

THE FLOYD COUNTY HESPERIAN

VOLUME 34

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 16, 1928.

NUMBER 51

GAS COMPANY MOVING INTO NEW OFFICE TODAY

Laying Lines Was Big Undertaking Done in Record Time

'Floydada-Destined To Great Growth'—Hinchey

Faith in Future of Plains Area Prompts Immense Expenditure of Funds.

By R. F. HINCHEY
Vice President and General Manager.

There is afforded me a very genuine pleasure, in the opportunity given by The Hesperian, to place before its readers something of what the West Texas Gas Company has brought to this city and county, where it has made available for your homes and industries, the great fuel convenience—natural gas.

Our company has faith, that this city of Floydada is destined for a great growth in industry and population and we hope to be a contributing factor to it, and to share in it with you.

Now, we have blazed a new trail across more than two hundred miles of the great staked plains. This trail is marked, not with the sun-bleached skull of the Buffalo, but with a great artery of commerce and brings, convenience and comfort to your homes and a fuel that will mean a broadening vision and expansion to your industrial development.

The present readily suggests itself as a fitting time to tell you something of what this project of the West Texas Gas Company is, its scope and the part of Floydada in it and what we aim to do.

Your gas comes to you through more than 100 miles of line, from the field north of Amarillo. This main line traverses the counties of Potter, Randall, Swisher, Hale, Floyd, Crosby and Lubbock, serving the centers of population in those counties, as well as the farmers and ranch owners along the route.

You will recall, that when we received a franchise from your city for Natural Gas service, we agreed to serve you on December 1st and we abundantly kept the faith we pledged, making the first demonstration of the new fuel here during the Floyd County Fair Sept. 23 and 24.

The engineering work under the supervision of Frank McCarthy, anticipated every want of the construction crews under the superintendency of J. P. McCloskey and I like to acknowledge the credit that is due these men for the record making achievement of this work. More than fifteen solid train loads of pipe from the great iron and steel mills of Pittsburgh, Pa., and Youngstown, Ohio, entered into the construction of this line.

This line was not only laid in record time, but the workmanship was of the best, as proven by the severe tests applied.

Our company built, owns and operates one hundred and eighty-six miles of telephone and telegraph line, paralleling the pipe-line from Deal to Lubbock and known as a Simplex Circuit. The Simplex Circuit is a metallic line (two wires). Telegraph and telephone conversations may be worked over this line at the same time. The line is well balanced, and transposed. A whisper in the transmitter at Deal may be heard over the wires at Lubbock very distinctly.

We have "fool proof" mine phones at a distance of every six miles along the line, and all poles are numbered. In case of a break in the pipeline, the line-walker gets the number of the pole nearest the break and calls to nearest office. The operator immediately gets the "repair gang" and in this way any feasible break is repaired in a very short time. Division linemen maintain this line and are subject to call twenty-four hours a day.

I present these few facts to indicate to the reader, something of the extent and importance of this project. But, you now have the gas, or at least many of you have, and we hope eventually all of you will be patrons of our company. I want to say something to you of the future. We have very definite ideas of what constitutes service to you. The instructions to our employees are explicit; they understand them, and we aim to merit your confidence and good will by the character of service we render to you. The convenience of Natural Gas will be your first impression, but as time goes on, what now seems something of a luxury, will be a necessary part of your daily lives, and every employee of this company is pledged to at all times insure you, as far as it is humanly possible to do so, an efficient and economical service. We want you to use our service and we especially want that you should get full value for every cubic foot of gas that you burn, and all that years of experience has brought to us in knowledge, as to the proper use of Gas, we now, through our inspection department unreservedly place at your service.

To the industries and business enterprises of this community, let me say that the faith of our company, in the future of Floydada is given concrete expression, in an investment in this county, well in excess of a million of dollars.

We envisage for you, growth and prosperity, we expect to aid you in this development by our service, and we hope as the years pass on to share with you the rewards that the great South Plains country has in store, for the worker with vision, for the farmer with industry, for the youth with thrift, and for the investor with ideals of service.

Business Obtained Here Pleasing to Gas Company

That operating officials of the West Texas Gas Company are pleased with the response given by the people of Floydada to the offer of natural gas for fuel for domestic and industrial purposes, is indicated by a statement of John L. Ryan, superintendent of city plants, who was here recently.

"We had based our estimates on serving the people of this city with a certain number of connections, and we find that during the first winter season we have had a hook up of practically eighty per cent of the total number we had expected to have the opportunity to serve. In view of the unfamiliarity of a very considerable percentage of the residents with the uses of natural gas, we consider this a very good record for the first winter," Mr. Ryan said.

A striking fact about south plains cities and towns, Mr. Ryan, noted is their continued growth, making possibilities for new customers to be added on their rolls practically every week. In almost every instance of new construction in Floydada, buildings are being piped for gas, he said.

'Cow Chips' To Natural Gas In 25 Years, Is Plains Record

By W. W. GRAVES
Assistant to the General Manager West Texas Gas Company.

In March, 1926, the writer, accompanied by R. A. Tipton, of Amarillo, made his first trip to the South Plains since the building of the Santa Fe railroad from Canyon to Slaton.

Where the beautiful and prosperous towns along this railroad are now located was on the writer's first visit the broad open plains used as cattle ranches, with only an occasional wind mill and a very few ranch houses to break the sky line.

During these years the hardy pioneer had broken land, built homes, established splendid business firms and developed industries. Town and city had come into existence, and grown steadily in the face of drouth and crop failures.

We found the citizenship composed of that hardy pioneering class, that have faced hardships and surmounted almost unbelievable difficulties in carving out homesteads and building communities, since the Pilgrim Fathers first landed at Plymouth Rock.

We came to investigate the feasibility of building a gas line to serve gas to that territory and frankly came with the idea firmly fixed that such a project was impossible. We visited the towns now being served, talked with the farmers, the business men, the professional men, the bankers and the laboring men. We were convinced against our preconceived opinion and after spending six weeks we became a "South Plains Booster."

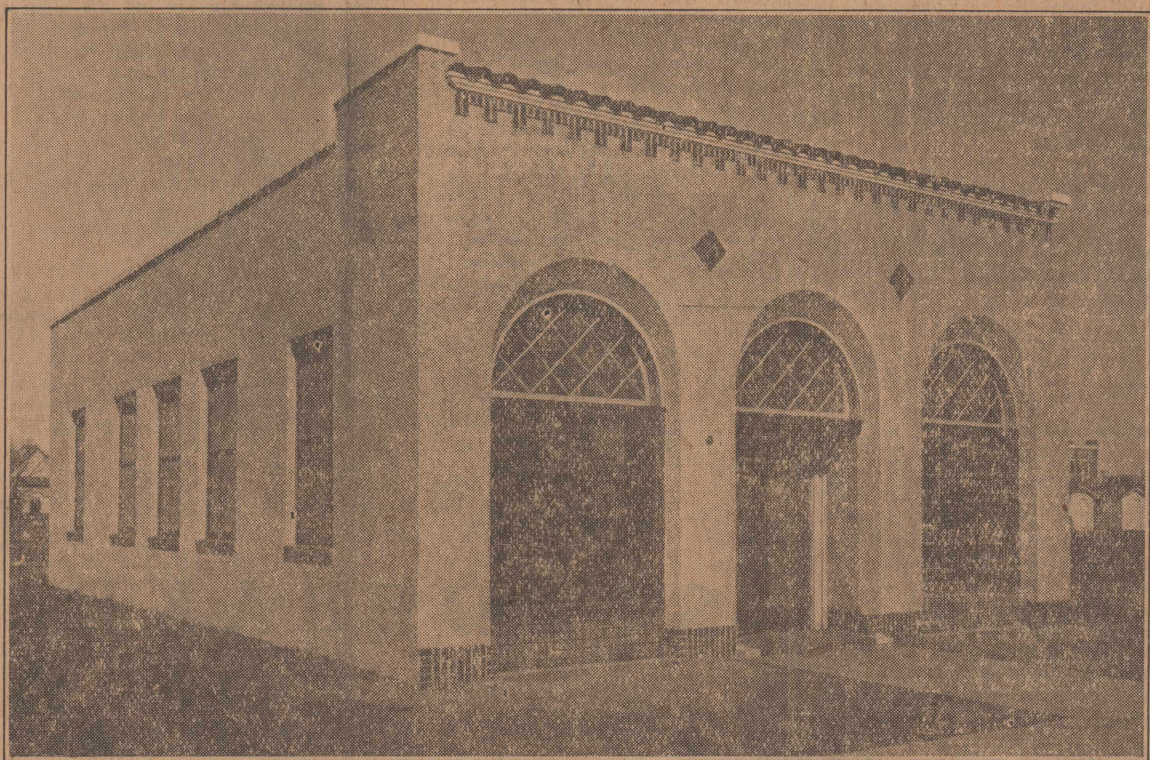
The line as originally planned and as finally built is practically the same and today the men and women who faced hardships and used the then prized "cow chip" for fuel are using natural gas. The cleanest, best and cheapest fuel known to mankind.

Natural gas was known to the ancients centuries before it was put to any practical use and the first gas used for practical purposes was not natural gas, but a gas discovered by chemists in their crude experiments conducted during the latter part of the 16th century and developed into an illuminating gas, by a French chemist named Lavoisier, in 1781, but it was not until 1792 that this knowledge was put to practical use by an English Chemist, William Murdock. Murdock conceived the idea of using gas for lighting instead of candles, lighting his home and office with a gas he made in a small retort in his home. The sulphuric odors of his gas which was made by distilling coal was so bad that he experimented in methods of purifying the gas but did not go any further than the use of water as a purifier and that did not prove satisfactory.

In 1798 the Soho Engine Works in England were lighted with artificial gas and that so far as known is the first instance of gas being used for industrial purposes.

The first commercial gas plant manufacturing gas for domestic and commercial use was built in the basement of a

Formal Opening to Feature Completion of Gas Company's Office



—Photo by Wilson

With the occupancy and formal opening to the public tomorrow of their new office in Floydada, the West Texas Gas Company will put into service the most complete and modern office occupied by any business in the community. So attractive is it, both exterior and interior, that it is being pointed to as an example of civic attractiveness. Kerr & Walsh are the architects who designed the building and Cannaday & Stark the builders.

Directs West Texas Gas Company Business



On the shoulders of R. F. Hinchey, of Amarillo, rests the responsibility of the successful operation of the hundred and more miles of pipe line and distributing systems of the West Texas Gas Company, which in a year has expended millions in plains and panhandle counties to carry natural gas to consumers.

Ground Breaking Service For New Church Building

Songs and Prayers of Praise and Consecration Precede Actual Spading of Ground.

Sunday afternoon at 3 o'clock a small, but interested, group of members of the First Baptist Church met according to previous announcement to begin formally the new church building.

The snow storm which had been gloriously raging since about day-break stopped for awhile. The service was held inside the old building for the most part on account of the wet condition of the grounds. The service consisted of songs of praise and consecration and several prayers, and an appropriate scripture reading by Mr. W. E. Patty.

In the absence of Rev. G. I. Brittain, of Plainview, who was to have delivered the address of the occasion, the pastor made a brief address, giving the history of the building project to date. It was projected to properly care for the teaching and training work of the church. The present unit will provide ample equipment for that according to denominational standards. This unit will also provide temporary quarters for preaching services—the assembly

Will Hold Open House To Observe Occasion

Most Complete and Modern Office Building Business District Addition.

With the coming of the West Texas Gas Company to Floydada, this city has been furnished, not only with natural gas, but with one of the most attractive and neat additions to the business section that has been made during the past year. The new office of the West Texas Gas Company is indeed a credit to Floydada and is an effective symbol of this large corporation's faith in the steady growth of this great Plains section.

Located on the corner of California and Fourth Streets, this artistically finished building will draw favorable comment from the most critical. It is a one story structure, 30 by 50 feet in dimensions, constructed of brick, tile and stucco, with a tar and gravel roof. With this construction and attractive arrangement, the West Texas Gas Company has succeeded in combining strength and service ability with beauty of design.

Probably the most impressive thought upon approaching the building is the neatness of the structure. Two large arched plate glass windows are at the front of the building, one on each side of a recessed entrance. The transom window above the entrance is also arched with the same attractive slant given the arch windows. Green and white glazed tile has been set in the space below each window. On both sides of the doorway are small attractive lighting fixtures. A concrete walk leads to the entrance. The well raked yard will be planted with flowers, grass and trees this spring.

Entering the building, one is immediately impressed with the flood of light that is afforded by numerous large windows. In addition to the plate glass front, there are five large windows on the west and three on the east. Five large cyanite plate glasses are in the partition separating the meter room from the front office. The upper portions of the windows are of pressed lens glass. Eight large white electric lighting fixtures assure ample light at night time.

Light colored tints on the walls and ceiling brighten the room even more. The ceiling and upper walls are finished in ivory, and the lower walls in light tan. There is a concrete floor throughout the building.

One of the most attractive features of the interior is the decorated stone mantle and hearthstone surrounding a fireplace on the east wall. The reddish-brown glazed mantel is pictured with raised figures and its artistic arrangement adds the finishing touch to the interior.

The front fifteen feet is separated from the rest of the office by built-in cabinet work. The front partition of the office, which includes the fire place, will be used as a reception room and the rear portion for the main office. A partition of the office separates a 16 by 18 work room and lavatories. A five by seven foot, fire proof vault, with a heavy steel combination door, is immediately east of the work room, and is afforded an entrance from the main office. Vent pipes and electric light plugs are numerous throughout the building.

Many attractive and convenient features are combined into the new office of the gas company that cannot be told in words. In order to show the people of Floydada and Floyd County, just what they have added to their city, the company will hold their formal opening of the new office on Friday of this week. They have declared an "open house" on this date and are extending an invitation to everyone to visit them in their new home.

"The occasion of the opening of the Gas Company's new home at the corner of California and Fourth Streets will be one on which we would be mighty glad to have our friends and customers visit us," H. F. Mays, local manager said this week. "You will find the office one of the neatest and most complete in every respect in Floydada. In fact, it has some ideas incorporated in it that will be of interest not only to office building owners but to persons interested in the latest home arrangements as well."

John L. Ryan, superintendent of City Plants, out of the Amarillo office, is expected to be in Floydada on opening day.

STAMPS QUARTETTE COMING TO CAMPBELL SUNDAY P. M.

The Stamps Quartette, composed of the three Owens brothers and Ellis, will be here Sunday afternoon, and will sing beginning at 2:30 at Campbell School house, it was announced Tuesday by C. M. Lyles.

The week following Sunday the quartette will likely spend in this section and will probably be open to concert dates.

The Hesperian \$1.50 per year.

The Floyd Co. Hesperian

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Three Months .45
In Advance

Advt. Rates Furnished on Application.

KIND OLD WEATHER

When Jupiter Pluvius slipped one across on the weather man last Saturday and Sunday, giving a big area of the plains a good rain and snow when the forecaster had indicated fair weather, he did a good job and one that is greatly appreciated by people of this section.

An undoubtedly worth-while season (that needs another inch to drive it down in another week or so) fell over the entire county and will be an aid to the February and early March growing period of the wheat crop. Some wheat growers tell us that the season during these two months has more to do with the kind of head that is formed than the season either earlier or later. If this be true, then the good season we now have is indeed fortunate.

CHURCH KEEPING PACE

It is good news that the First Baptist Church of Floydada this week has broken dirt for the magnificent educational unit that is to be the first goal of the church's present building program in the community. The very least that can be said in the premises is that the church will add much to the civic pride of the citizenship.

