

TWO SECTIONS—SECTION ONE

THE FLOYD COUNTY HESPERIAN

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NUMBER 41

Floydada High School Affiliated With Southern Ass'n of Colleges

School Work Acceptable In
Any College In Southern
States.

"Floydada High School has been accepted for membership in the Association of Secondary Schools and Colleges of the Southern States," a telegram from Fort Worth from W. E. Patty, Superintendent of the Floydada schools, stated Wednesday afternoon. Supt. Patty is in Fort Worth this week attending a meeting of the directors and officials of the Southern Association.

Long Sought Goal

The message, which was addressed to C. R. Houston, president of the Floydada School Board of Trustees, came as the result of years of effort by the local schools to raise their work to the standard required by the Southern Association. This school was accepted last year in the Texas Association of Schools and Colleges.

Affiliation in the Southern Association of Colleges provides that any graduate of the Floydada High School may enter any College or University in the Southern States without first taking entrance examinations. To be affiliated with this association, the schools must provide a complete course of study in all branches of high school work and this work acceptable to the higher schools. Work completed in the local high school will now be accepted in any college in the South.

Membership in this association is a goal sought by many schools in the state, and it is seldom that cities the size of Floydada have schools that are qualified for membership.

Supt. Patty represented the Floydada High School at the meeting of the directors in Fort Worth this week, at which time he presented the Floydada school for membership. The meeting extends over Friday and is the first meeting of this association held west of the Mississippi River. Supt. Patty plans to return home Saturday or Sunday.

Telephone Service To Dougherty Established

Actual completion of telephone service from Floydada to Dougherty was accomplished Tuesday morning of this week, when the toll lines of the Southwestern Bell Telephone Company were completed into that city and the first station—that of the Dougherty Grain Company—hooked up.

To Walter D. Newell, superintendent of water works system and properties of the townsite company, and resident engineer, goes the distinction of making the first call, which was put in to The Hesperian office Tuesday morning. "Greetings to the outside world from Dougherty" were his first words over the fine new line which the crew of linemen have been busy constructing the past few weeks.

Pipkin Drug Company will be the Dougherty pay station agency for the company, and some half a dozen business firms will have stations. J. B. Patterson, commercial manager of the company at Amarillo, was here in the earlier part of November and made the arrangements by which his company is giving the baby city of the east part of the county, its first taste of the worth of telephone facilities.

Lions Will Receive Charter When Eighty-Five Banquet Monday Night

More than eighty-five plates will be set at the High School Monday evening when the Floydada Lions Club hold their Charter Night Banquet at 7:30 o'clock. Formal presentation of the club's charter will be made at this time by Sam Braswell, of Clarendon, Deputy District Governor of District Eleven, Lions International. When the charter has been officially presented and accepted, the local club will be af-

Actual Holiday In Prospect For P. O. Employees

A holiday that will be an actual one for postal employees, as well as a theoretical one, is in prospect at Floydada this year.

Once or twice in previous years, employees in the postal service have been vouchsafed a partial holiday on Christmas Day, and this year the idea will be carried even further, according to the information obtained at the Post Office. Only such clerical help as is needed actually to receive and dispatch mails will be required to be on duty and these only for such length of time as this may take. "If you want packages mailed for Christmas to reach their destination and be received by Christmas Day, arrange to mail in ample time," is the advice being handed out by the Post Office Department. "Otherwise delivery of the parcel will be made after Christmas Day."

County Singers Meet At Baker December 16

Baker Community, eight miles south-east of Floydada, will be hosts to the Floyd County Singing Convention on Sunday, December 16, it was announced this week by C. M. Lyles, president of the association. John F. Taylor and his quartet, from Clovis, are expected to be present for the all day meeting, and singers in this county will want to hear this quartet. John F. Taylor is president of the Plateau Singing Convention, which embodies twenty-six counties in West Texas and New Mexico.

An all day meeting with dinner on the ground is planned. December 16 is the date set in the last meeting, the third Sunday in December.

"SIN OF INGRATITUDE" IS THANKSGIVING SUBJECT

"Sin of Ingratitude versus Grace of Gratitude" was the subject of a splendid sermon by Rev. F. L. Davis last Wednesday evening at the Baptist Church at the annual union Thanksgiving service.

Reverend Davis pointed out that the sin of ingratitude was universal, and spoke of the many evil consequences of this sin. He called attention to the numerous things for which to be grateful as a nation and as a community. He closed with an exhortation to the audience that they cultivate the grace of gratitude and live in an atmosphere of appreciation.

Thanksgiving testimony was given and Reverend A. A. Collins read the president's proclamation. A liberal offering was contributed and as customary this fund will be used for the poor of the community.

J. C. GILLIAM COMMANDER AMERICAN LEGION POST

J. C. Gilliam was elected post commander of the McDermott post of the American Legion, at a meeting Monday night, Dec. 3, at the Legion home.

Other officers elected were James Colville, vice commander; W. H. Sharpe, adjutant; Walter Collins, finance officer; Edd Sparks sergeant-at-arms; J. C. Wester, chaplain.

L. T. Bishop is retiring commander and Robert McGuire, adjutant.

Galveston Woman Dies At Home Of Daughter

Mrs. Elizabeth Batchelor Had Been
Resident of Floydada Since
Last March.

Mrs. Elizabeth Batchelor, 67, mother of Mrs. A. J. Ryals, of this city and a pioneer citizen of Galveston died Monday night December 3, at Mrs. Ryal's home where she has made her home since March. She came here from Houston, where she lived for a short while. She was in business at Galveston for about fifty years.

She is survived by two daughters, and two sons, Mrs. A. J. Ryals, of Floydada; Mrs. Louise Lenz, of Galveston and William and Edward Batchelor, of Houston. A number of grandchildren, one great grand child and a brother, R. A. Blair, of Chicago.

Funeral services were held from the First Baptist church Wednesday morning at 10 o'clock, conducted by Rev. P. D. O'Brien. Interment was made in the Floydada cemetery.

Mrs. Lenz arrived here Monday night and was at her mother's bedside when death came. Other relatives who came for the funeral are two granddaughters, Mrs. M. M. Mason, of Amarillo and Mrs. R. A. Brisco, of Sudan, and a grandson, Charles W. Ryals, of South Plains.

Mr. and Mrs. Frank Tye and children of White Deer spent Thanksgiving with her parents, Judge and Mrs. J. W. Howard. They also visited her brother, Lee Howard and family.

SCOUT COURT OF HONOR TO BE HELD FRIDAY NIGHT

A Court of Honor for the Boy Scouts of Floydada Troops will be held tomorrow night at the county court room, at which E. L. Roberts, Scout Executive of the Central Plains Area, will officiate. Several scouts are candidates for honors. The general public is invited to attend.

Favor Campaign For Co. Road Bond Issue

Steps toward organizing to get an appeal before the property tax-paying voters of Floyd County to give thorough thought to the proposed \$400,000 road bond issue for hard-surfacing Highway No. 28 through the county, were taken Monday night by representatives of five or more communities at a gathering held in the county court room in Floydada.

The general tone of the meeting, at which were some fifty representative taxpayers, was to the effect that it is highly important that all local differences, if any, be smoothed out and that every effort be made to get all the facts favoring the proposal over to all the voters in the county.

Judge L. G. Mathews presided at the meeting. G. L. Snodgrass, E. C. Nelson, Fay Guthrie, C. M. Willson, Jno. W. Maxwell, Carl Sammann, H. B. Adams, Judge Wm. McGehee, J. S. Hale, Carl McAdams, Mrs. Carl McAdams and L. D. Reynolds, were among those who made talks favorable to the bond issue, which is to be voted upon December 18.

O. W. Fry Named Master Farmer; County Gets Coveted 1928 Honor

Master Farmer



Olin W. Fry, who has been selected as one of the ten master farmers of Texas for 1928, is pictured above. Fry is a native Texan. He and his wife will be among the honor guests at a banquet at the Adolphus Hotel in Dallas December 17.

Outstanding Record Requir- ed To Gain State-Wide Recognition.

(Special To The Hesperian)

Dallas, Texas, Dec. 4.—Olin W. Fry, of Floydada, has been named one of the ten master farmers selected for 1928 by The Progressive Farmer, chosen because of their outstanding success on the farm, and with their wives will be honored with a banquet to be given by that periodical in the Palm Garden of the Adolphus Hotel in Dallas on the evening of December 17.

Started 13 Years Ago

These men, so chosen, have not only been able to make and save money on the farm, but have built good homes, provided comforts and conveniences and given their children excellent educational advantages. With their farming operations keeping them busy they have had time to be active in community affairs and make good neighbors.

At the banquet honoring them each Master Farmer will be presented a gold medal and he and his wife will receive a certificate in recognition of their joint achievements.

Starting farming thirteen years ago after falling in the drug business Mr. Fry, has through his remarkable farm management, accumulated farm property valued at \$30,000. He has used wheat as the main money crop but cows, hogs and poultry have helped give distribution to the annual income.

His complete system of farm accounts enables him to tell just how he stands on every farm operation. Hard work, intelligently applied with good management and accounts records, have brought Mr. Fry success and given him clear title to the designation "Master Farmer."

News of the selection of Mr. Fry as a Master Farmer by the Dallas farm publication, A. & M. Extension Service of Texas co-operating, was received with more than ordinary gratification in the county this week. Local extension service workers, Chamber of Commerce officials and business interests generally are gratified in particular because the honor given Mr. Fry thus comes to the county for the second consecutive year.

News of his designation as one of the ten successful contestants put forward by their friends for the coveted honor, was received by Mr. Fry Saturday of last week, together with the invitation for himself and wife to be guests of the farm publication on the day of the seventeenth as well as that evening at the banquet. "Of course, I am mighty well-pleased," he said. "And Mrs. Fry and I will accept the invitation."

Is Making Money Now

Born in Hunt County forty-three years ago, Mr. Fry is Texas born and reared. He has been a resident of this county since 1915.

(Continued on back page)

Lockney C. C. Banquet Will Be Held Tonight

Annual banquet of the members of the Lockney Chamber of Commerce will be held tonight, and several Floydada people have been asked to be present.

Ladies of the First Baptist Church of Lockney will prepare and serve the big feed. Several prominent men have been asked to make talks.

Meeting at Sand Hill Friday to Elect P. T. C. Society Officers

Friday night, December 7, Sand Hill community, as a whole, is invited to come together in their auditorium for a snappy program and get-together meeting.

This will be a free-for-all meeting sponsored by the P. T. C. Society to get a large crowd out to elect new officers for the society for the coming year. The last play of the past season has just been given it is time to make plans for the next season.

At this meeting the present officers of the society will give an account of what has been done in the past season. If anyone is skeptical as to whether or not the P. T. C. does good in keeping Sand Hill on top—they are requested to come out and get the facts and enjoy the program. Officers for the past year are, Ed Holmes, president; G. D. Tate, vice-president; Mrs. C. Ross and Miss Bonnie Mickey, secretary-treasurer and A. R. Hanna, sergeant-at-arms.

Sand Hill set a record at the interscholastic meet held at Lockney last year, that they challenge any rural community in Texas to even tie. Not one game did they lose in all of the ball games held at the meet. Junior boys and girls indoor base ball and senior girls basketball. They were all champions.

D. M. Willson Dies At Home In Fort Worth

Funeral Monday
Morning At
Willson Lumber Yards.

Fort Worth, Texas, Dec. 3.—D. M. Willson, 72, head of a west Texas Lumber Company with headquarters at Floydada, who died at his home here Saturday afternoon, was buried at 10 o'clock Monday morning.

Funeral services were held at the Willson Lumber Yards at 10 o'clock Monday morning. The funeral home was in charge.

A native of Georgia, he settled in Wise County more than forty years ago and was once banker and postmaster at Bridgeport. He is survived by his wife, a daughter, Mrs. T. M. Nichols, Silvertown, a son, J. M. Willson, Floydada, and brother, W. W. Willson, Fort Worth.

Information indicating that their father was sinking and could not be expected to survive many days longer was received by children of D. M. Willson Thursday of last week and Mrs. J. M. Willson and children left Friday to join their husband and father at his father's bedside in Fort Worth. The elder Mr. Willson had been confined to his home for a year and in bed much of that time. Some months ago it was thought he was definitely showing increased strength and that he would recover. However, in more recent weeks his condition had gradually grown worse and the end was not unexpected.

Mr. Willson became interested in Floyd County twelve years ago when, and has been the head of the Willson & Son Lumber Company of which his son, J. M. Willson has been the active manager, with yards at several points in Texas and Oklahoma.

Mr. and Mrs. J. M. Willson and children, R. A. Garrett and Henry Cox, of this city, together with N. G. Jackson manager of the Tullia yard of the Willson Lumber Company and H. S. Sanders manager of the Quitaque yard, reached home Tuesday night from Fort Worth, after attending the funeral of D. M. Willson.

Poultry Show January Tenth, 1929, Is Plan

The Floyd County Poultry Show will be held this winter after the first of the year and the holidays instead of preceding them, according to announcement made last week by Faye Guthrie, of Lockney, who said the date set for the show is January 10, 1929.

"The late harvest and the incident to it, would make it difficult to hold the show during Christmas," Mr. Guthrie said, "since the show is patronized largely by Floyd County raisers as well as outsiders, it was decided the date in January would be fitting than an earlier one." The poultry show is an annual event in the county, sponsored by the Floyd County Poultry Association, and to which the Lockney Chambers of Commerce have lent aid and encouragement.

"LAF A LOT" PARTY

The Hesperian is requested to make special announcement of "Laf a Lot" party to be given Saturday night of this week at home of Mr. and Mrs. Lovel J. at Lakeview.

The Ladies' Aid Society is sponsoring the party, and the proceeds will be used for the purpose of defraying expense of installing lights in the church.

Kids Start Annual Letter-Fest To Santa As Christmas Nears

Flomot Good Will Trip Declared Big Success

Business Men, Band and Pep Squad
Get Royal Reception at Growing Motley Town.

Praising the friendly spirit of the people of Flomot, twenty-five business men, the Floydada Municipal Band and the High School Pep Squad returned from that city last Wednesday evening after what most of the delegates termed the most successful of the seven good will trips made by the Chamber of Commerce this year. Fourteen automobiles made the thirty-three mile trip leaving Floydada at 4:00 p. m. on schedule time and arriving in Flomot at 5:20 where a street concert was given and the Pep Squad demonstrated its ability with songs and yells.

A greeting that surprised every member of the Floydada delegation was waiting at the Flomot High School where J. L. Speer, former principal of the Sandhill School, is superintendent. The Floydada visitors were ushered into one of the class rooms where sandwiches, cake, hot chocolate and coffee were prepared in abundance. Ladies of the Flomot school served the guests and were accorded a vote of thanks and a rousing fifteen rah's by the visitors. Superintendent Speer took occasion to extend a welcome to the Floydada delegates and response was made by Ed Bishop.

After visiting the many booths of the school carnival the visitors were shown a reserved section decorated in green and white in the school auditorium. Beginning at 7:30 a Thanksgiving program was given by the Flomot school. The program was preceded by a short concert by the Floydada Band and several songs and yells by the Pep Squad.

An enthusiastic reception greeted the efforts of both organizations and the Pep girls were especially well received. An effort on the part of several Floydada business men to speak proved futile when Tom Goslee, official drummer of the Floydada Band, very politely drowned them out.

A feature of the program that proved most popular with the visiting delegation was a group of primary girls dressed in white and with green letters on their back when turned to the audience spelled "Welcome Floydada." A mock wedding closed the program. Characters in the wedding were especially well adapted to their parts.

P. G. Stegall was chairman of the chamber of commerce committee that arranged the program. He was assisted by S. N. Tawwater, H. L. Crow and S. W. Rose. The following business and professional men furnished cars to convey the boosters to Flomot; P. G. Stegall, A. L. Lundgren, A. E. Tinnin, R. E. Fry, H. L. Crown, G. N. Shirley, Riley Holmes, Glad Snodgrass, O. P. Rutledge, Wm. Sallsbury, Elzie Cullion, D. W. Fyffe, J. C. Wester and G. C. Tubbs.

Mrs. John Farris and daughter, Audrey and son, Kinder, and Miss Jessie Mae Wood and Miss Frankie Dorris Smith returned Sunday from a visit in Dallas with Mrs. Farris' sister, Mrs. Clyde Swallow, of Dallas, and Miss Smith's sister, Mrs. J. W. Trewell, of Trewell.

Any doubt that the belief in and love for Old Santa Claus has in any way abated among the kids of Floyd County is dispelled by the receipt at The Hesperian office this week of the vanguard of letters to the patron saint of Yuletide from children representing homes in practically every section of the county.

These letters indicate that the little boys and girls are eagerly looking forward to the "night before Christmas" and are hoping that St. Nicholas does not overlook any of them. Candies, toys, play pretties, fruits and fire crackers "everything is in the want list of these children and it is evident that Santa Claus is to have a real job if he fills all the want lists according to order.

It should be borne in mind by the boys and girls that Santa Claus cannot always do for his little friends just the things they want him to do. However, he tries to remember each and everyone in the very best way possible for him, and certainly that none will be overlooked altogether.

Following are some of the letters directed to Santa Claus through The Hesperian this week:

Floydada, Texas
December 5, 1928

Dear Santa:
I want you to see me. I will try to be good. I want a doll, a little cradle and a little trunk. A lot of good things to eat.

Benja Johnston.
P. S.—And I want some little dishes.

Floydada, Texas
December 3, 1928.

Dear Santa Claus:
I am writing to tell you what I want for Christmas. I want Toys. A little car and a truck and candy and fruit and my little sister wants a doll and bed and a dresser. We'll be good and watch for you. So good bye, your friend,

Harvey Brock.

Floydada, Texas
December 5, 1928

Dear Santa:
I have tried to be a good little boy so you could come to see me. For Christmas I want you to bring me a B. B. gun, lots of fruit, candy and nuts.

As there are many good little boys that wants to have a good Christmas, I don't want to be greedy. Your friend,

J. W. Grigsby.

Floydada, Texas
December 4, 1928.

Dear Santa Claus:
I am a little boy seven years old and in the second grade. Now I want a football, a filling station, gravel truck, bicycle, candy, apples, oranges and nuts.

W. A. Leigon, Jr.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa:
I want a wagon if you have it, please, a bat a ball and a ball glove. I am in the second grade. I am eight years old.

Your friend,
Jimmie Lee Burgett.

McCoy, Texas,
December 5, 1928

Dear Old Santa:
Please bring me a doll that has a bottle in it's mouth and can say mamma. Also a set of dishes, a rocking chair and a little table. With lots of love,
Bennie Ruth Jackson.

Floydada, Texas
December 5, 1928

Dear Santa:
I think I will write you to let you know what I want. I wish for a doll and buggy and nuts. I am a little girl seven years old and in the third grade. I go to school at McCoy. My teacher's name is Miss Railey. She lives with Mrs. Brock. Be sure and visit her.

Lois Williamson.

McCoy, Texas
December 5, 1928

Dear Old Santa:
I am a little girl eight years old and in the second grade, and I wish you would please bring me a doll, a set of dishes, a washing set, a little iron and a doll buggy.

Hazel Louise Jackson.

Nov. 23, 1928.

Dear Santa Claus:
I may be hasty in writing to you, but I must hurry my letter so you will have time to think this all over.

I want a surprise package and I'm counting strong on a little sewing machine. I've been picking lots of cotton this fall, keeping pace with mother, and she tells me you are not going to forget little girls who are good and work fast. I'm only six years old and I gather over 100 pounds of cotton a day.

I'm always looking forward to the time when you'll come. I really need a new doll, but I guess I'd better not ask for so much. There are so many little orphan children that I sure hope you won't forget.

Your little friend,
Margaret Nelson.

from Sunset.
Floydada, Texas
Dec. 4, 1928.

Dear Santa Claus:
Please bring me a tool chest and nice bible story book and any other things you think I would like.

Lots of love to you for so many nice things,

Leeman Norman.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa Claus:
I am a little boy eight years old. Please bring me a toy barn, some horses, cows, sheep and goats and I would like to have some fruit, nuts, candy. Please don't forget my little brothers.

Your little friend,
Olen Lyles.

Floydada, Texas,
Dec. 5, 1928.

Dear Santa:
I wish you would bring me a coaster wagon and some fruit.

Your friend,
Wilson Perry.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa Claus:
I want a pair of gloves please, a doll and grapes and nuts. I am going to school. I am seven years old and in the first grade. I like to go to school. I like my teacher, Mrs. Murrif.

Elnora Billington.
(Continued on back page)

Just
15
SHOPPING
DAYS
before Christmas

The Floyd Co. Hesperian

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PRACTICE TO SUPPLANT THEORY

It appears that practice is going to supplant theory more completely this year than in previous years in the attempt of the Post Office Department to give Civil Service employees a holiday on Christmas. Orders are that no deliveries are to be made on Christmas day, which means in Floydada that the windows will not be raised and no packages handed out to patrons of the office. Such of the employees' time as is actually needed to receive and dispatch mails will be required and no more, the department says.

It is a powerful argument this, for the mailing of Christmas packages early. Somehow or other, Christmas packages after Christmas are not enjoyed as much as on Christmas Day or just before. wrap securely and mail early, if you want those whom you remember to get the most out of your remembrance.

NO RED CROSS ROLL CALL

There has been no Red Cross Roll Call in Floyd County this year, the passing of Thanksgiving and the earlier part of December being reminders that this county, Floydada in particular, has had no such thing as an organized effort to get together a fund by which it can have a part in caring for those who are victims of disastrous misfortune, without being called upon in the hour of distress, when the time we spend getting funds together should be spent in expending funds for most pressing needs. The most needy hours in times of disaster are the first forty-eight, when aid is being assembled, and while the country is being aroused to the need.

In many communities over this broad land, the Community Chest idea is being used, when everybody gives on the budget basis for a fund that is distributed through the year to the organizations which need it in administering in their various ways to the social welfare. Perhaps the Community Chest, sharing with the Red Cross and other organizations of mercy and welfare, not forgetting the needy in our own midst, is the best idea. However, regardless of what plan is the better, it remains the fact that our community has neglected to adopt any of them.

LOOKING TOWARD DAIRYING

The story last week in The Hesperian to the effect that S. L. Rushing is among the Floyd County farmers who are getting into the business on a rather ambitious scale, points to own moral. A paper might moralize quite a bit and have less effect on the attitude of a county or portion of a county toward a given project than a man of more than ordinary ability spending his money would.

Dairying, in the sense it is practiced in Wisconsin or many of the states of the middle west, has been introduced in Floyd County. Machinery for marketing is not here on so well-scaled a scale, and knowledge of the business is not so general. However, people are studying, feeling their way along, accustoming themselves to the plan that will include dairying as a part of the all-balanced farm program. The announcement that Mr. Rushing is to get into the Jersey breeding business on a rather extensive basis, along with others, in this county, is expected to be an important factor in the development of the industry.

Baby for Sale!

Father a college professor; mother cultured and refined; heredity guaranteed. Price—\$30,000.

LATELY devoted to her husband, Marjorie often said she would sacrifice anything for his happiness. And now, as he has disappointed her, she is despondent, despairing, and lacks of money—she sees no way out. She has heard of a childless, who would give her thousands of dollars if they could have a baby, and she is sure of it as the golden dreams of motherhood fill her soul, she if she can go through the secret of her coming baby.

Even while she prays for courage to make this terrible sacrifice, she is thinking that perhaps the rich woman who comes to heraid could take her abroad, "for a few months' travel." There her baby could be born—to become the other woman's baby.

Read her piteous story, "Nature's Vengeance," in January True Story Magazine.

Tune in on the True Story Hour broadcast every Friday night over WOR and the Columbia Chain. Consult Your Paper for Exact Time.

Out Now!

Partial Contents for January
I Wanted a Husband
My Price of Redemption
Sacred and Profane Love
The Woman Who Conquered Shame
After the Elopement
—and eight other stories

e Story
Newsstands—only 25c

STUDY YOUR GIFT GIVING

This year study your gift-giving, making it a thoughtful list and find out how much more you get out of your giving at Christmas-time than you have heretofore gotten out of the hit-or-miss way that you may have followed in previous years.

We have no idea what percentage of our readers study and budget their Christmas-giving. But we guess it must be pretty low from the mis-fit gifts that seem often to be made. Thoughtful planning and giving will not only increase the enjoyment of the recipients, it will also lay more lightly on the pocketbook, which, after all, is an item not to be sniffed at, even at Yuletide.

ABOUT TRUE TO FORM

Out of the abundance of the heart the mouth speaketh; when there is little abundance the mouth maketh much noise, any how, usually. Thus one might say that all that Dallas organization knows about Texas it put into its "good," "fair," and "poor" map, over which there has been much ado recently.

Dallas has been inaccessible to quite a bit of Texas for a good long time and other markets have been better and more complete, so that Dallas' knowledge or lack of knowledge possibly is what has been only "fair" or "bad" in the instance of so many counties. Out of limited experience they have made much talk, which, after all, is not unusual.

HASTE A NERVOUS HABIT

We read somewhere the other day that most haste is just a nervous habit, that five per cent of the haste of the average mortal is necessary and the other ninety-five per cent is just that much wasted energy that should be curbed and put to the business of useful thinking.

The average mortal ought to be able to attend to the average mortal's business in an average length of time. Continual haste to get through the allotted tasks every day, is an index to the individual's calibre, the writer indicated, saying in substance that usually the man with the best command of his job is the one who has the most time to consider his next move to avoid lost motion.

Whether the writer is right or wrong, the suggestion affords food for thought, if applied inwardly.

'Round The Square

BY OLD BATTLEAXE

Well, dear readers, if any, here we are back again. O. B. didn't get fired last week. This outfit wasn't in last week's issue for three reasons—and laziness was all three of 'em.

Dern them Tigers! They done went and done it again. The Windies lost Thursday to the felines for the fourth time out of five years. All together now, bunch. Who's going to win in 1929? WHIRLWINDS!

It's got so now days that Thanksgiving without football games is just as incomplete as Thanksgiving without turkey. At least over two thousand local fans thought so last week.

And you know, three fourths of the five hundred Slaton fans here Thursday complimented Floydada on her extensive paving plan. Now, ain't that nice? When out of town folks begin to say nice things about our town, it means more people here, more business, more pay rolls, and more money for all of us. Just

Gas Made Her Cross, Can't Eat Or Sleep

"When I ate I would bloat up with gas. I couldn't sleep, was cross and nervous. Adlerika has given me real relief."—Mrs. M. Meyer.

Adlerika relieves stomach gas and sourness in TEN minutes. Acting on BOTH upper and lower bowel, it removes old waste matter you never thought was in your system. Let Adlerika give your stomach and bowels a REAL cleaning and see how much better you feel. It will surprise you! Floydada Drug Co.

keep up this paving program and watch our city grow.

Hurrah for Main Street! At last they are about to reach an agreement on their paving. A solid street of paving out to the highway South on both Wall and Main Streets will sure be keen. Now, let's all join in together on that well known little ballad: "On the Pavement of Floydada." No, it won't be necessary to wear a brown derby while you sing it.

Next on our little week's program we will sing that well known Scotch favorite "I won't give you any thing but Love."

How about that street sweeper? So far everybody has just kept on saying nothing. Do we need it, do we want it, and can we afford it? Tell us what you know.

One fellow Round the Square approached us last week as follows: "Reading your column the other day made me think....." Now ain't it wonderful what a few words in print will do?

Members of the Floydada Lion Club are having quite a time explaining that they refer to each other as "Lion Smith," etc., and not "Lyn' Smith."

But never-the-less, that's what part of them are. Oowah!

That guy on California Street is so absent-minded that yesterday morning he poured syrup down his neck and scratched his hot cakes.

And some of our City Dads or County Commissioners are so absent-minded that they had forgotten all about those lights on the court house. But O. B. hasn't and we are going to insist on 'em too. How about that revolving light outfit?

This column wants to select a slogan. One fellow suggests: "Not a snigger in a carload." Another suggests "A Product of General Muttters."

Mr. and Mrs. R. H. Knochuizen and family of Plainview were guests of Mr. and Mrs. W. E. Patty Thanksgiving Day and attended the football game.

FLOYD COUNTY 14 YEARS AGO

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

Editor's Note:—Files of the Hesperian are incomplete from December 3, 1914 to January 7, 1915. Over the five weeks period that is missing from our files, we will quote each week a few articles of interest taken from issues of the Hesperian throughout November and December of 1914.

The European War

It is estimated that more than two hundred and fifty million dollars have been spent in the United States by foreign governments since the outbreak of war in Europe. Most of this amount has been paid in cash.

Chicago—Five thousand men who have been idle since the outbreak of the European war returned to work today at the United States Steel Corporation Mills.

The Railway of America acting in practical unanimity, have agreed upon a gigantic plan to provide farms for immigrants driven to this country at the conclusion of the European war. The plan is to "stake" the immigrants from Belgium and other nations on the railroad lands by the tens of thousands. Transportation will be offered at reduced rates on time payments.

PLAY AND 'EATS' FRIDAY NIGHT ANTELOPE FEATURE

Everybody enjoyed themselves thoroughly and the incidental funds of the school were replenished Friday night of last week at Antelope, when a home-talent play was presented and various edibles sold.

Some \$60 was gained from the activities of the evening and the occasion made a very enjoyable social event for the people of Antelope and a number of the neighboring communities. Floydada was among the communities well-represented at the gathering.

APPRECIATE FLOYD COUNTY PEOPLE

Heartly appreciation of the many kindnesses and aid in their work while Rev. J. N. S. Webb was engaged in the Methodist Ministry for two years in Floyd County, was expressed by Rev. Webb just prior to their departure for their new home at Chillicothe.

"If duty did not seem to point to the new field of activity for us, where Mrs. Webb can be close to her mother in her declining years, we would like very much to continue

in the work in Floyd County," Rev. Webb said.

According to the plan outlined by the bishop, Rev. Webb will do general evangelistic work in the Vernon District the ensuing year, working out from Chillicothe, which place the family will make home.

Dave Waldron spent the Thanksgiving holidays with relatives and friends in Roaring Springs.

Hollis Moore of Slaton spent Thanksgiving day with his brother, Frank Moore and family.

H. Z. Pennington
PHYSICIAN AND SURGEON
Telephones:
Residence 330 Office 73

F. C. HARMON
Licensed Undertaker
Modern Equipment;
Hears and Ambulance
SERVICE ANYWHERE
Phones: Day 242; Nights 174 and 259-W

Dr. W. H. Alexander
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Medicine and Electrotherapy
Readhimer Building
Telephone 93; Residence No.260

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

E. P. NELSON
FIRE INSURANCE AGENCY
WILL APPRECIATE YOUR BUSINESS
CITY AND FARM LOANS
Every detail of your fire insurance requirements will be carefully handled if entrusted to this agency.
OFFICE—ROOM 8
FIRST NATIONAL BANK BUILDING, FLOYDADA

KENNETH BAIN
LAWYER
Rooms 12 and 13
First National Bank Building
General Practice

Drs. Smith & Smith
Sanitarium
FOR SURGICAL CASES
Phone No. 177
Floydada, Texas

Dr. W. M. Houghton
GENERAL PRACTICE
Diseases of Women and Children a Specialty
OFFICE IN READHIMER BUILDING
PHONES:
Residence 250 Office 256

M. FROST, D. C.
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Readhimer Building
FLOYDADA, TEXAS

An Unpleasant Subject
All of the functions of life are not pleasant to consider. Perhaps this is why some mothers refuse to think that such symptoms as restless sleep, loss of flesh, lack of appetite or itching nose and fingers in their children, can be caused by round or pin worms. Many mothers have proven, however, that a few doses of White's Cream Vermifuge, that sure and harmless worm expellant, will make these symptoms disappear. You can get White's Cream Vermifuge for 35 cents per bottle from
Floydada Drug Co.

SMAX
builds "play energy" FOR CHILDREN!

