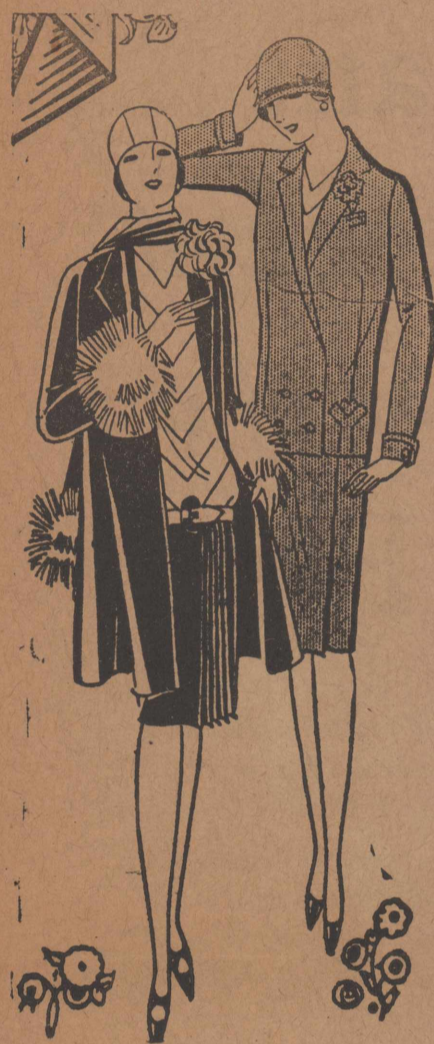


A TIMELY PRE-EASTER SALE OF READY-TO-WEAR AT MARTIN'S

Sale Starts Friday, March 30 and Ends Saturday, April 7

We are going to let the bars down Friday, March 30th and until Saturday, April 7th we are going to offer you real saving prices on wanted ready to wear. This event comes just at the beginning of the very Spring season when you will want to be dressed out in what's new and authentic in style so we have decided to offer you this opportunity for these few days to get your wants just before EASTER, April 8.



Tailored Suits and Ensembles

Ensembles are very popular for Spring and Easter wear. The present vogue favors three-quarters, seven-eighths, and full length coats, also cape styles.

The materials favored are silk combinations, including prints and combinations of tweeds and silks.

Tailored suits are very modish, made of tweeds, oxford and plain fabrics Navy Blue is the favorite color, the wrap around skirts are strongly stressed.

BUY A SUIT NOW AT THESE PRICES

Sizes are 14 to 40

\$19.75 Suits Easter Sale	\$14.85
\$27.50 Suits Easter Sale	\$20.65
\$32.50 Suits Easter Sale	\$24.45
\$35.00 Suits Easter Sale	\$26.35
\$39.00 Suits Easter Sale	\$29.35



FROCKS OF UNUSUAL CHARM FOR EASTER WEAR

This season's mode in frocks favor prints and solid colors just about equally. The fashionable materials are georgettes, flat crepe, chiffon, crepe satin and frisca. The Spring shades are navy, biege, grey, red, brick, brown, parchment and of course black.

Sizes are 16 to 52

\$25.00 Dresses Easter Special	\$21.95
\$27.50, \$28.00, \$29.00, \$29.75 Dresses	\$24.75
\$32.50 Dresses Easter Special	\$28.95
\$37.50 Dresses Easter Special	\$32.95
\$35.00 Dresses Easter Special	\$31.45
\$39.00 Dresses Easter Special	\$34.95

Coats For Easter Wear

Authoritative in style and fascinating in every detail are these engaging coats for spring. Straight line effects, with flares from the shoulders, scarf collars and tailored necklines lend variety.

The materials favored are Kashmir, Kasha, Twills and Tweeds.

Navy, Black, Parchment, grey and sand are a few of the fashionable colors for this season.

AT 33 1-3 OFF HERE IS THE PRICES

Sizes are 14 to 46

\$22.75 Coats Easter Sale Price	\$15.20
\$25.00 Coats Easter Sale Price	\$16.70
\$27.50 Coats Easter Sale Price	\$18.40
\$29.00 Coats Easter Sale Price	\$19.35
\$32.50 Coats Easter Sale Price	\$21.70
\$35.00 Coats Easter Sale Price	\$23.35
\$39.00 Coats Easter Sale Price	\$26.00
\$45.00 Coats Easter Sale Price	\$30.00
\$55.00 Coats Easter Sale Price	\$36.70



GROUP NO. 1

For this EASTER SALE we have grouped specially one lot dresses made of flat crepes, crepe satins, etc., in new spring shades. Dresses you will be glad to get.

CHOICE \$4.98

GROUP NO. 2

Here is a group of dresses you can find real values in, practically all sizes and all new spring styles and shades. These dresses are Your—

CHOICE AT \$9.75

GROUP NO. 3

This group of dresses we bought to sell at a much higher price but the manufacturer gave us a liberal concession on them and we are going to pass it along to our customers. Your choice any in this group—

\$11.85

GROUP NO. 4

This group dresses are taken from our regular stock and we are offering you regular \$18.75 and \$19.75 dresses for this EASTER SALE. Your Choice the Lot—

\$15.00

MEN, BE READY FOR EASTER



Get the New Suit men and be ready to step out with the wife, daughter or the girl friend Easter Sunday, if your suit comes from Martin's it will be correct, in every detail, the proper style, the proper fabric and in just the popular shades that are good this spring season.

\$22.50 to \$45.50
With one and two pants.

SELECT A NEW HAT

We'll show you what's new in men's hats if you'll come to us and take a look at our line. We'll show you nothing but new styles and new spring colors. Your hat is here.

\$5.00 to \$10.00

BE SURE TO HAVE PLENTY SHIRTS

It's easy to choose shirts here, we have what men and young men want in shirts, just the right patterns and any size you want.

\$1.25 to \$3.50

STEP OUT IN A PAIR OF SHOES FROM MARTIN'S

On Easter Morn and Be Well Shod.

\$5.00 to \$10.00



Hosiery Musingwear and Cadet

We are actually selling them so fast we can hardly get them. Come here for your hosiery requirements we have what you want and we have the new colors.

WHITE JADE	SHELL GREY
KASHA BEIGE	SHADOW
MISTY MORN	TANSAN
DEBUTANTE	ROSE GLOW
HONEY BEIGE	

CHIFFONS and SERVICE Weights, the New Fancy Heels.

\$1.00 to \$2.50

BUY PIECE GOODS HERE. SAVE MONEY TOYO CREPE

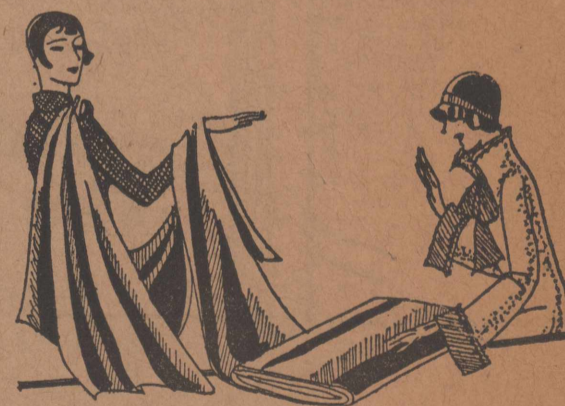
The finest crepe we have ever offered to our customers, it's fast color, it's 40 inches wide and it's all silk and we have all the new spring colors.

YARD \$2.49

Value Unexcelled

Here's a heavy silk crepe we feature special, all colors, 40 inch wide, fast color.

YARD \$1.75



GET THE NEW PRINTED SUITING AND LINENS HERE

We offer the "EVERFAST" line and you know what that means. It can't fade and we guarantee it so strong you can't lose even your time you spent in making it up, we pay for that too if it fades.

THE SUITING A YARD 49c — THE LINENS A YARD \$1.25

NEW SPRING PRINTS

Of every description, Dimities, Flaxons, Voiles, Cellenese, Rayons, Organdies.

35c, 49c, 75c, 98c, \$1.25

NEW EASTER FOOTWEAR

Martin's sell the classiest footwear in Floydada and at the most Reasonable prices.



THIS SALE STARTS FRIDAY, MARCH 30—RUNS UNTIL SATURDAY, APRIL 7TH—DON'T MISS COMING TO THIS EASTER SALE

MARTIN DRY GOODS COMPANY

FLOYDADA

"THE STORE WITH THE GOODS"

TEXAS

Monster Power Station Planned By T. U. Co.

Pres. I. R. Kelso Advises Managers
Steam Plant to be Near Load
Center of Territory.

A monster super-power plant will be constructed by the Texas Utilities Company, at a point yet to be determined, to serve their Texas and New Mexico lines, President I. R. Kelso, of St. Louis, has advised his managers in a letter dated March 17, and made public this week.

The announcement, which will be of very general interest in the panhandle-plains area of Texas and in Eastern New Mexico, where Texas Utilities Company and the New Mexico Utilities Company are now serving cities and towns in a wide area. It states:

"I am pleased to report that Texas Utilities Company has definitely decided to build a monster steam power plant to be operated in connection with generating stations of Texas Utilities Company and New Mexico Utilities Company.

In selecting location for the proposed super-power plant, the engineers will be controlled entirely by load center, necessary water supply to economically rate steam turbines, fuel gas supply, and economies to be effected by locating the new plant in connection with existing generating plants of Texas Utilities Company and New Mexico Utilities Company."

At the same time the announcement was made that the super-power plant to be constructed it was also announced that the utilities company had entered into a contract with the Southern Public Service Company under terms of which Texas Utilities Company obligated itself to furnish stand-by or protected service for the water piping system of the City of Amarillo, Lake Amarillo.

The announcement with regard to the building of a super-power plant at this site is in line with the policy which the management of Texas Utilities has always followed in respect to taking care of the territory served by building a number of generating plants with sufficient capacity to meet all of its requirements. The company already has a number of generating stations which are inter-connected with the stations of New Mexico Utilities Company.

THIS COUPON NOT GOOD AFTER APRIL 4

NO. 5

VOTE COUPON 100 VOTES

MRS. (or MISS) _____

ADDRESS _____

Fill in the name of someone you would like to see win one of The Hesperian's Seven Prizes and forward it to the Contest Manager, or drop it in the Ballot Box in The Hesperian Office.

Do not fold or roll.
Must be voted BEFORE APRIL 4.

FLOYDADA SCHOOLS CHOOSE REPRESENTATIVES FOR MEET

Eliminations were held in various events in the three Floydada schools during the past week to determine the school representatives in the County Interscholastic Meet to be held in Lockney Friday and Saturday.

In the High School division, R. V. Husky was elected as extemporaneous speaker, Charles Mathews as senior boy declaimer and Ollie Belle Collins as senior girl declaimer.

Orville Moore and Lester Jamison will represent F. H. S. in boys debates and Rosie Lee Rush and Ruth Enoch compose the girls debating team. The debating teams have held a number of practice debates with other schools during the past two weeks in preparation for the county meet.

