix removed Wednesday of last week.

Tom Roy Emert, five year old son, of Mr. and Mrs. Emert, of Dougherty, underwent an appendix operation Friday. He is resting well.

Odell Childress, small son of Mr. and Mrs. Ralph Childress, of Lockney, had his tonsils removed Monday and was discharged Tuesday morning.

Mrs. Elza Gullion, city, underwent a tonsil operation Monday. She was dismissed Tuesday afternoon.

Nina Musgrave, of Mickey, was in the hospital Tuesday for treatment.

Dr. Eargle, of Matador, was a visitor Monday.

Dr. Lon V. and George V. Smith attended the medical meeting at Lockney Tuesday afternoon. Dr. A. C. Traweck, of Matador, also attended the meeting.

LIONS URGE ATTENDANCE AT CHARITY SERVICE SUN

Attendance at the United Charity services to be held at the Palace Theatre Sunday evening was urged at the regular noon luncheon of the Lions Club Tuesday, and the Lions present pledged themselves to attend the services. The services will mark the completion of an effort to organize a United Charities Organization, wherein all the civic clubs and other organizations of the city are co-operating in a charity move. The Pastors' Association will have charge of the program for evening.

G. C. Tubbs, member of the Rotary Club, who is very much interested in the success of the Charity Organization, was a guest at the Luncheon and spoke a few words to the members of the Lions Club. Mr. Johnson, of Wichita Falls, was also present as the guest of Glad Snodgrass. Mr. Johnson is very much pleased with the Plains country and told members of the club that Floyd County was one of the few counties out of thirty-seven states in which he had visited recently, that had prospects of a continued prosperity.

Lion C. H. Davis presided at the meeting, during the absence of J. C. Gilliam, who was absent because of illness. Approximately thirty-five members attended the meeting this week.

ONLY SISTER OF BOB GREEN VISITED WITH HIM SUNDAY


Mrs. Hattie Colebank, only sister of J. H. (Bob) Green came Saturday for a visit. She was accompanied by her son, Jesse. Mr. Green had not seen his sister in twenty-two years, she having gone to Tampico, Mexico, where she accumulated very valuable orange groves and other holdings. The Mexican revolution came on and much of her property was confiscated to the government.

Mrs. Colebank and Mr. Green were on the western frontier of Kansas in the early days and enjoyed discussing the conditions and hardships of that day, the Indian depredations and buffalo menace. "Aunt Hettie" remembers seeing thousands of buffalo in herds drifting north and south with the seasons each year. She and son left Monday for McLean to visit with a son and daughter located there.

Typewriter carbons, second sheets at Hesperian office.

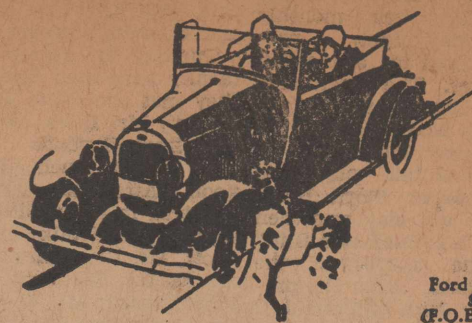
from **THIEVES**
and **FIRE**

—and from worry. With your valuables locked fast in our vaults they are 100% secure from theft, loss or destruction. Boxes at \$3.00 to \$6.50. Ask our present box customers about their satisfaction.



Floyd County National Bank
"The Bank of Friendly Service"

PROMPT, RELIABLE FORD SERVICE



Ford Roadster
#450
(F.O.B. Detroit)

Our mechanics have been specially trained to oil and grease the New Ford

Proper lubrication means so much to your car that it ought not to be carelessly done or delegated to inexperienced hands. You are sure the job is right when it is done here.

Our mechanics know which oil and grease are best at each season of the year and they have the special equipment necessary for a complete and thorough job.

Our prices are low and we'll have the work finished when you want it. You'll see a difference in car performance.



Barker Bros

Floyd County Hesperian \$1.50 Per Year



Just a Word of Friendly Advice:

YOU SHOULD WATCH YOUR CREDIT RATING

Is your note past due? Watch your credit rating. Have you failed to keep your promise to pay an account? Watch your credit rating.

Each individual makes his or her credit rating. That rating becomes the property of merchants and bankers, and follows you where ever you go. A good credit is worth more to you than the amount you owe. Without credit your hands are tied and you can not gain financially.

Does misfortune justify you in ignoring your obligations? To act honorably toward them is the least of your duty. Do not shun your creditors, meet them and talk frankly with them, they are your friends and willing to help you.

Many good people will need credit in the near future, yet some have not a good credit rating. Do not wait until credit is refused you, secure a good rating today.

Merchants and bankers are going to investigate your credit standing more than in the past. Watch your credit.

Retail Merchants Credit Association

"PAY UP, IT PAYS TO PAY UP"

Bureau of Credit Information, Not a price fixing organization

Our Close-Out SALE!

Is Helping Many People To Save

If you have not bought your needs, better hurry and you will buy the greatest bargains ever.

HERE IS A NEW PRICE WE ARE ALLOWING THIS WEEK:

Ladies' and Children's Coats... $\frac{1}{2}$ PRICE

We have some beautiful coats in tans and blacks and all at HALF PRICE. You will appreciate the bargains.

The manufacturers, through error, shipped us another case of, **BIG BUCK WORK SHIRTS** and we are going to let them go at,

89c

Better Get Yours.

CORDUROY PANTS
\$4.45 Quality
Close Out Sale Price

\$2.95

$\frac{1}{2}$ PRICE — All Silk Dresses at Just — $\frac{1}{2}$ PRICE
 $\frac{1}{2}$ PRICE — All Millinery at Just — $\frac{1}{2}$ PRICE

All Piece Goods Are Being Sold At Great Savings

We want to impress on you the importance of Our Coat and Dress Price, which is $\frac{1}{2}$ THE REGULAR PRICE. Come in at once and you will want some. A COMPLETE CLOSE OUT IS OUR AIM!

Baker-Campbell Company

Santa Claus Letters

Floydada, Texas, Dec. 10, 1929.
Dear Santa:
I am a little girl eight years old. I am in the third grade. Please bring me a big doll that will say Mamma, and that goes to sleep, and a table with two chairs for my doll to sit in. I would like a pretty ring, size seven. Please bring plenty of nuts, fruit and candy.
Love,
Joyce Alene Warren.
P. S. Santa leave my things at 115 East Kentucky Street.

Floydada, Texas, Dec. 7, 1929.
Dear Santa Claus:
I am a little girl eight years old. My little sister is four years old. Will you please bring us a little tricycle and a wagon and a doll a piece, some candy, nuts and fruit. Don't forget my big bud and mother and daddy if you are very hungry Santa you will find a big nut cake and plenty of turkey in the cabinet.
Lots of love,
Imanell and Pernie Jones.

Floydada, Texas, Dec. 5, 1929.
Dear Old Santa:
We have been good little girls. Margaret and I want you to bring us something nice. Margaret wants you to bring her a doll and a ball. I want you to bring me some gloves. Every Sharp pencil and lots of candy, nuts and fruit. Don't forget my little brother, bring him something too.
Your little friend,
Marian and Margret Beedy.

Floydada, Texas, Dec. 8, 1929.
Dear Santa:
We are two little girls, three and four years old, and like to play dolls, so would like a new one each, and clothes for them and tinker toys.
We have a brother this Xmas his name is Wayne. Bring him some blocks. We may be moved out close to Morton.
Lots of Love,
Idame and Grace Beedy.

Floydada, Texas, Dec. 2, 1929.
Dear Santa Claus:
Will you please bring me a tricycle, blocks, a toy aeroplane and a toy horse. My little sister wants a cedar chest to keep her clothes in, a string of baby pearls and a dolly. Don't forget my father and mother. I have been a good boy.
Love,
Leonard Harold and Jacqueline Yuvonne Donathan.

Floydada, Texas, Dec. 9, 1929.
Dear Santa Claus:
I am a little girl four years old and I have tried to be a good little girl. Santa, I am asking you to please bring me a pretty doll, a little lamp, a set of dishes, an iron, fruits, nuts and candy. If you don't have what I ask for I will be pleased with what you bring.
Your friend,
Estelle Fuqua.

Floydada, Texas, Dec. 9, 1929.
Dear Santa Claus:
I want a barn and barn animals to go in it. I want a pop gun, one tinker toy, a box of water colors, fruit, nuts and candy. I am a little boy eight years of age.
Your little friend,
M. C. Fuqua.

Floydada, Texas, Dec. 9, 1929.
Dear Santa Claus:
I am a little girl six years old and I have tried to be a good little girl. Santa I am asking you to please bring me a little doll dresser, a set of little dishes, a pretty little doll, and a sewing set and a little trunk, and fruit, nuts and candy.
If you don't have what I ask for I will be pleased with anything you bring me.
Your little friend,
Blanche Fuqua.

Floydada, Texas, Dec. 8, 1929.
Dear Santa Claus:
I am a little girl ten years old. I am in the second grade. I have tried to be a good little girl. Santa please bring me a baby doll, some gloves, plenty of candy, fruit and nuts.
Your little friend,
Bessie Gallaway

Dear Santa Claus:
I want a fire truck, I want some marbles and I want an oil can for my airplane, anything else you think would be nice. Please bring Sammie a doll.
Love,
Thomas Flynn Thagard.

Floydada, Texas, Dec. 9, 1929.
Dear Old Santa:
I have been a good little girl. I would like you to bring me an embroidery set and lots of fruit, apples, and oranges, candy and nuts.
Your little friend,
Elizabeth Beedy.

Floydada, Texas, November 30, 1929.
Dear Santa Claus:
I am a little boy seven years old. I started to school this year, and I study my lessons and love my teacher very much.
Will you please bring me a story book I prefer "Treasure Island," a toll chest, some games, candy, apples, oranges and nuts.
Please do not forget my little niece Selma Louise, but be sure to bring her a great many toys for this is her first Christmas.
Goodbye until Xmas, Lovingly,
Bennie H. Crawford.

Floydada, Texas, Dec. 3, 1929.
Dear Old Santa:
For Christmas I want a coaster wagon, some fire crackers and lots of nuts, fruits and candy. Please don't forget my little baby brother. He wants an aeroplane and fruits, nuts and candy.
Sincerely yours,
Olden Lyles.

Floydada, Texas, November 26, 1929.
Dear Santa Claus:
Will you please bring me a football, air rifle and a tool chest. Also plenty of fruit, nuts and candy.
I am like all the other boys and girls at Christmas time. I have been good and haven't done anything, anybody else would not have done. Now I will put the cake on the table in the dining room.
I would give my old hat to see you when you come.
Your friend,
James Truitt Johnston.

Floydada, Texas, Dec. 3, 1929.
Dear Santa Claus:
I am in the primer and am seven years old. I go to school at Campbell. I love my teacher. Her name is Mrs. Murff.
For Christmas I want a little tricycle, fruits, nuts and candy.
Truly yours,
John Elwyn Lyles.

Floydada, Texas, November 25, 1929.
Dear Santa Claus:
Please bring me a big aeroplane and a Choo Choo train for Christmas; also some oranges, apples, nuts and candy.
Your little friend,
David Battey, Jr.



WHAT BETTER CHRISTMAS GIFT

For Mother, Wife, or Sweetheart

CARTER MUSIC Co.

Floydada, Texas, Dec. 2, 1929.
Dear Santa Claus:
I am a little girl six years old and have tried to be good. Please bring me a baby doll with a bottle, doll bed, sewing set, embroidery set, suit case for my doll's clothes and Santa please bring my last year's doll some new shoes and hose.
Bring Mother, Daddy and Bobby Gene something nice. Remember all the orphans.
You will find our tree at 429 W. California and fill our stocking with lots of fruit, nuts and candies.
Lots of love,
Hazel Marie Holladay.