The day in which any organization, business, religious or social, can serve the community without adequate equipment seems to have passed. And the Baptist people are to be congratulated on having sensed the need and on having resolved to provide the need they feel so far as their church is concerned.

ATTITUDE TOWARD INVESTMENT

The investing public is said to be dubious of an unkindly attitude of the residents of a given community toward the public utilities which serve it. And expressions of kindly feeling toward capital, toward investment, which has been put into public service are said to warm the cockles of the investor's heart.

If this be true, then investors must have Floydada on the A-1 list, for this community has always maintained an attitude of high regard toward the utilities which serve them. This may be due to the fact that this particular community has been more fortunate than some others in the public servants which it has been our good fortune to have come into the community. It doubtless is partially due to this fact.

On the other hand, it is characteristic of Floyd County people, along with other West Texas communities, to have a vast respect for property and property rights, to realize that it is necessary for the well-being of the nation that property rights be as sacred as personal rights. (That's the Anglo-Saxon of it. And Anglo-Saxons may not be able to think any straighter about such things than other races but we feel that we can.)

ADDING TO THE LIST

Floydada people are proud of the fact that they are adding consistently to the number of powerful business organizations which are coming in to serve the public, the latest of which is West Texas Gas Company, which has put

many thousands of dollars into a system for the distribution and sale of natural gas as a fuel for domestic and industrial purposes here.

Each new such enterprise means the possibility of further additions. Indeed, that pioneer of them all, the Santa Fe Railway Company has been the best argument West Texas people have had for the further industrialization by investors of this rich territory.

Now, if West Texas Gas Company also grows and prospers with us we shall have another big investment factor in our favor.

INSURANCE GOING UP

Fire insurance in Floydada will be higher after March 1 in Floydada than it is now. The difference will be 12 per cent, and the reason therefor is that the city loses its good fire record savings on account of numerous costly fires last year.

The additional charge is put on automatically by the State Fire Commission. It was a credit last year for the good record we had in the community in this respect. This year it is a debit on account of the bad record we have.

'Round The Square

Declared by many as "The most successful gathering of Floyd County folks ever held" the annual Chamber of Commerce banquet last Friday night attracted more than four hundred people. All of the food served was raised in Floyd County.

Ode to a cold in the head:
"Spring is rapidly approaching and every liddle ribulet is bubblig od its way to the ocean, habby to be released frob the wider's ice."

Which is just another way of saying that:
"I'd the spring a young mad's fancy lightly turns to thoughts of lub and other thigs."

Plainview, like the rest of the world, is greatly surprised at the rapid progress being made by Floydada. At the annual Chamber of Commerce banquet last Friday, R. A. Underwood, of the neighbor city, was so surprised at the secretary's report that he fell out of his seat!

Somebody 'Round the Square said that Sunday is that day wherein you eat twice as much as is good for you, take half as much exercise as you need, and expect to feel fine on Monday.

"Every flake of snow is a grain of wheat" someone round the square said this week. Boy, Let's hope so!

One of the Floydada boys off to college who had failed in all his subjects wired to his older brother "Failed in all five subjects. Prepare Papa." The brother telegraphed back: "Papa prepared. Prepare yourself."

There is one thing about this rising generation, however. None of them are half as tough as they pretend to be. If they were there would be no penitentiaries that would hold them till a pardon could be obtained.

Building, moving, remodeling and improving on every hand in Floydada. Never has this town seen so much changing as at present. And the fellow that "stays" is the one who is going to keep at modern up-to-date business—and advertises.

"Boost and the world boosts with you; Knock, and you're on the shelf; For the world gets sick of the one who kinks

And wishes he'd kick himself.
Boost for the town's advancement;
Boost for the things sublime;
For the chap that's found on the top-most round
Is the booster every time."

—Exchange.

The Hesperian, \$1.50 per year.

14 YEARS AGO IN FLOYD COUNTY

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

ISSUE OF FEB. 16, 1914.

Last Saturday the Farmers Gin Company ginned the last of the 1913-14 cotton crop, and G. V. Slaughter, public weigher says it was the 1837th for the Floydada yard this season. This year's crop was worth about \$100,000, it has been estimated. Many farmers are planning to increase their acreage next year by about one third.

Misses Lula and Viola Rushing and brother Lee, visited their parents in Floydada Saturday and Sunday returning to school at Seth Ward at Plainview on Monday.

W. A. Gound completed remodeling the residence of J. H. Crockett, of Center the earlier part of this week.

The Carnation Club made a successful effort to take the "hoodoo" out of Friday the 13th by entertaining their husbands and friends on the evening of this date at the home of W. L. Boerner. Eleven tables were prepared for the club game of Rook, as well as a number of pallets for the Junior members. The Junior membership is increasing, thus speaking well for the future popularity of Rook. The following were present at the affair: Messrs and Mesdames Hughes, Butler, Smith, Truett, Johnson, Donaldson, Darsey, Hodge, Jenkins, Shropshire, Borum, Starks, McKinnon, Cannaday, Lieder and Boerner. Misses Smith, Edwards, Erick Henry, McKinnon, Warren, Collier, Moorehouse and the daughter of the hostess, Mary Boerner, acted as scores. The gentlemen present were Reagan, King, Bishop, Smith, Barkemeyer Gamble, Martin and Ross.

WHERE RADIO FAILS

The experiment of using the radio in place of personal speeches has proven inefficient in getting out the vote. The radio audience is usually in passive mood, unless dancing to jazz music. An uninteresting speech is cut off for something entertaining. Should more interesting speakers follow the bore, it is rare that one listening in reverts to the station where the uninteresting speaker was heard. And there is lack of the contagion of personal enthusiasm to incite one to get out and work and go to the polls and vote, whereas to attend a good political rally, "talk it over" with others on the way home, shake hands with the speakers and feel oneself personally honored by contact with the great and near great, will do more to get out the vote than all impersonal methods.—Catherine Mitchell Talliaferro in North American Review.

THE ARM SIGNAL

Some one writes a facetious story of what a driver means when he sticks out his arm. You may have noticed this incident and got all set to stop your car or expected the car ahead to make a turn.

Well, according to the observant motorist who has checked up the arm movement, an arm protruding from the car ahead means that the driver is:
Knocking ashes off his cigarette.
Going to turn to the left.
Telling a small boy to shut up; he won't buy any red pop.
Going to turn to the right.
Pointing out a scenic spot.
Going to back up.
Feeling for rain.
Telling his wife: "Heavens, yes; the kitchen door is locked."
Saluting a passing motorist.
Going to stop.
It all sounds funny, but check up the list and see how many times you stuck out your arm and what you meant when you did it.—Brainard (Minn.) Dispatch.

The raisin industry is the most important in the production of dried fruit. In 1923 the crop amounted to 290,000 tons.

FRIENDSHIP

This communicating of a man's self to his friends marks two contrary effects, for it redoubleth joys and cut-

teth griefs in halves. For there is no man that imparteth his joys to his friends but he joyeth the more, and no man that imparteth his griefs to his friends but he grieveth the less.—Bacon.

Kerr & Walsh

Architects

409-11 Amarillo Building

AMARILLO, TEXAS



Congratulate West Texas Gas Company and the citizens of Floydada on the completion of their new Gas Office.

THE STUDEBAKER CORPORATION OF AMERICA

Announces

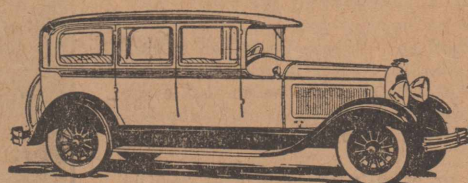
Wood & Swinson

Headquarters at Day and Night Garage
as Studebaker-Erskine dealer in
Floydada, Texas

THE Studebaker Corporation of America is glad to make this announcement knowing that the stability and reputation of an automobile dealer are important considerations in the purchase of a motor car. You, your family, and friends are cordially invited to inspect in this new Studebaker home four great lines

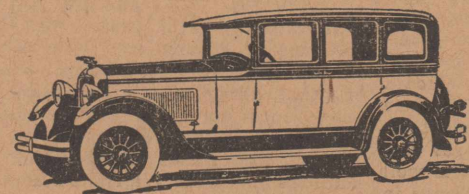
of Studebaker-Erskine motor cars ranging from the New American Edition of the Erskine Six at \$795 to the New President Straight Eight at \$1985, f. o. b. factory. No matter what your taste or purse, you will find in these Studebaker-Erskine models precisely the car to fit your motoring needs.

The New President Straight Eight
—100 Horsepower—80 Miles Per Hour
—131-inch Wheelbase



—developed by Chief Engineer D. G. Roos, formerly of Marmon, Locomobile, and Pierce-Arrow—richly finished and appointed—a leader in the fine-car field! Hydraulic shock absorbers. **\$1985** f. o. b. factory

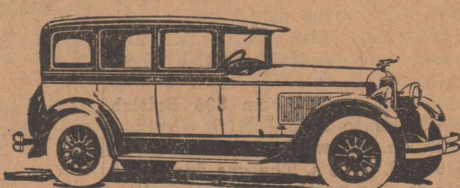
The Commander
—World's Champion Car



—holds all the highest endurance and speed records for fully equipped stock cars, regardless of power or price! Its heroic feat—25,000 miles in less than 23,000 minutes—means long life, low upkeep and surpassing performance.

\$1495 f. o. b. factory

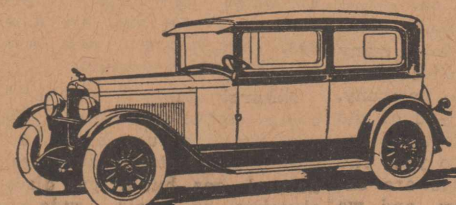
The New Dictator
—Champion of Its Class



Under the supervision of the American Automobile Association, a stock model Dictator sedan recently traveled 24 consecutive hours at better than mile-a-minute speed! Custom luxury at

\$1195 f. o. b. factory

The New American Edition of the Erskine Six



Bigger—roomier—more powerful. A stock Erskine Sedan recently traveled 24 consecutive hours at better than 54 miles per hour average—a record unequalled by any stock car priced below \$1000. **\$795** f. o. b. factory

You can drive Studebaker and Erskine cars 40 miles per hour the day they are delivered—the result of precision workmanship and advanced engineering

STUDEBAKER

The Great Independent

LADIES' WEAR

Suits, Gowns, costumes for all occasions can be successfully—

Cleaned

By our modern methods.

ALL WORK FULLY GUARANTEED

If intrusted to us, we will give our careful and close attention to your work. We will appreciate an opportunity to serve you.

McGuire and Weatherly

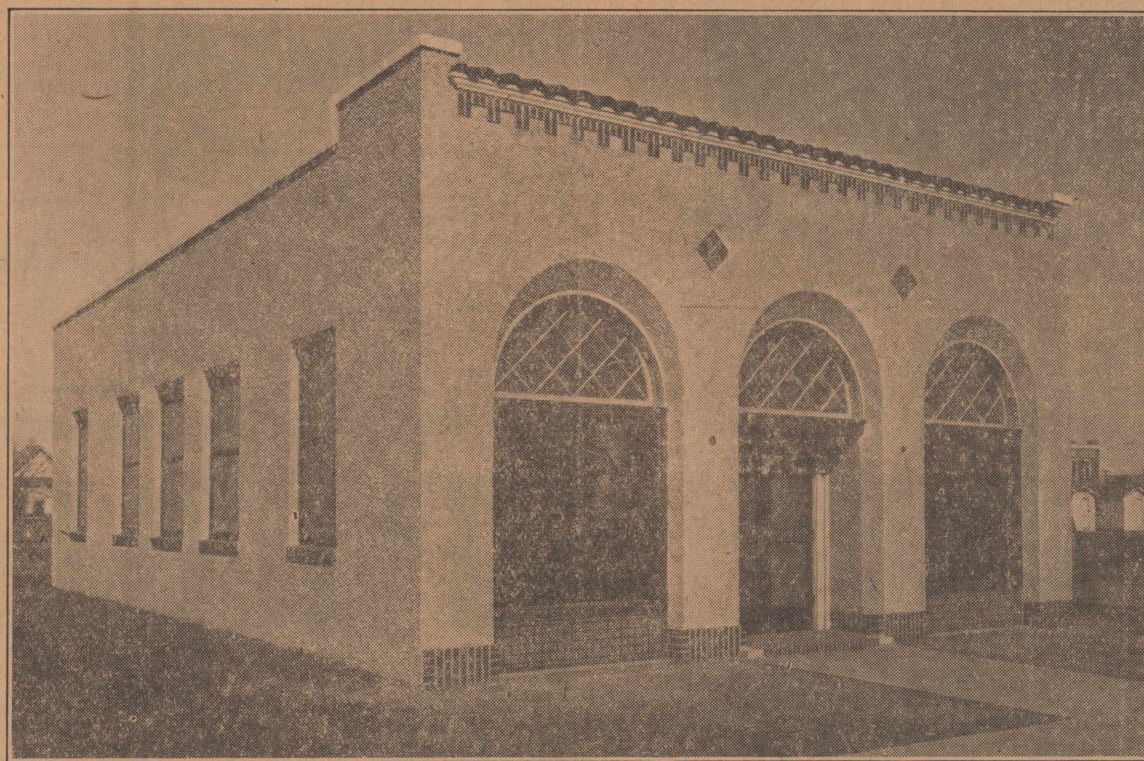


Phone

66

Quick Careful Service

*The
Home
of
Service*



—Photo by Wilson

*The
Home
of
Service*

To The People Of Floydada:

WE TAKE SINCERE PLEASURE INVITING YOU TO THE FORMAL OPENING OF

OUR NEW OFFICE BUILDING

CORNER CALIFORNIA AND FOURTH STREET

Friday, February 17, 1928

This office of our company will be to the people of Floydada the central point of our service to you; where you will come to transact your business.

We want it to be for all of you just what the name implies; "The Home of Service," we want you to know that your problems as affecting gas service are our problems; and that at all times you will be given helpful, courteous treatment.

We Have A Large Investment In Your City

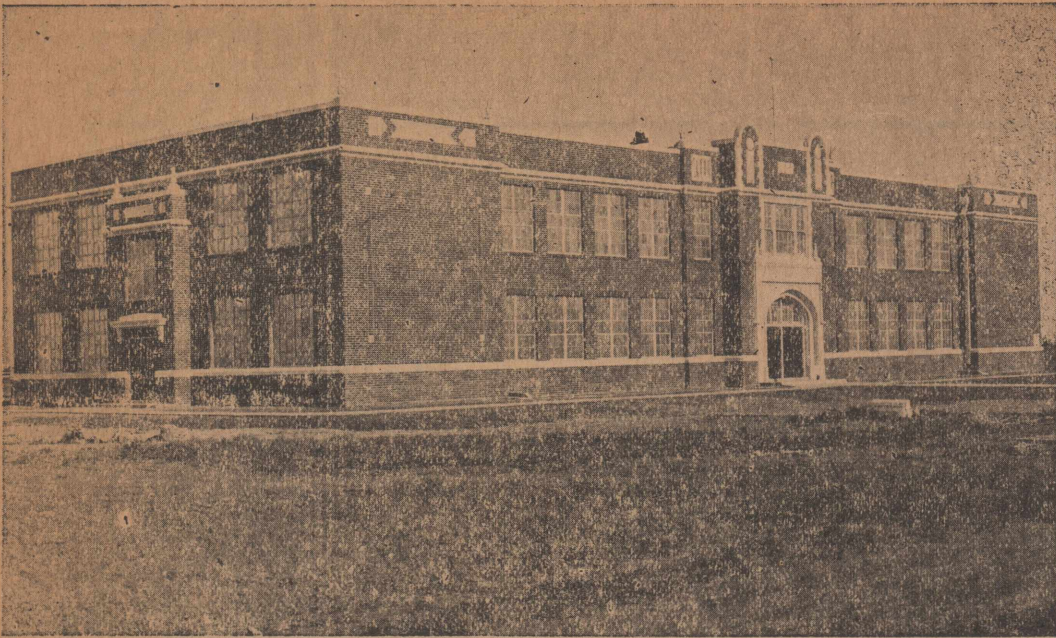
IN CAPITAL AND THE COMPLETION OF OUR OFFICE BUILDING IS AN ADDITIONAL EXPRESSION OF OUR FAITH IN THE FUTURE OF FLOYDADA.