EAST WARD WINNERS

The try-outs at the East Ward resulted as follows:

Junior girls declamation, first Bert Ione Smith, second Mary Anna Ross, third Loree Morton.

Junior boys declamations, first Hugh Jeff Ayres, second Eugene Beard.

Sub-junior spelling, Mildred Houston and Emma Louise Smith first, and Ruth Key Green and Juanita Halford second.

Junior racing events: 50 yard dash, J. H. Stewart; relay, Alton Harber, Richard Hand, Jack McKinney and J. H. Stewart; 100 yard dash, J. H. Stewart.

Andrews Ward Winners

The winners in the try-outs of the Andrews Ward school for the literary events are as follows:

Junior girls declamations, Edell King; senior boys declamations, John Farris; extemporaneous speaking, Robert Childers; essay writing, Selma Linder; spelling, sub-junior, Rex Brown and Mary Joe Scott; Junior Spelling, Ediclar Stevens and Florene Murry; arithmetic team, Truett Smalley, Juanita Hand, Fred Porterfield, Elizabeth Daniel and Waymon Finley; music memory team, Lurlyne Clonts, Virginia McClung, Enid Scoggin, Margaret Louise Anderson and Robert Daniel.

Winners in the Athletic events are: Volley ball, girls only: Reba McPeak, Jessie Sisson, Iris Stevenson, Lovelle Hilburn, Bernice Rawdon and Juanita Hand; Junior boys track and field events 50 yard dash, R. L. Stovall, Fred Porterfield and Milton Sims; 100 yard dash, R. L. Stovall, Milton Sims, Fred Porterfield; 440 yard relay, R. L. Stovall, Fred Porterfield, Milton Sims and Verne Eastridge; running high jump, Fred Porterfield, R. L. Stovall and Kinder Farris; running broad jump, Fred Porterfield, Milton Sims, R. L. Stovall and chinning the bar R. L. Stovall. Winners in playground baseball—boys, Woodrow Hill, Marion Heald, Robert Daniel, Fred Porterfield, Samuel Rutledge, Robert Daniel, Fred Porterfield, Samuel Rutledge, Robert Childers, R. L. Stovall, Billy Joe Welch and Truett Smalley with J. R. deCordova, Milton

Sims and Verne Eastridge as substitutes.

Winners in playground baseball—junior girls: La Vern Jordan, Elizabeth Daniel, Alice Mae Fyffe, Mary Alice Summerville, Annie Opal Sparks, Godie Sisson, Aline Woolsey, Ina Rae Cummings, Selma Linder with Enid Scoggin and Dorothy Scott as substitutes.

D. M. Hopper, principal of the Andrews Ward School said Thursday morning, "Our school will have an unusual large and beautiful display of school work for the fair this year."

TEN CITIZENS MAKE PAVING TOUR AS GUESTS OF CALLAHAN

Ten citizens, representatives of the tax payers of Floydada, went as guests of H. B. Callahan, of Amarillo, salesman of the El Paso Bitulithic Co. of that city on a paving inspection tour to various Texas cities during the past week end. Paving was inspected in Abilene, Ft. Worth, Dallas and Quanah. The trip was made due to a paving program which it is hoped to get on foot in this city.

Those who composed the party were: Jim Willson, W. H. Henderson, Frank L. Moore, W. D. Smith, mayor; Dr. Geo. V. Smith, G. A. Linder, city engineer; Ed Brown, A. H. Manning, F. P. Henry, Dr. C. M. Thacker and H. B. Callahan, host to the party.

Are Shufflers Gamblers?

"A man's walk," says a Princeton psychologist, "frequently is the key to his vocation." A lumberjack, we suppose, lumbers. And so forth.—Farm & Fireside.

The Crucial Test

"How do you know you love that man?" asked the severe aunt. "Because," answered the flapper, "I can look at his neckties and keep right on looking."—Woman's Home Companion.

IN THE SPOTLIGHT
HART PARR TRACTORS

**TREMENDOUS
POWER**
from Low-Priced Fuels

L. C. McDONALD
Floydada, Texas

Important Announcement to every owner of a Model T Ford

ON MAY 25, 1927, when Henry Ford first announced his plans for making a new car, he announced also that he would continue to make parts for the Model T Ford. He said:

"The Model T Ford car was a pioneer. It blazed the way for the motor industry and started the movement for good roads everywhere. It broke down the barriers of distance in rural sections, brought people in these sections closer together, and placed education within the reach of everyone. We are still proud of the Model T Ford. If we were not, we would not have continued to make it so long."

For twenty years, the Model T Ford led the automobile industry and it still serves more people than any other automobile. Over one-third of all the automobiles in use today are Model T Fords—an indication of the sturdy worth of the car and its value to people in all walks of life the world over.

The Ford Motor Company will continue to make replacement parts for these cars "until the last Model T is off the road." That is a part of Ford service. That is what Henry Ford meant when he said: "We believe that when a man buys one of our cars we should keep it running for him as long as we can and at the lowest up-keep cost."

Because of this policy a considerable part of the Ford manufacturing plants is given over to the making of parts for the Model T Ford. These replacement parts are made of the same material and in the same way as those from which your car was originally assembled.

Make it a point, therefore, to see the nearest Ford dealer and have him look over your Model T Ford. You may find that a very small expenditure will enable you to get thousands of miles of additional service, and at the same time protect the money you have invested in your car.



FORD MOTOR COMPANY
Detroit, Michigan



Opens The Doors to Thousands of Homes In Floyd County to You

It being a physical impossibility for you, Mr. Merchant, to personally call on each of the thousands of families residing in Floyd County—there is only one sound method of getting your "sales talk" before them. That is to - -

Advertise in The HESPERIAN

Not only does such Advertising open the doors to these homes to you, but it brings your message to prospective buyers at a time when they're at their leisure and in a receptive mood to your offerings.

With the aid of our cuts and copy—we'll present your message in these pages with an effectiveness that will not be over-looked Just - -

Phone 8 or 58 and ask about it!

BANANAS

**EXTRA SPECIAL
FOR SATURDAY**
PLENTY FOR EVERYBODY!

**Stansell
& Collins**
PHONE 88

Royal Greater Movie Season

In Floydada, March 29 to May 5

GO TO THE MOVIES

Royal Greater Movie Season

In Floydada, March 29 to May 5

*These Merchants are Giving Away Greater Movie-Season Tickets
With Purchases of 25c Or Over*

McGUIRE & WEATHERLY MEN

We lower the Cost of Dressing Well
MEN, WOMEN AND CHILDREN

For cleaning and pressing, we do the trick
correctly. Just Phone 66. Our wagon
will call.

Get your greater Movie Season Tickets
Here.

McGUIRE & WEATHERLY
"The Store For Men"

Theatre Tickets

With each 25c or more Purchase

A1 Groceries or Fresh Meats

Do your grocery and meat trading at Shaw
Felton & Collins Market and get Royal
Theatre tickets.

This is just another way that we have of
showing you our appreciation of your
trade.

Come in and let's get acquainted. Our cus-
tomers are satisfied customers.

Shaw, Felton & Collins

We Deliver

Phone 27

Central Filling Station

Conoco Gas — Amalie Oils — Tires and
Tube Repair

Service Car at your call

Seiberling Tires and Tubes

PHONE 70

Get Greater Movie Season Tickets Here

CENTRAL FILLING STATION

Get Your Royal Greater Movie Season Tickets

from merchants whose advertisements ap-
pear on this page. These tickets will be
accepted at The Royal for 10c on adult tick-
et or 5c on any child's ticket, any matinee
or night show from March 29 to May 5, ex-
cept Saturday nights. These merchants,
by giving you these tickets, have made it
possible to see the following attractions at
a saving from 33 1-3% to 50% during
GREATER MOVIE SEASON.

Program

Thursday and Friday
March 29 and 30

WILLIAM HAINES In "WEST POINT"

Saturday, March 31

Ken Maynard In "THE WAGON SHOW"

Monday and Tuesday, April 2 and 3

George Bancroft In "UNDERWORLD"

Thursday and Friday, April 5 and 6

Clara Bow In "ROUGH HOUSE ROSIE"

Saturday, April 7

Gary Cooper In "SHOOTING IRONS"

Some of the Big Ones Coming Soon

Clara Bow in "HULA"

Harold Bell Wright's "SHEPHERD OF THE HILLS"

Madge Bellamy in "VERY CONFIDENTIAL"

Jackie Coogan In "BUGLE CALL"

Lon Chaney In "LONDON AFTER MIDNIGHT"

Richard Dix In "MANPOWER"

Watch for the many other attractions dur-
ing The Royal Theatres Greater Movie
Season.

SAVE YOUR TICKETS!

Come often. I guarantee these attractions
to be the cream of high-class entertain-
ment.

JACK DEAKINS, Manager

GREATER MOVIE SEASON

LET'S ALL GO!

Wester's Quality Bakery

THE HOME OF FINE PASTRIES

ALWAYS FRESH

On sale at All Grocery Stores

Floydada and Plainview, Texas

Home of HO-MADE BREAD

Get Your Greater Movie Season Tickets
Here.

Thank You,

Call Again

H. P. Watson Co.

5c, 10c, and 25c Store

We are still reducing prices in Floydada.

MAKE US PROVE IT.

You will find a complete stock by visiting
our store.

SOUTH SIDE SQUARE

Get Greater Movie Season Tickets Here.

Side by Side, we are going to the—

LEWIS CAFE

Real Home Cooked Meals

FAMOUS OR FOOD

WE NEVER SLEEP

Get Greater Movie Season Tickets Here.

Ray & Massie Get Big Well In Gray County

George Ray and Dr. J. H. Massie, the latter a brother of E. B. Massie of this city, hit the big pay Saturday in their southeast Gray County oil well, which had been drilling for many weeks in the practically proven Gray County area, according to reports reaching Floydada.

Of the new well, the Pampa Daily News, has the following to say:

"Reports received here today are conflicting as to the production of the Ray and Massie's No. 1 Chapman in section 50, block 25, which came in Saturday morning for about 250 barrels an hour from 2,790 feet to 2,800 feet in a new play, the first to be found in the Panhandle field. It is a white sand, not the granite wash pay.

"Reports vary from 1,000 to 8,000 barrels a day, but it is generally believed that the well is making approximately 2,500 barrels a day of about 44 gravity oil."

HAZEL SHELTON, OF LOCKNEY, BURIED TUESDAY AFTERNOON

Funeral services were held Tuesday afternoon of this week for Miss Hazel Shelton, 21, of Lockney, who died Sunday evening in a Dallas hospital. The funeral services were held at the college building in Lockney conducted by Early Arceneaux and interment made in the Lockney cemetery.

Miss Shelton was widely known in Floyd County, having graduated in the Lockney High school class of 1926 and resided in Lockney for a number of years. She attended Tech College in Lubbock last term and, at the time of her illness less than a week before her death, was taking a nursing course in Dallas. She was the daughter of Mr. and Mrs. Robert Shelton, of Lockney.