Inglewood, Calif., Dec. 1, 1929.
Dear Santa Claus:
I am just a little girl 9 years old and I want ask for much. I want a nice little purse for a little girl, just like mother's and don't forget it, and a new Testament for Sunday School, a new sweater, some water colors and Santa don't forget the poor little girls and boys and bring them all something nice.
Please don't forget mother and daddy for they would like something nice for Xmas and never forget my Grandmother and Grandfather for they are getting old and live where it snows and bring them something too. Be sure and reach

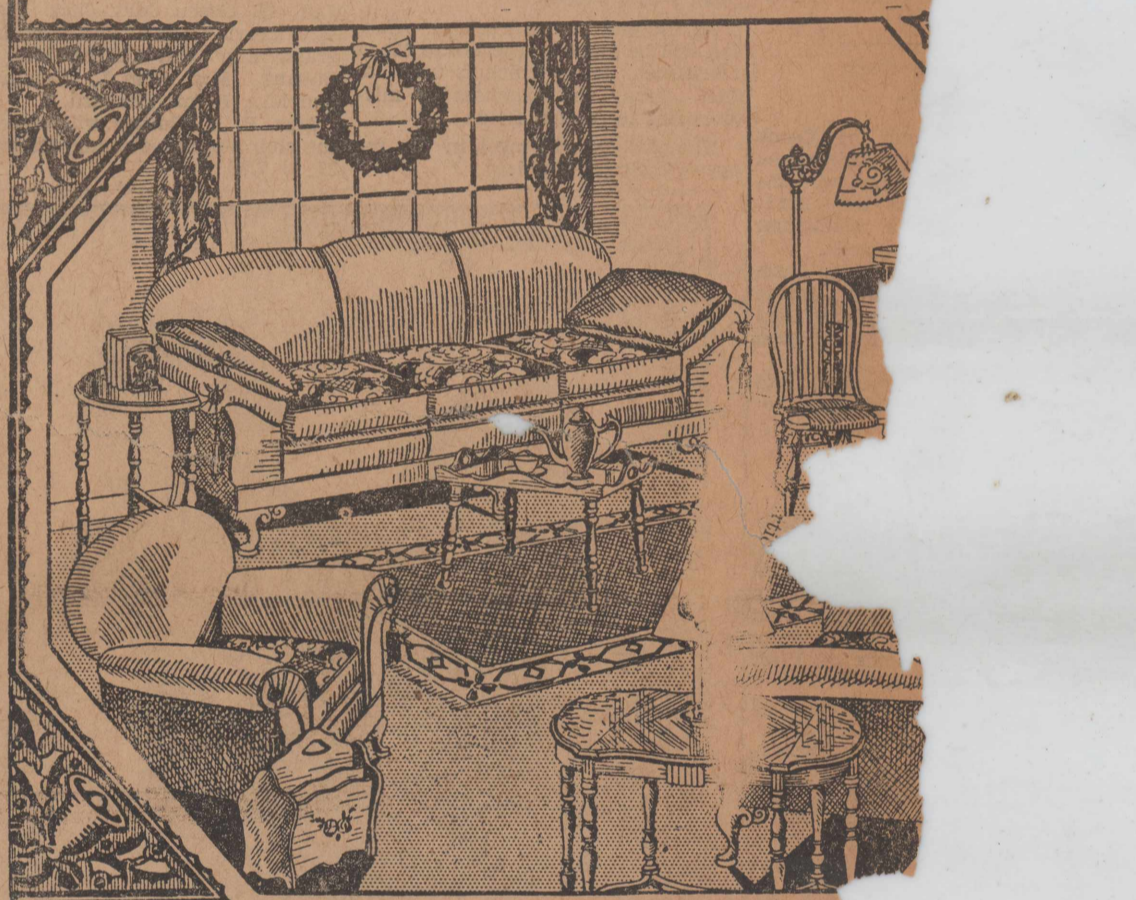
us all in time for Xmas. Santa I have moved since I wrote you last and keep in mind our new address. Santa I would like a doll if you have one with rubber arms and legs and real hair. And please bring me some fruit, candy and nuts.
From a little friend,
Ruby Moore,
4348 W. Oakwood Ave.,
Inglewood, Calif.

LOWELL THE LAWYER
When James Russell Lowell embarked upon a literary career he gave up a profession that is rarely associated with his name: law.—The American Magazine.

WHO CAN RESIST
the appealing
FURNITURE GIFTS

Make This a Useful Christmas

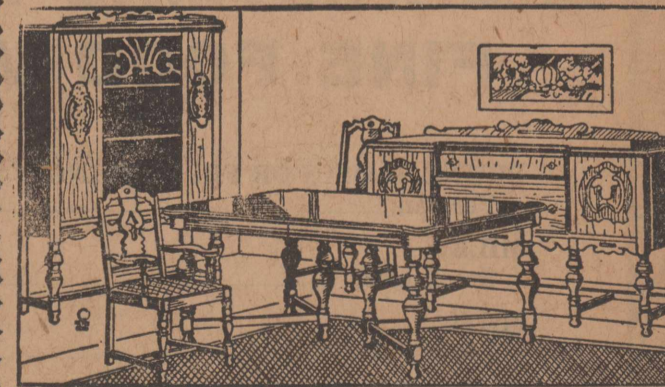
Every member of the family will enjoy gifts of furniture. By pooling your Christmas money you can purchase really practical presents which will endure and provide for years. You may buy on Easy Terms if you wish.



Luxurious 2-Piece Pillow Arm Suite

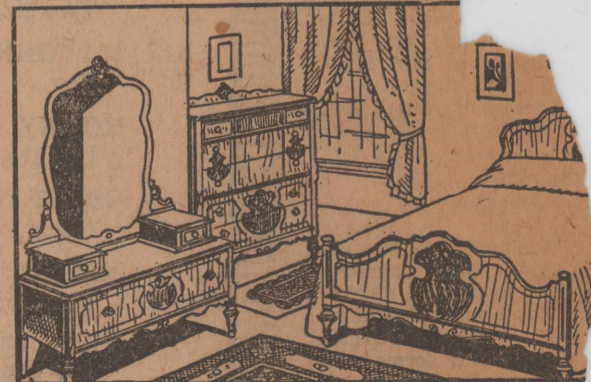
A marvelous Christmas present for all the family to enjoy. We include Pillow Arm Sofa and Fire Side Chair. The upholstery is a superior mohair, with spring filled cushions reversed in Jacard. The style of this Suite is new and the price is \$175.00 for two pieces.

End Tables \$3.00 up.
Davenport Tables \$12.50 up
Desk Chair \$7.50
Bridge Lamps \$7.50 up.



A Two Tone Bedroom Suite \$125.00

This Suite has the smart new "Hollywood" vanity as pictured. The veneering is in walnut, with contrasting overlays. We urge you to see this Suite—an ideal Christmas gift.



F. C. HARMON

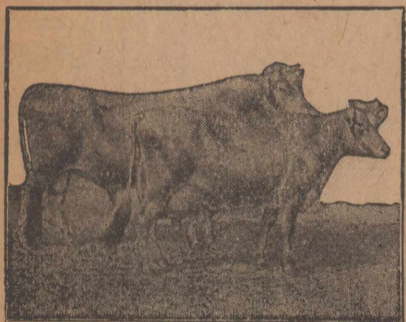
"Where You Save The Difference"

Big Clean-Up Public Sale

At my place 4 miles north and 10 miles east of Floydada, 1 mile South and 4 miles east of Fairview, and 16 miles west of White Flat,

Wednesday, December 18

Will sell the following described property.



JERSEY COWS

- 3 cows coming 3 yrs. old with calves by side;
- 3 heifers, coming 2 yrs old, fresh soon;
- 1 Cow, 4 yrs. old, calf by side;
- 1 cow, 3 yrs. old, fresh soon.
- 1 Brown cow, 7 yrs. old, stripper;
- 4 Jersey heifers, yearlings;
- 1 black Jersey bull, 2 yrs. old;
- 1 Jersey steer, 1 yr. old;

FARM IMPLEMENTS

- 1 two-row P. and O. Lister;
- 1 one-row Oliver lister;
- 1 two-row Oliver Go-Devil;

- 1 two-row John Deere Go-Devil;
- 4 Good Cultivators;
- 2 one-row wheat drills;
- 2 two section harrows;
- 2 wagons;
- 1 14 hole wheat drill;
- 15 pair chain harness;
- 4 pair of check lines;
- Several bridles;
- 105 new cedar posts;
- 2 hogs, wt. 125 lbs;
- 6 ton, maize;
- 3000 bundles of feed;
- Few young pullets;
- 8 Indian runner ducks;
- Some household goods and other articles too numerous to mention.

Horses

- 1 pr. brown horses, 9 yrs. old, wt. 1200;
- 1 bay horse, smooth mouth, wt 1200;
- 1 sorrell mare, 8 yrs. old wt, 1100;
- 1 gray horse, wt. 1400, smooth mouth
- 1 black horse, smooth mouth, weight 1500 lbs.



- 1 bay mare, 7 yrs. old, wt. 1100;
 - 1 brown mare, 8 yrs. old, wt. 1000—
 - 1 pair sorrel saddle horses, smooth mouth, wt. 1000;
 - 1 bay horse, 7 yrs. wt. 900;
 - 1 brown mare, 7 yrs old, wt. 950;
 - 1 gray mare, 9 yrs old, wt., 900;
 - 1 little brown saddle horse, 6 yrs;
 - 1 blue mare, 3 yrs. old, wt. 1000;
 - 1 brown filly, 2 yrs. old, wt. 1000;
 - 1 pair coming 2 yrs, iron gray fillies;
 - 1 coming 2 yrs. black horse;
 - 1 coming two, black filley;
 - 1 coming 2 yr. gray horse;
 - 1 gray saddle mare, 7 yrs. old;
- These stock are all in fine shape.

FREE LUNCH ON GROUND

Terms of Sale: Cash on sums \$25 and under. On sums over \$25 ten months time will be given on approved notes bearing 10 per cent interest, or 10 per cent discount for cash. All stuff to be settled for before leaving Grounds.

J. T. PATTON, Owner

Seale & McDonald, Auctioneers

Fred Bell, Clerk

7,800 Miles of Federal Aid Road Built In United States In 1928

Complete statistics for the United States for the calendar year 1928 covering all roads constructed by Federal, State, and local agencies, compiled by the Bureau of Public Roads of the U. S. Department of Agriculture, indicate that Federal aid has helped materially in the construction of the higher types of surfacings.

In the year a total of 74,783 miles of highway were improved, says the bureau. With State and Federal funds and the cooperation of the U. S. Bureau of Public Roads, the States constructed 7,814 miles of and 47 miles of bridges in the Federal-aid system. With State funds alone the States improved 41 miles of State roads, and the Federal-aid units constructed 45,531 miles of county and roads.

Consistent with their superior maintenance, as shown by traffic counts, the federal-aid road improvements were generally of higher type than those made on State roads and on the local roads. As fast as funds become available high-type surfaces are constructed by States and Federal-aid units.

As a result of the improvements, the pavement, which is smoother than the high-type roads where traffic is not heavy, the greater proportion of Federal-aid roads constructed are of high-type importance.

In a comparison, the mileage is divided into types—high-type surfacing which 8,286 miles were constructed in 1928, consisting of concrete, Portland cement, sheet asphalt, and macadam, of which 7,380 miles were constructed; and low-type, which 8,380 miles were constructed, including grades and roads, sand-clay and gravel.

In the States, with Federal aid, 3,308 miles of high-type roads, or 39 per cent of the total, were constructed with State funds.

In the States, 3,416 miles, or 41 per cent, of the total, were constructed with Federal aid. The remaining 17 miles of high-type roads were constructed with local funds.

In the States, with Federal aid, 67 per cent of the total, or more than 6 million miles, were improved. The remaining 3 per cent of the total were constructed with local funds.

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EXPRESSION OF THANKS

The W. M. U. of the First Baptist Church wish to express their sincere thanks to every one who contributed in any way to make our Pure Food Show a success.

We especially extend our thanks to those who donated booths, cash, printing, lumber, lights, building, use of piano, help on programs or any donation otherwise.

NATIONAL DISGRACE

Our maternity and infant death rate is greater than that of any of the other fifteen principal nations. —Woman's Home Companion.

BROKE JUST THE SAME

The difference between a poor man and an impecunious one is that the former has not yet been classified by a welfare worker. —Farm & Fireside.

Says Change Sargon Brought, "Wonderful"

"All my neighbors are talking about the wonderful change Sargon made in my health. For three years I was in such terrible condition I couldn't do my housework. Everything I ate seemed to dis-



MRS. C. E. WOOD

agree with me. I had a lot of trouble with my kidneys, and my back hurt nearly all the time. I was constantly taking medicine for inactive liver and constipation, and would sometimes get so dizzy I'd have to hold to something to keep from falling. My blood seemed thin. I suffered terrible headaches and was so nervous I could hardly sleep.

"Sargon is the first and only medicine I found that gave me lasting relief. My appetite is splendid and everything agrees with me. Sargon Pills rid me of biliousness and constipation entirely. I'm no longer nervous, sleep fine, and my color is clear and healthy. I haven't one of my old troubles left and feel like a new woman. I can now understand why so many praise Sargon."—Mrs. C. E. Wood, 2510 Market Street, Fort Worth. Floydada Drug Co., Agents.

Bargain Day RATES

ON
Prillo Daily News

Effective now and until January 1.
MONDAY AND SUNDAY, BY MAIL ONLY

\$5.00

News of Northwest Texas and the world while you wait. "First in the Panhandle with the Last News."

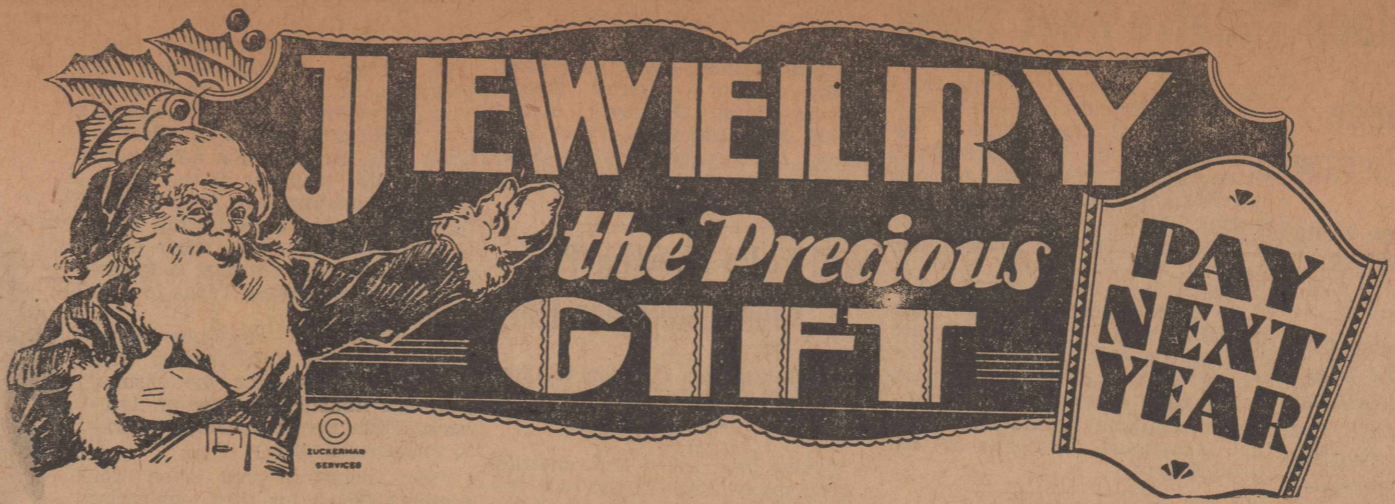
LEAVE ORDERS AT

MOORE DRUG CO. BUSY BEE CAFE

OR SEE

LOYD BELL, Agent

Daily and Sunday News delivered to your door morning between 5 and 6:30 for 70c per copy.



