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NUMBER

Christmas Day Climaxes Joyful Week In Floyd County

Rutledge Home, Moore Drug Co., Win Prizes

Judges in Christmas Lighting Contest Praise Entries Made in Unique Plan.

The beautiful White Street home of Mr. and Mrs. O. P. Rutledge was the successful entry in the chamber of commerce Christmas Lighting contest which came to a close this week. Another cash prize winner was the Moore Drug Company on Main street which placed first in the contest with thirteen entries made.

Although the judges were unanimous in their decision that the Rutledge home, with its Christmas lights aglow radiating the Yuletide spirit, was the most beautiful entered in the contest they were also high in their praise of the home of Dr. and Mrs. C. M. Thacker on Wall street and the South Main street home of Mr. and Mrs. Kenneth Bain and the home of Mr. and Mrs. C. H. Davis on West Missouri street. The scoring of the home placed the Rutledge home first and the Thacker home second.

Almost two hours were devoted to judging the thirteen business establishments and only a few points separated the Moore Drug Company, the Pollyanna Shoppe and the Hollums, Floydada Florist. The exterior decorations of the Moore Drug Company scored high while the interior arrangement of the Pollyanna Shoppe was given high score.

Chamber of Commerce officials were well pleased with the response of the first contest and expressed the opinion that future contests would be of greater interest.

The judges were Mr. and Mrs. Fay Guthrie of Lockney, R. Q. Silverthorne, and Bo Sexon of Plainview.

Gins Re-Open Tomorrow After Brief Holidays

After a four-day Christmas vacation for their office forces and crews, gins of Floydada will fire up again in the morning to complete the year's run for cotton growers of this section.

A large portion of the crop has been gathered and while several hundred bales of cotton are yet to be handled, the rush work for the ginner is thought to be over for this season.

LAST MINUTE CAGE RALLY MARKS DEFEAT OF LOCALS

A last minute rally spelled defeat for the F. H. S. cagers last Friday evening at Ralls, when the Ralls Jackrabbits crushed the local quintet 20 to 13, in the first important basketball game of the season. The local lads had a one point lead on the faster and better team at the end of the third quarter, but could not stand up under the fast work of the Rabbits in the last few minutes of play.

Line-up of the local crew was as follows: Howard Welborn, and Ernie Widener, guards; Alsie Carlton, center; Bill Smith and Joe Smith, alternating as forwards.

LOCAL MARKET

Poultry	
Turkeys,	15c
Old Toms,	10c
No. 2 Turkeys,	8c
Chickens	
Heavy hens,	17c
Light hens,	14c
Old roosters,	6c
Fryers, Colored,	10c
Leghorn, Fryers,	10c
Stags,	10c
Hides,	6c
Guineas, each,	25c
Geese,	12c
Ducks,	12c
Eggs	
Eggs, No. 1 candled, per dozen,	30c
Pullet Eggs,	25c
Cream	
Butterfat, per pound,	29c
Butter,	40c
Grain	
Red Maize, threshed,	\$1.15
Wheat,	\$1.05
Maize heads,	\$13.00
Cotton	
Middling,	15 1/2-2c
Late Cotton,	8c to 11 1/2c
Cotton Seed, per ton,	\$29.00

Here's Royal Blood



This introduces King Charles I, above, who heads Mrs. J. D. Christian's flock of purebred Bird Bros. Giant Goldbank Bronze turkeys, Route 1, Floydada, Texas.

King Charles I, recently home from a triumph at Chicago where he "strutted his stuff" in the International, has been asked to visit Madison Square Garden also. His Majesty has not given a definite answer as yet, however, about the New York visit.

Indian Quintet Play Here Monday Evening

Three Fast Cage Encounters Scheduled for Local Team in Floydada Next Week.

Local fans of the cage are expecting a real treat next Monday evening when they will have an opportunity to witness the first team of Indian basketball players demonstrate their ability against the F. H. S. Whirlwind quintet at the Andrews Ward Gymnasium. A team from the Chyneno and Arapahoe School, at Concho, Oklahoma, will pit their Indian swiftness and skill against the locals at that time.

Due to Indian nature, this game is expected by fans to be one of the fastest to be played on the local court this season. The entire team is made up of native Indians, representatives of a government Indian school.

Two other games have been matched for next week by Coach Jones, and local fans will have three excellent opportunities to see the new 1930 material at work on the home court. On Wednesday and Thursday evenings, the Panhandle High School quintet will be in this city on a tour of the Plains and will match the locals in two consecutive games. Both games are expected to be unusually interesting. Coach Jones states that his boys are in excellent shape to take on the visitors, although the Panhandle school has turned out many strong teams during the past few years. Both games will be played at the Andrews Ward Gymnasium.

AGED WOMAN SUCCEUMS TO ILLNESS TUESDAY MORNING

Mrs. H. J. Holland, 71, died Tuesday morning at her home three miles south west of Floydada.

She moved here in 1918 with her husband who died April 2, 1924, after which she made her home with her son W. F. Holland.

Funeral services were conducted at the City Park Church of Christ Wednesday afternoon at 2 o'clock by Elder J. B. Denton of Cone assisted by Bro. Perry Ausmus of Lubbock. Interment was in Floydada cemetery.

She is survived by four sons, W. F.; Joe; Dave; and Galen Holland all of Floydada, one daughter Mrs. Lillie Roberts of Red River County, and a sister Mrs. A. B. Beal of Kentucky. The sister was not present for the funeral.

COUNTY JUDGES MEET NEXT AT TAHOKA ON APRIL 17-18

The West Texas County Judges' and Commissioners' Association in its meeting at Plainview last week, voted to meet next at Tahoka on April 17 and 18.

Judge Wm. McGehee, of this city, is secretary of the organization. The Plainview meeting was marked by spirited discussions of the various angles of problems that face the Commissioners' Courts of this section.

Ed Bishop Resigns as Floydada Chamber of Commerce Secretary

December 30 Ladies Night At Rotary Club

Club Will Close Year With Rotary Anns As Honor Guests Monday Night.

Holiday plans of the Rotary Club recently adopted, called for the postponement of the weekly meeting this week because it fell on Christmas Day, and also for the postponement of the meeting on the next Wednesday because it falls on New Year's Day. Instead of these two meetings will be substituted an evening meeting on Monday night, December 30, when the Rotarians will be honor guests.

H. P. Watson, W. U. White and F. C. Harmon are the new program committee for the quarter beginning with the first meeting in January.

T. P. Collins, Calvin Steen and F. C. Harmon were the Rotary Club's Christmas committee, which was pledged to lend every possible assistance to other agencies of the community to get Christmas into Christmas-less homes where there are children.

H. P. Watson, D. W. Fyffe and T. P. Collins made interesting talks at last week's meeting of the club and the "Bob" Quartette sang. The "Bob's" of the club are Bob Sone, Bob Wakefield, Bob McGuire and Bob Medlin.

The program for Monday night, announced by the program committee, headed by R. E. Fry, is as follows: Invocation, S. N. Tawwater. Sing Song, followed by "eats." Introduction of guests.—Roy L. Snodgrass.

Music.—Rotary Orchestra. Toast to the Rotary Anns.—J. M. Willson.

Vocal duet.—Mrs. Calvin Steer, Mrs. J. B. Bartley.

Response, to the Rotarians.—Mrs. Geo. A. Linder.

Vocal Quartette.—Rotary Quartette.

Address, "Christmas 'Spirits' and New Year Resolutions.—P. D. O'Brien.

Hesperian's Xmas Gift To Floydada Fast Mail Service

The Hesperian's Christmas Gift to Floydada people and the people on the nearly 275 miles of rural routes served by the Floydada Post Office was one that has brought them speeded up mail service from all points east. Delayed train schedules on the Denver's south plains lines the last three days of last week and one day of this week, caused the mails to miss Santa Fe connection at Lockney.

Through the Floydada Chamber of Commerce, The Hesperian arranged for this mail to come on down to Floydada the same morning received from the Denver train at Lockney, thus saving to patrons of the Floydada office a full twenty-four hours time on delivery of Christmas mail of all kinds.

The Hesperian has a big job of trying to remember its family of three thousand subscribers with a material gift each Christmas, so big, in fact, as to be an impractical thing to do, it was thought. However, when this opportunity presented itself and The Hesperian had a chance to get to its readers their Christmas letters, papers and packages on schedule time, the opportunity was grasped without delay. People of Floydada and Floyd County have been good to The Hesperian for years and years, and you don't owe us anything for this big little service, although we hope we shall continue to have your good will.

Goes To Plainview As C. C. Publicity Man

Ed. Bishop, for the past four years secretary of the Floydada Chamber of Commerce, has resigned his place with the local organization effective January 1, it was announced this morning, and will take a post with the Plainview Chamber of Commerce beginning with the New Year as publicity director of the Plainview Board of City Development and Chamber of Commerce.

A successor for the retiring official of the local organization will be named at an early date, it is expected, according to J. B. Jenkins, president, who has called a meeting of the board of directors for an early date to consider the situation created by the resignation.

The resigned secretary is the second Floyd County boy to get his training in Chamber of Commerce secretarial work in Floydada, later to accept a position similar in nature at Plainview. Mairy Hopkins, secretary of the Plainview Board of City Development, got his first business experience in Floydada, as well as his first training as a secretary. Bishop has lived in Floydada for twenty years, taking his public school education here. In the four years he has served as secretary of the Floydada organization he has formed a wide acquaintanceship throughout the county, and the announcement of his decision to sever his relations with the organization here is expected to be received with genuine regret in practically every community of the county.

J. D. Luttrall Dies After Long Illness

J. D. Luttrall, 19, son of Mr. and Mrs. John Luttrall, two miles north of Lorenzo, died at the family home there Saturday morning of last week after a lingering illness of fourteen months. The body was brought to Floydada for burial, and funeral services were held Sunday afternoon at the Wall Street Church of Christ, where Elder J. J. Day preached the funeral. Interment was made in Floydada Cemetery, where the lad had requested before his death, for his remains to be brought for burial.

Surviving members of the family are his parents and four brothers. The brothers are Felix Luttrall who resides in southern California, Clarence Luttrall who is in south Texas, Frank Luttrall, who has been at Lorenzo the past two months, and Dave Luttrall, who is in school in Floydada. Frank and Dave were present for the funeral.

The death of the young man came after fourteen months of suffering during which time he underwent four major operations. He first became ill on a trip home from Detroit, when he stopped off in St. Jo, Missouri, for an appendicitis operation. He was brought home and underwent operations here and at Lubbock, the family getting medical aid from various places in an effort to bring back his health.

Former schoolmates in Floydada Public Schools of the deceased were flower bearers and pallbearers at the funeral and the burial rites following. The flower girls were Bama Gene Smalley, Bernice Bishop, Golden Louise Steen and Artie Mitchell; pallbearers, Howard Welborn, Starks Green, Theron Summerville, A. D. Summerville, Chester de Cordova, Russell King.

THIS ORPHINGTON HEN LAYS EGG BIG ENOUGH FOR NOG

Walter Gound this week showed an egg laid by an Orpington hen in his backyard flock that was big enough for the egg part of a good sized eggnog. At least Walter said it was that big.

It was a big egg and no doubting that, measuring seven and seven-eighths inches in circumference the long way and six inches around.

O. M. Unger Census Enumerator District 2

Plainview Man Visits Floydada To Confer With Business Men And Officials.

O. M. Unger, Supervisor of Census District No. 2, Texas, was a business visitor in Floydada Monday and while here conferred with Chamber of Commerce and other local officials regarding the information that had been secured by the government by correspondence.

Sixteen counties in this section of Texas comprise the district over which Mr. Unger will have supervision. They are Hale, Floyd, Parmer, Bailey, Foard, Knox, Lamb, Castro, Swisher, Briscoe, Hall, Childress, Motley, Cottle and Hardeman. Actual census work by the enumerators will begin April 1, and it is estimated by the Supervisor that two weeks will be needed in taking the census in the cities and approximately thirty days in rural districts.

"We are especially anxious to have a most thorough count of the population in each of the counties," Mr. Unger said, "and in order to secure it the people can be of material benefit if they will answer the questionnaire we are not expecting to have to use force. We prefer enumerators who are acquainted with the situation and we expect to give each community an opportunity to inspect the report before it is announced to the public."

Sister Of Mrs. L. H. Dorrell Died Dec. 15

Mr. and Mrs. L. H. Dorrell have returned home from Clovis, New Mexico, where they were called December 13 by the serious illness of Mrs. Dorrell's sister, Mrs. W. A. Deatherage. Mrs. Deatherage died Sunday, December 15, in the Baptist Hospital at Clovis. She was buried at Floyd, New Mexico on the Monday following.

Surviving Mrs. Deatherage besides her sister, are five brothers and her mother, her husband and four children, all being present for the funeral.

CHARLIE LEWIS AND MISS FRANCIS KINNARD MARRIED

Miss Francis Kinnard and Mr. Charlie Lewis, both popular young people of this city, were united in marriage at Clovis, New Mexico, on Christmas Eve, Tuesday, December 24. They left this city Tuesday morning and are expected to return today.

Mrs. Lewis is the daughter of Mr. and Mrs. Frank Kinnard, and was reared in Floydada. She graduated from Floydada High School with the Class of 1927 and for the past year has been employed in the District Clerk's office. Mr. Lewis is the son of Mr. and Mrs. L. H. Lewis and was reared in this county.

SCOTT MCGEEHE CONTINUES RECOVERY FROM INJURIES

Scott McGehee, manager of the Floydada Gin Company, who was injured severely Tuesday morning of last week when his arm was caught in a round bale press at the plant, has been showing satisfactory improvement the past three days. Last week-end and Sunday he had some bad days when his condition was not so reassuring.

JUDGE I. R. KELSO VISITS WEST TEXAS PROPERTIES

Judge I. R. Kelso, of St. Louis, spent a part of last week in this section on a tour of the properties of Texas Utilities Company, of which he is president.

He visited Floydada Thursday in company with H. L. Allen, district manager at Lubbock, and L. Feree, district manager, of Amarillo.

Athletic Manager



GARNER SURGINER

Garner Surginer Is On Athletic Board

Local Boy Serves As Senior Manager on Intramural Council at State University.

Garner Surginer, son of Mr. and Mrs. C. Surginer of this city, who is at home for the holiday vacation, is serving this year as the senior manager of men's physical training at the University of Texas, where he is enrolled as a junior student in the School of Business Administration.

Last year Surginer was appointed junior manager and in recognition for his excellent services he was promoted to the senior manager's position. He acts as one of the members of the student council on intramural athletics. There are three students on the board. The council settles all disputes and acts in an official capacity for the department of intramural athletics of which Berry M. Whitaker of the faculty is manager.

The student intramural managers assist with the staging of contests between leagues organized for the fostering of athletics at the university.

Just before leaving Austin for the Christmas holidays, Surginer filed a report with Mr. Whitaker on contests in golf and tennis singles. Upon his return he will complete a report on handball and cross-country events in which the individual university champion was decided in each event. Wrestling, boxing, weights, baseball and basketball games will be staged in the leagues after the holidays.

Reports covering the activities during the fall semester will be included in a handbook which will be published by the department for use next year.

As junior manager Surginer was given an orange and white intramural jersey sweater and for his services this year he will be given a sweater with a qualified "T" similar to that awarded members of the university athletic teams.

Surginer will return to Austin the first of next week to resume his studies and his duties with the department of intramural athletics. He arrived in Floydada late Sunday afternoon to spend the holidays here with relatives and friends.

BAND DIRECTOR LEAVES FOR LUNDO TO SPEND HOLIDAYS

Bandmaster A. L. Lundgren left Monday morning for Lundo, Texas, where he is the guest during the holidays of a brother, arriving there Tuesday.

He will return home about the first of the year to resume his work with the band boys.

N. D. HENDERSON LEAVES FOR NEW POST AT LAREDO

N. D. Henderson and wife left Monday of this week for Laredo, Texas, where Mr. Henderson will assume the duties of Patrol Inspector in the Immigration Service, notice of which appointment he received recently.

They will make their home at Laredo and he will take up his new duties at an early date.

Retail Shops Report Brisk Holiday Trade

Scores of College And University Students Add to Gayety.

Christmas of 1929, and festivities incident to it, went into history last night, featured by Christmas Tree family reunions by the score, gay parties and general enjoyment throughout the county, with few incidents any kind to mar the pleasure and joy of the season.

Business Reported Brisk

With moderate temperatures the first shopping days preceding the event, local retail establishments report from good to excellent business, in spite of the predictions and forecasts for poor trade for the period. Friday, Saturday, Monday and Tuesday crowds were good in Floydada, with shops full of buyers. The merchants made their first attempt presenting to the public a town completely attuned, with light decorating effects, into a shopping center to resist. Their efforts to report, met with success. Street lights in hues on all the main gaily bedecked windows, forors of beauty and a were the rule.

Christmas Eve was numerous home and Sun Christmas Trees. At the Cumberland Presbyterian Churches to Schools presented appropriate gifts from trees to merry Sunday School and numerous churches and civiltion to see that the spirit did not fail to get to massless homes.

Floydada and the other communities of the county enjoyed pleasure of having their scores college and university students home again, and the merriment among the youngsters has been great. Turkey dinners and family reunions, parties and social events will continue to make the week this vicinity.

On Christmas Day business activities practically came to a standstill, with banks, post office, and wholesale establishments, and industries giving their employees a full holiday.

Law Enforcement officers reported one of the quietest Christmas from their point of view, county in recent years. Disturbances have been made during the week, but not appreciably average week of the year. Stegall said this morning.

AT THE CHURCHES SUNDAY

Regular services Sunday morning at 11 o'clock at the Church of Christ on South Wall Street.

Preaching Sunday morning evening at the Methodist Church and the other services will be at the usual hours, it is announced.

Rev. G. B. Schmid will fill the pulpit Sunday morning and evening at the First Christian Church at the usual hours, marking close of his ministry with Floydada congregation. Other services at the usual hours.

At the City Park Church Christ Sunday School will be at 10 a. m., and preaching at 11 the morning and 7:30 in the evening. H. P. Cooper, minister, preach.

Sunday morning preaching at the Baptist Church will be over to a special service for young men and women who are at home for the holidays, with Rev. F. O'Brien in charge. Regular Sunday night, Sunday School, B. Y. P. U. at the regular hours.