Among the Floydada friends to attend the funeral services were Mrs. J. B. Jenkins, Mrs. Lon V. Smith, Mrs. Lillie Britton and Mrs. Wm. McGehee.

Mrs. John Reagan and Mrs. John T. Howard spent Saturday in Crosbyton. Mrs. Reagan visited her parents, Judge and Mrs. B. H. Howard and Mrs. Howard visited Mr. and Mrs. Jim Edwards.

Mrs. C. C. Wright of Lubbock underwent an operation at the Smith & Smith Sanitarium, Sunday. Mr. Wright and their little son, Cope, accompanied Mrs. Wright and returned home Monday.

PLAINVIEW WINS DUAL TRACK MEET WITH FLOYDADA SQUAD

Plainview High School athletes were victorious by ten points over the Floydada squad last Tuesday evening when the two schools met in this city in a dual track and field meet. Floydada boys won seven out of twelve first places but the Plainview squad won the lead in points by winning more second and third places. Coach Guy Allen brought two complete teams to this city with him Tuesday.

Twelve events were held during the practice meet. In the 440 yard dash, Floydada won first and Plainview second, third and fourth. In the 220 yard dash Plainview won first, third and fourth and Floydada second. 100 yard dash, Plainview first and fourth and Floydada second and third. 880 yard dash, Floydada first and fourth and Plainview second and third. In the mile run, Floydada won first and Plainview second. Floydada won the shot put first, third and fourth and Plainview second. In the mile relay, the Floydada team composed of Welbourn, Williams, Edwards and Moore won first. In broad jump Plainview won first and second and Floydada third. Plainview won the vault and won second on the discus. Floydada won first and third and fourth on the discus. Because of high wind, the tennis games were a draw.

Floydada totaled 50 points and Plainview 60 points in the meet.

SISTER OF J. H. SHURBET DIES AT ALVORD MONDAY

Mrs. Fannie Bruner, 88, sister of J. H. Shurbet died Monday morning at 8 o'clock at her home at Alvord. Funeral services were held Tuesday afternoon at 3 o'clock at Afton.

J. H. Shurbet of this city is the only surviving member of the immediate Shurbet family, this being the second death within a month, Bud Shurbet a brother having died Monday, March 5. The deceased is survived by several children.

Mr. and Mrs. Shurbet and daughter, Mrs. M. F. Husky and son Will Shurbet attended the funeral and returned home Wednesday. They were accompanied home by Mrs. Maud Kelso, of Tulia, daughter of the deceased. Mrs. Kelso spent the night here and left this morning for her home.

BORN—to Mr. and Mrs. E. L. Gary, Harmony, March 26, a daughter.

MARRIAGE RECORD

During the past three weeks, six couples were issued license to marry. Those to secure license from the office of County Clerk Tom W. Deen recently were:

- Raymond Luttrell and Miss Velma Lee Odell, March 8;
- Frank George Pavelka and Miss Annie Wilkinson, March 15;
- R. A. Brown and Miss Elzia Shemaker, March 21;
- Elmer Cates and Miss Eva Keigley, March 23;
- E. E. Russell and Mrs. Estella Wornington, March 24;
- Chas. Groves and Miss Nora Giles, March 24.

TOOK STRINGS FROM BEANS: NOW SEEKING ANOTHER JOB

Calvin N. Keeney of LeRoy, N. Y., labored for twenty-five years to take the strings out of beans, and now everybody is growing them. Keeney's children are urging him to look for another job where the fruits of his toil cannot be pilfered by Nature herself.

The Burbank of the bean world told a writer for Farm & Fireside how, as a young man, he looked through his garden to see which of the vegetables most needed improvement and decided that strings in beans were about the most pestiferous things in the realm of edible plants. Accordingly he began developing a new variety, which resulted in completely ridding that legume of the objectionable strings.

After much urging he sold his first seed to a big grower, who supplied congressmen with the seeds they sent out to constituents and with lavish generosity the solons mailed samples far and wide. With that Keeney's prize bean business blew up and he has not again been able to correct the faults of any other vegetable. The worst blow of all, said Keeney, was that the big grower named the bean after himself.

WORTH MILLION AND HALF; REFUSES TO GIVE UP JOB

Although George J. Higgins, of Shamokin, Pa., owns property worth more than \$1,500,000 he steadfastly refuses to give up his job as station agent of the Philadelphia and Reading railroad in that city. He has likewise refused numerous promotions just to be able to continue at his job.

"Everybody argues that I don't need the job and that I ought to step out," Higgins told The American Magazine. "But the fact is that nobody needs the job more than I do and I am glad I can afford to keep on holding it. I can afford to keep the job I love, live in the town I love and be close to the families and friends I love. I love the job because I made it what it is, because it brought me an army of friends and because as long as I hold it I belong to the Reading 'family.' My job is a part of my life and if I stepped out of it I would be as lonesome as a cat without a home."

Higgins bought a bankrupt motion picture theatre and a home with his early savings and then built more motion picture theatres in and around Shamokin. His investments were wise and fortunate and the various buildings and businesses he owns today are still growing in value. His sons have stepped into the management of his property so Higgins is free to retain the job he prefers above all others.

"I am sixty-three now," he said and if I live to be seventy I will have to retire automatically. Certainly I will not live much longer. I will run down like a watch without a mainspring without my job."

Nothing Missing

The inexperienced home seeker was looking over the plans, says the Woman's Home Companion, and after hesitating over the spaces marked "vest" and "coats" timidly inquired if there was any other space for clothes. "Surely. Right here," said the architect, pointing to the division marked "pant-ry."

Rank Neophytes

One of the first signs of inexperience is thinking a thing's unusual because it never happened to you before.—Farm & Fireside.

Mellon's Choice

Secretary of the Treasury Mellon was recently asked who ought to be the next president. "A good man," he replied. "But from what part of the country should he be drawn?" persisted the interviewer. "Wherever he lives," said the Secretary.—Woman's Home Companion.

The Hesperian \$1.50 per year.

Fortune's Preference

Luck likes minds that have not closed. It knocks at many doors that have been closed against it.—American Magazine.

BORN—to Mr. and Mrs. B. F. Marner, Starkey, March 22, a son.

Mrs. Evelyn Daily spent last week-end in Plainview in the office of the West Texas Gas Company in that city. Mrs. Daily is bookkeeper in the Floydada office of the gas company.

BORN—to Mr. and Mrs. R. H. Carmichael, McCoy, March 29, a daughter.

H. Z. Pennington

PHYSICIAN AND SURGEON

Telephones:

Residence 330 Office 73

NOTICE

We have sold our "M" System Grocery to J. H. Teague and Son, of Slaton, who come to us with the very best recommendations.

They are experienced business men and we feel sure you will be pleased with their method of handling your grocery business.

Baker-Campbell Co.

One More Week To Win

The Whippet Coach

WHIPPETS ARE FAMED FOR ECONOMY, POWER AND COMFORT.—AVERAGED 43¼ MILES PER GALLON OF GAS ON RECENT RUN FROM LOS ANGELES TO NEW YORK.

SEE THE PRIZE CAR AT

Geo. Finkner Motor Company

EXCLUSIVE AGENTS

FLOYDADA, TEXAS

Other Prizes:

\$150	\$75	\$50
\$40	\$35	\$25

\$20 GUARANTEE

FOR ALL STEADY WORKERS

10 PER CENT COMMISSIONS
To Active Candidates Who Fail to Win
Any Other Prize.

FOR FURTHER PARTICULARS SEE, TELEPHONE Or WRITE

Contest Manager

FLOYD COUNTY, TEXAS
FLO

GOOD USED CARS

SEVERAL GOOD USED CARS NOW ON HAND AND

READY TO SELL AT A MIGHTY LOW PRICE.

GOOD VALUES — USED CARS

Scoggin & Dickey



Pre-Easter Specials 1-4 Off

Sport and Dress Coats, Suits and Ensembles.

A collection of lovely coats with rich fur trimming handsome sport materials and rich pile fabrics in various weaves and colors.

For those who desire to purchase a coat or ensemble for the season here is a real opportunity to save.

A visit to our shoppe will convince you.

Ladies Specialty Shoppe

Mrs. A. J. Welch, Prop.

Low
PRICED

Speedway Tires

are astonishingly low in price, but they'll give you your money's worth.

29x4.40\$7.50
30x3½\$5.50

Our service goes with 'em, too.

MOTOR INN

FRANK DUNN, Prop.

Starkey News

Starkey, March 27.—Rev. Ernest Jennings preached at Matador Sunday.

Miss Bessie Moore, who is attending Wayland College at Plainview, spent the week end with her parents, Mr. and Mrs. J. W. Moore.

Miss Ruby Joe Atkinson spent Saturday night with Mr. and Mrs. Charlie Atkinson.

Rev. A. J. Brown, of Floydada, and Mr. and Mrs. E. W. Turner and children, Loyce and Verta Francis, of this community were guests Sunday of Rev. J. W. Dalton and children.

Misses Opal McFarland, of Cone, and Wanda Howard were the guests of Miss Opal Carter Saturday night and Sunday.

Tommy Atkinson spent Sunday with Claude Kropp.

Miss Sallie Ratton, spent the week end with her parents, who live at Matador.

Roy Atkinson spent Saturday night and Sunday with Alan Poteet.

Mr. and Mrs. B. F. Marney are the proud parents of a baby boy born, March 21.

Misses Lagatha Lakey, Opal Carter and Wanda Howard and Messrs. R. J. Joe and Floyd Dunavant, Lou and Zennie Carter attended the party given by Miss Hazel Boyd near Crosbyton, Saturday night.

Our boys and girls basket ball team played the McCoy boys and girls team last Wednesday. The score was 9 to 12 in favor of the McCoy girls and 14 to 20 in favor of the McCoy boys.

Friday the McCoy boys came over and played our boys, the score was 20 to 28 in our favor.

J. W. Moore has just completed a modern house on his farm. His son, Zora Moore, will move to the new place in the near future.

E. H. McAlathen, of Ralls, has recently remodeled a house on one of his farms in this community.

Our farmers are all about through with their farm work until the planting season hurries along.

O. T. Williams, of the Floydada High School was with us again last Wednesday night, March 21, and gave us the last of a series of ten lectures on poultry raising. We appreciated very much the helpful lectures and kindly thank

Mr. Williams for the work he has done in this community as the hen certainly helps to pay the bills. We learned from Mr. Williams how to make the poultry business more profitable to us in the future.

Baker News

Baker, March 27.—The railroad is progressing nicely in our community.

Mr. and Mrs. J. B. Green and little daughter returned home Sunday from Dallas.

R. T. Jones spent Saturday night with Roy Mara.

Mr. and Mrs. L. B. Fawver spent Sunday evening with Mr. and Mrs. G. L. Fawver.

Mr. and Mrs. B. A. Colston and family spent Sunday afternoon with Mr. and Mrs. S. R. Colston and family.