Largest and most beautiful assemblage of Jewelry and Gifts ever offered on the plains are now ready for your selection.

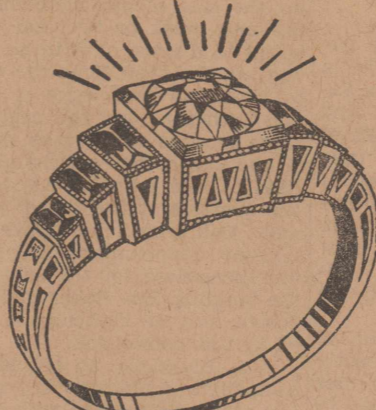
This fall the treasure vaults of the world were open, and from them the rarest and most beautiful gifts of all were chosen for the Wilson Kimble Optical & Jewelry Co.



\$10.00 Up



\$5.75 Up



\$8.50 Up



\$25.00 Up



\$6.75 Up

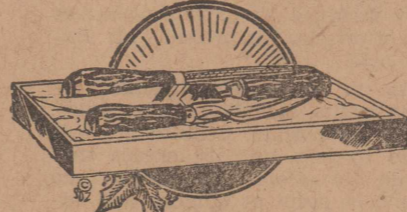
From the diamond mines of South Africa comes these precious jewels which are offered you in ring and watches and other gifts. All the romance—adventure—beauty of life is reflected in their dazzling radiance—THE GIFT SUPERB.



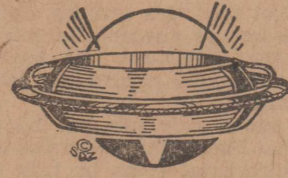
\$8.50 Up



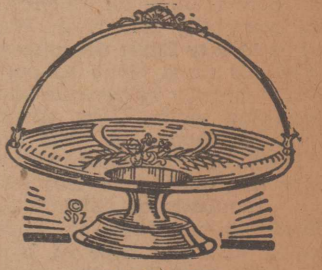
\$7.75 Up



\$4.75 Up

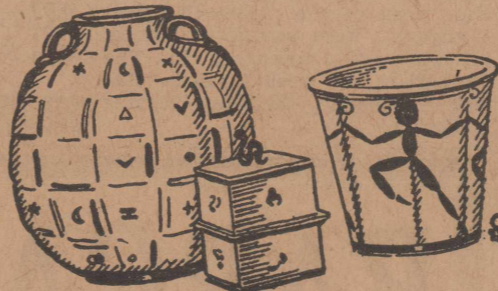


\$7.50 Up



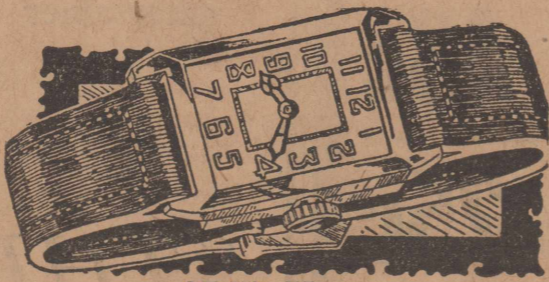
\$2.75 Up

A Roman craftsman caught the glint of the morning sun on the brass that he was molding, and that day a bowl of the hammered metal resulted from his labors. A bowl that will reflect the light in its burnished sides and will last throughout the years to come.

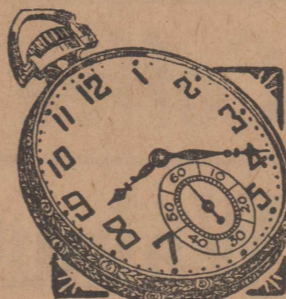


From the pottery fields of England, France, Germany, Italy and Czechoslovakia. The potters art has produced bowls, jugs, dishes, and vases that shall give delight for many years to come.

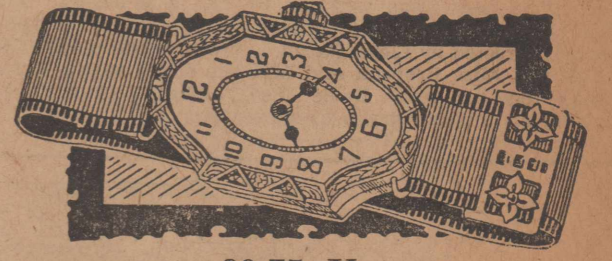
We haven't overlooked our American manufacturers gift line, which we believe is the finest in the world. Our American artisans decorate gifts in the gold, silver, and bronze in such a way that you will have to admit that is modernistic and artistic in color and design.



\$7.50 Up



\$9.50 Up

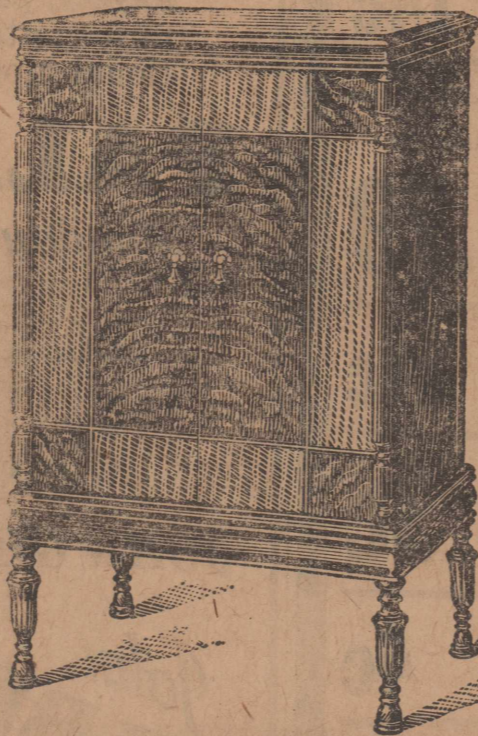


\$9.75 Up

We have a complete line of Hamilton, Elgin, Waltham, Bulova and Westfield Watches awaiting your selection.

In Just Three Minutes

RADIOTONE REVOLUTIONIZED. If you own, or intend to buy, now or later, you owe it to yourself to hear the Victor Radio Tone Test.



\$298.00 Complete



\$10.00

\$15.00

\$25.00

\$35.00



\$178.00 Complete

Wilson Kimble Optical and Jewelry Company

"THE HOUSE OF CONFIDENTIAL CREDIT"

Green Peppers' Hostesses When 1929 Whirlwinds Are Banquetted

How Idea Carried Out In Hall Decorations

Evening One of Most Pleasant in Term's Social Life of Floydada High School.

The first important social event of the 1929-30 school term was held last Saturday evening at the Andrews Ward Gymnasium when the members of the Floydada High School "Green Peppers" Pep Squad were hostesses to the members of the Whirlwind football team at their annual dinner-banquet. The entertainment is said to have been the most beautiful and most appropriate ever given in honor of Floydada gridsters.

An entirely new idea was inaugurated in the decorative scheme of the banquet hall. The hall was marked off to represent a football field, with green and white goal posts at each end of the field. Twenty-two card tables, seating four persons each, were arranged on the "field," each table representing a player on the gridiron. The speakers' table was located at the position of the kick-off.

Artie Mitchell Presides

Miss Artie Mitchell, leader of the Pep Squad, presided as toastmistress. The program was opened by members of the "Green Peppers" singing "Whirlwind Spirits Never Die." Miss Gene Smalley, leader of the Green Peppers dedicated a reading "To the Boys" and Howard Welborn, captain of the 1929 Whirlwind ably responded to the toast. Miss Alice Mae Fyffe gave a reading, entitled "Penrod's Affliction," by Booth Tarkington, followed by two piano solos by Miss Lois Sitton.

A Pep-Squad quartet, composed of Misses Juanita Shirey, Patty Loper, Willie Mae Cummings and Verla Blassingame, entertained with a vocal number and responded to a hearty encore. Miss Audrey Farris, Pep Squad director, gave a very impressive toast "To the Coach" to which Coach Troy Jones responded with a word of thanks to the Pep Squad and to the members of his team for their work during the football season. He stated in his talk that the F. H. S. students were the most sincere and loyal students that he had ever had the pleasure of working with.

During the course of the entertainment, short talks were made by Superintendent W. E. Patty, A. A. Bishop, Principal Harper Scoggins, Mrs. Gladys Adkins and Tom Bishop. The Floydada Orchestra furnished musical entertainment during the dinner.

Home Ec Prepared Foods

Miss Hazel Tyson, Home Economics Teacher in the high school, had charge of the plans and ar-

rangements for the dinner, and to her belongs a large part of the credit for the success of the event. All of the delicious three course dinner was cooked and prepared in the home economics department of the school under Miss Tyson's supervision. The menu was composed of the following: Cheese and olive canapes, chicken a la King in Swedish timbales, Dutchess Potatoes, English peas, relish, cranberry jelly, clover leaf rolls, butter, imperial salad, saltines, ice cream with mint whip, angel cake, coffee, spiced nuts, and mints. The school colors of Green and White were artistically carried out in all of the menu.

As the closing number of the dinner-banquet, the members of the Pep Squad marched to the center of the large gymnasium stage and formed a large letter "F." While in this formation, they sang "She Ain't Got No Pep" and "Goodnight, Whirlwinds."

Center News

Center, Dec. 10.—My how people are using this pretty weather to pull cotton. Just a little while longer of pretty weather and the job will be finished.

The school inspector visited our school today, the first one in the county, we understand.

Most everyone went to the singing Convoying at Floydada Sunday afternoon and surely heard some fine singing too.

Mr. Sawyer, of near Abilene spent the week end visiting Mr. and Mrs. D. M. Fields.

Mr. and Mrs. Earl Sawyer left Friday for their new home in Williamson county.

Mrs. Marion Carpenter spent part of last week with Mr. and Mrs. F. O. Bryant, helping care for the little niece, Betty Genell, who made her appearance last week.

Miss Mary Fields gave a slumber party Saturday night. Celebrating her twelfth birthday. Those attending were: Misses Bernice and Edith Crabtree, Catherine and Clara Tubbs, Ruth and Doris Jordan, Maxine Ross and Ruth Elizabeth Gill. They report a most enjoyable time and wish Miss Mary many more happy birthdays.

We have three new pianos in the community, one at each of the following homes: Claud Carpenter, H. B. Mankins and T. J. Gill.

Mrs. Jewell Branson has a good music class, already has twelve with prospects for at least two others soon.

Mr. and Mrs. A. A. Tubbs took Sunday dinner with her mother, Mrs. Calahan.

J. B. Jordan spent Sunday night with Welborn Dennis.
Floyd Montgomery had an enjoy-

able time one night last week when Mrs. Rushing invited him to come to the party she was giving her Sunday School class in the basement of the new Methodist Church. Most of our community finished selling their turkeys last Friday.

Mr. and Mrs. W. B. Jordan took Sunday dinner with Mr. and Mrs. F. C. London.

Mrs. O. S. Miller and Mrs. T. L. King attended the W. M. S. Zone meeting at the Fairview Church last Thursday.

Fairview News

Fairview, Dec. 9.—Ernest Carter of Canyon spent Thanksgiving with his home folk and enjoyed the birthday dinner with a number of other relatives and a few friends, that was given his father on Sunday, December 1.

Walton Wilson is home to remain until after Christmas. He has just finished his work at Wayland College.

The Zone meeting at the Methodist Church Thursday was well attended and pronounced a success

from every angle by those who were there.

Mrs. S. L. Rushing fell from the porch of her friend, Mrs. Loper, of Floydada, last Thursday night and broke her wrist.

Mrs. A. A. Beedy left Wednesday for an extended visit with her daughter, Mrs. Edith McDermott of Crosbyton.

Several attended the singing in Floydada Sunday afternoon.

The Dramatic Club has begun work on the play, "Pot Piper's Place" and expect to have it ready to present to the public on Thursday, December 19. We hope to have a good crowd and realize a start toward our goal for the year.

The State Inspector is expected this morning for his annual visit to our school.

Willis Witt was a guest of Mr. and Mrs. W. F. Culpepper Sunday.

Mr. and Mrs. Edd Bullard visited Saturday with Mr. and Mrs. Floyd Ruedick, of Hale Center.

Mr. and Mrs. Lewis Bullard visited in Whiteflat over the week end.

Mr. and Mrs. W. E. Brown and family visited in Matador Sunday with her sister, Mrs. Edd Patton.

Why Worry About the WEATHER?



RED CHAIN Feeds get the EGGS more EGGS when prices are highest!

In cold weather when hens fed on "cheap" feeds are loafing, making eggs scarce and prices high, the poultryman who can get the eggs makes his largest profit.

RED CHAIN Egg Mash gets the eggs—plenty of eggs—all the year 'round. But this is the season of largest profits; by all means, feed it now!



RED CHAIN Egg Mash will produce more eggs and larger profits for you than any other feed you can buy, or mix yourself. Prove it—on your own flock!

Farmers Grain Co.