We have brought you dependable gas service, a civic asset that in our belief will mean growth and prosperity to Floydada as it has to so many other American cities.

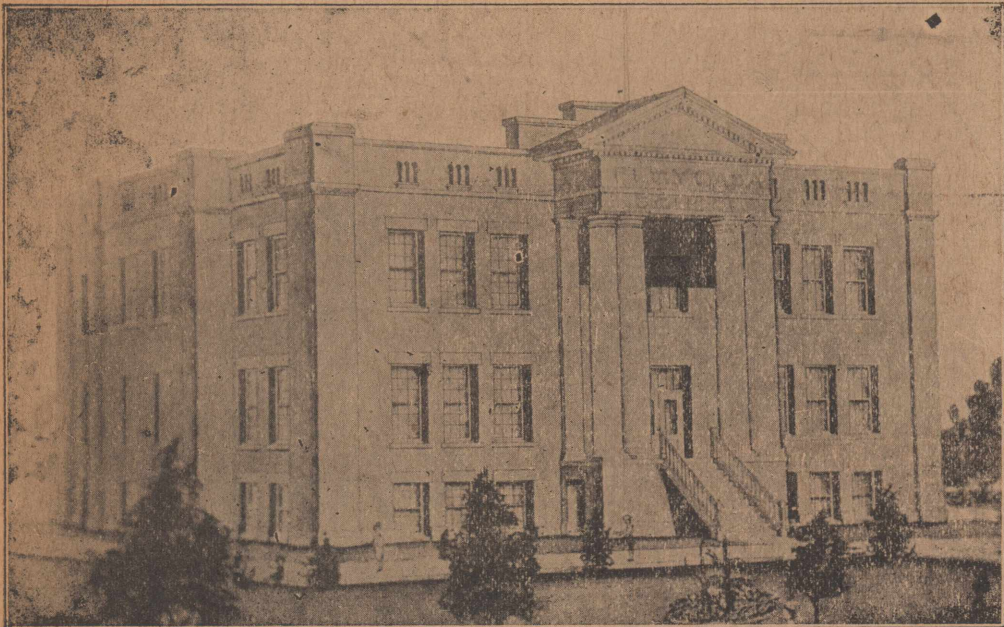
WE WISH TO ACKNOWLEDGE AT THIS TIME OUR APPRECIATION OF YOUR PATRONAGE

West Texas Gas Company

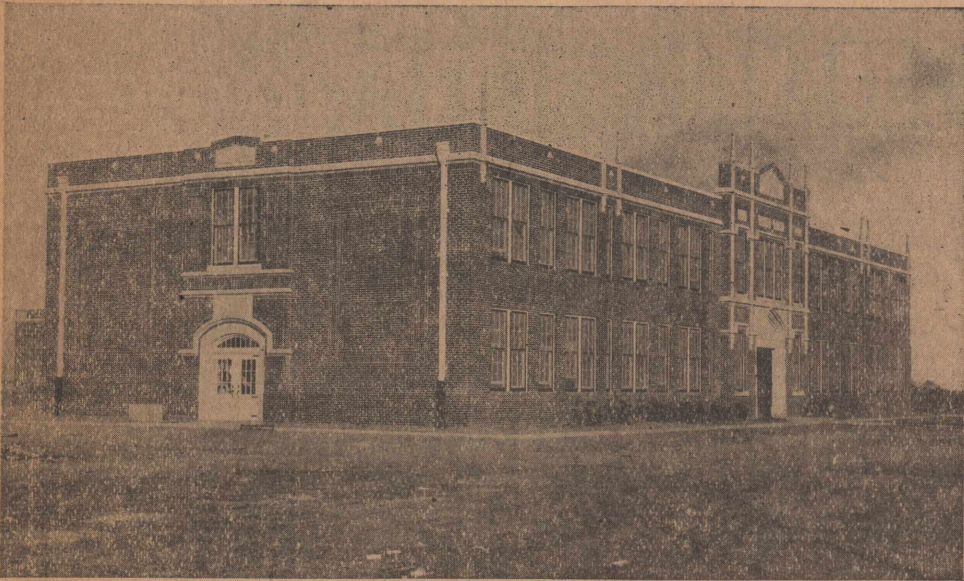
Buildings In The Floydada Public School System



HIGH SCHOOL BUILDING



EAST WARD SCHOOL BUILDING



R. C. ANDREWS WARD SCHOOL BUILDING

WILY COYOTE IS UNDER CONTROL IN SOME AREAS

The coyote, or small prairie wolf, intermediate between the fox and the graywolf type, is generally distributed through the Plains district and westward to the Pacific States. Wolves have gradually disappeared with the advance of early settlement, but not so the coyote. The Biological Survey of the United States Department of Agriculture says that except in a few thickly settled regions the coyote has thrived on civilization. Continuous warfare against it, however, is gradually bringing the coyote under control in some areas.

The reasons for the persistence of this undesirable marauder are various. To begin with, the coyote is highly prolific, and its young are hardy. It is naturally a wary, suspicious animal, and is difficult to trap or poison. The introduction of domestic birds, small pets and livestock by homesteaders has furnished the coyote with a new source of food when hard pressed. Coyotes naturally feed on rabbits, prairie dogs, and squirrels, and other small rodents, and to some extent benefit agriculture in that way. But, nevertheless, there is a dearth of these natural foods they will prey on sheep, calves, and even colts and more mature livestock. Poultry falls readily into their clutches. Two or more coyotes often hunt together, especially when attacking larger domestic animals, and consequently do much damage. They do not quarrel over victims killed by the pack, but feast in family style, another trait that contributes to maintaining their numbers.

Organized and systematic control measures against coyotes are constantly advocated by the Biological Survey, which in many western States employs trained hunters to cooperate with State, county, or local livestock associations in planning and carrying out eradication work. Bounty payments are not advocated, as it has been demonstrated that they do not check the increase of these animals.

POETRY ON PARADE

The guards recently received as a recruit a young man of education and culture who had failed to make good in other vocations. On his first day on the parade grounds he was utterly ex-

hausted by several hours of marching up and down.

"Stand at ease," ordered the officer at last.

"How wonderful is death!" muttered the recruit.

The officer turned like a flash.

"Who said that?" he demanded.

The culprit smiled wanly as he replied: "Shelly, I believe, sir."—London Tit-Bits.

BREAKING IN A HUSBAND

The peris a prospective husband of Jersey City is willing to undergo, as related by a news dispatch from that town:

"Married in a lion's cage, Ernest P. Gervois, chauffeur, and his bride are on their honeymoon with a substantial gift of cash and furniture. The Lion's Club arranged matters. A trainer kept sharp watch on three lionesses, but they sat perfectly still."—American Mercury.

The Hesperian, \$1.50 per year.

HER SLIGHT SLIP

A rather deaf woman found herself sitting beside a well-known surgeon at a social dinner. He was not a talkative man, and, try as she might, the old lady could not think of any conversation.

At last she had an idea.

"Should I call you Dr. Bobbs or Mr. Dobbs?" she asked, with a charming smile.

"Call me anything you like," replied the doctor, and added genially, "Some of my friends call me an old fool."

"Ah," she rejoined, not hearing correctly, but anxious to be pleasant, "those are the people who know you intimately of course!"—Weekly Scotsman.

HE'S QUITE WELL

"Everybody seems to be here for his health," remarked the newcomer at the resort.

"Evidently you haven't encountered the hotel proprietor yet," was the other man's reply.—Boston Transcript.

Used Cars

If you need a used car, see these before making up your mind:

- 1 Chevrolet Coupe, 1926 model;
- 1 Chevrolet Touring, 1926 model;
- 1 Chevrolet Landau Sedan, 1927 model;
- 1 Good Ford Sedan, 1924 model;
- 1 Ford Touring Car, 1925 model.

Everyone of them sure enough worth the money. See them at the Tourist Garage.

Scoggin & Dickey

Oakland and Pontiac Sales and Service

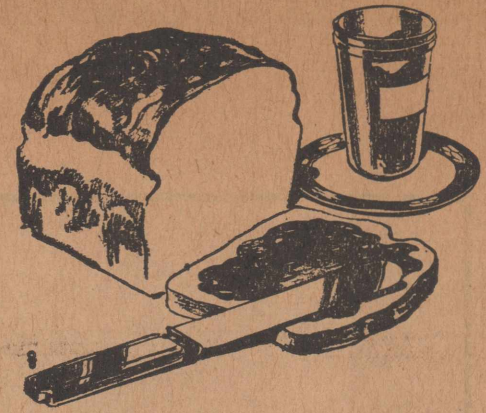
DROP YOUR LETTERS
—in—
OUR BOX
—at—
FLOYDADA DRUG CO.,
And we'll mail them for you.

ONE-SIDED ECONOMY

Did you ever hear of a railroad buying first-class locomotives, but permitting their railroad to deteriorate in such fashion that the locomotives were shaken to pieces as they were driven over it? No, you never did, and you never will, yet that is just what the motoring public of today is doing. We are buying expensive cars to run over roads that shake them to pieces. If the railroad operated with as little common sense as the motoring public uses, all of them would be in the hands of receivers.—Sleepy Eye Herald Dispatch.

Although the opportunities for buying attractive ready-to-wear garments are constantly increasing, a large number of women are doing much of the family sewing at home. In connection with a recent survey of the present trends in home sewing, a surprising number said that they sewed because they enjoyed doing so, and not especially because they expected to save money.

The dry copper carbonate treatment is one of the the best means for the control of stinking smut in wheat. From two to and one-half ounces will treat a bushel of seed. A barrel mounted on an axis with a door in one side for inserting the wheat and powder is a good mixer. A dust mask or a wet handkerchief should be worn over the nose and mouth while the grain is being treated, as the copper carbonate is poisonous when breathed.



Save Your Bread Wrappers
AND SECURE ONE OF OUR BREAD KNIVES, BREAD TRAYS OR FRUIT BOWLS.

CALL US FOR SPECIAL BAKING FRESH PASTRY

Wester's Quality Bakery

PHONE 223

Public Sale

—OF—

Registered Durocs

At our farm 8 miles West of Floydada, 12 miles South of Lockney,
1½ miles South of Mickey (Sand Hill).

Wednesday, Feb. 22nd
(Washington's Birthday)

Foreword: This is not the first Registered Duroc Hog Sale that we have had here on the farm and therefore we ourselves or the type of hogs we have to sell need little or no introduction in this part of the State. Certainly we need no introduction to the Show Ring. This is no quit business sale or anything of the kind. We are trying to grow foundation Breeding Stock that will make money for the farmer who buys them. Those who have bought from us in the past must judge along this line. Their belief in us and the constant support and help that we have had from the big breeders has constantly kept us on the job and any success that we have had in the past or expect to have in the future we will gladly give credit largely to them. We don't claim to have the best hogs in the world but we do claim that one of these bred sows or gilts if given the proper care will be a source of much pride and will make money—yes and lots of it on 95% of the farms in Texas.

50 Head of Registered Duroc Hogs

Including 25 bred sows and gilts, 2 Junior Boars, 8 Fall Boars and 15 Fall Gilts.

Hilltop Lady 18th }
Hilltop Lady 19th } Farrowed March 22. Sired by Great Heritage out of Hilltop Princess. Hilltop Princess weighs 650 lbs., and has farrowed even 60 pigs in 5 litters. Great Heritage as you know has been twice the Grand Champion Boar at Amarillo Tri-State Exposition and has never been defeated by a Texas Boar. Four full sisters to these gilts last year in our sale sold for \$90 each. The price looked unreasonable to many people but the farmers who bought them will tell you that they have made already more clear money than the sows cost them. The four sows last year raised, even 36 pigs the first litter. The above gilts are bred to Sensation Boy for early March litters.

6 of these gilts (in sale) are sired by Great Heritage and bred to Sensation Boy. 14 of them are sired by Sensation Boy and bred to Holmes Pathmaster a very promising young boar that we raised out of the bred gilt that we bought last year and gave \$125 for. We also have two of this young boar's sisters in the sale that are bred for March Farrow, to Sensation Boy and Hilltop Lad 25th.

On sale day we will give exact breeding dates etc., on all of these Bred Sows and Gilts. We will just say here that practically every thing in this sale are descendants of Princess Pathfinder 2nd the wonder sow of the Plains that was a show Sow in her time and farrowed 105 pigs in her lifetime.

We believe that this is the time to get hold of one or two of the good ones and be ready to get the money in short order when our time comes around again. Better be on hand—somebody is going to buy them.

FREE LUNCH ON THE GROUNDS AT NOON. Also Home Demonstration Club of Sand Hill will serve Cake and Pies.

TERMS OF SALE: HALF CASH. On the other half nine months will be given on notes bearing ten per cent interest. The Registered hogs that you buy will stand good for the notes. 5% off for cash. (You can readily see that we believe in these hogs)

NOTE: No reckless bidder who has no money or no backing in the world can take these hogs away from you. We believe that the terms of this sale will keep no honest, hard working farmer from owning one of the best gilts that it is possible to buy. Talk this over with your banker.