Mr. and Mrs. W. B. Jones and family spent Sunday in Lakeview community.

Mr. and Mrs. Roy Fawver and family, Mrs. S. L. West and daughter spent Sunday with Mr. and Mrs. Claud Fawver.

Miss Jewell Williams and Helen Mara spent Sunday with Mabel Jones.

Mrs. J. L. Carathers entertained a group of girls at her home Wednesday night. The guests were Misses Opal Nelson, Annie Jewell Fawver, Georgia Holden, Linnie Polvadore, Maggie and Annie Graves. The girls reported a very enjoyable time.

Remember that there will be an all day singing and dinner on the ground at Baker Sunday, April 1. Everybody is invited to come and bring their dinner.

Mr. and Mrs. R. B. Rosson made a business trip to Lubbock, Friday.

Mr. and Mrs. J. A. Enoch and R. L. Henry left Sunday for Hot Springs, Mexico, where they went to take the hot baths for the benefit of their health.

Mrs. E. L. Angus, who recently underwent an operation at the Smith & Smith Sanitarium, was able to be moved to her home, Sunday.

There are about 22,000,000 fewer beef cattle, sheep, and swine to provide meat for the increase of 35,000,000 people in the United States in the last twenty-five years.

Blanco News

Blanco, March 27.—The singing at this place was well attended Sunday afternoon.

There was also preaching Sunday morning. Bro. Jennings, of near Floydada, conducted the service.

Little Miss Mary Kathryn Smith returned home Tuesday of last week from the sanitarium, where she underwent an operation for appendicitis. She was able to return to school this week.

Mr. and Mrs. Will Simpson and children, George Louis and Mildred Ann, spent Saturday night and Sunday as the guests of Mr. and Mrs. Jim Gamblin.

Mrs. Will Snell has been quite ill but is somewhat improved at this time.

John Martin and family have moved near Floydada.

Miss Helen Tinnin, of Fairview, spent Saturday night and Sunday with Miss Irene Cates.

Mr. and Mrs. Ham Smith and children spent Sunday as the guests of Mr. and Mrs. Bob Smith, of Floydada.

Mrs. S. D. Greer visited her daughter, Mrs. Harry Christian, Saturday night and Sunday.

Mr. and Mrs. Jewel Tinnin, of Fairview, were the guests of Mr. and Mrs. Cloe Cates Sunday.

Wilbur Snell has returned to Ft Worth after a visit of several days with his parents, Mr. and Mrs. Will Snell.

Mr. and Mrs. Lucian Wheeler spent Sunday in the home of Mr. and Mrs. Jim Gamblin.

Remington Portable, the student's friend, at The Hesperian Office.

The Hesperian \$1.50 per year.

Political Column

For Representative 122 District
A. B. Tarwater, of Hale County, candidate for Representative 122 District, asks your support and influence, subject to the Democratic Primary.

For District Attorney
Meade F. Griffin, Candidate for District Attorney, 64th Judicial District, subject to the Democratic Primary, will appreciate your vote and influence.

County Judge
Wm. McGehee, candidate for re-election as county judge Floyd County, asks your support and influence, subject to the Democratic Primary.

County Tax Assessor
James W. Pitts will appreciate your support of his candidacy for the office of Tax Assessor Floyd County in the Democratic Primary.

C. M. Meredith announces his candidacy to succeed himself as Tax Assessor subject to the Democratic Primary, and will appreciate your vote and influence.

O. B. Olson, candidate for tax assessor Floyd County, subject to the Democratic Primary, solicits and will appreciate your vote and influence.

County Clerk
Tom W. Deen, candidate for County clerk, will appreciate your vote and influence in the July Democratic Primaries.

County Treasurer
Mrs. Maud Merrick, candidate for re-election as County Treasurer, will appreciate your vote and influence, subject to the Democratic Primary.

Sheriff and Tax Collector
P. G. Stegall, candidate for re-election as sheriff and tax collector Floyd County, subject to the Democratic Primary, asks and will appreciate your vote and influence.

For County Superintendent
Price Scott asks for re-election to the office of County School Superintendent. Will appreciate your support and influence. Subject to Democratic Primary.

For District Clerk
T. P. Guimarin, candidate for re-election as District Clerk Floyd County, appreciates your past favors and asks your support and influence in the Democratic Primaries.

Commissioner Precinct One
Lee Allmon, candidate for Commissioner Precinct One, will appreciate your vote and influence in the Democratic Primaries.

E. W. Henderson, will appreciate the support and influence of the voters of Precinct One in his race for Commissioner, subject to the Democratic Primaries.

J. L. King announces his candidacy for Commissioner Precinct One, after serving two years, and asks your vote and influence in the Democratic Primaries.

T. T. Hamilton, candidate for Commissioner Precinct No. One, subject to the Democratic primary, will appreciate your vote and influence.

F. P. Henry, candidate for Commissioner Precinct No. One, Floyd County, will appreciate your vote and influence.

Commissioner Precinct Four
Geo. L. Fawver announces his candidacy for the office of Commissioner of Precinct No. 4, Floyd County, subject to the Democratic Primary.

W. W. Payne, candidate for Commissioner Precinct 4, Floyd County, subject to the Democratic Primaries, will appreciate your vote and influence.

Lee Rushing, candidate for Commissioner Precinct 4, will appreciate your vote and influence in the Democratic Primary.

Public Weigher, Precincts 1 and 4
C. F. Lincoln, Candidate for Public weigher, Precincts 1 and 4, will appreciate your vote and influence in the Democratic Primary.

R. C. Covington, Candidate for public weigher Precinct One and Four, subject to the Democratic Primary, will appreciate your vote and influence.

Justice of the Peace, Precinct No. 1
J. S. Solomon, candidate for re-election as J. P., Precinct 1, Floyd County, subject to Democratic Primary, will appreciate your vote and influence.

BAFFIN REVEALS MYSTERY OF BLUE GOOSE NESTING PLACE

Ann Arbor, Mich.—The story of how the nesting place of the blue goose, mysterious springtime wanderer to the northland, was discovered in lonely Baffin land has been told by Lawrence M. Gould of the University of Michigan.

Professor Gould was a member of the Putnam Baffin Land expedition that last summer sought new fossilization records.

Unknown to Gould and his party, another expedition toiled along through the ice on the other side of Baffin Land, seeking the knowledge that he and his party casually passed by—and which was obtained for science by a boy, David Binney Putnam, son of the expedi-

tion's leader.

The blue geese were seen as the party crossed a great swamp of grassy bogs and shallow lakes. While the men trudged along intent on their mission young Putnam shot some of the young geese. Later identification of the skin brought the knowledge that the nesting place of the bird, long a puzzle had been found.

The marsh is just below the arctic circle and in about the longitude of Albany and New York City.

To ornithologists and to dwellers of the middle section of the United States, the blue goose or "wavey" always has been a bird of mystery. The last of migratory waterfowl to go north in the spring, their flight sometimes is broken by a few days delay on deserted sand-

bars or in wilderness places. Always, however, they take flight to the north before nesting time.

The southward flight is different. High in the air, a thousand or more yards above gun shot, with wings that stroke the air with an unhurried beat, a long broken "V" drifts on. This flight has been noted along the east shore of Hudson Bay, up over the backbone of the Canadian wilderness, straight across the Great Lakes section and down to the southeastern Texas. It is there that the flocks of blue geese have wintered since bird records have been known, gathering in uncounted numbers along the waters of the gulf.

Transfer paper at The Hesperian Office 10c sheet.

Better Grocery and Market Service

This firm has always strived to give to its patrons in Floydada and Floyd County the Best Possible Service, The Best Quality Groceries and the Purest Sanitary Meats, and Best Prices at All Times

To a degree we have given you the Best to be Had. But since our recent move to the West Side of The Square, we are

Better Equipped Better Located

And Assure you BETTER service. In fact, we are at your command if you will

PHONE 27

FOR OUR PROMPT DELIVERY SERVICE.

Shaw, Felton & Collins

Grocery and Market West Side Square



"Our Best"

Dairy Feed

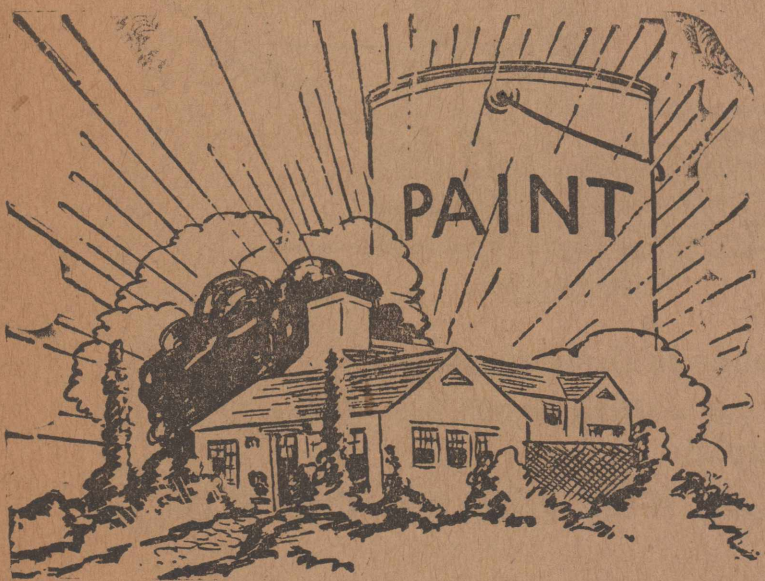
Ready Mixed — Ready to Feed
\$2.25 per 100 lbs.

We grind Bundles, Heads and Ear Corn

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We Deliver

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Announcement

To Our Customers and Friends

While we are remodeling our banking room and installing new fixtures we kindly ask that you come in through the back door as we have temporarily moved in the rear of our vault where we will promptly take care of your banking business.

First National Bank

FLOYDADA, TEXAS

Capital and Surplus \$100,000.00

RAISE IN DAIRY PRODUCTION COSTS DEMANDS EFFICIENCY

College Station, Texas.—"With the production costs of dairy products increasing yearly it is imperative that the dairy farmer develop a more efficient animal," J. A. Clutter, dairy specialist of the A. & M. College of Texas, said in recent article on Selecting Profitable Dairy Animals. Mr. Clutter pointed out that the average United States dairy cow produces twice as much per year as the Texas cow, and that the average Texas cow is unprofitable.

"High production dairy cows are profitable, and high production is attained to a large extent by careful selection and mating. The ability to secrete large amounts of milk and fat is an inherited characteristic and while feeding and care should be kept in mind at all times, no great improvement can be made in the quality of Texas animals until a careful breeding program is planned. The first step in carrying out this plan is to select foundation animals of the herd.

"The bull is more than half the herd. If he is line-bred his hereditary characteristics should be dominant when he is mated to pure bred cows. The four major points to be kept in mind in selecting a herd sire are prepotency, pedigree, breed type, and health.