SMAX—the All Wheat Cereal—contains the food elements and Bran, as a corrective, which are so necessary to all active, growing children.

SMAX is so delicious—everyone will enjoy it—serve it for breakfast tomorrow. Cooks in 3 minutes. At Your Grocers.

HAWK BRAND WORK CLOTHES

THEY WEAR LONGER

Sold By—
MARTIN DRY GOODS CO.
FLOYDADA, TEXAS

for Economical Transportation

Place your order Now—

The Outstanding Chevrolet of Chevrolet History

—a Six in the price range of the four!

Since the announcement of The Outstanding Chevrolet of Chevrolet History, tens of thousands of people have placed their orders for this sensational new car! Never before has any new Chevrolet ever won such tremendous public acceptance in so short a time!

The new Chevrolet six-cylinder valve-in-head motor is an engineering masterpiece. Not only does it develop 32% more power than any previous Chevrolet motor... not only does it offer sensationally increased speed and faster acceleration—but it provides this amazing performance with such outstanding economy that it delivers an average of better than 20 miles to the gallon of gasoline!

This spectacular performance and economy have been achieved as a result of the greatest group of engine advancements that Chevrolet has ever announced—typified by a new heavier crankshaft... new carburetor, with venturi choke and automatic accelerating pump... new camshaft... automatic rocker arm lubrication... gasoline pump and filter... semi-automatic spark control... and hot spot manifold.

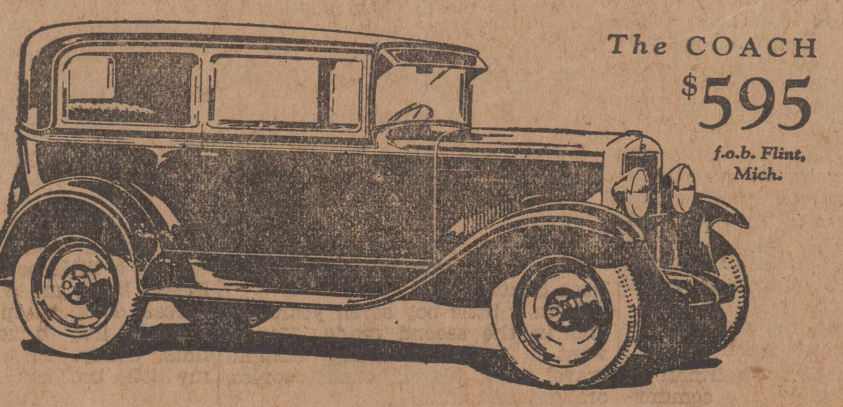
The marvelous new bodies by Fisher are designed for distinctive beauty and style as well as exceptional comfort and safety.

Come in and learn the full and significant story of this greatest of all Chevrolets!

Advance Showings

The Outstanding Chevrolet of Chevrolet History will be displayed in a series of advance showings in the cities listed below:

Washington, Dec. 1-4, Mayflower Hotel... Chicago, Dec. 1-6, Pure Oil Bldg., Wacker Dr. and Wabash Ave... Los Angeles, Dec. 1-6, Ambassador Hotel Auditorium... San Francisco, Dec. 8-13, Civic Auditorium, Larkin Hall... Cincinnati, Dec. 8-14, Hotel Sinton... St. Louis, Dec. 8-14, Arcadia Ballroom, 3515 Olive St... Atlanta, Dec. 18-22, Auditorium—Armory... Dallas, Dec. 18-22, Adolphus Hotel, Junior Ballroom... Portland, Ore., Dec. 18-22, Public Auditorium.



The ROADSTER . . .	\$525
The PHAETON	\$525
The COUPE	\$595
The SEDAN	\$675
The Sport CABRIOLET	\$695
The Convertible LANDAU	\$725
SEDAN DELIVERY	\$595
LIGHT DELIVERY CHASSIS	\$400
1 1/2 TON CHASSIS	\$545
1 1/4 TON CHASSIS WITH CAB	\$650
All prices f. o. b. Flint, Mich.	

Motor Supply Co.

Floydada, Texas

QUALITY AT LOW COST

Society & Clubs

Rev. O'Brien Addresses Missionary Society.

Rev. P. D. O'Brien addressed the Baptist Woman's Missionary Society at the regular meeting Monday afternoon at the church on the Lotie Moon Christmas offering, explaining that this offering is to be used to send old missionaries back to their fields, many of them having been called back on account of the lack of funds to maintain them in their work. "The offering will be taken at the local church at a morning service in the near future," Rev. O'Brien said. He also told

AT THE Theatres THIS WEEK ROYAL

Thursday and Friday
December 6 and 7

Esther Ralston In

"Something Always Happens"

Whether you are married or single, something is bound to happen, come out Thursday and Friday and see what happens to Miss Ralston in this picture. Also good two reel comedy. As a special added attraction McDonald's Music Mixers Jazz Kings from the West Coast.

Saturday, Dec. 8 One day only
Hoot Gibson In

"The Flying Cowboy"

Folks here's Hoot at his best. He rides them. He ropes them, and you just know he dares them. Don't miss this merry mixup of a cowpuncher's adventures of love and romance.

Also good two reel comedy

Monday and Tuesday
December 10 and 11

Colleen More In

"Oh! Kay"

Here's the sweetest flower of the screen back to thrill you and how, in one of her best and funniest pictures. Also Collegians in "Fighting to Win" and Fox News.

Wednesday, December 12
One Day Only

The motion picture classic of the age

"Old Ironsides"

With an all star cast including Wallace Beery, Esther Ralston, George Bancroft, Charles Farrell, and Johnny Walker. Produced by James Cruze, producer of Covered Wagon, Story by Lawrence Stallings writer of "The Big Parade" all this makes "Old Ironsides" the Motion picture of the age. Remember Wednesday, one day only.

OLYMPIC THEATRE

ATTRACTIONS

Friday, December 7

One Day Only

George O'Brien In

"Honor Bound"

so Comedy and last chap-

"The Haunted Island"

Saturday, December 8

One Day Only

Bob Steele In

"Captain Careless"

Also good two reel comedy

Monday, December 10

One Day Only

An all Star Cast In

"Prep and Pep"

Also good two reel Pathe

Comedy.

Tuesday, December 11

One Day Only

Jesse James, Jr. In

"Under The Black Flag"

A true story of his fathers

Life.

Also good comedy

Wednesday and Thursday

December 12 and 13

Adolph Menjou In

Night of Mystery"

good two reel comedy

Coming Soon

& 9 "King of Kings"
& 25 "Sunrise"

the Society something of the conditions existing in South America.

The meeting was opened with a song by the congregation followed by a prayer by Mrs. H. D. Butler.

A short business session was held and the members decided they would pack a Christmas box for Buckner's Orphans Home. Anyone wishing to contribute to the box is asked to carry their contribution to the Baptist church between now and December 17, as the box will be packed at that time for shipment. Any good clothing in any size will be accepted, it was stated.

Mrs. Willis Hostess At Quilting Bee.

Mrs. R. H. Willis was hostess Tuesday, December 4, at an old fashioned quilting bee. Each lady brought a dish of food and the dining table was spread with loads of good things to eat at the noon hour. Three quilts were made during the day. The guests reported a most delightful day.

Guests included: Mesdames H. L. Howard, C. Surginer, W. A. Baker, N. A. Armstrong, C. W. Mitchell, R. M. McCauley, L. H. Lewis, G. V. Slaughter, M. F. Husky, J. D. Starks, W. B. Clark, George Dickey, E. C. Nelson, J. Key Green, I. C. Surginer, S. D. Bishop, Sam Thurmond, W. H. Hilton, J. M. Hughes, Wm. Colville, H. M. McDonald, J. E. Eubank and Miss Lou Boothe.

In Piano Recital Friday Evening at High School.

The first of a series of piano recitals to be presented by pupils of Mrs. Ohmer W. Kirk will be given by Miss Lois Sifton Friday evening, December 7, at 8 o'clock in the High School Auditorium. Miss Sifton will be assisted by Mrs. A. D. Cummings, violin; Mrs. Robert Sone, Reader and Miss Eugenia Hoffman, voice; and Misses Welborn, Wood, Thurmon and Norris, Spanish dancers.

On Tuesday evening, December 11 Mrs. Kirk presents a general program of piano pupils in the High School auditorium at 8 o'clock.

Camp Fire Group Prepares Supper In Open.

The Watchleehoven Camp Fire group went to the canyon Tuesday on a bacon and egg fry. They were chaperoned by Mesdames G. F. Klebold, Tom Shaw and O. P. Rutledge. The girls rode to the Canyon and then hiked to their destination which was near the Country Club. After the hike and a boat ride supper was prepared over an open fire. Velma Palmer was a guest at the meeting.

The next meeting will be held Tuesday afternoon at 4:15 at Mrs. Klebold's home.

Thanksgiving Program Is Given at P. T. A. Meeting.

Andrew's Ward P. T. A. met Wednesday afternoon. A Thanksgiving program was given by Mrs. O. T. Williams' pupils. Mrs. Edwin Heald gave a report of the P. T. A. convention which she attended in Amarillo. The next meeting will be December 12.

Stricklin-House Wedding Solemnized at Plainview.

Miss Eva Stricklin of Plainview and Noble T. House of this city, were married at Plainview, Saturday evening, Nov. 24, at the home of the Rev. Birney Shell who performed the ceremony. They were attended by Miss Ethel Stricklin of Plainview, sister of the bride, and Joe Pennington, Floydada.

After the ceremony Mr. and Mrs. House went to Amarillo where they spent a short honeymoon.

The bride is a daughter of Mr. and Mrs. J. H. Stricklin of Lawton, Oklahoma.

Mr. House is at present employed with Baker, Hanna Co. Plans for their future residence are indefinite.

Mr. and Mrs. Penix Honored By Friends With Dinner.

Mr. and Mrs. W. H. Penix were honored by friends and neighbors with a six o'clock Thanksgiving dinner at the home of Mr. and Mrs. A. W. Chowning last Thursday evening.

After dinner the honorees were presented with many beautiful gifts. Old time melodies were played throughout the evening by an orchestra of stringed instruments.

Those present were the honorees, Mr. and Mrs. W. H. Penix, and daughter Lois; Mr. and Mrs. J. T. Perry and family, Mr. and Mrs. Walter Birch and daughter Cleo; Mr. and Mrs. Mal Jarboe and son, Malvin, Mr. and Mrs. Sam Glenn, Mr. and Mrs. Ernest Walls and family, Mr. and Mrs. Edd Blackshear, Mr. and Mrs. Clyde Myers, Mr. and Mrs. W. W. Chowning and son, LeRoy; Mrs. Reid Officer and daughters, Elwanda and Maxine; Mrs. D. E. Welborn, Mrs. Roy Curry, Mrs. Ernest Kendricks and Miss Julia Blackshear.

Messrs. Dennie Welborn, Dee Noyes, Jess Blackshear, J. P. Officer, Otis Walls, Howard Welborn, Edd Carter, Oscar Blair, and Robert Wellborn.

Musicians were Messrs. Allen, Fuga, Martin, and Mr. and Mrs. McAfee.

Mr. and Mrs. Penix will leave soon for Hot Springs, New Mexico, where they will make their home.

T. E. L. Sunday School Class Sew For Room.

T. E. L. Sunday School Class of the Baptist church met Tuesday evening, November 27 with Mrs. O. T. Williams. The evening was spent sewing, cushions and chair backs were made for the Sunday School class room. Lovely refreshments were served to about twenty members.

The next meeting will be a Christmas party at the home of Mrs. R. C. Henry Tuesday evening, December 18.

December Selling Campaign Still Under Full Swing

at

BAKER, HANNA & CO.

West Side

Floydada

BLANKETS

Our Blanket Stock is complete in the Cotton, Napped Wool, Mixed and All Wool. These Blankets are very low at our regular price but we urge you to be sure and buy at our December Price:

\$3.19 Napped Blanket 66x80	\$2.69
\$4.15 Napped Blanket 66x80	\$3.75
\$4.98 Wool mixed 66x80	\$3.85
\$10.74 All Wool 66x80	\$8.39
\$15.40 Polar Wool 70x82	\$12.45

COMFORTS

All thoroughly sterilized cotton filling, floral sateen covered, beautifully quilted, a very unusual value, December Price:

\$1.95 60x72 December Price	\$1.69
\$4.95 66x84 December Price	\$3.15
\$5.50 66x84 December Price	\$3.95
\$6.50 66x82 December Price	\$4.95



Shoes For the Family

We don't miss any on shoes. If you want good dependable shoes. We can fit and save you money.

LADIES AND MISSES SHOES

Patent, Satin, Light and Black Kid, Tan and Black Calf, in Straps, Pumps and Oxfords. High Walking and Flat Heels. Priced at—
\$3.50, \$3.95, \$4.50, \$4.85, \$5.85, \$8.50, 9.50

MEN'S SHOES

Men's Dress Shoes in Kangaroo, Kid and Calf, in Black and Brown. Straight last, Foot form last and wide toe. With and without arch support. Men's Oxfords: \$5.00, \$6.50, \$7.50, \$9.50. Men's Shoes: \$5.00, \$6.50, \$7.50.

CHILDREN'S SHOES

Infants' and Children's Shoes that will give all the service one could ask of a shoe. We will receive several new numbers this week. Bring the kiddies in, we have what you want. Priced, Infants: 75c to 2.25; Childrens: \$2.00, \$2.45, \$2.95, \$3.25, \$3.50, \$4.50, \$5.00.

BOYS' SHOES

Good sturdy shoes for school and farm use. Boys Oxfords, Black and Brown for dress and school wear. Bring the boys in and let us show you and them both what we have and how we can save you money on quality merchandise.

\$3.50, \$3.95, \$4.50, \$5.00

MEN'S COATS

Men's Sheep Lined Elastic Knit Wrists,	\$7.50
Boys' Sheep Lined Elastic Wrists,	\$5.50
Men's Genuine Horse-Hide Vest, Wool lined,	
December Price	\$12.50

MEN'S LUMBER JACKS

This stock is somewhat broken, sizes run from 38 to 44, also one lot of heavy wool sweaters. We are going to close out the whole lot at December Price—ONE HALF PRICE.

Ladies' Coats

DECEMBER PRICES

\$9.95 December Price	\$7.95
\$14.50 December Price	\$11.95
\$16.50 December Price	\$13.95
\$19.50 December Price	\$14.95
\$22.50 December Price	\$17.95
\$27.50 December Price	\$18.95
\$29.50 December Price	\$22.75
\$32.50 December Price	\$24.75
\$35.00 December Price	\$27.50
\$37.50 December Price	\$28.50
\$45.00 December Price	\$34.50
\$47.50 December Price	\$37.95
\$49.50 December Price	\$38.95
\$55.00 December Price	\$46.95



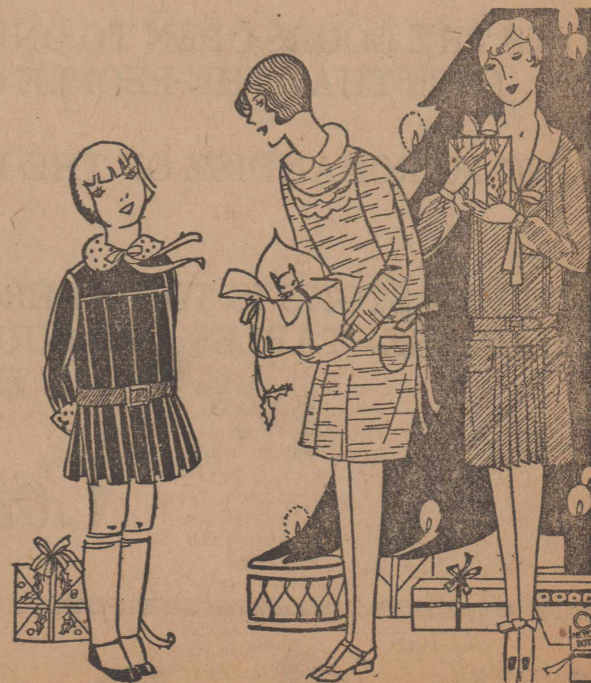
Ladies' Dresses

DECEMBER PRICES

\$11.95 Value December Price	\$8.95
\$16.50 Value December Price	\$12.95
\$18.50 Value December Price	\$13.95
\$19.50 Value December Price	\$14.95
\$22.50 Value December Price	\$16.95
\$25.50 Value December Price	\$17.95
\$27.50 Value December Price	\$18.65
\$29.50 Value December Price	\$21.95
\$32.50 Value December Price	\$24.95
\$37.50 Value December Price	\$28.95
\$39.50 Value December Price	\$29.95



Misses' And Childrens' Smart Dresses



December Prices, 25 Per Cent Off

With The Churches

CHURCH OF THE NAZARENE

Services each Sunday, Sunday School 10 a. m., morning service 11 a. m., evening service 7 p. m., prayer meeting Thursday evening 7:30. We welcome you to all our services.

C. E. Hagemeyer, Pastor.

CUMBERLAND PRESBYTERIAN CHURCH

A. A. Collins, Pastor
B. F. McIntosh, superintendent of Sunday School.
Morning and Evening service at 11 a. m. and 7 p. m.

The Church will observe the Lord's supper at the morning hour. We hope to have all members present.

Christian Endeavor at 6. Prayer and study hour Wednesday evening at 7.
Come and worship with us.

CHURCH OF THE NAZARENE

The young people of the Plainview Church will render a program at the Nazarene Church on Sunday evening, beginning at 3 o'clock. Everybody invited to come.

C. E. Hagemeyer, Pastor.

METHODIST CHURCH

G. T. Palmer, Pastor

After having spent four pleasant years as pastor of the Methodist Church in Hamlin, we were transferred to the Methodist Church of Floydada. We have always heard good things of this city, but truly the half has not been told. Our reception has been most hearty and cordial. We deeply appreciate the splendid spirit of co-operation manifested by the people of this city. We are exceedingly grateful for the many acts of kindness, and for the many good things brought to the parsonage we are thankful. All the people have been so thoughtful and sympathetic that our hearts have been made to leap with joy. We are here to co-operate in every constructive program and any time we can be of service we will appreciate your calling on us.

We had a very fine day last Sunday. The attendance at Sunday School was very fine, and good crowds greeted us at both preaching hours. The people were attentive and responsive. If you are not attending Sunday School we shall be glad to have you attend our school. There will be preaching at 11:00 a. m. and 7:00 p. m. Do not neglect the hour of worship Senior League 6:15 p. m. We invite the young people to come to this service.

We had one addition to the church last Sunday. We are expecting many more next Sunday. If you are a Methodist and have moved into the town or community and have not joined here we hope that you may come at the first opportunity.

You are cordially invited to attend all the services of the Methodist Church.

FIRST CHRISTIAN CHURCH

F. L. Davis, Minister
Parsonage 321 W. Georgia Street, Phone 3163.

Services next Lord's day as follows:

Sunday School at 10 o'clock and morning worship at 11. Endeavor at 6 p. m. and night preaching services at 7 p. m. The pastor will preach both morning and night vital subjects at each service.

Don't forget the prayer meeting at 7:15 each Wednesday night. Come and let us pray.

Woman's Council each Monday at 3:30.

Junior Endeavors at 4:15 p. m. each Wednesday.

Weather and roads permitting we will fill our appointment at Mayview next Lord's day at 3 o'clock. Those in the community are invited to attend. Come and enjoy the services with us.

You are invited to worship with us when you can. Come to Sunday school and worship. We have a class for each member of the family. Remember a cordial welcome awaits you and yours.

Floyd County Clubs

PRAIRIE CHAPEL CLUB

Prairie Chapel Home Demonstration Club will meet at the home of Mrs. Walter Lovell Wednesday afternoon, December 12, at 1:30 o'clock. Miss Bass will be present and give a demonstration on set in pockets, bound button holes and other tailored finishes.

PLEASANT HILL CLUB

Pleasant Hill Demonstration Club met Thursday afternoon, November 22, with Mrs. C. T. Camden. An interesting all day meeting was had and a delicious dinner was served at the noon hour. There were eleven members and three visitors present. Mesdames Walter and Louis Newell are new members of the club.

Miss Blanche Bass was present and invited the club to meet at the court house December 8 for a Christmas program.

HARMONY DEMONSTRATION CLUB

Harmony Home Demonstration Club met Friday afternoon, November 21, at 1:30 o'clock at the home of Mrs. J. S. Hale. Health and Sanitation was the subject of the program and the following topics were discussed: "Physical Condition of Children in Texas," Mrs. Ramsey; "Causes of Diseases," Miss Ramsey; "Giving the Child a Fair Start," Mrs. Krause; "How we can bring about a More Sanitary Condition in this Community," Miss Carr; "Is the school house a good example of Sanitation?" Mrs. Smith.

The big celebration at Petersburg enticed several of the members

away but those present discussed their topics in a very instructive manner. Delightful refreshments were served after the meeting.

The club will meet again Monday, December 10, at the home of Mrs. Charles B. Smith. New officers for the year will be elected. Every club member is urged to make an effort to be present to help in the election of officers for 1929. After the business meeting the remainder of the time will be spent copying patterns from the collection of patterns and toys given the club by Miss Bass and Mrs. Kelley.

PROVIDENCE CLUB

On account of so much rain and the muddy roads the Providence Club has not met since October 23. The next meeting will be held Tuesday, December 11. Every member is urged to be present as new officers will be elected for the coming year. Miss Bass will meet with the club on that date. Every member is urged to bring her home report record and hand in to the secretary.

ROSELAND CLUB ELECTS OFFICERS FOR THE YEAR

Roseland Home Demonstration Club at its meeting held on November 23, elected the following officers for the ensuing year:
Mrs. R. I. Thomas president, Mrs. R. D. Harper vice president, Miss Anna Sims secretary, Miss Lola Barton treasurer.

Mrs. W. A. Whitlock was hostess to the club at this meeting, and nineteen members were present, with Mrs. Madison and Mrs. Malone as new members.

Living room improvement was the subject of the afternoon's study. Miss Bass gave a lesson on the subject and discussed home improvements.

The hostess served delicious cake and coffee.

Lakeview News

Lakeview, Dec. 5.—We had a good attendance at church Sunday. Brother Reed filled his regular appointment and the B. Y. P. U. Sunday evening was also well attended.

The new Methodist pastor, Rev. Jameson, will fill his first regular

appointment next fourth Sunday at eleven o'clock.

Mr. and Mrs. Elmer Roy and children spent Sunday with Mr. and Mrs. Fred Battey of Pleasant Hill. Mr. and Mrs. George Gilpin and Mr. and Mrs. R. H. Conway spent Sunday afternoon with Mr. and Mrs. A. M. Battey.

The Ladies Aid Society will give a social at the home of Lovel Jones Saturday night in benefit of lighting the new church.

If the weather stays fair a while longer, cotton pulling will soon be over in this community.

Blanco News

Blanco, Dec. 3.—The most important news this week is that we are to have a sock supper at the school house Friday night to raise money to put more playground equipment on the school yards, which is sorely needed. Everyone is invited to come and bring a sock or purse with several dollars in it. A nice program and good music will be heard also.

Mr. and Mrs. J. M. Williams visited friends at Tulla Saturday night and Sunday.

Miss Ruby Farley, who is attending school at Lockney, spent Thanksgiving and the week-end with her parents in this community.

Friends in this community have received news of the arrival of twin daughters at the home of Mr. and Mrs. Anna Collier Smith of Lubbock. Mrs. Smith taught school here two terms and they both have many friends here who will congratulate them. Mr. Smith is proprietor of the Dandy Bakery in Lubbock.

Mr. and Mrs. Finch, of Sand Hill, visited in the G. B. Smith home Sunday.

Mrs. W. R. Daniels and children attended Sunday School and church in Floydada Sunday.

D. R. Badgett and family, J. W. Dalton and children of Starkey, Charlie Henderson, Mrs. Holeyfield and children, and Miss Annie Kelley of McCoy, were visitors in the Will Snell home Sunday.

The young people enjoyed a party at the home of W. R. Daniels Wednesday night, and Horace Simpson's Friday night.

Prof. R. M. Morgan and family, of McAdoo, visited in the P. E. McCarty home Sunday.

Mr. and Mrs. L. C. Wheeler had as their guests Thanksgiving Mr. and Mrs. P. E. McCarty, Miss Mildred Wilson, Mr. and Mrs. Andy Wooten and little son, Donald, of McAdoo.

Carlos Walker of Seagraves, who is a nephew of Mrs. L. C. Wheeler, spent the week-end visiting them.

Elza Cates and family of Kress, W. A. Cates and wife of Floydada, spent Sunday visiting in the W. C. Cates home.

Bob Gollyhon and family visited friends at Abernathy Sunday.

Everett and their cousins, Pauline and R. C. Day.

TO OUR FLOYD COUNTY FRIENDS

We wish to express our sincere appreciation to our many friends for their kindness and beautiful floral offering extended us at the death of our mother, Mrs. M. J. Stegall.

P. G. Stegall and relatives.

STRAW MULCH—A GOOD COVER FOR THE STRAWBERRY BED

A "blanket" for the strawberry bed should be provided to protect the plants from the severe drying winds of winter and from injury due to the "heaving" action of the soil moisture. Some sort of a mulch covering is advisable, especially in the northern part of the Middle West, or in regions where alternate freezing and thawing occurs in early winter and in the spring. Some muck, clay, and sandy loam soils from which the water does not drain readily, are especially notorious as "heavers" when roots broken so they will dry out and die. Among the materials used for mulching are stable manure, straw, pine needles, wild hay, and crops grown for the purpose. Straw is perhaps more commonly used than any other material. It should of course be free from grain and weed

seeds. In general the time is as soon as the ground hard enough to bear working when the plants have ceased growth. The mulch should be tilled over the beds so that some fall on the plants, but more of it between the rows. In the spring the plants will grow up through the straw, and the berries will thus be kept clean.

Many Miracles

The world is so full of miracles and all life is so essentially mysterious that we should be slow to assert that wild creatures have no consciousness of God.—The American Magazine.

Treadmill Fans

Many thousands stick to the treadmill simply because work has become with them a nervous habit and they can see nothing else that would fill their lives.—Farm and Fireside.

Human Nature Speaks

The present fashion for slender females is not based on human nature.—Farm and Fireside.

A Popular Route

"Wantin' your wife to dress like other women," says Abe Martin in Farm and Fireside, "is one o' the popular routes t' insolvency."



Two Cars of Furniture

Two cars of furniture have just been unloaded and we are ready to show you the most complete line of furniture at best prices to be obtained anywhere. Make your selection while the stock is complete. Until Christmas, we remain open at night. You will not know our quality and price until you know at first hand. Some bargains at close out prices, the latest merchandise at lowest figures. We are glad to show you.

Kirk & Sons

CALL 84

NORTH SIDE SQUARE

Great Christmas Merchandising Exposition!

C. R. HOUSTON COMPANY

FLOYDADA, TEXAS

THROWS THE DOORS OPEN TO ONE OF THE GRANDEST STORE-WIDE MERCHANDISING EVENTS FOR THE CHRISTMAS SHOPPERS THAT THE PEOPLE OF WEST TEXAS HAVE EVER KNOWN. IT'S GOING TO BE A GRAND GALA EVENT!

SELLING MERCHANDISE OF THE HIGHEST CLASS—NEW AND UP-TO-DATE— AT PRICE REDUCTIONS THAT WILL STARTLE AND STAGGER ALL FORMER ATTEMPTS!

THE WHOLE STORE IS TO UNDERGO A GREAT RE-ARRANGEMENT FOR THIS GREAT SPECIAL OCCASION. GREAT DISPLAYS OF MERCHANDISE—TABLES AND COUNTERS PILED HIGH WITH THE SEASON'S NEWEST WEARING APPAREL, DRY GOODS, SHOES, ETC., AT UNHEARD-OF PRICES THIS SEASON OF THE YEAR.

Come Early and Get The Bargains

SALE STARTS
FRIDAY
9 A. M.

C. R. HOUSTON COMPANY

SALE STARTS
FRIDAY
9 A. M.

CARD OF THANKS

We deeply appreciate the thoughtfulness of Mr. and Mrs. A. W. Chowning and the numerous other friends and neighbors who re-membered us on the eve of our departure from this county, with such a bountiful feast as was spread at the Chowning home Thanksgiving night.

The numerous remembrances, the friendships and good wishes as expressed that evening have bound us

even more closely than ever to our good friends of this community.
Mr. and Mrs. W. H. Penix.

Mr. and Mrs. Arthur Savage and little son, Kyle, arrived here Friday to make their home. They have lived in Amarillo for the last three years, having moved there from Floydada. Mr. Savage will be Chevrolet salesman with Motor Supply and Mrs. Savage will be employed at Martin Dry Goods Co.

The Hesperian \$1.50 per year.

Fruitful And Beautiful Home Grounds

Every home can raise fruit and have beautiful trees, evergreens, and flowering shrubs.

We are making a special offer for peach trees and roses.

Free Landscape Planting Plans

Planting plans for individual homes, churches, and schools furnished without charge.

Write for free catalogue. Fill in and mail coupon below. Mark X opposite paragraphs desired.

Ramsey's Austin Nursery,
Austin, Texas.
Gentlemen:- Without obligation—
Send me free catalogue
Send me special offer for peach trees and rose bushes
Send me information about free landscape plan
Name _____
Address _____

Ramsey's Austin Nursery

Bringers of Bounty Builders of Beauty
AUSTIN, TEXAS

Slaton Tigers Victorious In Turkey Day Game, 12-13

Whirlwinds Taste Defeat by Slaton For Fourth Time in Thrilling Grid Clash.

"Veni, vidi, vici!" History ascribes to Caesar the words "I came, I saw, I conquered." Now it may be said of the Slaton Tigers. They came, they played, they conquered. They came by special train, they played the hardest game they have played this season. And they conquered by the margin of only one point. Score Floydada 12, Slaton 13.

Before a frenzied crowd estimated at between two thousand and twenty five hundred, the annual Turkey Day clash between the Slaton Tigers and the Floydada High Whirlwinds resulted as three other Whirlwind-Tiger games have resulted during the past five years. Only once has Floydada defeated Slaton during the past five seasons that they have clashed on Thanksgiving. This season was the first year that the championship of Class B football of District Two was not at stake.

Although they were not battling for a crown, the Whirlwinds played their best game Thursday. They were fighting tradition. An effort to break down the record of Tiger victories. And both the high school and the Floydada fans were pleased with the showing the local lads made, even though it was another defeat.

Climax Football Season
The Turkey Day game brought a climax to the 1928 Whirlwind football season. Starting the season with a raw team, one of the rawest this school has seen in years, Coach Jones' eleven have gloried in five victories, they have suffered three defeats, and have held two squads to a tie game. Not an outstanding record, but a fair showing, and a promise of a better team next season.

Thursday's activities started at 2 o'clock upon the arrival of a special train loaded with more than two hundred fifty Slaton football fans. As the visitors dismounted from the train, they were given a loud welcome in voice and in print. The crowd immediately began to grow, and before the starting whistle at three o'clock, more than two thousand football mad fans were swarming in the Floydada Ball park.

Clean Grid Classic
Slaton's victory could be credited to but one thing—they had the best team. This was a point of argument throughout the entire game. Floydada scored in the first quarter and failed to kick extra point. Slaton scored in the second quarter and kicked for extra point. Floydada scored again in the second quarter and again failed to kick extra point. The Whirlwinds were the favorites at the end of the half with the score 12 to 7.

A Tiger rally in the third quarter netted the final touchdown, and thus the game stood to the finish. The Whirlwinds tightened up in the last quarter and neither team could approach as near as the twenty yard line to their opponent's goal. The game ended 12 to 13, and the gridiron fans had witnessed a tough battle, and experienced many thrills.