Holmes Bros. Hilltop Farm OWNERS

SEALE & McDONALD and J. W. LILLARD of Arlington AUCTIONEERS

J. I. HAMMONDS, Clerk

Is Local Manager

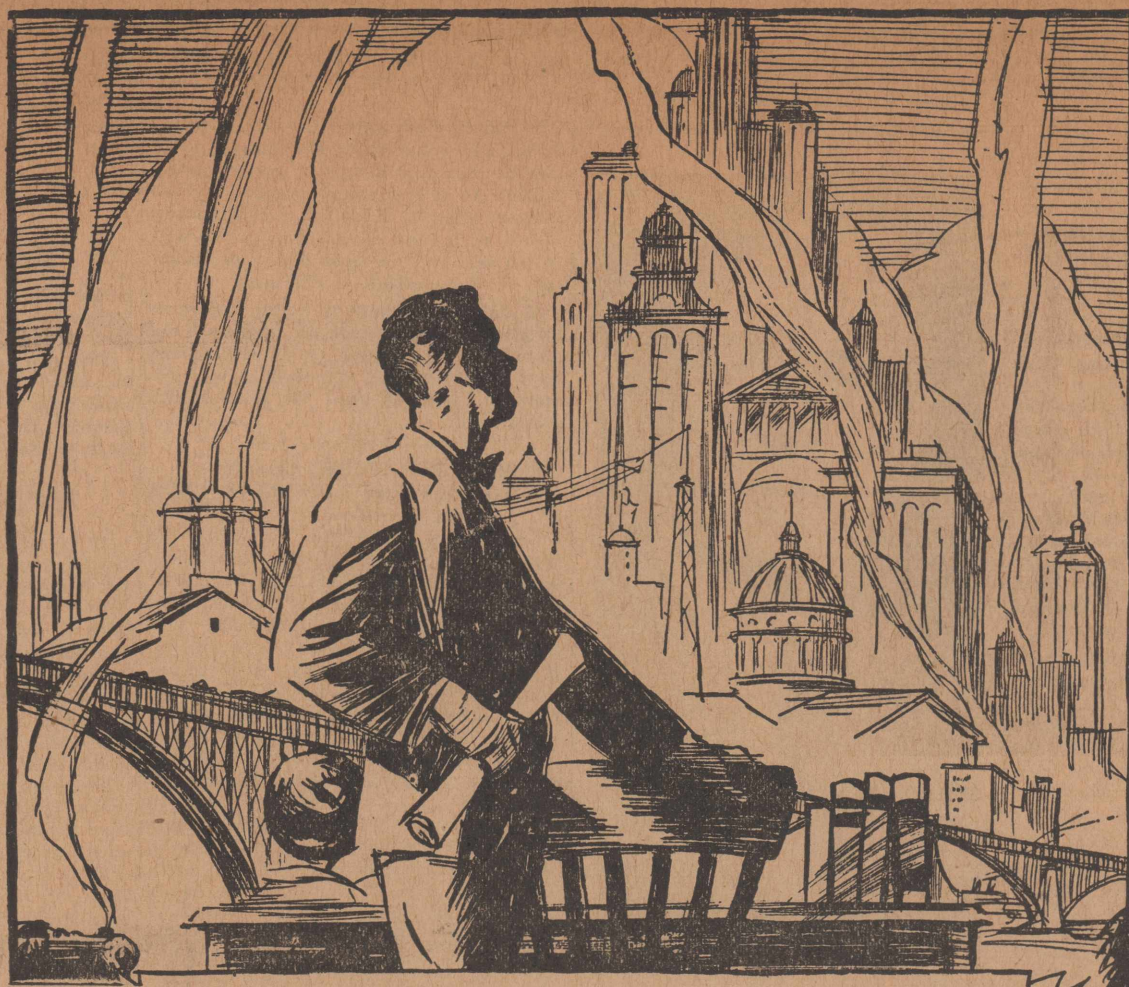


H. F. Mays is representative of West Texas Gas Company in Floydada, having moved to this place from Happy in September of last year, when the first connections were made from the city distribution system.

With Gas Company



Mrs. Evelyn Daily is bookkeeper and lady in charge of the office of West Texas Gas Company in Floydada. She is the daughter of Mr. and Mrs. M. L. Kizziar, and was reared in Floydada.



Builders of the Present And the Future

Congratulations

To the

West Texas Gas Co.

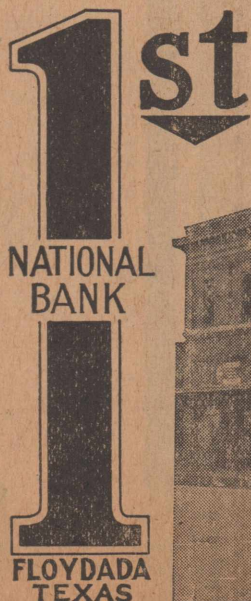
and to the

Motor Supply Co.

THESE TWO FIRMS HAVE ADDED TO THE WEALTH OF FLOYDADA WITH A NEW BUILDING EACH OF WHICH THE CITIZENS OF THE COMMUNITY ARE PROUD.

THESE FIRMS, LIKE THE FIRST NATIONAL BANK, HAVE PROVEN THEIR FAITH IN FLOYD COUNTY BY BUILDING FOR THE FUTURE AS WELL AS FOR THE PRESENT. THEY ARE BUILDERS!

We Are Glad To Number These Two Institutions Among Our Customers.



FIVE SISTERS ARE CENTRAL

The Cedar Rapids office of the Northwestern Bell Telephone Company has a real "sister act." Marvel, Alma, Florence and Lucille Scott all are hello girls in the same department. They like the work so well that they are tutoring their younger sister for the same job and soon there will be five sisters plugging the board side by side.—Indianapolis News.

Several times a year, or whenever waste water begins to run away slowly from your sink drain or from other fixtures, the pipe should be well flushed with boiling hot water to dissolve the grease. This should be followed with a strong solution of caustic soda or caustic potash (lye), and half an hour later the pipe should be flushed thoroughly with clear hot boiling water.

Political Column

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

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

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

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

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

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

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

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

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

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

W. T. Rogers, candidate for Commissioner Precinct One Floyd County subject to the Democratic Primaries, asks your support and influence.

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

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

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

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

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

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

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

DISRESPECT FOR LAW

If some one will tell us why a motorist with but one headlight burning can drive past the cop on the corner without attracting his attention, or why another motorist with headlights actually blinding in their glare at a distance of two blocks fails to attract the attention of the cop on the corner, we will tell you why the public no longer has any respect for laws.

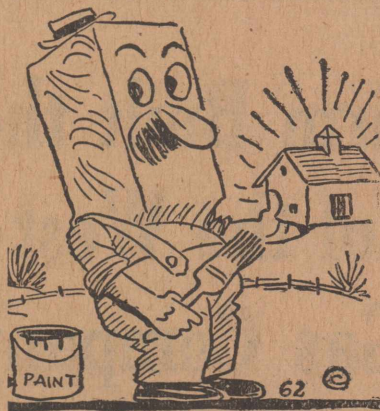
Every cop knows that the law prohibits driving a motor car with only one headlight burning, and likewise that the same law prohibits headlights which focus their glare at a greater distance than 200 feet. By the same token every policeman knows, or at least should know that every person violating these provisions is in fact a potential murderer. In the face of this, single-light and glaring-light drivers pass up and down the streets every night in the week without even a word of warning from the men paid by the public to enforce the laws and who have sworn so to do.

It isn't necessary to arrest and prosecute the unintentional or even the careless offender. An order from the officer to observe the law will suffice in such cases. Need of a second warning indicates wilful disregard and deserves punishment.—Luverne (Minn.) Herald.

DROP YOUR LETTERS
—in—
OUR BOX
—at—
FLOYDADA DRUG CO.,
And we'll mail them for you.

Bill Der Says

"Save the surface and you save all-paint" says the flapper.



It Is Only Reasonable That Customers Should Demand

Quality

Very frequently customers are not good judges of building materials and must depend upon the dealer to give them the best. They ask for quality materials and are willing to pay for them.

We insist upon quality lumber from the mill and that other materials we buy from manufacturers must be of high quality. We offer them to you.

Willson & Son Lumber Co.

FLOYDADA, TEXAS

What's Doing In West Texas Today

MATADOR—Two hundred guests attended the annual banquet of the Motley County Chamber of Commerce held here February 6. A. J. Spangler is secretary.

VALLEY MILLS—Valley Mills of Bosque County is one of the newest member towns of the West Texas Chamber of Commerce, having taken out five memberships.

EL DORADO—Improvements in the El Dorado water system will be made after March 1 when O. W. Evans, new manager, takes charge.

BRADY—Ballinger, Brady, and San Angelo have deferred action on the proposal submitted to them by Brownwood citizens until after reception of the recommendations made by the West Texas Chamber of Commerce Special Water Rights Committee February 13.

GORMAN—Test of a soft water well recently put down here is being made by the city.

SWEETWATER—A general mass meeting all interested in combating the pink boll worm is to be held here February 25 under auspices of the West Texas Chamber of Commerce.

MERTZON—W. W. Adams, local grocer and marketer, is erecting a building here to be furnished with new equipment for his growing business.

PYOTE—Pyote has affiliated with the West Texas Chamber of Commerce with ten members.

FORT STOCKTON—Additions and improvements to telephone lines of Rankin, McCamey, Marfa, Fort Davis, Presidio, and other towns on the Fort Stockton lines are contemplated.

O'DONNELL—B. M. Whiteker, agricultural manager of the West Texas Chamber of Commerce, recently completed an agricultural school in Dawson County, sponsored by the Dawson and Lamasa Chamber of Commerce.

JUNCTION—The Junction State Bank is building a million-pound capacity wool and mohair warehouse of fireproof construction.

CLIFTON—The City of Clifton is now a member of the West Texas Chamber of Commerce. Mayor Ed Handley of that place just paid the membership fee for the town. Five individual memberships were taken, also.

BRONTE—Bronte is considering revival of the old Coke County Water Project and will be joined with Winters in this movement.

Superintends Plants



John L. Ryan is "contact man" in the organization of the West Texas Gas Company. His title is Superintendent of City Plants and he gives his time largely to the problems that arise in the various communities served.

COMANCHE—A creamery and sweet milk market is operating here, with units to be added as needed.

LLANO—Building activities in Llano for 1928 will surpass those of previous years, the most important project being a community hotel.

FLUVANA—Work is underway on a new road leading north of here.

MEMPHIS—A brick building costing \$24,000 is under construction in this place.

CHILDRESS—Erection of a water tank of 75,000 gallon capacity is underway here for the Denver road shops.

Send your weekly message through The Floyd County Hesperian.

DR. H. Z. PENNINGTON MOVES TO TULIA TO ENTER PRACTICE

Dr. H. Z. Pennington this week moved to Tulia to enter there the general practice of medicine and give particular attention to the surgical practice in the Swisher County Hospital, recently completed at a cost of \$50,000, and constituting one of the most complete hospitals in this section of the state.

"I like Floydada very much, but want to give more attention to surgery," the doctor said in answer to a question the first of the week. His family will remain in Floydada until the close of the school year.

PRESENT BITULITHIC CLAIMS TO MEMBERS LUNCHEON CLUB

Conforming with the club plan to crystallize thought in the community on a large paving program to be accomplished within the year, a part of Monday's program at the Elite Cafe was given over to the discussion of paving. H. B. Callahan, formerly of Floydada and now employed with the El Paso Bitulithic Company at Amarillo, talked on the subject, giving particular attention to the possibilities in Bitulithic type of paving. Some discussion was also had on the matter of paved street widths. "All permanent street widths with a few exceptions are 32 feet in Amarillo, and in business tieup blocks 48 feet," Mr. Callahan said, and pointed out that the narrower streets had been found to handle the traffic with less expense to municipality and property owner, not only for initial cost but also for traffic handling cost.

Engineer Gebbauer, of Amarillo, with the Devlin Engineering Co., was also among the guests and told his hearers there were several kinds of good paving but that the community would be exercising bad judgment, in his opinion, to put any kind of paving decided upon, on a natural base.

Judge Wm. McGehee and Commissioners Walter Wood, W. C. Hanna, and E. H. Rankin, were among the guests. Judge McGehee told of the plan for the hearing before the State Highway Commission on the matter of the north and south highway through Floyd, Brisco, Crosby and Garza Counties. "We are interested solely in getting the shortest practical route north and south designated," he said, and said he felt hopeful that this would be an accomplishment. Drs. Lon V. and Geo. V. Smith, F. P. Henry, and Robert McGuire were

among the visitors. The latter was accepted as a member of the club. Thirty-six members and guests were present with J. C. Wester presiding.

BARKER'S CAR STOLEN

B. K. Barker, who is in San Antonio on a vacation trip with his wife and son, one day last week had his car taken by joyriders, recovering it the following morning after reporting the loss to the police department. The car was not damaged and little of value stolen from it. Apparently somebody took the car for a short drive around the city, he wrote the force here at Barker Bros.

RESOLUTIONS OF RESPECT

In as much as our brother, J. D. Hart, has been called from our midst by death, we the members of the Floyd City Lodge No. 712, A. F. & A. M. in accordance with a custom of the Fraternity adopt the following resolutions:

Resolved that we express our sorrow for his departure from our midst and commend to the surviving brethren of this lodge the splendid example of Brother Hart's life.

Resolved that we express our condolence to his surviving relatives and extend to them our sympathy in this hour of bereavement.

Resolved that a copy of these resolutions be spread upon the minutes of this body; that a copy be furnished his brothers and their families and that a copy be published in The Floyd County Hesperian.

G. C. Tubbs
W. A. Gaird
F. L. Davis.

THE BACON!

(With apologies to Longfellow)
Tell me not in mournful numbers advertising is a dream, for the businessman who slumbers has no chance to skim the cream. Life is real! Life is earnest! Competition's something fierce! If for dividends thou yearnest, learn to parry, thrust and pierce. In the business field of battle, molly coddles have no place. Be not like dumb driven cattle; be a live one in the race. Lives of great men all remind us we must bring the bacon home, and departing, leave behind us footprints on another's dome. Let us then be up and doing, otherwise we may be done; still achieving, still pursuing—advertise and get the mon.—Waverly Press.

HESPERIAN WANT ADS—QUICK RESULTS

BRILLIANTLY Different

Dodge Brothers Victory Six is not only a new car but an entirely new and better kind of a car. For the first time in history, body and chassis are a single, integral unit.

The wide, deep Victory chassis frame, flush with the body lines, eliminates the body sill and the customary body OVERHANG.

Major body parts are reduced from 367 to 8! 175 pounds of useless weight are cast off!

The gravity center is radically lowered—with head-room and road clearance unaffected.

The results can not be expressed—they must be experienced.

No unpleasant skidding or sidesway at the corners. No back-wheel "chatter" when the Lockheed Hydraulic brakes are quickly applied.

A smoothness over cobble roads that you have never imagined possible.

A swift car that is safe—a moderate-priced car that is unsurpassed in smartness and individuality.

\$1095

4-DOOR SEDAN, F.O.B. DETROIT

Tune in for Dodge Brothers Radio Program every Thursday night 7 to 7:30 (Central Standard Time) NBC Red Network

MOTOR SUPPLY CO.
Floydada, Texas

The VICTORY SIX
DODGE BROTHERS, INC.

THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

Congratulations

To the

West Texas Gas Co.

and the

Motor Supply Company



Upon their occupancy of their new buildings in Floydada. They have proven their faith in Floyd County by building for the future, and we wish for them the best of success.



The Floyd County National Bank

"The Bank of Friendly Service"

Craftsmanship of Which We Are Proud

We are glad for the people of Floydada, Floyd County, and this entire area of the South Plains to know that

Our Firm Built the New Office of the West Texas Gas Company

And to remind you that the numerous ideas embraced in the construction of this building are also available to any and all of our friends should they need any construction work done.

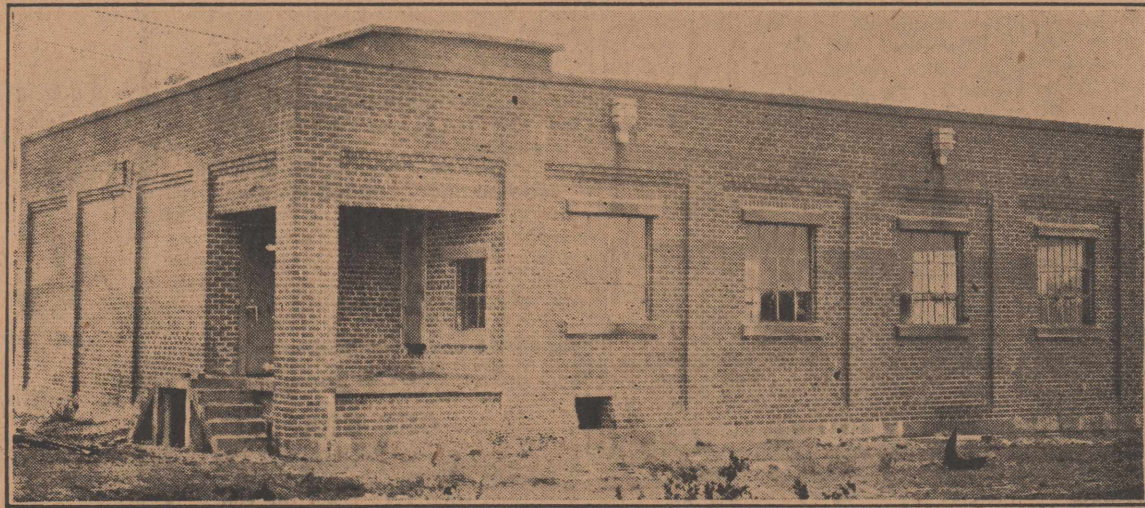
We Congratulate the Owners

On the beauty as well as the practical utility and arrangement of their office in Floydada.