Sunday School Sunday at 10 o'clock at the Presbyterian Church; Christ deavor at 6:30 p. m.

COUNT LUCKNER, THE SEA DEVIL

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CHAPTER XIII

from the Society Islands to the Cook Islands in an Open Boat.

It has been something of a sport in recent years to cross the Atlantic and even the Pacific in a small boat, sometimes under sail and sometimes under motor power. My craft have done it, and at best is not a comfortable kind of voyage. In sporting events, your ocean-going small boat always had a cabin or an imitation of one. That is what we should have had, but we were not so lucky, and besides, the boat we carried made existence aboard our lifeboat that had been converted into a cruiser a cramped affair indeed.

There was only one place we could not go to, dry, the buoyant top of the sides of the boat. These we packed our hardtack, a few pieces of clothing, photographic apparatus, and all-important tobacco. It affected the buoyancy of our craft, but we had to keep some things away from the sea water. In the body of the boat were placed water tanks, our large supply of weapons and ammunition, cordage for the rigging, and several canvas shields at the top, which would be drawn over the top and be made to form me kind of tent, sheltered us somewhat from waves and dirty water. Without these we should have been practically drowned. Our mattresses could be stretched across the bottom, where four men could sleep while two kept watch. As a concession to civilization, we had a pair of knives and forks, six eggs, a coffee pot, and \$5,000 in silver gold, and paper, much of it pounds sterling.

At six in the morning, the two men on watch filled the coffee pot and applied fire to it from a soldering lamp. With the slightest breeze and a rocking of the boat, it was possible to bring the water to a boil. Then we were glad to get rapid coffee-bean soup instead of coffee. After toilets had been made with salty sea water, we squatted in the cockpit for breakfast of coffee and hardtack. Navigation was so small a boat. It was to spread the charts out and with the slightest breeze the wind might take us less navigation papers.

We had to use the sextant for navigation instrument. The boat that often pitched we could scarcely stand. Charts, tables, logbooks, and so on, got sopping wet. We dried them in the sun and swollen and difficult to handle at night, but not unless so long as our clothes.

The weather was fair. An occasional whale would rise and douse us with its spout. Then, in our excitement, we felt the chill of the night. The days were broiling, but even while taking advantage of what little shade we had, we were heavy and torpid. We had to be careful of our water supply. We never dared drink enough to quench our thirst completely, and were, in fact, continually thirsty.

By way of amusement, we had had along from the one book we had brought along, Fritz Reuter's comic story, "A Trip to Constantinople," and at night the reader wheezed and blared, and whiled away the tedious hours of the German folk songs.

After three days we sighted Aitutaki, the first island of the Cook group, a British possession. There a ship might be expected anyway, we had to make a get fresh food. Aside from the danger of storm, if our voyage continued for any length of time, we feared most of all beri-beri and scurvy, which our diet of hardtack would inevitably bring upon us unless we varied it with fresh vegetables.

A crowd of natives, fine looking Polynesians, watched curiously as our little craft drew up to the beach. Kircheiss and I went ashore straight to the house of the British resident. He lay stretched out in his shirt and trousers on a three long chair on his porch, and

didn't even get up when we approached. He was a good looking fellow, but lazy as the devil. The latitude of the South seas had certainly got him.

"My name is Van Houten," I began, "and this is my chief officer Southart."

The resident looked at me suspiciously. It was a true British mistrust. Ordinarily, your Englishman is the best of fellows, a pleasant chap to meet, a perfect host. But in wartime you had to admire them. They were on the lookout for everything. Their brains seemed made only of suspicious, Kircheiss, who spoke English better than I did, continued:

"We are Americans of Dutch birth. A few months ago we made a bet at the Holland club in San Francisco that we would sail from Honolulu in an open boat via the Cook islands to Tahiti and back to Honolulu. The wager is for twenty-five thousand dollars. Would you, my dear sir, kindly give me a certificate that we have been here in accordance with the terms of our bet? Also, we should like to lay in a supply of fresh water, canned goods, and fresh fruit."

The resident yawned, looked us over with a watery eye and replied, "Well, a man must be a hell of a fool to go in for that kind of sport."

"Sure," Kircheiss said politely, "but just the same, we should like to have the certificate. Won't you give it to us or tell us who will?"

"Oh, to hell with you, don't bother me. I've just had dinner and want to take my nap."

Even his British mistrust, with which he first regarded us, subsided into the indescribable something that comes over a white man who yields to the soft enervation of the tropics. He now looked at us merely as mad fellows who wanted him to do something too crazy to merit his consideration.

"Any news from the bloody war?" he asked. "Why are they so stupid as to carry on with this fighting business? In the end, it will only help these yellow races."

He continued like this and spoke highly of the Germans. Naturally, we did not express any pro-German sentiments.

"We simply must get this old bird to give us that certificate," I said to my comrade in Low German, pretending that it was Dutch. "Yes," he replied in the same dialect, "it may come in mighty useful later on."

The resident, as he told us, had served in the Boer war, and should have known better, but he took our Plattdeutsch for the language of Holland.

Presently he scribbled a note saying that we had called on him in the course of our sporting cruise.

"Any ships expected in port soon?" Kircheiss asked quite casually.

"How in hell do I know?" the resident responded wearily. "Everything goes to the bloody war, and we don't see anything around here but these Kanakas." He continued in this strain and cursed his boredom on the island.

The resident was still rambling on his lazy monotone when along came a man who wore a cassock and had a beard down to his waist. He was a French missionary priest who was overjoyed when we saluted him with a few words of French. The resident and an English trader were the only two white men on the island besides himself, and neither talked any French.

"Allons, allons," he shouted, "by Joe, boys, you must pay me a visit."

And straightway he seized our arms and took us over to his mission house. There he poured out glasses of excellent wine.

"Are you Americans," he cried, "you fight for la France? You are Hollanders. Ah, it is too bad that your country is not in the war with France. But I can see that you love la belle France."

"What will be your next stop?" asked the jovial missionary in parting.

"I think we will put in at Aitutaki," I replied. That was the nearest island and the next field of action in our hunt for a ship.

"Fine," exclaimed the priest cordially. "I have a friend there. You

must call on him. Just mention my name. He will be delighted to see you. He is a Hollander, too."

A Hollander, too? And our knowledge of the Dutch language was so strongly salted with a German accent! In that case, when we got to Aitutaki we certainly would be anything but Hollanders, probably Norwegians.

Everywhere on the island were trees and fruits, coconuts, bananas, mangoes, and oranges. On the streets of the village, with its thatched huts, were South sea beauties, who wore wreaths of flowers and had dark, flashing eyes. They gazed with interest on the foreign sportsmen, the story of whose cruise on a bet had spread among the natives. We took aboard what provisions we needed and set sail for Aitutaki.

The weather turned miserable, by Joe. It rained every day, those drenching tropical downpours. Our sailcloth covering was not tight enough to hold the water out. The sea was heavy and continually washed into the boat. Often we bailed as many as two hundred and fifty pails an hour. Everything not stowed in the side tanks got wet.

When the rain stopped for a while, the waves and spray kept things from drying. We were soaked to the skin and never did get dry. Our blankets and mattresses were dripping wet. When we lay in the sodden bedding, we were freezing cold, and could sleep scarcely at all. Often it was a relief to be called to go on watch. Then at least we could stretch our arms about and get warm. Cooking was almost impossible now, and we seldom ever got coffee anything like hot.

Once we saw a waterspout forming right before our eyes. A fine, whirling drizzle close to the water attracted our eyes. It revolved ever more rapidly, seizing wider masses of water. In the sky was a little black thundercloud extended downward in the shape of a funnel. The whirl of spray on the water ran up swiftly. The cone of the thundercloud stretched down to meet it. They came together and united. A roaring and sound of bursting, a tremendous suction of water, and sky and sea were connected by a whirling column. Gyrating and swaying it moved in our direction. Our boat lay in a calm. Not a breath of air around us. Will this wandering giant strike us and break upon us, deluge and swamp us? Automatically Leudemann at the rudder tires to steer us. Without wind our boat cannot move, much less steer. But the roaring monster collapses with a defening clap. Its mass of water falls upon the sea, and from it a circular swell spreads out. We rock uncomfortably and thank heaven. During our voyage among the islands we narrowly escaped several similar spouts.

After three days we found ourselves steering our way through the maze of reefs, very beautiful but perilous, that extend out in front of the landing place at Aitutaki. Again there was no ship in sight, but again one might be scheduled to arrive within some reasonable time. That was our hope. A crowd of natives gathered to watch us come in, also half a dozen white men, among whom was the British resident. He was a tall, lanky fellow who wore glasses, and looked a perfect picture of President Wilson. We found this resident to be full of the same British suspicion. Unlike his colleague at Aitutaki, he was no wise lost in tropical indolence, but was active and shrewd. We saw that he entertained the liveliest doubts about us. Might we not be wandering Germans? Of course, he could not venture any forcible measures to investigate our case, such as searching our boat, for if we really were Germans we would doubtless be armed to the teeth, and in that case where would he be? He had no force to match ours. We tried our level best to quiet his suspicions by our offhand, natural behavior. We thought our sporting voyage explanation and our request for a certificate, such as we had got from the resident at Titau, plausible enough. It was too bad that we could not use the other residents' certificate, but in it were written our supposed Dutch names and now we were Norwegians.

The resident began by saying to us that we would no doubt be delighted to meet a fellow countryman of ours. This "countryman" turned out to be a Norwegian carpenter. We surmised at once that he had been instructed by the resident to talk with us and see whether we were really Norwegians. My Norwegian was bad, but Kircheiss spoke the language like a native. I kept severely out of the way, and let Kircheiss have a long friendly talk with the carpenter. Kircheiss convinced this man that he was as Norse as the Vikings. The carpenter

was delighted to meet a fellow countryman so jovial and, as Kircheiss represented, so wealthy. He promptly reported to the resident that we were the truest Norsemen alive and could in no wise be Germans.

The resident, with his inscrutable President Wilson face, invited me to his house for dinner. I accepted. A British merchant named Low invited my lieutenant to his house. We suspected it was a dodge to separate us. Seemingly, the Norwegian's assurance had not fully allayed the mistrust of these uneasy Britons. Kircheiss and I made every excuse we could to keep together, but the hospitality was so pressing that we could not refuse any longer without practically giving ourselves away.

"Even if we are apart," I said to Kircheiss on the side, "we have our pistols and hand grenades, by Joe. We will keep our eyes open, and we can take care of ourselves single-handed. If anything looks wrong, we will fight our way to the boat."

We dined pleasantly enough. The resident talked a lot, although he did not seem to be naturally a talkative kind. He asked me many questions, which I answered cautiously. A native servant brought him a note, and he scribbled a note in return. After a few minutes, the servant brought him another message, and again he answered it. This happened several times.

"Important messages?" I asked. "Oh, no," he replied hastily, "they are from my friend Low. He wants to arrange to have us all take coffee at his bungalow."

It was very queer. I was prepared though, and thanked my stars for the pistol and hand grenade in my pockets. I learned later that their scheme was, in fact, to question Kircheiss and me separately. The purpose of the notes was to arrange questions to be asked of us, so that they might check upon our separate answers to the same questions. These answers, it happened, had jibed fairly well, although not well enough to disarm suspicion.

When the time for leaving came, the resident told me that, if we would return on the following day, he would give us the certificate we desired, certifying that in the course of our sporting voyage we had called at the island of Aitutaki. The delay about the certificate was, of course, to detain us a day longer.

Away from this unsatisfactory interview, we encountered the Norwegian carpenter who informed Kircheiss that the natives believed we were Germans. The British had been recruiting soldiery among them for service in France, and for the purpose of getting recruits had stirred them up with a bit of war fever. The islanders, therefore, hoped that we were enemies so they could seize us. They planned to get our boat ashore and capture it. Upon hearing of this, I ordered the two men be on watch all the time, ready to repel any attack.

The following day provided us with plenty of thrills. When Kircheiss and I went to the resident's house, crowds of natives followed us. The resident greeted us with a worried expression, but came straight to the point.

"I shall have to examine your boat and papers," he said sternly. "How so?" said I.

"The natives think you are Germans. I know you are not, but I must inspect your boat to satisfy them."

He vacillated between the desire of not letting us get away and the fear of a fight. Outside, the Polynesians were gathered from all quarters. They made a menacing, ugly-looking mob. Left hand in pocket, I attached a carbine hook to the fuse of the grenade. With that mob of heathens on the rampage, there was no use in trying to carry the deception any further.

"It is true," I said to the resident, "we are Germans. But don't you think it would be better if we remained friends? We are white men. I am with you in front of these natives. Act the part that will impress them. Come and examine our boat."

"Very well," he replied, growing pale, "but you won't take me with you?"

"No, upon my word, no." When we stepped out on the porch the islanders raised a howl. I never thought there were so many Polynesians in the world. I had never before stood in the face of a mob. Sailors or soldiers would not have made me half so afraid.

"Don't be a coward," I said to myself. "On, by Joe on."

Kircheiss and I stayed close together. The resident led us through the mob, which was overawed by his presence. We were halfway to the boat when a native

in Colonial uniform stepped up. He had seen service with the British in France, we were afterward told. "Shall I arrest them, sir?" he asked.

"Arrest what?" I shouted. "Shut your trap. Why should a fool like you try to arrest Norwegians?" Then I muttered to the resident: "If that fellow makes any fuss, I'll shoot him dead."

"Don't talk that way," he replied nervously, and waved the native soldier away.

The crowd followed us to the landing. A small rowboat picked us up.

"You won't keep me with you?" the resident asked again. I assured him that we would not. So we rowed over and climbed into my boat, impelled less by his own desire than by the attitude of the natives.

"Here is the log," Kircheiss, with an impassive face, handed him a log we had taken from one of our captured ships. He perfunctorily turned the pages and came upon a chronometric diary we kept in the book. Above was stamped in fat type, KAISERLICHE MARINE.

The resident raised a tarpaulin, but dropped it quickly. He had seen rifles. He raised another. There were neat rows of hand grenades, as easy to pick up as apples.

"Keep those covered," he exclaimed, as pale as ashes.

"Well," I asked, "how do you find everything?"

"Quite all right—quite all right." He smiled a very acid smile.

"Won't you tell your people here that everything is all right?" I suggested.

He turned to the crowd on the pier. "Everything is in order," he called.

"These gentlemen are Norwegian sportsmen, as they say."

"And now the certificate," I reminded him.

He wrote a note just as the resident at Aitutaki had done.

"You don't intend to take me with you?" he repeated.

"No," I responded, "but I should like to have your company until we can get some fruit and tobacco." I stood chatting with him on the pier while Kircheiss went to procure the fruit and tobacco. Hadn't we better take the island and wait for a ship instead of sailing off? I debated the question with myself, and then decided we had better go.

The last scene of this little drama was played as the resident and I shook hands and bade each other an apparently cordial farewell. He was a decent fellow, even if he had been suspicious, and I had eaten an excellent dinner at his house. I was glad that we didn't have to humiliate him before the natives, a dreadful fate for an Englishman.

As we hoisted anchor and raised sail, a cheer went up from the natives lined along the shore. They were trying to make amends for having treated us so shabbily and for having taken us for Germans!

But there at Aitutaki I had made

the great mistake of our cruise. We should have captured that island. Three days later a schooner arrived. We could have taken it, rejoined our comrades, and continued our raids. Instead, the resident told the officers the story of our visit. The schooner sailed the next day and in a little while met a steamer to which it transferred the news about us. The steamer in turn radiated a warning to the whole South seas. So we were now in for a warm welcome.

(To be continued)

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Plainview, Texas

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Office over First National Bank
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A. J. FOLLEY
Lawyer

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Floydada, Texas

H. Z. Pennington
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Residence 330 Office 2

Tony B. Maxey
Lawyer

Room 212 Readhimer Building.
Floydada, Texas

L. G. MATHEWS
Lawyer

Readhimer Building
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LAND

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

W. M. Massie & Bro.
Floydada, Texas

See the new 1930 RED LINE DELCO-LIGHT

With its 15 improvements, this is the greatest Delco-Light ever offered

We haven't space here to talk about the new 1930 Delco-Light having heavier armatures, new brush tension controls, improved switch mountings and things like that. But you can take the word of an authorized Delco-Light Dealer that the 15 improvements on this new line of Delco-Light plants are real improvements! And they make these new plants the biggest thing Delco-Light ever put out. And that's saying something.

But after all, that's only talk. We want you to see this new plant for yourself. Then you'll know why it's the greatest Delco-Light ever built. And we want you to know how easily you can have one on your place. Stop in and let's talk it over.

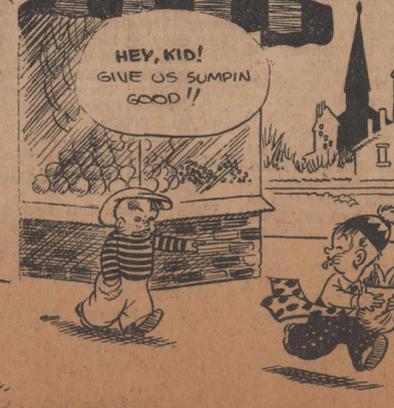
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Just phone or drop us a card and we'll bring Delco-Light to your home for a night demonstration

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

Cheapest, Busiest Salesmen In Floyd County

FOR SALE

FOR SALE—At a bargain a large piano, good as new, nice for church use. Phone 198 or see Mrs. J. C. White. 37tfc

Visit the Greenhouse. 41tfc

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

LET us re-charge your battery. We call for and furnish rent battery. Phone 83. Gullion's Super-Service. 371tfc

FOR SALE—3 young mules, or trade for sheep. Eva Wagner. 414tp

Visit the Greenhouse. 41tfc

FOR SALE—Modern stucco English-Colonial house, 5 rooms and bath, garage, corner lot close in. Best buy in town. Phone 290J. 414tp

FOR SALE—One Used Chevrolet Coupe. Call at Higginbotham-Bartlett. Co. 41tfc

MISCELLANEOUS

NOTICE

H. O. Pope and son, Official Light Testing Station Number 1, of Floyd County, Floydada, Texas:

Let us test your lights early and avoid the last minute rush. We have the bulbs to fix your car light fixtures. Get your light receipt now. It is good for 30 days. Bring your register receipt or motor number. See us at West California, Street, Floydada, Texas. H. O. Pope and Son, Station Number 1. 441tc

See the wonderful display of Christmas flowers at the Greenhouse now. Hollums, Floydada Florists. 41tfc

AUTO SPRING SERVICE—Vulco Tires, guaranteed service, cost plus 10 per cent Cash and Carry. Trailers, Lister Shares, Bolts, Stalk Cutters, Wagons, Truck Beds, Best of Workmanship. J. A. Enoch, Blacksmith. 43tfc

FOR TRADE—Good used closed model car, for smaller car or good note. Would sell on time to responsible party. B. O. Cloud at Phillips Petroleum Co. 443tc

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

BABY CHIX—If you want prolific winter layers order chix from our flock of Tom Barron English Leghorns, guaranteed to us as 250 to 300 egg producers. Booking orders now, 15c. Marshall Hatchery, Floydada, Texas. 448tp

NOTICE

Members of the Country Club, are requested not to burn the grass in the Club grounds. All necessary burnings will be made by the Caretaker, under the supervision of the Greens Committee.