Unlike other Whirlwind-Tiger clashes, this game did not bring out one or two outstanding stars, but on the otherhand, it brought out a number of outstanding stars. Two members of the Tiger backfield were exceptionally good. Woolever, full back, and Cannon, quarter, probably gained most attention with their stellar plays. These two men, with Austin, half, made many beautiful gains. They seldom hit the line for less than three or four yards, and often broke through for ten, twelve or fifteen yards. Austin was exceptionally good in a broken field. Cannon's passes to Austin were long and were very dangerous to the Whirlwind defense. Nowell and Scott, ends, were good Tiger defensive players.

Nelson Best Whirlwind
On the Green and White eleven, Pete Nelson was easily selected as the steller player. Nelson smashed through the line, raced around end, and darted through a broken field for many good gains and a number of first downs. Welbourn and Porterfield each played a good game, as did Dave Luttrall. On defensive plays, Terry, Summerville and Green were the outstanding line men. One of these three men nailed his man every time. Starks Green came into the lime-light in the fourth quarter when Austin threw off four tacklers in broken field run and had an open field for thirty yards to the goal line. Green sprinted and jumped and Austin came to a dead stop. McAda and Newsome also came in for some of the glory on defensive plays.

Floydada's first counter came as the result of off-tackle plays by Nelson and Welbourn from mid-field. Nelson carried the ball to the one yard line, and Welbourn crossed the chalk line. Scott, Slaton end, made a beautiful broken field run for 24 yards for a touchdown, in the second quarter, but was called back for an off side. Woolever and Austin made a number of beautiful plays and carried the pigskin across

for the Tigers first counter. Floydada's second touchdown came as the result of a 21 yard run around end by Welbourn. Woolever carried the ball across the line for Slaton's last touchdown.

Summary and Line-ups
A summary of the Turkey Day clash shows that the Tigers made sixteen first downs and the Whirlwinds eleven. Out of sixteen passes attempted by the Tigers, five were completed and two intercepted. Floydada completed four out of eleven attempted and none intercepted. Slaton punted nine times for an average of 37½ yards and Floydada punted eleven times for an average of 36 yards.

The starting line-up of the two elevens was as follows: Slaton—Ardie Nowell, left end; Claude Gentry, left tackle; Ronald Woolever, left guard; Woodson Armes, center; Sam McMennamy, right guard; Raymond Dunn, right tackle; Cecil Scott, right end; Otis Cannon, quarter; Demp Cannon, left half; Cecil Austin, right half; and Gerald Woolever, full back.

Floydada—Harold Terry, left end; Winfred Newsome, left tackle; Robert Carter, left guard; Chas. Matthews, Center; Starks Green, right guard; Hansel McAda, right tackle; Theron Summerville, right end; Harold Porterfield, quarter back; Dave Luttrell, left half; Pete Nelson, right half; and Howard Welbourn full back.

Pep Squad in Action
Both Slaton and Floydada high schools were represented by two crack pep squads. The visiting squad of thirty-five girls was uniformed in purple and white sweaters and caps. A human may-pole stunt between halves was exceptionally good.

F. H. S. Green Peppers, one of the best organized pep squads in this district were on the job—all fifty of them. Their well drilled formations between halves was beautiful, and their yells were loud and clever. Some twenty-five pieces of the Floydada Municipal Band assisted the pep squad.

Excellent sportsmanship and friendly feelings existed throughout the day, although keenest rivalry was shown between the two schools. Floydada High School students met the visitors at the train and distributed a small pamphlet containing greetings and welcomes from Floydada citizens. Special greetings contained by the pamphlet were from Ed Bishop, Chamber of Commerce Secretary, W. E. Patty, Superintendent Floydada Schools, Lucile Hill, Director F. H. S. Pep Squad, and Howard Welbourn, Captain of the Whirlwinds.

Preceding the starting kick-off of the game, a large box of chocolates was presented to Gerald Woolever, Captain of the Tigers. Miss Thelma Covington, pep squad leader, made the presentation with the compliments of the F. H. S. Pep Squad.

ROTARY HEARS HOUGHTON IN NEW ROLE AT LUNCHEON

Dr. Houghton, who has gained somewhat of a general acquaintance over Floyd County as a pill roller appeared in a new role at last Wednesday noon's session of the Rotary Club, when he was cast by the program committee as a fiddler.

The doctor, with P. D. O'Brien playing the second on the piano, played old-time melodies, responding to encores two or three times.

The club heard Judge Wm. McGehee discuss the proposed road bond issue for the county to be voted upon on December 18. The proposal will stand investigation, study and the searchlight of criticism, and should carry by an overwhelming majority, he told his hearers.

Higgins Battery and Electric Co.

Shamrock Radios, Radio, Automobile and Battery Service.
First Door North of Post Office

NOW NEW LONG LIFE
50% GREATER Reserve POWER
NATIONAL BATTERIES

Turner Battery & Electric Co.
Day and Night Garage

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, Tex.

CARD OF THANKS

We wish to thank our friends in the Wake community for their many deeds of kindness and the beautiful floral offerings given us at the death of our darling daughter, sister, granddaughter, niece and cousin. We also wish to express our deep gratitude to the kind people of Floydada. Especially do we wish to extend our thanks to the doctors and nurses at the sanitarium, Mr. Harmon, Mrs. Burrus, W. C. Grigsby, and Reverend O'Brien and the choir of the Baptist Church.

Mr. and Mrs. R. E. McIntosh, Kent McIntosh, Mr. and Mrs. J. H. White, Mr. and Mrs. W. W. White, Mr. and Mrs. L. S. White and family,
Dr. and Mrs. G. G. Harris and family.

Miss Velma Terry, teacher in the Post Schools was here on a visit with her parents, Mr. and Mrs. J. R. Terry, during the Thanksgiving holidays.

Mr. and Mrs. A. D. Cummings spent the Thanksgiving holidays in Canyon with relatives.

Read The Hesperian for the news of Floyd County.

McGuire & Weatherly
"The Store For Men"
Cleaning and Pressing
Phone 66
We Call for and Deliver

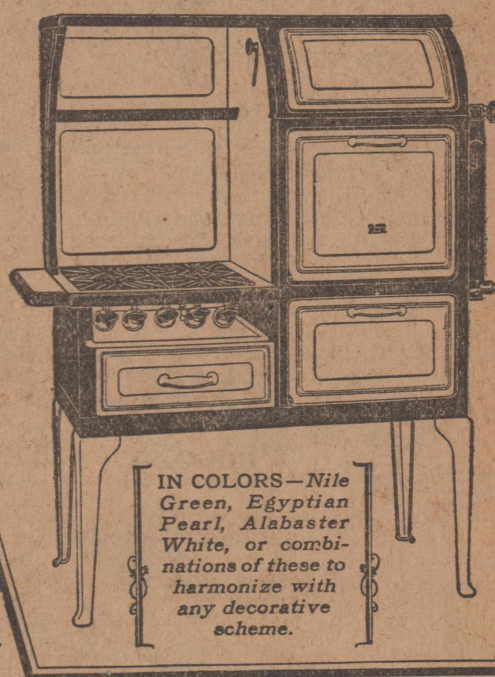


eggs tell
FEEDS may look alike, but egg records tell which feed costs less and pays more. Feed Purina Poultry Chows and you'll give your hens a feed they can turn into eggs at the lowest cost. Order Purina now and get the proof in your own figures by keeping tab on the egg record card we give you free.



Floydada Mill & Elevator
Panhandle Produce & Cream Co.
Sub-Dealers

How to get a turkey--Free!



Unless the Gas Range has a RED WHEEL it is NOT a LORAIN



Mr. Husband:—

This is a gift that your wife will appreciate. The Clark-Jewell Range is used in over 1400 schools for domestic science.

A turkey for Xmas with each range purchased—and you can use the spaced payment plan—10 per cent down and six months to pay—

Your entire Xmas dinner on a new gas range and you cook with the economical fuel.

Buy your wife this range for her present and see her cook a whole meal at one time.

Leisure hours means that this is a wonderful gift.

Come in and select hers today—a size for every kitchen and a color for every taste.

"If It Uses Gas We Have It"

West Texas Gas Company

PHOTOGRAPHS
Live Forever



There is one gift that is never duplicated

WITH all the money stored in the mint there is ONE GIFT no busy holiday shopper could possibly buy—your photograph. It is a priceless possession that makes only a modest demand on your bank balance. Arrange your appointment now.

WILSON STUDIO



Dougherty News

(By Miss Lottie Ellison)

NUMEROUS PROSPECTORS AT DOUGHERTY THE PAST WEEK

We are glad to report that everything is looking more and more favorable for Dougherty. There has been a great many prospectors in town this week, all of whom were favorably impressed with our new town.

R. E. Campbell, of Stamford, accompanied by Sterling Price, of Matador, the sheriff-elect of Motley County, was in Dougherty looking for a location. Both men seemed pleased with the prospects of this town, as is evidenced by the fact that Mr. Campbell bought three lots, and expects to build in the near future.

C. E. Cantrell, manager of the City Garage is moving to Dougherty this week. Mr. Cantrell will live in the Sam Tapper house on Motley and Crosby Streets.

CHAMBER OF COMMERCE IS ORGANIZED AT DOUGHERTY

The citizens of Dougherty have organized a chamber of commerce. The problems of the town and vicinity will be thoroughly considered, and every effort will be made to further the progress and growth of this town. The following officers were elected: J. E. Newton, president; Martin Duvall, vice-president; Lottie Ellison, secretary. The second meeting of the organization Tuesday night adopted constitution and by-laws.

SOUTHWESTERN INSTALLS TOWN'S FIRST TELEPHONE

The Southwestern Bell Telephone Company have been at work on the long distance telephone line from Floydada to Dougherty and the first of this week the first telephone station was installed in the Dougherty Grain Company office. Six men have been at work on the line and all the installations of telephone stations are expected to be completed soon, if weather permits.

DOUGHERTY POST OFFICE HAS BECOME A REALITY

A post office at Dougherty has been established with Mrs. Grace Orner, formerly of Spur, as the postmistress. The new office is at a convenient location to the people of the community and its coming is welcome to the people of the city.

WORKERS' COUNCIL MEETS

Workers' Council of the Floyd County Baptist Association met in their monthly session at Fairview Friday, December 4. Rev. E. D. Dan, Lockney pastor, delivered sermon.

W. R. E. Bost entered his work as missionary of the association. Center will be the next meeting place, January 8.

CITY PARK CHURCH OF CHRIST

Bible study from 10:00 to 11:00 a. m. Preaching at 11:00 a. m. and 7:00 p. m. by Brother H. P. Cooper. Everybody invited.

F. C. Harmon attended the opening of the new Plainview Undertaking funeral home in Plainview Sunday afternoon.

Venita Borum and Mary Ann Kimble visited Dorothy Hall in Plainview Sunday afternoon.

Mr. and Mrs. M. B. Cavanaugh visited in Plainview Sunday.

Elder H. P. Cooper of Spur moved with his family Friday. He will be minister at the City Park Church of Christ.

E. C. McReynolds made a business trip to Amarillo last weekend.

Mrs. Cayson Jones and daughter, La Rue, Mrs. Bonnie Curry and J. D. Curry of Friona were guests of their aunt, Mrs. A. W. Chowning during Thanksgiving holidays.

Frank Luttrall of the U. S. Navy left this week after a visit here with his brother, J. D. who has been seriously ill. The latter is now much improved, and was removed from the sanitarium to his home.

BORN—to Mr. and Mrs. G. I. Gudy, December 3, a boy.

Too Late To Classify

GOOD SALARIES and broad opportunities are constantly open to Draughton graduates. Write for proof and Holiday Offer. Draughton's College, Box C, Abilene, Texas.

WANTED! Ambitious, industrious white person to introduce and supply the demand for Rawleigh Household Products in Floydada and other nearby localities. Make sales of \$150 to \$600 a month or more. Rawleigh Methods get business everywhere. No selling experience required. We supply products, sales and advertising literature and service methods—everything you need. Profits increase every month. Lowest prices; best values; most complete service. W. F. Rawleigh Co., Dept. TX14422, Memphis, Tenn. 4127

POSITIONS—Over 500 calls annually. Write for proof and Holiday Offer. Draughton's College, Box C, Abilene, Texas.

WARD TIMES for office help must go on. Over 500 calls annually. Write for proof and Holiday Offer. Draughton's College, Box C, Abilene, Texas.

EX-SERVICE MEN FORM TEMPORARY ORGANIZATION

At a meeting last week a temporary organization of the ex-service men was formed. This organization is for the purpose of investigating the work and plans for the future organization of an American Legion Post. Martin Duvall was elected temporary chairman, and M. H. Dean, secretary. Names for this post will be considered from friends and relatives of deceased soldiers of this county. Address all communications to the editor of this paper.

NAMED TOWNSITE AGENT

Mrs. Martin Duvall is now an authorized agent for Dougherty property, both in and out of Dougherty.

CONSOLIDATION OF SCHOOL DISTRICTS BEING STUDIED

The subject of consolidation of the Newland and Mayview districts is being earnestly considered, and action is being taken in this matter. The consolidation of these two districts will not only mean a great deal to Dougherty, but will mean much more to the people of the surrounding country. This will be one of the best school districts one will be able to find.

J. A. Patterson of Lakeview, was in Dougherty Tuesday and bought a five-acre plot, also a business lot. Mr. Patterson is interested in the building of a machine shop in Dougherty.

Mr. Hammonds from Crowell shipped a car load of maize from Dougherty last week.

The Dougherty Grain Co. loaded a car of maize Tuesday.

Much cotton is being shipped from Dougherty this week.

Miss Mary Edwards, daughter of Mr. and Mrs. H. E. Edwards, left last week for Lubbock where she will enter 'tech to complete her work for an A. B. degree. Miss Edwards has been teaching this fall.

Mr. and Mrs. J. A. Jones, south of Dougherty, have installed a Delco light system in their home. They are now enjoying the conveniences of electricity. Mr. and Mrs. Jones have also purchased a new Essex car.

Mr. and Mrs. J. A. Jones, accompanied by Mr. Jones' sister, Mrs. Mattie Martin, made a trip to Floydada Friday.

Mr. and Mrs. U. E. Cook have moved to Dougherty. We welcome them to our town.

Fred Blasingame is here on a visit with his brother, G. R. Strickland and family, after having served a number of years in the navy. His home is at Oklahoma City.

Mr. and Mrs. Leland Hannah and little daughter Patsy, of Munday spent the Thanksgiving holidays with Rev. and Mrs. P. D. O'Brien.

Mrs. F. C. Harmon and children, F. C. Jr. and La Nell, returned Tuesday from Oklahoma City after a weeks visit with her brother, J. B. Sanderson.

W. T. Beasley left Saturday for San Angelo, after a stay here of several days. Mrs. Beasley came over Saturday morning and returned home with him.

RURAL SERVICE COST ONE OF BIG PROBLEMS

In its broadest aspects the rural electrification problem is one of finding uses for electricity on the farm which will insure a volume utilization of current sufficient to justify the service at a price the farmer is able to pay and the power company is able to accept.

The cost of delivering the current to the farm is several times the cost of generating it. Rural lines cost from \$800 to \$2,000 per mile to build. Assume a typical case where a mile of line serving three farms cost \$1,200. The lone item of interest at 6 percent amounts to \$72 per year.

If each farm uses 400 kilowatt-hours per year, the charge for interest will be 6 cents per kilowatt-hour, which may be five or six times the cost of generating it. Now if each farm should use 3,000 kilowatt-hours per year, the charge of generating would remain the same but the interest cost would be reduced to .8 of a cent per kilowatt-hour.

In the last analysis, low-priced electric service on the farm depends primarily upon spreading the fixed charges necessary to make it available over a large number of kilowatt-hours.

SEXES ARE SEPARATED IN FRENCH SCHOOLS

Schools in France for the most part are not coeducational, but in some places they admit both boys and girls. In maternal schools any child under six may attend. Each commune is expected to maintain at least one elementary primary school. In small communes the schools are of necessity mixed, but where two or more schools are supported the usual practice is to separate the sexes. The superior primary schools, the secondary, normal, and technical schools are usually not coeducational. Schools for boys are generally taught by men and schools for girls by women, but some courses in secondary schools for girls are given by men teachers. The proportion of women teachers is increasing. The universities of France are open to both men and women.

FOREIGN-BORN WORKMEN STUDY ENGLISH

More than 25,000 foreign-born men and women from 47 countries attended Americanization classes in Massachusetts during the school year 1926-27. A constant effort is made to bring education to the people, and of 1,438 classes conducted 207 met in homes, 258 in neighborhood centers, 166 in factories, and 807 in evening schools. In some factories the adult aliens employed meet three times each week for instruction in English. They assemble at noon, as soon as lunch is eaten, for a class session of from 30 to 40 minutes. Sometimes a schoolroom is provided for them by the management of the factory. The classes are conducted in cooperation with the State Department of Education.

Harry W. Wall, manager of the Southwestern Business College of Snyder, was a business visitor in Floydada Wednesday. Mr. Wall was favorably impressed with Floydada and stated that he was considering the establishment of a college in this city.

Mrs. J. L. Bruner of Denton, came Saturday for a visit with Mrs. E. C. Henry. She spent Tuesday and Wednesday in Plainview visiting with Mrs. B. F. Jarvis and Miss Lucy Ross.

Quails Scarce In West Texas Zone

Quail hunters of Floyd County are "up a tree," figuratively speaking. Open season on quails in the north-west zone of Texas began last Saturday, December 1. Hunters and hunter supplies are plentiful, but the hunted is limited. Scarcity of quails all over this section of the state is noted, although local hunters are having fairly good luck in the "brakes country." Local hunters who just "must have their quail meat" must travel many miles to get into the big hunt. And even then, it is probable their bag will be limited.

"And don't forget your license," officers are warning. Penalties for violation of the game law range from \$10 to \$100. The quail season closes January 16.

BOXES IN DRUG STORES FOR REMEMBRANCE OF SOLDIERS

Disabled veterans of the world war who are in hospitals at Kerrville, El Paso, San Antonio will be remembered with Christmas boxes from the local American Legion Auxiliary, according to plans made at their meeting Monday night. A box will be placed in each of the drug stores and one at the American Legion home for the convenience of others who wish to contribute to these Christmas boxes for the ex-soldiers.

It is especially requested that all edibles be excluded from the gifts. A list of gifts which will be acceptable is given:

Stationery, books (new), postage stamps, combs, hair brushes, bed room slippers, No. 7 to 10, games (checkers, etc), gloves, garters, ties, jewelry (cuff links, etc), talcum powder, tooth brushes, bed slippers of outing flannel, bed socks, woolen, bath robes, medium size, magazine subscriptions, pen pencils, etc., cigarettes, tobacco, safety razors, blades, toilet water, pipes, flower vases; socks, belts, shaving cream, laundry bags, writing, or lap boards, mirrors, chewing gum and mints, clothes brushes, ash trays, coin purses, handkerchiefs, mufflers, novelties, tooth paste, comfort kits with sewing, articles, etc, pint thermos bottles, nail files.

Read The Hesperian for the news of Floyd County.

HOME NEARS COMPLETION

The new home of Mr. and Mrs. Edd Johnson on West Mississippi Street is nearing completion. It is being constructed by Contractor W. A. Ground.

The residence is of Spanish type.

EFFECTIVE MUSIC TEACHING IN CALIFORNIA TOWN

A boys' chorus of 160 voices has been organized in the Santa Ana (Calif.) schools. Members are selected on the basis of musical ability, scholarship, and citizenship rating. Their ages range from 9 to 16 years, and unchanged, changing, and changed voices are included. The costume of the chorus was designed by the director of art of Santa Ana schools, and follows somewhat the Russian design, having a smock of orange County, white trousers, and black ties. The boys have acquired a large repertoire of selections by standard composers. They have sung in concert on several occasions and have given five programs over the radio.

FINES USED TO BUY CULTURAL OBJECTS

Small pieces of statuary, reproductions of famous works of art, colored prints of paintings by old masters, and post cards from noted places in Europe were purchased from part of the proceeds of fines collected on overdue books from the library of Richard J. Reynolds High School, Winston-Salem, N. C. The pictures and statuary were selected by three teachers of the school who went abroad last year, and they are of special value in the study of English, history, and art. It is expected that as other teachers travel abroad in the future they will be commissioned to make similar purchases, and the money paid by the students in fines will thus be returned to them in the form of cultural objects.

PRaises Wilson's Stand on POLITICS in WARTIME

Woodrow Wilson's ability to differentiate between politics in peace and war is praised by his one time enemy in The American Magazine when Brigadier General Henry J. Reilly, O. R. C., in discussing the wartime president, calls him "the greatest war leader of them all." Listing as Wilson's four greatest wartime decisions, his selection of

and reliance on his generals, his proposal of and demand for the Selective Service Law, his unification of the American Army under one chief and his patience in preparing to strike the first blow in France, Reilly declares that these are "Tenets designed to win a war." He declares that the testimony of Generals Pershing, Bliss and March regarding Wilson endorse what he has to say.

It proclaims the wartime president, says General Reilly, "free from a fault which is common to most statesmen—a fault which has

caused more defeats in war than has had generalship in battle. This fault is the failure to understand that the methods which make for a successful political career in peace are exactly the opposite of the methods which bring victory in war."

General Reilly was, prior to American entrance into the war, one of Wilson's most severe critics. Rev. and Mrs. F. L. Davis were guests of Mr. and Mrs. C. J. Smith of the Hillcrest community, from Monday until Wednesday.

Gifts that "Plug in"

Every electric appliance displayed in this store has a special place in the well-managed home... a special duty to perform in eliminating household drudgery.

Gifts that "plug in" are gifts that will be appreciated.

Texas Utilities Company

ADVERTISING Is NOT An Added EXPENSE!

Advertising Puts the Customer You Want to Reach—In Your Reach



Advertising is an improved and modern way of distributing your merchandise. It takes the place of the old, slow, costly and inefficient methods of the past.

If you knew of a Clerk you could hire whom thousands and thousands of other Merchants had employed and made big profits on, would you hire him providing the salary he asked was reasonable? Would you consider \$50 per week salary you paid him **ADDED EXPENSE** or would you consider it a wise investment?

Do you consider the rent you pay **ADDED EXPENSE** to merchandizing or an essential?

Do you consider the electricity you burn, the window trims you arrange and the interior improvements you make **ADDED EXPENSE** and loss of time or necessary?

Do You Know How To Advertise?

Many merchants do not advertise because they say they don't know anything about it. If you don't know shoes, stoves, flour or automobile tires and you should see a future for the item in your store, wouldn't you give it some thought?

This newspaper makes it a business to study merchandizing methods. We are alert to the needs and requirements of the local merchants and are anxious to assist in any way possible with your advertising problems. We will prepare your advertising and advise with you and there is no charge for this service.

We will be glad to help you work out your advertising program, and our services are free.

Its Nearly Christmas Time Again

And this store is brimful with more coming of seasonable things for the holiday dining table, as well as the—

CANDY, NUTS, FRUITS AND OTHER GOODIES

For the kiddies' stockings that Old Santa Claus will be needing.

It's only fifteen shopping days until Old Santa Claus will make his annual visit to the homes and that's a fact to bear in mind.

At this busy Christmas season, we are mighty proud of the fine list of good customers we have. It's barely possible that we may not give you just the kind of service on every order that you'd like to have. If so, we hope you'll call it to our attention.

Remember, we want your business and strive mighty hard to deserve it.

City Market & Grocery

Howard & Maxwell Props. Floydada, Texas
Our Telephone No. is 118

Floyd County Hesperian

TELEPHONE NO. 8 OR 58

SOCIETY

Dinner at McCravy Home Honoring Visitors.

Mr. and Mrs. Roy McCravy and sons, Leon and Leonard, of Taft, California, were honored with a turkey dinner last Sunday at the home of his parents, Mr. and Mrs. L. E. McCravy of the Lakeview community, whom they are visiting.

Those attending were: Mr. and Mrs. Charlie Bradford and children, Myrtle, Mabel, Delza, Tinnie, Floyd, Houston, and Geneva; Mr. and Mrs. W. B. Jones and children, Lela, Mace, and Inez; Mr. and Mrs. E. E. Slaughter and children, Cecil, Milard, Barrie, Leslie, Virgie, Katherine and Fay, of Plainview; Mr. and Mrs. J. F. McCravy and children, Edna, L. B. Loyce, Willie, J. T. and Thurston, of Ralls; Misses Mary Wilson and Alice Anglen of Plainview; Mr. and Mrs. Tate Jones, Mrs. H. B. Hambricht, Mr. and Mrs. O. Z. Smyth and son Jimmie; Mr. and Mrs. Roe and daughter, Helen; Mr. and Mrs. Charley Kelley and sons, Virgil and Curtis; Mr. and Mrs. L. E. McCravy and children, Arthur, Alice, R. B., Bonnie, and J. W. and the honorees.

Teacher Gives Pupils Indian Party.

Mrs. Hazel Hughes gave her second grade pupils of the East Ward School an Indian party Wednesday afternoon, November 28, from 1 until 2:30 o'clock.

The party was very unique in its arrangement and was carried out in true Indian style. The children wore the red man's costume with all of the war paint and feathers to complete the make up. Tents and wigwams were stretched in the open for the two tribes represented.

After a deer hunt in the forest it was found that a number of make-believe animals had been killed. They were carried by the little squaws to the wigwams where a big feast was prepared and a war dance followed.

About forty pupils and visitors were served refreshments in keeping with the occasion.

Mr. and Mrs. Moore Hosts At Thanksgiving Dinner.

Mr. and Mrs. Frank L. Moore entertained a number of friends at turkey dinner Thanksgiving day. House and table decorations carried out the Thanksgiving motif.

Guests were Messrs. and Mesdames Roy Snodgrass, Joe M. Day, J. C. Gilliam, C. H. Davis, T. P. Collins, Luther Fry, John Reagan, Jack Henry, Flynn Thagard, Leon Collins, and Hollis Moore of Slaton. After dinner the party went to the Floydada-Slaton football game.

Friendship Bridge Club Met With Mr. And Mrs. Davis.

Friendship Bridge Club met at the home of Mr. and Mrs. C. H. Davis last Friday evening. Four tables of bridge were in play. Mrs. Aubrey Bishop and C. H. Davis made highest scores.

Sandwiches, pineapple whip, angel cake, and hot chocolate were served to: Messrs. and Mesdames J. C. Gilliam, Knight Dickey, J. A. Arwine, A. B. Keim, Flynn Thagard, Robert McGuire, Aubrey Bishop, and Mrs. R. W. Rosson.

The next meeting will be with Mrs. A. B. Keim Friday evening, December 14.

Christmas Program Given At Rural Club Meeting.

Eleven clubs were represented at a union meeting of Floyd County Home Demonstration clubs held here Monday afternoon. "Christmas Suggestions" was the subject of the excellent program given.

Mrs. John Lloyd, Lakeview, discussed the "Spirit of Christmas." Mrs. Charles Smith and Mrs. M. D. Ramsey exhibited and explained the many Christmas gift suggestions which had been collected by members of the Harmony Club. Probably the best of these was a market

basket filled with home canned products with gay holiday decorations. Others were dolls made of stockings, home made baskets handkerchiefs, boudoir pillows, linen articles, home made doll furniture, and a hen with a holly wreath and Christmas greetings around her neck. Patterns for the hand made articles were given each club.

The program was completed by other suggestions from Mrs. Julia Kelly, Hale County Demonstration agent and Miss Blanche Pass.

Social Calendar

Thursday

T. S. S. Embroidery Club met this morning in all day meeting with Mrs. Leon Collins as hostess.

The 1922 Study Club meets this afternoon at 3:30 o'clock with Mrs. C. H. Davis instead of with Mrs. George A. Linder as was formerly announced.

The meeting of the Owls Club which was to have been held tonight with Dr. and Mrs. Lon V. Smith has been postponed until Thursday night, December 13. The club will meet at 7 o'clock.

Friday

Mrs. Ohmer W. Kirk presents her pupil, Miss Lois Sitton, in piano recital Friday evening, December 7, at 8 o'clock at the High School Auditorium. She will be assisted by others.

K. K. Klub meets Friday afternoon, December 7, at 3 o'clock with Mrs. W. D. Johnson as hostess.

Folia Randerson will be hostess to the Nettowep group of the Camp Fire Girls Friday evening at 6:30 o'clock at her home.

East Ward P. T. A. will meet Friday afternoon, at 3:15 at the school building. A program will be rendered by the pupils of the school.

Monday

The Woman's Missionary Society of the Methodist Church will meet Monday afternoon at 3 o'clock at the church in mission study.

Circles North and South of the Baptist church will hold their respective meetings Monday afternoon, the places to be announced at the church service Sunday morning.

The Woman's Council of the First Christian Church will meet Monday afternoon, December 10, at 3:30 o'clock for a mission program. Mrs. L. H. Dorrell will be leader.

Tuesday

Mrs. Ohmer W. Kirk presents a general program of piano pupils in High School auditorium Tuesday evening, December 11.

Watchlee hoven Camp Fire girls will meet Tuesday afternoon at 4:15 at the home of Mrs. G. F. Klebold.

Wednesday

Mrs. Rip Snodgrass will be hostess to the San Souci Bridge Club Wednesday afternoon, December 12, at 2:30 o'clock.

Miss Minnie Clendennen To Marry In California.

Announcement was made this week of the approaching marriage of Miss Minnie Clendennen, formerly of Floydada, and Leo Newcomb which will take place Saturday, Dec. 8, at the home of the groom's father in Fresno, California.

Miss Clendennen was graduated from Floydada high school in 1923 and went to Fresno, California, where she attended business col-

lege. Since completing her course she has been employed with the Southern California Light and Power Co., there. She is a daughter of Mr. and Mrs. J. A. Clendennen of the Fairview community and a sister of Mrs. Bill Elliott of Floydada.

Auxiliary Elects New Officers.

The American Legion Auxiliary met Monday night at the Legion home and elected new officers for the coming year. Mrs. Thurmon Bishop was elected president; Mrs. Calvin Steen, vice-president; Mrs. W. Luther Fry, secretary and Mrs. J. C. Gilliam, treasurer.

A soldier who is in the hospital at Legion, has recently been adopted by the auxiliary and money sufficient for his fare home and back to the hospital, will be sent to him this week so that he may spend the Christmas Holidays with his family.

Christmas boxes for soldier boys in other hospitals will also be prepared by the Auxiliary.

Wednesday Bridge Club With Mrs. Fry.

Mrs. Luther Fry was hostess to the Wednesday Bridge Club Wednesday afternoon, December 5. A pink and white color scheme was carried out in the decorations, score pads and tallies. Mrs. Robert Eubank got high score in the games.

A salad course was served to the following: Mesdames Homer Steen, Jack Henry, Leon Collins, A. B. Keim, Robert Eubank, John Hammonds and Miss Ruth Collins, members, and Mrs. Thurmon Bishop, Mrs. Ray Dickey, Mrs. John Reagan and Miss Lou Crain, visitors.

Mrs. Jack Henry will entertain the club Thursday night, December 20, at 7:15 o'clock.

San Souci Bridge Club With Mrs. Loran.

Mrs. Terrell Loran was hostess to the San Souci Bridge Club Wednesday, November 28. Mrs. Jeff Welborn and Mrs. W. H. Sharp were guests of the club. Miss Marliou Crain received high score in the games.

A salad course was served to the following: Mesdames Jeff Welborn, Leslie Surginer, W. H. Sharp, Joe M. Day, Misses Garnette White, Mabel Willis and Marliou Crain.

Mrs. Rip Snodgrass will be hostess to the club Wednesday afternoon, December 12, at 2:30 o'clock.

Woman's Council Meeting Held Monday.

The Woman's Council of the First Christian church met Monday in business session. A report was given on the food sale held by the society on Wednesday before Thanksgiving. Plans were made for a Christmas bazaar to be held at the Montgomery building Saturday, December 8.

The next meeting will be held Monday afternoon, December 10, at 3:30 o'clock. A missionary program will be given with Mrs. L. H. Dorrell as leader.

M. E. Society Elects New Officers.

The Woman's Missionary Society of the Methodist Church met Monday afternoon at 3 o'clock at the church in a business session and the following officers were elected for the ensuing year: President—Mrs. J. M. Willson. Vice-president—Mrs. C. R. Houston.