Cannaday & Stark

CONTRACTORS AND BUILDERS

WELCOME TO
The West Texas Gas Company
AND CONGRATULATIONS TO
The Motor Supply Company



—Photo by Wilson

Paramount Service
TO 36 SOUTH PLAINS TOWNS AND CITIES

— — — — —
“He Who Serves Most Serves Best”
— — — — —

We are glad of the fact that we can boast of serving 36 of the most progressive towns throughout the South Plains. We are striving to give each of the progressive cities and towns, a service that lightens the burdens of mankind and helps to develop the community in which it serves with Ice, Light and Power.

Continually, and everlasting, is your Electrical Service—“any time you need it” it’s on the job, just the press of a button, or the flip of a lever and you are instantly given the Electric Power or light, which no other power or lighting system can offer—that’s why Electricity is so fast taking the place of all other fuels—it is safe, it is sure, clean and dependable and is always alert to its patrons.

This company cherishes an ideal: that of doing better towards the people and towns we serve than others. To that end we have continually increased our plant facilities, enlarged its capacity, increased the service facilities in nearly all sections which we serve. Millions of dollars have been spent in creating a public utility service to which all its patrons could point with justified pride. And the program we have so far carried out will be continually enlarged and bettered to the end that we shall, at all times merit the motto: “He serves most who serves best.”

TEXAS UTILITIES COMPANY
Power :: Light :: Ice

Helpful Hints For The Users Of Natural Gas

Those using gas in furnaces and boilers should give careful attention to the following suggestions:

1. Flues and chimneys should be unobstructed and the latter should be high enough for proper draft. Flues should be fitted with some form of back-draft diverter. A back-draft diverter is a device for preventing "down drafts" from smothering or extinguishing the flames. The names "automatic draft regulator," "draft hood," "back draft hood," and "safety collar" are applied to various forms of back draft diverters. Some of these devices also aid in preventing excessive "up-drafts."
2. All parts of the burners should be kept clean, and they should be adjusted to give steady blue flames.
3. The supply of air should be just enough to provide for complete combustion. An excessive supply of air causes loss of heat through the chimney.
4. Heating surfaces should be clean, as soot or dirt prevents the efficient transfer of heat.
5. The appliance and distributing pipes should be well insulated to prevent heat waste.
6. A thermostatic control saves gas and aids in maintaining proper house temperature.

A little kerosene in clear water helps in window washing. Wash with even overlapping strokes and rub dry with soft paper or clean cloth. A rubber wiper can be used on large windows.



HEADLIGHT
UNION MADE
OVERALLS

They outwear TWO Ordinary Pair.

—AT—

Wood Bros.

"Clothers For Men"

THE FARMER'S HOPE

The engineer and not the Congressman will be the Moses to lead the farmer out of his wilderness of troubles, in the opinion of Harry Burgess Roe, professor of agricultural engineering at the University of Minnesota.

"Twenty to fifty years ago the farmer had little use for the professional engineer and his work," writes Mr. Roe. "He felt largely able, by himself, to handle his mechanical problems. But, with the opening up of the vast farming regions of the Northwest, resulting in larger farm units, new climatic conditions and greater quantity production, new farming problems have arisen so rapidly and in such numbers that the farmer has found himself unable to solve them alone and unaided by scientific help. His traditional reserve, therefore, has largely broken down during the last quarter century, so that he has profited immensely by the great development along purely scientific lines in agriculture, in combating plant and animal disease, in crop improvement through seed selection and plant breeding, in live stock improvement through good business methods based on sound economic principles. He has been slower in recognizing that the improvement in crops and in live stock would not have been possible without a parallel improvement in his buildings, machinery and equipment and in good soil and tillage conditions resulting from wise use of irrigation and drainage. Publicity regarding the facts along these lines has, however, changed the attitude of the farmer, so that, today, he is beginning to see the help that scientific engineering service can be to him.

"The is much talk today about low prices on farm products resulting from overproduction. Such arguments are misleading. It is certain that the world will never grow richer by limiting production. The question of quantity production is one of balance, and the question of price determination is a collective one, but little influenced by the work of the individual farmer; nor do these questions influence the amount of his profit in anything like as great a degree as do the factors that help him to reduce the unit cost of production. The farmer who has worked out the method which gives him the larger crop per acre, and of highest quality, at less cost in money and labor per ton or per bushel, has settled, once and for all, the question of profitable farming and a better rural life."—Scribner's Magazine.

WOMEN GETTING ALL WEALTH IN WORLD, STATISTICS SHOW

Women are gradually getting all the wealth of the world in their hands and in the next century will dominate the world, experts on financial statistics in New York declare.

Figures from various sources on the subject collected by the Woman's Home Companion show that forty-one per cent of all checking accounts in the country are in the names of women, either alone or jointly with men. In the eastern states it is found that eighty per cent of all savings accounts are in the names of women. In the New York telephone company \$680,000,000 worth of stock is held by women and tax returns show an increasing number of great fortunes concentrating into hands of women.

Psychologists attribute the movement of wealth to the fact that the average woman's span of life is ten years longer than that of men and add that since women love power they will dominate the world at the beginning of the next century.

Because the United States and Finland have been making cheeses of the Swiss type, the cheese industry has proved less profitable in Switzerland and the Swiss dairymen are turning to butter production. To stimulate butter production the Swiss government has appropriated about \$200,000 to assist the industry. Most of this, it is expected, will be devoted eventually to cover deficits caused by a governmental guarantee of butter prices.

Transfer paper at The Hesperian Office 10c sheet.

Conceived The Plan



Because he is greatly interested in the beautification of the premises of the various offices of West Texas Gas Company, W. W. Graves, resident engineer and assistant manager of the company, is sometimes referred to in the organization as the "horticultural department." Mr. Graves was among those who conceived the dream of the immense gas distribution system now spanning the many counties of this section.

HOMING PIGEONS ARE VERY EFFICIENT WAR MESSENGERS

While on annual military service in the Signal Reserve Corps at Fort Monmouth, N. J., last summer, Frederick C. Lincoln, of the Biological Survey, was called upon to explain and demonstrate the military use of the homing pigeon. "The reputation of the homer," according to Mr. Lincoln, "is well established, and its usefulness as a carrier of war dispatches insures it a prominent place among the communication methods that will be employed by the armies of the future. Although limited to one-way communication, the birds used in the World War made a record of efficiency between 97 and 98 per cent, surpassing all other methods for the transmission of Army information under battle conditions. In the Meuse-Argonne offensive, 442 American pigeons were used, and these delivered a total of 403 messages over distances varying from 20 to 50 kilometers without the loss of a single important dispatch. These birds had received only five days' training.

"The most famous of these birds was 'Cher Ami,' which, released with a message on October 21, 1918, at 2:35 p. m., during an intense machine-gun and artillery action, delivered its message 40 kilometers away in 25 minutes. One leg had been shattered and the bird's breast pierced by a bullet. This bird is now mounted and preserved in the National Museum.

"Practically all branches of the military service have found need for homing pigeons, although their greatest use is with infantry in front-line trenches, or attack, and with aircraft."

Ornithologists, of the Biological Survey, associate the homing instinct of these birds with the migratory instinct. It should be considered as a specialized form of migration, developed and exploited by man through training and selective breeding. The immediate ancestry of the modern homer is traced to three distinct types—the English Dragoon, of the carrier type, noted for its physique; the Smerle, a Belgian bird having an inherent "homing instinct"; and the Camulet, a small bird that is noteworthy because of its ability to fly hours at a time. These prominent characters have been combined to a remarkable degree in the homing pigeons of today.

PORCUPINE DOES NOT SHOOT QUILLS

The common belief that the porcupine throws or shoots its quills a considerable distance has no foundation in fact, according to biologists of the United States Department of Agriculture. "Some are occasionally scattered on the ground if the animal is roughly handled," says Vernon Bailey, of the Biological Survey. "When met with," he says, "the porcupine usually attempts to escape, but if crowded it bristles up, erects its quills, and stands at bay awaiting attack. The quills are pointed at all angles, and as the enemy approaches within reach fierce blows of the heavily armed and muscular tail are struck sidewise or upward, and the barbed quills are thus driven into anything within reach. Porcupines evidently realize that their lower surface is surprising in animals so clumsily them over is frantically resisted, and when they are threatened the quickness with which they will wheel and strike it surprising in animals so clumsily built."

Porcupines have long hooked claws and are as much at home on the trunks and branches of trees as on the ground. They are enormous feeders for their size and eat all sorts of green stuff, often gnawing and girdling trees and something eating more or less grain and fruit. They are generally disliked by owners of dogs, which are sometimes seriously injured in unwise attacks on the spiny creatures. The principal objection, however, to porcupines is the damage they do to young trees, particularly pines and other conifers.

To sort farm butter for winter use the best method is to wrap the rolls or prints in parchment paper and pack them in a stone crock, covering them with a strong brine and store in a cool place. The butter intended for winter use should be made from sweet pasteurized cream churned at a fairly low temperature, washed thoroughly and worked merely enough to dissolve the salt.

SEVENTH DAY WEATHER?

There is an old saying that if the first Sunday of a month be rainy every Sunday in that month will be rainy also.

The same rule, in popular estimation, should apply to other days of the week and without regard to their place in the month. This is merely a convenient way of saying that the weather tends to repeat itself about once in seven days.

The conditions prevailing on Sunday are more closely observed and better remembered because of the break which Sunday makes in the regular pursuits of the week.

This notion, like many of those which have become incorporated in the approved weather maxims of the people, finds considerable scientific support. A barometric depression requires a rather well-defined period in which to pass over this country from one coast to the other. The average is from three to four days, varying somewhat with the season of the year and with the other conditions. Two of these weather tides—and the second is apt to revise the first—would take about one week. Thus areas of high or low temperature would be likely to succeed each other in most places by about that interval.

While this is rough calculation, and one which, if put to the test, would encounter many exceptions, weather bureau experts say that, with a vigorous storm today, there is slightly more likelihood of another in just a week than of another in either six or eight days. The margin of increased likelihood, although small, is on that side.

This is all that the popular saying implies. Were the rule to work out rigidly the Monday of the year would all be on the same pattern, while the Tuesdays would average up to another standard. Nothing of the kind is to be expected. Exceptions to the seven-day rotation occur often enough to keep the mind of man from guessing too readily the great secrets which nature hides in the wind and the storm clouds.—Washington Star.

Scientists have reached the conclusion that soft, delicate music, such as that of violin or piano, aids the growth of the hair, while loud and obtrusive music like that of saxophone, tuba, or bass viol promotes baldness.

DROP YOUR LETTERS
—in—
OUR BOX
—at—
FLOYDADA DRUG CO.,
And we'll mail them for you.

Scrapple is a good example of a food combination in which the incomplete protein of a cereal is supplemented by a little of the more nearly complete protein of meat. It is an old-fashioned Pennsylvania-German dish made by cooking corn meal with pork trimmings or lean pork. The U. S. Department of Agriculture will tell you how to make it.

Loosely fitted long sleeves are most becoming on fleshy arms. If open at the wrists they are graceful and comfortable. To make the arm seem longer and more slender use bound slashes, bands of materials, rows of buttons, etc. Sleeves gathered into a tight cuff with a puffed effect should be avoided by the stout woman.

Pontiac AND Oakland Sales And Service Station

NOW LOCATED AT

Tourist Garage

Where we invite all owners of Pontiac and Oakland Cars to come for inspection and service.

It is our aim at all times to make our agency worthwhile to our customers not only when they buy but also after they buy.

Scoggin & Dickey

Pontiac and Oakland Sales and Service
Floydada, Texas

Complete Electrical Installation

IN THE NEW CHEVROLET HOME and
WEST TEXAS GAS OFFICE

Made by

Radio Electric Co.

PHONE 201

We heartily congratulate Mr. Roy Snodgrass and the West Texas Gas Company upon the completion of their new homes and are glad we were able to have a part in their construction.

MOVED!

TO OUR NEW, LARGER AND BETTER
Location formerly occupied by the Post Office.

JUST NEXT DOOR

To our former location but better prepared than ever to serve this territory with the best, freshest meats on the market and a complete line of Groceries. Drop in to see us in our new home—let us show you our sanitary ways of keeping our meats, and Groceries.

PHONE 118 FOR OUR DELIVERY SERVICE

CITY MARKET

Jones & Howard, Props.



For Economy...
PHONE 40

It is real economy to shop at this store for groceries. The prices are comparatively the same, and in addition, you are assured of getting the highest quality and the best of delivery service.

IT PAYS TO BUY GOOD GROCERIES!

STAR CASH GROCERY

"QUALITY, SERVICE AND PRICE—ALWAYS"

THE FLOYD COUNTY HESPERIAN

VOLUME 34

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 16, 1928.

NUMBER 51

'COLLEGE ON WHEELS' SCHEDULED FOR SATURDAY

New Home Of Motor Supply Co. Completed This Week

Chevrolet Sales And Service Plant Ready

Plant, Exclusive of Ground and Equipment, is \$19,000 Investment.

The new Chevrolet sales and service plant of the Motor Supply Company in Floydada is getting the finishing touches this week and removal of the business from the Collins Building immediately north is being effected as rapidly as is possible, the business being conducted with as little interruption as possible while the removal is being made.

Big Floor Space

The building represents the last word in modern construction to give the maximum of clear floor space without the use of posts to support the roof, the use of steel girders and beams being brought into play to give the roof support from the walls.

Total floor space in the structure is 11,250 square feet, covering an area 150 feet in depth on a frontage on South Main Street of 75 feet. The building is at the corner of Main and Mississippi. In making up the plans for the building, many revisions were made to give it the most efficient usage of a sales and service plant for automobiles, every department being so arranged as to give the most convenient access to every other department with the least number of steps and a minimum of lost motion. Exclusive of the ground on which it stands and the equipment in the building, the plant represents an investment of \$19,000. Roy L. Snodgrass, proprietor in a recent statement declared it his aim to make the Chevrolet sales and service plant in Floydada the equal of anything in this section, and apparently he has attained this aim with the completion of this modern building.

To give an idea of the extensive efforts made to make the place attractive and give it an opportunity to set off the new models of the car that will be on display in the sales room, nearly 400 square feet of plate glass are used in the windows, and the value of plenty of light and ventilation in the work shop is also given attention with ten large windows in this department and air vents in the top of the back wall.

Installs New Machinery

Very considerable investment is being made in machinery that is being installed at the plant. This includes 60 feet of overhead steel track in the work shop to speed up repair and service jobs; a valve refacing tool, reborer tool, piston refiner, connecting rod refiner, piston clamp, differential holder, cylinder gauge, cylinder reamer; main bearing re-lining machine, jiffey tools, front wheel re-liner, motor stand, three ton press and a burning stand. Two other installations of general interest are the air mist washing machine and washing and greasing rack, and the Duco painting system that are arranged for in the new shop.

Special attention has been given to the finish of the floors, the display room concrete floor having a unique treatment to harden it and improve its appearance.

"Floydada is without doubt to be one of the South Plains' best cities," Mr. Snodgrass said this week. "It is destined to be one of the principal distributing centers of the section, and we are attempting to prepare to play our part well in the growth and development of the territory. While the investment made here is probably larger than the immediate needs or demands it is not too much to expect it to be used to capacity in a very short time, the popularity of the Chevrolet as a means of economical transportation being borne in mind, with the steadily increasing demand for proper service for the machine.