"The only accurate method of determining the excellence of a cow is to weigh and test the milk for an entire lactation period. This may be done privately, the owner may become member of cow testing association, or he may put his cows on official test if they are pure bred."

U. S. MEN DRESS POORLY GIRLS OF ENGLAND DECLARE

London.—American girls look "a great deal smarter" than English girls, but American men are badly dressed, according to the conclusion of 30 girls belonging to the staff of a London department store who have returned to London after a tour of 10,000 miles to America and back.

Compared with English girls, American girls have, the visitors said, "better figures, nicer legs, and feet, shorter skirts, more and better fitting frocks, as much confidence and assurance at 14 as English girls have at 20."

The English girls found that their American cousins "spend most of their money on clothes, and they wear many more frocks than we do. Miss America studies 'fit' far more than our girls, and this makes her look a great deal smarter. Her feet are beautifully shod and in this respect they beat us easily."

But as for American men "our men, at rate, beat the Americans all holes. They are terribly dressed and their hair is disgusting. The only thing we said that it is comfortable and nice. We wanted to put pins in their hair all the way down. There was no about them at all. We went to a country club and to our horse men took off their coats and shirts in their shirt sleeves. We were that we nearly walked out."

HAUNTED TREASURE IN BLUE RIDGE MOUNTAINS, LEGEND

Natural Tunnel, Va.—Weird legends of a goblin, deranging the minds of marauders seeking treasure which tradition says is buried far up in the Blue Ridge mountains of Virginia, where nature has formed a natural tunnel for railroads, are told by residents here.

The treasure is said to have been buried in a cave in the rock walls of the tunnel. White men, pursued by Indians, placed the treasure there, the legend says, and only one attempt has been made to recover it.

A box, rigged with ropes, was lowered from the top of the wall. The man in it was about 50 feet down when he saw the cave contained an eagle's nest. The eagle attacked him and in striking at the bird one of the ropes was severed, suspending the treasure-seeker above the yawning cavern. The other rope held, the story relates, but when the man was pulled to the top he was demented as a result of the terrifying experience.

Another tale is that Winnoah, most beautiful of the Indian Princesses, leaped from the towering wall of the tunnel to her death 500 feet below, because her love for Cochesa, an Indian brave from the sea, whom her father, a Mingo chief, refused to permit her to marry. The spirit of the girl is said to live in the tunnel.

The waters of Stony Creek flow through part of the tunnel into the Lincoln river. The picturesque beauty of the section and the many Indian legends attract numerous tourists.

CUSTARD PIE TREE AND ICE CREAM VINE IN SAME GARDEN

Homestead, Fla.—Eighteen acres here hold more varieties of tropical fruit trees, shrubs and plants than any other spot in the world.

Anyhow, H. W. Johnston, the grower, will pit this spot against any other spot anybody anywhere wants to dig up—and give a couple of custard pie trees to boot.

And don't make the mistake of thinking he hasn't the custard pie trees. He has.

Just as he has the 'chandelier' tree with its opalescent, cone-shaped fruit gleaming in the moonlight. And the ice cream vine whose corn-like plant tastes like a combination fruit sundae.

Also he has 228 other tropical trick trees, including the forbidden fruit from the Garden of Eden. This tree matures a half bitten applelike fruit.

Let it be further recorded that Johnston, who sold his hardware store in Kentucky 14 years ago to establish what has become a world famous fruit farm, has between 700 and 800 tropical shrubs and plants. Johnston does not pose as a Luther Burbank or any other kind of a wizard, but when it comes to poking a sick-looking stick from the equator into the coral rock of his Homestead farm and making it rise up with wine in its veins and fruit on its growth, he is champion of them all.

Mecca For Scientists

"We could have sold out a year ago" says this friend of the soil, "and danc-

ed the remainder of our lives in a Miami hotel, but it isn't money that we want—it's what we got that we want. So we kept it."

Johnston's experiments are not without their humorous angles. He gives a merry description of the sap suckers getting groggy on the juice from his sausage tree.

Along in November tropical sap suckers gather and drill into the tree which at that time is full of juice and in a few days fermentation has begun. Back come the sap suckers and fill themselves until they become groggy. They tumble from the tree and are easily picked up.

"Sometimes we put them on the porch where they scream and cuss and yell. Sometimes during the night they try to crawl up the side of the house making wierd, uncanny noises. By morning they are sobered up and where do you think they go then? Right back to the sausage tree for another jag!"

Johnston has raised some especially fine mangos and typical tropical fruit which intrigues those who first taste it.

Going from the sublime to the poisonous, Johnston points out the strychnine tree. The fruit itself is delicious. "But that fruit has a tough hide," explains Johnston, "and in order to get at the real fruit, you must saw through it like a cocanaut. Inside the soft pulp is a strychnine seed and to eat this would be fatal."

An important plant which is shown to grow here prolifically, is the aloes, invaluable to the medical world.

There are rubber trees, a vanilla vine and a head fruit tree. There are tea plants and coffee trees and the tree on which the nuts grow which yield chaulmooga oil from which is derived a specific for the treatment of leprosy.

The jak fruit tree from Java grows fruit weighing as much as 80 pounds. And there are many more strange varieties besides.

Prairie-Dog Control in Cemetery

After a struggle of 13 years by citizens of Flagstaff, Ariz., to rid a cemetery of prairie dogs, this task has finally been completed, but not without the aid of the Government rodent crew, which worked in that section during the past season. Donald A. Gilchrist, leader of rodent control of the Bureau of Biological Survey, United States Department of Agriculture, working in co-operation with the State extension service of the University of Arizona, was instrumental in putting the Government crew to work in the cemetery to exterminate the rodent pests; portable gas force pumps and rolled oats mixed with thallium were used.

The Flagstaff cemetery and adjoining land contained 9,000 prairie dog burrows. Mr. Gilchrist reports that few days after the poisoned grain was put out the burrows were all plugged. Two hundred were reopened by the animals, and to these the rodent crew went with the gas pumps on rainy days, injecting 15 strokes of gas into each burrow. From the 200 burrows thus treated and then plugged only six prairie dogs burrowed out. Into these burrows was then forced a double quantity of gas, and no rodents have been seen since.

HOW TO CONTROL HOUSE MICE

Traps, poison, and proper care in storing food, clothing, or other material that is attacked by mice will quickly rid any home of these pests. Control measures, however, must be thorough, and there must be some follow-up inspection from time to time. According to the Biological Survey of the United States Department of Agriculture, traps are practicable when a few mice infest the premises. The common wooden snap trap, baited with strips of bacon tied to the trigger of the trap, is usually effective. Other baits, such as cheese, bread, and fish, can be used with good results.

When the mice are more numerous, a poisoned bait may be tried. Mix together one-eighth ounce of powdered strychnine and one-eighth ounce of common baking soda. Stir this mixture into 1 part of dry rolled oats. Use in

almost any location infested with mice. Place a teaspoon on a piece of newspaper and leave it in a cupboard or clothes closet, or sprinkle it on the floor near walls in the basement or attic. The dead mice will usually be found near the poisoned bait. In barns and granaries place the bait around on papers or cloths so that later it can be gathered up and destroyed.

The best way to prevent damage by house mice is to provide a proper place for food and other stored material. Clothing and rubbish are often stored in closets, basements, and attics, and some of this is left from year to year without being disturbed. It is in such material that mice live and breed. Clean up and burn the rubbish and trash that accumulates in buildings and in the yard and you will prevent rats as well as house mice from becoming established and doing damage in your house.

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K. A. Osburn, Prop.
We will appreciate a share of your business.
"Service" Our Motto.
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We write all classes of Insurance and represent some of the best known and strongest Insurance Companies operating anywhere. It is our desire and purpose to give the very best service possible on your Insurance matters and appreciate your business, whether large or small.

The Wheat is looking fine and prospects were never better for a good crop. We are prepared to give you the best of service on your Hail Insurance and can give you protection through a number of the strongest of Hail Writing Companies. We earnestly solicit your business in this line.

We are very anxious to help you build that new home this spring, by making you a loan through Standard Savings & Loan Association. This company has been operating in Texas for thirty five years and we can offer you the most convenient payment plan and cheapest loan to the borrower that can be secured. Also if your title is clear we can guarantee you the promptest service obtainable on closing the loan and securing your money. We invite you to talk to some of our customers who have secured loans through our Agency and also Building Contractors who have erected buildings under our loans. It will be a pleasure for us to refer you to a number of these parties. If you contemplate building a new home or Modern rental property it will pay you to consult us.

FLOYDADA INSURANCE AGENCY

PHONE 273
G. C. TUBBS W. H. HENDERSON



DRESS UP FOR EASTER IN A NEW KIRSCHBAUM SUIT

For men who appreciate good style and quality. Suits out of the ordinary—made to give the wearer a genteel appearance, and individuality as well as satisfactory service. You can dress up for Easter at Wood Brothers.

WOOD BROTHERS
Clothiers for Men
South Side of Square

J. H. Teague & Son


of Slaton have purchased the Baker Campbell "M" System Store, which will be under the supervision of Mr. J. S. Teague. We kindly ask that you come to the "M" System when in need of Quality Groceries at prices that are made possible by the tremendous buying power of the "M" System chain of stores.

We expect to merit your business, with prices in keeping with the name of the "M" System, "Saves for the Nation." Kindly give us an opportunity to prove this to your own Satisfaction.

We list below a few of our special prices for your Saturdays buying.

Sugar	10 LB. PAPER BAG PURE CANE,	69c
Spuds	10 LB. FANCY WHITE	31c
TOMATOES	SIZE 2½ WAPCO SOLID PACK, EACH	14c
Pork & Beans	VAN CAMPS OR CAMPBELLS, EACH	8c
Compound	SWIFTS JEWEL OR VEGETOLE, 8 LB. PAIL.	\$1.12
Laundry Soap	10 BARS P. & G. OR CRYSTAL WHITE	39c

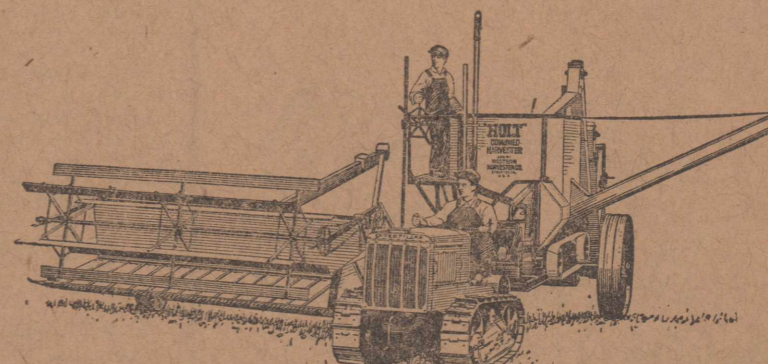
ALL ORDERS OVER \$2.50 DELIVERED FREE



M SYSTEM
SAVES FOR THE NATION

"HOLT"

THE ORIGINAL COMBINE WITH 42 YEARS EXPERIENCE



HOLT combines made in three sizes—
Model 36—20 foot cut weighs 10,000 lbs. Price \$2795, f. o. b. Floydada Complete.
Model 34—15 foot cut, Weighs 8500 lbs. Price \$2450, f. o. b. Floydada.
Model 38—10 foot cut, Weighs 5700 lbs. Price \$1675, f. o. b. Floydada.