Local Treasurer—Mrs. Wilson Kimble.

Connectional Treasurer—Mrs. George Smith.

Recording secretary—Mrs. Homer McDonald.

Corresponding secretary—Mrs. James Colville.

Superintendent of study—Mrs. W. W. Porter.

Superintendent of Child Work—Mrs. M. Carr.

Superintendent of Publicity—Mrs. Wm. McGehee.

Superintendent of Supplies—Mrs. George Dickey.

Superintendent of Local Work—Mrs. P. M. Felton.

Voice Agent—Mrs. Ella Johnson.

The society will meet again Monday afternoon at the church for their study.

ACIDS IN COMMON FRUITS ARE AIDS TO NUTRITION

Fruits have been recognized increasingly in recent years as important items of the diet, in part because it has been discovered that they are excellent sources of vitamins. However, the fruits have other important constituents, notably the acids, on which much constructive research work has been done in recent years by chemists in the United States Department of Agriculture.

Citric acid and malic acid, usually both in the same fruit, have been found to be the principal fruit acids. The acidity of oranges, lemons, grapefruit, limes, and most of the berries is due almost entirely to citric acid; apples and quinces owe their sour tang almost entirely to malic acid, while peaches, apricots, and pears have a mixture of the two. The blackberry acid is called isocitric, and E. K. Nelson, of the Bureau of Chemistry and Soils, describes this as a "peculiar fruit acid not found elsewhere in nature. Isocitric acid is closely related to citric acid, possessing the same empirical formula but a different structure."

In a table giving the acidity of more than a score of fruits, Mr. Nelson records that the tamarind, with 8 per cent acidity, is the sourest fruit, more than twice as acid as the lemon, with 3.88 per cent. The tamarind's acidity is due almost exclusively to tartaric acid. The grape is the only other fruit with a considerable content of tartaric acid.

Some of the acids are not beneficial to the bodily well-being of the eater, but these, fortunately, exist in the fruits in such small amounts that they are not dangerous. One of these acids which has a somewhat poisonous effect is oxalic acid, which appears in rhubarb. Mr. Nelson found that 100 grains of rhubarb contained less than 2 grains of oxalic acid. The minimum lethal dose of oxalic acid is 60 grains.

NATURAL GAS CENTER MOVES TO SOUTHWEST SHOWING BIG GROWTH

Tulsa, Okla., is not only the 'oil capital of the United States but has become the center of the natural gas industry, according to H. J. Struth, of Cincinnati, editor of Natural Gas.

The rapid development of natural gas properties in the Southwest has brought about a complete change in the status of the natural gas industry. Mr. Struth says, with the result that Tulsa now supplants Charleston, West Virginia, as the true center of the industry. Oklahoma, Texas and Louisiana now supply nearly half of all the natural gas produced in the United States. This is bringing about a period of expansion in those states that has never before been equalled in the history of the natural gas industry.

Ma report recently presented to the natural gas department of the American Gas Association, it was stated that the industry is spending approximately \$171 a minute in drilling new gas wells. An expenditure of \$365,000,000 during the present year will be made by the industry, it is said, for drilling wells, laying new transmission lines, and building compressor stations.

OUTDOOR VEGETABLE STORAGE

A fairly satisfactory home storage pit for vegetables for use in sections where the weather is not extremely severe can be made by half burying a large wooden box in a well-drained and partially protected place in the open ground. The box should be lined with some kind of insulating material such as building paper and several inches of straw should be placed around it to keep out frost and the top protected by a roof of boards or roofing paper to shed the water. An opening should be left on the south side and this kept closed by means of bags stuffed with straw and a covering of boards. In addition, it may be necessary to place bundles of straw or corn fodder over the opening during extremely cold weather. The vegetables may be stored in divisions built into the box or in crates or baskets.

Make hot cheese toast for winter suppers sometimes. For 12 or 14 slices, you will need 1 pound of medium sharp American cheese, 1/4 pint rich milk or cream, 2 eggs, 4 drops of tabasco sauce, 1/2 teaspoon salt, 1 1/2 teaspoons baking powder, and 2 tablespoons of flour mixed with an equal amount of water. Flake the cheese with a fork. Heat the milk in a double boiler, thicken it with the flour and water mixture, and cook for 5 minutes. Add the beaten eggs, the cheese, and the salt. Cook very slowly until the cheese has melted and the mixture is thick and creamy. Allow it to

cool and add the baking powder. Spread on the untreated side of bread that is browned on one side only. Put the mixture on evenly to the very edges, otherwise they will be too hard and brown. Brown the cheese toast delicately under a low gas flame or in the oven. If desired lay a strip of crisp bacon across each slice of cheese toast. Serve immediately.

A number of vegetables are suitable for filling with stuffings of various ingredients. Eggplant, green peppers, large Spanish onions, cymllings, tomatoes, and cabbage are among those often served in this way. Usually the stuffing is made of other vegetables, ground meat, and some starchy material such as bread crumbs, or cooked rice, or spaghetti, to give body. A great many combinations are possible in stuffings and they offer an excellent way to use up small portions of leftovers. For stuffed onions, for instance, the following combination is particularly good—chopped celery, buttered bread crumbs, ground cooked ham, and a little leftover gravy or sauce to act as a binder. Most stuffed vegetables can be prepared early in the day and set aside until it is time to reheat them. For this reason, and because they are tasty and unusual, they are well adapted to "company" meals when one wants something a little out of the ordinary.

Mrs. Kight Dickey made a business trip to Plainview Monday.

Mr. and Mrs. John Hammonds and family spent last week end with Mr. and Mrs. J. M. Parsons of Parnell.

BIG COTTON YIELD MADE BY CROP ROTATION

More than a bale to the acre on six acres of old corn land and only one third of a bale to the acre on land devoted to cotton for the last three years is announced by a San Patricio county farmer, C. B. Elliott of Odem, who has conducted this crop rotation demonstration with P. Donald, the county agent. The acre yield on the demonstration was 665 pounds of lint and on the old cotton land the yield reached only 167 pounds of lint per acre. The six acres of cotton grown on old corn land netted a profit of \$718.20. The land on both tracts was prepared, planted, cultivated and treated the same throughout the year. It was disced and listed last fall, planted the last of February to good seed, cultivated six times, and chopped out and hoed once.

Mr. Elliott declared he is not so proud of this demonstration cotton yield, however, as of the 100, White Leghorn hens left him after a culling demonstration last fall, and of two Jersey cows. He says the hens and cows have fed and clothed his family of three and kept them in ice for the past year.

Season's Monarch

Christmas is the one season of the year when the heart is an unlimited monarch.—The American Magazine.

Miss Mae Moore who is attending Wayland Baptist College, spent the Thanksgiving holidays here with her parents, Mr. and Mrs. R. S. Moore.

Locals and Personals

Born, to Mr. and Mrs. J. E. Mickey, November 30, a boy.

BORN—to Mr. and Mrs. W. O. McDonald, December 6, a girl.

BORN—to Mr. and Mrs. H. N. Powell, November 27, a girl.

BORN—to Mr. and Mrs. R. M. Smith, November 15, a boy.

BORN—to Mr. and Mrs. Ralph Thomas, November 28, a girl.

Waldo Houghton is in the sanitarium recovering from an appendicitis operation performed Tuesday.

Little Imogene Lewallen was removed to her home last Friday after several weeks in the sanitarium receiving treatments for a broken leg. Her condition is very encouraging.

Mr. and Mrs. C. M. Meredith and sons Donald Ray and Jennings Eryant, returned Saturday from a month's stay in Hot Springs where they took the baths. They also visited El Paso and Juarez, Mexico.

Misses Julia and Ona Adams went to Meridian Sunday where they will spend the winter with their sister, Mrs. Dunlap. They were accompanied by Edd Johnson who returned Sunday.

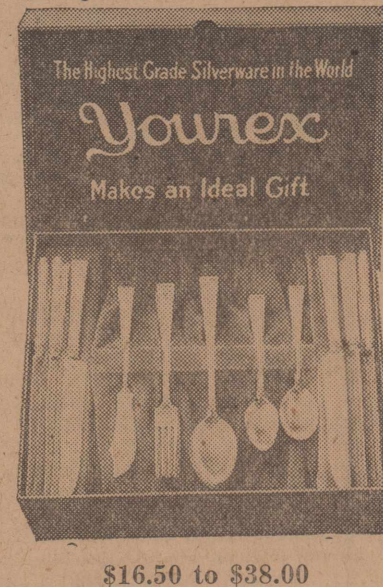
Remington Portable Typewriters write good and last long.

What Matters Most Making better homes raising better children and leading a better life is worth more to society, thinks the woman philosopher in the Woman's Home Companion, than being ten times a chairman and a dozen times a secretary.

Gifts For Every Member of the Family

WE ARE OFFERING BIG SPECIAL DISCOUNTS IN THE FOLLOWING DEPARTMENTS:

- 75% on all white ivory;
- 40 to 50% on Gilbert mantle clocks;
- 50% on box stationery, electric reading lamps and chaffing dishes;
- 10% discount on practically the entire stock;
- We have gifts from almost every leading nation of the world.
- We have a Christmas Gift for you with every \$5.00 or more purchase.



\$16.50 to \$38.00



\$10.00 UP



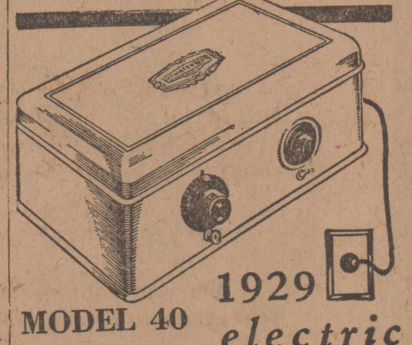
\$15.00 to \$165.00

Wilson Kimble OPTICAL and JEWELRY CO.

THE HOUSE OF CONFIDENTIAL CREDIT FLOYDADA, TEXAS

Engraving

If you have delayed placing your order for Christmas Cards, do not hesitate to order NOW from us. We believe we have facilities to deliver your choice cards to you before Christmas. Either printed or engraved cards delivered at the earliest possible date. Place your order NOW!



MODEL 40 electric Atwater Kent RADIO ... now only

\$117 Complete! Easy Terms if Desired RADIO ELECTRIC CO.

Floyd Co. Nat'l Bank Bldg. Phone 201

CHRISTMAS EDITION MEYER BOTH SERVICE

Just Arrived!

The Floyd County Hesperian Telephone 8

Providence News

(Too late for last week) Providence, Nov. 25.—Born to Mr. and Mrs. W. A. Boedeker, a girl, at the Plainview sanitarium, Nov. 21. Mother and daughter are doing fine but poor little J. D. is wondering if he will have to let little sister ride his kiddy car now.

Most everybody from here was in Plainview last Tuesday evening to see the new train come in.

Mr. and Mrs. Kennedy went to Lubbock last Thursday and Mrs. Kennedy had some dental work done. They returned Friday.

Fred Boedeker and son W. A. were in Plainview Saturday on business.

Mr. and Mrs. Arthur Heyermier and son were in Plainview the past week on business.

The roads are getting so people can go some now. They have been very bad in our county the past month.

J. C. McCarty of Prairieview was in this community Friday of last week.

Locals and Personals

Miss Myrtle Terry, who is teaching at Post this year, with her brother Buford, of this city, spent Thanksgiving Day and Friday at Canyon and Claude, Texas. At the latter place they were guests of Herbert and Lucille Hunt of Claude.

J. I. Finley returned to Floydada Tuesday from Colorado Springs where he made his home the last three years. He will make his home here.

Mr. and Mrs. Frank M. Tye and daughter and Mr. and Mrs. W. O. Tye and children, of White Deer, have been here the past few days on a visit with relatives, including the J. W. Howard family of Starkey and Mr. and Mrs. S. B. McCleskey of this city.

"SPILLED MILK"

There has been a popular impression that a cow should not only be milked regularly but also that she should be milked each time by the same man, which doubtless has had much to do with many persons' distaste for dairy work. Persons who have to milk cows may be heart from statements of U. S. Department of Agriculture dairy specialists, who say that with average to good cows, milking may be one occasionally at irregular hours without any marked effect on production, and that production is practically the same whether the milking is done by the same person or by different ones, provided the various milkers are equally proficient.

Human Contacts If you like housekeeping but want bigger money returns and more human contacts than a house can give you it is logical that a tea room should seem to you to be a good business.—Woman's Home Companion.

People and Worms "When we feel that we are on an equality with the worms," says the old philosopher in The American Magazine, "there is trouble ahead of us."

Hoe Long? "What," asks an art critic in the Outlook, "does the gravely questioning expression of Millet's 'The Man with the Hoe' say to you?" Well, how about "Hoe long, O Lord, hoe long?"—Farm and Fireside.

NOTICE OF ROAD BOND ELECTION THE STATE OF TEXAS County of Floyd, TO THE RESIDENT PROPERTY TAX PAYING VOTERS OF FLOYD COUNTY, TEXAS: TAKE NOTICE that an election will be held on the 18th day of December, 1928, within Floyd County, Texas, to determine if said County shall issue bonds and if a tax shall be levied in payment thereof, in obedience to an election order entered by the Commissioners' Court on the 14th day of November, 1928, which is as follows:—

On this the 14 day of November, A. D. 1928, the Commissioners' Court of Floyd County, Texas, convened in regular session at the regular meeting place thereof, in the Court House at Floydada, Texas, all members of the Court, to-wit:—

Wm. McGehee, County Judge, presiding; and W. C. Hanna, Commissioner Precinct No. 1, F. H. Rankin, Commissioner Precinct No. 2, Walter Wood, Commissioner Precinct No. 3, W. W. Payne, Commissioner Precinct No. 4, Tom W. Deen, County Clerk, and Ex-Officio Clerk of the Commissioners' Court, being present, came on to be considered the petition of J. B. Jenkins, and 105 other persons praying that bonds be issued by said Floyd County, Texas, in the sum of Four Hundred Thousand (\$400,000.00) Dollars bearing a rate of interest to be fixed by the Commissioners' Court not exceeding five and one-half (5½) per cent per annum, and maturing at such times as may be fixed by the Commissioners' Court, serially or otherwise, not to exceed thirty (30) years from the date thereof, for the purpose of construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof and whether or not a tax shall be levied upon all

taxable property of said County subject to taxation for the purpose of paying the interest on said bonds and to provide a sinking fund for the redemption thereof at maturity and

It appearing to said Court that said petition is signed by more than fifty of the resident property owners, taxpaying voters of said Floyd County, Texas; and

It further appearing that the amount of bonds to be issued will not exceed one fourth of the assessed valuation of the real property in said Floyd County;

It is Therefore considered and ordered by the Court that an election be held in said County on the 18th day of December, A. D. 1928 which is not less than thirty days from date of this order to determine whether or not the bonds of said County shall be issued in the amount of Four Hundred Thousand (\$400,000.00) Dollars bearing not exceeding five and one-half (5½) per cent rate of interest and maturing at such times as may be fixed by the Commissioners' Court serially or otherwise, not to exceed thirty (30) years from date thereof, and whether or not a tax shall be levied upon all the property in said County subject to taxation, for the purpose of paying the interest on said bonds and to provide a sinking fund for the redemption thereof at maturity.

The said election shall be held under the provisions of Senate Bill No. 287, passed at the First Called Session of the Thirty Ninth Legislature being an act to authorize any County or political subdivision or road district now or hereafter to be described and defined within any County in this state, upon a vote of two-thirds majority of the resident property taxpayers, voting thereon, who are qualified electors of such County, or political subdivision or road district, to issue bonds in any amount not to exceed one-fourth of the assessed valuation of the real property of such County or political subdivision or road district and to levy and collect Ad-Valorem taxes on all taxable property therein, to pay the interest on said bonds and to provide a sinking fund for the redemption thereof, for the purpose of the construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof.

All persons who are legally qualified voters of this State and of this County and who are resident property taxpayers in this County shall be entitled to vote at said election and all voters desiring to support the proposition to issue the bonds shall have written or printed on their ballots the words:—"FOR THE ISSUANCE OF BONDS AND THE LEVYING OF THE AD-VALOREM TAX IN PAYMENT THEREOF." And those opposed shall have written or printed on their ballots the words:—"AGAINST THE ISSUANCE OF BONDS AND THE LEVYING OF THE AD-VALOREM TAX IN PAYMENT THEREOF." The polling places and the presiding officers of said election shall be respectively as follows:— Election Precinct No. 1, Polling place, County Court Room, Presiding Officer, J. R. Maddox; Election Precinct No. 2, Polling place, Starkey School House, Presiding Officer, J. W. Howard; Election Precinct No. 3, Polling place, Allmon School house, Presiding Officer, H. A. Krause; Election Precinct No. 4, Polling place, Sand Hill School house, Presiding Officer, O. B. Gross; Election Precinct No. 5, Polling place, Lockney City Hall, Presiding Officer, Z. T. Riley; Election Precinct No. 6, Polling place, Aiken School house, Presiding Officer, G. M. Tate; Election Precinct No. 7, Polling place, Providence School house, Presiding Officer, H. J. Ratjen; Election Precinct No. 8, Polling place, Lone Star school house, Presiding Officer, Bert Bobbitt; Election Precinct No. 9, Polling place, Sunset School house, Presiding Officer, R. L. Orman; Election Precinct No. 10, Polling place, Fairmont School house, Presiding Officer, Z. Hawkins; Election Precinct No. 11, Polling place, Cedar School house, Presiding Officer, A. J. Dunlap; Election Precinct No. 12, Polling place, Center School house, Presiding Officer, Walter Sims; Election Precinct No. 13, Polling place, Baker School house, Presiding Officer, W. H. Nelson; Election Precinct No. 14, Polling place, Antelope School house, Presiding Officer, Will Graham; Election Precinct No. 15, Polling place, Lakeview School house, Presiding Officer, Wayne Wright; Election Precinct No. 16, Polling place, Harmony School House, Presiding Officer, W. M. Heard; Election Precinct No. 17, Polling place, Goodnight School house, Presiding Officer, J. W. Taylor; Election Precinct No. 18, Polling place, Barker Building, Presiding Officer, A. J. White; Election Precinct No. 19, Polling place, City Hall, Presiding Officer, E. P. Nelson.

The manner of holding said election shall be governed by the general laws of the State of Texas, regulating general elections, when not in conflict with the provisions of the Statutes hereinafter referred to.

Notice of the Election shall be given by publication of a copy of this order in the Floyd County Hesperian, a newspaper published in this County for three successive weeks before the date of said election, and in addition thereto, there shall be posted by the County Clerk other copies of this order at four public places in the County, one of which shall be at the Court House door, for three weeks prior to said election.

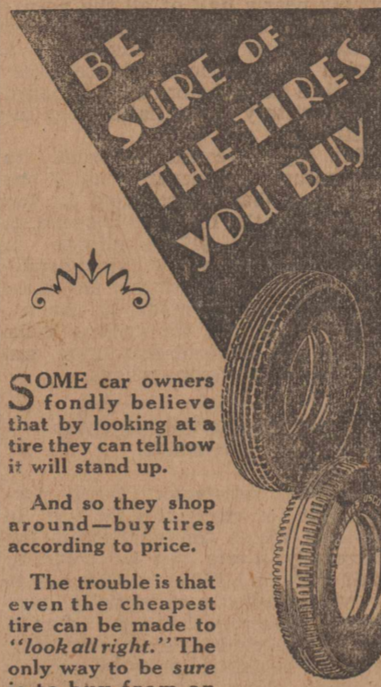
The County Clerk is hereby ordered and directed to give notice of said election as required by law and

orders are reserved until the returns of said election are made by the duly authorized election officers and received by this Court. (Com. Court Seal) TOM W. DEEN, County Clerk and Ex-Officio Clerk of the Commissioners' Court of Floyd County, Texas. 394tc

Over a Billion Deadly Germs in a Single Drop of Water

Germs are so small that there may be as many as one billion, seven hundred million of them in a drop of water. And just a few of these tiny germs, if they get into your blood through a cut in your skin, may make you so sick you will be in bed for weeks—may cause the loss of a limb through blood poisoning—may even infect you with that most dreadful and fatal of diseases, lockjaw.

Just because you can see no dirt in a cut does not mean that it is clean. You cannot see germs. The only safe and sane thing to do, is to thoroughly wash every cut, no matter how small, with Liquid Borozone, to kill the germs, and then dust it with Borozone Powder, to hasten the healing. Liquid Borozone costs 30 cents, 60 cents, \$1.20 and \$1.50; Borozone Powder, 30 cents and 60 cents, and can be had at FLOYDADA DRUG CO.



SOME car owners fondly believe that by looking at a tire they can tell how it will stand up. And so they shop around—buy tires according to price.

The trouble is that even the cheapest tire can be made to "look all right." The only way to be sure is to buy from an authorized dealer—the established agent of a reputable concern.

We sell United States Tires. They are a quality product, fairly priced.

Call on us and be sure of the tires you buy.

Floydada Hardware & Grocery

United States Tires are Good Tires

Public Sale

At my place 3 miles east of Floydada on the Matador Road, beginning promptly at 10 a. m.,

Wednesday, Dec. 12

Will sell the following described property:

- Dairy Cattle
 - 12 Head Good Grade young Jersey Cows; some fresh, some strippers;
 - 3 Good grade Springing Jersey Heifers;
- High Grade Hogs
 - 3 White Gilts, subject to register;
 - 1 White Boar, subject to register;
 - 3 Red Gilts;
 - 1 Red Junior Boar.
- Hens and Pullets
 - 2 or 3 Dozen White Leghorn Hens and Pullets;
 - 2 Dozen Rhode Island Red Hens;
 - Some young red roosters.
- Mules and Horses
 - Several head mules ranging from 6 years old to smooth mouth;
 - Several head of Mares, ages 5 years old to smooth mouth;
 - Several weaner and yearling colts.
- Farming Implements
 - 1 two-row lister-planter;
 - 3 one-row lister planters;
 - 3 one-row cultivators;
 - 1 Row-Binder, McCormick;
 - 1 two-disc breaking plow;
 - 1 Drag Harrow;
 - 1 Slide Go-Devil;
 - 1 Good Wagon;
 - 2 Disc Harrows;
 - Several sets of harness;
 - 1 ten-hole Superior grain drill;
 - 2 Good Incubators;
 - 1 Coal heater;
 - 1 Ford Car.

Free Lunch on Ground

TERMS OF SALE: Sums \$25 and under cash; on sums over \$25 eight months time on approved notes bearing 10 per cent interest, or ten per cent discount for cash. All stuff to be settled for before removal from grounds.

P. D. McBRIDE, Owner
Seale & McDonald, Auctioneers
John I. Hammonds, Clerk

Broken Mouthed Ewes

FINE WOOLED

Also Good Solid Mouthed Ewes.

R. M. Boyer
Sheep Barns, Littlefield, Texas



Save Money on Goodyear Tires Right Here in Town

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Year in and year out, for more than ten years, Goodyear has built and sold more tires than any other manufacturer. Their supremacy has been won on the road. What we, or anyone else, say or think cannot alter the facts. There had to be some one best and Goodyear's won leadership with the motoring public because they deserved the position. Year after year, dollar for dollar, Goodyear's gave and will continue to give the most for the money. When you buy a Goodyear you get the best there is. But you don't have to send away to get a good tire at a low price. We'll sell you a genuine Goodyear Pathfinder at a price as low as you pay the mail order house.

MOTOR INN

Getting Ready For the Holidays

The stores of Floydada are beginning to put on their holiday attire.

We see evidence of it in the display windows, in the store decoration, in the new holiday lines of merchandise. The picture of Santa Claus is making its appearance again, too.

It's the gala season of the year for the shopper—and where could you find a better place to do your Christmas shopping than right here in Floydada?

Every line we can think of is represented and selections are large and varied.

"I am certainly prepared for the holiday demands," remarked one of our home merchants yesterday. And we know that all of our other merchants can say the same thing.

Plan to visit the stores soon. It's much easier now to do your Christmas shopping than it will be later. You will enjoy seeing the holiday displays and you will find dozens of suggestions that will help solve those annual gift problems.

Floyd County Hesperian



Hesperian Want Ads

Cheapest, Busiest Salesmen In Floyd County

FOR SALE

BUY your Christmas cards at the Thrifty Nifty Shop. 39c

FOR SALE—1926 Dodge touring car in A-1 condition. Phone 138, J. C. Hay. 393tc

EVERY-READY PRESTONE for your car for winter weather. Prevents radiators from freezing. \$5.00 per gallon at Scoggin-Dickey Motor Company. 40tc

TATE-LAX—Sweet or bitter. For Rheumatism, neuralgia, head ache, constipation, stomach, liver and kidney disorders. Its guaranteed to satisfy. Ask your druggist, if not there Arwine Drug has it. 394tp

BUY your Christmas cards at the Thrifty Nifty Shop. 39c

PILLOW cases make lovely Christmas gifts, see them at Thrifty Nifty Shop. 39c

GLYCERINE, for the radiator of your car. \$3.00 per gallon at Scoggin-Dickey Motor Company. 40tc

WE GRIND—Bundles, heads and threshed grain to your satisfaction for 17½, 15 and 10 cents, respectively. Holmes Bros. 414tc

FOR SALE—New Perfection water heater and tank, complete. Will take less than I ask. Fred Brown. 35tc

EVERY-READY PRESTONE for your car for winter weather. Prevents radiators from freezing. \$5.00 per gallon at Scoggin-Dickey Motor Company. 40tc

FOR SALE—A few tancred white Leghorn cocks (used one year). Pedigrees furnished. From hens with records of 248 to 274 eggs and sired by male out of 302 egg hen. Price \$3.00 each. Also cockerels at \$2.50 each. Mrs. Olin S. Miller, Floydada Route 3. 411tc

SOME bargains in radios. Kirk and Sons. 411tc

FOR SALE—Kitchen cabinet, dresser, gas heater and a couple of rocking chairs, all in shape; would trade for chickens, pigs, or what have you? Inquire at Hesperian office. 41tc

FOR SALE—1925 Tudor Ford sedan L. P. Orsburn. 412tp

GRIND—Your cow feed at Holmes Bros., and get the cotton seed meal mixed with it free of charge—something new. Give us a chance to demonstrate—any Friday. 414tc

BEGINNING Friday, December 7, I will have one Christmas sale giving one third off on all guitars, mandolins, ukuleles, music stands and other accessories. Phone 15 or see me at 316 W. Houston St. Mrs. L. E. Fagan. 412tc

HECTOGRAPH ink at The Hesperian Office.

ALCOHOL—in the radiator of your car prevents freezing. \$1.25 per gallon at Scoggin-Dickey Motor Company. 40tc

FOR SALE—One dozen sets of high grade wash bowls and pitchers Commercial Hotel. 412tc

ALCOHOL—in the radiator of your car prevents freezing. \$1.25 per gallon at Scoggin-Dickey Motor Company. 40tc

For Sale Or Trade—22 head of shoats, also two wagons and some good horse collars. Ed Muncy, Lockney, Texas. 402tp

GLYCERINE, for the radiator of your car. \$3.00 per gallon at Scoggin-Dickey Motor Company. 40tc

HECTOGRAPH ink at The Hesperian Office.

FOR SALE or trade—6 head broke horses, 3 head two and three year old fillies, 1 three year old mule, 2 Jersey cows; 1 two-row P. & O. planter, 1 two-row P. & O. go-devil, 1 two-row slide go-devil, 2 wagons, 1 Allis-Chalmers tractor, ten-foot tandem disc, ten-foot drill; also have some vendor's lien notes. I would trade some or all of the above for property in Floydada. Fred W. Nickels, Box 442, Floydada. 392tc

FOR SALE—Brown Leghorn hens and pullets. Few cockerels. A. B. Muncy. 37tc

FOR SALE—Mammoth Bronze turkeys for sale, tons ten dollars each Mrs. A. R. Hanna, route 4. 393tc

REAL ESTATE

FOR SALE—Nice building lots, three of which are best in town. See S. B. McCleskey. 17tc

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

SEE Floyd County Abstract Co., for improved and unimproved town lots We represent the owners of more than 200 lots in Floydada. R. C. Scott, Mgr. 39tc

FOR immediate sale, an old established and growing poultry and produce house. Will take small cash capital or might consider some trade. See Goen & Goen. 412tc

FOR SALE—My home place 1½ miles SW. from Floydada about 95 acres, pretty well improved. 3 room house. R. C. Scott. 33tc

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

LIVE STOCK

FOR SALE—Fresh thoroughbred or upgrade Jersey cows at Freeman's Jersey Farm, one mile south of Dougherty. 20tc

Campbell News

Campbell, Dec. 5.—The pie and sock supper held here Friday night netted fifty dollars and fifty cents. A box of King's candy which was donated by Woody Drug Co., was given to the most talkative girl in the community. Thurmon Perry received a box of cigars for being the ugliest man present.

Mr. and Mrs. I. E. Murrey and daughter, Mr. and Mrs. Grover Billington and children and Ernest Dean Warren spent Sunday with Mr. and Mrs. P. Q. Haney.

Mr. and Mrs. J. H. Owens and children, of Dougherty, spent Saturday night and Sunday with his parents, Mr. and Mrs. W. H. Owens.

Mrs. P. B. Murff is on the sick list.

Charlie Perry and Lillie Dee Robertson visited Mr. and Mrs. A. H. Robertson Sunday.

Bro. Tubbs filled his regular appointment here Sunday.

Campbell school has a modern water system under construction.

Rev. and Mrs. Green B. Patterson spent Wednesday night with Mr. and Mrs. W. H. Owens. Rev. and Mrs. Patterson left Thanksgiving day for their home in New Mexico.

McCoy News

McCoy, Dec. 4.—The farmers have been trying to gather their crops the past week.

School is progressing nicely although a few of the pupils have had to stop for cotton picking.

Misses Zell and Lucille Fairchild were down the week-end visiting their parents.

Alva Barrett spent the week-end with his parents.

Mr. and Mrs. T. L. Pittman spent Sunday with Mr. and Mrs. Clarence Reddy.

Miss Zell Fairchild gave a Thanksgiving party for her Sunday School Class. All had a fine time.

Miss Naomi Williamson has been absent from school but is able to attend this week.

Mrs. Robert Smith, Mrs. Leonard Smith and children were visitors in Lubbock Sunday and Sunday night.

Miss Maude Pittman spent Saturday night and Sunday with Miss Myrtle Coleman.

Baker News

Baker, Dec. 5.—The party at Mr. Overman's Saturday night was enjoyed by a large crowd of young folks.

The singing Sunday evening was fine, but there was not a very large crowd of young folks present. The South Side Singing Convention will meet with us December 16. Everybody is invited to come and bring a basket of eats.

Misses Annie Jewell Fawver and Annie Graves spent Saturday night and Sunday with Miss Opal Nelson.

Miss Lela Jones spent Saturday night and Sunday with Miss Alice McCraeve.

Mr. and Mrs. G. L. Fawver and sons and Mrs. Kittie Shaffer, spent Sunday with Mrs. R. H. Willis and family.

Mr. and Mrs. D. P. Graves and little daughter, of Girard spent Thanksgiving Day with Mr. Graves' father, R. P. Graves and family.

Mrs. Allen A. Peacock and Mrs. Tate Jones spent Monday afternoon with Mrs. G. R. May.

Little Miss Lillian Graves spent Monday with Inez Jones.

Mr. and Mrs. W. H. Nelson spent Sunday evening with Mr. and Mrs. J. B. Green of Floydada.

Mr. and Mrs. Penix of Center, spent Sunday with Mr. and Mrs. R. P. Graves.

There will be a play here Friday, December 14. A small fee will be charged. Everyone is urged to attend.

WINNERS OF SONG WRITING CONTEST WILL GET PRIZES

Is there an Irving Berlin in Floydada?