"The Chevrolet owner will now be able to come to our place and get every service of any kind that is necessary or desired, and in addition, when the prospective buyer is in the market he can see the new models on display in a well-lighted display room that will afford ample room for his leisurely purchase.

"We hope to have our friends in general and Chevrolet owners in particular, visit us in the new location."

The structure is built of brick and steel, with as little wood or other combustible material as possible, making it approach very closely to a fire-proof building.

Stephenson & Thurmon, who are the contractors on the job, are local men who have gained extensive following over the county, having built a number of business buildings over the territory as well as school houses and other public structures.

A. B. Martin, of Austin, member of the Court of Criminal Appeals, was here for a brief time the first of this week on business. He also spent a short time at Plainview while in this section.

Tester Praises Herds Of Floyd County Men

Three Floyd County Men in Four-County Organization, Have High Test Dairy Herds.

J. A. Stark, of Plainview, supervisor of cow testing, representing A. & M. College, of Texas, in Hale, Floyd, Swisher and Lubbock Counties, Friday completed the fourth month of testing for an association comprising dairy cattle raisers in the four counties, when they visited the farms of W. A. King, Cleveland Sims and J. B. Potts, who are members of the association in this county.

Mr. Stark in Floydada Friday afternoon, expressed gratification over the showing made by the three Floyd County herds to date. At the present time the three herds rank among the six highest in the association. In November Mr. Potts' herd tested the highest among twenty-one herds. Each herd contains several cows which are averaging more than one and a half pounds butterfat per day or in other words nearly two pounds of butter daily. In addition to the testing done by the supervisor, he also recommends balanced rations for all cows in a herd.

Each of the Floyd County dairy cattle raisers has used purebred sires for a number of years and they are now reaping the reward of their wisdom. "I am testing cows of about two dozen dairies and am very glad to say that the three dairies in Floyd County are surpassed by none," Mr. Stark said. "From the standpoint of interest in the work, co-operation, and sanitation in handling of their products. Mr. Sims of Floydada, who is the only one of three who sells whole milk, is apparently unusually careful in putting out a quality product. It is a pleasure to work with such men as these."

Tests of the herds are made once a month, the testing having been inaugurated in November.

CUT WORM CONTROL

Our own observation indicate that a general infestation by cut worms is not to be expected this season advises R. R. Reppert, Entomologist Extension Service, A. and M. College. The scarcity of reports reaching us seems to bear us out in this belief. However, no year passes but some small section at least experiences considerable damage from them, and we think it wise to pass out information on their control.

Cut worms hatch in late fall from eggs laid by the last brood of moths. These little worms feed upon grass and weeds that are present at that time, continuing their feeding on such vegetation as withstands the colder weather during the winter. On the occasion of freezing weather they burrow into the ground below the frost line to reappear when the temperature moderates.

Since they must feed intermittently during the winter, the most practical measures of control consist in breaking up the soil in late fall or early winter, and following this at intervals by harrowing or disking to keep down all weed and grass growth. This procedure starves them before cultivated crops appear in the spring. Fields thus treated during the present winter will experience a minimum of damage this spring.

Where clean-up measures, such as are suggested, have been neglected, not a great deal of relief can be expected from their application at this time. In this case relief from damage, if damage occurs, will have to be sought in the use of poison bran mash. This is practically 100% effective, but must be used as soon as damage becomes evident. The mash is made after the following formula:

Paris green or white arsenic—1 lb.
Coarse wheat bran—20 lbs.
Lemons finely ground in a meat chopper (juice included)—6 fruit.
Water sufficient to make a moist mash that will not be sloppy.

The poison and bran are mixed together thoroughly while dry. The liquid materials, including about two gallons of water, are thoroughly mixed and then added to the bran mixture and the whole mixed by hand so that every particle of bran is moist. Additions of water are made until a mash is obtained as wet as possible and still so that it readily falls apart when being distributed.

Cut worms remain hidden during the day and feed at night. They are best attracted to the poison mash when it is moist, consequently applications should be made in the late afternoon. For the protection of cotton and field crops drilled in rows, it should be distributed in a thin line along the row, the cotton planter often being utilized for this purpose.

A thin line mash can also be used for garden crops in rows. If the garden or field crops are planted in hills, it will often be best to distribute the poison mash at the base of the plants, about one-fourth teaspoonful being used to each hill.

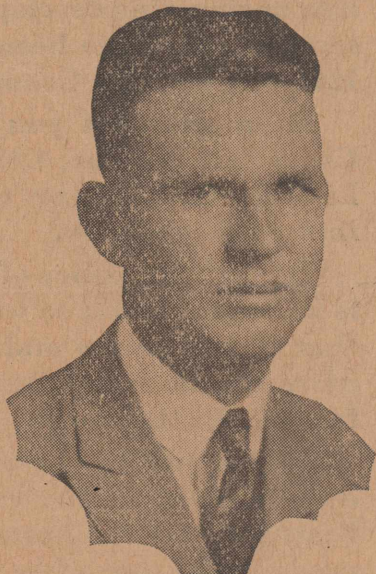
Ira L. Sanders began a meeting Tuesday night which will last over Sunday night at the Lakeview school house west of Petersburg, in Hale County. Mrs. Sanders accompanied her husband.

Santa Fe A. & M. And Home Demonstration Train In Action



When the Santa Fe-A. & M. Farm and Home Special preaching the gospel of better farming methods, reaches Floyd County Saturday for two stops,—at Floydada in the forenoon and at Lockney in the afternoon—those who visit the train will find it thoroughly fitted to visualize the messages sought to be conveyed.

Bets on Floydada



Roy L. Snodgrass, proprietor of the Motor Supply Co., builder of the most modern automobile sales and service station in this section of the state, was born and reared in Floydada. The big investment he has made at the corner of Main and Mississippi indicates plainly that he believes thoroughly in the future of the town.

Chevrolet Production Records Are Smashed

Bigger and Better Chevrolet Registers Enormous Sales Gains Over Previous Years.

Detroit, Mich., Feb. 14.—All previous January production records were shattered here last month by the Chevrolet Motor Company when the total output for the thirty-day period reached 91,584 units, W. S. Knudsen, president and general manager, announced today.

This figure topped by nearly 20,000 units the 73,676 cars and trucks produced in January, 1927, and more than doubled the output for the corresponding month in 1926 when only 45,437 units were manufactured.

As a result of this tremendous volume, production in January was exceeded by that of only four other months in the entire history of the company. Every indication points to new Chevrolet records in the coming months of 1928, Mr. Knudsen said.

The tentative production schedule for February is 112,475 units, as against 85,000 units last February, while actual production for the month this year is certain to exceed the tentative schedule by a comfortable margin, Mr. Knudsen said. Tentative plans for March call for the building of more than 127,000 units, which will establish a new all-time monthly record for the manufacture of gear shift cars, according to Mr. Knudsen.

This huge volume has been made possible by the enormous sales gains registered since the introduction of the "Bigger and Better" Chevrolet on January 1. R. H. Grant, vice-president of the company in charge of sales, stated that more than 125,000 units were sold for immediate delivery at retail in the United States to date.

Another high record was set during the Chicago Automobile Show, ended February 4, when more Chevrolets were sold during show week than any other make of car at this or any other automobile show.

Arden A. Brown left Tuesday of this week for Amarillo, where he will spend some months while taking a business course.

Agricultural Agent, Santa Fe-Texas Lines



J. D. TINSLEY

Is among the officials of the Santa Fe Railway Company who are expected to be at the two Farm and Home Demonstration meetings in Floyd County, scheduled at Floydada and Lockney at 9 a. m., and 1:30 p. m., respectively. Mr. Tinsley has long been a factor in the agricultural development of the state. His title is General Agricultural Agent, Santa Fe-Texas Lines.

Texas Outstrips Country In Percentage Increase Of Electric Production

Texas is far outstripping the remainder of the United States in the increase of electric power. This is one of the most definite indications of the growth of the state to be found anywhere, says the Texas Public Service Information Bureau.

The total output of electricity over the country in 1927 was 79,000,000,000 kilowatt hours, representing a 7 1/2 per cent increase over 1926, according to compilations of the National Electric Light Association.

In Texas the increase for November 1927 over November 1926 was more than 19 per cent or almost three times the rate of increase for the country as a whole.

It is believed when the complete figures for 1927 are available it will be shown that the increase in Texas is even much greater than this.

Electric power produced by Texas public utility power plants in November last totaled 160,322,000 kilowatt hours. Only a few states surpassed Texas in the amount of percentage increase.

Indications are that the growth of the electrical industry in 1928 will set new high marks, the National Electric Light Association states. The total production of current throughout the coun-

try this year is expected to reach 83,000,000,000 kilowatt hours.

The industry in 1927 paid taxes totaling \$150,000,000, including federal, state, county, local, and special. The spread of interconnection is referred to as one of the most important factors.

Interconnections were effected between the lines of the South and those of West Virginia, Ohio and the Middle West. The closing of a gap in the state of Washington now makes a continuous power chain along the Pacific Coast from Canada to Mexico and links have been completed tying the lines in Wisconsin and Michigan with those of the Middle West.

Tabulations prepared by the National Electric Light Association show that 1,650,000 new customers were added to the lines of the operating companies in this country during the year, bringing the total number of customers now served up to 21,625,000. Of this total, 17,770,000 are household users. The rapid rate at which these electric light and power facilities have been made available throughout the country is shown by the comparison that 25 years ago there were only 600,000 customers.

Due to the vast network of power lines that now extend over the United States smaller communities are now be-

Floydada Nine A. M.; Lockney at One-Thirty

Snappy Program And Effective Exhibits Promised Those Who Attend.

When the Texas Farm and Home Special train reaches here Saturday morning February 18th, it will be on the last leg of the longest and most remarkable tour ever attempted by any educational train in this state. Beginning far down in Southeast Texas this train, operated jointly by the Santa Fe Railway Company and Texas A. & M. College, has brought its very pointed lessons of improved farming and home making to record breaking crowds throughout East, North and Central Texas. In the first fifty stops a total of more than 56,000 persons left their regular duties to attend this "college on wheels."

Definite, Useful Message

The reception of the train throughout its long crusade has been royal everywhere, but more gratifying to officials aboard has been the volume of unstinted praise of the snappy program and effective exhibits. The entire program and the whole success of the train has been staked on the exhibits, each one of which has a very definite, useful message to farm folk, simply and strikingly expressed.

In each of the lines, dairying, home making, poultry raising, livestock, farm crops and boys' 4-H club work, an A. & M. College authority, speaking from a flat car through a voice amplifier, outlines briefly what to look for in the exhibits. As the crowd files through the three cars of exhibits specialists are on hand to further explain and to answer questions.

Floyd County people may expect specific information from this train on these and allied subjects: a demonstration of what a balanced ration will do for a hog and an explanation of the famous 'protein supplement' method of hog feeding; how green pastures boost dairy profits, and the difference between good cows and only fair ones; illustrations (living) of good type beef cattle; how Texas club boys have increased crop yields; what crop rotations have done for Texas; what pure line grain sorghum seed has done for West Texas; farming and how it has been done; the difference in appearance and in profits between the loafer hen and the laying hen; how poor feeding increases the cost of production of hens and what a good ration is; principles of appropriate dress and economy pointers; what home demonstration work is doing for the women and girls of Texas; the relation of food to health and how to use foods in place of medicines; principles of farm ground landscaping and suggestions for easily beautifying the farmstead; and the principles of making rugs at home.

A. & M. College specialists and officials who are expected in the Floyd County stops are: O. B. Martin, Director of the Extension Service; G. W. Barnes, Beef Cattle Specialist; Prof. D. H. Reid, Head of the Poultry Husbandry Department; Prof. J. A. Clutter of the Dairy Husbandry Department; John T. Egan, District Agent; S. C. Evans, State Boy Club Leader; Miss Bess Edwards, Assistant State Home Demonstration Agent; and Miss Myrtle Murray, District Home Demonstration Agent. They will be assisted by A. H. Leidig, Dean of the School of Agriculture of Texas Tech College at Lubbock.

Santa Fe officials will include: J. G. Fitzhugh, Special Representative, Galveston; J. D. Tinsley, Agricultural Agent, Amarillo; Charles W. Lane, Assistant Manager of Agricultural Development, Topeka, Kansas; and L. F. Dinan, Agricultural Agent, Galveston.

ROYAL WILL PRESENT BEN HUR THREE DAYS NEXT WEEK

The picturized version of Ben Hur, Lew Wallace's historical novel, will be presented at The Ropal Theatre Monday Tuesday and Wednesday of next week, it is announced by J. G. Deakins, manager of Floydada Theatre.

The feature has attracted widespread attention and is sure to prove of interest to local people. For the benefit of the very considerable crowds expected to see the picture, matinees are being planned for each day, Mr. Deakins said.

T. L. Brown, who has been at Hot Springs, New Mexico, for the baths and treatment in the hope of bettering a rheumatic condition, is much improved, B. C. Brown said one day this week. Mr. Brown is expected home about the last of the month.

Mr. and Mrs. Buster Eubank, of Kress spent Sunday in Floydada, visiting relatives. Mrs. Eubank remained over for a few days visit with her parents, Rev. and Mrs. Ben Hardy.

ing given the same opportunities for industrial expansion as were before only enjoyed by the large centers of population.

The Floyd Co. Hesperian

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Political Calendar 1928

Because of presidential elections, the year 1928 will be particularly eventful from a political viewpoint. Especial attention has been called, by those familiar with election laws, to the change in provisions for the date of the State convention. The provisions of the Revised Civil Statutes of 1925 were amended by the Fortieth Legislature in the called session, placing the date of this convention on the Tuesday following the third Monday after the run-off primary. The original provision designated the Tuesday following the second Monday after the run-off primary. Below is a calendar of the principal political events of 1928:

Jan 31—Last day of payment of poll taxes and securing certificates of exemption.

FEB. 13—Election judges appointed by Commissioners' Courts at February term.

April 1—County Tax Collectors furnish county election boards with lists of poll tax payers and exemptions.

April 7—County Democratic executive committee meet to organize, fill vacancies and transact other necessary business.

May 5—Primary conventions held for election of delegates to county (presidential) conventions on May 8.

May 8—County (presidential) conventions held for election of delegates to State (presidential) convention of May 22.

May 8—State executive committee of any party which cast as many as 10,000 and fewer than 100,000 votes in next preceding gubernatorial election, shall meet and decide whether candidates for State, district and county offices are to be nominated by convention or primary election, and shall certify such decision to Secretary of State.

May 22—State (presidential) convention held by all parties to send delegates to national conventions.

June 4—On or before this date, candidates for party nominations file applications for place on primary ballot—with State chairman if for State office, with district chairman if for district office in district having more than one county, and if no district chairman, with each county chairman in district.

June 11—State executive committee meets to direct State chairman to certify to county chairmen candidates for State offices, going on primary ballot, and to name place for State convention.

June 11—County executive committees meet and issue call for precinct conventions to elect delegates to county conventions, also announce chairman, hour and place of precinct conventions.

June 16—On or before this date, candidates for offices within counties, including districts within counties of any single county, and candidates for county chairmen apply for places on primary ballot.

June 18—County executive committees meet to determine order of names on ballot, estimate cost of primary, and apportion cost. A ballot, or primary, subcommittee of five is appointed.

June 25—On or before this date, candidates must pay ballot fees.

June 26—Democratic national convention, Houston.

June 28—First day to file first statement of campaign expenses with County Clerk.

July 2—Last day to file same.