RED CHAIN Feeds ARE SUPERIOR Feeds

ATTEND BANK OPENING IN LUBBOCK THURSDAY NIGHT

T. S. Stevenson and J. G. Clements, president and assistant cashier of the Floyd County National Bank of Floydada, respectively, were among the Floyd County people who attended the formal opening of the remodeled home of The Citizens' National Bank of Lubbock at Lubbock Thursday night of last week. France Baker, a former Lockney boy and Floyd County banker, is president of the Lubbock institution, which has just completed a \$77,000 improvement project on its building and interior furnishings.

Mrs. C. W. Smith, Artie and Dorsey Baker and Jno. C. Broyles, all of Lockney, were also among

the Floyd County people who attended the opening of the bank. Artie and Dorsey Baker are president and vice-president of the First National Bank of Lockney, respectively. Mr. Broyles is the cashier of the Security State Bank of Lockney. Mrs. Smith is the mother of the Baker boys, including the president of the Lubbock institution. In addition to the opening of the new bank, the Floyd County visitors were also among a gathering of friends at a luncheon at the Lubbock Hotel.

Many visitors present for the opening included representatives of Dallas, Fort Worth, Amarillo and many other banks over the state.

Read The Hesperian for the news of Floyd County.

PLEASANT HILL CLUB

The Pleasant Hill Home Demonstration Club met with Mrs. E. M. Battey Thursday afternoon, December 5. There were five members and two visitors present.

Miss Strange met with the club and gave a demonstration on cheese dishes. She made cheese fondue, cheese omelet and cream cheese toast.

The hostess, assisted by Miss Lucille Evers, served these new and delicious cheese foods and fruit salad, cake and hot chocolate.



Quick Shopping is easy here

NOTABLE among the shopping helps which we have installed to help hurried buyers, is the new Selection Chart for gift candy.

Here you can see, before you buy, just what is inside those beautiful boxes. Look for it on our candy counter.

We now have on display a complete line of holiday gifts. Gift candy, stationery, perfumes, boudoir sets, special prices on cigars by the box—all in one store, where quick, attentive service make shopping easy.

FREE—delivery and mailing service. Every box is in a special Christmas covering.

Moore Drug Co. "Yours for Moore Service"

The King's Dealer—By special appointment

Here's the tire you've been looking for ...it's setting new records for mileage

...it's setting new records for mileage



THIS super tire outlasts any guarantee, but we guarantee it fully, like every Fisk All-Cord we sell.

FISK

Central Filling Station

California at Fifth

Hal Drace, Prop.



Take my advice and shop here for BIG VALUES!



XMAS GLOVES

In All New Shades

Xmas Values \$2.45 to \$3.95 In Holly Boxes

New gauntlets and gloves in the loveliest cuff effects. Fine washable Kid Gloves that make the most acceptable of gifts. In all sizes—in all the popular colors.



JEWELRY

\$1.25

An addition to ones costume that lends new touches of attractiveness. Beads, pearls, chokers, rings and other delightful pieces.

House Slippers

When in doubt present her with a pair of comfortable, warm House Slippers. In assorted colors to please every taste. Smart quilted effect interiors. With leather heels.

95cto\$2.25



PRACTICAL GIFT SPECIALS

Practical gifts are the most suitable gifts to give.



HANDBAGS

\$4.95

Genuine leather Handbags with a beautiful array of fascinating frames. All new shades. All are beautifully silk lined.



HANDKERCHIEFS

In Hundreds Of Styles FOR WOMEN

Handkerchiefs that are more than fashionable! Handkerchiefs of finest quality, lace trimmed, colored borders, new stitching ideas. Plain whites included.

95c per Box



SWEATERS

The new sports models. In popular shades..... \$2.95

CAPS

Real snappy looking Caps. In new shades and patterns..... \$1.95

SHIRTS

Collar attached shirts. White or colored. Special..... \$1.45

NECKTIES

All perfectly tailored and silk lined.—Xmas Special..... \$1.45

Lumberjacks

Plaid models all attractively colored. Warm and comfortable..... \$3.95

SOX

For sports wear. Well made. in all new shades..... 50c - 75c



Full fashioned all pure silk chiffon stocking of sheerest, richest 42 gauge Japanese silk. In all the newest shades of the season.

HOSIERY

98c to \$2.95

Ready-to-Wear

Our Ready-to-Wear Department is most complete with the newest of coats, hats, dresses, etc. All are wonderful as Christmas Gifts.

Coats Dresses Hats

C. E. Stone Company

CHAIN STORE

Floydada,

Texas

STOCK REDUCING SALE

There Must Be a Reason

HERE IT IS: Last Summer when we were placing orders for Fall and Winter Merchandise to be delivered during the Fall Season, crop conditions were so very good that we bought entirely too heavy for a "Short Crop" Year. The entire stock of all heavy merchandise is now thrown at the mercy of the buying public. Never in the history of our mercantile experience have we made a bigger effort to sell the goods.

A SALE THAT WILL SWEEP THE SHELVES



All Dry Goods Sacrificed

The entire stock of Dry Goods will be placed on sale at the most sweeping reductions. Including all silks, woolens, suitings, staple goods of all kinds, gingham, outings, prints, curtains, drapery goods,—all marked at the most sensational reductions.

- We are placing on sale good grade DRESS GINGHAMS, Per Yard, **10c**
- Most wonderful values in fine woolen dress goods, consisting of Tweeds, Twills, Suitings and coatings, values \$1.75 up to \$3.75, while they last, per yard, **\$1.19**
- Those Good Heavy Fleece 36 inch Outings, Special, **15c**
- Beautiful Dress Prints, one lot regular 17½c and 19c Values, **12c**
- EXTRA SPECIAL ON KOTEX, Three Boxes for, **\$1.00**
- TOWELS—TOWELS OF ALL KINDS—Extra Special, guaranteed fast color Dress Prints, 25c and 29c values, per yard, **19c**

All Luggage Greatly Reduced

- One lot Gladstone hat bags, suit cases and overnight bags, only, **98c**

Mens and Boys Clothing

Our stock of suits is the largest we have every shown. We bought for a Bumper Crop and we are going to Bump them off at some Price. Come on, Men, and get that suit for Christmas. We will give you back a Big Slice of the regular price. If you want cheap, shabby, merchandise, we have very little to offer, BUT we do sell you a REAL SUIT at the shabby price.

Men's Suits, two pair pants, all wool, of the Curlee and other Good makes, marked down to only—

\$19.75 to \$34.75

Boys Suits with two long pants or one long and one short or two golf pants. Priced at only—

\$6.20 and up.

BLANKET SPECIAL

Good soft finish high grade cotton blanket, regular size, all colors, fancy plaid and plain. Buy all you need at **\$1.39** EACH,

HOSIERY

All Hosiery for women and children will go on sale at the most unusual reductions. Ask to see our full fashion pure thread silk hose for women, only, **89c**



Women Take Notice

The greatest and most sensational clean-up of all Ready-to-Wear. Our entire stock of silk and sport wool dresses must be moved out at once, REGARDLESS OF COST.

- One Lot of Ladies Beautiful Satin, Crepe and Wool Dresses, while they last, your choice, **\$6.85**
- All Better Dresses Greatly Reduced for This Sale.

ALL LADIES COATS ON SALE!

- \$1.95 Nelly Don Wash Frocks, On Sale at, **\$1.59**
- \$2.95 Nelly Don Wash Frocks, On Sale at, **\$2.48**
- \$3.45 Nelly Don Wash Frocks, On Sale at, **\$2.95**



Shoes - Shoes

Our Shoe Department is full of Real Money-Saving Values. We want you to see that our prices are much lower than many of the OFF BRANDS. Bring the entire family in to buy the good old STAR BRAND SHOES.

SILK

Most wonderful values in all the new silks beautiful color range at remarkable reductions on all grades.

Mens and Boys Furnishings Department

- One Lot of Boys' Good Union Suits, Broken sizes, Only, **69c**
- Our Best Boys Union Suits, A real bargain, Only, **78c**
- We are selling a good blue overall, for boys, all sizes, a wonderful value for, **79c**
- Men's work shirts, in Blue and Grey, and tan, Special, **79c**
- One Lot Work Shirts, At, **39c**
- We are placing on sale, boys coveralls, sizes 2 to 8, Special at, **89c**
- Men's Heavy Sheep Lined Mole-Skin Coats, 36 inches long, belt all around, during this sale, only, **\$4.95**
- Men's and Boys' Hats and Caps, All Greatly Reduced, (Except Stetsons).

All Mens Dress Pants Marked to Sell

- Our entire line of Dress Pants, \$4.45 Values On Sale at, **\$3.59**
 - Our entire line of Dress Pants, \$5.00 Values On Sale at, **\$3.95**
 - Our entire line of Dress Pants, \$5.50 Values On Sale at, **\$4.39**
 - Our entire line of Dress Pants, \$6.50 Values On Sale at, **\$5.19**
 - Our entire line of Dress Pants, \$7.00 and \$7.50 Values On Sale at, **\$5.85**
- Come and bring all the boys to see our immense stock of clothing. WE CAN SAVE YOU MONEY.

THIS SALE---is for a purpose and a reason!

We mean every word herein stated. We are going to sell off the biggest part of this stock. We need the money—You need the Goods.

C. R. HOUSTON CO.

Floydada

Crosbyton

Hearing On Bus Claims Today, Wichita Falls

Representatives from Floydada today are in Wichita Falls listening in on the air of rival claims for convenience and needs of the public relative to the opening of a bus line from Floydada to Lubbock by way of Petersburg, and the continuance and possible increase of service between Floydada, Ralls and Lubbock. Notice that the hearing would be held in Wichita Falls today was given the local Chamber of Commerce last week by the Railroad Commission.

Mark Martin, chief clerk to the Commission and head of the Bureau of the body in charge of the operation of bus and truck lines on Texas highways, will conduct the hearing.

Ed Abbott, of Lubbock of the Texas Motorways Incorporated, will represent his line at the hearing, and W. F. Daniel, of Vernon, will represent the Red Star lines in the rival claims for permission to open the new route by way of Petersburg, and the effect its opening might or might not have on the Ralls line. Both of these representatives have been in Floydada at times during the past week conferring with Floydada people relative to their proposals. A meeting of several interested parties was held at the City Hall last Thursday afternoon, when Mr. Abbott went over his plans.

That the extension and betterment of bus service into Floydada is needed and desired, is expected to be the attitude of the local representatives, the personal equation between rival claimants being secondary locally. Daniel is a resident of Vernon and is owner of the Vernon-Floydada-Plainview franchise. Abbott, who is a resident of Lubbock, operates a line to Floydada by way of Ralls at present, as well as numerous other lines in the section adjacent to that city.

Santa Fe May Furnish New Station Facilities

Possibility that the Santa Fe will put a dandy new station for Floydada in their 1930 budget of construction was indicated last week, when a meeting of several of the heavier property holders and shippers of Floydada was held with V. Williams, agent of the company, and the matter discussed informally for an hour at the Chamber of Commerce offices. Mayor W. C. Hanna presided at the meeting, and the time was spent principally in a discussion of what the needs of the community are at present for station facilities and what may be reasonably anticipated as the needs for the immediate future.

Recently the Santa Fe announced, along with other major railway companies, that their expenditures for betterments and new equipment for 1930 would constitute a large building budget, in line with the suggestions of President Hoover in recent conferences with business men over the nation, and local business interests are hopeful that this may prove an argument in their favor in getting the new station facilities on the budget.

Mr. Williams' meeting with the local business men was at the request of Superintendent Gilles, whose duties have been greatly enlarged since the Santa Fe has taken over the Ori ut lines.

Hi-Y Conference Very Inspirational Event

Five Floydada High School boys, members of the school's newly organized Hi-Y Club, with their sponsor, George E. McWhirter, spent Saturday and Sunday last in Amarillo at a gathering of Hi-Y League members from numerous northwest Texas cities, where they gained much inspiration from talks made by such leaders as Dr. R. Thomsen, of Amarillo, Dr. Paul W. Horn of Lubbock, and the dean of the University of Wisconsin.

The series of conference and talks had as their central thought the matter of the selection of a vacation in life.

Clayton Fuller, Donley Stevenson, Martin True, Dave Luttrall and Dan Fondy were the Floydada boys who enjoyed the trip and series of meetings. The first four named are officers of the local Hi-Y Club.

Formal organization of the local club will be effected Monday evening of next week at the High School, when officers of Plainview Hi-Y, sponsors of the Floydada Club, will install the officers and set up the working organization.

Mrs. Fred Zimmerman had as her guest yesterday and today an old school mate, Mrs. Mattie Lee Lattimore, of Lubbock.

Mr. and Mrs. M. S. Bishir, of Canyon, spent the week end with Mrs. Bishir's sister, Mrs. A. D. Cummings, and Mr. Cummings.

BORN—to Mr. and Mrs. J. S. Hale of Harmony, December 10, a son.

SPECIALS

- COMPOUND, 16 Pound Bucket, \$2.14
- FLOUR, Home Queen, \$1.59
- PEANUT BUTTER 22c 9 oz., goblet,
- CANE SYRUP, 82c "Sho is Fine"
- WINESAP APPLES, 19c Per dozen,
- JUMBO PEANUTS 15c Per pound,
- LARGE PECANS, 19c Per pound,
- CANDY, Fancy Mixed, 19c Per pound,

C. P. Looper Company

Hundreds Of Singers At Convention Sunday

Semi-Annual Meeting of Floyd County Singing Convention at Floydada Well Attended.