By Order of Directors.
R. C. Scott, Secy.-Treas.

Visit the Greenhouse. 41tfc

CHINCHILLA RABBITS \$2.50 per pair while they last. Mrs. J. A. Enoch, 508 California Street 41tfc

Evergreen grave blankets, \$4.00 each. Hollums, Floydada Florists. 41tfc.

BUY your Burroughs and Dalton Adding Machine ribbons at The Hesperian Office. 41dh

CONSUMERS Fuel Ass'n fixes your flats. 7tfc

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

Evergreens, shrubs, rosebuds, grapevines, etc. Hollums, Floydada Florists. 422tc

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

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

You can't make a mistake when you say it with Flowers at Christmas. Hollums, Floydada Florists. 41tfc.

REAL ESTATE

FOR SALE—Brand new seven room brick veneer house, and garage and stucco barn. Everything modern. All conveniences. Very little money will handle it. See L. B. Maxey. 441tc.

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

FOR SALE—123-acre farm, well improved 1 mile of good brick school C. W. Ginn at Magnolia Wholesale Office. 31tfc

FOR SALE OR TRADE—Well located house in Floydada. Prefer to trade for farming equipment. George E. Graham. 423tp

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

FOR SALE—Some well located residences and some nice residence lots J. U. Borum. 9tfc

FOR RENT

FOR RENT—Four room modern house on pavement, West Missouri Street. Flynn Thagard, Phone 182. 41tfc.

FOR RENT—2 rooms. Mrs. John Wahl. 441tp

FOR RENT—Furnished Light Housekeeping room at 421 West California Street. 423tp

FOR RENT—Two furnished rooms, modern conveniences. Couple preferred. Call 117W. 430tc

FOR RENT—Bedroom, apply 429 California street or phone 126J. 36tfc.

WANTS

WANTED—To rent a farm on third and fourth rent. I have teams and tools to handle good farm. I am able to take care of my self. Will give good reference. B. C. Odum, Rk 2, Floydada, Texas. 424tp

WANTED—To buy one 3 or 4 year old 5 or 6 gallon milch cow. Phone 902F2. W. W. Porter. 432tp

WANTED—Anyone having my block and tackle or my chain boomers, please bring them home as I need them very much. A. D. Summer-ville. 423tp

WANTED—Wheat pasture. J. C. Bolding. 42tfc

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

Visit the Greenhouse. 41tfc

LIVE STOCK

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

FOR SALE—Jersey cow, fresh, with young heifer calf. F. A. Dickert, 3 mi. E., 4 mi. So. Floydada. 432tp

Fairview News

Fairview, Dec. 23.—A nice snow fell in this part of the county last Thursday night which will be of some benefit to the wheat that has been sown.

The Dramatic Club presented the play, "Pat Piper's Place" to a very small audience last Friday night on the account of bad weather. The play was well rendered.

Lonnie Saunders, Fred and John Reeves left Sunday afternoon for Knox City, Abilene and Merkel and other points where they will spend the holidays.

Miss Hazel Brown spent last



She doesn't fool with that rifle, as her opponents in rifle matches can tell you. Above is pretty Arline Spencer, George Washington University co-ed at Washington, D. C., who is one of the crack shots on the girls' rifle team as well as the manager.

Monday night with Misses Jessie and Goldie Sisson.

Miss Mabel Culpepper spent Sunday with Mr. and Mrs. Lewis Bullard.

Mr. and Mrs. Vern Austin of Plainview spent the week-end visiting Mr. and Mrs. Edd Bullard and other friends.

Mr. J. S. McNeill, Verne and Malcolm McNeill left Sunday for Denton where they will spend Christmas.

Mr. Fred McNeill of Denton visited Friday and Saturday with his father Mr. J. S. McNeill and family.

Mr. H. K. Reeves, Mr. and Mrs. J. B. Tinnin returned last Friday night from Glen Rose where they had carried Carl Reeves where he would be under the treatment of the doctors there. He will remain possibly two weeks before he will return.

Miss Bessie Mae Brown spent Sunday with Miss Thelma Reeves.

Mrs. W. B. Wilson and daughter Edna Beth visited Sunday afternoon with her parents Mr. and Mrs. H. C. Randolph of Cedar Hill.

May Glyn Culpepper, Louise and Lorene Brown spent Sunday with Irene and Inez Reeves.

Ruby and Dorothy Lee Brown spent Sunday with Viola Burton.

Henry Culpepper is home from Wayland College for the Christmas holidays.

Muncy News

Muncy, Dec. 23.—All of the farmers of this community have enjoyed a nice snow this week.

Kellie Webster returned home last Tuesday from El Paso, where he had been in the sanitarium for about two months. His friends and relatives were glad to welcome him back home again.

Mr. and Mrs. Jack Huff have returned home. They have been visiting friends and relatives in East Texas.

Mr. and Mrs. W. M. Vandergriff left last Wednesday for East Texas, where they will take Christmas with their parents.

Mrs. R. L. Nichols spent Saturday afternoon in Floydada.

Mrs. W. G. Ferguson and son, Joe, were shopping in Floydada Friday.

Clay Muncy has returned to spend Christmas with his parents, Mr. and Mrs. R. E. L. Muncy.

Mr. and Mrs. O. B. LaFrance and daughter, Peggy Marie, left last Tuesday for East Texas, where they will spend a few days with relatives and friends.

Mr. and Mrs. J. J. Smalley went to Floydada Saturday afternoon.

R. E. Race was a Lockney visitor Saturday afternoon.

Mr. and Mrs. J. F. Biggs were shopping in Floydada Thursday.

Misses Susie and Alvie Smalley went to Lockney Saturday.

Mr. and Mrs. Edd Muncy spent Sunday in the R. E. L. Muncy home.

J. J. Smalley and W. G. Ferguson spent Friday afternoon in the brakes getting a Christmas Tree for the Muncy School house.

Mrs. A. B. Muncy went to Floydada Friday afternoon.

Mr. and Mrs. Carl Smalley, also Mr. and Mrs. Doyce Smalley were Lockney visitors Saturday.

Little Ouelah Biggs has been very ill for the last few days with the flu, but, we are glad to report, she is feeling better.

Mr. and Mrs. Roy Muncy, of Floydada, visited in this community Sunday.

In selecting a livestock sire there are three main considerations to keep in mind: The individuality of the animal; his pedigree; and the performance of his progeny. The record of the progeny is the most important consideration, particularly in choosing a dairy sire.

Hesperian only \$1.50 per Year.

his feed n... on pro... Farm... ers who feed s... exclusively on... home-grown feeds which do not contain the necessary nutrients can lower costs by marketing a part of the grain and hay raised and buying feed which makes a better-balanced ration. If corn, oats, and timothy are the only crops raised, the rations would be seriously deficient in protein and ash. Both fattening and maintenance costs in pounds of feed could be reduced considerably by selling a part of the hay and grain and buying legume hay and some meal rich in protein. A much better way to balance the ration, however, would be to grow enough legumes, such as alfalfa, clover, soybeans or cowpeas. Legume hay alone, or legume

od maintenanc... ration, while a... two parts grain... ne hay by weigh... tory fattening ra...

Molds are known to the a... person as pests, but as a mat... fact they are useful in v... ways. A mold is now used to... ufacture citric acid from ce... gar, an acid that formerly... tained exclusively from citru... It is also possible by mou... mentation to make citric ac... corn sugar. A process has b... veloped by the U. S. Departm... Agriculture whereby corn su... turned into gluconic acid th... mold fermentation, thus a... producing an acid with possib... dustrial uses and opening up a... outlet for corn sugar.

Have You?

Have you received your

Christmas Present

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Call at our office and we will make

a present of a—

100 Watt Edison Mazda

ELECTRIC LIGHT GLOBE

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Texas Utilities Company

"Your Electrical Servants"

As The Curtain Comes Down

THANKS FOR FAVORS OF **1929**

Upon the Acts of the Closing Year

LET US SERVE YOU DURING **1930**

We take much pleasure in thanking our friends for whatever share they have given us of their business and for anything else they may have done toward making our year the success it has been.

We make it our purpose to deal fairly, courteously and promptly with all who patronize us in any way, and solicit future business upon this meritorious basis.

And now we wish for everyone a very—

HAPPY NEW YEAR

J. C. Wooldridge Lumber Company

FLOYD COUNTY

Every Thursday
HESPERIAN PUBLISHING COMPANY
HOMER STEEN
Editor and Manager

Subscription Prices
Floyd and Adjoining Counties:
Year \$1.50
Months .85
Months .45
In Advance
Outside Floyd and Adjoining Counties:
Year \$2.50
Months \$1.50
Months .75
In Advance

LONGS RIGHT THEMSELVES

It is true that before every-
one gets so good that everybody
gets rich or happy, something hap-
pens to prevent it, it is also true that
just before everything is cut down
before the onslaughts of a powerful
enemy of society, something also
happens. This thought is prompted
by something Bruce Barton wrote
the other day, in telling about the
men of gangland. He had wor-
ried himself a lot because innum-
erable murders had been commit-
ted by the gangs and other atroc-
ious forces, for which the law had
been rendered them. But the
thing was disappearing. The
power of the gang is the

A PROMISE

Best confession is
and no matter
ed for the con-
actual getting of
the chest puts the
humor with him-
in better graces
om the confession
made.

GRIND GETS YOU

ere is a wealth of new
esting things which de-
ry day in the life of a
man, still there is a
to it, and a steadiness
ind that makes the news-
orker yearn for a day when
on a schedule. Some news-
workers let the "schedule"
work get them more point-
ed on do others.

MANY COURTESIES SHOWN

th Christmas just "off the
s" and New Year's ready "for
orms," The Hesperian on this
Thursday in the year of Our
ord 1929, wishes to express the
keen appreciation which its work-
ers feel for the kindnesses shown
the newspaper this year. If we've
worked hard to make a good news-
paper that would be representative of
the community it was no more than
due such an outstanding communi-
ty and county as Floydada and
Floyd County.

NOW A STEP NEARER

It seems altogether possible and
probable that the Frisco-Rock Is-
land effort to put through their
new lines that will give a new
through line connection for both
the north plains and the south
plains to Fort Worth and Dallas, is
going to see fruition. At least the
examiner last week reported favor-
ably for their project and unfavor-
ably for the Fort Worth & Denver
line north from Childress. Under
present conditions and present
of the public, it might as

that w... ch railway
contests... y what
they asked for no... Denver's
present line.

NEW LAW CUTS MARRIAGES

Right or wrong, Texas' new mar-
riage law has reduced the marrying
business, or rather the marriage
license business in this state, to a
low level. The young couples hie
themselves away to other states to
be married. In this section of
Texas, it is Clovis to which they go.
New Mexico doesn't have Texas'
kind of law. In North Texas they
go to Oklahoma. A hundred or two
hundred miles doesn't mean any-
thing these days, whether it is a
trip to be married, or just a trip.

A 48-PAGE EDITION

The Clarendon News a week or
so ago came out with a "Home
Town Edition" that carried forty-
eight pages, a very creditably done
job and altogether creditable to the
printing fraternity of this section.

Contemporary Thought

ABOUT TALKING PICTURES

Memphis Democrat: Memphis, in
keeping with a large part of the
civilized section of these United
States, is blessed with having talk-
ing pictures. The silent silver sheet
that triumphed for so many years
is becoming a thing of the past. It
is becoming increasingly boring to
attend a "movie" when sound is
missing. Sound pictures have passed
their experimental stage. They are
no passing fad or fancy. Each
succeeding day finds them more
firmly entrenched in the affections
of the mass of the people. Pathos,
humor, action, drama—all find ad-
ded impetus through the medium of
the spoken word.

While sound pictures have passed
the experimental stage, we do
not mean to say that they will not
stand many improvements, for
such is certainly the case. Take
the radio, for instance. Every
season sees new advancements made
in radio. What the future holds
for both talking pictures and the
radio time alone can tell, but we ex-
pect both of these agencies for the
advancement, enlightenment and
pleasure of the masses to enhance in
value and to finally come into their
own as necessities of the modern
day.

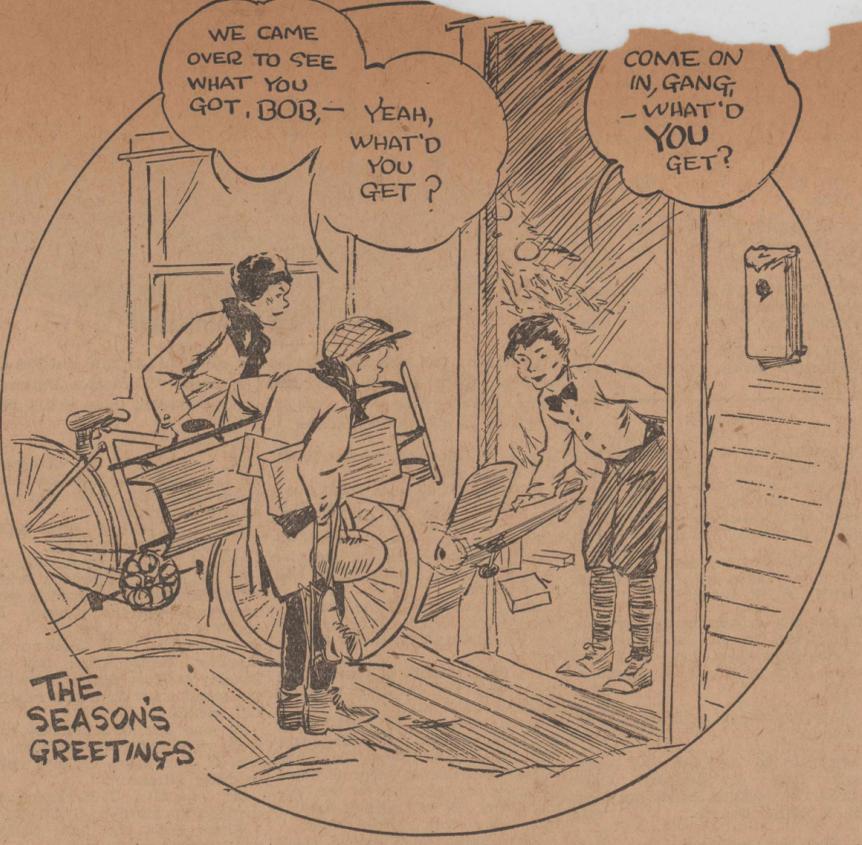
It will be recalled that months
ago, in a column appearing in this
paper, the need was cited for talk-
ing pictures in Memphis. This col-
umn created both favorable and un-
favorable comment, but we do feel
that it played a small part in giving
to Memphis the entertainment the
city is enjoying at the present time
through the medium of talking pic-
tures. It is now unnecessary for lo-
cal people to seek entertainment of
this kind elsewhere. Pictures
shown here are as good as can be
found anywhere.

We believe that talking pictures
have raised the quality of the pro-
ductions thrown on the screen.
People are not satisfied with just
anything, now. The best artists that
this nation has at its command
have entered the ranks of the "tal-
kle" stars. People in the little city
of Memphis are enjoying produc-
tions that heretofore have only been
seen in the larger metropolitan cen-
ters, such as New York and Chic-
ago. Bringing Broadway to Mem-
phis is no small undertaking, but
it has been accomplished. The
beautiful music of the talking pic-
tures, the gorgeous settings, the
infallible acting—the fact that a
person sees and hears at the same
time has made a transformation in
the enjoyment of pictures that can
hardly be estimated. It is not nec-
essary for us to make a long trip
once or twice a year to see a good
show, for we can see the best right
here at our frontdoors, in Memphis.

The educational advantages of the
"talkies" are not to be minimized.
The sound news reels keep Mem-
phis in touch with all parts of the world.
National and international events
are viewed shortly after taking
place. It is good to live in a city
where talking pictures are shown
and to keep abreast of the times in
which we live, by having the great
among men talk for us on the sil-
ver screen.

RURAL ADVERTISING

Quannah Tribune Chief: No im-
portant business could



The TOWN DOCTOR

(The Doctor of Towns)
SAYS

THINK—IT WON'T HURT YOU ANY!

Thomas Edison once said, "The American people will go to any extreme to avoid the necessity of thinking."
Notwithstanding that fact—think! This is the time of times to think. Next week a year passes into "what used to be." It's through; it's gone, and it will never return. Many, many things were accomplished in the last 12 months, but that's ancient history. There are a lot of other things you COULD have done—that's ancient history, too. It isn't what you did or didn't do in '29—it's what you are GOING to do in 1930 that counts NOW.

And what ARE you going to do—same as in 1929? If you do, you are going to go against every law of progress. If you don't change, you will be THROUGH—not all at once, to be sure, but you can't go forward standing still, and if you don't do better in 1930 you'll be where you were in '29, and that's standing still—or going backward.