The search for a budding song genius has been begun here by The Radio Electric Company, local Atwater Kent dealer. As a stimulant, a 1st prize of \$100.00 in gold, a 2nd prize of \$50.00 in gold, a 3rd prize of \$25.00 in gold, and twelve additional prizes of \$5.00 in gold each are being offered.

The winner in this Contest, which is sponsored by the local Atwater Kent dealers, Radio Station WKY of Oklahoma City, and the Daily Oklahoman, is required to write words to fit a melody which will be broadcast from Station WKY at 7:45 p. m. on the nights of December 3, 5, 8, 10, 12, 15, 17 and 21st.

The winners will be announced on December 25—Christmas Night—and the winning words will be sung and broadcast by WKY.

According to E. R. Hinson of the Radio Electric Company there are no restrictions as to entering the contest. There is no entry fee. It is not even necessary that the contestant own a radio set. All that is necessary is a talent for writing lyrics suitable to accompany the song melody broadcast by WKY on the above dates.

Official entry blanks may be obtained by calling at the store of Radio Electric Company the Atwater Kent dealer.

Having and Being

To have friends one must be a friend. He who has many friends has been a friend to many.—The American Magazine.

Advice on Silence

In a country of such diversified people, with such diversified ideals—said an American statesman—the only safe thing is to say absolutely nothing.—Woman's Home Companion.

Changed Fighters

Some married couples start out to fight the battle of life together and end up by fighting each other.—Farm and Fireside.

FOR SALE—Fine registered Duroc gilts. Bred for March farrow. Price \$35.00, they wont last long. Come and see. Holmes Bros. Hilltop Farm. 414tc

MAMMOTH BRONZE TURKEYS "Goldbank" Strain. Exhibition and utility birds. Prize winners. Mrs. L. C. Wheeler. 411tc

FOR RENT

FOR RENT—Two large nicely furnished bed rooms adjoining bath. Gas and all other modern conveniences. Suitable for four people. Less than two blocks of square. Injure at Hesperian office. 41tc

FOR RENT—Quarter section land 2½ miles of Floydada. Will sell team, tools and feed. O. R. Hickey, at I. E. Webb place, route 2. 402tp

MISCELLANEOUS

EMBROIDERY your Christmas gifts. You will find the things that are inexpensive and easy to make at The Thrifty Nifty Shop. Embroidery floss three skeins for 10c. 39tc

We remain open at nights until Christmas. Kirk and Sons. 411tc

THE Spirella Lingerie line is the best made. All garments made to measure. We also have a splendid line of hose at The Thrifty-Nifty Shop. 29tc

SEE J. B. Downs at Lockney Tourist Park for bargains in farm and city property. Have up-to-date stucco cabins with gas and all conveniences for tourists. 414tp

GRIND IT—in a hurry on the big LETZ at Holmes Bros. everything is handy—platform scales—No guessing! No trouble! 414tc

TWO cars of new furniture just unloaded. Kirk and Sons. 411tc

WOOD AND KELLY for well drilling and carpenter contracting. Let us drill your well and build your house. 41tc

HEMSTITCHING. Mrs. J. D. Weatherly at McGuire & Weatherly's Store. 17tc

IF you need a corset, brassiere-girdle or brassiere, have your measurements taken and be properly fitted in a Spirella at the Thrifty-Nifty Shop. 29tc

BRING your hemstitching to the Thrifty Nifty Shop. 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. 2tc

I BUTCHER hogs on Thursday of each week. John Wahl. One block west of high school. 412tp

NOTICE—We do custom feed grinding every Friday. The dust collector and blower gets it all. Give us a trial. Your business is appreciated at Holmes Bros. Hilltop Farm. 414tc

"Good Morning Earnest."
"Good Morning Tom."
"Listen, Tom, I need a man to sand my floor, can you tell me who I might get?"
"You bet, just Phone 55, H. M. McDonald, he has one of the finest machines on the market for dressing floors. His prices are reasonable." 34

USEFUL gifts in furniture and hardware. Kirk and Sons. 411tc

WANTS

WANTED—Farm to rent on halves or would consider third and fourth. C. O. Tyler, Floydada, Route 2. 404tp

WANTED—Washing 6c per lb, washing and ironing 12c per lb. 403 N. 4th Street. 412tp

LOST AND FOUND

LOST OR STRAYED—Light bay horse and dark bay horse, stocky built, smooth mouth, roached mane. Light bay has old wire cut on hoof. Reward for finder. R. T. Uelzen, Petersburg, Texas. 402tp

LOST—Small spotted pig near my place. \$1.00 reward. O. E. Murry. 412tp

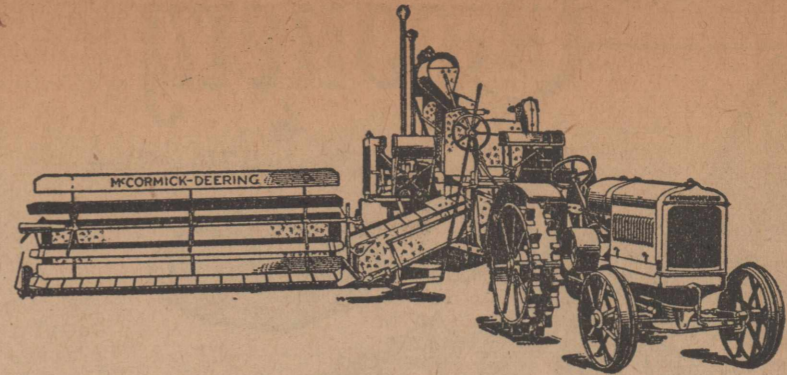
LOST—One gray horse, one bay horse, one brown mare, one dark bay horse mule. Notify J. G. Shearer at South Plains. 412tp

LOST—Ten gallon can on Lakeview Road. Finder please phone 79 or return to C. W. Ginn at Magnolia Wholesale Station. 412tc

LOST—Brown purse containing about \$7 in money, also M. E. Sunday School envelope. Finder return to Felton & Collins Grocery for reward. 411tp

For rather novel sandwiches or thin bread and butter for afternoon tea make some orange bread. The flavor is given by the cooked peel of 2 oranges. This is cut into shreds, covered with water and cooked for about 20 minutes, or until tender, and then drained. Next cook the peel in a sirup made of one cup of sugar and ½ cup of water until there is only about 1 tablespoon of the sirup left. Sift together 3 cups of flour, 4 teaspoons baking powder, and ½ teaspoon salt. Cut in 1 tablespoon of butter and add 1 well-beaten egg and one and a quarter cups of milk. Beat this mixture for about 3 minutes. Stir in the orange peel and mix thoroughly. Pour in a greased bread pan and bake for one hour in a moderate oven—(about 325 degrees to 350 degrees F.)

The Hesperian \$1.50 per year.



A Triumph For the Power Farmer

Is what we might claim, in the Selection of Olin W. Fry as one of the ten Master Farmers of Texas. We take pride in the fact that Mr. Fry is a "machinery" Farmer—and furthermore, that practically all the Machinery on this Master Farmer's Farm is—

McCormick-Deering



Calling the Roll of McCormick-Deering Machinery on his place we know of, we have

The McCormick-Deering Combine Harvester-Thresher

McCormick-Deering 15-30 Engine

McCormick-Deering Wheat Drill

McCormick-Deering Disc Harrow

McCormick-Deering Feed Grinder

McCormick-Deering Cream Separator

McCormick-Deering Wagons and Cultivators

This is without doubt an imposing array of all-IHC products, and is evidence of the slogan,

"Good Equipment Makes a Good Farmer Better"

Another thing that cannot escape attention is the fact that the "machinery" farmer is coming into his own in this section where the broad level acres lend themselves in an ideal way to cutting farm costs and making the net farm income greater. A few years ago machinery on the farm, it was thought, would break the owner. Now it is a recognized fact that the

Master Farmer Makes Machinery His Most Able Servant and Aid

Mr. Fry is one of many Floyd County farmers who are finding the machinery route the way to increased farm profits.

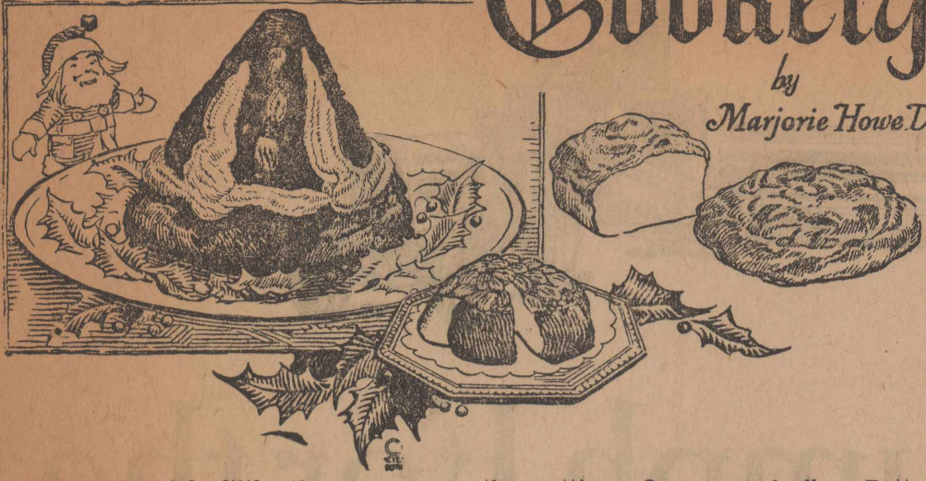
Rutledge & Co.

FULL LINE INTERNATIONAL DEALERS

Floydada, Texas

Christmas Cookery

by *Marjorie Howe Dixon*



In some homes, special little cakes for Christmas are an established custom. If there is a Swedish grandmother about the place, she will be busy for weeks before Christmas with her cooking. If one can find a Danish friend somewhere, one can learn to make the delicious Danish pastry. From the French one can receive instructions in making the dainty little cakes that are "made in France." We always wanted to know what Petit Fours were. See if they sound good:

Take small circles of sponge cake, split and fill with peach jam. Roll in fondant, roll again in chopped brazil nuts. It would make anyone hungry just to listen to the recipe.

Here's a Pleasing Change

That's a sample of French cakes. A French menu for a meal would offer a pleasant change from the accepted roast turkey and cranberries that is so typically American. The main dish in this menu—Chicken Souffle—might be a little usually so high-priced around the holidays. Here is the menu:

- Cream of Asparagus Soup
- Hors d'Oeuvres
- Chicken Souffle
- Halibut Steak Sauté
- Hearts of Lettuce
- Chocolate Charlotte
- Cheese-Coffee

Chicken Souffle Recipe

For chicken souffle, you will need 1/2 cupful of cold chicken, 1 cup cooked rice, 2 eggs. Add the rice while hot. Season with butter and salt and chicken gravy. Add well-beaten egg yolks, then stiffly beat in whites. Bake in glass dish until the top is nicely browned.

The fish course may have to be changed to whatever can be bought at the time. The salad course, too, should be left to the hostess' discretion.

Chocolate charlotte made in a mold, then turned out and decorated with whipped cream, will look more like Christmas, with holly atop its mound, and a small Santa to guard it. This would be served on a puff paste in France, but it does very nicely without.

Chocolate Charlotte

You make chocolate charlotte with whipped cream and gelatin. You will need 1 quart of heavy cream, sugar, 1 teaspoon of vanilla and 3 teaspoons of gelatin; two squares of bitter chocolate will favor this.

Whip the cream, sweeten and add the vanilla. Dissolve the gelatin with cold water, set in pan of hot water to melt. Add to this the melted squares of chocolate. Cool, set the cream in a pan of ice water and stir in the gelatin gradually. When it begins to stiffen, pour in a mold. Use whipped cream and holly to garnish it, when serving.

A Swedish Christmas menu is distinctly individual. It starts with a cold fruit soup—certainly not has a foreign sound, hasn't it? Here is suggestion for a menu: Cold Fruit Soup, Croutons, Wienerschnitzel—Mashed Potatoes, Carrot Pudding, Salad, Apple Meringue, Coffee, Pepperkorn.

It's a Swedish Cake. If the last "Pepperkorn" is not balled right, any Swedish housewife will know what is meant—little cakes that are so important a feature of Swedish holiday celebrations.

Since space is limited, the recipes for the main dishes, only, will be given.

Cold Fruit Soup—3 pints of water, 2 cups of orange juice, 2 table- spoons potato starch, 1 cup sugar, 2 oranges. Bring the water and ice to a boil and add sugar to taste. Dissolve the starch in cold water and thicken the mixture. et boil three minutes. Add the oranges sliced thin, and let boil. Serve with whipped cream and croutons of fresh bread, fried golden brown in butter.

Wienerschnitzel (Breaded veal patties)—Two pounds fresh steak, 1 cup grated bread crumbs, 2 table- spoons of flour, 18 small boned an- novies, 1 lemon sliced, 2 table- spoons capers. Wipe the meat with hot cloth. Cut into patties 2 in- ches square and pound. Mix the fat and water. Dip the meat in and dry on a towel. Roll in crumbs and fry in butter, both sides. Place on patties on a platter. Make a brown gravy by pouring boiling water into the frying pan. Pour

DELCO LIGHT PLANT OWNERS

For your convenience we now carry a stock of 32-volt lamps, at new low prices. When in need of lamps call on us.

RADIO ELECTRIC COMPANY

Floyd Co. Nat'l Bank Bldg.

the gravy over the patties. On each patty place 1 slice of lemon, 2 halves of anchovy and add a few capers. Garnish the platter with mashed potatoes.

Carrot Pudding—Two small bunches of carrots, two eggs, 1 cup milk, 1 teaspoon salt, 1 tablespoon grated fresh breadcrumbs, 2 table- spoons butter. Beat the eggs, add salt, milk, crumbs and carrots, partly cooked and grated, and melted butter. Butter a baking dish and line with crumbs. Place the mixture in this and put in a moderate oven. Cook until thor- oughly set and crumbs are brown.

Apple Meringue—12 to 15 apples, 1 1/2 cups sugar, 1 1/2 tablespoons of butter, 1/2 lemon juice and rind, 3 egg whites, 5 tablespoons of sugar, 1/2 cup almonds. Pare apples, cut in eighths and remove cores. Place apples in pan over the fire, adding butter, sugar, lemon juice and rind.

Heat slowly until apples are soft. Beat egg whites stiff, adding sug-

ar gradually. Butter the baking dish and place apples in it. Put egg whites on top. Blanch almonds, cut in strips and stick in eggs. Bake in a moderate oven until nicely browned. Serve with cream.

Variety to the Menu

With these unusual and tempt- ing dishes, from other countries, you can vary the Christmas menu. With these suggestions and your own traditional cakes, candies and breads, if you have such, your fam- ily will call you name blessed. As for tradition, you can always start one—if for instance, you are a bride and beginning your career as a housewife. And there is a dis- tinct advantage in starting a tradi- tion—you can arrange it exactly as you please, while those that are handed down,—well, they may not prove satisfactory.

Herewith our very best wishes for your Christmas cookery!

Locals and Personals

Mr. and Mrs. Lonnie Garrison of Tell, spent Wednesday night of last week with their aunt, Mrs. Ella Johnson.

Mr. and Mrs. R. H. Willis and Mr. and Mrs. W. H. Hilton spent Sunday at Turkey. Mr. and Mrs. Hilton visited with their daughter, Mrs. Walter Pennington and Mr. and Mrs. Willis were guests of old friends, Mr. and Mrs. Ellison Godwin, formerly of Floydada.

F. B. Horton, of San Antonio, formerly of Dallas, and Mrs. J. Pat Horton, of Plainview, were guests of his brother, John Horton and Mrs. Horton Tuesday.

Mr. and Mrs. W. C. Boren had as their guests over the Thanksgiving holidays Mr. Boren's sisters, Miss Thelma Boren and Mrs. W. H. Erwin and husband, also Mr. Erwin's mother, Mrs. L. Erwin of Dallas.

T. L. Callaway, who has been in the automobile sales business in Floydada for the past three years, has moved to Lubbock and is engaged in the sale of Graham-Paige Trucks. He was in Floydada for a short time the first of the week on business.

Judge L. G. Mathews returned home last Sunday from a trip down- state, visiting Austin during his absence.

Judge L. S. Kinder, of Plainview, was a business visitor in Floydada Tuesday.

Miss Georgia Green and Miss Anna Hensarling of Roaring Springs were guests of Miss Peggy McKinney Thanksgiving Day.

Mr. and Mrs. R. E. Fry, Mr. and Mrs. O. W. Fry, and Mr. and Mrs. G. A. Linder and families and Miss Mary Lou Crain spent Thanksgiv- ing Day at the home of Mr. and Mrs. John Fry of Canyon where a reunion of the Fry family was held. A turkey dinner was served at noon and in the afternoon they attended the football game.

Mrs. E. L. Angus left Tuesday for Bonham where she will visit her father, Jeff Hardin, for several days. She will also visit in Dallas.

Miss Avis Austin and C. C. Broughton of Childress spent last week end with Miss Eddythe Wal- ker.

BORN—to Mr. and Mrs. E. C. Hinsley, of Mt. Blanco, December 2, a daughter.

Mrs. Lillie Britton of Plainview spent last week end with her daughter, Mrs. R. E. Fry.

B. P. Woody made a business trip to Girard Monday.

Miss Peggy McKinney, Miss Ev- icle Goodwin and Dalley Bishop spent Thanksgiving Day in Canyon with Miss Emma Lou McKinney.

Mrs. J. E. Bishop and daughter, Mrs. Alice Dycus, of Memphis, spent Thanksgiving with another daughter, Mrs. Lee Howard and family in Floydada.

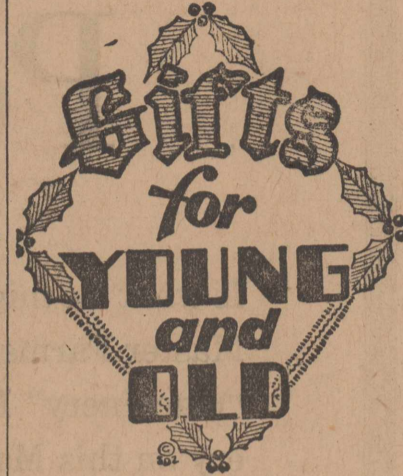
TURKEY MARKET

Following prices effective until SATURDAY NIGHT, DECEMBER 8

Young Toms, 14 lbs. and over,	25c
Hens, 9 lbs. and over,	20c
Old Toms,	15c
No. Two's,	13c

Panhandle Produce & Cream Company
South Main Street, Floydada

that milk be produced economical- ly. Five graduate students of the Uni- versity of Wisconsin will assume this fall the responsibility of assist- ing first-year men students in the selection of their courses and in their ad- justments to college life. The plan had its inception in the university last year. The system is continued in the belief that graduate students, themselves just finished with under- graduate work can render more ac- ceptable service to new students than older men whose student days are more remote. The administrative assistants, as the graduate advisers called, are under the supervision of the junior dean of the university. Hesperian Wart. Ads Pay.



Gifts to please the most discriminating taste are to be found in our Christmas display.

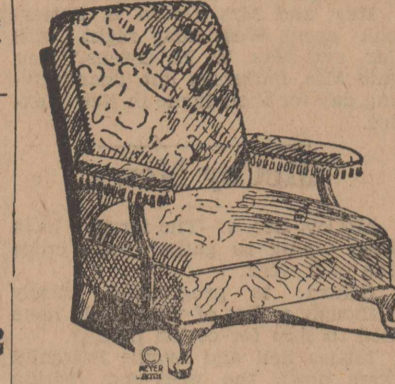
We invite you to visit our store and do your shopping with pleasure and comfort.

WOODY DRUG

that milk be produced economical- ly. Five graduate students of the Uni- versity of Wisconsin will assume this fall the responsibility of assist- ing first-year men students in the selection of their courses and in their ad- justments to college life. The plan had its inception in the university last year. The system is continued in the belief that graduate students, themselves just finished with under- graduate work can render more ac- ceptable service to new students than older men whose student days are more remote. The administrative assistants, as the graduate advisers called, are under the supervision of the junior dean of the university. Hesperian Wart. Ads Pay.

CHRISTMAS means SOMETHING FOR THE HOME

When you give furniture, you have the assurance that your gift is going to be appreciated, used and enjoyed for a long period of time. Come in and visit our gift section.



COXWELL CHAIRS

Beautifully upholstered well constructed chairs that are the acme of comfort.



TABLES

Genuine Walnut top, octagonal shape. Beautifully shaped base.

Atwater Kent

and **R. C. A. RADIOS**

The Ideal Gift



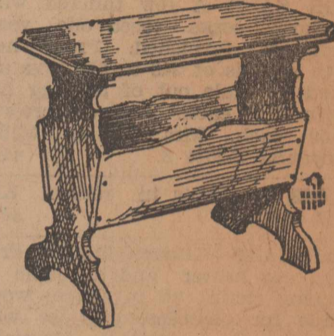
What could be more appreci- ated than a nationally known and commended radio?



CONSOLE, \$4.50

Attractive Console Table, Walnut finish, Mirrors, fine plate, attractive frames.

\$4.50



MAGAZINE STANDS

A gift of beauty and utility.

C. Surginer and Son

Holiday Suggestions

We are offering a complete display of gifts for men from which the Christmas shopper may choose.

Suits, top coats, hats, caps, shoes, house shoes, bath robes, Sox, shirts, ties and scarfs, sweaters, pajamas, belts, silk underwear, and many other items.

Also silk hose, handkerchiefs, and house slippers for ladies.

One lot men's suits, special price—

\$16.85 WITH TWO PAIR PANTS \$19.85

GIFTS CHOSEN FROM OUR STORE WILL BE ASSURED OF A HEARTY WELCOME

McGUIRE & WEATHERLY

"The Store for Men"

PHONE 66 FOR CLEANING AND PRESSING

What's Doing In West Texas Today

(By West Texas Chamber of Commerce.)

Finishing work is being done on the basement of the new Methodist church at Woodson. The basement is divided into seven rooms, including kitchen, assembly room, and class rooms. Gas connections are in every room.

Building permits from Snyder have already exceeded the \$300,000 mark up to November 15. The City Council is planning the installation of a new \$18,000 sewerage

disposal plant to be erected within the next 30 days.

An athletic stadium is soon to be built for the Abilene public schools. The school athletic council already has \$13,000 out on interest to be used in building the plant and this sum will be increased.

Plainview is to have an over pass 600 feet long over the Santa Fe tracks on Highway 28. It will be made of steel and concrete. Plans are practically complete for the grading and drainage structure on the highway.

Concrete is being poured for the fourth and last story of the new \$300,000 hospital at Dalhart. E. C. Frohman, general contractor in charge of the work, expects to finish by April. This will give Dalhart one of the most complete hospitals in this part of the state.

The first baby beef show conducted in Swisher county will be held in Tulsa February 2, 1929. C. B. Maroin, county agent, now has 34 baby beeves on balanced rations in boys clubs, one of which won \$544.84 in prizes recently.

Arlington's new city hall will soon be finished. Brick is being laid on the top story, and plumbers are at work in the basement. White face brick is being used in the exterior work of the building, and this will make it one of the most attractive in town.

Del Rio recently celebrated the big event of the season there when the new Roswell hotel was formally opened with the Hawaiian Welcome Ceremony. F. L. Collins, gen-

eral manager, sponsored this unique entertainment.

Plans are being made in Goree to install a sewerage system. If present indications mature, work will start on the system about the first of the year and it will be ready for use the earlier part of the spring.

Paducah is constructing an ornamental white way along the streets of the business section. It will have 34 standards mounted on the side walks with wiring underground when completed, and will replace the old system of 17 standards located in the center of the street.

The Red River District Convention of the West Texas Chamber of Commerce held November 23 at DeCatur drew a large crowd. President A. M. Bourland, Manager Homer D. Wade, and Publicity Manager E. H. Whitehead were among WTCC officials present.

The Central Texas District Convention of the West Texas Chamber of Commerce is to be held in Merkel on December 6. Completion is keen among the towns in that section for the privilege of being named as next year's meeting place.

Work will start on the building of a division dam on Bluff Creek near Winters soon, since the carrying of a city bond election of \$72,656.65 for the purpose, by a vote of 84 for and 53 against. Winters has recently bought a new fire truck, erected a new water reservoir, and completed some paving.

Lakeview News

(Too late for last week)

Lakeview, Nov. 27.—The farmers of the community have been taking advantage of the favorable weather for gathering crops. Several have also been taking advantage of the cold weather for killing hogs.

Miss Alta Lloyd was a dinner guest in the Harris home Sunday.

Miss Lorene Batty spent Sunday with Miss Imogene Ray.

Everyone who attended the singing Sunday enjoyed a good hearty laugh when this statement was made by Bert: "Mrs. Kiker come to the phone, please." He really meant the piano. There was a large crowd at the singing.

Mrs. Nannie Kiker started her music class Friday, Nov. 23. She has several pupils.

Mr. and Mrs. Nute Gilbreath and family spent Sunday with his brother, Termon Gilbreath and family of the Baker community.

The Lakeview basketball girls played their first game Friday. They played Antelope and beat them, the score being 17 and 8.

The boys played Aiken Friday afternoon and were defeated. The scores were 16 and 11. Being good sports they are ready to play again next Friday.

Miss Myrtle Murray of College Station was a guest of Miss Blanche Bass Thanksgiving day.

Guests in the home of Mr. and Mrs. W. F. Weatherbee Thanksgiving day were his sister, Mrs. J. P. Woodward and family, and Mrs. H. M. Mitchell, Pauline and Virginia Mitchell of Plainview.

CITATION BY PUBLICATION

Fort Worth and Denver South Plains Railway Company vs. J. C. Moore, et al.

Condemnation Proceedings Pending in the County Court of Floyd County, Texas, Before Undersigned Commissioners.

To J. C. Moore, and the unknown heirs and legal representative of the said J. C. Moore, if deceased:

You are hereby notified that the Fort Worth and Denver South Plains Railway Company has filed its statement in writing with the County Judge of Floyd County, Texas, which statement shows that said railway company desires to condemn for its use in the construction, maintenance and operation of a railroad and for its right of way over your lands; that it has been unable to agree with you on the value of said land taken or the damages occasioned by such condemnation, and asks for the appointment of Special Commissioners. The land sought to be condemned being described as follows:

A tract of land being a portion of Lots Nos. 22 and 23 Block One, in the Tuttle Addition of the town of Lockney, in Floyd County, Texas, particularly described as follows:

Beginning at a point in the South Line of said Lot No. 22,—64.3 feet West from its Southeast Corner;

Thence East along south line of said Lot 22,—50 feet;

Thence Northeasterly across said Lots 22 and 23 to a point in North line of said Lot 23,—11.2 feet West from its Northeast Corner;

Thence West along North line of said Lot 23,—50 feet;

Thence Southwesterly across said Lots 22 and 23 to the point of beginning.

These presents are therefore to notify you that we, the undersigned Special Commissioners as aforesaid, have selected the 4th day of January, A. D. 1929, at 10 o'clock A. M. at the Court House in the City of Floydada, in Floyd County, Texas, as the time and place for hearing said parties and to fix the value of said land and assess the damages.

(Signed) Z. T. Riley, Chairman, C. F. Ramsey, C. A. Wofford, Special Commissioners.

NOTICE OF WAREHOUSEMANS SALE

The State of Texas, County of Floyd.

Will be sold at public auction to the highest bidder for cash, on the public square, in the City of Floydada, in Floyd County, Texas, on the third Monday in December, the same being the 17th day of December, A. D. 1928, the following described personal property, to-wit: One ten foot by three foot display and cooling case heretofore stored with me by J. F. Ricketts to satisfy a warehousemans lien for storage and drayage in the amount of \$98.00 and by him to me due and owing and now past due.

Witness my hand this 29th day of November, A. D. 1928.

Pitts Transfer and Storage Company. By J. C. Hay, Manager.

SHERIFF'S SALE

THE STATE OF TEXAS County of Floyd

NOTICE IS HEREBY GIVEN

That by virtue of a certain Order of Sale issued out of the Honorable District Court of Floyd County, on the 19 day of November, 1928, by T. P. Guimarin Clerk of said Court for the sum of One Thousand four hundred thirty three and 74/100 Dollars and costs of suit, under a Judgment in favor of H. O. Pope in a certain cause in said Court, No. 2045 and styled H. O. Pope vs. Frances Palmer, placed in my hands for service, I, P. G. Stegall as Sheriff of Floyd County, Texas, did, on the 20th day of November 1928, levy on certain Real Estate, situated in Floydada, Floyd County, Texas, described as follows, to-wit:

FRESH

FROM THE ROASTER TO THE GROCER FROM THE GROCER TO YOU

That's SUNSET COFFEE

EVERY DAY IN THE YEAR



SAVE THE LITTLE METAL COINS

A DELIGHTFUL WAY TO START THE DAY

Dont swear When It Breaks!

Call on us. We weld any kind of broken farm implements.



Any damaged metal part put back to work again in a jiffy by oxy-acetylene welding.

If it's too big to bring in, we'll come out and do it on the spot!

ENOCH & McCLUNG The Best Blacksmiths On The Plains

Dangerous Business

Our stomach and digestive systems are lined with membrane which is delicate, sensitive and easily injured. It is dangerous business, then, to use medicines containing harsh drugs, salts or minerals, when we are constipated. In addition to the possibility of injuring the linings of our digestive system, these medicines give only temporary relief and may prove habit forming. The safe way to relieve constipation is with *Herbine*, the cathartic that is made from herbs, and acts in the way nature intended. You can get *Herbine* at

Floydada Drug Co.

Moving Draying, Packing, Etc. Brick Storage Building 2 Doors North of The Floyd County National Bank.

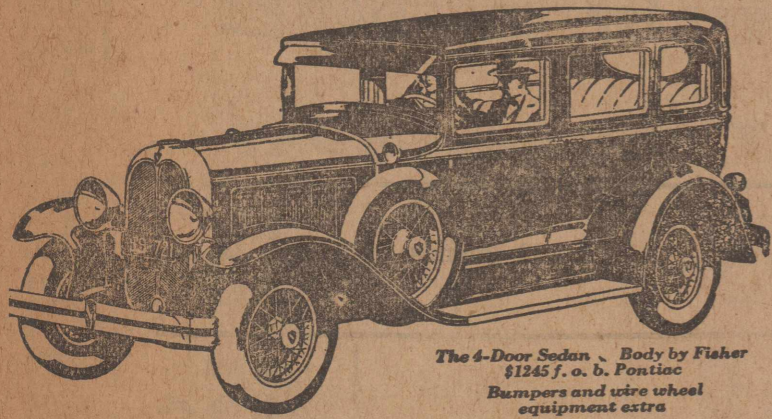
PITTS TRANSFER & STORAGE CO.

EXPRESS AND FREIGHT

Truck Line to Plainview

We crate and ship to your order. Telephone Nos. 207 and 138

SUDDEN SERVICE



The 4-Door Sedan Body by Fisher \$1245 f. o. b. Pontiac Bumpers and wire wheel equipment extra

Here's One New Car With Style that's Really New

No duplicate of this car or that one... the New All-American Six. But a smartly original creation... with specially designed bodies by Fisher... with style that's strictly its own. A car that you recognize instantly... one that stands out in any crowd. Because it has that air of being different... that air which distinguishes a leader from the rest of the field... Just what every American wants in an automobile. Pulse-stirring performance... comfort... luxury... distinctive style. And America is giving it a marvelous reception... a motor-wise nation's welcome to a new and triumphantly different car.