One of the biggest crowds ever to attend a similar event in Floyd County, was at the semi-annual meeting of the Floyd County Singing Convention, held in this city last Sunday afternoon. The large high school auditorium was packed to capacity by a crowd estimated at more than one thousand.

Singers from all parts of Floyd County and representatives from Motley, Briscoe and Hale Counties, as well as a few of the best singers from New Mexico were present for the convention and joined in with the all-day services. John F. Taylor, president of the Plateau Singing Convention, and John Burgett, of Clovis, N. M., were present and had charge of the day's activities. Mr. Taylor presided at a special business meeting called during the afternoon.

Officers in charge of the convention held in this city Sunday declare that it was one of the most successful conventions ever held in county. Interest in the Floyd County Singing Convention has steadily grown until the organization of this county is considered one of the largest in the Panhandle. C. M. Lyles is president of the Floyd County Singing Convention and Joe Reeves, of Lockney is vice president. R. G. Spence, of this city, is secretary and treasurer.

COMMISSIONERS' COURT

The Commissioners' Court in their monthly session Monday of this week gave routine business matters of the county their attention.

Raeburn Thompson, wife and two children, of Pampa, were in this county for a brief visit this week with Mr. Thompson's sister, Mrs. E. H. Rankin, north of Lockney. Mr. Thompson was in Floydada for a short time Monday renewing old acquaintances. Miss Marie Strange spent one day of this week in Lubbock at a conference of Home Demonstration workers.

J. R. Brewer, of Electra, visited in Floydada last week and gave business matters his attention.

TEN SHOPPING DAYS —then Christmas

You may comb the town for gifts that please a man, but you will not find anything he will like better than a selection from 'Glad Snodgrass' Mens Store. I've made his wants a study for years and most everything in this store is something he'd like to own.



ROBES
A fine, silk house robe is a thing every man would like to own, and yet a luxury that he seldom purchases for his own use.

\$5 to \$15



TOP COAT
We are selling quantities of these 'Camel Hair' Churchill Top Coats to ladies. This store for men is now the store for men's wives, mothers, sweethearts and sisters—Never, positively, never were we so well prepared to serve you with new fine wearables. The top coats from,

\$12.50 to \$45.00

TIES

EVERY woman has neck ties on her Christmas gift list. And every woman is interested in selecting a tie—NOT the usual run of Christmas neckties which he receives every year—but seldom wears because of lack of good taste and color—but these ties are the latest pattern ideas and in colorings that are new and beautiful. **\$1.00 to \$3.00**



Of course he has a shirt, but since no man has too many, he's bound to welcome a Shirt-Craft with the ever-fit collar in a selection that includes every kind men wear from, **\$1.00 to \$5.00**

SUIT

If there's a man you want to see enjoy the best Christmas he ever had, give him one of these NEW two trouser suits. He'll like the fit—the style and the wearability,



\$15 to \$45

For Dad. Too often he's forgotten until the last minute—and then gets the conventional gift—why not give him something UNUSUAL this Christmas? Give HER something she'll want to use for her own sake as well as your sake. See these fitted Traveling Bags.—All leather. You can have a free rein here, because anything you select from this stock will please her.

THESE are a few items but we are loaded with gifts of high quality at a marked saving—Holeproof Hosiery, Nun Bush and Walk Over Shoes, Herkert Meisel Luggage, Stetson Hats, Campus Caps, Mufflers, Gloves, Officers Dress Boots.

JUMP RIGHT IN—The Christmas social whirl has no terrors for the properly attired whirler.

COME IN AND SEE THEM

"Glad Snodgrass"

Smart Wear for Men Since 1900

Commissioner E. W. Henderson and son, Wendell, returned on Thursday of last week from Vaughn Hill County, where they attended the funeral of his daughter, Miss Alfreda Henderson, who was buried on Tuesday of last week.

J. D. Huggins, of Lockney, was a business visitor in Floydada Saturday of last week.

The cost of running and keeping up American railways has doubled since 1916.

Second Sheets, pencil and typewriter carbon at Hesperian office.

YOUR FUTURE

If you are fairly young and want to know where you will be ten years from now, take a look at the folks you play around with and figure out where the majority of them are headed.—The American Magazine.

WE ARE GLAD—
To Be Of Help In The Christmas Decoration Contest

The Texas Utilities Company is always ready to join in a worthy cause—and especially one of this nature where the City of Floydada is beautified.

We will be glad to offer suggestions for your help in decorating your home or business. You will find our retail department full of valuable helps in completing the scheme and we will be able to assist you in many ways.

Let's Make Floydada A Beautiful City!

Texas Utilities Company
"Your Electrical Servants"

M SYSTEM
"Saves for the Nation"

FRIDAY and SATURDAY SPECIALS
AT BOTH STORES
TRY OUR HOME-MADE CAKES AND PIES AT STORE NO. 2

Coffee	3 Pounds Maxwell House or WAMBA, Limit 1 Can,	\$1.24
Sugar	10 Pound Paper Bag,	59c
SPUDS	10 Pounds	34c
Bananas	Large Ripe, Fruit, Dozen,	25c
Lettuce	Firm Heads, 3 For,	25c
Mixed Nuts	Per Pound,	19c
MARKET SPECIAL		
Steak	Good Cuts, Pound,	29c
Beef Roast	Good and Juicy, Pound,	23c

All Orders of \$2.50 or over Delivered Free.
No. 1—PHONE 4 No. 2—PHONE 62

Low Round-Trip FARES

Account CHRISTMAS AND NEW YEAR HOLIDAYS **1929-1930**

From Stations in Texas

To Long Beach, Los Angeles, San Diego, San Francisco and Santa Barbara, Calif., and all points in Arizona. On sale December 16, 17, 18, 19, 26, 27 and 28, 1929. Return limit January 12, 1930.

To certain destinations in Colorado, Illinois, Iowa, Kansas, Missouri, New Mexico and Oklahoma. On sale Dec. 21, 22, 23 and 24, 1929. Return limit January 6, 1930.

To all points in Texas and Louisiana. On sale Dec. 19, 20, 21, 22, 23, 24, 25, 28, 29, 30, and 31, 1929 and Jan. 1, 1930. Return limit Jan. 7, 1930. Also on sale Dec. 24. Return limit Dec. 26, and Dec. 31, 1929, limit Jan. 2, 1930.

For further information, rates, routes, reservations, etc.,

Call **VIRGIL WILLIAMS,** Agent, Floydada, Texas
Or Write **T. B. GALLAHER,** General Passenger Agent, Amarillo, Texas

COUNT LUCKNER, THE SEA DEVIL

Copyright by Doubleday, Doran & Co. **by Lowell Thomas**

CHAPTER XI

Shipwrecked in Southern Seas
 We amused ourselves by playing with the sharks. The land-lubber can scarcely imagine the hatred the sailor feels for those blood-thirsty monsters. We had a particular grievance against them. A swim now and then would have provided us with needed baths and would have been a pleasant and vigorous diversion from the endless monotony of cabin and deck, our wooden prison. Many a time I looked down into the cool, refreshing element, and a shark would idle beneath my gaze, as though waiting for me there. The sailors passed the time by angling for the voracious monsters. They would catch a couple, tie their tails together and throw them back into the water. The sharks, unable to agree on the direction of their mutual movement, would have a great tug of war. The sailors thought the plight of their loathed enemies quite comical.

Or they would take a large shark, tie an empty and water-tight barrel to his tail and shove him over. The fish would dart downward, but the barrel would stay reluctant at the surface. Now would ensue a desperate struggle which we could follow by watching the gyrations of the barrel. The sharks displayed an excellent eye for chunks of bacon, with hand grenades in them. When the bomb went off in the creature's stomach, pieces of shark would go flying in all directions. We had been in the Pacific for five months now, and had sailed 35,000 miles. With our stale water and the lack of fresh food, scurvy was breaking out among our men, and then beri-beri, which "turns the blood to water." Limbs and joints were swelling. We imperatively needed fresh water and food and a rest on shore. But where could we go? All the islands of the Pacific were in the hands of the French, British and Japanese. We certainly felt it keenly, now that the whole world was against us. There was no uninhabited place that would welcome us. It made us feel very lonely.

"Well," I said to my boys, "we will pick out some nice deserted island where there will be no hand raised against us and no wireless to call the cruisers, and we will get water and some kind of vegetables and maybe shoot some game and have a fine shore leave. Then, after we have rested up, what ho, boys, and away for more adventure."

Buccaneering in the Pacific, with only three ships sunk in five months seemed much too unprofitable. I planned that, after a brief sojourn on some peaceful South Sea isle, we would sail for the Antipodes. Then we would destroy the English whaling station and oil tanks at South Georgia, sink a few ships, capture one on which to ship our prisoners and, if we got away safely, continue our cruise in the prosperous waters of the Atlantic.

Our first plan was to sail direct to one of the larger Cook islands. But we gave that up for fear of finding a wireless station there that might give us away. We did not want to move east of our present longitude, for that would have taken us against the trade wind and compelled us to use our motor. It was necessary to save the engine as much as possible and not have it wear out on us. We hoped we would need it for further captures and escapes.

Mopelia, one of the Society islands (some geographers include it in the Scilly Isles), seemed about right for our purpose. It was a French possession, and, so far as we knew, uninhabited. It was one of those isles of the South Seas so fantastically beautiful and so awkward for the sailors to approach. Only seldom does he find one with a decent anchorage, and nowhere in the world are the winds and currents more treacherous.

On the morning of July 29 we sighted Mopelia, and steered toward it. Words fall me when I try to describe its beauties. From the blue ocean rises a mass of green palms. The sunlight glows in the green. It somehow even seems to turn the

sunlight green. Against the dark blue of the sea and the light-blue of the sky, the sunlight seems to be drawing the green island out of the water, and the soft south wind carries the scent of flowers far out to sea. It is the greeting of the island, and we inhale it deeply.

Here was a typical coral atoll—the kind you dream about. A circular reef studded, with waving palms and within the reef a lovely, placid lagoon. The coral shore was snow white, and, with the sun rays reflecting from it, it looked like a sparkling jewel set in an alabaster ring, like emeralds set in ivory. There were coral terraces below the water. The shallower ones were white or apple green, and as you peered deeper into the water you saw every conceivable tint of green and blue, sea green, emerald green, blue green, azure blue, sapphire blue, navy blue, violet.

As we sailed nearer and nearer that alluring coral shore, we saw flowers among the palms, flowers of all colors, and immense numbers of orchids. The hues of the flowers were reflected in the water over the white coral that depended and turned green. Within the circular reef the lagoon seemed fully as deep as the sea outside, only at perfect peace and smooth like a mirror. It would have made a perfect anchorage for us, save that it had one entrance so narrow that only a small boat could pass through it.

A strong current ran through the opening. We cast our anchor on the coral and tethered our ship to it with a long cable. The pull of the current kept her far enough offshore. I was afraid, for a while, that a shift of the wind might blow her on the reef, but we saw, after a while, that she had dragged anchor. If the current were strong, enough for that, why surely it would be strong enough to keep her from blowing ashore. Leaving several men aboard as a watch, we went on land for a glorious shore leave, sailors, officers, prisoners, and all.

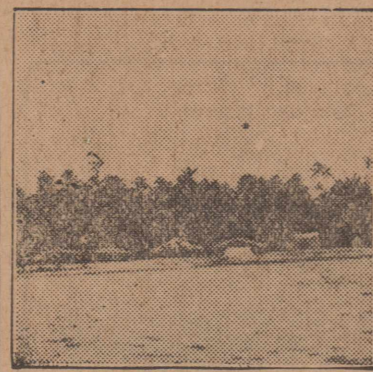
What would we find? We wanted water and fresh food. When we got inside of the lagoon, we found to our astonishment that it was a breeding place for turtles. There were hundreds of them in the water and on the shore, huge fellows weighing two or three hundred pounds. The water was full of beautiful fish. There were big lobsters without claws that promised to be the best of food. The atoll was alive with birds, hundreds of thousands of them, with nests and eggs everywhere. They were so tame that one of my boys whom I sent to collect enough eggs for an omelette returned, saying:

"I didn't get an egg. The birds were so tame and trusting that I hadn't the heart to disturb them and take their eggs." Nor was the island without human inhabitants. We found three Kanakas, Polynesians who had been left there by a French firm to catch turtles. They were greatly frightened when they found that we were Germans. The French had told them frightful tales about the Boches. We, however, quickly made friends with them. They were much relieved when they found that we did not intend to injure them, and when we made amicable overtures, they were only too glad to respond. First, my boys ran hither and thither to satisfy their curiosity about this strange island. Then they settled down to useful occupations. Some set about catching fish and lobsters. Others gathered birds' eggs. A few brought armfuls of coconuts. Three boys turned a big turtle on its back and pulled it along with a rope. There were wild pigs on the island. We shot a couple. Soon the boat put out to the ship loaded deeply with a huge collection of epicurean delicacies. That night the mess was fit for the table of a royal palace—turtle soup with turtle eggs, broiled lobster, omelettes of gulls' eggs, roast pork, and for dessert, fresh coconut.

For days we lived a delightful poetic life, dining in a way that millionaires could not afford. We smoked quantities of fish and pork and stowed it away. We found fresh water on the island and refilled our tanks. Our traces of scurvy and

beri-beri disappeared, and we were rapidly getting ready to continue our cruise and work of havoc in Australian waters.

On the second of August, we made ready to leave the ship for another day ashore. At nine-thirty I noticed a strange bulge on the stern rim of the sea. I called my officers' attention to it. At first we thought it a mirage. But it kept growing larger. It came toward us.