This reads like a sermon. It isn't meant that way. It's just my peculiar way of leading up to this—
If, in '29, you sort of went back on Floydada; if you leaned back with any of your 100-worn-out alibis and let the other fellow do the work; if you sat in the car while the other boys changed the tire; if you let some fool petty jealousy keep you out of the Chamber of Commerce or Lions Club; if you turned sour because everybody else couldn't see things as you did; if you acted up like a school kid, and wouldn't play at all, the fired to spoil the fun of others just because they wouldn't play your way and let you be teacher; if you pooh poohed every attempt on the part of others to do something to build Floydada; if you spent your time pussy-footing, scandal mongering and rabbit-punching; if you kept your hands in your pockets, leaning backward, while others were putting their shoulder to the wheel pushing forward—if you did these things, and KNOW you were doing them, you were a CIVIC MOOCHER and deserve no consideration from neighbor or stranger.

Maybe you didn't know you were doing such things—that's why I say THINK—it will do you good.

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

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'Round The Square

With Old Battleaxe (Himself)

Well, well and well. Dog gone if it ain't the day after Christmas. Grocery bills due, meat bills due, taxes due, and all of the past two week's wages spent on Christmas. Boy, Christmas is sure a season of equalization. After Christmas, we are all broke.

But I wouldn't mind paying taxes a darn bit if I knew that part of the money would be spent on paying highways right here in Floyd County and not some county way down in the sticks. Dog gone, I hate to pay for something I don't even get to see.

Folks, I'm getting famous. Yes sir. Old Tack ain't got a thing on me. Old Tack has towns and mules named after him, but I've just gone him one better. I've got a car named after me.

Last week, little Mary Francis Clark, daughter of C. H. Clark of the Fairview community didn't come to school, and when her teacher, Miss Ora Scoggin, asked her why, she said: "Well, we couldn't get Old Battleaxe started." When Miss Scoggin asked her why she called her car Old Battleaxe, she said: "Well, it's always knocking, just like Old Battleaxe."

Now, that I have got an automobile named after me, I don't need to worry no more. The rest will come with the passage of time. Thank you, Mary Francis, and I shore do hope you don't have too much trouble with Old Battleaxe. She may be hitting wrong most of

the time, but some day she might hit right. Who knows?
And by the way, folks, the name of my car is Betsy Ann Truelove. Some folks want to know why I call her Truelove—well, it's because she never runs smooth.
Not changing the subject, but there seems to be quite a lot of talk around the square that the first few months of this new year are going to be hard. Now, folks, that won't do at all. Aint it funny that most people never think seriously about anything until they're broken or married or some other catastrophe has hit them.
Systematic buying and selling and saving and advertising is bound to win out in the long run. Just sit tight in the boat and she will pull through. Shucks, Floyd County has seen lots harder times and has pulled through 'em.
But, dad burn it all, why does the first of the year always have to come on the first of the month?
Seriously speaking, though, the year of 1929 has been good to many of us—better to some than to others, but taking everything into consideration, we are forced to admit what the majority of us think—that life is well worth the living and that we are glad to be here to enjoy the association of friends, relatives and acquaintances.
It is comparatively easy to take life at its face value when everything is running along without friction, but the man or woman, boy or girl, who can smile in the face of disaster, bear up under burdens, face disappointments squarely, and come through the grind and the rub of living unsmirched and unsoiled, receives a bounty of satisfaction from just living that nothing can hurt.
"Thank You" says Old Battleaxe as he takes his tenth bow in the spot light after exploding the above.

you, weep and won't even offer you the use of their handkerchief."

Somebody told me last week I was getting round shouldered. There's just three things that keep a man from getting that way, folks and they are suspenders, a nagging wife and a fat bank roll. It's the lack of the fat bankroll that's causing my round shoulders, I guess. I've got the other two.

Well—it don't do much good but it's sure certain that it don't any harm, so—Happy New Year, folks.

FLOYD COUNTY 14 YEARS AGO

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

ISSUE OF DECEMBER 30, 1915

J. D. Price, senior member of the firm of Price-Foster Dry Goods Company, and president of the Floydada Chamber of Commerce, was married to Mrs. Virginia Viles, for seven years the popular proprietress of the Viles Hotel, at Tulia on Christmas Day. Mr. and Mrs. Price will be at home at the Viles House on West California Street.

J. C. Garrison, who last week sold the Movie Cafe to Roy and Pack has gone to Houston, near which place he has a position as bookkeeper with a lumber concern.

The year of 1915 has been a banner year in seven years of rapid development in Floyd County. The year has seen approximately 200 new farms opened and improved with dwellings at an outlay of approximately \$275,000.

Will Moore's residence was saved from fire last Saturday evening by the quick action of Louie and Frank Moore and neighbors. They formed a water carrying brigade that had the fire under control soon after it was discovered.

Jobs in Jest

With a hard winter ahead, now is a fine time to freeze onto your job.

C. O. D. may mean "collect on delivery" to some people, but ask any college co-ed and she'll tell you it means "charge on dad."

An American safety razor company actually has announced plans for constructing a branch factory in Russia. That's optimism for you in the nth degree.

The ancient cliff dwellers built huge houses in the southwest, each one of which provided homes for 600 families. We know a lot of people who say there never was a house large enough for two families, if one of them was the in-laws.

These women shoplifters arrested this winter seem to have "the gift of grab."

It looks like Russia has shown the world that it is able to tear the Kellogg Peace Pack into pieces.

This And That

A hot check trial in Canyon a few weeks ago which resulted in a \$50 fine and 30-day jail sentence for a young man of that section, is said to have had a most salutary effect all around. Several men reported cold checks taken up voluntarily that had been "hanging fire" for sometime.

Two mistrials have occurred in Justice Court over at Ralls, in cases in which Floyd Parker, former Floydada boy, is charged under the Blue Sunday Laws with conducting his picture show there on Sunday. Both times the jury was unable to agree on the question of conviction or acquittal.

If you're worrying about what's going to happen "after January first," we'll give you the low-down on it. What's going to happen after January first is largely what you are going to make happen.

If all the noises were gathered into one big noise and spouted out at one time in one place, that time and place would just about be the morning of Christmas Day in a house that's full of kids where Santa Claus has been.

CACTUS CANDY

At first thought "cactus candy" doesn't sound attractive, yet this is one of the many ways in which cactus plants are used in Mexico. The pulpy interior of the plant is boiled ed, processed in cane sugar, flavored and colored. Some species of cactus are eaten as vegetables or fruits. Others are utilized for wood or hedges. The pelotte of dumping cactus, has been used since remote times by the aborigines of North America in their religious rites. Pelote eaten raw, dried, or fresh with water affects the optic nerve so that by crossing the eyes the eater sees visions illuminated in the brightest colors.

Typewriter carbons, second sheets at Hesperian office.

recent add... pests found in... country which sucks the blood from the birds. It has been known to occur in this country for a number of years, but until last summer has not been abundant enough to cause concern among pigeon fanciers or commercial squab raisers. It is of special importance in the South and has been found as far north as Iowa.

The presence of these flies in increasing numbers was brought to the attention of the United States Department of Agriculture, and the Bureau of Entomology at once began investigations which it is hoped will lead to satisfactory control. At present the chief loss seems to result from the annoyance caused the birds by the bites of the flies.

Little is known regarding the life history and habits of this pest, except that the flies live almost continuously on the pigeons or squabs. They are wonderfully adapted to life among the feathers and move about them with great alacrity. The fly is about one-third of an inch long. The body is flattened, the wings are long, projecting some distance behind the abdomen.

Instead of laying eggs the female flies develop the young within their bodies and give birth, one at a time, to fulgrom maggot. These maggots are not free, but are enclosed within the capsule is passed in the a creamy white but later changes to a jet black when the maggot becomes a pupa. The resting stage within the capsule is passed in the nesting material and lasts from 20 to 30 days. Then the full grown fly emerges, ready for pigeon blood.

The abundance of the pests can be reduced by destroying or burying the nesting material as often as possible, preferably every 20 days. Gerosene-pyrethrum extract sprayed about the nests and on the birds will destroy many of the flies. This material must be applied very lightly with a good atomizer. Pyrethrum powder applied among the feathers of the pigeons, and especially the squabs, will also kill the flies. In the meantime the entomologists are hopeful of bringing to light additional facts concerning this pest so that complete control may be obtained.

FARMER MUST MAKE FULL USE OF TOOLS

The time has come when the wheat farmer must look to the amount of his investment in farming tools, the Oklahoma Farmer-Stockman points out.

Small grain lends itself to the use of larger and more efficient tools as few other crops do. The one-way plow and its related gang plows, 25-foot harrows, 20-foot drills pulled in pairs and combines cutting and threshing a swath 16 to 20 feet wide have literally revolutionized wheat farming in Oklahoma and Texas. With the advent of these tools, the output per farmer has been materially increased on many farms.

The return on machinery investments is dependent on the number of days' work the implements do each year. Within reasonable limits, extra work on extra acres doesn't shorten the life of farm machinery.

Farm machines rust out and rot out. Few wear out. The important factor in reducing implement costs per acre is to increase the number of days' use per year, which of course means more acres.

A careful study shows that interest, depreciation and repairs on a two-gang plow, disk, one-way plow, harrow, drill, combine and tractor will amount to \$500 to \$600 a year. That does not take into account fuel and oil. That definite figure helps all of us to understand that the cost of farm machinery on a wheat farm is a thing to be seriously considered. It amounts to 30 cents a bushel on 2,000 bushels. It amounts to only 10 cents a bushel on 6,000 bushels.

Those are the figures that are influencing many wheat farmers to increase the size of their farms. They do not always buy another farm. The size of most wheat farms is being increased by renting.

HARVEST DAYS

The farmer used to be a much glibed at individual. The cartoonists picked on him, they showed him up as a bushy bearded rustic. But of late years we have learned that if his harvests go bad, the whole country suffers. He feeds us all.

We all pay our tribute to the man who after a summer of arduous toil, is now getting his crops under cover. He has worked not merely to feed himself and his family, but the nation's prosperity is built on his effort.

We rejoice in his successes, so far as he has had them in 1929. We congratulate him on whatever prosperity he has attained. If he had added to his store, it will benefit us all. If the fates have been against him, if storm and drought and pests have laid No. 13, in his hopes, we are truly sorry. If we can do anything to help these conditions, we wish to do it.

"INSIDE" INFORMATION

To rid a house of cockroaches dust commercial sodium fluorid thoroughly over shelves, tables, floors, and runways or hiding-places of the roaches.

Children may wear cotton fabrics the year round provided the underwear is adjusted to the season. Heavy cottons such as jeans, madras, and pique are suitable for cold weather. In some climatic washable wool materials may be preferred, but they require special care in laundering. Wool clothing should be designed to avoid unnecessary tickness of material at any point.

Singing Night Club Hostess Scorned By Unwitting Child

Honky Tonk Sophie Tucker's Singing, Talking, Vitaphone Feature.

All Good Kiddies Must Write Santa Early Next Year

Sophie Tucker, the "perennial red of mamma" of the variety stage, featured in "Honky Tonk", Warner Bros. latest talking, singing Vitaphone production which comes to the Palace Theatre, Monday and Tuesday next. Miss Tucker makes her motion picture debut in "Honky Tonk."

In this brilliant picture she is the center of the riotous gaiety of the Honky Tonk night club in New York—the singer of rollicking songs in the "floor show," and the bright particular star who is the principal attraction of the cabaret. And all the while she dreams of the daughter whom she is keeping at a fashionable school and in ignorance of her mother's real life.

Sophie sings a number of her most famous songs, as well as some that will be famous. She wears a succession of the gorgeous and glittering gowns for which she is also famous—while the hectic night life of the Metropolis swirls dizzily about her, and the pleasure-buyers hail her with wild huzzas, clicking clappers and clapping hands.

Sophie Tucker is truly in her element in "Honky Tonk" but it is down that her hidden but most absorbing interest is her grown daughter, who has been in a European school from childhood and does not know that her mother is anything less conventional than a date concert singer.

There comes a day when the truth separates mother and daughter, and a note of tragedy shrieks above the roar of jazz.

Miss Tucker's supporting cast in "Honky Tonk" includes George Duran, Audrey Ferris, Mahlon Hamilton, Lila Lee and John T. Murray.

Campbell News

Campbell, Dec. 24.—Mrs. Neta Williams of Hurley N. M., is spending Christmas with her parents, Mr. and Mrs. Glover.

Mr. and Mrs. I. E. Murray and daughters and Opal Owens are spending Christmas in Waco with Mrs. Murray's parents.

Mr. and Mrs. Brian Hinkle, W. J. Hinkle and Clyde returned one day last week from a few days visit with Mrs. Hinkle near Bonham.

Mr. and Mrs. P. Q. Haney and Mrs. H. Owens left Friday to spend Christmas with relatives.

Gibson of Burkburnett returned a few days last week with his wife, H. Owens.

Mr. and Mrs. Walter Robertson, Morris and Olen Hyden left to spend Christmas in Waco.

Mr. and Mrs. Mary Boner left for Denton to spend Christmas with her parents.

Mr. and Mrs. Henry St. December 20 a girl, Frances, was born.

Miss Mattie D. Garner of Plainview is spending Christmas with her folks.

Mr. and Mrs. Dock Dodd of Melrose, N. M., visited his aunt, Mrs. W. Owens Sunday and Monday.

Mr. and Mrs. R. L. Powell and son and Opal Powell left Saturday for Van Alstyne.

Mr. and Mrs. Walter Baxter and children returned Monday from a few days visit at Stamford.

Mr. and Mrs. Brian Hinkle spent Monday with Ethel Owens.

ADVERTISING STAR GAS

A series of informative advertisements, giving the advantages which Star Gas may be used to bring greater convenience to the country, begin in this issue of The Hesperian. L. L. Collins & Company, Dougherty, are distributors for Star Gas.

Remington and Royal Portable typewriters at Hesperian Office.

WITH THE PASSING OF THE OLD YEAR

And the arrival of the New, with the accumulated experience of all past years, we realize now more than ever that there is nothing finer than friendship, fellowship and the joy of serving.

The old year could have been better—it could have been much worse. For the good things we give credit to our friends and the bad things we'll try to overcome with service with a smile in 1930. We thank you for the last one of you.

WILSON KIMBLE
Optical and Jewelry Co.

"The House of Confidential Credit"

KINDERGARTEN CLASSES GIVE CHRISTMAS PROGRAM

Featuring the close of their school for the Christmas and New Year holidays, members of Mrs. Harper Scoggins' classes Friday morning of last week, gave a pretty little program at which were present the mothers of all members of the group. The program given was as follows:

Scripture reading, Second chapter of Matthew.—Frances Marie Williams.

Song, "Holy Night,"—Group.

Why we have Christmas.—Robertine McIntyre.

Dolly's Present.—Martha Yearwood.

A Good Boy.—Carmon Moore.

Dolly Time.—Mary Louise Medlen.

A Joke On Pa.—Merle Scoggins.

Songs: Jingle Bells and Jackie Frost.—Class.

A Wonderful Man.—Frank Boerner, Jr.

What I'd Do.—R. W. Burchfield.

Poor Dolly.—Arlene Fyffe.

The Best Day.—Lamoine Blacklock.

Songs: Little Mice and Winter Song.—Class.

Signs of Christmas.—Nela Mae Weaver.

His Letter to Santa.—Billy Pool.

A Secret.—Komo Jo Johnson.

Christmas is a Merry Day.—Bruce Foster.

Coco Old Santa Claus.—Phil Steen.

Christmas Presents.—Frances Marie Williams.

Songs, Ho! Ho! Ho! 'Old Black Joe and America.—Class.

Buying Christmas Presents.—Minnie L. Heald.

The Best Month.—Clifton Perkins.

A Song for Christmas.—Terrell Williams.

My Christmas Wish.—Robertine McIntyre.

Songs: The Fox Song and Tom, Tom.—Class.

A Christmas Telephone.—Eloise Crow.

The Christmas Story.—Jean Sims

The Christmas Tree.—Eugene Standifer.

A Christmas Stocking.—Joe Arwine.

Santa's Whiskers.—Pat Collins.

A Christmas Surprise.—Frank Jones.

When He's Good.—Beryle Bishop.

All He Wants.—Maurice Steen.

A Christmas Prayer.—Billie Clyde Davis.

Short concert of Baby Band, directed by Joe Arwine and Pat Collins.

Christmas Tree and presents for all.

P. M. Leatherman and family and Will Loyd left the latter part of last week for Waco and central Texas points to spend the holiday season.

Mr. and Mrs. John Reagan spent Christmas day in Plainview as guests of Mr. and Mrs. G. L. Kelly.

REUNION OF E. C. NELSON FAMILY HELD CHRISTMAS DAY

Christmas Day was the occasion of a reunion of the Nelson family at the home of Mr. and Mrs. E. C. Nelson, on West California Street Wednesday. All members of the family were present and spent a pleasant day together.

Present were Judge and Mrs. E. C. Nelson Jr., and two children of Amarillo, and Mrs. Nelson's mother, Mrs. J. M. Sanderson, of Plainview, Mr. and Mrs. Vern Nelson and Mr. and Mrs. Lorain Nelson, Mr. and Mrs. Hollis Rabb, of Pampa, and Lilburn Nelson, a student at the University of Texas, and Mr. and Mrs. E. C. Nelson, Sr.

BAKER SCHOOL PRESENTS CHRISTMAS PLAY DEC. 20

Although cold weather prevented many from attending, a fair attendance is reported from Baker, where a play, entitled, "Poor Father" was presented by the Baker School on last Friday night.

Members of the cast Friday night were Roy McBride, Ray Chapman, Annie Graves, G. L. Fawver, Myrl Colston, Floyd Gilbreath, Jewell Woolsey, Annie Jewell Fawver, Floice Gilbreath, Jewell Williams, Thelma Colston and Irene Colston, all of the Baker community.

SENIOR ENDEAVORS GIVE PROGRAM FOR RALLS SOCIETY

The Senior Christian Endeavor Society of the Cumberland Presbyterian Church went to Ralls Sunday evening, where members of the Floydada organization rendered a program for the Ralls Endeavor Society at 6:15 at the Cumberland Presbyterian Church.

Some five cars of the young people made the trip.

EXPRESSION OF THANKS

Our friends have been wonderfully good to us during the long illness and during the death and burial of our son, J. D.; and we want to thank everyone who has helped us in any way, including those who sent the beautiful flowers for his funeral.

John Luttrall and Family.

185 Autos And Trucks Registered In County

185 automobiles and trucks had been registered for 1930 in Floyd County this morning, Tax Collector P. G. Stegall announced, with something over 3,000 yet to get their certificates and plates.