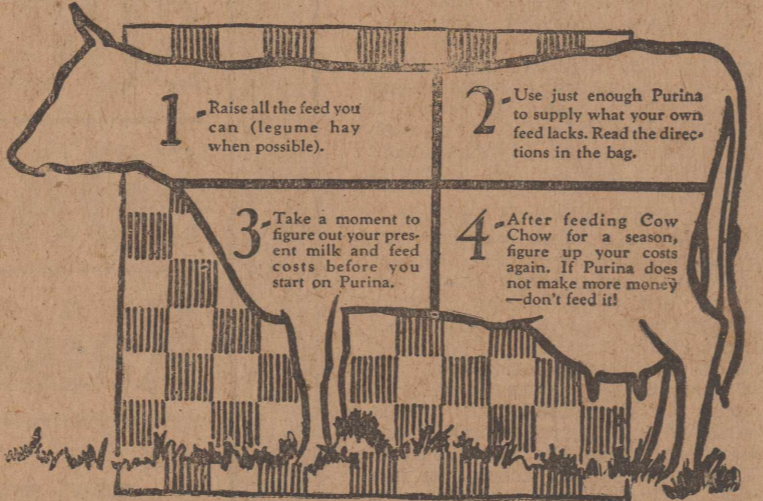
Prices \$1145 to \$1375, f. o. b. Pontiac, plus delivery charges. Lovejoy Hydraulic Shock Absorbers and spring covers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

Scoggin-Dickey Motor Co. Floydada, Texas

A NEW ALL-AMERICAN SIX BY OAKLAND

100,000 dairymen can't be wrong!

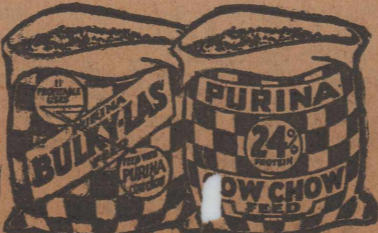
Here's the plan used by 100,000 dairymen to make extra money.



Farmers who have learned that it pays to figure production costs stick to Purina year after year. We will be glad to show you why the next time you drop in. Better still, phone for our Purina service man to come out to your place the next time he is in town.

Floydada Mill & Elevator Panhandle Produce & Cream Co. Sub-Dealers

The Store with the Checkerboard Sign



The Business Farming

needs as careful planning and watching as any other business.

Proper lubrication of farm machinery will help to eliminate delays and expense.

There is a correct grade of Magnolene lubricating oil for every machine, from sewing machine to tractor. Magnolene lubricating oils, refined from paraffine-base crudes, protect machinery with a frictionless cushion, and the intense heat and pressure of a motor working at full power cannot break through. This means a cooler motor, smoother running, greater power and lower upkeep.

As an added help in lowering costs, use Magnolia Gasoline, full of power and high mileage. For high compression motors, use Magnolia Anti-Knock—extra power in every drop.

Any Magnolia station will be glad to give you, free, one of our new road maps

Magnolia Products

Magnolia Gasoline, Anti-Knock Gasoline, Kerosene and Paraffine Wax. Magnolene Motor Oils (all grades), Gas Engine Oil, Liberty Aero Oils (all grades), Cup Grease (all grades), Axle Grease, Neatsfoot Oil, Harness Oil, Harvester Oil, Tractor Oil, Heavy Windmill Oil, Cream Separator Oil, and Domestic Lubricant.—and many other grades of Magnolene Brand of oils and greases, constituting a full line of petroleum products.

YOU CAN DEPEND ON MAGNOLIA STATIONS AND DEALERS

Magnolia Petroleum Company

C. W. CINN Local Agent

Santa Claus

SAYS:

“DO YOUR CHRISTMAS SHOPPING NOW!”

Only 15 more days until Christmas, and our stock in all kinds of toys and gift goods is still good.

H. P. WATSON

5c, 10c and 25c Store

‘Where Your Dollars Have More Cents’

Letter Fest To Santa As Christmas Nears

(Continued from page one)
Floydada, Texas,
Dec. 4, 1928.

Dear Santa Claus:
I want a coaster wagon, some fruit and nuts. Please bring little brother something too.

Your friend,
Marvin Hawk.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa:
Please bring me a red headed doll, fruit, nuts and candy. I am seven years old and in the first grade.

Your friend,
Mary Jo Horn.

Floydada, Texas,
Nov. 28, 1928.

Dear Santa Claus:
I want one of those large Gilbert Erectors and a good story book. I go to school and I pick cotton, from one hundred to two seventy-five a day.

Counting on you.
Yours truly,
Cecil Nelson.

Floydada, Texas,
Dec. 3, 1928.

Dear Santa Claus:
I have tried to be a good little girl all year, so now I want you to bring me something Christmas. I have pulled lots of cotton and am in the second grade at school. I want a little doll trunk, a cedar chest, a set of silver ware, a little rocking chair, and lots of candy, fruit and nuts. I have one brother at home and two sisters that want you to come to see them. I have a little niece in Louisiana that you must go to see, she isn't a year old yet.

Your little friend,
Elaine Culppepper.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa Claus:
I am a little boy four years old. I have tried to be a good boy. I would like for you to bring me a tricycle, a horn, a nice story book, and lots of fruit, nuts and candy.

Love for you,
Glenn Wallace Norman.

Floydada, Texas,
Dec. 4, 1928.

Dear Santa:
Please bring me a pair of house shoes, a big doll, and a pair of gloves. I am seven years old, I am in the first grade.

Edna Mae Smith.

Floydada, Texas,
Dec. 2, 1928.

Dear Santa:
Please Santa bring me a cedar chest and a portable. I am going to school and I need very much a pair of gloves and a nice warm cap and a few goodies to eat.

Please do not forget the other little boys and girls. I am in the first grade.

Vaughn Horn.

Floydada, Texas,
Dec. 3, 1928.

Dear Santa Claus:
Please bring me a baby doll, some fruit, nuts and candy. We are going to have a Christmas tree at Campbell, Friday, Dec. 21. I will see you at the Christmas tree. I am eight years old. I am in the third grade this year.

Your friend,
Modell Hany.

Avoid The Rush, Pay Automobile Fees This Month

1929 auto license fees can be paid any time now, Sheriff and Tax Collector P. G. Stegall advises, and he urges early payments by automobile and truck owners in order to avoid the rush that always comes with the last day for making payments.

All plates and supplies are in the office ready for distribution. Vehicle owners must have their light inspection certificates from official light testers as in the past.

Thurmon Hamilton, who has been at the auto license window for the past two years, will also have the same place this year through the rush season. He will begin work about December 15.

No Changes Probable In Sheriff's Dep't.

Sheriff and Tax Collector P. G. Stegall said this week there would be no changes in the official family of the sheriff's department for the next term, beginning in January.

B. Hill is regular deputy at Lockney. E. Ray Smith is office deputy and J. M. Wright is deputy at Floydada. Other deputies are added from time to time as seasons of heavier work occur.

FARM BUREAU WILL ELECT OFFICERS AND DELEGATES

Floyd County Farm Bureau Association will hold the annual meeting Wednesday afternoon, December 12, at 2:00 at the court house.

Officers for the coming year will be elected, and delegates selected to represent the local organization at the annual convention at Dallas in January.

"This is a very important meeting and every member is urged to be present, and anyone interested who is not a member is invited to come," Arthur J. Beedy, secretary, said Tuesday. W. B. Jordan is president.

IMPORTANT EVENTS MARK PHONE GROWTH

One of the first important developments, after the invention of the telephone, was the principle of the switchboard and its subsequent improvements, without which interconnecting groups of telephones would be impossible.

Discovery of a method of hardening copper wire and its use in telephone service, improved transmission and made long distance telephony possible.

Using a pair of wires, in place of a single wire with a grounded circuit as at first used, greatly improved transmission by eliminating disturbances caused by contact with the earth.

A multiple switchboard, providing many duplicate positions, made it possible, through an increased number of operators, to answer promptly all calls from subscribers in that particular central office, whether the number was 10 or 10,000. No matter how many operators might be employed on a multiple switchboard, each operator could make any desired connection between any two subscribers on that board.

The development of the underground cable permitted the removal of all overhead lines from city streets and at the same time decrease interruptions to service. Also, the use of cable in aerial construction reduced the number of cross-arms and size of poles, as well as decreasing interruptions from storms and other causes.

COMMERCIAL HATCHERIES

Hatching of chicks in Egypt has been conducted on a commercial basis for so many years that hens there have completely abandoned the idea of wanting to sit on eggs, we are told. Whether or not hens in this country will ever reach that stage is hard to say, but certain it is that more and more farms each year are being stocked with chicks which first saw the light of day in an incubator.

Fifty years ago, hens did most of the hatching of chicks in this country. Thirty-four years ago the first shipment of baby chicks was made, and the hatchery industry became a reality. In the years since then, there have sprung up about 10,000 hatcheries throughout the United States, selling annually a total of about 500,000,000 chicks. Although poultry raisers take many of these chicks, the larger part of them go to farms, because the farmer is finding it a far more economical more convenient and a much safer plan to purchase his chicks already hatched, than to try to hatch them himself.

The hatchery, with skilled men in charge, turns out thousands of chicks at one time. By this use of the mass production idea, the cost of chicks is lowered. In addition, because the reliable hatcheryman uses the utmost care in breeding, the quality of the farm flocks is being raised to a place where the farmer may expect to reap a handsome profit.

In order to further this idea, and to insure better quality in chicks, reliable hatcherymen throughout the nation recently combined into an organization to promote better relations between hatcherymen and farmers. These hatcheries, operating under the slogan, "Hatchery Chicks For Greater Profits," are pledged to produce better quality chicks, and to use only sound business methods in their dealings with customers.

A Certain Recipe
A man can make himself an uncomfortable bedfellow by doing things that go against nature.
—The American

Olen Talley had an appendicitis operation Tuesday. He is doing fine.
Mr. and Mrs. Charles Whalen, of Slaton, were guests of Mr. and Mrs. Flynn Thagard Thanksgiving day.
Maury Hopkins, of Plainview, spent the week end with his sister, Mrs. Jack Henry, and Mr. Henry.

THE ONLY AND BEST GIFTS FOR HIM



HABERDASHERY Always Make a Hit

Stop worrying about what you're going to surprise him with! Stop shopping around from store to store when we make it so convenient for you to select the best gift in our store! You'll find our prices most attractive.

Silk Ties, Fancy and white Shirts, Silk and wool Scarfs, Belts, Initial and Stitched Handkerchiefs, Silk or Wool Hose, Travel Suits, Sweaters. Dobbs Hats and Caps, Smithson Suits, Bostonian Shoes, Gloves, Pajamas. In fact, everything for a man to wear!

WOOD BROS.

"Clothers For Men"

M SYSTEM

"Saves for the Nation"

FRIDAY AND SATURDAY

SPUDS	10 Pounds	15c
SUGAR	10 POUND CLOTH BAG	65c
SOAP	10 BARS BIG FOUR WHITE NAPTHA	36c
Raisins	4 POUNDS MARKET DAY SPECIALS	26c
Grapefruit	LARGE SIZE TEXAS, EACH	10c
FLOUR	48 POUND BAG	\$1.75

MARKET SPECIAL

CHILI	CUDAHAYS BRICK PER LB.	27c
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White Swan Christmas Boxes Now Ready for Delivery
We Deliver All Orders of \$2.50 or Over Free. Phone 4

Through the Turn-Tables to Economy

Olin Fry Named On '28 List Master Farmers

(Continued from page 1)

dent of this county for twenty-five years, and has operated the farm they now make their home for the past eight years. He married a Mrs. and Mrs. J. L. Norris. They have two children.

Their home in Pleasant Valley neighborhood is one of the prettiest in the county, inside and out. A pretty lawn, inviting flower beds and shady nooks, and well-kept premises indicate that industry and good management have been combined to make of the farm home a pleasant and attractive place. Combined with this are the garden and the orchard plots to help make the living from the farm and provide palatable foods for all seasons at low cost. In the interior of the home is every convenience which any home can have. Not only is the home lighting system provided, the running water and other conveniences but also natural gas for heating and cooking.

The farm is now paying its way, a fact which is not to be overlooked. Asked what he was doing since the short wheat crop of the past season, Mr. Fry said his sales of milk and eggs at this time are running about \$5 per day. Dairy cattle, hogs and chickens all are made a part of the scheme on this 320-acre farm. Wheat is the surplus crop but it is worked into a balanced program that has brought success to the operator.

One of the first congratulatory messages received by Mr. Fry was from Sterling P. Evans, District Agent of Extension Service, A. & M. College. Mr. Evans wrote in part:

"As district agent of the territory in which you live I was interested in your success and wish to congratulate you for receiving this honor. If I am not mistaken, this makes two master farmers to be selected from Floyd County. This is something for you to be proud of as well as the entire county to feel honored.

"I hope that your success will stimulate better agriculture in your communities and general farming conditions." R. B. Gary, who was named master farmer in 1927 by the same agencies, was the other

Floyd County man referred to in Mr. Evans' letter.

In a private letter to Miss Bass, Home Demonstrator for this county, Mr. Evans, declares that the record turned in by the 1928 Floyd County entrant compels the judges in the contest to "Look upon Mr. Fry as an outstanding farmer."

Fry's modesty in presenting his claims for the honor, after he had been selected as the 1928 entrant from this county, was the principal cause of worry on the part of those who desired to see his worth recognized. The record made up and forwarded to the judges, as well as the convincing proofs furnished when the representatives of the periodical and extension service visited Floyd County this summer, are said to have made up a record that was at once enviable and outstanding.

Lider Attends Meeting Panhandle-Plains, Inc.

George A. Lider represented the Floydada Chamber of Commerce at a meeting held in Amarillo December 5th of the Panhandle-Plains of Texas, Inc. The purpose of the meeting is for a discussion of plans for 1929 for an immigration movement to the plains. In addition to Chamber of Commerce officials there are representatives of the County Judges, Commissioners and Editors of Newspapers. Judge Wm. McGeehee attended from Floyd County.

The Panhandle-Plains Inc. was organized about one year ago at a gathering of chamber of commerce officers from over the Panhandle-Plains in Amarillo. As a result agricultural exhibits showing the production of the Plains were placed at several fairs in various States. Although Floyd County was extended an invitation to take part it did not do so because of the expense. Harve H. Haines, manager of the Amarillo Board of City Development, is also vice-president and General Manager of the organization. E. B. Black is hereford to the president.

Square Paving Nears Completion This Week

Practical completion of the work of paving the square adjacent to the court house grounds was accomplished this week, with the expectation that before Saturday night Contractor Ed Manning will have handed down the last square yard of brick and asphalt, unless inclement weather intervenes.

Contract for the long-needed improvement was let by the Commissioners' Court in early October at a figure approximately \$22,000. Specifications called for concrete base with steel reinforcing, covered with sand cushion and brick, with asphalt in the joints. Geo. A. Lider is engineer on the job.

The new paved area will add greatly to the convenience of the public, and will relieve a badly congested condition on the square. The action taken by the court apparently met with widespread approval over the county.

Floyd County Mutual Ins. Co. Authorized

The Floyd County Mutual Insurance Company, organized by four local business men recently, has been authorized by the Department of Insurance to begin the conduct of a mutual aid insurance association business in this territory, effective November 23. All the requirements of the state statutes are recorded as having been complied with, the certificate received from the department declares, including the posting of a bond for the faithful conduct of its affairs.

T. C. Russell is secretary-treasurer of the organization with office in Room 12 of the Readhimer Building on West California Street. He will have active charge of the business. Associated with him are Frank Moore, O. M. Watson and E. L. Moore. Moore is president of the board.

Edd Spivey was able to sit up Wednesday after being confined to his bed for several days with an injured foot caused from a large wrench falling on it while at work in the Third Street Garage Friday.

Grand Masonic Bodies In Session At Waco

Grand Masonic bodies of Texas are in session at Waco this week, both the A. F. & A. M. lodge and the Royal Arch Chapter having schools for study in progress.

Floyd City Chapter has a number of representatives at the school, and the Blue Lodge also has one representative, the latter being A. Tubbs. E. S. Randerson, Dr. C. M. Thacker, G. C. Tubbs and J. W. Clonts are attending the Royal Arch Chapter as is also J. D. Starks.

Lubbock Federal Court Convenes December 10

The first session of the Lubbock Division of the North Texas Federal Court, established by the last Congress, will be convened on December 10 in Lubbock, and the list of veniremen for jury service has been made up.

Among the jurors from over the several counties embracing the district are H. M. Martin of Ftomot; W. O. Shurbet of Lockney; Hubert Gilbreath, Matador; Carl McAdams Lockney; R. A. Day, Matador and J. E. Hanna, Lockney.

GRANDSON OF P. M. FELTON DIED WED. AT BLEDSOE

Garland Hugh McCoy, eight year old son of Mr. and Mrs. W. G. McCoy, of Bledsoe, died Wednesday morning early of scarlet fever, and his grandmother, Mrs. P. M. Felton of this city, together with T. W. Shaw, Mrs. Clay Johnson and Mrs. T. P. Collins, aunts of the little boy, attended the funeral service held Wednesday afternoon. Interment was made in the Bledsoe Cemetery.

The lad is survived by his parents and five brothers and sisters, besides other relatives. His mother was formerly Miss Oda Felton. She was reared and married here. They have made their home at Bledsoe since the town was established some four or five years ago.

BORN—to Mr. and Mrs. Joe P. Williams of Temple, December 3, a girl named Joe Anne. Mrs. Williams' parents, Mr. and Mrs. E. P. Stovall, who have been with her, are expected to return this week.

Specials

Friday and Saturday

- Candy, Fancy Mixed, **19c**
- Pork and Beans, One doz, Cans **\$1.14**
- Standard Corn, One Doz. Cans, **\$1.19**
- Standard Tomatoes, One doz. Cans, **\$1.14**
- Irish Potatoes, 15 Pounds, **29c**
- Best Flour, Peace Maker, **\$1.78**
- Sweet Potatoes, Bushel Basket, **\$1.69**
- Sugar, 10 pound cloth bag, **68c**
- Fresh Green Cabbage, per lb., **2 3/4c**

P. Looper Company

Cattle Brands Perpetuate History Of Texas

Wealth Of State As Well As Early Day Lore Wrapped Up In "Cattle On A Thousand Hills."

(The following story is presented to its readers by The Hesperian through the courtesy of The Daily Texan, University of Texas student publication at Austin, and Roy L. Haynes, a member of its staff. Haynes who formerly was with The Hesperian, is a son of Mr. and Mrs. A. V. Haynes of this city.)

A permanent monument to immortalize the history of the Southwest by depicting the progress of the State of Texas through its cattle industry is the unique idea adopted by the University of Texas in "branding" Garrison Hall, \$500,000 classroom building, with symbols of Texas' mother industry.

Because the cattle industry made Texas and was the foundation of the large fortunes which have contributed extensively to the progress of education in the Southwest, common cattle brands were selected to adorn the modern educational structure erected as a part of the University's \$10,000,000 expansion program.

Thousands of cattle brands which represented each step in the progress of Texas history from the earliest Spanish settlements, through the Stephen F. Austin colonization period, down to the modern era were examined before thirty-two were finally selected as those which best told the true story of how Texas became the center of the cattle industry in the Southwest.

These thirty-two brands blazed on the white stone walls of Garrison Hall symbolically relate immortal epochs in the development of Texas from a broad stretch of rolling plains to a commanding position in the cattle business of the world.

Although many persons would enjoy the distinction of being remembered as the originator of the unique idea of "branding" Garrison Hall, no one can be authentically designated as the father of the plan.

No accurate chronological division of all the brands can be made, but on the whole they are to be divided into five periods relating to Texas' history. A number of the brands were chosen for their outstanding individuality, however, and do not belong in any one of the five divisions.

The first group includes the early Spanish brands belonging to those families who were pioneers in the cattle raising business in Texas, while the second group includes the famous Spanish brand of Stephen F. Austin, H. M. King, and Preston Rose, representative of the early American cattle raisers of Texas.

The third group was selected from those of cattlemen who joined the trail-driving movement immediately after the Civil War, taking their cattle to the northern markets along the famous West Texas, Oklahoma, and Kansas routes. The fourth and fifth groups of cattle brands were selected, not because they were strictly chronologically next in the progress of cattle raising in Texas, but for their representative qualities.

The fourth group includes brands of such men as Major George W. Littlefield, who alone has given the University of Texas more than two millions of dollars for educational purposes; C. C. Slaughter, builder of schools and sanitariums; D. H. Snyder, generous benefactor of Southwestern University at Georgetown, Texas, and other men who are BRANDS—GALLEY 2—nzbla ... known in the Southwest for their outstanding contributions to the educational institutions of Texas.

The fifth group of brands comes from those families who are considered representative of various sections of Texas, noted for cattle raising. Al M. McFadden of Victoria, H. L. Kokernot of Alpine and the trans-Pecos regions, and Ike T. Pryor of San Antonio helped furnish brands for this group.

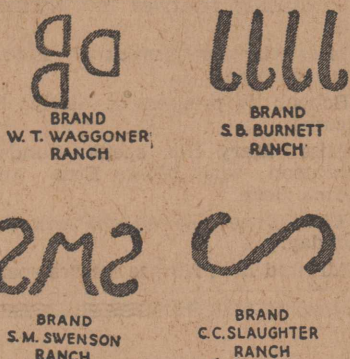
First Cotton King
The first five brands, which have already been placed on Garrison Hall, are those of Stephen F. Austin, the "Father of Texas;" H. M. King, founder of what is today the largest ranch in the world; Major George W. Littlefield; S. M. Swenson, who is remembered today as the first real cotton king of the South, as an early Wall Street business genius and donor of a famous coin collection to the University of Texas, and S. B. Burnett, whose \$4,000,000 estate was bequeathed to Texas Christian University of Fort Worth less than two years ago.

No two brands on Garrison Hall are alike. Four are similar, for three distinctive types—figures, letters, and characters—are outstanding among the thirty-two selected.

With the first five brands, already placed on Garrison Hall on a level with the third floor, the remaining twenty-seven will be set under the eaves of the structure.

20,000 Brands Examined
"It is important that only thirty-two of the many thousands of brands examined were finally selected," Dr. W. J. Battle, chairman of the faculty building committee, said in discussing the Garrison Hall decorations. "The best ideas as to the great amount of work involved in choosing only thirty-two most representative brands can be gained from the fact that E. W. Winkler, University librarian, spent six months in actual research during which time he personally examined more than twenty thousand Texas and other Southwestern brands."
Prexy Old Trail Drivers

Ever See These?



Four of the famous brands which have made history in the panhandle. Many thousand head of cattle still roam the hills and plains wearing these famous brands.

as to whether Stephen F. Austin owned a brand, but a discovery among the original Austin papers in the University archives reveals the fact that Austin mentioned branding his cattle and other stock in a letter to his father, Moses Austin. Henry Austin Perry, after extensive investigation, verified the belief that Austin used the brand which has been placed on Garrison Hall.

The second brand chosen was that of Captain Richard King, whose widow died last year and left an estate which includes a ranch of 1,000,000 acres, the largest in the world. Captain King settled at Kingsville, Texas, before the Mexican war, and started a cattle business that will remain an outstanding factor in early Texas history. The 1,000,000-acre ranch today, has more game on it than any other ranch in the world, borders on the Gulf of Mexico, and is dotted with numerous artesian wells which supply water for the cattle on it.

The name of Major George W. Littlefield, whose cattle brand was selected as the third among the thirty-two, will be remembered best for the \$125,000 endowment left the University of Texas upon Major Littlefield's death for the collection of material relating to the history of the South. This endowment yields about \$6,000 a year, and has already bought \$72,000 worth of books and manuscripts for the University.

Gives Away Millions
Among other gifts of Major Littlefield to the University may be mentioned the Wrenn Library of

original English literature prints, which was bought for \$225,000; the Alice Littlefield memorial dormitory, now under construction, which will cost \$350,000; a Southern Confederate Memorial archway to be erected at the University south entrance, and \$500,000 for the construction of a new University main building.

S. M. Swenson, described as one of the cleverest and most picturesque business geniuses of the post-Civil War days, made a fortune in cotton as well as in cattle raising. He is generally connected with the migration of thousands of Swedes from the Central States to Texas, having promoted the movement of the Swedes after he became prominent in Wall Street after the war. Swenson is usually thought of in the class with Littlefield, Snyder, Slaughter, Burnett and other men who gave to Texas education, for Swenson's rare coin collection donated to the University of Texas is considered one of the most complete in America.

Four Sixes in a Poker Game
Already a \$150,000 library has been erected on the campus of Texas Christian University to the memory of S. B. Burnett, whose \$400,000 estate went to the school a short time ago. The Burnett brand (four sixes) was chosen as No. 5 in the collection. The story of how Burnett came to use four sixes is related by old-timers, who say that he once sat in a poker game in

which this magic "four-of-a-kind hand" won for him an extensive ranch, which, it is said, marked the beginning of his vast estate.

The brands of Mariano Sanches and Pedro Ibarbo are sixth and seventh, respectively, in the collection. These two brands date back to the early Spanish settlement at Nacogdoches, Texas, and were taken from papers preserved in the University of Texas archives.

Colonel Jose Antonio Navarro, one of the three commissioners from the Republic of Texas and the historic Santa Fe Expedition in 1841, and Jose Antonio de la Garza of San Antonio used the eighth and ninth of the Garrison Hall collection of brands. The Garza brand was obtained from the Spanish government by Leonardo de la Garza, June 23, 1926, but was not recorded in Bexar County until July 2, 1849.

The brand of Ike T. Pryor, considered representative of South Texas cattle raisers, is known as 77, and was adopted by him after 1870, when cattle thieves first became rampant in Texas, and new brands had to be used. The Pryor brand is No. 10 in the collection.

Shanghai Pierce's Sealfons
Unique in character and clever in business, A. H. (Shanghai) Pierce belongs in the trail drivers' group, and is believed to be the only Texas man who triumphed completely after the panic of 1873, six years after he started trail driving to

northern markets. Colonel Pierce baffled the Yankees during the panic and drove cattle from Matagorda County on the Gulf to Kansas markets. His coast steers were known from the Rio Grande to the Canadian line as "Shanghai" Pierce's sealfons.

"Ten in Texas," as the cowboys called it, was the XIT brand of the Capitol Land Syndicate, selected as No. 12 of the University's group. The land holdings of this company

covered ten counties and included 3,000,000 acres, given in payment by the State of Texas for the State Capitol building at Austin.

Twelve Thousand Carry "Lazy S" C. C. Slaughter's "Lazy S" brand, which was placed on more than twelve thousand cattle a year throughout the trail driving period after the Civil War, was chosen as No. 13. Slaughter belongs in the class of educational benefactors of (Continued on back page)

MONEY TO LOAN!

I make straight 6% Loans on Improved Farms and do not charge any commissions. Ten Year Term Loans with Option to begin paying off at end of FIRST year. Only one Deed of Trust and our Company does not sell its paper, and you get all you borrow.

R. E. FRY, Representative
Southwestern Life Insurance Company of Dallas
Office room 4 Readhimer Building Phone No. 238
Floydada, Texas
"C-Me-B-4-U-Die"

Floyd County Mutual Insurance Co.

FLOYDADA, TEXAS

Is pleased to announce receipt of authorization to do business from the Department of Insurance of the State of Texas, and is now ready to accept applications on the following basis:

- Policies will be issued for an amount not to exceed \$1,000, based on the number of members at the time of the death of the insured;
- In case of the total, permanent disability of a certificate holder, the value of the certificate will be paid in full.
- Members shall not be liable for any debts of the Association, except for \$3.00 annual dues, and \$1 assessment upon the death or total disability of a member in good standing.

The officers and directors of this association represent to their prospective members that the organization will not be removed from Floydada.

Floyd County Mutual Insurance Co.

T. C. Russell, Secretary-Treasurer.
Office Room 12, Readhimer Building, Floydada, Texas

NOW! AUTOMATIC TUNING

THE RADIO OF THE FUTURE

Press the button and there's your station

THE whole country is talking about Zenith Automatic Tuning. It's the sensation of the year in radio. If you haven't seen a demonstration you can't imagine the miraculous ease and simplicity that Zenith Automatic brings to radio reception.

Simply press a button and there's your station! In a flash it comes to you clearly and distinctly, at exactly the right wave length. You go from one station to another without even looking at the dial—your guests are never conscious of disagreeable interruption between stations.

Anyowner can, himself in his own home, push the buttons to the desired stations in one—then—they are at your finger's control, once, twice or a thousand times automatically and instantly—and you can always tune stations with the dial, in the regular accustomed manner. Come today and witness an automatic demonstration. It will be the thrill in your radio experience.

30 different models—3 different circuits—6, 8 and including De Luxe, Automatic and Phonograph models without loop or antenna—battery or fully electric—

ARWINE DRUG COMPANY

ZENITH RADIO

LONG DISTANCE RADIO

Post Eleven Declared District Grid Champs

Team Held by Whirlwinds For Scoreless Tie, Wins Title From Ralls.

Post Antelopes, gridsters from the Post City High School, were declared the undisputed champions of Class B football in District Two when they took an easy victory from Ralls Jackrabbits last Thursday afternoon, in a Thanksgiving Day game at Ralls. The score was 39 to 6.

Although the title holders maintain a record of no defeats this season, their record is blotted with a scoreless tie with the Floydada Whirlwinds. Coach Jones' eleven held the Antelopes scoreless on

their home gridiron on November 12. Hereford and Memphis high school teams will play this weekend for the title of District One, and the winner of this game will clash with the Post eleven. Floydada Chamber of Commerce officials and other local fans are making an effort to have the bi-district championship game played in this city next week.

Review Whirlwind Season
With last Friday's game, F. H. S. Whirlwinds closed their 1928 football season, and despite all adversities, it may be declared a successful one. The Whirlwinds have chalked up 177 points against their opponents 68. Out of ten games played this season, they have won five, lost three and tied two. Six of the ten games were played on the Floydada gridiron.

A brief review of the season follows:
September 21—Roaring Springs 0, Floydada 46—at Floydada;
September 28—Idalou 6, Floydada 12—at Floydada;
October 5—Paducah 25, Floydada 0—at Paducah;
October 12—Matador 0, Floydada 51—at Floydada;
October 26—Crosbyton 6, Floydada 0—at Crosbyton;
November 6—Lockney 0, Floydada 30—at Lockney;
November 12—Post 0, Floydada 0—at Post;
November 16—Ralls 6, Floydada 6 at Floydada;
November 23—Spur 12, Floydada 26—at Floydada;
November 29—Slaton 13, Floydada 12—at Floydada.
Out of fourteen gridsters who have lettered this season, Coach Jones reports that he will lose nine

by graduation. The nine letter men who have played their last games with F. H. S. are Winfred Newsome, Theron Summerville, Charles Matthews, Pete Nelson, Harold Porterfield, Dave Luttrall, Bud Goen, John Key West, and Delbert Eubank. Several of these men have lettered twice on the Whirlwind squad. By retaining Howard Welbourn and a number of other star players from this season's line-up and the income of new material, prospects for next year's grid team are exceptionally bright, according to Coach Jones and local fans.

South Plains News

South Plains, Dec. 3.—Brooks Browning, manager of the Browning Gin Company, made a business trip to Lubbock, last week.
Wilbur Wilson has sold his hotel to Mr. Murphey, of Estelline.
Mr. Murphey has already taken charge of the hotel. Mr. and Mrs. Wilson will move back to their farm near Sunset.
The Baptist people are going to build a church on North Main Street. They plan to begin work soon.
Mrs. Sam Gilliland spent Sunday afternoon with Mrs. Burns.
Mr. and Mrs. Elmer Thornton were the guests of Mr. and Mrs. Wade Davenport Thanksgiving.
Miss Grace Harper, of Lockney, spent Thanksgiving with Mamie Lou Jarnigan.
Mrs. Brooks Browning and baby returned home Sunday from Sherman, where she has been visiting relatives the past three weeks.
T. P. Nelson was a guest at dinner Sunday of Mr. and Mrs. Sim Reeves.
Mrs. John Smitherman visited with Mrs. Thornton Saturday afternoon.
Little Maxine Myers, who has been ill with lagrippe is reported much better.
Mrs. Glen Smith returned home last Wednesday from Frisco, where she has been visiting relatives.