The Camp on Mopelia

Then we recognized it—a tidal wave such as is caused by submarine earthquake and volcanic disturbances. The danger was only too clear. We lay between the island and the wave.

"Cut the anchor cable. Clear the motor. All hands on deck." We dared not raise sail, for then the wind would drive us on the reef. So our only hope of getting clear of the island was our motor. The huge swell of the tidal wave was rushing toward us with break-neck speed.

The motor didn't stir. The mechanics were working frantically. They pumped compressed air into the engine. We waited in vain for the sound of the ignition. Now, right at the critical moment, our motor had failed us, just as it had so often failed us before. By this time, the tidal wave was only a few hundred yards away. We were lost. To our frightened eyes it looked like a whole mountain range of water. It must have been thirty or forty feet high. It came rushing with a roar that drowned out our voices.

A gigantic, violent hand seemed to grasp the ship. The wave swung her on high and threw her forward. It flung us crashing on the coral reef. Our mast and rigging went over, broken like matchsticks. The shattering impact of the ship smashed the coral, and pieces flew in all directions like shrapnel from an exploding shell. The swirling water seized great pieces of coral and whipped them around, beating them against the ship. The Seeadler had heeled over until her deck was almost perpendicular. The water swept over the deck, and the swirling eddies bombarded us with chunks of coral. I clung to an iron post near the lower rail. The rail saved me from the tons of shattered coral that were hurled up by the blow of the falling ship. In a moment, the wave had ebbed away, leaving us high and dry. It had passed over the circling reef and the lagoon, though not over the main part of the island. And on its way had swept hundreds of thousands of birds' nests into the lagoon.

I arose, scarcely knowing whether I was alive or dead, and stood alone with one foot on my slanting deck and the other on the rail. For a moment I thought I was the only one saved.

"Boys where are you?" I shouted weakly.

"Here," came the reply, "still standing like an oak." My men and the prisoners had taken refuge in the bow and had been sheltered by the rail, as I had been. No one was injured. For that at least we could be thankful. For that and not much else. The Seeadler was a total wreck. The jagged coral was rammed deep into our hull.

We stand like an oak! I adopted the reply of my sailors as our motto henceforth. We were castaways on this coral atoll in one of the loneliest and least-visited reaches of the South Pacific. Everything lost, but "we stand like an oak."

(To be continued)

A. J. FOLLEY

Lawyer

Suite 12, Readhimer Bldg.

Civil Practice Only

Floydada, Texas

SICK AT HIS STOMACH

"I WAS suffering from stomach trouble in 1917," says Mr. C. K. Nelson, a railroad engineer living in Pulaski, Va. "I had a tightness in my chest, a shortness of breath. There seemed to be a heavy weight in the pit of my stomach, and quite a bit of nausea, yet I couldn't vomit. I tried different remedies, yet suffered on just the same. When in West Virginia on a work train, I was in such a condition that I just gave up and came home. I could not stand to work, in my condition. Some one told me about Black-Draught. I started taking it in small doses after meals. It helped me, and I went back to work."



Bill Der Says



WHY NOT BUILD

"A vacant lot's a funny thing."

Declares Bill Dér, "for it don't bring

A cent of money to its owner—

To leave 'em that way's sure a boner!"

A vacant lot brings in no revenue, but the taxes go on just the same. Why not convert YOUR empty real estate into an asset by building on it and getting the rentals? You just bet we have the building materials! And our prices will not scare you away!

Willson & Son

The Home of Friendly Service
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 "The Store for Men"
 Valetor Cleaning and Pressing
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 We Call For and Deliver

E. RAY SMITH
 Representative
 Great Southern Life Insurance Company
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 On Farms and Ranches. Our interest rates are low and we can give quick action in closing loans. We give attractive pre-payment options.
 It will pay you to see us before placing your Farm and Ranch Loans.
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 A Doctor's Prescription
 PLEASANT TO TAKE QUICK ACTION
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 Modern Equipment;
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 SERVICE ANYWHERE
 Phones: Day 242; Nights 174 and 303W

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 We handle city property and keep it rented. We render and pay taxes for non-residents.
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 Internal Medicine and Electro-therapy, also Diseases of Women and Obstetrics.
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 FIRE INSURANCE AGENCY
 WILL APPRECIATE YOUR BUSINESS
 CITY AND FARM LOANS
 Every detail of your fire insurance requirements will be carefully handled if entrusted to this agency.
 OFFICE—ROOM 8
 FIRST NATIONAL BANK BUILDING, FLOYDADA

FLOYDADA TRANSFER
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 HAULING AND TRANSFER
 BUSINESS SOLICITED
 GOOD EQUIPMENT
 PROMPT SERVICE
 TRUCK LINE TO PLAINVIEW
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 Insurance Agency
 All kinds insurance and farm loans

LAND
 We have land to sell and to lease for Farming, Stock-Farming and Grazing purposes, from about 80 acres up, in Floyd, Bris-hall, Motley and other counties. Also large list of homes in Floydada.
 W. M. Massie & Bro.
 Floydada, Texas

MAC The Only Way Out! By Irving

MAC, DON'T YOU THINK YOU OUGHT TO GET IN OUT OF THE RAIN?
 NO, SIR—NOT YET.

HOW'S THAT?
 WELL, MOM TOLD ME IF I GOT WET AGAIN I'D GET A GOOD WALLOPING, AND BEFORE I KNEW IT I WAS SOAKED!

OH, I SEE—SINCE YOU'RE IN FOR A SPANKING, YOU'RE GOING TO MAKE IT WORTH WHILE!
 NOW—I'M GOING TO STAY OUT TILL I CATCH A TERRIBLE COLD—

THEN MOM WILL FEEL TOO SORRY FOR ME TO GIVE ME A LICKING!

Sunday School Lesson

THE MODERN GOLDEN RULE

The International Uniform Sunday School Lesson for Dec. 15. The Golden Rule is the Work of the World. Deut. 24:14, 15; Eph. 6:5-9; Tim. 6:17-19.

The Golden Rule is usually associated with the teaching of Jesus but it is interesting to see that in the first section of our lesson we go back a long distance beyond the



teaching of Jesus, as Jesus himself went into the very heart and spirit of the Jewish law.

In his clear enunciation of the Golden Rule "that men should do unto others as they would that others should do to them." Jesus was expressing what to him was the sum and substance of the Mosaic law and the whole practical content of religion. Like all the teaching of Jesus, it is a principle emphasized in the very constitution of human life and in the nature of human relationships. What rule could be more natural or more thoroughly justified in its sanctions in reason and common sense than that where men have to live together each should act upon the principle and with the same spirit which he expects to be manifest in the action of others toward himself?

"As ye would that men should do to you, do also to them likewise." Any other principle of action is manifest selfish and unjust and unfair.

We Cannot Ignore It
The man who is not willing to live according to the principle of the Golden Rule is manifestly a robber. He is trying to take advantage of somebody else and is seeking to get from his fellow men something that does not belong to him. In subjecting other men to

a treatment that he would resent himself he is to that extent showing himself not a man but a brute.

This seems all so clear and axiomatic that it is strange that sensible men would recognize or uphold any other principle. The difficulty of course, comes in in the effort to adapt the Golden Rule to life. Here we come into a world of privileged interests and the conserving of these things or the holding of what one has himself, no matter though he may have gotten it very dishonorably and dishonestly, becomes of more importance than human decency and fairness. Even on the part of men who are in every sense desirous of being honorable and fair, it is not always easy to determine what it means to be just.

Christianity in its profound emphasis upon the Golden Rule made its way in a world of such problems. One of the first discoveries was that in the Christian church there were masters and slaves. What should be the attitude of one toward the other? To have struck in that day superficially at the institution of slavery would have been futile; but what the Christian teachers did was to strike at the institution fundamentally by bringing to bear upon it the principle of love in human relationships.

What should guide men in the difficult relationships of modern industry? What may adequately guide them but the Golden Rule?

The Golden Rule, it should be pointed out, is not a substitute for economic or organizational efficiency. There is no magic in the Golden Rule to make a business a success that is not established upon common sense principles and defective management. The world of industry is not going to be transformed by sentiment, but by sentiment expressed in competency of action.

McCoy News

(Too late for last week)
McCoy, Dec. 4.—The farmers are almost through gathering their cotton.

The school is progressing nicely. Miss Clarrett Tardy has not been able to be in school for two weeks. We hope she will soon be able to attend.
Miss Georgia Pittman spent Saturday night with Miss Myrtle Coleman.

Elmer and Freda Jackson and Fred and Lou Berry and Mrs. Curtis Wilson spent Saturday night and Sunday visiting relatives in Tulia.

Mr. and Mrs. Harvey Hall spent Sunday with H. R. Coleman and family of the Sand Hill community.

Miss Thelma Smith spent Thanksgiving with her mother.

Doyle Sewell is the proud owner of a new Ford coupe.
The Junior girls will play the Junior girls of Petersburg at Petersburg, Friday night, December 6. Every one invited to come with plenty of pep.

Mr. and Mrs. Griffin spent Sunday in the R. H. Stark home. The girls and boys played Starkey Thanksgiving and McCoy won both games. They are planning on winning the cup again this year.

Santa Claus Letters

Dear Santa Claus:
I have been a good little girl. I go to school and am in the second grade. Will you please bring me a baby doll. Some house shoes, a book and some beads, candy, oranges, nuts and apples.

My little sister wants a baby doll, some house shoes and a tricycle and some beads, candy, oranges, nuts and apples.

Your little friends,
Katlée and Eugenia Martin.

Floydada, Texas,
Dec. 7, 1929.

Dear Santa Claus:
I am seven years old. I go to Sand Hill to school. I am in the beginners class. I want you to bring me a toy car, an airplane, a horn, a French harp and nuts, apples and candy.

Love to you,
Harold Green.

Floydada, Texas,
Dec. 9, 1929.

Dear Santa Claus:
We are two little brothers and we think we have been real good boys.

So please bring us an airplane, a zeppelin, two scooters, two toy pump guns, a cross country flyer, a Dutch mill, and lots of candy, nuts and fruit.

Your truly,
W. C. and Gene Boren.

Floydada, Texas,
Dec. 3, 1929.

Dear Santa:
Please bring me some fruit, nuts and candy and anything else you want to.

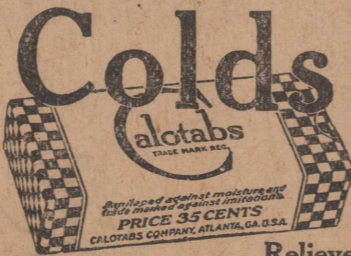
Your friend,
Lola Pearl Parrish.

Floydada, Texas,
Dec. 3, 1929.

Dear Santa:
Please bring me a doll, some fruits, nuts and candy and anything else you want to bring me.

Your friend,
Teenice Thacker.

Best Purgative for Colds



Relieves the congestion, reduces complications, hastens recovery.

Dear Santa:
I am a little girl four years old and I try to be a good little girl. I want you to bring me a doll trunk and some doll clothes. And please bring me a floor sweeper and a play watch. I want some house shoes and a bath robe and some fruit and candy.

And Santa please bring my baby sister a doll and a rocking chair.
Your little friend,
Roberta Medlin.

Floydada, Texas,
December 3, 1929.

Dear Santa Claus:
I am a little girl eight years old and I am in the second grade. I go to Starkey school. I want a

blackboard, and a ball, and a doll with a cap and sweater, and a lamp globe for my little lamp you brought last year.

My name is,
Verda Francis Furner

Floydada, Texas,
Dec. 6, 1929.

Dear Santa:
Please bring me a big doll, a little fiddle and a ring. I am eleven years old and in the third grade. I go to Starkey School.

I have been a good girl all year. Oh yes bring me some nuts candy and fruits.

Bye, bye, Santa,
Your little friend,
Nola May Douglas.

Floydada, Texas,
Dec. 3, 1929.

Dear Santa:
I am a little girl seven years old. I am in the first grade. Please bring me a doll buggy and a tricycle. Also bring me some fruits, nuts and candy.

Your little friend,
Pauline Woods.

Floydada, Texas,
Dec. 6, 1929.

Dear Santa:
I am a little girl ten years old and I am in the third grade. I go to Starkey School.

Please bring me a big 22 inch doll and a doll buggy, a tricycle, fruits, nuts and candy.

From,
Vera Louise Carter.

Lippert's Practical Business College

(Successor to Watson's Business College)
INTERNATIONAL ACCREDITED SCHOOL
Associated with 587 Colleges in United States and Canada.

Seventy-five per cent of all office positions in Plainview filled by Lippert's Business College students. Not a graduate unemployed. Twenty-five graduates accepted positions in past thirty days.

Gregg and Aristos Shorthand; Rowe and 20th Century Bookkeeping.

Fifteen requests for our Graduates now on file. Make reservation now for term commencing December 30, 1929, for the year 1930. Largest private Institution on the entire South Plains. One Hundred Twenty-five students now enrolled.

R. J. Lippert, Pres.
N. E. Corner Square Plainview, Texas
Phone 22



*They melt
in your mouth*
**'Cakes and this Maple
Flavored Syrup**

MAKE them for breakfast tomorrow. Piping hot 'cakes with lots of butter! And have them swimming in Staley's Maple Flavored Syrup. It's made with real Canadian maple. Ask your grocer for Staley's Maple Flavored Syrup today. Staley Sales Corporation
Decatur, Illinois



**Staley's
SYRUP**

**"You've
been married
longer;
maybe you
can tell me."**



JUNE thought something terrible must have happened when Alice came to her in tears and said that she and George weren't getting along well after being married only three months.