"Owners of automobiles and trucks are urged to register during the next few days," For Collector P. G. Stegall said this morning.

CO-OPERATIVE MISSIONARY SOCIETY MEETING POSTPONED

The usual Fifth Monday meeting of the Co-operative Missionary Society of Floydada, made up of Missionary Societies of various churches, will not be held Monday, December 30, but has been postponed until the next regular fifth Monday meeting date, which will be March 31 of 1930.

None of the Missionary Societies are to hold meetings on December 30, according to plans made this week.

Misses Velma and Myrtle Terry, who have been teaching school at Post, arrived last Friday, to spend the Christmas holidays at home.

Mr. and Mrs. W. C. Newsome left Tuesday for Knox City and Monday to spend the Holidays with relatives. J. T. Humphries of Leveland, father of Mrs. Newsome came by for them.

Mrs. H. B. Moore and children, who have been visiting in Bellevue, Texas, with her parents, Mr. and Mrs. Lee Faulkner, since Thanksgiving, returned home Saturday.

Mr. and Mrs. Geo. A. Lider and children left Sunday for Dallas, where they are spending the Christmas holidays with his mother, Mrs. A. Lider, and sister, Mrs. Chas. Van Eaton.

Sanford Shaw left Tuesday for Monday to resume his duties with the Spans Tailor shop.

Brownie Maske, who has been working in Arizona for the past few months, is spending the holidays at home.

Judge L. G. Mathews spent Saturday in Lubbock on business.

Too Late To Classify

LOST—Two mattresses between Floydada and Petersburg. Finder please notify Floydada Mattress Factory. We will call and pay reasonable reward. 441tp

FOR RENT—100 acre improved farm, 10 miles from town. Will rent to man who will buy teams, tools and feed. Grady Moon on Boerner Place, Rt. 2. 442tp

TWO Brick Business Buildings for rent. Located on the square in Dougherty. Rent reasonable. See E. S. Foster, manager South Plains Lumber Co., Dougherty. 444tp

LOST—Black leather purse, in business district Tuesday afternoon between 2 and 3 o'clock. Return to Hesperian Office for reward. 441tp

FOR RENT—Modern five-room stucco bungalow, well located, available January 1. Phone 209 or see Mrs. A. J. Folley at Baker-Campbell Co. 441tc

WITH DEEP APPRECIATION OF YOUR BUSINESS

Relations of 1929

We are looking forward to a continuance of pleasant associations in the days that are to come during 1930.

City Tailors

A. B. KEIM, Prop. PHONE 80



Thoughts At Midnight!

WHEN the three - hundred - and - sixty - fifth day of the old year drops off into the nowhere, and the first minute of the New Year ticks its way into history, we shall be thinking of you, loyal patrons, . . . recalling our many pleasant associations, hoping that we have made life a bit sweeter for you, and wishing, in our heart that your future will be blessed with everlasting contentment.

McGUIRE'S

"The Store For Men"

Miss Pauline Rushing, who is a student this year at Tech College, returned home last week to spend the holidays with her parents, Mr. and Mrs. S. L. Rushing.

Mrs. L. T. Bishop and son, James Thurmon, left Saturday of last week for Whitewright, Texas, to spend the holidays with Mrs. Bishop's mother, Mrs. J. S. Badgett.

Mrs. A. C. Armitage, of Haigler, Nebraska, visited over Wednesday night and Thursday with her niece, Mrs. L. H. Dorrell. The Dorrell family accompanied Mrs. Armitage to Plainview Thursday evening to catch the train for home.

Mrs. M. E. Rogers and daughter, Miss Pauline, reached Floydada Tuesday from their home at Abilene to join Mr. Rogers in a Christmas trip to Altus, Oklahoma, where they spent yesterday with relatives, planning to return today. Tom Edward and Maurine, daughter and son of the family, have been spending the week at Altus.

Rev. A. A. Collins and family were in Lubbock Christmas Day where they attended a family reunion with Mr. and Mrs. A. B. Carter.

Second Sheets, pencil and typewriter carbon at Hesperian office.

At The

PALACE

THIS WEEK

VITAPHONE

FRIDAY - SATURDAY, DECEMBER 27-28

A 100% Talking Thriller

The MYSTERY DRAMA With A THOUSAND THRILLS

COLUMBIA PICTURES presents

"The DONOVAN AFFAIR"

With JACK HOLT DOROTHY REVIER WILLIAM COLLIER JR.

Also Talking Comedy and Talking Serial

MONDAY - TUESDAY, DECEMBER 30 - 31

Hold Everything! — Here Comes Joy!

A 100% Talking, Singing, Dancing Sensation

"So This Is College"

The Collegiate Laugh Riot! Song Hits! Dances! Fun! Football! Flappers!

Don't Miss This Fun and Laughter Picture

WEDNESDAY - THURSDAY, January 1 - 2

MIDNIGHT PREVIEW - TUESDAY NIGHT 12:01 A. M.

THE THRILL GIRL OF JAZZ!

WARNER BROS. present

"HONKY TONK"

with SOPHIE TUCKER

The Last of the Red Hot Mamas

WARNER BROS. VITAPHONE TALKING & SINGING PICTURE

You'll want to shake your shoulders and twist your hips! A Sophie Tucker song is the battle cry of syncopation; Hear her sing her newest and hottest melodies!

Attend the Midnight Review Tuesday Also Good Talking Comedy

Every Kind of Sleeve Except Old-Time Leg-o'-Mutton Adorns Milady's Gowns

BY HARRIET

The bodice portion of costumes is receiving the larger part of Fashion's attention right now.

Skirts, what with their longer lines, their swathed hips and their high waistlines completely concentrated attention on themselves this autumn and bodies were left severely plain.

Now that changes. There are many of the newer gowns that feature the long, irregular hemline and other chic style features of skirts but put the most elaborate work on the picturesque sleeves and quaint neckline.

Fullness creeps into blouses collars have extreme feminine softness and decorative sleeves are the order of the day. Unusual and very lovely things are happening to sleeves, as a matter of fact. It almost seems as if sleeves are of more importance than any one feature of new gowns. But of course sleeves and necklines bear an unmistakable relation. One can never be considered quite apart from the other. Sometimes very elaborate sleeves call for a plain neckline to throw them into high relief and vice versa. But they are related to each other by bonds that no new styles break.

Sleeves may be long, with fancy cuffs, Bishop cut, elbow sleeve, quaint high sleeve puffs in true Empire style, and flowing three-quarters length. I think the only sleeve that isn't seen in glamorous gowns today is the old-fashioned leg-o'-mutton. It may return yet!

Collars that introduce a material not used in the frock elsewhere or use a bit of the goods of the neck to tie the two up. Such a note is used on one of the new sweater blouses that uses scarlet flat crepe to emphasize scarf and tan figured woven material through which the soft scarf slips, with its ends hanging. The cuffs on this blouse are bell-shaped. It has a ring of the woven material in precisely the same manner as the blouse itself, with a square scarlet button and buttonhole fastening both the cuff belts, for there one at the lower edge of the cuff and one at the top.



A scarlet crepe collar on a beige and scarlet woven blouse slips through a knot of the worsted material in the picture at the left. The cuffs belt. The black velvet frock at the right, polka-dotted in Nile green, has new sleeves with flaring, flounced cuffs lined with green.

Afternoon dresses are the ones that use their initiative in introducing new sleeves. A royal blue crepe Elizabeth has its Bishop sleeves embroidered in white wool and black jet paillettes to depict a Chinese temple on each. A white maracain dress, with fitted lines and swaying long skirt with bottom hem of scarlet, has its tight, long sleeves flounced five times from the elbow to the wrist and these flounces are lined, respectively, with crepe in graduated tones of red.

An afternoon frock of black velvet, dotted in Nile green, has a chic little vestee in the Nile green crepe, modernistically decorated and monogrammed in a deeper green. The sleeves are close fitting to below and elbow and then fall away in flaring, wide cuffs that are lined with the green, polka dotted around the outer edge with coin dots of black velvet.

The ruffled sleeve is a newcomer. The long, tight sleeves of a capucine crepe frock has eight narrow ruffles of picot edged crepe, running from the elbow to the cuff.

potato chips and olives were served, and the party attended the show at the Palace Theatre. Present were Gwendolyn Snodgrass, Hazel Probasco, Iris Shaw, Patty Looper, Ruth Rutledge and the hostess.

Mr. L. T. Bishop Hostess To K. K. Klub.

Last Thursday evening Mrs. L. T. Bishop was hostess to the K. K. Klub at its meeting, when five games of bridge were enjoyed, as well as a club Christmas tree gaily decorated from which the various members received gifts, with Master James Thurmond Bishop playing the role of Santa Claus. For the members Mrs. John I. Hammonds received high score.

Refreshments were served to Mmes. Otis Abston, W. H. Hilton, J. I. Hammonds, Ray Clements, George Sherrill, W. C. Newsome, Wilson Mahan, John Reagan, Fred Brown, Carr Surginer, members, and Mrs. Tony B. Maxey, guests.

Mr. and Mrs. George Linder Hosts To Owl Forty-two Club.

Mr. and Mrs. George Linder were host and hostess to the Owl Forty-two Club at their home on South Wall Street last Friday evening, and delightfully entertained with three tables of forty-two. The Linder home was beautifully decorated with Christmas colors and decorations, which added much to the holiday spirit. A club Christmas tree was held and each member of the club received a present from the tree.

Refreshments of chicken salad, buttered rolls and individual pies with whipped cream and coffee were served to those present. Plate favors consisted of a giant fire-cracker and sparklers.

Those present were Mr. and Mrs. T. S. Stevenson, Mr. and Mrs. R. E. Fry, Dr. and Mrs. George Smith, Mr. and Mrs. R. C. Henry,

Winona Felton had several friends as guests Monday evening at a Christmas Tree at the Felton home on South Main Street. Refreshments of sandwiches, hot chocolate,

Lellafave Hicks, Gloria Hammonds, Vera Nell Marshall, Irma Dean Moore, Mary Looper, Bobbie Cogswell, Mary Louise Tubbs, Mary Lee Thacker, Geneva Connelley, Floy Jean Hale, Minnie Lou Hale, Thomasine Nelson, Jo Dick Moore, Billie Clyde Davis, Joe Arwine, R. W. Birchfield, Merle Scoggins, Greer McCleskey.

Christmas Tree and Theatre Party.

Winona Felton had several friends as guests Monday evening at a Christmas Tree at the Felton home on South Main Street. Refreshments of sandwiches, hot chocolate,

Lellafave Hicks, Gloria Hammonds, Vera Nell Marshall, Irma Dean Moore, Mary Looper, Bobbie Cogswell, Mary Louise Tubbs, Mary Lee Thacker, Geneva Connelley, Floy Jean Hale, Minnie Lou Hale, Thomasine Nelson, Jo Dick Moore, Billie Clyde Davis, Joe Arwine, R. W. Birchfield, Merle Scoggins, Greer McCleskey.

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Mr. and Mrs. Lon M. Davis, Mr. and Mrs. A. J. Folley, Mr. and Mrs. W. Edd Brown, Mr. and Mrs. O. P. Rutledge, Mrs. E. L. Angus and the host and hostess.

Mr. and Mrs. A. J. Folley will entertain the club at their next meeting on Thursday evening, January 2.

Entertains Saturday Evening For Georgie Iris Shaw.

Georgie Iris Shaw was honoree at a delightful party given Saturday evening by Mrs. T. P. Collins at her home on West Virginia Street, at which various games were played.

Refreshments were served to Gwendolyn Snodgrass, Ruth Rutledge, Hazel Probasco, Pattie Looper, Bill Smith, W. A. Amburn, Truett Spence, J. E. deCordova, Donley Stephenson, Fred Fondy, Alpheus Barker, Douglas Hollums, Wilmer Jones, Edward Clanton, Herschel Swebston, Dick Nichols, Blanche Hilton, Lurine Clonts, Venita Borum Doris Manning, Donnie Stephenson, Amy McRoberts, Winona Felton, Vivian Stegall, and the honoree, Iris Shaw.

Constant Climbers and Epworth Leaguers Entertained.

Miss Ruth Baker entertained the Constant Climbers Class of the Sunday School and the Senior Epworth League of the First Methodist Church at her home on First Street with a beautiful Christmas party Monday evening.

Christmas decorations were used to make the rooms more lovely and following the playing of games guests were presented gifts from a Christmas Tree.

Lovely refreshments of hot punch, fruit cake and whipped cream were served to the following guests:

Hearon Wright, Peggy McKinney, Enid Scoggins, Wilma Cummings, Martin True, Golden Louise Steen, Katie Lee Thurman, John Key West, Hester West, Carolene Moon-ey, and Joseph and Altha Boothe.

Wednesday Bridal Club Has Christmas Party.

Mrs. B. K. Barker was hostess for the Christmas party of the Wednesday Bridal Club Monday evening of this week, the Barker home being artistically decorated in the Christmas motif for the evening, and a pleasing lighting effect used to add novelty to the event. Before the games name gifts were exchanged, a Christmas Tree being decorated by the hostess and placed in the entertaining rooms for the purpose.

Following the games players cut for prizes at the respective tables. The prize for each table was a vase and flowers. Miss Ruth Collins and Mrs. L. L. Collins tied for high score. Members of the club present were Miss Ruth Collins, Mrs. Leon Collins, Mrs. Luther Fry, Mrs. Jack Henry, Mrs. Homer Steen, Mrs. Roy Snodgrass, Mrs. John Hammonds, Mrs. Key Green, Mrs. Aubrey Bishop, Mrs. A. B. Keim and the hostess.

Willie B. May, who has been attending school at McMurray College, is spending the holiday season with home folks.

Social Calendar

Mr. and Mrs. R. B. Rosson will be hosts to the Friendship Bridge Club Friday evening, December 27, at 7:30.

The Ace Bridge Club meets Tuesday evening, December 31, at 7:30, with Mrs. Robt. A. Sone as hostess.

Sin Cuidado Bridge Club meets Tuesday evening, January 7, with Mr. and Mrs. Calvin P. Steen, postponed from the evening of December 31.

The Y. A. W. Club will assemble at the home of Faye Newell at 7:15 for their New Year's watch party the evening of December 31.

Mr. and Mrs. LeRoy McDonald will be hosts to the La Noche Club this evening at 7:15.

The Monday Night 42 Club will meet next with Mr. and Mrs. Byron Clark the evening of Monday, January 6.

AFTER XMAS SALE

Men's Suits And Topcoats

Priced in Three Groups to make exceedingly attractive values:

\$12.75 \$16.75
\$19.75

All Suits Have Two Pair Pants

C. E. Stone Co.

Dry Goods — Chain Store — Floydada

Society

Point Hosts at Bridge Parties Last Week.

Mr. and Mrs. B. Keim and Mr. J. A. Arwine were joint hosts at bridge parties Tuesday and Wednesday evenings of last week at the Keim home on West Missouri street, the guests for Tuesday being Mr. and Mrs. A. P. Horn, Mrs. A. J. Welch, Miss Ruth Collins, Mr. and Mrs. Bill Daily, Mr. and Mrs. W. H. Hilton, Mr. and Mrs. S. W. Ross, Mr. and Mrs. Walton Hale, Mr. and Mrs. W. H. Sharp, Mr. and Mrs. C. H. Davis, Mr. and Mrs. Flynn Thagard, Mr. and Mrs. John Reagan, Mr. and Mrs. Toney B. Maxey, Mr. and Mrs. E. P. Nelson, Mr. and Mrs. R. B. Wakefield, Mr. and Mrs. Ray Clements, Mr. and Mrs. A. J. Folley and Mr. and Mrs. Albert W. Clubb of Petersburg.

Wednesday evening guests were Mr. and Mrs. A. A. Bishop, Mr. and Mrs. J. G. Clements, Mr. and Mrs. W. C. Newsome, Mr. and Mrs. Gerald Groves, Mr. and Mrs. J. C. Gilliam, Mr. and Mrs. B. K. Barker, Mr. and Mrs. Luther Fry, Mr. and Mrs. T. P. Collins, Mr. and Mrs. Homer Steen, Mr. and Mrs. Jack Henry, Mr. and Mrs. Eddie D. Bishop, Dr. and Mrs. J. H. Thomas, Mr. and Mrs. O. P. Rutledge, Mr. and Mrs. L. T. Bishop, Mr. and Mrs. H. B. Sams and Mr. and Mrs. L. L. Collins of Dougherty.

Hosters of high score in the games Tuesday evening were Miss Ruth Collins for the ladies and R. B. Wakefield for the gentlemen; Wednesday evening high score players were Mrs. Luther Fry and Homer Steen.

Many Homes Put On Christmas Dress For Holidays.

Floydada homes by the score have been decorated on the interior for the Christmas holidays, among these being several homes in which very pretty parties have been given during the past ten days. Decorative effects have been obtained in numerous novel and attractive ways, among them being the use of holly, poinsettias, colored candles, and unusual lighting effects with incandescent globes.

These pretty arrangements and decorative efforts have enhanced greatly the natural beauty of the many homes in which parties have been given during the Christmas season, and the gaiety of the events have been heightened also by these artistic touches.

Mr. and Mrs. John Reagan Host at Dinner.

Mr. and Mrs. John Reagan were hosts at a 12 o'clock dinner Sunday honoring a number of out-of-town friends, who were guests for the day.

Those present for the delightful affair were: Judge and Mrs. B. H. Howard, mother and father of Mrs. Reagan, two brothers, Roy and Van-roe of Cross, Mr. and Mrs. Junius Payne, family of Ralls, Mr. and Mrs. Howard and family of , Mr. and Mrs. Ard Howard of , Mr. and Mrs. Uris Howard of Olton, Mr. Dora Reaga

New Year's Greetings!

At the Close of this year, we thank you for the business given us. We will continue to give you the greatest bargains you can buy, as we will close out all merchandise at very special prices.

Thanking you again for business entrusted to us in the past, we hope you a very happy and prosperous Nineteen-Thirty.

Baker-Campbell Company

TO YOU ALL THE BEST YEAR ever Friends and Customers

At this season of the year, it is indeed a pleasure for us to pause to take invoice of our many friends and customers—and when we think of you and your loyal patronage during 1929—it is with a real deep feeling that we extend to you our sincere

Thanks for Business of 1929

If you will favor us with your grocery and market business during the coming year, we will always strive to give you the very best of service, the very best of Merchandise and the very best prices possible.