Pleasant Hill News

Pleasant Hill, December 3.—We are very glad to have little Robbie Cardinal back in school after being absent a month with a broken arm.
Mr. and Mrs. A. C. Heith, Mr. and Mrs. Lorenza Roberts, and Mr. and Mrs. Russell Peck spent Sunday in the home of Mr. and Mrs. T. B. Peck and children.
Mr. and Mrs. Elmer Day and family, Price Conway, Floyd Anderson, and Lorene Battey spent Sunday with Mr. and Mrs. Fred Battey.
Misses Elizabeth and Abbie Lee Woolsey spent Sunday afternoon with Miss Lucille Evers.
Mr. and Mrs. T. J. Cardinal and family spent Sunday with Mr. and Mrs. C. T. Camden.
Misses Vida and Zella Battey spent Saturday night with Mr. and Mrs. C. N. Battey, of Floydada.
Mr. and Mrs. Grady Moon spent Monday with Mrs. Moon's mother, and father, Mr. and Mrs. Jim Kimble.
Dow Teaffitellar returned to his home in Oklahoma after a six weeks visit with his aunt and uncle Mr. and Mrs. S. M. Woolsey.
Mr. and Mrs. C. D. Kelly spent Sunday with Mr. and Mrs. McCravy of Lakeview.
Mrs. Fred Battey and Mrs. J. R. Evers spent Thursday with Mrs. C. N. Battey, of Floydada.
The farmers are very proud of the fine weather and many are taking advantage of it to gather their crops.
Misses Bessie League and Katherine Harper, members of the faculty of Tech College at Lubbock, were the guests of Mrs. C. O. Thomas, of this city, on Thanksgiving Day.

Liberty News

Liberty, Dec. 4.—Miss Wauline Reins, of Lockney, visited Miss Mary Box Sunday.
Mr. and Mrs. George Leach spent Saturday night with Mr. and Mrs. C. A. Strickland.
Mrs. Sam Box and children spent Thursday afternoon with Mrs. Ross Carthel of the Cedar Hill community.
The box supper given here Friday night was well attended. A box of chocolate candy was given to Mrs. Buster Brown for being the prettiest girl and a box of cigars was given to Buster Douglas for being the ugliest man. The money will be used for school ground equipment.
Mrs. H. C. McCormick and daughters, Misses Mildred and Bernice, are visiting relatives in Wichita Falls.
Miss Nina McCormick is visiting relatives here.
School is progressing nicely at present.
Miss Mary Box spent Sunday afternoon with Misses Erna and Berna Bean.
Alvis Bean was on the sick list Monday.
Mr. and Mrs. Horace Reeves spent

Monday with Mrs. C. A. Strickland and family.

Mrs. Frizzell and Mrs. Albert Reins, of Lockney, spent Sunday with Mrs. Sam Box.
TIME TO TURN ON THE LIGHTS
Artificial lights in the poultry house will increase egg production from November to March, if good care is taken in feeding, management, and housing is given. Lights lengthen the hen's working day, giving her more time to feed. Consequently when the short days of winter are made longer and she eats more egg-making feeds, her production is inlaid in April or May. Where lights are used, the hens should have additional feed. As a rule, it is more profitable to use artificial lights with well-matured pullets.
CLEAN UP AFTER HOG CHOLERA
Hogs affected with cholera are a constant menace to non-immune hogs. Do not bring susceptible hogs on to the farm as long as any sick hogs are around. It is best to wait three months after removing sick hogs, unless in the meantime the premises have been thoroughly cleaned and disinfected, says Dr. U.

G. Houck, hog-cholera expert of the U. S. Department of Agriculture. Special care should be taken in cold weather, as infection persists longer in winter than in summer.
The public utilities, including steam railroads, pay about \$800,000,000 a year in taxes.
Music's Language
Some people think that in order to enjoy good music one must learn a special language but this is not true for it grows on one almost unconsciously.—Woman's Home Companion.
Read The Hesperian for the news of Floyd County.



SAFE

IN A
SAFE DEPOSIT BOX
One cent per day rents a safety deposit box in our fire proof vault.
A private, safe, convenient place for your wills, insurance policies, deeds, abstracts, and other valuables.

Floyd County National Bank

"THE BANK OF FRIENDLY SERVICE"

Baker-Campbell Co's.

Store Wide Sale

Will Save For You! Buy your winter needs now and have the benefit of the low prices we are making. This is your opportunity. You Should Not Miss It!

Ladies Coats and Dresses

We are making an absolute Clean-Out Price on all coats and dresses. Come in and you'll be delighted with the prices.

Mens Suits and Top Coats

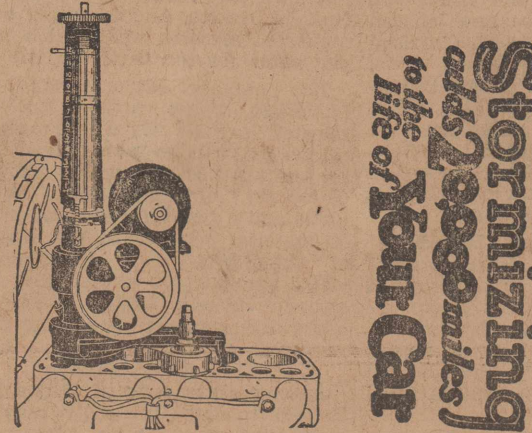
At Prices you cannot afford to miss. We are selling good suits at very low prices. Come in and get yours now while the sale lasts!

\$1.95 All Millinery \$1.95

Baker-Campbell Co.

WATCH FOR THE NEW MODEL WHIPPET!

STORMIZING
ADDS 20,000 MILES TO THE LIFE OF YOUR MOTOR



We are Headquarters For Machine and shop work of all kind. We have a Storm- Re-Boring machine and we are sure that you will be pleased with our garage work.
Whippet and Willys-Knight Work a Specialty
Full Line MICHELIN TIRES at Bargain Prices! Two year guaranteed tubes at special prices!
Wholesale and Retail

Geo. M. Finkner Motor Co.

Willys-Knight and Whippet Dealers

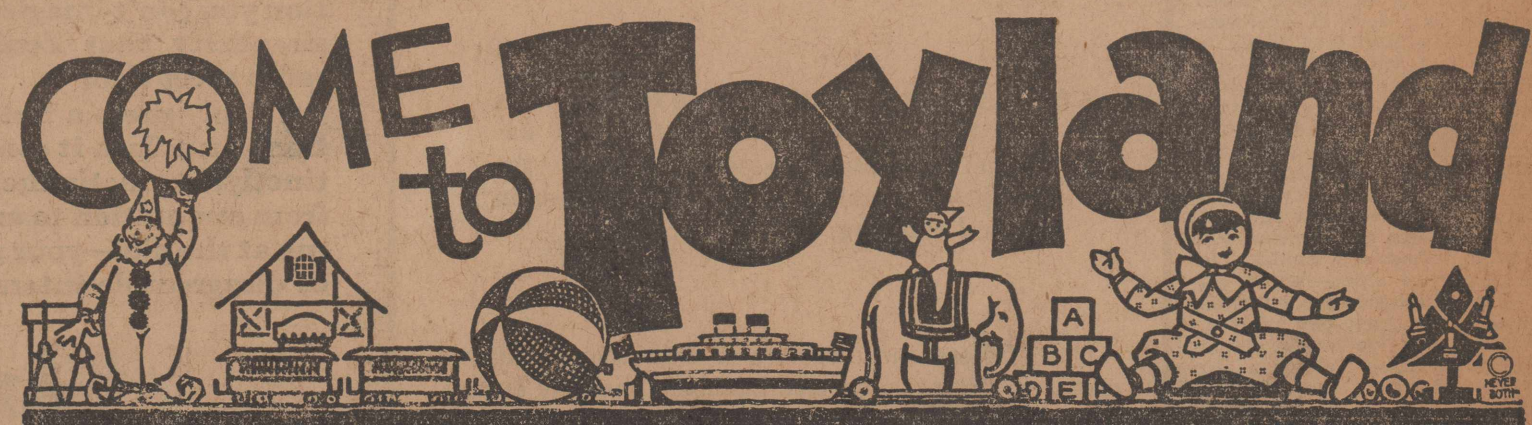
A Christmas Special

Beautiful 14 by 18 Framed Pictures. Reproductions of famous paintings

For Friday and Saturday Only

98 CENTS

Don't Miss This Extra Special!



Old Santa Claus has made every provision for the Christmas Shopper at his Regular Annual Headquarters in Floydada. Gifts galore for the kiddies, appropriate gifts for both young and old, beautiful presents for sweetheart, brother or sister, await your selection.

FLOYDADA VARIETY STORE

Santa's Regular Headquarters in Floydada

Mrs. J. A. Awtray, Prop.

Bill Der Says

the carpenter pounds his way to success. Treat Your Nails Kindly



When building time comes around and you are buying your lumber, keep a little kindness in your heart. Be a Boy Scout and do a good turn.

Buy good lumber, for your nails' sake. Think how humiliating it must be for a perfectly respectable nail to be driven into a poor and vulgar hunk of inferior lumber!

Willson & Son

Floydada, Texas

Road Bond Issue Loses In Lubbock Election

Proponents Maintain Issue Lost Because of Effort to Include Too Many Lateral Roads.

The road bond issue in Lubbock County lost by a heavy majority in Lubbock County Saturday last, the election having been called to vote on the question of a bond issue of upward of two million dollars to pave all state and federal highways in the county as well as several lateral roads over the coun-

ty. The vote for the bonds was 1572 and against them 2086, according to unofficial figures compiled by the Lubbock Avalanche-Journal. Several of the members of the various organizations which worked for and against the bond issue, joined in statements Monday declaring their willingness to support a bond issue for the paving of the state and federal highways, and were preparing petitions to present to the Commissioners' Court immediately asking for an election for the purpose.

Pete Brown visited Maclea Johnson Sunday.

Hillcrest News

Hillcrest, December 3.—Most of us were very busy during the Thanksgiving holidays, but we appreciated them very much.

Mr. and Mrs. Ray Warren and their little son returned to their home in the Cedar Hill Community Sunday afternoon after a several weeks visit with her parents, Mr. and Mrs. R. D. Hopkins.

Mr. and Mrs. L. H. Lewis and son, Charles, and granddaughter, Miss Mary Ann Swepston, and Carroll Bingham enjoyed a Thanksgiving dinner at the home of Miss Virginia Lewis in Floydada last Thursday.

Guy Garrison attended a party in the Mayview community Saturday night.

Mr. and Mrs. Lawrice Hopkins, Miss Lina Mae, and Dolph and David Hopkins visited with Mr. and Mrs. Ray Warren, of Cedar Hill and with Mr. and Mrs. Doyle Hopkins of Fairview Sunday afternoon.

Little Miss Francis Marie Bostick has been on the sick list recently.

Miss Ora Scoggin spent the holidays with her parents in Floydada.

A. B. French and family returned Saturday from Foard county where they had been in attendance at the bedside of his sister who has been very ill.

A. T. Swepston, was honored with an informal six o'clock dinner at his home on last Friday, his birthday. Besides the members of the family, Mr. and Mrs. L. H. Lewis and son, Charles, and Carroll Bingham enjoyed the evening with him.

Sterley News

Sterley, Dec. 3.—Mrs. W. T. Reeves, of Lockney, spent Sunday with her son, Joe Reeves.

Herman King, who is attending T. C. U. at Fort Worth spent the past week visiting his parents, Mr. and Mrs. Albert King.

Freeman Stafford, who has been with his uncle, E. C. Brown, for the past two months returned to his home at Palestine Monday.

Mrs. Kirk and daughter of Lockney, spent the week end with Mr. Kirk.

Sterley will soon have a Lumber yard and a Post Office to add to the conveniences of the community.

Mr. and Mrs. Bob Reeves are the proud parents of a baby girl born December 2.

Miss Doris Brown and brother, Pete, attended the party at the Methodist church at Lockney Saturday night.

FEEDING POULTRY HALF THE BATTLE

The practice of forcing the farm poultry flock to subsist on scraps and waste around the farmstead is fast becoming obsolete in Texas along with the gradual disappearance of the mongrel flock and the use of trees for roosting places. At least this is the observation of E. N. Holmgren, Extension Poultryman at Texas A. and M. College, who points to the fact that scientific feeding is coming into quite general use. "While it is true" he says, "that good feeding is of no avail where the flock is scrubby or wormy or preyed upon by vermin or poorly housed, it is also true that about half the failures to make poultry profits are due to improper feeding."

"How shall I feed by flock?" is a question asked in hundreds of letters monthly to the Extension Service, and the usual reply is a suggestion to try the "Big 5 Ration," as follows: 100 pounds each of corn or milo meal, ground oats, wheat bran, wheat shorts and meat scrap of 50% protein. The bran and shorts may be substituted by using an equal weight of finely ground wheat. For the scratch feed the proportions are 2 pounds cracked corn or milo, 1 pound wheat and 1 pound oats. This ration is designed for farms where no milk is available. It is easily changed for flocks having plenty of any kind of milk before them at all times by omitting the meat scrap in the mash as given, and feeding 3 pounds cracked corn or milo and 1 pound of wheat in the scratch feed, omitting the oats.

ECONOMY AND EFFICIENCY IN COUNTY CONTROL

A general utility man is employed for his full time by the Campbell County (Va.) School Board. He visits regularly the 99 schools of the county and makes necessary repairs to buildings and equipment. Many old buildings have been remodeled by the utility man since his employment in June, 1926, and sanitary conditions have been improved in a number of other schools. In addition, he has constructed two new school buildings. He paints roofs, repairs defective flues, sets up and rebuilds desks, and twice a year he oils the floors of the buildings which have no janitors. The school board has purchased a truck, and this enables the utility man to deliver school supplies, which are bought in quantities, resulting in a substantial saving. Coal for some of the smaller schools is delivered by him. He is paid 40 cents per hour and he has received an average of \$82.50 per month. Additional help required by him is paid for at the rate of 30 cents per hour. Operation and maintenance of the truck costs an average of \$38.25 per month. The work of this man has resulted not only in the saving of time and money in the conduct of schools in Campbell County, but has notably increased the efficiency of the school system. The division superintendent of schools directs the work and arranges the program for his visits to the schools.

A High Art
It's an art to be able to make people happy.—The American Magazine.

Rattling Ideas
It's better to have a "fixed idea" than one that rattles.—Farm and Fireside.

Pay Cash and Save the Difference

Specials for the week beginning Saturday morning, December 1, closing Saturday night, December 8.

1 gal. Brer Rabbit Syrup,	78c	12 cans No. 2 Hand Pack- ed Tomatoes for,	\$1.20
5 lb. Box Blue Ribbon Peaches,	78c	2 cans No. 2½ Del Monte Peaches, Halves,	45c
1 Gal. Tomato Catsup,	70c	14 oz. Bottle Tomato Catsup,	19c
3 lb. Can Wamba Coffee,	\$1.65	2 cans No. 2½ Del Monte Spinach,	35c
Rex Bacon by the Side, per lb.	31c	Smoked Bacon, any Quantity,	24c
8 lb. Vegetole or Swift Jewel,	\$1.20	20 lb. Smooth Colorado Spuds,	35c
3 lb. Santos Pea- berry Coffee,	\$1.00	48 lb. Sack famous Ever- lite Flour, for,	\$1.78
1 Gal. Solid Pack Peaches,	47c	1 gal. Texas, Blackberries,	57c
10 lb. Rex Prunes In wood,	95c		

REMEMBER

We have the Famous Everlite Flour. Our Guarantee is to Satisfy and we leave it to you.

Floydada Hardware & Grocery

Free Rogers Silverware

Coupons Have Arrived

Save Ho-Made Bread Wrappers!—and Exchange them for Silverware, without any extra cost to you

Except for Postage.

One coupon with each 25c purchase of Pastry at our Bakery

See our Display of Hoffman's and Jacob's Candies

Fruit Cakes

Just Made—Place your order now.

WESTERS' QUALITY BAKERY

The Home of Ho-Made Bread

Congratulations

TO OUR GOOD FRIEND AND CUSTOMER

Mr. Olin W. Fry

Who has done honor to himself and his county by being selected as

A Master Farmer

by The Progressive Farmer and the A. & M. Extension Service co-operating.

We take pleasure and pride in counting Mr. Fry among our list of customers, and are glad that his sterling qualities as business man and citizen have gained for him the honors which are his.



1st NATIONAL BANK FLOYDADA, TEXAS

GOODYEAR TIRES

We've had a good business in Goodyear Tires since we opened for business in Floydada and Petersburg, for which we thank you.

12 Years Experience Vulcanizing, with first class equipment means that we can take care of your needs properly.

Free Road Service

Prices on Goodyear Tires:

	Commander	Cavalier	Silvertown
30 x 3½	\$4.15	\$ 4.95	\$ 6.20
31 x 4	7.85		
32 x 4	7.95	9.75	11.75
Balloon			
29 x 4.40	5.20	6.10	7.60
30 x 4.50	5.90	6.35	8.45
31 x 5.25		10.10	12.35

Other sizes priced in proportion

Floydada Rubber Company

Floydada and Petersburg

**Selections
Are
Best
Now!**

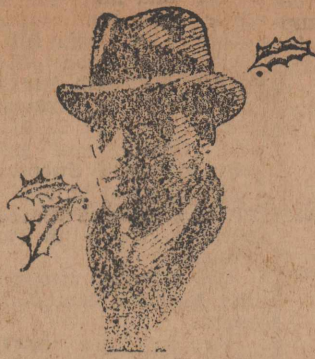
A STETSON HAT FOR HIM

Men are always proud of a good hat, "Stetson" hats are the kind men want in most instances. We probably already know the proper size and the style he will like.

Stetsons \$8.50 to \$17.50

J. B. SPECIALS. Snappy styles, new colors and qualities that stand wear. He will be proud of a hat that comes from Martin's.

\$5.00 and \$6.00



The Christmas
For Young and Old

WE ARE SHOWING THE BIGGEST SELECTION OF GIFTS FOR CHRISTMAS! OUR OWN EFFORTS TO STOCK OUR STORE WITH THE FINEST OF THINGS, GIFTS FOR THE BABY, IN FACT EVERYBODY, YOUNG OR OLD! GIFTS THAT HAVE BEEN WORTH YOUR WHILE TO SHOP HERE. EFFICIENT SERVICE AND COURTEOUS

MARTIN DRY GOODS

FLOYDADA,

"THE STORE WITH THE BEST"

Packard Shoes

Shoes will please him and especially if they are PACKARDS for most all men know that they are the best shoes sold in Floydada.

Low Shoes \$8.85
High Shoes \$11.00

Give Him a Suit for Christmas

This is an unusual event that brings savings that are worth while. Bring cheer to daddy or the boys and buy him a new suit for Christmas. At these prices you will make a mighty good saving while you are making some heart glad.



\$37.50 Suits, are now, \$29.75
\$27.50 Suits, are now, \$22.50
A Great Group Suits, at, \$19.75

Coats are Fine Christmas Gifts

Maybe you don't know what fine coats we are showing here nor what reasonable prices we have them marked to. It will pay you big to look our overcoats over before you make a purchase, plenty styles and sizes here to suit you.



\$19.75 Overcoats, are now, \$14.85
\$27.50 and \$30.00 Overcoats, are now, \$22.50
\$35.00 and \$37.50 Overcoats, are now, \$29.75

The Store of Beautiful Gifts

Men's Lounging Robes

Men like a good comfortable lounging robe and they will appreciate one of these we are showing with house shoes to match. Ready boxed.

\$4.95 to \$22.50

**Give Him
Shirts**

Men can always use another shirt or two. We have them in Christmas boxes if you wish them. You can please him here.

\$1.00 to \$6.50

Warm Weather Jackets

If he has to be out doors why not buy him a good warm leather coat or jacket, he will get lots of service as well as enjoyment out of it.

Suede Jackets \$9.95 Horsehide Coats \$12.45

**He Needs
Neckties**

Men get more neckties for Christmas than any other thing, but they all like them and especially the kind we have for him.

50c to \$2.50

VISIT OUR CHRISTMAS BOOTH IN CENTER SECTION MAIN FLOOR



Doll Buggies

Kiddies all love doll buggies These are made to stand up under hard use. They are priced very moderately.

\$2.45 and \$4.95

Doll Beds

A little doll bed would solve that problem of what to get for her, she will spend many happy hours with her doll and bed.

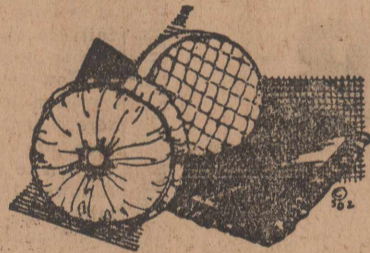
98c and \$1.49



Dolls

Hundreds of them, walking talking, whistling, boy dolls girl dolls, all kinds, sizes and the prices are from—

49c, 98c to \$7.45



BOUDOIR PILLOWS

All women appreciate pretty pillows. We have a great assortment that you will find to please her. Fluffy lace trimmed.

98c EACH



Vases

Buy something for the home adornment, all women appreciate such gifts. We have many beautiful ones.

Fancy Socks

He will like socks bought from us, they have the snap he will like.

Pair 25c, 50c, 75c

Does He Smoke?

Neat smoking and ash trays. He will appreciate one of these. They make a good gift for him.

75c to \$1.50



Floor Lamps

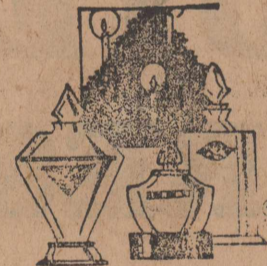
No home has too much light, these lamps add a touch of beauty as well as light up.

Each \$1.98

Scooter

The kiddies like a play thing that will stand their use. Our scooters are built for service.

Each \$2.25



Perfumes

The appreciated gift, put up in pretty gift bottles for your easy choosing.

25c to \$1.50



BATH POWDER

How about a pretty box of toilet powder and the salts combined, she will appreciate this gift. Put up in pretty containers.

49c to \$1.45

Suggest

FOR

SHIRTS
SUITS
OVER COATS
SHOES
UNDERWEAR
BATH ROBES
HOUSE SHOES
NECKWEAR
INITIAL HANDKERCHIEFS
SILK HANDKERCHIEFS
BELTS
BELT BUCKLES
LEATHER BELT
LEATHER KITS
HATS
CAPS
SWEATERS
HOSE
PAJAMAS

DRESS COAT
SILK UNDERWEAR
SHOES
HOSIERY
BATH FLOORS
HOUSE SHOES
HANDKERCHIEFS
HAT BOXES
FITTED
LEATHER BELT
BLANKETS
BED SPREADS
TABLE LINS
DISHES
SWEATERS
TOWELS

Buy a Dress Pattern of Silk, Wool or Velvet

A nice dress or coat pattern would cheer her heart. Our stock will make it an easy matter to choose to your liking and her's too. Come in and let us make some suggestions to you.

56-inch wide Kasha Cloth, new colors, regular \$2.98 yard, \$2.47
Now, \$2.19
40-inch wide heavy silk crepe. All colors, regular \$2.49 yard, \$2.29
Now, \$2.29
\$2.29 Velvets, are now, \$2.19 Yard, \$6.74
\$5.98 Velvets are now, \$4.49 Yard, \$7.49
\$8.98 Velvets are now, Yard, \$6.74
\$9.98 Velvets are now, Yard, \$7.49



Gift Store

Quality and Value

WHAT WE HAVE EVER DISPLAYED BEFORE, WE HAVE EXCEEDED EVEN OUR EVERY MEMBER OF THE FAMILY, FRIEND, SWEETHEART, BOYS AND GIRLS, WHEN CHOSEN FROM ALL OVER THE WORLD IN A DISPLAY THAT WILL MAKE ITS ATTENTION AWAIT YOU HERE.

GOODS COMPANY

WITH THE GOODS"

TEXAS



GIVE HER A SET OF DISHES

Sets consist of 4 dinner plates, 4 breakfast plates, 4 desserts, 4 saucers 4 cups 4 pie plates, 1 10-inch platter. A gift she will be delighted to get 25 piece set of dishes. Comes in plain, or nasturtium or tulip design.

Plain Set \$3.75

Nasturtium or Tulip Design Set \$4.98

All sets are boxed and packed ready for delivery in first class condition. Just a limited number of these sets to sell so make your selection early.

The Store for Gifts



Give her hosiery and you will be sure to please her. "MUNSINGWEAR" hosiery will please any particular woman. All colors and sizes.

Pair \$1.50 to \$2.95

Buy Her a Coat for Christmas

The smartest coats are only as smart as the furs that adorn them, lavishly fur trimmed coats are here in profusion in the most stunning styles that have ever been conceived. Buy her a coat now for Christmas and at a saving that will be worth your while. She will appreciate a gift like this too!



\$79.00 Coats, are now, _____	\$49.00
\$59.00 and \$69.00 Coats, are now, _____	\$39.00
\$39.00 and \$49.00 Coats, are now, _____	\$29.00
\$29.00 Coats, are now, _____	\$19.00
\$25.00 Coats, are now, _____	\$16.50

A Dress, a Good Christmas Gift

You will find here an assortment of the season's newest dresses, a great number that have just arrived for this Christmas event. You can be sure to please her with your selection as the stock is large enough to permit you to choose from many.



THREE GREAT GROUPS TO CHOOSE FROM—

GROUP NO. 1—Fine Silk Dresses, Now, _____	\$14.85
GROUP NO. 2—Fine Silk Dresses, Now, _____	\$21.50
GROUP NO. 3—Fine Silk Dresses, Now, _____	\$32.50

The Store of Beautiful Gifts

Why Not Give Sweaters?

Women appreciate a good warm sweater, there is so many uses for them and they are so warm.

\$3.69 to \$9.45



Why not give one of these all leather hand sewed bags we are showing. She will use it months to come.

\$4.95 to \$9.95

Give Her Lingerie

Women like beautiful lingerie, it's the most appreciative gift of all. Let us show you what we have in "MUNSINGWEAR." Pajamas, Gowns, Teds, Bloomers, Lounging coats.

\$1.98 to \$6.45



Give her kid gloves. We have a complete range of all that's new in colors. All sizes.

\$2.95 to \$3.95

VISIT OUR CHRISTMAS BOOTH IN CENTER STREET FLOOR

Rocking Chairs



Little girls do love a little rocker. We have just the kind little girls want.

98c to \$2.50

Mesh Bags

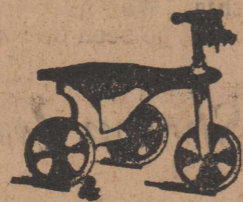


Surprise her, you know she has wanted one for a long time, buy it for her Christmas gift, she will be delighted.

\$2.45 to \$12.50

Kiddie Kars

A good thing to induce the youngsters to stay indoors with on bad days A toy that will give lots of service.



Each 98c

Jewelry



Beads, bracelets, pins, all to match in beautiful colors. She will surely appreciate a gift like this.

98c Each

Handkerchiefs



We have them in the box or individual specially for gift purposes. The greatest assortment that you will see.

Individual, 5c to \$2.45
Boxed from 15c to \$2.45

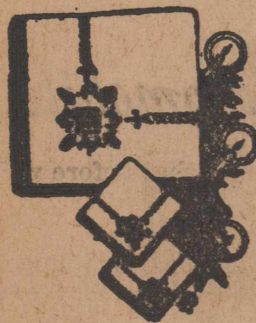
Hat Boxes

Hat boxes for the children or the miss. Come in all sizes and colors. They will appreciate these hat boxes.



98c to \$14.95

Luncheon Sets



Women are always delighted with a gift like this. We show a great assortment that you can please her with.

98c to \$7.45

Men's Scarfs and Mufflers

You could not hope to please him more. A great assortment here to choose from.

\$1.45 to \$3.95

Let Your Christmas Gift for the Boy Be a Suit

We are offering wonderful values in boys suits just now it will pay you to investigate. Suits with 2 long pants or with 1 long and one golf knicker, Snappy models that boys like and made of hard wearing fabrics.

Regular \$8.50 Suits are now, _____	\$7.95
Regular \$10.50 Suits are now, _____	\$9.90
Regular \$11.75 Suits are now, _____	\$10.90
Regular \$16.50 Suits are now, _____	\$14.85
Regular \$25.00 Suits are now, _____	\$19.90

Shirts

Just the right pattern he will like.
\$1.00, \$1.50, \$1.95 Each

Silk Scarfs

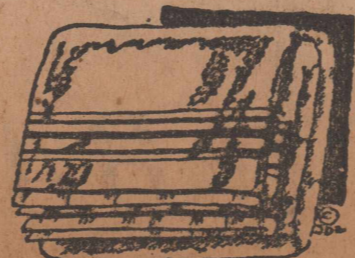
He will get much good use and pleasure in wearing a scarf.

\$1.25 Each

Buy Blankets for Christmas

Every home can use more nice blankets, they make very welcome gifts indeed. We have values you will surely be glad to get.

Size 68x80 Plaid, in all colors, part wool weighs 4½ pounds, Per Pair, _____	\$4.98
Size 74x84 Plaids in wonderful combinations, weighs 4½ pounds, Per Pair, _____	\$4.98
Size 66x80, dark grey wool, weighs 6½ pounds. A real value, Pair, _____	\$4.98



A fine Oregon City all wool auto robe or one of those fine Virgin wool single bed blankets would make a fine gift.

Floydada School News

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

The Senior Class

The Senior Class at the present time is ahead in the popular girl contest. Miss Jessie Merle Scoggin is the contestant for the Senior class and is undoubtedly, we think, the most popular girl in school. The contest will close December 6, so we wish to insist upon everyone who intends to buy an annual to buy before that day.

Buy your annual now and don't forget to vote for Miss Jessie Merle Scoggin, the popular girl.

The Junior Class

The Juniors don't have very much to say this week, but they are going to have plenty to say Thursday, December 6, when the ballot box is opened for the last time. The seniors think it is rather

queer that the juniors have a class meeting at least twice a week. Wonder what they do?

The Freshman Class

The Freshman Class had a meeting Friday, November 22. Selma Louise Linder was elected most popular girl and Ray Camron was elected campaign manager.

Sentiment on the Game Thursday Tuesday, November 27, the regular chapel period was taken up in a pep rally.

The pep squad and football boys marched into the auditorium amid the cheers of their fellow classmates and took their places in the tier of seats reserved for them. Reverend O'Brien read the scrip-

ture lesson for the day, which was followed by a prayer.

The Lions Club, which is composed of business men of the town, marched into the auditorium and upon the stage, while the student body greeted them as they entered by rising and standing in salute until the visitors were seated.

The pep squad, each member of which was in uniform, gave several snappy yells and songs, the sentiment of which was "Beat Slaton" and appreciation of the business men, the team and the coach.

Mr. Wester, our old football fanatic, pepped us up with an enthusiastic speech, which was followed by minute and a half speeches by Mr. Gilliam, Mr. Rutledge, Jeff Welborn, Reverend O'Brien, "Uncle Walt," Brother Davis and Old Battlexe—Tom Bishop. All expressed their sentiments on the game Thursday and Beat Slaton was the motto of the Lions Club.

Each member of the eleven made a short talk telling what they were going to do Thursday and Beat Slaton seemed to be everyone's motto.

The special train from Slaton arrived here Thursday at 2 p. m. Our loyal Superintendent said, "Meet the train; bring the Slaton delegates to town in your car; show them every possible courtesy and do as you would be done by, except in football and in football play square and fair and Beat Slaton."

To Flomot Last Wednesday afternoon the snappy green peppers were met in the front of the building by the business men of the town, who carried them to Flomot on the good will trip.

On arriving at Flomot the pep squad cheered the little city with a few yells which was followed by a concert by the Floydada Municipal Band.

At seven the boosters, green peppers and band was assembled at the school building where we were met by a welcome feast served by the good ladies of that community. After the feast we were allowed to visit the school carnival.

At seven thirty a very interesting program was given and we found, to our surprise in the Flomot High School Auditorium, our colors green and white with a welcome sign in green and white facing us. The green peppers gave a few short snappy pep songs and yells for the entertainment of the Flomot people. They then gave us an entertaining program in the form of a "Womanless wedding."