"... he used to be so cheerful," Alice said, dabbing at her eyes. "and now he's so irritable—especially at meal times. This morning after breakfast he growled a good-bye to me and ..."

"How many cups of coffee did he have?" June asked, shrewdly.

"One—and he drank only half."

"What kind of coffee was it?"

"It was ... why, I really don't remember. What difference does it make?"

"All the difference in the world, my dear," June told her chum. "A husband without good coffee at breakfast is like a bear. I made the same mistake with Dan. You get White Swan Coffee for George and ... well, you just get it. You'll get the surprise of your life."

Alice got both—the coffee and the surprise.

It never takes a bridegroom any longer to begin praising his wife's coffee than it takes for her to discover White Swan. Its appetizing aroma and satisfying flavor are always welcomed as essential to the full enjoyment of every meal.



**WHITE SWAN
COFFEE**

The delicious quality of White Swan is the result of many highly perfected processes; some as old and artful as the happy custom of serving coffee; others as new as science can devise.

Modern roasting ovens bring out the natural flavor of the imported coffees which are nicely combined and balanced in achieving a full, rich quality of the White Swan blend.

After roasting, White Swan is packed in sealed tins and handled promptly. No moisture is taken with the freshness of its flavor. A dealer is within convenient shipping distance of one or more of the 22 Waples Platter Hostrategically located to insure quick distribution. Fleets of motor trucks which operate established routes make regular deliveries of the 10,000 White Swan dealers.

By going to the very source for its product, controlling every step of its preparation and distribution, this institution of the Southwest, with more than a half century of experience, makes sure that no finer coffee can be brought in your home for the price you are asked to pay.

Now, and whenever you need a fresh supply, White Swan Coffee is available at your grocer freshly packed in one and three pound cans.

FREE—Expert advice and time-tested recipes

Perhaps the doughnuts never get so light and cakey as they do with White Swan. Or you may have trouble with another dish your family likes to eat. Write for Better Coffee to Waples Platter Coffee Bureau, Waples Platter Company, Worth, Texas. Expert advice and time-tested recipes sent free.



Announcing the Appointment of

B. O. CLOUD, as Agent

Of Phillips Petroleum Co., at Floydada succeeding Lawrence Lewis, resigned, and the purchase by Mr. Cloud of the equipment of Mr. Lewis.

The wonderful reception given by the motoring public to the superior products of Phillips Petroleum Company is most gratifying, and it is the hope of the new agent to continue giving the public the excellent service which they have enjoyed under the management of Lawrence Lewis.

Your continued patronage will be greatly appreciated.

B. O. CLOUD, Agent

Phill-up with
Phillips 66

Floydada

Phone 277

JUST 11 MORE SHOPPING DAYS UNTIL CHRISTMAS SHOP EARLY—SHOP HERE.

Your Christmas Store

It is our desire to help you make this a Merrier Christmas than ever before. We have done everything we can think of to make it convenient for you to do your Christmas Shopping. You will find the stock arranged so you can get what you want and keep out of last minute jams.



MUNSINGWEAR

Dainty intimate underthings made by Munsingwear will please her. Women and Misses Pajamas, in dazzling color combinations,\$2.95, \$3.45, \$4.45 Lounging Robes, artistically styled,\$3.45, \$4.45 Women's Gowns,\$2.95 Women's Step-In Chemise, brassier tops,\$2.45 Women's Princess Slips,\$2.95 Women's Teds, desired colors,\$1.98 Bloomers, most popular styles and colors,\$1.98 Bandeau, New uplift styles,\$1.00

ALL SILK CREPE UNDERWEAR

Lovely silk garments, trimmed with lace and ribbon in styles she will adore.

All silk, Teds, Bloomers, Step-Ins,\$3.45
All silk Gowns,\$4.98, \$5.95
Lovely Georgette Gowns,\$8.75

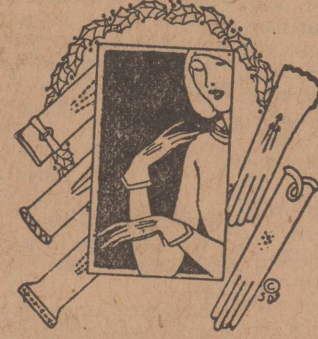
BED SPREADS

For her Christmas, scores of colors. Scores of patterns. Of heavy rayon and smartly decorated.

\$5.95, \$8.75, \$12.50

FINE ROBES

What woman would not appreciate one of these robes for Christmas. Silk quilted robes warmly interlined and deeply padded. Lovely trimmings. Women's quilted silk robes, pastel shades,\$12.45 Women's quilted rayon robes, pastel shades,\$8.50 Women's blanket robes in neat color combinations,\$3.48 Childrens blanket robes, sizes 2 to 14 \$1.39, \$1.89, \$2.89



XMAS GLOVES

New cuff effects, in all new shades. Fine washable kids that make the most acceptable gifts. In all sizes. In all the popular colors.

\$2.75, \$3.45, \$3.95

SCARFS

Large, flowing silk scarfs in the desirable pastel shades. Wide borders, fancy patterns and brilliant colors.

98c, \$1.49, \$2.45, \$2.98

HAT BOXES

Something suitable to give her. Luggage is an acceptable gift. A complete selection at prices exceptionally low for Xmas selling.

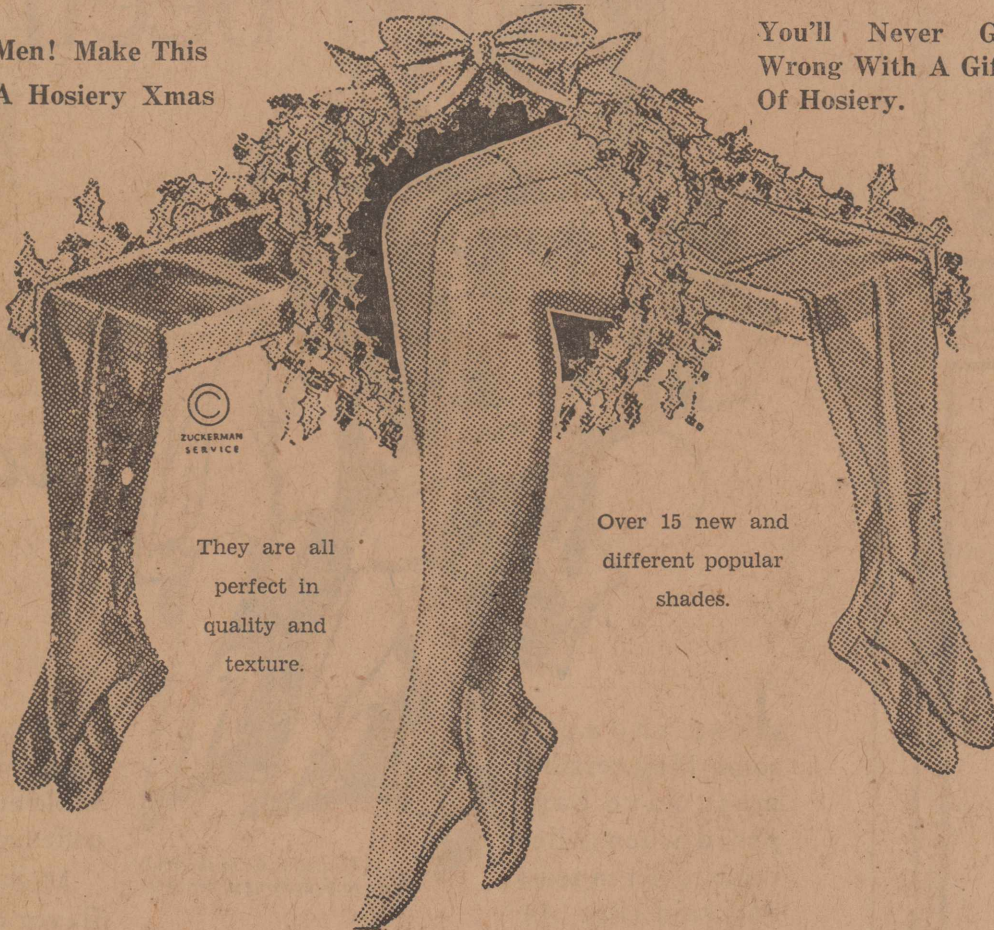
\$1.48, \$4.69, \$5.89, \$9.90

HOSIERY

The Ideal Gift

Men! Make This A Hosiery Xmas

You'll Never Go Wrong With A Gift Of Hosiery.



They are all perfect in quality and texture.

Over 15 new and different popular shades.



BAGS FOR CHRISTMAS

She will be delighted with one of our new handbags, made of finest leathers. Scores of beautiful frames. In assorted gay colors and trimmings.

\$1.95, \$2.95, \$3.45, \$3.95, \$4.95,

HAND TOOLED BAGS

How smart they are, women appreciate them for they last so long and how beautiful they are.

\$3.45, \$5.95, \$12.50

Handily designed Mesh Bags of quality.

\$6.95, \$8.95



HANDKERCHIEFS

Handkerchiefs will never fail to please her. An assortment of the most delightful shades imaginable! Colored borders! Beautiful lace trimmings! New stitching effects! You'll receive many thanks.

Boxed 25c, 49c, 75c

\$1.00, \$1.50

Mother, sweetheart, friend—there isn't one of them who wouldn't appreciate a half dozen or even a dozen pair of fine silk hose. We've never shown such beautiful colors, such perfect quality, at so low a price.

Munsingwear, Gordon, Cadet, Phoenix
\$1.00, \$1.50, \$1.95, \$2.50

Ladies New Spring Coats

We have just received an advance shipment of New Spring Coats. They are ready for your inspection and approval. You'll find them very moderately priced this season. We invite you to see them.

Suggestions	Suggestions	Suggestions	Suggestions
Perfumes	Vases	Tapestry	Men's Leather Jackets
Bath Powder	Dishes	Bridge Favors	Hand Bags
Toilet Sets	Bath Mats	Sweaters	Men's Hats
Fancy Garters	Towel Sets	Keychains	Men's Shoes
Powder Puffs	Table Scarfs	Men's Bill Folds	Men's House Shoes
Bath Salt.	Boudoir Lamps	Hose Supporters	Men's Shirts



HOUSE SHOES

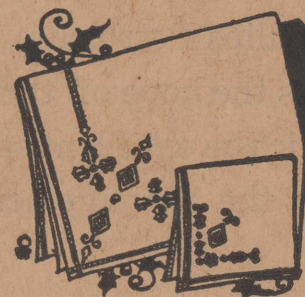
When in doubt present her with a pair of comfortable warm house slippers. In assorted colors to suit every taste, low heels and without heel styles.

98c, \$1.49, \$2.25, \$2.50, \$3.95

AUTO ROBES

OREGON CITY all wool, full size, beautifully colored and just as beautifully patterned. The finest gift you could give and great values!

\$7.40 and \$9.90



FINE LINENS

A serviceable lasting gift that she is always sure to appreciate. Table cloths, dinner sets, bridge covers, napkins, dollies, runners, luncheon sets, etc.

98c, \$1.25, \$1.49, \$1.98

to \$9.98

Give Her a Fine

She would love to have a good coat and a gift we are offering would surely please and delight her now for we are offering our entire stock at prices never before.



All \$45.00 Coats are now, All \$55.00 Coats are now, All \$69.00 Coats are now, Coat values up to \$39.00, you

Women's Fine Silk

These are all brand new dresses \$29.00 and \$39.00 values. We are making this concession in order to make a quick clearaway. If you anticipate buying one you had better come in at once.

Here's another value you should take advantage of. YOUR CHOICE,

Martin Dry Goods Company

FLOYDADA,

"The Store With The Goods"

TEXAS

AND HERE'S ANOTHER BIG RACK OF VALUES UP TO \$11.85. YOUR CHOICE,

That win appreciation

Your Christmas Store

We want you to feel free and absolutely at home at your Christmas store while you are doing your shopping. We want to serve you efficiently and courteously. We hope you will take advantage of our very low prices to make your Christmas Dollars go further.

We give and Redeem Martin's Green Trading Stamps. Every Wednesday is Double Stamp Day.

at For Christmas

her at Christmas of one of the fine coats we you can save a lot of money too if you will buy at will be sure to sell them quickly. Get one for



Give Him a Stetson

Hats with all the pep and dash that smart fellows admire. Hats with brims that can be set at rakish angles, all the new shades of course.

Stetsons, \$8.50 to \$16.50
J. B. Specials,
\$4.95 and \$6.00

Give Him Shoes

He will appreciate a pair of these Friendly Fives or a pair of Packards, for his gift on Christmas morn. We have his size and last here.

FRIENDLY FIVES
\$5.00
PACKARDS
\$8.85, \$10.00

House Shoes

Good warm cozy shoes in neat lasts, made of fine kid leathers in tans, with slight heels or without heels.

\$2.50, \$3.95



Give Him A Suit Or Overcoat

Men's Silk Mufflers

He will appreciate one of these fine silk mufflers. Made of heavy silk, in dashing colors and with fine deep colored borders, all styles.

\$1.45, \$2.45, \$2.95
to \$4.95

Boys' Suits

Get the boy a suit for his Christmas present, you'll have a great deal of pleasure in doing it for him and he'll appreciate it too! PERFECTION Boys' Suits, all wool, snappy patterns, 2 short pant, or 2 long pants,

\$12.40
Boys' all wool suits, two long pants, \$7.90
Boys' all wool suits, 2 long pants, \$9.90



Men's Dress Gloves

Fine fitting, heavy quality materials in tans, greys, black. Well tailored, not only provide comfort but add just the right touch of smartness.