Here's The Importance of having a "HOLT"—If you want to save all your grain, and every farmer does.

The HOLT System of separation is right—it depends briefly upon continuous service—positive action.

COME IN AND SEE OUR SAMPLES

Harris Bros.

HARRIS BROS. AUTO WRECKING HOUSE
Used combines and tractors in stock.

FARMERS OF ICELAND RECLAIM WASTE LANDS

Reykjavig, Iceland,—Icelandic agriculture is entering a new phase. Rational cultivation of the land is now a national slogan, while formerly there was very little cultivation of the soil. The surroundings of Reykjavig afford a striking example. Land reclamation has gone on for the last five years in quite a feverish tempo. Bogs have been changed into green meadows, and all kind of agricultural experiments have been undertaken, some of them with great success. Things that Icelanders themselves had sworn would never be able to grow thrive wonderfully well.

Eight miles from Reykjavig there has been established the largest farm in Iceland. Formerly it was a barren waste of bogs and moor, interspaced here and there by small holdings. All this the owner has turned into wonderful land able to feed a large number of people.

AN-GOING LIBRARY FOR ROVING SAILORS

New York.—The long, desolate hours of storm between watches on board have been filled with the contents of little wooden boxes that go out on 1,000 ships a year.

Through the American Seamen's Friend society the boxes are filled with books and are dispatched on vessels sailing from New York.

Since establishment of the loan library in 1859, 13,123 such libraries have been fitted with 40 volumes apiece and installed on ships, fishing schooners and the large steam craft of the merchant marine fleet.

The books are selected by William Elling, librarian of the society, who chooses books of fiction, science, reference and religion. The books are put in a compact little cabinet which locks and is small enough to fit into the cramped quarters of the fo'c's'le.

If the crew of a vessel is one of few changes in personnel the skipper returns the library after each trip and is given a new one. If, as in the cases of

many small fishing schooners, the crew is changed at every port, the officer keeps the library until he gets tired of it or until the volumes wear out. A library was recently returned after being sent out on one schooner 25 years.

During 70 years 698,754 volumes have been sent out and have been available to 553,004 men.

The library that accompanied Peary on the Roosevelt to the North Pole is being carefully preserved in the society's offices. Similar libraries have accompanied Comm. Donald B. MacMillan on each of his Arctic expeditions.

One of the recent motion pictures released by the U. S. Department of Agriculture is "T. B. or Not T. B." One incident deals with the introduction of tuberculosis into the farm flock by the careless purchase of a broody hen for hatching purposes. Later the purebred swine bring unsatisfactory returns because of tuberculous infection, which has spread to them from the chickens. An inspector from the Bureau of Animal Industry visits the farm and explains to the young owner how the disease may spread from one class of animals to another. The inspector finds the poultry flock seriously diseased. He advises the owner to kill all the chickens, to burn or bury all that are diseased, to disinfect thoroughly—very thoroughly—or build new houses on a new site, and start new with fresh and healthy stock. Only occasionally, as in the case of very valuable breeding birds, does it pay to save any part of a flock and make certain by tests that the birds retained are not tuberculous.

Boiling It Down

From the Youngstown Telegram.
When the speaker of the day arrived the chairman of the noon lunch club said to him:

"Our program is a little crowded today, as usual, and you will have only about ten minutes for your address. What is your subject?"

"Time, Space and Life," replied the speaker of the day, dryly.

The Hesperian \$1.50 per year.

SECOND HAND AUTOS INVADE INVADE CHINA ON ROADS BUILT BY BANDIT CHIEF

Pekin, China.—Road building, with a striking development in motor car traffic, despite civil wars which are pauperizing the country, is one of the most noteworthy developments taking place in China. During 1927 much highway construction was done and prospects for 1928 are that even more roads and more motor cars will take their place in the daily life of China.

Road building, although in miscellaneous areas and not co-ordinated, is taking place all the way from Peking to Canton and as far west-as Chengtu, capital of the province of Szechuan. The undertakings are being carried out by military leaders, the roads being desired for military uses and also as a source of revenue.

A road will be built over a route varying from a few miles to several hundred in length, a fleet of second hand automobiles will be acquired from local garages, and overnight a complete transportation organization will come into being. Passenger carrying and freight transport by truck are flourishing in numerous areas by this means, and scores of military chieftains have discovered an excellent way to bolster up their sagging war-chests.

Since the arrival of the Fengtien faction of Chang Tso-lin in and about Peking in the province of Chihli, roads of the district have been improved greatly and motor traffic has increased. The roads of the capital itself, while not comparable with those of western capitals, are vastly better than a year ago and continual work is going on in the surrounding country to prepare highways for heavy traffic.

In addition to the increasing number of privately owned motor cars, a dozen motor busses run daily the 80 miles between Peking and Tientsin, while numbers of others ply frequently in all directions from the capital, visiting places of interest and trade within an area of 200 miles of Peking. The fares are moderate, the traffic is heavy and the busses are always crowded.

Authorities hope to bring about more settled conditions as a result of the opening up of the country by this method.

South of Peking in Shantung there is an excellent motor road from Tsinanfu along the south side of the Yellow river to the north coast and then east almost to Chefoo. The course is a long one, well populated with cars, and brings in a good revenue.

In Homan, Hupeh and Hunan similar movements have been started. In Szechuan, far to the west, the militarists have acquired the "road craze" and at present several foreign engineers are engaged in laying out highways to important points.

To the south in Fukien, along the coast, several good roads have been built by local authority and still further south in Kwangsi and Kwangtung and even into Yunan road construction is going on, mostly under supervision of foreign engineers.

Labor for building the roads costs little, being conscripted by the militarists in many places. Such roads are virtually private highways of the builders. A monopoly is created and the profits are large. Although the roads may be operated under such management at present, in the end they will form the nucleus for a highway system throughout China.

Second hand automobiles of almost every description, bought in Shanghai, form the "fleets" for the roads. The cars are driven until the wheels drop off and then more are procured, the old being cast to the roadside.

IDENTITY OF FIRST 'UNCLE SAM' BELIEVED ESTABLISHED

Kendallville, Ind.—Discovery of the identity of the man who inspired the mythical Uncle Sam, known throughout the world by his gangling physique, chin whiskers and high hat, is claimed by Mrs. Louise B. Young, Kendallville newspaper-woman.

He was Samuel Wilson, who died in Kosciusko county, Indiana, March 7, 1878, according to relatives whom Mrs. Young has interviewed.

Tired of the notoriety he had received as being the original Uncle Sam of song, story and caricature, Wilson, according to the story, moved to Indiana after the civil war, and his family agreed to keep quiet about the attention he had gotten.

The story was obtained at last through Wilson's 93-year-old son, John M. Wilson, and a granddaughter, Mrs. Clara Zumbaugh, both of Albion, Ind.

Samuel Wilson was employed during the war with Great Britain by Elbert Anderson, who conducted a general supply store at Troy-on-the-Hudson, New York. The store was converted in 1812 into a government supply headquarters and Wilson became quartermaster. One of his duties was to examine and mark all packages for government use.

Wilson always placed a mark—"E. A. U. S." on each package, the U. S. standing for Uncle Sam, as Wilson generally was known in that district. Asked the meaning of the initials on the various packages, a longshoreman declared: "For Elbert Anderson, the commissary and Uncle Sam, his superintendent, for he and the United States are all one. He represents the government, too."

Meant as a joke, the idea took hold and it was not long before "Uncle Sam" Wilson became the personification of the United States the world over. Uncle Sam, the mythical gentleman representing the country, later became the butt of many caricatures and jesters, especially during the Civil War. Apparently this did not meet with the approval of Wilson.

"Uncle Sam" had varied experiences. He was on board the Constitution in the famous 25 minute battle with the Guerriere when the latter was sunk off Cape Race. In that battle he was cited for gallantry by Captain Isaac Hull, and when he was honorably discharged he received two land warrants from the government. The land on which his son lives was obtained by one of the warrants.

Teacher—"Tommy, what is one-half of one-tenth?"
Small boy—"I don't know exactly teacher, but it can't be very much."—Progressive Grocer.

Still, Small Voice
Little Girl: "Oh, look mummy! There is a snow man in front of that store."
The Snowman: "Don't you, believe it. I've just been waiting an hour for my wife to come out."—Outlook.

Plant food worth more than \$2,000,000,000 is washed away from the farms of the United States every year. This is twenty times as much plant food as is removed from the land by growing crops. The loss occurs on gentle hillsides and on fairly level subject to "sheet" erosion as well as on steep hillsides. Proper terracing will often remedy the condition.

COMING

TO FLOYDADA SOON

ELECTRIK MAID

A Friend to Every Housewife.

WATCH FOR HER!

Also Watch this Space Each Week

Easter Sale
of
Frocks and Coats

Just as the Spring Season opens, we offer special Values for Pre-Easter Selling.

One Lot Printed and Flat Crepes, Values regular price up to \$14.50—

Special \$9.75

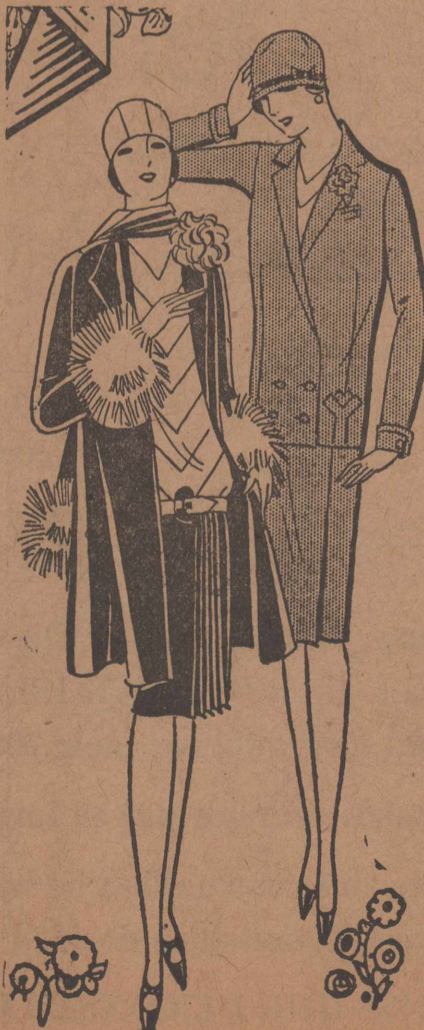
*Nelly Don Wash Silk
and
Linen Dresses*

Extra Values \$5 to \$10

These come in Honan Silk and Washable silk crepe.