We Solicit Your 1930 Business

Felton-Collins Grocery Co.

PHONE 27

Short Staple Cotton Double That Of 1928

Victor H. Schoffemayer in Dallas News, Says Whole South Tends To Shorter Lengths.

Victor H. Schoffemayer, agricultural editor of the Dallas News, paints an alarming picture of the outlook for cotton producers of the south if the continued production of short staple cotton is maintained as a policy, a story appearing in a recent issue of The News being re-published herewith:

Texas cotton is making a bad showing this season not only as to production (106 pounds of lint per acre in the final figures) but as to quality and length of staple. The crop is not only the shortest since 1922 but the per cent of untenderable cotton is 23.5 compared with 12.9 a year ago. The Bureau of Agricultural Economics tells the story.

Short staple under seven-eighths inch is 22.1 per cent compared with 12.3 in 1928. Texas is heading in the direction of the short staple cotton States such as Alabama, which this year as 42.4 per cent under seven-eighths of an inch; Florida with 37.2, and Oklahoma with 28.2 per cent. For the whole

South total untenderable cotton this year is 20.9 per cent and total length under seven-eighths of an inch 19.9 per cent.

The South shows only 11.4 per cent staple of more than 11-32 inches and Texas and Oklahoma each show 3.8 per cent of this better staple.

North Carolina leads the old South with 87.3 per cent tenderable cotton and 7.4 per cent above 11-32-inch staple.

The tendency throughout most of the South seems to be toward a shorter staple.

Foreign Competition

If this condition continues the United States will find it increasingly difficult to compete with foreign countries. In India, for instance, a country which for years has been the world's chief source of very short staple, there is a marked increase in the production of cotton of seven-eighths of an inch. Gradually that country is increasing its staple length. This was accomplished by importing American varieties, better cultural methods, growing of cover crops and legumes and fertilization. If Texas and the South keep up their decline in staple production they may find themselves in a serious situation.

Nobody wants cotton under seven-eighths of an inch at anything like a fair price from producer's

standpoint. To continue to raise it is to flirt with disaster. It is hard enough for the average cotton grower to get a fair price for the better staple. Prices paid for the shorter staples and lower grades this season are ruinous. They have ranged in sections of Northwest Texas from 15 cents down to 9 cents a pound.

To raise cotton at a loss in time will mean bankruptcy. True, there is need for improving the present marketing system in Texas and elsewhere in the cotton belt. The hog round system of buying the farmer's cotton leaves much to be desired. Under the practice of "point" buying the producer of inferior cotton gets a premium and the man who spends money for better seed, fertilizer and increased tillage is penalized.

Under the present system many farmers argue that it pays them best to raise short staple because their gin turnout is larger than from longer staple. This may be true at times and in localities, but it is not true on a market where quality and length of staple are reckoned with by buyers.

S. W. Bell Adds 24,000 New Phones In Texas

1928 Figures For State Brings Grand Total 430,310 Served By That Company.

Nearly 24,000 new telephones have been added in Texas since January 1, according to a report made public today by Tom A. White, District Manager of the Southwestern Bell Telephone Company. There now are 430,310 telephones served by the Southwestern Company in this state.

"This net gain indicates that we will exceed the 1928 figures, when we added a total of 24,119 telephones," said Mr. White. "Thus far this year, we have averaged nearly 2,500 per month."

"This growth clearly reflects the rapid development and prosperity of the state," continued Mr. White. "The present gain is 1,508 over that gain on the same date last year."

The Southwestern Company which operates in Oklahoma, Missouri, Kansas and Arkansas, shows a total net gain of 62,153 telephones in the past eleven months. The company services 1,350,550 Bell owned telephones in its entire territory.

Mr. White, said that the Southwestern Company anticipated a gain of 68,000 telephones for 1930. Present figures indicate this will be surpassed.

"Few persons know that to gain that many telephones, we will have had to complete approximately 475,000 new connections as the figures quoted in the report are net, and are exclusive of all moves, disconnects and transfers," he concluded.

Baker News
(Too late for last week)

Baker, December 19—Miss Gertrude Colston spent Saturday night with Miss Thelma Colston.

Mr. and Mrs. W. C. Colston spent a while Saturday with Ross Colston, who has been in bed for some time.

Mr. and Mrs. Smith, Mr. and Mrs. Bob Spence and family, Mr. and Mrs. J. L. Carathers, and B. A. Colston visited in the home of Mr. and Mrs. S. R. Colston Sunday evening.

Miss Iva Moaten, from Sand Hill spent the week with Mr. and Mrs. Tate Jones.

FEEDING, WORMING TURKEYS PRODUCES NUMBER 1 GRADE

Brady—The fact that 76 per cent of the 22 cars of turkeys shipped from Brady this season have graded No. 1 and that the turkey crop is declared by local dealers to be the best in years, is attributed to demonstrations in worming and feeding conducted in cooperation with James D. Prewitt, county agent, by 150 growers whose flocks aggregated 32,000 birds. Turkeys in demonstration flocks averaged from three to seven pounds more than the others, and 88 per cent of turkeys wormed and fed properly graded No. 1.

Turkeys wormed and fed grain while on range averaged three pounds above those not treated. The mortality of turkeys not wormed ran about 50 per cent. Turkeys wormed and fed a balanced ration of grain and a protein supplement averaged 6½ pounds above the general average, with some of the young toms weighing out 27 pounds November 15th. The method of worming in these 150 flocks consisted of injecting an iodine solution into the gizzard, this treatment being given early in the season and occasionally afterwards where needed.

CARD OF THANKS

We want to express our sincere appreciation to the ladies of the First Christian Church for their thoughtfulness in sending the beautiful flowers for the funeral of our sister, Mrs. W. A. Deatherage.

Mr. and Mrs. L. H. Dorrell.

Clinton Fyffe, student at T. C. U., Fort Worth, is spending the holidays at home with his father, D. W. Fyffe.

Dr. W. M. Houghton
MEDICINE and MINOR SURGERY
Office with Moore Drug Co. West Side Square
Phones: Residence 250 Office 193

John McCleskey
Top Shop
206 North Main Street
Telephone 220, Floydada

CITATION BY PUBLICATION

No. 2188
W. E. Taack vs. Buxton and Skinner, et al.

In the District Court of Floyd County, Texas.

THE STATE OF TEXAS to the Sheriff or any Constable of Floyd County GREETING:-

YOU ARE HEREBY COMMANDED, that by making publication of this Citation in some newspaper published in the County of Floyd once in each week for four consecutive weeks previous to the return day hereof, you summon Buxton and Skinner Stationery Company, a corporation, duly incorporated under the Laws of the State of Missouri, the stockholders of said Buxton and Skinner, a defunct corporation, whose names are unknown to the Plaintiff; John D. Adams, a resident of the State of Arkansas, the heirs of John D. Adams, Deceased, whose names are unknown to the Plaintiff; C. R. Johns and Sons, a partnership composed of C. R. Johns and other persons unknown, and the heirs of C. R. Johns and Sons, a partnership, all of whose names are unknown to the Plaintiff, whose respective residences are unknown to be and appear at the next regular term of the District Court of Floyd County, to be held at the Court House thereof, in the city of Floydada, on the Fourth Monday in January, A. D. 1930 the same being the 27th day of January, A. D. 1930, then and there to answer a petition filed in said Court on the 14 day of December A. D. 1929, in a suit numbered on the Docket of said Court, No. 2188, wherein W. E. Taack is Plaintiff, and Buxton and Skinner Stationery Company, a corporation, duly incorporated under the laws of the State of Missouri, the stockholders of said Buxton and Skinner, a defunct corporation, whose names are unknown to the Plaintiff; John D. Adams, a resident of the State of Arkansas, the heirs of John D. Adams, Deceased, whose names are unknown to the Plaintiff; C. R. Johns and Sons, a partnership composed of C. R. Johns and other persons unknown, and the heirs of C. R. Johns and Sons, a partnership, all of whose names are unknown to the Plaintiff, are Defendants; the nature of Plaintiff's demand being substantially as follows, to-wit:-

Suit in a trespass to try title brought by the Plaintiff against the defendants, in which the Plaintiff alleges that on or about the 1st day of December, A. D. 1929, Plaintiff was lawfully seized and possessed of Section No. 33, Block B1, Floyd County, Texas, and that on said date the Defendants unlawfully entered upon said property, and ejected Plaintiff therefrom, and are withholding from him the possession thereof; and

Plaintiff further alleges that he is claiming title to said premises under the ten year statute of limitations and that the Defendant's claim for title is based on certain deeds to each of said Defendants from Marcus A. Wolff, Trustee, said deed being dated more than forty years ago.

HEREIN FAIL NOT, but have you before said Court on the said first day of next term thereof this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in the City of Floydada, this 14th day of December, A. D. 1929.

(SEAL)

WITNESS
T. P. GUIMARIN
Clerk of District Court in and for

TRENCH MOUTH HEALED

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

Arwine Drug Co.

Run-Down

"About seven years ago, I was all run-down, worn-out and never felt good," says Mrs. Harry Cantrell, of Cape Girardeau, Mo. "A chair would be more welcome any time than my work."

"I was so tired when I would arise in the morning. Instead of being rested, I felt terrible."

"At last, mother told me to take Cardui, and I did. After the first bottle, I could tell a difference, and when I had taken five bottles the tired feeling was all gone. I felt like a different person, thanks to Cardui. I hope that other mothers will try Cardui. I have been wonderfully benefited by it."

Try Cardui in your case.

Best Purgative for Colds

Relieves the congestion, reduces complications, hastens recovery.

alotabs

PRICE 35 CENTS

WE EXTEND GREETINGS FOR 1930

To our customers over this territory, and want to say the confidence you have placed in us for

Body and Fender Repair
Duco Re-Finishing
Top and Glass Work
Upholstering

has been mightily appreciated. Your continued good will and patronage during the New Year now at hand is our earnest desire, and we will continue our very best efforts to merit your favors.

Announcement

We have been appointed the Exide Authorized dealer for this locality. In addition to selling

EXIDE Batteries

the right battery for your car, our service includes skillful repair work on every make of battery. You can rely on responsible advice and reasonable prices here.

We look forward to a call from you.

Gullion's Super Service
"A One-Stop Station"
S. E. Corner Square, Floydada, Texas
Telephone 83—"Invite Us to Your Next Blow"

Floyd County, Texas.
(Issued same day) 434c

F. C. HARMON
Licensed Undertaker
Modern Equipment;
Hearse and Ambulance
SERVICE ANYWHERE
Phones: Day 242; Nights 174 and 303W

Hesperian Ads Get Results.

LENNEX
COUGH SYRUP
A Doctor's Prescription
PLEASANT TO TAKE - QUICK ACTION
Floydada Drug Co.
Adding Machine Rolls at Hesperian Office.

1930

When the three hundred and sixty fifth day drops off of the calendar into nowhere—we shall be thinking of you, loyal patrons, . . . recalling the many pleasant relations during the past year. Business relations have been pleasant during 1929—with many new friends made and many old friendships renewed. These, we consider the greatest assets of the year.

Your business . . . regardless of how much or how little . . . is always appreciated by this firm, and we feel justified in asking a liberal share of your business during 1930.

To You All . . . We Wish A Very Prosperous New Year.

Boerner - Thagard Motor Co.

Pontiac and Oakland, Sales and Service

STANDARD BATTERIES
AUTOMOBILE - RADIO - HOUSE LIGHTING
TWIN BATTERY STATION
Located at L. & O. Top Shop

GREETINGS 1930

A Happy New Year TO ALL

Ring out the old and ring in the new with more happiness, health and success than ever before.

My best wishes for our policy holders and friends for the happiest New Year you've ever had.

R. E. Fry
Representative Southwestern Life Insurance Company

ONE STOP AUTO SERVICE



Announcement

We have been appointed the Exide Authorized dealer for this locality. In addition to selling

EXIDE Batteries

the right battery for your car, our service includes skillful repair work on every make of battery. You can rely on responsible advice and reasonable prices here.

We look forward to a call from you.

Gullion's Super Service
"A One-Stop Station"
S. E. Corner Square, Floydada, Texas
Telephone 83—"Invite Us to Your Next Blow"

Heat, Not Cold, Bothers Fur Trappers; Louisiana's Pelt Crop Exceeds Canada's

The popular conception that furs grace milady's shoulders at the cost of long treks through barren icelands has been shattered. For the semi-tropical state of Louisiana, far away from the snow and ice and Arctic winds, produces more fur pelts than all the provinces and territories of Canada, with Alaska's catch thrown in for good measure.

Astounding as it may seem, the Pelican state has a yearly output of more than \$3,000,000 in such pelts as the mink, muskrat and the otter. New Orleans itself was founded more than 200 years ago as a fur-trading post.

Today, an army of 12,000 Cajun trappers, descendants of the original French adventurers, are busy in the swamps, marshes, woods and fields attempting to surpass last year's output of 5,922,070 furs.

The 1929-30 fur trapping season opened No. 6, and will conservation will follow the trails and trap the trappers who persist in taking the fur animals.

Louisiana's record as a great fur-trapping region was revealed Dec. 6 when the trappers, fur-land owners and others in the industry, in appreciation of what President Hoover has done to make the Mississippi river safe, presented Mrs. Hoover with a silver muskrat coat made exclusively from Louisiana pelts. Various trappers contributed one pelt each.

One of the principal reasons for the importance of Louisiana in the fur marts is that it still has millions of acres of virgin marsh-land and swamps, favorite habitat of such fur animals as otter, mink, raccoon, opossum, weasel, muskrat, skunk, fox and wolf. Although the state is in the subtropics, the quality of the fur taken is excellent.



A typical Louisiana Cajun trapper and his catch of raccoon fur being stretched and cured is shown above.

It is as a muskrat-producing state that Louisiana is supreme. In her 2,500,000 acres of coastal marsh adjoining the Gulf of Mexico are millions of these favorite rodents—animals that have taken the place of the beaver as the mainstay of the fur industry.

Stanley C. Arthur, director of the wild life division of the department of conservation, who made the presentation of the muskrat coat to Mrs. Hoover, has control of the fur animals, as well as the game birds and mammals in the state.

He is given a large part of the credit for building up the Louisiana

fur industry to the important place it occupies today.

The \$8,526,740 fur coat in Louisiana last year consisted of:

Muskrat, 5,105,374; opossums, 518,295; raccoons, 153,914; minks, 99,844; skunk, 31,661; spotted skunks (civet cats), 7279; otters, 3048; wild cats, 865; foxes, 1476; miscellaneous 314, or a total of 5,922,070.

The total Canadian catch, as furnished by the Dominion bureau of statistics, fur branch, was 3,592,700, which goes to prove that your fur coat may have come from Louisiana's marshes instead of from the Arctic.

BATS WILL NOT CONTROL MOSQUITOES—OLD STUFF

"This is not a new scheme," said Dr. A. L. Quaintance, associate chief of the Bureau of Entomology of the United States Department of Agriculture, commenting on a recent proposal to colonize bats in the New Jersey marshes and on Long Island with the expectation that they would win the war against the mosquitoes infesting the vicinity of New York City. The sponsors of the plan were of the opinion that the bats would eat the mosquitoes

and largely check their reproduction.

"The suggestion," said Doctor Quaintance, "is in all probability, based on the interesting studies of bats conducted years ago by a physician in San Antonio, Tex. He conceived the idea of colonizing bats in large towers built in the vicinity of places where mosquitoes breed. He believed that the bats would not only control the mosquitoes, but that the guano accumulated in the towers would sell for enough to provide a return on the cost of the bat roosts.

"In one form or another the scheme has been turning up for 15 years. The original sponsor was an enthusiast. The plan had a try-out in the vicinity of San Antonio, which included the construction of five of the roosts at a cost of something like \$20,000. Unfortunately, the bats did not readily take up their abode in the towers, and occupied only one tower to any important extent. Results were disappointing. The value of the guano collected was about \$80 a year. The effect on the mosquito population was not appreciable."

Troye Pope and U. S. Marshall arrived home last Saturday to spend the holidays with their parents, Mr. and Mrs. H. O. Pope and Mr. and Mrs. L. A. Marshall.

Advertise in The Hesperian.

Bill Der Says

HAPPY NEW YEAR



And Many Of 'Em

"I hope your New Year's celebration

Will bring you joy and jubilation,"

Declares Bill Der, who is no drone—

To which we gladly add our own.

When you're making New Year resolutions, why not resolve to build that home you've been planning, before the end of this year? We'd be mighty pleased to give you estimates showing you how little it will cost. And you're welcome to our free house-plan service, as well.

Willson & Son
The Home of Friendly Service
Floydada, Texas

Seek Lightweight Concrete For Floors of Long Bridges

Highways engineers of the United States Department of Agriculture are conducting experiments which involve improvements in quality of concrete in floor slabs of bridges and possible advantages to be gained by the use of lightweight concrete in floors of long-span bridges.

The tests are being conducted at the experiment farm, Arlington, Va., under a cooperative arrangement between the Bureau of Public Roads of the department and the Port of New York Authority. The construction program of the Port of New York Authority includes a number of long-span bridges, the

most notable of which is the Hudson River Bridge, which will have a main span of 3,500 feet, the highest suspension bridge in the world.

The experiments at Arlington Farm embrace the construction of 22 concrete slabs, each 6 feet wide and 22 feet long, with materials and methods such as might be used in the construction of bridge floors. Different aggregates were used, including one of light weight which resulted in a concrete weighing only about two-thirds as much as the ordinary products. Different vibratory methods were employed in placing the concrete for the purpose of increasing its density and thereby improving its quality. The large slabs were subsequently cut up into

smaller pieces of sizes suitable for testing.

The program also includes tests to determine the strength of plain and reinforced slabs, the bond strength of embedded steel, and the density, durability, and elastic properties of the concrete. The data thus far available indicate that information of considerable value to highway engineers will be obtained.

Mr. and Mrs. Alpha King, of Lubbock, returned to Floydada Sunday to spend the holidays with home folks.

Hesperian only \$1.50 per Year.