98c, \$1.45, \$1.95 to \$3.95

Shirts

Collar attached, high grade Broadcloth, plain white or new color assortments, excellently tailored, perfect fitting, buy for his Christmas gift here.

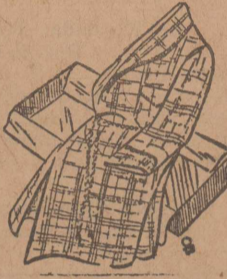
98c, \$1.50, \$1.95, \$2.50
to \$6.50



Men's Hosiery

When in any possible doubt give him hose. He'll appreciate them Boxed two and three pair 98c in holiday boxes,

Single pairs in fancy patterns or plain.
50c, 75c, \$1.00



Lounging Robes

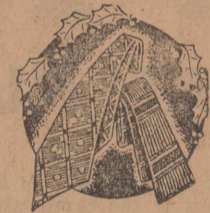
Colors and patterns that will approve with his own tastes, satin cuffs and collars, excellently tailored.

\$6.45, \$6.95

Underwear

Give him Munsingwear, rayon and silk trunks and shirts for his Christmas, he will be delighted to get them.

Trunks, 50c, 75c, \$1.00
Shirts, 50c, 75c, \$1.00



Neckwear

New silk ties purchased for the Christmas gift buyers. They are new to the minute, ties for every occasion, exceptional values.

48c, 75c, \$1.00, \$1.50



Men's Handkerchiefs

Men will appreciate a nice handkerchief, we have the kind he will be sure to appreciate. Men's boxed Initial handkerchiefs, any initial, 3 to box, 75c

Silk and linen handkerchiefs in plain and fancy patterns,
25c, 35c, 49c, 75c, 98c,
\$1.45

Luggage

A lasting gift and one that is always appreciated.

Bags \$2.45, \$3.45, \$4.95
to \$35.00
WARDROBE TRUNKS,
\$27.50 to \$60.00



\$23.75

\$33.00

\$45.00

choice for only, \$19.75

and Velvet Dresses

They are fine silks and Velvets, there is some very lovely creations in the lot, women who appreciate real values will be quick to grasp this opportunity to buy a fine dress and save big.



Visit our Toy Department. You will find all kinds of toys for the children and the prices are cheaper than we have ever been able to offer before. Just a few mentioned here to give you an idea about what we have.

- All Steel Aeroplanes,98c
- All Steel Graf Zeppelins,98c
- Oil Trucks, Large,98c
- Busses, Large Size,98c
- Dump Trucks, Large,98c
- Tinker Toys,69c
- Machine Guns,25c

Santa Claus

Will arrive at this store Saturday Dec. 14th and will be here each afternoon until Xmas to greet the children in person. Bring the children to see him.

- Straddle Kars,49c
- Scooters, Large Ones,\$1.49
- Pop Guns,75c
- Pop Gun Pistols,25c
- Tops,15c and
- Pianos,49c, 98c, \$
- Dolls,39c, 49c, 98c, \$1.49

Steel wagons, 30½ inches long—15 inches wide—4½ inches deep bed, 10 inch steel disc wheels. 1 inch balloon type tires. Rolled steel tongue, Ball Bearing Wheels \$4.00 EACH.

Martin Dry Goods Company

FLOYDADA,

"The Store With The Goods"

TEX

H Girl Appreciates Visit To State Fair

Miss Connie Roberson is Furnished Trip to Dallas by Local Chamber of Commerce.

Miss Connie Roberson, of Lockney, who recently attended the State Fair of Texas at Dallas, as a reward for winning first prize in the 4H exhibits at the Floyd County Fair this year, expresses her appreciation for the trip in the following letter, written to the Floydada Chamber of Commerce, who furnished the trip.

"I appreciate very much the kind attention you have shown me. I certainly enjoyed my trip to the Dallas Fair. About the best way of expressing my thanks would be to tell a brief story of my trip.

"Miss Gladys Potts and I left Lockney about 7:30 Sunday morning and reached Floydada about 8:00 a. m. We met Miss Strange, our County Home Demonstration Agent, there and drove to Spur in her car, where we took the train. Four girls went from Dickens County and we spent the night in Stamford.

"About eight o'clock the next morning we started on to Dallas. Two girls went with us from Munday, four from Seymour and two from Wichita Falls. Miss Strange was our chaperone. We reached Dallas about 6:40 Monday evening and waited at the Union Station for some more girls. Then we walked to the street car station where special cars were ordered for us to the Fair Park. The Park was lighted in many different colored lights in honor of Edison's invention of the electric light bulb fifty years ago. We walked from the gates of the park to the encampment house.

"We were tired and went to bed early. The next morning at 6:00 a. m. a whistle was blown and every girl had to get up and get ready for breakfast. Then another was blown and we had to get in line and march to breakfast. We sang before every meal while at the camp.

"We had a camp staff which consisted of pep leaders, song leaders and hostess, and assistant hostess. Our hostess had the assistant hostess to introduce their guests in rotary fashion. After breakfast we

had a camp meet, and then each girl went back to her room and cleaned it up. Then we went to the football stadium where we had our pictures made. From there we went to the poultry exhibit and the fish hatchery, then back to lunch. Tuesday evening we went to the Hagenbeck-Wallace circus and Tuesday night to the Fair Park auditorium where we saw the play "The Red Robe." I enjoyed this better than anything I saw while at Dallas.

"Wednesday morning we went to town and visited the Nieman-Marcus building which is a fashion shop. We also visited the Magnolia building which was twenty-two stories high and we could look over Dallas from the top of the building. Wednesday afternoon we went to the art, agriculture, and 4-H club work building and that night to the Horse Show. We also saw some livestock that day which was very interesting.

"Thursday morning we took the little auto train around the fair park where we saw several interesting things. Then we went to the old relic building and the Alamo which is not nearly so large as the Alamo at San Antonio.

"Thursday evening we went to the shows. We saw several things of interest there and had plenty of fun. We went through the cave in a boat where the devil was. In there it was several degrees below zero. We saw several tricks played, the deformed animals, went through the fun on the farm, and in the mirror hall and several other things too numerous to mention.

"Thursday night after supper we watched the fireworks and then had a camp meet. Part of the girls left that night and the remainder left Friday morning. Miss Potts and I reached home Saturday about 3:00 o'clock after an enjoyable trip.

"I want to thank you again for your kindness."

"Sincerely yours,
"Connie Roberson."

PLACE AVIATION SIGN ON CHEVROLET GARAGE ROOF

Floydada's first step in the development of aviation was made last month when a huge sign was painted on the roof of the Chevrolet garage directing the attention of the passing aviator to a landing field in the west part of the city. The

sign is according to government regulations, the letters being twelve feet in height and placed four feet apart.

The sign was paid for by the Floyd County Fair from a small fund remaining to that organization's credit.

Annual Poultry Show Not To Be Held Here

A poultry show at Floydada will not be sponsored this year by the Chamber of Commerce was the decision reached by the directors at a regular meeting in November. Considerable thought was given to this project and the directors expressed their regret that it would not be possible for the Chamber to sponsor the show this year.

This decision was reached after discussion on the cost, the location, and the value of the show. For several years it has been the custom for the show to alternate each year between Floydada and Lockney. Last year the Lockney Chamber of Commerce sponsored a Floyd County show in that city. This year the show had been planned for Floydada but due to the fact that no building sufficient to house the show could be obtained and that all the coops for the show would have to be rented the directors thought it best to discontinue the show at least for this season.

When informed of the above decision the secretary of the Lockney Chamber of Commerce said that it was very likely that his organization would sponsor the show in that city. Announcement to this effect will probably be made during December.

LOST HANDBAG FOUND BY USE OF HESPERIAN WANT AD

A Hesperian Wantad recently found a handbag for Walton Hale, the cost of the ad being only nominal, while the value of the handbag was above \$25.

Hesperian Want Ads prove their value every week to those who have learned their value and make the little hustling salesmen of The Hesperian do their chores for them.

Read The Hesperian for news of Floyd County.

Locals and Personals

Hollis Moore and sister, Miss Annie Marie, visited their brother, Leonard of Amarillo, Sunday.

Mrs. E. D. Westfall and daughter, Miss Della, left last week for Frederick, Oklahoma, where they will spend the remainder of the winter with Mrs. Westfall's niece, Mrs. J. L. Grose.

Mrs. R. E. Dorrell, who has spent the past several months, here with her son, L. H. Dorrell, and family, left Sunday for Granger, where she will spend Christmas with her daughter, Mrs. Dennis Farr.

Mr. and Mrs. W. C. Boren and little sons, and Mr. and Mrs. Guy Buchanan spent Sunday afternoon visiting friends in Plainview.

Mrs. W. H. Sharp and baby, Lajuana Jo, visited with her parents Mr. and Mrs. A. S. Erb, of Olton, from Wednesday until Sunday. Mr. Sharp went over after them Saturday.

SORE GUMS—PYORRHEA

Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhea Remedy is highly recommended by leading dentists and never disappoints. Druggists return money if it fails. 3 Arwine Drug Co.

Mr. and Mrs. C. H. Davis and son, Billy Clyde, returned home Saturday night from Sterling City, where they spent Friday with Mrs. Davis' father, D. C. Durham, who is ill. He was improved when they left him.

Mrs. Edd Bishop visited with her parents, Mr. and Mrs. H. Williams, of Matador, Saturday.

W. C. Boren spent the first part of the week at Seagraves attending to business.

Nearly Killed By Gas —Druggist Saves Her

"Gas on my stomach was so bad I nearly killed me. My druggist told me about Adlerika. The gas is gone now and I feel fine."—Mrs. A. Adamek.

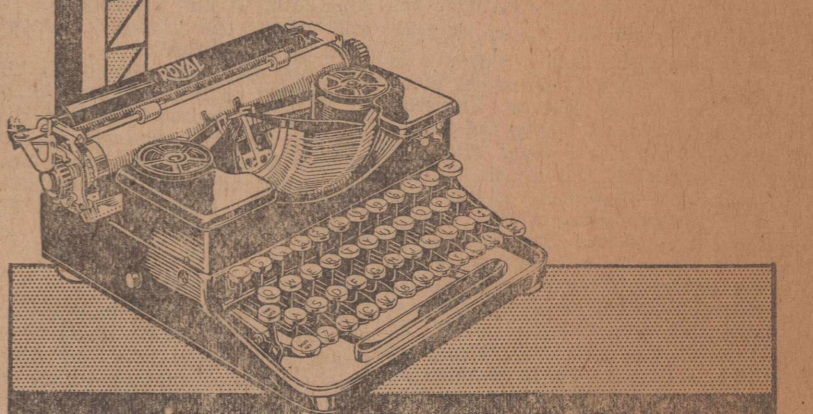
Simple glycerine, buckthorn, saline, etc., as mixed in Adlerika, help GAS on stomach in 10 minutes! Most remedies act on lower bowel only, but Adlerika acts on BOTH upper and lower bowel, removing poisonous waste you never knew was there. Relieves constipation in 2 hours. It will surprise you. Floydada Drug Co. F-4

Mrs. Josie Moore had as her guests Sunday her son, Calton, and wife, of Sweetwater, and her daughter, Mrs. John Denman, and husband, of Lubbock.

Mr. and Mrs. J. T. Howard and little son, J. T. Jr., spent Sunday in Crosbyton as guests of Mr. Howard's niece, Mrs. Jimmie Edwards, and Mr. Edwards.

IN THE SPOTLIGHT
HART PARR TRACTORS
TREMENDOUS POWER
from Low-Priced Fuels
L. C. McDONALD
Floydada, Texas

Head "Jimmy's" List with a ROYAL PORTABLE
For the boy or girl of school age, there is no finer Christmas gift than a Royal Portable Typewriter. Interesting, durable, easy to operate, it brings real zest and pleasure to homework. Convenient monthly payments, if desired.
Hesperian Pub. Co.,
Floydada, Texas



Floydada Gins
WILL
Close Down
FOR THE CHRISTMAS HOLIDAYS ON
Saturday, Dec. 21
AND WILL FIRE UP AGAIN ON
Friday, Dec. 27
The Davis Gin Co.
Haynes Gin Co.
Patterson-McGehee Gin Co.
The Farm Bureau Gin Co.
OF FLOYDADA

WHEN IT'S ZERO IN THE CRANKCASE OR A HUNDRED IN THE SHADE
You Get Protective Lubrication With
Conoco Germ-Processed Paraffin Base Motor Oil
CONOCO Germ-Processed Motor Oil retains its fluidity at sub-zero temperatures. In fact, there is no practical operating condition in winter that will affect its ready lubricating flow.
Due to the Germ process and the select, premium, paraffin base crude stocks used, CONOCO Germ-Processed Motor Oil positively does not break down under the most intense cylinder wall heat.
A climb, high speed, heavy load, the temperature—none of these conditions affect the ready lubricating qualities of CONOCO Germ-Processed Motor Oil.
This oil is different from all other oils in one outstanding respect. It actually penetrates metal surfaces.
The oil never leaves the bearings. In effect, a fracture-proof film—a carry-over film—is always on duty, lubricating your motor from the instant you put your foot on the starter.
When the temperature drops down to the sub-zero zone protect your motor by using CONOCO Germ-Processed Motor Oil. Know the satisfaction of realizing that your motor is well lubricated even before you start it.
Drive in at the nearest station displaying the Red Triangle now, today and have your crankcase drained. Your winter driving will change from one of worry to one of pleasure and satisfaction.
CONOCO
Germ Processed
MOTOR OIL
35¢
Per Quart—for All Grades Except Special Heavy and Extra Heavy.