One Lot Printed and Flat Crepe and Georgette, Regular values up to \$21.75—SPECIAL for Easter

\$15.75



*Jaunty Coats and
Suits for Easter*

Authoritative in style and fascinating in every detail are these coats and suits for Spring. The Materials favored are Tweeds, Oxfords and Plain Fabrics. Big reduction for Easter Selling.

REDUCED TO—

\$9.75 - \$14.80 - \$19.75

Just received other shipments of NELLY DON and CHERRY BELLE HOUSE DRESSES.

\$1.95 - \$2.95 - \$3.95

C. R. Houston Company

FLOYDADA

TEXAS

CROSBYTON

**Something
New**

Save ten bread wrappers from our Ho-Made, Whole Wheat or Pullman Bread and get

1 SET NEW FEDERAL SILVER TEA SPOONS FOR 49 CENTS

THIS SPECIAL BEGINS APRIL 1ST

We still have plenty Bread Knives and Trays. Call us for special baking.

Wester's Quality Bakery

TELEPHONE 223

**\$500 Worth of
New Equip-
ment**

JUST INSTALLED BY

**HOPKINS & FRY
TAILORS**

Last week we installed The New Hoffman Press.

This machine is the newest and best equipment put out by the Hoffman Cleaning Equipment Company and it is a machine of which we are justly proud.

**Only One of Its Kind
In Floydada**

This new press has a downward stroke which prevents creasing and assures only the BEST of work.

It is one of the best machines to be found in this section and now we feel justified in claiming that we have a

AS GOOD AS ANY TO BE FOUND IN WEST TEXAS
Secure Yourself of good work—Have your tailor work done by—

Hopkins & Fry

PHONE 67

ing Ground In Fight Against Stock Diseases

Parasites Gradually Gain as Cattle
Business Drifts From Ranges
to Cattle Farms.

Washington, March 17.—Despite the expenditure of large sums for scientific investigation, Dr. J. R. Mohler chief of the bureau of animal industry declares, workers appear to be losing ground to livestock parasites yearly, with a resulting loss of hundreds of thousands of dollars to livestock men.

"We are controlling a handful of parasites, including the Texas fever organism, the Texas fever tick, the mange and scab mites, four or five tapeworms, the large, round worms of swine and trichina. On the other hand," he says, "we are losing ground to the organisms of coccidiosis affecting various kinds of livestock, blackhead of turkeys and anaplasmosis of cattle; liver flukes are widening their range in the Pacific states, the Rocky mountain states and southern states; most of the tapeworms hold their territory undisturbed; swine kidney worms and nodular worms of sheep and other animals are spreading from the south into the middle west, and such pests as lungworms, hookworms, insects and ticks in general flourish with only local and minor setbacks."

Dr. Mohler asserts there are several basic reasons of grave significance why parasitic diseases are becoming more prevalent and deadly in this country.

"One is the fact that while man can control many of his parasites by refinements of sanitation in connection with the cooking of food and the provision of very safe water and food supplies, it is out of the question to apply any such refinements to livestock. For the most part they must eat from the pasture and must drink water from streams pools and other contaminated sources. Manure is the carrier of parasite eggs and larvae by which infection is spread from one animal to another. The hairy or woolly hide is the finest kind of a home and hiding place for insects and ticks, and the human habits of frequent bathing and shaving are inapplicable.

"Another basic fact is that the history of the livestock industry everywhere, including our own, is a history of gradual transition from a range industry to farm conditions with fenced inclosures. On the wide open range animals spread their parasites over a wide area and returned seldom and at long intervals to the fenced areas. Such conditions have disappeared over most of the United States and farm conditions have come in. Under such conditions animals are more densely stocked on limited areas with a concomitant concentration from infective material from which livestock has no escape. Simultaneously provision is made for water, by irrigation if necessary and since the temperature which will grow crops will grow parasites, there is a provision of the necessary temperature and moisture favorable to parasites."

A final factor, Dr. Mohler says, is that of livestock transportation. Through

modern methods livestock is moving, not on the hoof, but by train, express and motor truck for hundreds and thousands of miles, taking with it its supply of parasites and transporting it in the new area to which it is shipped. These parasites flourish in the new areas and some move on.

Dr. Mohler warns against any letup on the part of the government in its fight against these parasites and predicts that the longer action is delayed the more certain it is that it will be impossible to check the spread of parasites having today a restricted distribution and the less time before the country will be confronted with problems involving hundreds of thousands of parasites.

"What this portends for the food supply of the country is evident today," he says, "and will be more evident within the next decade."

VETERAN STREET CAR MAN DROVE MULES IN MANY CITIES

Among the old-timers who have spent their lives in the transportation industry in Texas A. J. Madden, 62, operator on the Arlington Heights line of the Northern Texas Traction Company at Fort Worth, has the distinction of being one of the few street car men whose service dates from the mule car days.

Jack Madden, as he is better known, drove a mule car for the Fort Worth Street Railway back in 1890. He drove his first mule cars in San Antonio in 1889, and subsequently worked such cars in Waco, Galveston and Houston. He remembers the routes the old cars followed in the various cities and is perhaps the best posted man in Texas on the history of electric railways from a personal experience standpoint.

"Every line had about three spans of mules," Madden said. "When one span would get tired we'd change and use another for awhile. We used to stick as close to schedule as we could but we couldn't always strike a switch at the right time and when one car passed a switch and met another we didn't have to back up. We'd just throw our cars off the track and pass and go on as if nothing had happened."

"Mules got so they knew pretty near as much about running the cars as some of the drivers and conductors. If one of 'em, for instance, saw a woman standing by the track they'd begin to slow up right now and I'd never have to draw a reign on them."

WHAT BUNK IS

Bunk is the refuse of a man who hasn't the patience to get the far more interesting facts from real life.—American Magazine.

IF AT ALL

The ships that most poor men expect to come in are those that pass in the night.—American Magazine.

WHAT! NO EXCEPTION?

As a wife thinks of him so is that man.—Woman's Home Companion.

EL PASO HAS LARGEST SIGN IN SOUTHWEST

What is said to be the largest illuminated sign in the Southwest has been put into service on the roof of the Hussman hotel at El Paso.

The sign is 80 feet long and 42 feet high, equal in dimensions to a long three or four story building. It has 940 electric lamps which flash out words that can be seen 40 or 50 miles on a clear night. This phase of the illumination is interesting aviators who fly El Paso way.

Steel used in the construction weighed 32,000 pounds and the cost of the sign was \$6,500. Electricity is supplied by the El Paso Electric Company.

HUMOROUS TALK WENT UNHEEDED AFTER THAT

A good Bret Harte story is told by William H. Crane, the veteran actor, in "Footprints and Echoes." Bret Harte was engaged to deliver a humorous lecture in a small western city. Just after he had started, one of the deacons sitting on the stage grabbed hold of his coat and whispered:

"Hold on a minute, I want to make an announcement."

Harte was very much astonished and stepped aside, while the deacon took the center of the platform.

"Ladies and gentlemen," he said, after a pause, "is Mr. Rogers C. Jones in the hall?"

There was a protracted pause and, as Mr. Jones failed to respond, the deacon continued:

"Well, if he is, I have the pleasure to say that his wife has just died."

As everyone in the small city was intimately acquainted with Mrs. Jones, Harte's task, giving a humorous lecture, was far from successful.

NEW TYPE REFRIGERATOR PUT ON THE MARKET LOCALLY

A new type of refrigerator, the type of which is certain to prove quite popular in homes where it is inconvenient to obtain a daily supply of ice or where electric refrigeration is too expensive or impossible, has been introduced on the local market by the Radio Electric Company, the first of which is now being shown at their shop.

The refrigerator, manufactured by

Crosley Radio Corporation, is the result of rather extensive experiment and investigation. It is operated entirely without machinery or moving parts, although this is true, at the same time it produces temperature sufficiently low to freeze ice cubes or desserts. The Hinson Bros., managers of the electric shop, are enthusiastic about the possibilities of the new product.

VOLUPTUOUS IMAGININGS

It is in our mind what we would do immediately upon becoming one of the

idle rich, or as soon thereafter as feasible. We would jog along just like one of the common people until the weather sat down hard, like now, and when it seemed to be doing its worst—in the midst of a blizzardly snow would be the best time—leap with glee upon a Pullman car and head south, to keep a-going until we got to some place where it was plumb sultry, then send back post cards to the poor slaves of whom we formerly were one, all tropical and luxurious.—Greensboro (N. C.) News.

The Hesperian \$1.50 per year.

Buying on the Spoken Word

The Faith That Men have in each other is evidenced nowhere as strongly as the dependence that is nowadays placed on the spoken word.

The seller in a distant city hears a voice over the telephone and though a record of details goes out with the hanging up of the receiver, thousands of dollars of goods are rushed to fill the needs of the man who has asked for them. Faith that the man will stand by his message is seldom, if ever, misplaced.

Without this faith the telephone would lose its effectiveness in business. But with it the mouth-piece on your desk puts you in immediate touch with the great sources of supply and brings to your office such service and assistance as you may desire.

Is it any wonder, then, that the telephone, in daily touch with this evidence of the faith of men, is anxious to serve its users and serve them well.



Southwestern Bell
Telephone Company

Announcing Dealership

of the famous

"MOHAWK" Tires

In Floydada

We have a large shipment of these famous MOHAWK Tires coming. Expecting them to arrive this week.

These tires are guaranteed to "GO FURTHER" and to give satisfaction.

Come in and see the MOHAWK Flat Tread tires before you buy.

We will have your size.

F. F. F. Service Station

Phone 113

Wood Bros., Props.

NOTICE

To the prospective Tractor buyers who are interested in keeping their operating costs to a minimum and in getting their plowing and drilling done in a little less time

Come Out To Our Rock Island Tractor Demonstration

ONE-HALF MILE EAST OF TOWN SECTION ON THE MATADOR ROAD.

Saturday, March 31st, and Saturday April 7th

The Rock Island Tractor, although comparatively a new tractor, has astonished its users by having so many of the features that appeal to the general tractor users, such as being practically self-oiling, having a little more surplus power. Its simplicity of operation and low fuel consumption.

PROOF

On the closing day of our formal opening, Tom Carter, of The Carter Mercantile, Plainview, and Implement buyer and manager of the Carter Brothers farms, purchased A FULL CAR OF ROCK ISLAND Tractors, and a mixed car of Sanders' Sod and Cylinder plows, Peoria drills and Harrows, for their 7000 acre Wheat Farm near Hereford, Texas.

Carter Bros. have been for years extensive users of power farming equipment.

We are glad to mention this as Mr. Carter informs us that he has for the past several weeks visited a number of the leading tractor factories of this country and, after these investigations has decided that the ROCK ISLAND Tractor is the best buy for the money.

DON'T MISS OUR DEMONSTRATIONS ON ABOVE DATES!

D. W. FYFFE

Ladies Guests At Night Meeting Luncheon Club

Pleasing Program Feature at Gathering of Members at Commercial Thursday Evening.