I advise you not to get the students or citizens started talking on the wonderful time they had or you might have to listen all night. So I warn you!

The Waste of Time

One is used to play from babyhood days until he is about ten years old, then if he is in about the fourth grade he must buckle down to work and stay buckled down to work the rest of his high school and college days, except of course for recreation time, if he expects to amount to anything in this crowded world, whether it be world-wide fame or service for his own community.

One sees boys and girls in high school who laugh, joke, and sometimes even cheat their way through their studies. Naturally we realize that it is easy on them for the time-being and that if they are shrewd enough to put little insignificant things by teachers who are doing their best for them "well and good" but it is for the student's own good that the teacher gives hard problems to solve in algebra and geometry, long themes to write in English and long lists of dates to remember in history.

In school we are given study periods to study the lessons we do not have enough time to study at home. It is not intended that we should run around over the building gathering demerits. The boy or girl who, at his study periods, idles away his time, then at the last minute borrows his friends notebook which has been worked up diligently and then if this boy or girl deliberately copies it word by word, I do not think he is worthy of being called "friend" by anyone.

So boys and girls take the advice of one who knows and do not waste your time at school but study!

Jokes

If Miss Hill was to look in the typing room would she see Herman?

Miss Rea (in faculty meeting) "I think too much gum is being chewed in school."

Mrs. Clements—"I think we should all stick together on that."

Allman News

Allmon, Dec. 3.—School was dismissed Wednesday afternoon for Thanksgiving holidays.

Mrs. C. H. McElvov and son, Charles, visited in Amarillo Saturday and Sunday.

Sanders Casey, of Malvern, Arkansas, is visiting his aunt, Mrs. C. H. McElvov.

Mr. and Mrs. W. V. Smith are visiting relatives in Oklahoma.

Misses Wristen and Wartes were visitors in Lubbock Saturday.

Miss Frankie McElroy spent Saturday with Miss Lucile Snodgrass of the Harmony community.

John Case and Clarence Odell purchased a stripped down Ford last week.

There were several new pupils enrolled in the Allmon school last week.

Miss Featherston brought her brother, Pat Featherston, from the Lubbock Sanitarium Wednesday evening. He had been in the sanitarium for several days suffering from an abscessed throat. He is recovering slowly.

Mr. and Mrs. Ralph Thomas, of Petersburg, are the proud parents of a daughter, Patsy Ruth, born November 24. The child was born at the home of her grandmother, Mrs. C. O. Thomas, in this city.

A Year of Progress---

It has been just a year since the new Ford was introduced. At this first anniversary, it is interesting to review the record of the months just passed and see what has been accomplished.

Since December 2, 1927, nearly 750,000 new Ford cars have been built. Production has been gradually increased from a few hundred a day to 6000 a day. We expect to make 2,000,000 automobiles in 1929.

These are impressive figures. But they are not only that. Figures of themselves are unimportant. The big thing is that the new Ford has delivered a service beyond all expectations. The promise of a year ago is now an accomplished fact.

New Ford Is the Expression of An Ideal

Our policy has always been to regard ourselves as charged with making the best automobile it is possible to make at a low price. That is our mission. We have done it for more than twenty years. The public expects us to keep on doing it.

That obligation includes good design as well as good materials. We hold it our duty to permit nothing to stand in the way of progress, yet we do not make changes simply for the sake of making them. First, it must be demonstrated that what seems like an improvement in theory is an improvement in practice.

The new Ford has made a high place for itself because it is built on sound principles. There is nothing of an experiment about it.

The whole effort has been toward simplicity—to give you outstanding service with as little machinery as possible. That is where experience counts. Built into the new Ford is everything we have learned in the making of fifteen million automobiles.

The Motor Has Made a Remarkable Record

Take the motor. It has made a remarkable record because it combines every essential feature of good performance—power, acceleration, smoothness, speed, reliability, economy and long life.

Not just acceleration. Not just smoothness. Not just speed. But the most of all of these features that can be built into a low-priced car without cutting corners or sacrificing quality anywhere along the line.

We were building more than a motor when we did this. We were fulfilling the public's trust in us to make the best selection for their use. Had any other type been better, we would have chosen that.

Value of Simplicity Shown In Performance

Daily, in the performance of the new Ford, you can see the value of its sound simplicity of design, its balance, the care with which it has been made, and the quality that has been put into it.

It will do 55 to 65 miles an hour, which is fast enough for anyone. You know how quickly it accelerates. You have seen how it climbs hills on high. If you drive a new Ford you know its economy of operation and low cost of up-keep.



From every part of the world come reports of its reliability and endurance. Many of the new Fords have been driven 50,000 miles in the past year. Some more than 100,000 miles. There is no telling how far they will go. The average life of the Model T was seven years. We believe this new car will do even better.

The engine is the heart of the motor car, of course. Yet there are other features almost as important. We refer particularly to the safety of the new Ford. To its really remarkable smoothness and stability at all speeds and its easy-riding comfort. To the beauty of its lines and colors. To the ease of control. To the Triplex shatter-proof glass windshield. To the electric welding that makes it such a strong and sturdy car.

In a word, the quality of the new Ford goes clear through. Nothing has been done for show. No one part has been given undue prominence at the expense of another.

Constantly Making a Better Automobile

The new Ford was a good car when it was first introduced. We made sure of that before we asked you to buy it. It is a better car today.

"The new Ford car embodies the best result of our experience in making 15,000,000 automobiles. We consider it our most important contribution to the progress and prosperity of the country, and to the daily welfare of millions of people."

HENRY FORD

Constantly we are finding new and better ways of doing things. As soon as we are sure of them we put them into the car. There is no such thing as a yearly model. Why should there be? As we make improvements, they are so planned that owners of previously built cars may take immediate advantage of them.

Everything that has been done with one purpose—to bring the benefits of modern, economical transportation to all the people.

Our mission is to make the best automobile that can be made to sell at a low price. In ever-increasing measure, the new Ford is the expression of that ideal.

Ford Motor Company, Detroit Michigan

BARKER BROS.

YOUR Ford DEALER

PHONE 133

LET US DEMONSTRATE

As a Gift Who Can Gainsay Jewelry

Find the woman who remains unresponsive to a gift of jewelry. She belongs to the infinitesimal minority. Isn't the percentage all in your favor when you choose jewelry—and in her favor when you choose it here?

Diamond rings \$7.50 to \$660

Pocket and strap Watches \$10 to \$60

Wrist Watches \$10 to \$50

Silver Ware at Moderate Prices

Set Rings \$1.50 to \$30.

Pearl Necklaces \$3.50 to \$25

Leather purses for men and women

C. H. DAVIS

AT WOODY DRUG



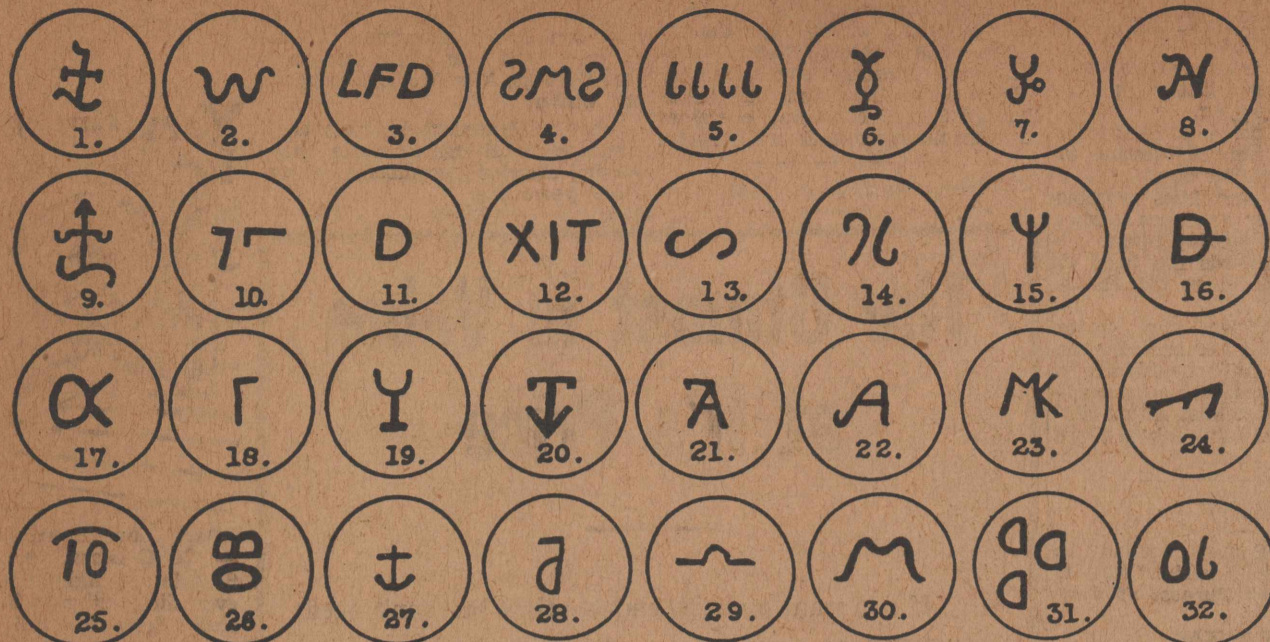
Fresh Breads Cakes and Buns Baked to Order

No need to take the time and trouble to prepare your own bread, cake and other bakery needs for the holiday affair. We will complete your order for you in our own sanitary shop. We use the finest of ingredients and assure you baking "like mother used to make." Large, beautifully browned delicious Perfect Bread, beautifully iced cakes and crunchy buns that will be the talk of the party. Come in and place your

Bakery

PERFECT BREAD

Cattle Brands That Have Made Texas History Since The Days of Stephen F. Austin



1. Stephen F. Austin. 2. Captain Richard King. 3. Major George W. Littlefield. 4. S. M. Swenson. 5. S. B. Burnett. 6. Mariano Sanches. 7. Pedro Ibarido. 8. Jose Antonio Navarro. 9. Jose Antonio de la Garza. 10. Ike T. Pryor. 11. A. H. "Shanghai" Pierce. 12. Capitol Land Syndicate. 13. C. C. Claughter. 14. Al N. McFadden. 15. Oliver Loving and Sons. 16. Mrs. Rabb's D-bar. 17.

Dillard Fant. 18. John R. Blocker. 19. Ellison and De-weese. 20. Jot Gunter. 21. Preston Rose. 22. Charles Goodnight. 23. Samuel A. Maverick. 24. Anna Martin and Sons. 25. George W. Saunders. 26. D. H. Snyder. 27. Col. J. J. Myers. 28. John Lytle. 29. Mark Withers. 30. E. B. Millet. 31. W. T. Waggoner. 32. H. L. Koker-not.

Cattle Brands Unique Historical Records

(Continued from page 1)
Texas schools, having made a number of gifts to colleges and hospitals in Dallas. In 1873 he helped found the old Dallas City Bank, of which he was vice-president, and later was an officer in the American National Bank.

Among the more recent cattle-men whose brands were chosen because the men were representative of their section, may be mentioned Al N. McFadden of Victoria County, who owns about fifty thousand acres of cattle land and brands his cattle with the 96 brand. His is No. 14 of the collection.

Oliver Loving, a trail driver of only one year's experience, was an Indian fighter and a cattle raiser of the old type. He made his last trip in 1867, one year after he started driving to northern markets with "One-Arm" Bill Wilson, Charles Goodnight and H. C. Holloway. He was wounded on this trip by the Indians and died from loss of blood later. His brand representing a pitchfork, is No. 15.

First to Use Fences
The next four brands—Nos. 16, 17, 18 and 19—were selected from the trail driving period. Mrs. Rabb whose brand is a bow and arrow, or the D-bar, furnished No. 16. Dillard Fant of Goliad County, whose brand was known as O K, supplied No. 17. John R. Blocker of Big Wells, Texas, was the first president of the old-time trail drivers' association, and furnished the "goblet" brand used on Garrison Hall. Joe Gunter's T-anchor brand from the Panhandle of Texas is No. 20.

Preston Rose, associated with the name of Austin and King as representative of the early American cattle raisers of Texas, was the first man to fence land in Texas and attempt to improve the Texas longhorn. He fenced 20,000 acres of land in Victoria County before the Civil War, while fencing on the coast was not generally practiced until 1872. His enclosure was constructed entirely of planks, while later Texas ranches were fenced with barbed wire. The Rose brand is No. 21, known as 7-A.

Charles Goodnight, who attracted wide attention for his work in preserving the American buffalo by cross-breeding with the Texas longhorn, started in the cattle business when he was 19 years old. He used many brands, but preferred JA, which he used when in business with John Adair, a well known Irish cattle dealer of early Texas days.

Brand No. 23, that of S. A. Maverick, is decidedly in a class by itself. It belonged to a man who did not care for cattle raising at all, but made his fortune in land deals. He was a descendant of John Maverick, a shipbuilder of Boston in 1630, and came to Texas in 1835.

Stray Cattle, Maverick
His name, Maverick, is applied to any cattle on the plains that bear no brand; Maverick is a name given any animal without an owner. Maverick bought a small herd of cattle in the early 40s, but a negro was careless and soon he had to sell the few that remained from the hundreds stolen by rustlers. He died in 1870, but his cattle were still branded with the MK mark by Toutan de Beauregard, who purchased the lot.

Known as the "most sagacious cattle dealer of Mason County," Mrs. Anna Martin was in business with her two sons, Charles L. and Max. She had been left a widow in 1879, impoverished and in ill health. She borrowed \$150 and opened up a store. In addition to her cattle raising business she furnished more barbed wire than any other ten Mason County dealers when fencing first became popular. Her brand was known as the Lazy F, and was placed on about 250,000 head of cattle. It is No. 24 in the collection.

Half-circle-10 is the brand of George W. Saunders of San Antonio, president of the Old-Time Trail Drivers' Association, who is still active in cattle raising and was largely instrumental in making the Garrison Hall collection include many trail drivers. Winkler explained. His brand is No. 25.

D. H. Snyder of Georgetown, Texas, endowed Southwestern University at Georgetown from his immense fortune made on cattle which bore the brand OB, chosen as No. 26 in the Garrison Hall collection.

Captured by Robbers
Col. J. J. Myers' anchor brand, No. 27, comes from the trail drivers' group. Colonel Myers and his four sons were prominent figures in the trail driving times of Texas. He died from the effects of chloroform poisoning, after being captured by a band of robbers near Omaha, Neb. on his way back to Texas from a trip to the northern markets with a herd of cattle.

No. 28 brand belonged to John Lytle, whose investment of \$9,000,000 in the cattle business during the early trail driving period was considered a record venture at that time. He was associated in business with Captain Charles Schreiner, donor of the Schreiner Institute endowment; John W. Light and T. M. McDaniel. He moved to Fort Worth in 1904 and died three years later. The town of Lytle in Atascosa County was named for this old cattleman, who sold 450,000 head of cattle in Colorado, Montana, and Kansas during the trail driving period.

Mark Withers used the "hat" brand, which dates back to the trail driving period. Withers started on the trail when he was only 13 years old and cattle were selling for \$3 a head. He had many exciting Indian experiences, but always returned home to Lockhart, Texas, ready for another trip. E. B. Millet, who built the first theatre in Austin, Texas, used the "Running M" brand on his cattle which he drove to the Kansas and Missouri markets during the trail driving era, and his name is associated with that of J. W. Driskill, whose famous Driskill Hotel at Austin is said to have been the scene of more political deals than any spot in Texas.

Donor of an immense endowment which made possible the Decatur Academy in Wise County, W. T. Waggoner is mentioned in the class of educational benefactors. His brand of "three reversed D's" was used on 2,500 horses and 100,000 head of cattle in 1895, after Waggoner had started in business with only 242 cows, 6 horses and a 15-year-old negro boy.

The last of the thirty-two brands was selected from the H. L. Koker-not group. Koker-not lived in the Alpine or trans-Pecos country, where he was reared. His grandfather, D. L. Koker-not, born in Holland of Jewish ancestry, started the Koker-not cattle business in Liberty County in 1837.

Ed Carter, one of the joint owners of the Union Bus Station, has been in Oklahoma City this week, where he went to move his family to Floydada.
Read The Hesperian for the news of Floyd County.

What Man Wouldn't Be Happy To Unwrap A Gift Package With the "Glad Snodgrass" Label?

Right down in his heart every man knows the "Glad Snodgrass" label means Quality and true economy plus styles that MEN approve.

I am making a few suggestions in this talk and will omit many things that "he" or "she" would think a "Rare treat." So by all means visit us before making your selections.

STETSONS in staples and novelties. The new brims and bands in five leading shades at \$8.50.
3-inch San An Real Neutra at \$15.00
Three X Beaver in Novelty shapes \$16.50.

CAPS—(The Campus) with leather visors. Adjustable any size—Twelve new shades in eight piece and plain tops \$2.50 to \$3.50.
(You are sure with a fit in an adjustable as a gift).

GLOVES—Give him gloves (The Grinnell Glove) Silk lined, tans, blacks, fawns and mahogany \$1.75 to \$3.95.

NECKWEAR—The ordinary Christmas ties are dangerous—half the time he's afraid to wear them. You can be sure he will like the new ideas and colorings in the "GRACO" they are the kind of ties he'd buy himself. \$1.00 to \$3.00.
If in doubt give him a tie.

SILK UNDERWEAR—Trunks and Shirts in high colors \$1.00 to \$3.00 a garment. Watch the smile when he takes the label off these.



LUGGAGE—Give her a 'Fitted Case' 22 inch, all cow-hide case with eleven piece fittings. New Amber and Ivory Pullman bag included. Stag and Black colors at \$22.50 to \$32.50.

Overnight bags \$5.00 to \$25.00—Glad Stones blacks, greys, mahogany—made in genuine cow-hide leather \$12.50 to \$30.00.

Gentlemen's Traveling Bags (All cow-hide) A remarkable saving right at Christmas. Every man needs one.

PAJAMAS—What man wouldn't be happy to unwrap a suit of these

GLOVER PAJAMAS on Christmas morning. The most remarkable collection of pajamas we have ever offered. A tremendous assortment of high flashy colors in all qualities from \$2.00 a suit to silks at \$15.00. All in Xmas boxes.

SILK LOUNGING ROBES—We've waited for the new colors and styles. Not a robe that isn't new and purchased since November. Dozens of these wonderful choice imported silks in medium and heavy weights—Give him a comfortable robe with lots of color and he'll be delighted—The price is very moderate for such a gift \$5.00 to \$22.50.

CLOTHING—When we say 'SUITS' we marvel. For more than twenty years we've made this a study. We don't purchase with the expectation of a 'rip roaring' sale. We select year in and year out from standard lines. All wool, Preshrunk with hand felled collars and hair cloth fronts. The kind you don't feel cramped to wear in any company—The price \$19.00 to \$45.00 two pair trousers. You'll like to shop in a store like this—where everything is selected as men like.

MADE TO MEASURE CLOTHES—I spend four weeks each year in Chicago. Purchase outright my own fronts and inner construction. (The inner construction you can't see with your naked eye is 80% of the life of a suit. When there is better suits to be made—I'll have 'em. All measures taken up to the 15th will be delivered by Christmas. Likely we have his measure.



"TOP COATS"—The last word in Top Coats—We believe he would marvel at Santa leaving him one of these hand tailored top coats—lined with skimmers Satin lining. We believe one of these would make any man happy. \$18.50 to \$43.50.

HERE ARE UP TO THE MINUTE ideas for the Christmas and every day shoppers. This stock has been enlarged and freshened constantly for the holiday season. We think a Christmas is made merry by wearable gifts,—finer than he or she would buy themselves and we know how to please a man—Give him something to wear, and on Christmas morning the smile on his face will tell you whether your gift has hit the spot or not.

If you've shopped at "GLAD SNODGRASS" the smile won't be one of those forced affairs that tries to camouflage a sinking sense of disappointment. Clip this add and check your wants.

Out of town customers mail orders will be handled the same day.



GLAD SNODGRASS

Smart Wear For Men Since 1900

QUALITY AND TRUE ECONOMY—PLUS STYLES THAT MEN APPROVE.

FLOYDADA



Our Provisions Taste Better

For we select the finest in fancy and staple groceries and sell them under the most sanitary conditions. Garden fresh vegetables and everything that will make your dinner a success.

Fruit Cakes and Fresh Fruit for Xmas.

Santa Claus Candy and everything to fill the Santa Sack.

We Deliver

Your phone call will receive prompt attention and the same quality as if you shopped here yourself. Our number is 40.

In consistence with our high quality and good service, our prices can't be beat. Whatever you order, you know the quality is dependable and the price right.

STAR CASH GROCERY

"Quality, Service and Price"

THE NEW MOHAWK Special Balloon

Superb Comfort — Easier Steering

Eye Arresting Distinction

Slower, More Even Treadwear

The New MOHAWK Flat Tread Special Balloon Tire is built especially sturdy and strong. It is an originally advanced feature by Mohawk

Adapted to the Modern Car

New in beauty, new in performance and new in economy. Come in today and see this new tire!

F.F.F. Service Station

Phone 3 for quick road service

BODY AND FENDER REPAIRS

Should not be delayed until Rust gets in its work. Give them immediate attention and you can keep your car not only looking new but good as new.

WE DO AUTO CURTAIN AND TOP WORK

Too, and you can depend on the jobs we turn out. Let winter days remind you that you can use your car in comfort after you bring it to us.

John McClesky Top Shop

Authorized Duco Painting Station in Floydada
206 North Main St., Telephone 220

T. C. Russell Insurance Agency

Announces the opening of an office at
ROOM 12, READHIMER BUILDING
Floydada, Texas

For the conduct of a
General Insurance Agency
including Fire, Life, Tornado, Casualty,
Plate Glass and all forms of Liability.

Your Business Will Be
Appreciated

Floydada Man Leader In Panhandle Counties

R. E. Fry Will Tell Southwestern
Life Agents at Fort Worth
of Methods Used.

R. E. Fry, of Floydada, is the most successful writer of life insurance in the twenty-eight or thirty counties comprising the panhandle district of the Southwestern Life Insurance Company, for the year ending in October, figures recently released from the company's Dallas office disclose, and Mr. Fry is going to be called upon to give other agents of the company an idea of some of the methods used by him, at a meeting in Fort Worth next week end.

Fry leads the panhandle territory in amount of insurance written during the year, his total for the period being \$379,000, which is considerably in excess of \$1,000 a day of insurance put in force, counting Sundays and holidays as well as work-days. His record is looked upon as rather remarkable in view of the fact that his work is done in an agricultural territory, with no large cities to draw from. His address will be made before a sectional meeting of agents and the subject, "Methods used in producing a quarter million dollars worth of life insurance in a year in an agricultural country."

Every year the company assembles its agents in some city of the state, where they are kept for three days of study, fun and frolic. Mr. Fry will be accompanied by his wife to the convention, leaving Tuesday. The convention will be held Thursday, Friday and Saturday of next week.

Mayview News

Mayview, Dec. 3.—A good crowd attended Sunday School, singing, and B. Y. P. U. Sunday. We had a good singing and everyone come back the third Sunday afternoon. A good B. Y. P. U. program was rendered.

A number of the young people took dinner with Mr. and Mrs. Tom Emert Sunday. The McNeills entertained the young people Saturday night with a party.

Altho Sanders took supper with Mr. and Mrs. T. J. Campbell Sunday night.

Mrs. W. W. Emert and little son Burt Lee took Sunday dinner with Mr. and Mrs. J. D. Holladay, her parents.

Mr. and Mrs. H. I. Handy spent Thursday night with a friend in Sand Hill who is ill with pneumonia.

Mrs. Dunn of Campbell spent Sunday with her brother, T. J. Campbell.

Mabel and Frank McNeill of the Fairview community spent the week end with their aunt and uncle, Mr. and Mrs. R. L. McNeill.

The farmers made a wide strip in the cotton fields last week during the pretty weather.

Several of the people attended the Chamber of Commerce meeting at Dougherty last Wednesday night.

Oran Hatley and Miss Robbie Lopspeich were supper guests of Miss Catherine Davis Sunday night.

Mrs. H. E. Edwards has been ill for the past two weeks but she is improving some.

Miss Lois Miller who spent Thanksgiving with her parents, Mr. and Mrs. J. W. Miller, returned to Amarillo Sunday afternoon accompanied by Bill and Miss Annie McNeill. She is attending school there this winter.

NOTICE

Of Order for School Election in Common School Districts' Nos. 18 and 32, For the Purpose of Consolidation.

THE STATE OF TEXAS,
County of Floyd.

Whereas, on the 26th day of November, A. D. 1928, a petition was presented to me for an election to be held in Common School District No. 18, of this County, and whereas on said date a petition was presented to me for an election to be held in Common School District No. 32, of this County, on the question of consolidating said districts for school purposes, both of said petitions bearing the requisite numbers of signatures of legally qualified voters of the respective districts, and being in every respect in conformity with law; and—

It appearing that Floyd County contains a population of 9758, according to the last United States census; and—

It further appearing that said Common School Districts No. 18 and No. 32, have heretofore, to-wit on the 21st day of July 1917, School District was re-established and re-bounded by the County Board of School Trustees by order which is of record in Book 1, page 9, Minutes of County Board of School Trustees, and School District No. 32, was re-established and re-bounded by the above mentioned board on August, 6th, 1928, which is of record in Book 1, page 18, Minutes of County School Board; and—

It further appearing that said districts are contiguous in their territory;

Now, therefore, I, Wm. McGehee, in my official capacity as County Judge of Floyd County, Texas, do hereby order that an election be held in each of said districts on the 6th day of January, A. D. 1929, the election in said district No. 18, to be held at Mayview School-house in said District, and the election in said District No. 32 to be held at the Newland School house in said District as said Districts were established by the respective orders here-in-above referred to, to determine whether a majority of the legally qualified voters of each of said Districts desire that said Districts be consolidated for school purposes.

T. J. Campbell is hereby appointed to be presiding officer of the election to be held in Common School District No. 18, and H. D. Bloodworth is hereby appointed presiding officer of the election to be held in Common School District No. 32; and each of them shall select two judges and two clerks to assist them in holding said elections, and the said T. J. Campbell and H. D. Bloodworth shall, within five days after holding said elections, make due return thereof to the Commissioners Court of this County as is required for holding a general election.

All persons who are legally qualified voters of this State and County and who are residents of the respective school districts aforesaid shall be entitled to vote at the election held in the district of which they are residents, and all voters who favor the proposed consolidation of the aforesaid districts shall have written or printed on their ballots the words:

"FOR CONSOLIDATION OF SCHOOL DISTRICTS"

and those opposed to the proposed consolidation shall have printed or written on their ballots the words:

"AGAINST CONSOLIDATION OF SCHOOL DISTRICTS"

The Sheriff of this County shall give notice of said Elections by having this order published for four weeks prior to said elections in some newspaper of general circulation that has been continuously and regularly published for more than one year previous to the date of this order, in Floyd County, Texas.

Dated this 3rd day of December, A. D. 1928.
(Seal) Wm. McGehee,
County Judge, Floyd County, Texas
415c.

Harmony News

Harmony, December 3.—Farmers are making use of the pretty weather now, which they have needed for sometime.

Carr's Chapel Sunday School voted to have their usual community Christmas tree and program. All committees were appointed for same.

We had an enjoyable singing Sunday afternoon at the home of Mr. and Mrs. J. S. Hale.

Several from this community attended the Floydada-Slaton football game Thanksgiving day. They all report a very interesting game.

Mr. and Mrs. Edd Mayhew, of Floydada, spent Sunday afternoon with Mrs. W. H. Carr and Miss Anna Carr.

Mr. and Mrs. Will Finkner spent Sunday afternoon in Floydada with his brother, George M. Finkner.

Mrs. Chas. Trowbridge and daughter, Christine, spent the week end at home. Christine is attending school in Floydada.

Mr. and Mrs. G. L. Snodgrass went to Jerico Saturday to visit

his sister. They returned Sunday afternoon.

The Harmony Home Demonstration Club met Monday afternoon at the Court House in Floydada in a mass meeting with Floyd County Clubs. The subject of their program was Christmas suggestions.

Miss Ruth Hale and her junior Sunday School class had a weiner roast on the canyon Thursday night.

The Hesperian \$1.50 per Year.

HARPER SCOGGINS' PARENTS HIS GUESTS THANKSGIVING

Mr. and Mrs. J. M. Scoggins, of Claude, Texas, spent Thursday to Monday last here on a visit with their son, Harper Scoggins and family on a brief visit while enroute to Hot Springs, New Mexico, to spend the winter.

They celebrated their thirty-third wedding anniversary while here, having married December 1, thirty-three years ago.

The Utmost in Value at It's Price

If you want good dependable tires but don't need the EXTRA service you would get from the regular Kelly line, Kelly makes the sturdy moderate-priced Buckeye line, full size, extra ply and covered by the regular Standard Warranty.

You can't go wrong in buying a Buckeye. The next time you need tires, it will pay you to come in and see the Buckeye line.

Scoggin-Dickey Motor Company

When Windows Break Replace them with CELO-GLASS



THE durable utility material Cel-O-Glass, is weatherproof, flexible and light in weight. Gives even distribution of light. Inexpensive. Easy to install; easy to use.

**Admits the Health-Rays
of the Sun**

Cel-O-Glass admits the ultra-violet rays of the sun. These are the rays which produce a healthy coat of tan on the skin. They cannot penetrate ordinary glass. You should have at least one room in your home equipped with Cel-O-Glass windows so you can have a REAL sun bath every day throughout the winter.

Come in and let us tell you all about Cel-O-Glass

J. C. WOOLDRIDGE
LUMBER COMPANY,
Inc.

Congratulations

TO

Olin W. Fry

MASTER FARMER

The beautiful Fry home is equipped with a

Quick Meal Gas Range

We feel that Mr. Fry's selection of the Quick Meal Range has helped in a great way to merit his selection as one of ten Master Farmers of the State of Texas. We congratulate him.

We are also proud of the fact that a great deal of the home furniture in this Master Home was selected from our large stock.

Christmas Gift Suggestions

We offer as suggestions for gifts, Living Room Suites Bed Room Suites, Dining Room Suites, Breakfast Suites Occasional chairs and tables, Floor Lamps, Bridge and table lamps, Haynes Mattresses, Columbia Phonographs and Portables, and Quick Meal Gas Ranges.

We are receiving new shipments of furniture daily, all suitable for Christmas gifts.

F. C. HARMON

"Where You Save the Difference"

FEDERAL Extra Service Tires

AT THE FOLLOWING PRICES

THIS IS NOT A TIRE SALE, BUT REGULAR EVERY
DAY PRICES UNTIL FURTHER NOTIFIED:

BALLOON CASINGS:

Size	Blue Pennant, 6 ply	Blue Pennant Standard	Federal Traffik
29 x 4.40	\$	\$ 7.60	\$ 5.70
30 x 4.50	11.10	8.45	6.35
29 x 4.75	11.80	9.55	7.15
29 x 5.00	12.10	9.85	7.40
31 x 5.25	14.30	12.25	9.20

HIGH PRESSURE CORD CASINGS

30 x 3 1/2 Regular	6.60	4.75
30 x 3 1/2 Giant O.S.	7.15	5.10
32 x 4	11.75	10.30
30 x 5	19.30	16.90

WISCONO CORD TIRES

Balloon	Balloon	High Pressure
Size 29x4.40	Size 30x4.50	Size 30x3 1/2
\$5.10	\$5.90	\$4.05

WE SERVICE EVERY TIRE WE SELL

We've been selling and servicing tires in Floyd County for seven years—not here today and some where else tomorrow.

These tremendously low prices do not mean we intend to discontinue Free Road Service. Free road service is a part of our established policy.

Gullion & Son TIRE SERVICE

Floydada, Texas

Telephone 83—"Invite Us to Your Next Blow Out"