No dairy herd is well managed unless a fairly accurate account is kept of the quantity of feed consumed. A convenient and practical way to feed the grain is to use a cart, with feeding charts or cards showing the amount of feed for each cow. A small blackboard can be attached to the cart and the figures chalked on the board every two or three days. A spring balance scale suspended above the cart on an arm is of great help. If the allowance of silage and hay is weighed occasionally, the quantity can be measured with reasonable accuracy.

Typewriter carbons, second sheets at Hesperian office.



This Is Our New Year's Greetings

To Our Customers and Friends

May you have more happiness, health and success in the New Year of 1930 than you have had in the year just past.

We want to give expression to the joy and happiness we have had in the business relations with our customers. As each year passes, we realize more fully that our friendships are what makes life worth living. It creates a more earnest desire in our hearts to serve you better in this New Year than we have in the year just past.

Accept our sincere wishes that the year 1930 may be your most prosperous.

MAY SUPER-BLESSING ABIDE WITH YOU IN 1930.

Nothing is too good for us to wish for those who have made this business what it is today. Therefore we pause in the rush of a busy season to plan this brief message in the hope that it will reach those who have been so good to us. Whether it was dimes or dollars you spent with us we appreciate your business. We hope to add many new friends to our list during the coming year.

F. C. HARMON

"Where You Save The Difference"

WE THANK YOU

PEOPLE OF FLOYD COUNTY

—For the wonderful business you have given us since we have been in business in Floydada. Our business has been unusually good at our Floydada store and we thank you for this business.

—To justify your faith in us, you will find us striving all during 1930 to give you the very best of service, the best of prices and the best of merchandise at all times.

HAPPY NEW YEAR TO YOU!

Perry Brothers, Inc.

5c, 10c, 25c Store

1/2 Price!

TOYS! TOYS! TOYS!

If you did not get the toy or plaything the children wanted on account of the price before Christmas, you can get it for them now, all remaining toys such as, Zeppelins, Busses, Guns, Tanks, Dolls, Dishes, etc., at **ONE-HALF PRICE**. Wheel Goods are not included in this Sale.

You'll find lots and lots of toys and playthings the children will get a great delight in having and you will not have to spend much to get them. This sale is for just three days.

Thursday, Friday and Saturday

Martin Dry Goods Co.

"The Store With The Goods"

NEW SUCKER CROP IS RISING TO THE BAIT

Ten years ago, Oklahoma and adjoining states were flooded with fake oil stocks. No one will ever know how many mining companies were organized in Oklahoma, 1915 to 1918. Farmers who invested in an oil company or a mining company in those years are continually complaining. Their investments range from \$50 to \$5,000. Their money is gone.

Farmers are now oil-stock wise and mining-stock wise, declares the Oklahoma Farmer-Stockman. But farmers are not being offered oil and mining stocks these days. Instead of oil stock, they are offered "oil royalties." Instead of mining stock they are offered "gold bonds" with no good back of them. A half-dozen insurance companies are being organized in Oklahoma. Farm-

ers have a chance to "get in on the ground floor." Chain stores are being promoted and farmers are buying stock.

It is the same old story. Farmers are still the world's most careless investors. If anyone ever comes through the arid southwest selling steamships, there are those who will buy. Three years from now, some who are reading these lines will begin wondering why they are getting no dividends on their latest investment in securities that others didn't want. Another crop of suckers is being baited on another kind of bait. "All that glitters is not gold."

Miss Inez Switzer is visiting with friends in Vernon during the Christmas holidays.

Tom Terry spent last Friday in Abilene visiting with friends.

"Gets His Man" After 13 Years



Thirteen years ago Arthur B. Crouch, above, prominent Temple Tex. citizen, is alleged to have embezzled \$130,000 in bank funds and dropped from sight. Sheriff John Bingham, below, sought him all these years without avail. Several weeks ago Bingham received a tip that Crouch was in Helensville, New Zealand. After making a trip of 17,000 miles to "get his man," the sheriff found Crouch at Helensville, where he had become the town's leading citizen. They returned to Temple recently.

Make bluing water just before it is to be used. If allowed to stand it is likely to streak the clothes. Test the shade by dipping a handkerchief or small garment and holding to the light, or hold a little of the water in the hollow of the hand. Heavy fabrics require more bluing than light ones. Stir all bluing occasionally while in use. But only a few pieces together and do not let them soak in the bluing water.

Advertise in The Hesperian.

DEATH TO THE RED WOLF AND HIS PACK

Old Cripple, the red wolf, left his bed on an isolated spot in the Arbuckle mountains as the last signs of daylight faded out in the west. He crossed the deep ravine below and took up the trail along the broad back of the range to the west where lay the Chapman ranch.

His night's work began with a raid on the henhouse of the ranch. A white Leghorn hen took the edge off his appetite. His trail then continued west, across the highway and down into the farming country below where poultry was plentiful.

He soon came to a spot in the trail which instinct told him to avoid. He had always avoided this spot and in doing so made a dim trail around it. Old Cripple veered off on this side trail just as Trapper Melvin Phillips figured he would do. A trap snapped on a front foot. The next day, nearly noon, Phillips found him a mile away, dragging the trap and its anchor. A trio of bullets ended his life.

That is the story of the demise of a famous wild outlaw related by the Oklahoma Farmer-Stockman. Old Cripple had long been known to farmers in northern Carter county in south central Oklahoma. Once he left the toes of one foot in a trap, and became a "trap-shy" wolf. He ranged wide, killed often and always left his tell-tale track behind. The damage he did to farmers' poultry and live-

stock would have totaled hundreds, perhaps thousands, of dollars.

Phillips, the trapper who caught him, is one of 11 trappers now at work in southeast Oklahoma hunting down red wolves. To pay these men the bureau of biological survey, United States department of agriculture, puts up \$10,000 a year and the state game and fish commission puts up another \$10,000. The work began in Oklahoma in August, 1928. Up to Nov. 1, 1929, the trappers had caught 336 wolves and 69 bobcats.

TERRACE CONTRACTING IS NOW HIS BUSINESS

Terracing has been made a business in Carter county, southern Oklahoma.

Farm leaders in the county have come to the conclusion that terracing is a real job requiring skill, technical knowledge and ample tools and teams. They argue, "Why not have men properly equipped with terracing knowledge, tools and teams and make the terracing of land a business just as the building of houses or the drilling of oil wells have been made business by contractors.

Acting on this theory, the Ardmore chamber of commerce induced George L. Dyer, business man and former assistant county agent, to go into the business of terrace contracting. Dyer began his terracing work a year ago by furnishing the complete outfit of teams,

men and tools and his own supervision and technical knowledge at a stated price per day.

In terracing 400 acres of land approximately 25 miles of terrace were built at a cost ranging from \$100 to \$200 a mile, depending entirely on the state of erosion and type of soil. The cost of terracing to the land owner has been from \$40 to \$90 a day for Dyer's outfit which includes 18 mules. These costs vary from \$3 to \$10 an acre depending on the type of soil and stat of erosion.

Dyer kept up his terracing all through last spring and until in the summer. He has again started in this fall and there is enough work ahead of him, according to the Oklahoma Farmer-Stockman, for this winter that additional crews will be added under Dyer's supervision with a foreman in charge of each crew and with Dyer furnishing the technical knowledge, running the lines and inspecting all work done.

The Ardmore chamber of commerce plan contemplates the establishment of terrace contractors in other areas in the district around Ardmore as the demand grows. Dyer has no fear of competition because he has estimated that in order for his outfit to do the work necessary in that area it would take him 96 year, working every day in the year, including Sundays.

CHANGING AGRICULTURE

Great changes in the world's demand for agricultural products have

taken place since the World War. Use of the automobile and the tractor is reducing the number of horses in the world and therefore the demand for feed grains. The production of rayon has increased enormously as a substitute for silk and wool. The demand for wheat and sugar has increased rapidly in recent years. In the United States the demand for wheat flour is less than before the war, but in other countries greater. In Europe wheat is taking the place of rye; in the Orient it is taking the place of rice and other grains. The demand for tobacco, particularly of the cigarette type, has increased greatly. Another notable shift in demand is an increased use of vegetable oils as substitutes for animal fats, for use in the manufacture of soaps and as foodstuffs.

"INSIDE" INFORMATION

Many interests shipments of adulterated foods and drugs are seized yearly by the Food, Drug and Insecticide Administration. This is to protect the public from harmful or otherwise illegal preparations of foods or drugs.

After twenty two years of enforcement of the Federal "pure food law" the Food, Drug and Insecticide Administration, U. S. Department of Agriculture says that, in general, the conditions in the canned food industry warrant high confidence of the part of the consumer.

We Thank You—
FOLKS

—For this fine business you have given us during 1929. We are glad that you like our methods of dealing, and we plan to continue just these same methods during 1930.

—All during the new year, we are going to offer you **REAL SPECIALS** on clothing and dry goods. Trade here during 1930 and save money.

South Plains Outlet Store
W. H. Seale, Mgr.

AS THE YEAR 1929 Draws To a Close

We take great pleasure in extending to our customers of the past year our most sincere thanks for whatever share of business they have given us and for everything they have done towards making this year one of the greatest in our history.

Our aim is to deal fair and square with all who patronize us and it is on this basis that we solicit your future business.

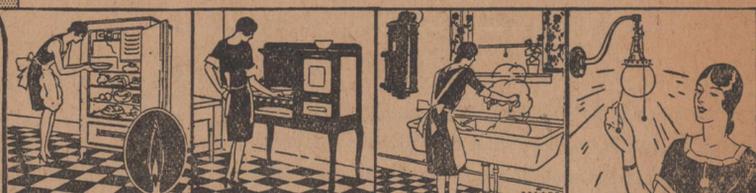
To all of you, we wish a very

Happy New Year

C. R. HOUSTON COMPANY

INTRODUCING STARGAS

Which brings all of the convenience of gas to the suburban and rural home



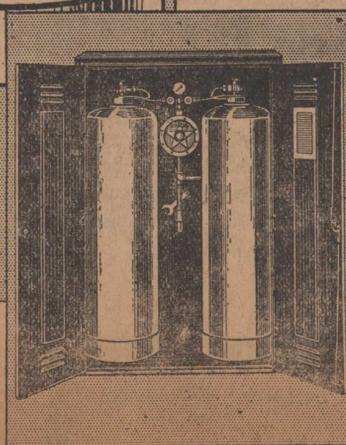
Long have thousands waited for this announcement! Long have they wanted the convenience of gas! Gas for cooking . . . gas for lighting . . . gas for heating water . . . and, more recently, gas for refrigeration! Lone Star Gas Company . . . already serving a million people through its pipe lines . . . has developed STARGAS as an additional service to the public . . . to serve those not reached economically through pipe lines.

Now . . . with STARGAS . . . anyone may enjoy the convenience of gas. STARGAS is

Real Compressed Natural Gas Delivered Anywhere

STARGAS, containing the elements of highest heating value, is extracted from pure natural gas and STARGAS means more than a fuel . . . it means a service! Cylinders are delivered in sets of two, and when one cylinder is exhausted, it is only necessary to turn a valve and begin using from the other, while the company replaces the empty cylinder. STARGAS is convenient, safe, reliable. STARGAS service is a public utility service.

Of course, there are questions, dozens of them, that space will not permit us to take up here, . . . but you have only to call upon us to have them answered immediately. Find out *now* what STARGAS will do for YOU. See actual STARGAS demonstration at . . .



Stargas Equipment Is Sold on Convenient Terms, if Desired

L. L. Collins & Co.
Dougherty, Texas
DISTRIBUTORS

Tech College To Hold Short Course In 1930

Late January or Early February Set As Dates For Second Short Course.

Featuring Carl Williams of Oklahoma, cotton member of the Federal Farm board, the second annual farmers' short course given by Texas Technological College will be held late in January or early February. Professor H. J. Bower, director, says that Mr. Williams has definitely agreed to appear on the short course program, the time of meeting depending upon the convenience of the Federal Farm board member.

The first meeting held the early part of this year for two days was well attended and successful. The coming session will last three days, the first day being devoted to marketing problems, the second to community work, and the third to a general livestock program.

The first day's program will include a speech by R. F. Cook of Amarillo, manager of the Texas Wheat Growers association, Harry Williams of Dallas, manager of the Texas Farm Bureau Cotton association, Miss Mary Mims of Baton Rouge, La., community worker of the Louisiana state department of agriculture, President Paul W. Horn of Texas Technological College, and other Tech professors.

The remainder of the first day's program will be in charge of the Lubbock County Farm bureau, ending in a dinner in the evening. The food served will be the produce of Lubbock county farms and the tables will be decorated with wheat and cotton.

D. F. Eaton, Lubbock county agricultural agent, will be chairman for the second morning, with H. G. Lucas, Brownwood, president of the Texas farm bureau federation, in charge of the afternoon program and Sterling C. Evans, district extension agent for Texas A. & M. college, in charge for the evening.

The second day will include addresses by Miss Mary Mims of Louisiana, Sterling C. Evans, and others. The community work will feature this day, the night program to be jointly given by 4-H club workers, Texas A. and M. extension workers, the Tech agricultural club.

The general livestock marketing program for the third day will feature cow-testing, on which subject Sterling C. Evans and Prof. K. M. Renner, of the Texas Tech Dairy Products department, will speak, as well as Prof. W. L. Stangel in charge of the Tech department of animal husbandry.

A MERRY CHRISTMAS PLAY OF ANDREWS WARD PUPILS

The Real Spirit of Christmas Is Giving, Little Girl Is Taught By Fairies.

A play entitled, "A Merry Christmas" was presented Thursday evening, December 19, by some of the pupils of the departmental grade of Andrews Ward School. Some seventy pupils had parts in the play which was directed by Miss Elizabeth Morrow, new expression teacher of this city.

This little play gave the story of a rich girl who learned that the idea of giving is the real spirit of Christmas.

Synopsis of Play

The scene opened with Polly sitting at home alone on Christmas eve, because she had sprained her ankle. As she sits by the fire she falls asleep and dreams. Soft music, "Silent Night," is played off stage, as Christmas fairies, Arboris, Hollyberry and Jack Frost appear in her dream and tell her that she shall not be unhappy for they shall entertain her. Jack Frost calls upon the Starlight Fairies, who light the way for Santa Claus, to come and stay awhile. Hollyberry then calls upon the Chorus Boys who used to sing Christmas carols in Old England at Christmas time to come and sing.

Arboris says she has seen Santa Claus leaving dolls in far off countries and Polly wishes to see these dolls. So Hollyberry waves her wand and the dolls enter dance and sing. They are Dutch Dolls, Clown Dolls, Spanish Dolls, Topsy Dolls and Rag Dolls.

Santa Claus' little helpers, the elves, then come dancing in and bring toys for Arboris Christmas Tree. Polly asks if the little American children will play with these toys. Holly Berry waves her wand and the little American children, the Primary Band, enter and play and sing Christmas songs.

The Christmas fairies bid Polly goodnight, after she has thanked them for the splendid evening. She falls asleep as a quartet with violin and piano softly sing and play, "Silent Night."

The Andrews Ward Auditorium was packed to capacity by an audience which heard the play.

Providence News

(Too late for last week)
Providence, December 19—Rev. Herber and bride are nicely located in the parsonage now and are at home to their many friends who wish to call.

Mr. and Mrs. J. W. Davenport and son, Howard, Jr., will spend Christmas with his parents in East Texas. They will be accompanied by Mr. and Mrs. Tommy Edelson and children who will spend Christmas with their parents, also.

Mrs. Erna Boortz is gaining rapidly, we are glad to report.

Drs. School and Meadows were called out to see D. J. Kennedy who was taken suddenly ill Tuesday at noon.

The program at the school house here Friday night was well attended.

Read The Hesperian for news of Floyd County.

Biggest Snow Ever For Central Texas, Report

Stories incident to Central Texas' biggest snow and coldest weather in recent years begin to show up this mid-week. Ten, twelve, fifteen and even twenty inches of snow piled up all over that section beginning Friday night, last, the football game between Breckenridge and Port Arthur at Waco being played on a ground that was covered the night before with eleven inches of snow. Further south similar reports come in, including down Austin-way.

Roy L. Haynes, Chester Day and Garner Surginer, Floydada boys who are students in the University of Texas, started home early Saturday when it was snowing. At Fredericksburg they were travelling in twelve inches of snow and numerous cars were going into the ditch. By the time they reached Brady the snowfall was fifteen inches. From that point westward, however, the fall got lighter and lighter. At Sweetwater only a little snow remained on the ground Sunday morning. They were told at Brady the temperature dropped to two degrees below zero.

"It was the kind of thing even the old timers in that section of Texas could not recall," Roy L. Haynes, of the party, said. Their trip throughout the bad weather was made without mishap fortunately.

HOGS FURNISH GOOD MARKET FOR FEED STUFFS

College Station—Pork can be produced and put on the market for seven cents per pound, and by so doing furnish a market for the farm grown corn or grain sorghum crop from 25 to 50 percent higher than the cash market affords, even in these days of low hog prices. With that bald, flat statement good hog raisers everywhere will agree, but the assertion has plenty of support in the records of club boys and farmer demonstrators over Texas.

They raised them singly and in litters and even in droves, in a few cases, and their 1929 records thus far compiled at Extension Service headquarters show that a well fed pig may be expected to gain an average of two pounds or better daily, for a feeding period of five months or less. When marketed at

this age a pig weighs out about 200 pounds and represents a total investment, including the first cost and feed and labor, of about seven cents per pound. By figuring profits in terms of what the hogs paid for their feed, the corn these demonstrators fed their hogs brought an average of \$1.50 per bushel.

"And that," declares E. M. Regenbrecht, Extension Swine Specialist, "is the way the hog business ought to be figured." It's not a get-rich quick scheme, but a farm enterprise that maintains a good, substantial market for home grown feed crops and milk at all times. The fact that hogs gave farmers such a market this year when prices were down at the bottom of the periodical hog cycle shows the fundamental soundness of the business.

"To build such a farm market for feedstuffs, these demonstrators had to use good, well-bred stock, feed a balanced ration, and supply lots of drinking water, shade and pasture. Some of these men and boys fed one pound daily per head of protein supplement, with or without milk, combined with corn or grain sorghums, and others fed corn and tankage in self feeders. All whose records we have compiled worked out their plans in cooperation with their county agents."