With their wives and lady friends as guests the members of the Floydada Luncheon Club met in a called session in the dining room of the Commercial Hotel last Thursday evening. J. C. Wester, toastmaster of the club, had charge of the program which had been arranged by a special committee appointed at the beginning of the year's work.

Lon Davis surprised the entire membership with a humorous but very appropriate toast to the wives and sweet-hearts of the members, to which Mrs. C. H. Davis responded in a manner that brought much applause from those present.

Mrs. W. E. Patty furnished an interesting feature of the program with a solo that was much appreciated, and a reading by Mrs. Ike Jay, "Norah at the Country Club," pleased the group so much that an encore was requested from each.

The high school quartet under the direction of Miss Little, was introduced to the audience and sang two numbers that were well received. Members of the quartet are Jesse Merle Scoggin, Lois Hill, Regene Brown and U. S. Marshall.

Floydada's needs were emphasized when the members and guests were requested to suggest some improvement for Floydada. Among those mentioned were, trade's day, paved highway, Floyd County fair, athletic transportation bus, clean-up campaign, beautiful homes contest, better water mains, paving city, better show windows, better lateral roads, city auditorium, cheap water rate, more parks and playgrounds, city planning and paving of the square.

Mrs. G. A. Lider, president of the 1922 Study Club, assured the members of the Luncheon Club, that the organization which she represented was always willing to co-operate with the business men in their work for the progress of the city.

The usual wise-cracks were fired across the tables and served to keep the diners in the best of humor.

Transfer paper at The Hesperian Office 10c sheet.

FORCES THAT WOULD DO MUCH TOWARD ACREAGE REDUCTION

The cotton conference at Jackson Mississippi last week may not have obtained results in accomplishing any marvels in the way of cotton acreage reduction but its delegates apparently had the good judgment to understand just about what can be accomplished and what is practically impossible of accomplishment.

Their program of mobilizing the credit forces of the South to encourage acreage reduction, to call on congress for measures of surplus control, to prohibit price forecasts by the department of agriculture—is a sound one, and can very well be carried out. If the governors of the various states will give their active support much good should come from it. For the coming season adoption of a credit policy over the South to bring about acreage reduction is the best hope. It is now too late to reach the farmers, and the individual farmer is already so linked up with his creditor as to be almost bound to follow the desires of that creditor. Unfortunately all the creditors are not bankers. Many of them are small-town merchants, men who give credit in merchandise as well as in cash. If these creditors of the farmers will enforce a program of more credit for less cotton the desired acreage reduction will soon be a reality. This policy probably will have to be supplemented with credit for other crops than cotton—especially for farmers who will raise gardens and hogs and chickens and cows. The delegates showed their sanity in rejecting the plan to enforce cotton acreage reduction by law. Aside from the fact that it is unlikely that any such laws could be passed in time to be effective this year, and the fact that they would most likely be declared unconstitutional, the results of such a program could only be harmful. Inevitably new land would be put in cotton everywhere, resulting in a vast increase in potential cotton acreage. Many farmers with land available only for cotton production, as in West Texas would be discriminated against; enforcement would be virtually impossible. The action of the Jackson conference should put an end to this unwise agitation for the legal control of acreage, once for all. And if it had done nothing else, that alone would have made its work worth while. For the future, the federal machinery to control crop surpluses is vital. Agriculture can never control its output, as factories control theirs, even though it were under one head and operated to

the top notch of efficiency. Weather and pests make that impossible. The surplus crop must come once in a while—unless, indeed, we are to suffer from insufficient crop about five-sixths of the time—and the surplus must be taken off the market if the farmer is ever to escape the disastrous cycle of panic years about once in every five years.

As to the price forecasts by the department of agriculture there is no excuse for them. The duty of the department to compile valuable crop information, and to make it available to all men, producers and consumers alike, is a very important one—more important to the farmers, who couldn't get such information otherwise than to the big traders who could at least get some of it. But the department has no right to attempt prophecies. These prophecies inevitably take on something of the authority of the data accumulated, and have an influence out of all proportion to their true worth. It is to be noted that the Jackson conference did not go hysteric over the cotton exchanges or Secretary Jardine. It might have given some attention to both, but it has had the good sense to pay its chief attention to fundamental things.

And if the farmers of the South will show equally good judgment they may soon expect to secure fundamental improvements—improvements in credit, in federal elimination of the panic years, in a better diversification of crops in the South.

Just at this time nothing could help them like acreage reduction voluntarily on their own part; and no doubt the Jackson conference will result in stirring a great many of them to put forth determined efforts in that direction.—Ex.

WAYLAND COLLEGE COACH'S AIM IS WINNING FOOTBALL TEAM

Wayland College has set for itself a high goal in athletic achievements for the coming year under the leadership of its new coach, Frank Kimbrough, outstanding West Texas baseball and football star who came to the college the first of this school year after eight years of experience in athletics of every character.

Already Kimbrough is building his football team for this fall. With a nucleus of fourteen men who have been in the college for a year or more he hopes to have a squad of at least forty men ready for the schedule next fall. Spring training in football is taking the place at this time of baseball. It is Wayland's ambition to build a winning football team then devote its efforts to baseball later.

Kimbrough has obtained the co-operation of the college authorities in his efforts to make of the athletic department one of the big attractions for high school athletes of the Panhandle-Plains territory, and through the successful organization of The Jackrabbit Club has sufficient finances in view to back his efforts.

\$600 IS CHARGED FOR TELEPHONE IN TOKYO

The unusual installation fee demanded of subscribers in Japan by the government telephone system is a matter to startle the American who accepts both service and a fair cost as a matter of course. Recent announcement by the Japanese government that reduced charges would apply in six leading cities of the country to those making application for telephone installation during a given ten-day period—by this in some way resembling a sale—brought many requests.

In Tokyo, prices were reduced 300 yen per instrument (the yen is equivalent to approximately 50 cents), 200 yen in Osaka, and 150 yen in Yokohama, Nagoya, Kyoto and Kobe. This permitted installation of a telephone in Tokyo for 1,200 yen, in Osaka for 1,100 yen per instrument (the yen is equivalent to 950 cents). To all these charges is added the periodic service charge.

It also is often more than a year after application for service is made before a telephone is installed in Japan.

GOVERNMENT

The government machinery—Federal, state and local—in the United States is being given over more and more to bureaus, boards, commissions and what not. Perhaps the growth of industrialism in this country, the great increase in population, and similar changing conditions have made this necessary. But, to many people, it seems that the movement has already gone too far.

It is certain, at any rate, that whenever governmental machinery becomes too complicated to be understood by people who have not made it their study, those people cannot be expected to manifest any intelligent interest in their government. It is equally certain that the movement to place all governmental processes in the hands of bureaus, boards, commissions and the like has robbed popular government of a measure of authority.

The government machinery is being cluttered up with a lot of useless parts that do little except to rust out. Any citizen who has ever come in contact with some of these boards, bureaus or commissions can name a few of these useless parts.

The complicated machine needs to be simplified. Maybe it would be if all who have become enmeshed in the red tape spun out of the machine by bureaucrats were to set up a concerted howl.—Ex.

AND THEY EAT

Behold. The lodge holds together and they eat. The club dineth together and they eat. The business men take counsel together and they eat. The church has a social and they eat. And even when the missionary society meeteth together they eat. But this latter is in good cause because they "eat in remembrance" of the poor heathen who have not much to eat.

Behold. Hath man's brains gone to his stomach and doth he no longer regard intellectual dainties that thou canst no longer call an assembly or get together a quorum or even a baker's dozen without thou holdest up the "baker's dainties" as a bait? Be it true that the day cometh that, to get a crowd at prayer meeting, the preacher must

hold up a biscuit?

Yen, verily, thou hast heard of the child races of the world. But behold it nigh thee, even at the door. For as one who called unto the child and saith "Come hither, little one, and I will give thee a stick of candy," even so must thou say to his grown up papa and mama, "Assemble ye together and we will serve refreshments." And lo,

they come like sheep into a pen. Ain't it the truth?—Exchange.

Celery cooked tender is delicious in baked dishes or cream soups. It is best of all eaten raw. Raw celery stalks may be filled with pimento cheese or peanut butter for variety.

The Hesperian \$1.50 per year.

Stop! Look! Read!

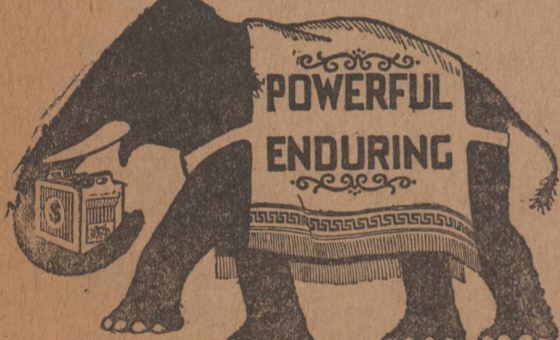
We have recently taken the dealership for

Twin City Tractors

Come in and let us show you the sample. The prices are right and are sold right.

Harris Bros.

Floydada, Texas



POWERFUL ENDURING

STANDARD BATTERIES

—MOBILE—RADIO—HOUSELIGHTING

TWIN BATTERY STATION
Located at L. & O. Top Shop



a Successful Six now winning Even Greater Success

The Sport Landau Sedan • Body by Fisher

Nowhere Else Such Features for

the right is listed a group of advancements in design which never before have been combined in any low-priced six! Some of them—such as the G-M-R cylinder and the cross-flow radiator—rank as master strokes of engineering. Yet these are the new features that have been added to the basic Cadillac Six to make automotors in the past two

years an hour through the engine at 35 m. p. h. You still get the ability to maintain 50 miles an hour or more for as long as you like. Come in! Learn by comparison and by driving that you get the biggest, staunchest, most beautiful low-priced six the market affords today.

Coupe	\$745
Sport Roadster	\$745
Phaeton	\$775
Sport Cabriolet	\$795
4-Door Sedan	\$825
Sport Landau Sedan	\$875

Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

\$745
2-DOOR SEDAN
4-Wheel Brakes
and all these Added Features

- New Fisher Bodies
- New Fenders
- New GMR Cylinder Head
- New Fuel Pump
- New Crankcase Ventilation
- New Carburetor
- New Manifolds and Muffler
- New and Greater Power
- New Cross-Flow Radiator
- New Thermostat
- New Water Pump
- New Instrument Panel
- New Coincidental Lock
- New Dash Gasoline Gauge
- New Stop Light
- New Steering Gear
- New Clutch, New Frame
- New Axles, New Wheels

SCOGGIN & DICKEY
FLOYDADA, TEXAS

CADILLAC SIX

NEW SERIES

Charming Lingerie



Just Received

A new and varied assortment of—

Lorraine Lingerie

Slips, Combinations, Chemises, Ladies' vests and yoke front panties and bloomers.

Materials are Rayon, Silver-sheen Metallic cloths, Magnolia cloth and others.

You are sure to find the garment you want in this assortment.

Baker-Campbell Company

Floydada, Texas