July 9—Ballot, or primary, subcommittees meet to prepare primary ballots.

July 16—First day to file second expense account.

July 20—Last day to file second expense account.

July 23—On or before this date county chairmen secure from Tax Collectors complete lists of voters, paying not more than \$5 therefor.

July 23—Last day for voters who have removed from one ward to another to secure transfers from Tax Collectors, such transfers being necessary in event voter lives in city of 10,000 or more population and removal was prior to delivery of lists of certified voters to precinct chairmen.

July 24—Last day for voters who have removed from one county to another, or from one precinct to another, such transfer being necessary if new residence is in city of 10,000 or more population.

July 28—Primary election day. Polls open from 8 a. m. until 7 p. m. Returns of primary election delivered to county chairman. Precinct conventions held. Republican primary convention held.

Aug. 4—County executive committees meet to canvass returns and county chairmen certify results to proper officials.

Aug. 4—County conventions held to elect delegates to district and State conventions. Republican county convention held to nominate county officers and name delegates to State convention.

Aug. 7—Last day to file third expense account.

Aug. 13—Democratic State executive committee meets to canvass returns. Republican State executive committee meets to prepare temporary roll for State convention.

Aug. 14—Republican State convention meets to nominate candidates for State offices.

Aug. 25—Second, or run-off, primary election for offices where no candidate received a majority in first primary. (Democratic.)

Aug. 25—District conventions held and nominations certified to Secretary of State.

Sept. 4—Last day to file fourth expense account.

Sept. 10—State executive committee meets to canvass vote of second primary and prepare list of State convention delegates.

Sept. 11—State Democratic convention meets, canvasses votes, announces nominations, orders nominations certified to Secretary of State, adopts platform, elects State chairman and State executive committee.

Nov. 1—On or before this date, county chairmen nominate supervisors in each election precinct.

Nov. 6—General election. Polls open at 8 a. m., close 7 p. m.

Nov. 12—Returns to be canvassed by Commissioners' Courts.

Dec. 17—Returns on State and district officials (except Governor and Lieutenant Governor) canvassed by Secretary of State.

Jan. 8, 1929—Legislature convenes and within one week canvasses returns on Governor's and Lieutenant Governor's elections.

HOW THE BROKEN LEVEES LOWERED THE BIG FLOOD

"How high would the spring's flood of 1927 in the Mississippi have risen had all the main levees remained unbroken?"

This was a question asked so frequently of the United States Engineering Corps and the Weather Bureau that each organization gave careful consideration to preparing an answer. The two sets of answers were compared and corresponded closely.

At St. Louis the crest of the flood was not influenced by the breaking of the levees. At Paducah, Ky., the crest of the flood was 47.2, or 4.2 feet over the flood stage of 43 feet, and if the levees had not broken the crest would have been eight-tenths of a foot higher, or 48 feet.

Cairo, Ill., Memphis, Tenn., and Helena, Ark., each escaped a rise of the river of between 1 and 2 feet because the levees failed. The principal changes between the stages that might have been and the stages that actually happened appeared on the lower river with maximum differences at Arkansas City, Ark., and Natchez, Miss., where the river would have been from 8 to 8.5 feet higher if the levees had held.

Greenville, Miss., and Baton Rouge, La., had flood stages about 7 feet lower than they might have had. At Vicksburg the relief was nearer 6 feet. Flood stage at New Orleans is 17 feet. The river rose to 21 feet, but without the breaks in the levees the engineers and Weather Bureau men think the possible stage would have been from 27.2 to 27.7 feet, a relief of from 6.2 feet due to the breaks in the levees.

Cottage cheese made from milk furnishes all the food principle found in milk except the butterfat. If desired, cream may be added to make up for this deficiency. Being mild in flavor, cottage cheese combines nicely with other things that give variety of flavor. Strawberries or other fresh fruits may be used in this way, also canned fruits, raisins, dates or other dried fruits. Honey, jam, marmalade, or chopped nuts are often combined with cottage cheese.

Amarillo Club to Train At Home This Season

The Amarillo entry in the Western League race for the 1928 season will no doubt show quite a few changes by the time the bell rings on the 12th of April. Profiting by the experience of last season, the officials of the club are sparing no efforts to put a winner on the field.

The club has decided to train at home this year. Last year the club trained at El Paso, and after leaving the warm climate of that city, they encountered a very cold opening. This spring they will be acclimated to the winds and cold if there be any. One of the best almanacs that be, predicts a mild spring with very little chance of snow or tidal waves. Eleven spring exhibition games are carded for the home park at present writing. St. Paul will be here on the 26-27-28 and 29th of March. Wichita Falls, champions of the Texas League last year will be here on March 31st and April 1st. The long haired boys from the House of David will be the next attraction on April 4th and 5th and Omaha will close the exhibit schedule on April 6-7 and 8th. These games will give the fans and officials a chance to get a line on all the candidates and also let Manager Allen see what he needs or does not need on his club.

Jerusalem artichokes are similar in food value to potatoes. Since they grow somewhat irregular in shape, the easiest way to prepare them for the table is to boil or bake them in their skins and then pare them. Boiled Jerusalem artichokes can be served in cream or other well-seasoned sauces, fried, or baked in a sauce with grated cheese and buttered crumbs spread on top. Baked Jerusalem artichokes may be served in their skins, or scraped out and seasoned with butter, salt and pepper.

Paraffining American cheese will prevent mold growth but the paraffin must be applied very hot—about 240 degrees F.—and not until the cheese is at least 2 weeks old and has formed a firm, dry, rind.

Alaska, for which the United States paid \$7,200,000 in 1867, exported \$62,223,735 worth of products in 1925 alone.

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The POLICY of PROGRESS

A STATEMENT by GENERAL MOTORS

It is the policy of General Motors to maintain continuous improvement, in every one of its car divisions, with no interruption in production.

This means that you enjoy the benefits of new engineering developments promptly — just as soon as they have been thoroughly tested on the 1245-acre Proving Ground.

It means that you can now order the new Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle, Cadillac, or GMC Truck, and receive immediate delivery.

Behind this policy of continuous improvement is an organization so widespread and resourceful that it can make and sell quality automobiles more economically than any automobile manufacturer in the world.

In the north and south it logs and mills its own lumber. In the east it makes its own ball bearings and radiators. In the middle west it produces its own plate glass. Its plants are busy in 33 important American cities.

From almost 5,000 suppliers, its materials are obtained—steel by the hundreds of thousands of tons—wire by the tens of thousands of miles—upholstery by the acre—nuts, bolts and washers by the millions. Its sales and service take place through 33,000 dealers. More than 275,000 families look directly to General Motors for their livelihood—almost a million and a half men, women and children in every community in the land.

Meaning so much to so many, General Motors has felt a supreme obligation to look ahead.

Are there methods by which General Motors cars can be better built to better serve?

Are there new ideas which can increase the utility and pleasure and safety of motoring?

Are there new materials which can add to owner satisfaction?

Such are the questions that all General Motors engineers have always asked. The answers have made it possible, year after year, to offer an increasing measure of beauty in design, modern performance, riding comfort and distinct style. Thus in every price class, from Cadillac to Chevrolet, purchasers are constantly benefiting from the General Motors policy of progress.

GENERAL MOTORS

"A car for every purse and purpose"

CLIP THE COUPON

GENERAL MOTORS (Dept. A)
Detroit, Mich.

Please send illustrated literature describing each General Motors product I have checked—together with your book on the General Motors Proving Ground.

<input checked="" type="checkbox"/> CHEVROLET	<input type="checkbox"/> BUICK
<input checked="" type="checkbox"/> PONTIAC	<input type="checkbox"/> LASALLE
<input checked="" type="checkbox"/> OLDSMOBILE	<input type="checkbox"/> CADILLAC
<input checked="" type="checkbox"/> OAKLAND	<input type="checkbox"/> FRIGIDAIRE Electric Refrigerators
	<input type="checkbox"/> DELCO-LIGHT Electric Plants

Name.....
Address.....

The Cream of the Tobacco Crop



Werrenrath, Concert Star, Finds Lucky Strikes Kindly To His Precious Voice

"In my concert work, I must, of course, give first consideration to my voice. Naturally, I am very careful about my choice of cigarettes as I must have the blend which is kindly to my throat. I smoke Lucky Strikes, finding that they meet my most critical requirements."

"It's toasted"

No Throat Irritation—No Cough.

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INTERNAL
Medicine and Electrotherapy
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FOR SURGICAL CASES
Phone No. 177
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F. C. HARMON
Licensed Undertaker
Modern Equipment;
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SERVICE ANYWHERE
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KEEP YOUR BATTERIES FULLY CHARGED

We repair and re-charge
FREE TEST
New Battery at Low Cost. Dealers for STANDARD BATTERIES.
Smith Battery Station
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Real Estate Loans, and Insurance
6 Per Cent Farm Loans
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We handle city property and keep it rented. We render and pay taxes for non-residents. Would appreciate your Fire Insurance Business.
Surginer Building, North Side Square.

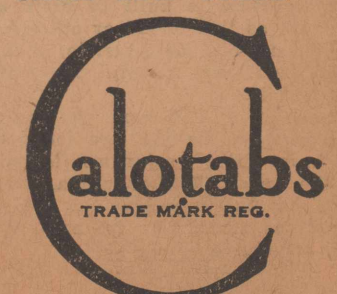
E. P. NELSON FIRE INSURANCE AGENCY

WILL APPRECIATE YOUR BUSINESS
Every detail of your fire insurance requirements will be carefully handled if entrusted to this agency.
OFFICE—ROOM 8
FIRST NATIONAL BANK BUILDING, FLOYDADA

Mathews & Folley

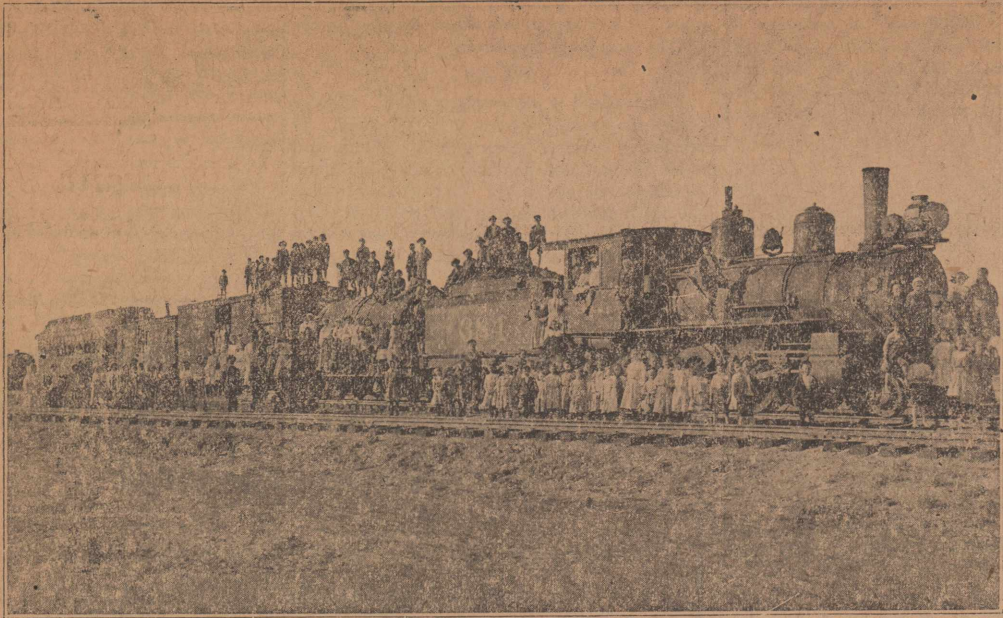
LAWYERS
MITCHELL BUILDING
FLOYDADA, TEXAS

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

When First Train Was Run Into Floydada in 1910 By The Santa Fe



When Development first began to make itself felt in this section, it came through transportation provided by the Santa Fe Railway Company, pioneer South Plains builder. The picture was made while a big celebration was held to observe the coming of the railway facilities. Many of the boys and girls in this picture viewed their first train when the road was built into Floydada.

Resume Of Report Made By C. Of C. Secretary

High Points in Year's Work of Chamber of Commerce Touched on By Ed Bishop at Banquet

Following is the report made by Ed Bishop, secretary of the Floydada Chamber of Commerce at the Chamber of Commerce banquet last Friday night, which very briefly outlines the activities of the organization during the past year. The brevity of the report is indicated by the fact that on numerous matters only touched in it, weeks of time and work were given:

A Chamber of Commerce is a business organization founded along business lines. Its plant is the community which is as wide as its trade area and its work is to ascertain local problems, formulate plans for their solution and if possible solve them. The Floydada Chamber of Commerce, in a small way, has attempted to perform this service to Floydada and Floyd County. It has not undertaken a large program but has confined its efforts to local problems that deserve special mention in the annual report of the organization.

Hardly a day passes but the mail brings to the Chamber of Commerce office several inquiries from other states and other sections of Texas about Floydada and Floyd County. Inquiries have been received from twenty-one different states and from Canada. Information as to the population, location and climate are all given from the office. Floydada is placed before these people through the medium of public-

ity. County and State newspapers have printed articles written at the Chamber of Commerce office relative to the growth and development of Floyd County. Publicity has been carried in practically every South Plains County newspaper and all the widely circulated State newspapers.

The Floyd County Fair, which was preceded by a booster trip to fourteen rural schools, the Floyd County Poultry Show and the vocational agricultural training in the Floydada High School were all sponsored the past year by the Floydada organization in an effort to aid the condition of agriculture in Floyd County. Exhibits of agricultural products were placed at four different State Fairs and were viewed by not less than 400,000 people from this and other states.

Acting as host to the visitors to Floydada the chamber of commerce has assisted in entertaining conventions held here during 1927. More than one hundred visitors were present for the two day meeting of the West Texas Sheriff's convention and under the direction of a committee appointed by the chamber the visitors were given a banquet, a target shoot and an auto tour of the City and surrounding country. Other meetings such as the Judges and Commissioners of this section were handled by the chamber and a representative of the organization has been present to offer the assistance of the members at every meeting of importance. Conventions in other cities have also been attended and well represented by citizens of Floydada.

Civic affairs in which all the organizations of Floydada have joined in have either been started or sponsored by the Chamber of Commerce. School

activities such as the recent basketball tournament have been assisted with publicity to neighboring towns which strengthened the attendance a large per cent. A special train to Slaton carrying 200 Floydada boosters was sponsored by the organization and many other activities have received a boost through the efforts of the members.

Rural communities have benefited to some extent from the service of the chamber. Rural banquets, home demonstration work, poultry schools and school work have all been of interest to citizens of Floydada and they have shown their interest by co-operating with the communities through the medium of their Chamber of Commerce.

Floydada is now receiving a rail connection with eastern markets that for twenty years it has looked forward to.

Practically all the money raised for the right-of-way, the securing of this route, the sending of delegates to Washington to the meeting of the Interstate Commerce Commission was accomplished through the efforts of the members of the Floydada Chamber of Commerce.

The new year offers a greater opportunity for the chamber of commerce. As Floydada grows and develops there is a greater demand for a live organization that will sponsor the movements that are necessary to the progress of any community. The organization represents the people who are not satisfied, who are determined that this city shall improve and progress every day in the year. Progress comes not because a city wants it but because there are men who are willing to work for it.

Transfer paper at The Hesperian Office 10c sheet.

Electric Meters Show Large Increase in '27

Texas Utilities Company Proves Important Factor in Growth and Development of Floydada.