FLOYDADA HATCHERY MOVED; FLOYDADA ELECTRIC, ALSO

Floydada Hatchery, Edwin Heald, manager, is located in the E. S. Randerson Building, southeast corner of the square now, having moved last week from the rear of the Duncan Building to the new place which gives more room and fits in better with an expansion program recently announced by the hatchery.

"We are not moving the Floydada Hatchery to Ralls, as has been misunderstood by a number of our customers from an article recently appearing in The Hesperian. My father, J. S. Heald, is planning to move to Ralls and be associated with Mr. Blacklock in a hatchery enterprise. However, the plans for the Ralls business will have no effect on the Floydada Hatchery and our plans for the addition of an additional hatching machine has not been changed," Edwin Heald, manager said this week. "An explanatory note in this regard by The Hesperian would be appreciated," he said.

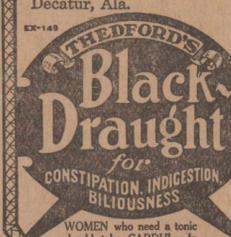
An occupant for the rear portion of the Duncan Building, vacated by the hatchery, is already announced, effective January 1, when Floydada Electric Company, of which R. G. Spence is manager and owner, will occupy the quarters. This business is now located three doors north of the Floyd County National Bank on North Main Street. Mr. Spence began business a few weeks ago. He is specializing in electrical repair and contract work.

WHEN CHILDREN Need a Laxative

"We have used Theodor's Black-Draught in our family for nineteen years. I have found it of great help in raising my family."

"I have given it to all six of my children. Whenever they complain of upset stomach, or begin to look pale and sickly, I make a tea of Black-Draught and begin giving it to them. In a day or two they are all right."

"I give it to them for constipation, and my husband and I both take it. I always give it for colds in winter, for I believe a way to prevent them is to keep the system clean."—Mrs. Doshie Terry, 1205 4th Ave., Decatur, Ala.



Black-Draught
for
CONSTIPATION, INDIGESTION, BILIOUSNESS

WOMEN who need a tonic should take CARDUL in use over 50

Special Inventory SALE!

OF OUR ENTIRE LINE OF

TIRES

Including

Fisk — Mohawk — Seiberli

All are high grade Tires—and we are going to close them at—

WHOLESALE PRICES AND BELOW COST
COME AND GET 'EM!

Central Filling Station

California at Fifth

Hal Drace, Prop.

Phone

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

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

The Year Of 1929

—would not be complete for us, if we did not pause to tell you just how much we have appreciated the friendship and patronage of our customers and good friends of Floyd County during the year just closing.

The Year Of 1930

—is a time to which we look forward with pleasure, anticipating pleasant relations and renewed friendships. Just as we have strived to merit your patronage in the past, we pledge ourselves at this New Year's time to offer you a bigger and better service... and every employe of this firm is looking forward to many pleasant relations with you... our customers and stockholders.

Community Supply Company

C. Foster, Walter Hollums
R. P. King, Ima Johnston

1930

at your service...



COMMERCIAL



SAVINGS



SAFE DEPOSIT

With the dawn of 1930 just around the corner and the last few days of 1929 fading from the calendar, we are reminded of the loyal support and co-operation of our many friends and customers. We are mindful at this time that the success of this institution during 1929 is due to the confidence of our friends, and we are thankful to have served you.

We pledge ourselves to strive even harder during the coming year to serve our customers with a complete Banking service.

Happy New Year To You And Yours

Floyd County National Bank

"The Bank Of Friendly Service"

Operetta Friday Eve Has Public Approval

Advance Pupils of Mrs. Ohmer W. Kirk Present Three-act Musical Comedy.

"The Wishing Well" three act operetta presented by the advance piano pupils of Mrs. Ohmer W. Kirk, at the Palace Theatre last Friday evening, received the hearty approval of the music lovers of the county when a large audience witnessed the presentation. The Irish musical comedy had a beautiful scenery setting and proved a pleasing medium to display the musical advancement made by Mrs. Kirk's pupils.

Soliloquies between acts by Miss Bernice Smith and Miss Bernice were enthusiastically received as well as a comedy between acts by Miss Mildred Welborn and Victorine Fitch.

Strickland and Patty afforded much of the comedy of the play, as the juvenile characters. The child characters in the play, Noreen, in the role of nine-year-old Marjorie is declared to have been one of the most talented speaking

interesting and entertaining program as well as the operetta was as follows:

- Act I
 - Instrumental - Ruth
 - Scene and Dance, Fairy
 - Fairies.
 - Wishing Well - Terence.
 - Rose Scented Garden - Mary
 - Terence.
 - Mary Macushla, My Irish Queen
 - Terence.
 - You've Kissed the Blarney Stone
 - Mathleen and Dan.
 - Where's Joy in the Garden - Mary.
 - Persuadin Are You Ways - & Darby.
 - Top O' The Mornin' to Ye
 - le) - Bridget Malone.
- Act II
 - Scene Fairy - Rosa Lee Smith.
 - Alone Asthore - Mary and
 - Smile in Your Eyes - Kath
 - and Dan.
 - Leprechaun - Terence.
 - is a Painter - Mary.
 - Scene and Dance (Noreen's
 - ation) - Fairy Queen and

Fairies.
 Finale - Noreen and Mary.
Act III
 Finale - Terence.
Cast of Characters
 Terence O'Grady, (Incognito Terence O'More) - Clyde Maddox.
 Noreen, Lady Mary's Niece - Marjorie Kirk.
 Lady Mary O'Donnell, owner of Falls Park Manor - Eugenia Hoffman.
 Squire Matthews Baxby, estate owner - Robbye Archer.
 Darby Duffy, servant at the Manor - Jewell Veach.
 Kathleen O'Mara, maid at the Manor - Patty Loooper.
 Dan Tyron, groom at the Manor - Mildred Strickland.
 Nora, Darby's wife - Dean Smith.
 Bridget Malone, Maid to Lady Mary - Ruth Enoch.
 Maureen McGibney, coquette from Dublin - Jean Smalley.
 Mally O'Toole, friend of Maureen - Katherine Fitch.
 Felix Murphy, a money lender of Dublin - Viron Veach.

Fairy Cast
 Queen of Fairies, Oleta Jackson.
 Other Fairies, Jessie Mae Wood, Audrey Farris, Willie Mae Cummings, Bernice Bishop, Artie Mitchell, Bernice Holyfield, Robbye Archer and Victorine Fitch.
 Between act numbers, supplied by Mildred Welborn, Victorine Fitch, Jean Smalley, Bernice Bishop and Patty Loooper.

FINE WEATHER CHRISTMAS WEATHER MAN'S PRESENT

The Weather Man dealt kindly with Floyd County People Christmas Day and the days immediately preceding.
 A welcome snow fell during last week-end, giving some top moisture for wheatland. Probably three inches of snow fell over the county, although much of it melted as it fell.

Low temperature for the week was recorded Monday morning, when the thermometer stood at 26 above zero.

Christmas Eve and Christmas Day both were mild.
 Rev. and Mrs. G. T. Palmer and children are spending part of the holidays visiting in Canadian with relatives. Rev. Palmer will be at home this week-end for his regular services at the Methodist Church Sunday.

CHRISTIAN TURKEYS SWEEP TRI-STATE POULTRY SHOW

The Christian flock of Giant Goldbank Bronze turkeys won additional laurels for Floyd County at the Tri-State Poultry Show, the awards from which were given publicly recently. In fact, the birds swept the boards so far as turkeys were concerned, it seems, for the eighteen turkeys won all special prizes at the show including the grand champion bird of the show, with a female. This winning carried with it a large loving cup presented by the International Harvester Company for the best turkey in the show.

The eighteen turkeys shown, incidentally, were all produced on the Christian farm.

A signal honor that has come to the Christian's recently also, is a request to show their bird that heads their Pen Number One - King Charles I - at the Madison Square Garden in January. Show officials who saw this bird in the International Show at Chicago say he has all the markings of a World's champion.

F. C. HICKMAN OF McADOO DIED SUNDAY OF THIS WEEK

F. C. Hickman, of McAdoo, one of the old-time settlers of this section of the state, died Sunday last at his home near that city, and Rev. A. A. Collins, pastor of the Cumberland Presbyterian Church of Floydada, was called to preach the funeral Monday afternoon. The funeral service was held at the Hickman home and interment made in the Crosbyton Cemetery.

Surviving Mr. Hickman are his wife and four children, all of whom were present for the funeral. Mr. Hickman was a member of the local Cumberland Presbyterian Church.

PREACHES AT RALLS

Rev. A. A. Collins, of this city, preached for the Cumberland Presbyterian Church congregation at Ralls Sunday and Sunday night.

Locals and Personals

Mr. and Mrs. W. I. Cannaday and daughter, Mrs. L. J. Welborn, and H. E. Cannaday, spent last week in Wichita Falls visiting with Mr. and Mrs. Cannaday's daughter, Mrs. L. G. Stewart. They returned home Monday.

Miss Vela Blassingame, a student at Tech College at Lubbock, is spending the Christmas holidays with home folks.

Mr. and Mrs. Frank Bass, of Quitaque, spent Christmas Day here with his sister, Mrs. Jack Foley and Mr. Foley, and his mother, Mrs. Grace Bass.

Dr. and Mrs. Lon V. Smith and little daughter, Emma Louise, left Tuesday for Chico, to spend Christmas with Mrs. Smith's mother, Mrs. H. F. Hawkins.

Mr. and Mrs. H. H. Hatchett, of Clinton, Oklahoma, are spending the holidays with Mrs. Hatchett's parents, Mr. and Mrs. J. C. Dickey, and other relatives.

Mrs. Ray Dickey, formerly of this city and now of Lubbock, underwent a minor operation at a Lubbock Hospital Monday. She is improving nicely.

Lee Bedford, who is a student in Danforth's school of Pharmacy at Fort Worth, is at home for the holidays. He plans to return to Fort Worth Monday.

Mrs. Annie E. Steen is spending the holidays in Norman, Oklahoma, with her son, Dr. Carl T. Steen and family, having left Monday evening.

Mrs. Leslie Surginer returned home Sunday from Weslaco, Texas, where she had been visiting for several weeks with her parents, Mr. and Mrs. C. W. Gound.

Mr. and Mrs. S. L. Rushing had as guests Christmas three married daughters and their husbands, who live at other points in Texas. They are Mr. and Mrs. T. M. Jones, who arrived Monday night from Waco, Mr. and Mrs. Felix Pierce, of Canyon, and Mr. and Mrs. C. E. Moreman, of Lubbock, who arrived Tuesday evening.

Woodrow Goen, a student at Texas University at Austin, is spending the holidays with home folks.

Orville Moore, who has been attending school at Texas University, is spending the Christmas holidays with his mother, Mrs. Josie Moore.

Miss Hazel Jones, a student at Texas University, is spending the holiday season with home folks.

Mrs. W. R. Ivey and son, Dennis C. of Big Springs, arrived Sunday to spend the Christmas holidays with Mr. and Mrs. C. Surginer.

Mr. and Mrs. B. B. Caudle, of Amarillo, spent Christmas Day with Mr. Caudle's mother, Mrs. T. A. Caudle, and other relatives.

Miss Virginia Meachum, formerly of this city and now of Lubbock, spent the Christmas holidays here with relatives and friends.

Miss Mary Gamble, who is attending W. T. S. T. C. at Canyon, accompanied her sister, Miss Erin Gamble, a teacher in the Canyon schools, home last Saturday to spend the Christmas holidays with their father, I. D. Gamble.

Mr. and Mrs. L. C. McDonald spent Christmas day in Amarillo, visiting their son, Clement McDonald and wife.

Miss Pauline Keeton left for Banham, and Mrs. Emma Rosson for Milford, Friday night of last week, to spend the holidays.

Mary Ann Kimble left Friday night for Fort Worth to visit with her grandmother, Mrs. M. C. McGlinchey during the Christmas holidays.

Miss Vivian Stegall suffered a painful accident one day last week when a screen door hook caught her in the forehead and cut a gash that required three stitches. She is at home for the holidays from San Marcos Baptist Academy visiting her parents, Mr. and Mrs. P. G. Stegall.

Jack Johnson left Tuesday morning for Roscoe to spend Christmas with his parents, Mr. and Mrs. W. B. Johnson.

Mrs. E. L. Angus returned Friday from Bonham where she had spent a few weeks on a visit with her father.

Mrs. J. W. Edwards left Tuesday night for Sweetwater to spend the holidays with relatives.

Mr. and Mrs. Walter Pennington of Turkey, spent Christmas Day here on a visit with their parents, Mr. and Mrs. W. H. Hilton and Dr. and Mrs. H. Z. Pennington.

Miss Gladys Collins, teacher in the Oklahoma City Public Schools, arrived Saturday last for a holiday visit with her parents, Rev. and Mrs. A. A. Collins, and Miss Ollie Belle, junior in Oklahoma University, also arrived Wednesday. They plan to be here until January 6.

Bert Armitage, of Bisbee, Arizona, spent Wednesday night and Thursday in the home of his sister, Mrs. L. H. Dorrell.

PROGRESS IN CHILD WELFARE

Everywhere one marvels at the rapid progress that has been made along all lines of child welfare and the eagerness to learn new things that may lead to improvement in what may affect young people from infancy through adolescence, says the State Health Department.

Health workers employ various ways of instructing those interested in child welfare. They send out baby letters, health grams, radio talks, correspondence instruction, newspaper and magazine articles and city health centers—many of them provide home hygienic courses.

Parents are urged to attend individual courses in schools of sanitary inspection. Here may be learned much that is useful regarding (a) control of contagious diseases, (b) milk and dairy inspection, (c) school inspection, (d) food inspection, (e) vital statistics, etc. Mothers are taught that bad teeth and gums are not merely a source of annoyance but are also a serious danger to general health. Pus germs which lie hidden in a tooth cavity or under its roots constantly give off toxins which poison the body. Mothers also have proven to them that their children need no longer run the dreaded risk of having diphtheria, for science has provided a sure way to prevent it. This should be posted in every school and printed in every daily paper until no one is ignorant of the meaning of "TA"—"three tiny injections of toxin-antitoxin" (TA) given one week apart will gradually build up a child's resistance to diphtheria, until in 60 or 90 days the child will be immunized. This protection probably lasts through life. If all children six months of age and older were immunized, diphtheria would virtually be stamped out.

Advertise in The Hesperian.

A NEW MILKING SYSTEM

A new milking system, whereby one man with three milking units has milked 25 cows twice a day and 29 cows three times a day in 51-2 hours, is used on the U. S. Department of Agriculture dairy farm at Beltsville, Maryland. The consists of the usual standard teat cups and pulsator but instead of having the portable receptacle for receiving the milk, has a stationary container located between two stalls and somewhat above the cows. This container is of unbreakable glass and is suspended from a weighing machine. Thus the operator can see at a glance the quantity and weight of the milk. When the milk stops flowing, the operator records the weight of the milking and opens a valve which lets the milk be drawn from the bottom of the container

through a sanitary pipe line to a large vacuum tank in the dairy house nearby.

The Federal Food and Drug act requires truthful labeling of foods and drugs. It has no control over advertising. The wise buyer will compare label statements with the advertising in deciding the probable dependability of claims for a preparation.

When buying foods it pays to compare the net weight statements on the packages of smaller foods of the same quality. The Federal Food and Drug act insists that the statements of weight be accurate. The buyer who reads and compares will be the most for his money.

Typewriter carbons, second sheets at Hesperian office.

MOORE DRUG CO.

HOLLIS B. MOORE FRANK L. MOORE

Are Deeply Grateful to the

Friends and Customers

who have made their first half year in the drug business in Floydada a success.

The closing of the year 1929 finds us enjoying the patronage of a splendid list of friends from all over this section, and we hope to so conduct our business as to continue to enjoy serving your needs in Drugs, Drug Sundries and Fountain Service during the year of 1930.

MOORE DRUG CO.

Yours for "Moore" Service Floydada, Texas

A Sincere New Year's Wish—

May 1930 bring you all the many longings of your heart.

And for ourselves, we believe we can find real happiness in serving you in 1930 if you'll grant us the opportunity.

C. H. DAVIS
 JEWELER
 At Woody Drug Co.

Happy New Year

IS OUR WISH FOR OUR LARGE CIRCLE OF FRIENDS AND CUSTOMERS

As 1929 draws to a close, we pause to consider for a moment what we have for which to be glad, and find that most of all it is the friendship and patronage of our customers.

And thus it is, that as we look forward to 1930, we are constrained to wish for each of you a Prosperous, a Happy 1930, brimful of good things. And if we can better serve you as your grocer, it will afford us much pleasure to do so.

C. P. Loooper Co.

Year-End Specials

The best way that we can show you our appreciation of your business during the past year, is to continue to give you RED HOT SPECIALS during 1930. Here is a starter.

Peanut Butter	High Grade, 1 Quart Size,	48c
TOMATOES, Wapco Brand, Large Can,		16c
K. C. BAKING POWDER, 5 Pound Can,		67c
Free Demonstration Gold Plume Coffee		\$1.08
SATURDAY, 2 1/2 Pound Can,		
POTTED MEAT, Six Cans #1		25c
PEACHES, Yellow Cling, Per Can,		59c
Crackers		35c
Brown's Saltines, 2 Pound Box,		
POST TOASTIES, Large Package,		10c
MACARONI and SPAGHETTI, high grade, Four Boxes,		25c
PEACHES, Del Monte, 2 1/2 size can, Heavy Syrup,		27c

Floydada Grocery Co.
 "The Place Where You Feel At Home"

M SYSTEM

"Saves for the Nation"

FRIDAY and SATURDAY SPECIALS

AT BOTH STORES

TRY OUR HOME-MADE CAKES AND PIES AT STORE NO. 2

Bananas	Dozen,	19c
Sugar	10 Pound Paper Bag,	59c
Oranges	2 Dozen,	35c
Coffee	3 Pound Can, Wamba With Tea Glass, Limit	99c
Spuds	10 Pounds	29c
Flour	48 Pound Bag, Any Kind,	\$1.75
Laundry Soap	10 Bars, White Naptha,	39c

MARKET SPECIAL

STEAK	Good Cuts, Pound,	29c
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All Orders of \$2.50 or over Delivered Free.
 No. 1—PHONE 4 No. 2—PHONE 62