Boasting of better than 21 per cent increase in electric meter connections over the year previous, the Floydada office of the Texas Utilities Company has been growing by "leaps and bounds" during the past year. The Floydada office has shown a greater percentage of increase in meter connections during the past year, according to S. M. Cole, local manager, than many other towns on the Texas Utilities line in this section. At the close of the year's business in December 1927, there were 725 meter connections in Floydada, showing an increase of 123 over the year 1926.

This increase of 123 meters is a greater increase made by the company in one year than since the company first built their line into this city. In 1923 there were 375 electric light customers. These figures speak, briefly, of the progress made by the Texas Utilities company since coming into Floydada.

One of the high spots in the progress and development of Floyd County and Floydada was hit in 1916 when a twenty-year franchise was granted to the Texas Utilities Company to serve this section with electric power. From that year this franchise was granted until the present date, this city has been served with this modern convenience with an almost uninterrupted service. This company has been a large figure in the development of Floydada.

Previous to the granting to the Texas Utilities Company the franchise to serve this territory, several promoters proposed financing plans for a "home electric plant" but the progressive citizens of Floydada realized the value of a large corporation in a growing territory and granted this company permission to serve this city. Very few times have the citizens had occasion to regret this step.

In June of 1926 the power company erected in Floydada a modern ice plant. Ice made in Floydada from Floydada water is sold exclusively in this city and during the past year this plant has met with wonderful success in serving this territory.

S. M. Cole, the present local manager, has been in charge of the Floydada office one year this February. Mr. Cole came to this city from Plainview. He has been instrumental in the progress made by the Floydada office during the past year, and has proven a worthy member of this giant organization.

Judge L. E. Kelso, of St. Louis, is the general manager of the Texas Utilities Company. Judge Kelso is a frequent visitor in this section while making the rounds of the some forty cities now being served by the company.

The latest improvement made by this company in the Floyd County territory is the construction of a high tension line from Ralls to Floydada. Floydada is now connected with the Lubbock generating plant as well as the Plainview plant, assuring this city of a steady supply of electricity in case of

trouble on either line.

One of the commendable features of the Texas Utilities Company is its willingness to co-operate with other firms and organizations in the cities it serves. Upon every occasion the Texas Utilities Company "joins hands" in order to carry on with the development of the great plains country.

"To control the river is to control the mountain." This ancient proverb was a guiding principal in the Japanese policy of erosion control and torrent regulation as long ago as 1683. Since that

time reforestation has been applied extensively throughout Japan as a factor of prime importance in the protection of the tremendously valuable rice fields of the empire, and in insuring the permanency and full utility of the water-power resource.

The legs of children's rompers should not bind. They should be straight or have loose bands. The size of the band should be determined by measuring the child's leg 5 inches above the knee. A knitted band or cuff may be used if the bloused effect at the knee is desired.

The New Series
PONTIAC SIX
is smoother,
faster and more
beautiful than
its famous
predecessor

Offering four-wheel brakes, new Fisher bodies, and great new features of design, the New Series Pontiac Six sells for a price so low that no one need forego the pleasure of owning a quality six!

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

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

PONTIAC
SIX
SCOGGIN & DICKEY
Floydada, Texas



A National Asset



Railway service is one of our country's most valuable assets. It fosters national unity and thereby stabilizes both social and economic progress.

Before the railroads came to serve our people, travel was difficult, communication was slow and shipping by land highly expensive.

The history of the Santa Fe System strikingly demonstrates the benefits of railway expansion. Its ability to render greatly improved service today is intimately related to its increased investment.

Investment enabled the railroads in the past to lead the way in national development. Similar investment in the future will have further beneficial effects. We as a people must do our share to encourage such investment by indicating clearly our intentions to safeguard railway credit.

Constructive criticism and suggestions are invited.

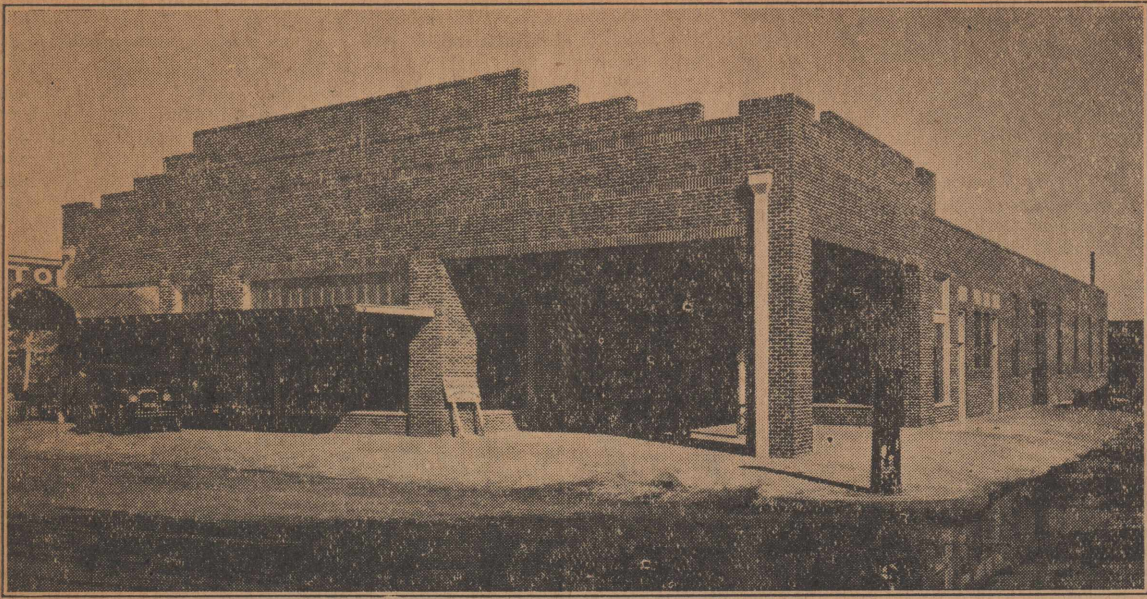
T. B. Gallaher

General Freight and Passenger Agent,

Amarillo, Texas



Modern Home Of Motor Supply Company Completed This Week



Exclusive of the ground on which it stands, and the equipment, this modern sales and service station of the Motor Supply Company, Chevrolet dealers in Floydada, represents an investment of \$19,000. Its floor space of 11,250 square feet is entirely clear of any posts for support of the building or roof.

Starkey News

Starkey, Feb. 14.—We are sorry to report that our principal, Mr. G. P. Humphries, became seriously ill Saturday night about 10:30 o'clock and is now in the hospital for treatments.

Miss Sallie Ratton, our primary teacher, has taken charge as principal and Mrs. Willie Grace Moore of Cone is taking the primary teacher's place.

Miss Willie Mae Atkinson, who is attending school at Vernon, spent from Friday evening until Sunday morning with her parents, Mr. and Mrs. T. R. Atkinson.

A large crowd of young folks attended the party at Mr. and Mrs. Charlie Atkinson's.

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

Mrs. G. W. Knell and sons, of Vernon, spent from Friday evening until Sunday morning with Mr. and Mrs. T. R. Atkinson.

Pleasant Hill News

Pleasant Hill, Feb. 14.—We have failed to get in our news letter the past week or two, during which we have had several enjoyable parties, at the homes of G. D. Fox, C. T. Camden, O. Z. Smythe, L. Y. Woolsey, Mrs. J. R. Evers and also a surprise party at the school house.

We had two basketball games with Baker last Friday afternoon, the girls winning over us 13 to 3 and the boys 28 to 8. We understand the Baker girls will play us a return engagement this coming Friday.

Prof. Friddell's shows Friday and Saturday night were quite interesting and our part of the proceeds was \$15.75.

Supt. Price Scott visited us one day last week and sympathized with the boys and girls taking examinations. His visits and talks are always inspiring.

Miss Winnie Coward, of Petersburg, spent Saturday night with Miss Lucille Evers.

The Embroidery Club met last week with Miss Edna Lee and it was decided by vote to organize a Home Demonstration Club.

Vida and Zelta Battey spent Saturday night in the C. N. Battey home.

Clayton Day, who has been here for some time nursing a broken arm, returned Monday to his work at Childress.

The Ladies Embroidery Club will entertain their husbands and children Friday evening at the teacherage. They invite all of the families of the community.

We are to have with us on the night of February 28, the Stamps Quartette composed of Ellis and Owen Brothers. Those who have heard this quartette say they are the best coming this way, to date. Everybody come and let's help them with a full house.

E. L. Landtroop, of Lubbock, and his nephew, Jessie Seale of Abernathy, were in Floydada Tuesday on business. Mr. Seale's little daughter, Geneva, who has been spending ten days with her grandparents, Mr. and Mrs. W. H. Seale returned home with her father.

Mr. and Mrs. W. M. Colville, Mrs. Geo. Dickey, Mrs. R. L. Henry and Miss Veda Wooton spent Thursday in Lubbock. Mr. Colville who is convalescing from a recent illness went for medical treatment.

"INSIDE" INFORMATION

A good quality of skim milk should have a yield of 15 to 18 pounds of cottage cheese per 100 pounds of skim milk.

Banana "figs" are a form of food not generally familiar to American housewives, but are recommended as a desirable and nourishing food. These "figs" are really dried bananas. Firm ripe fruit is peeled and split lengthwise and dried either in the sun or by artificial heat. The drying process brings out some of the banana juice which covers the banana with a white sugary powder. In food value banana "figs" are said to compare favorably with other dried fruits. The agricultural experiment station in Hawaii has been experimenting with the drying of bananas because banana shipping facilities from Hawaii are not so fully developed as from the "banana coast" of Central America.

planned budget which has been drawn up to include all the necessities and some of the desirable purchases your family hopes to make within the expected income for 1928. Food, housing, clothing and running expenses will be among the essentials. Personal expenses for each member of the family must be allowed, and fixed expenses such as insurance premiums or taxes must be met. More or less problematical is the question of new furnishings or equipment, or the amount that must go to doctors and dentists, and consequently the amount that can be saved. A good budget is one that takes all these points into consideration and keeps the definitely known expenses well within the anticipated income, leaving a fair-sized margin for the uncertain items and for emergencies.

After making the budget on a yearly basis, it is helpful to plan for each month separately and in advance, so that as expenditures are made they can be compared with the original estimate in each category. Sometimes it becomes evident that a larger allotment must be made in one field, or that less would do in another, and corresponding changes can be made in the yearly and monthly plans.

Tomato catsup and thick mayonnaise, mixed half and half, make a delicious dressing for plain lettuce and some other salads.

In choosing curtains for the living room, select a fabric that will stand light and laundrying. The colors should tone in with the other furnishings in the room without making the windows too conspicuous.

Use the juices from canned vegetables. If the food is good, so is the juice, and it contains valuable minerals which the body needs. Serve the juice with the canned vegetables or use it in soups, stews, or sauces.

Carrots are a good source of vitamins. In winter, when they are older and have been stored a long time, they may lose some of vitamin C, but they are still valuable for their minerals and for vitamins A and B.

Tuesday is better than Monday for wash day. A day is needed in most

homes to straighten up the house after Sunday's relaxation, to look over the clothes, mend them when necessary to prevent larger tears, remove unusual stains, and put the white clothes to soak. Then an early start can be made on the work on Tuesday.

Pear salad is unusually good. Either fresh or canned pears may be used. If lemon or orange juice added. Wash and chill the lettuce so that it will be crisp. Arrange the pears on the lettuce, sprinkle with grated cheese and garnish with salad dressing. Fresh pears must be pared and cored just before serving or they will discolor.

Cottage cheese is delicious in salads.

File it lightly on lettuce leaves or shredded cabbage. Add a colorful garnish such as diced pickled beet, strips of pimiento, chopped green pepper, or sliced raw tomato, and French mayonnaise, or boiled dressing. Or for a more elaborate salad, mix the cheese with chopped nuts or olives and form into balls or mold in cups. Cottage cheese also combines well with fruits, fresh, stewed, or canned, in salads.

"Some men spend most of their time wondering why they don't get their salaries raised, which is the principal reason why they don't."

The business man's department store. Hesperian Publishing Co.

BOOTH STRAIN WHITE MINORCAS

Chickens and Eggs

These are the pure bred Booth Strain Minorcas. They won the capital prize at the 1927 Floyd County Poultry Show. Only the Best. Eggs—\$1.50 per setting; \$8.00 per hundred.

CHAS. BOLLMAN, ROUTE 4

The Motor Supply Company's New Chevrolet Home

WAS BUILT WITH OUR

Building Material

We invite you to visit the new Chevrolet home on South Main Street—Inspect its construction—Look over the high quality material put into this building—and Admire the strength and durability of this high grade material.

We are proud to state that every bit of the material in this structure came from our yards. We are justly proud of this building and congratulate the Motor Supply Company upon the completion of their new home.

The J. C. Wooldridge Lumber Co., Inc.

Floydada, Texas

Having Served This Territory For a Number of Years

As dealers in the full line of International-P. & O. tillage and harvesting implements and machinery, thus obtaining first hand knowledge of and faith in the county's resources and the integrity of its people, it affords us pleasure to commend the wisdom of

West Texas Gas Co. and Motor Supply Co.

in the construction of their modern and commodious buildings for the conduct of their respective businesses.

In sincerity, we congratulate each of them, and at the same time acknowledge the value to our community of the investments they have made here.

RUTLEDGE & CO.

Full Line International Dealers Floydada, Texas

Development Worker



CHAS. W. LANE
Assistant Manager, Agricultural Development, Santa Fe Railway Company, of Topeka, Kansas, who will be among the agricultural leaders with the Santa Fe-A. & M. Texas Farm and Home Special in Floyd County Saturday.

HORSEFLIES OF SOUTHWESTERN TEXAS YIELD TO PARASITES

Horseflies, troublesome pests of cattle and horses in southwestern Texas, are not so numerous as they once were, says the United States Department of Agriculture. The decrease is largely due to the artificial distribution and establishment of a parasite discovered in 1914 by department investigators.

For a number of years prior to 1913 stockmen whose ranches lie along the south escarpment of the Edwards Plateau, north of Uvalde, Texas, experienced considerable trouble from the attacks of horseflies on their cattle and horses. During the summer of 1913 a rather severe outbreak of anthrax occurred in the region. Circumstantial evidence indicated that the horseflies played a part in transmitting the disease, and a study of their control was considered of distinct economic importance.

Soon after the study was begun in 1914 an egg parasite was found which was later described as a new species, *Phanurus emersoni*. In some instances masses of horsefly eggs were found to be practically all naturally parasitized. Such eggs were collected, placed in vessels which would allow the parasites to escape but which would retain the horsefly maggots and these vessels were distributed along the streams or natural breeding grounds of the horsefly. Ranchmen followed the suggestions of the investigators and also collected horsefly eggs and allowed the parasites to go free with the result that the region so treated showed a general decrease in the number of horseflies in 1915, which was estimated to be 50 per cent greater than in areas not treated.

The investigators distributed the parasite over the region where the canyon horsefly is most troublesome. A recent check-up on the results brings forth the conclusions: That there has been a general decrease in the number of horseflies in the region since 1914; that the parasite *Phanurus emersoni* has been a potent factor in the control of horseflies; that it does its best work during seasons of abundant sunshine; that it is now generally established over the region where the flies breed; and that the rearing and dissemination of the parasite, together with the collecting of the horsefly egg clusters, is a feasible method of controlling this pest.

KEEP AMERICA DRY

The American women "went to the mat" to get more sobriety and despite a perfectly terrible fuss over the deprivation, made by a lot of persistent "serious drinkers," the cold facts as they now gradually shape themselves are that America is slowly but surely drying, and that there is not a chance that liquor can come back.

We will have to face the fact that in a country like America, where we really respect women and offer them a chance to shape civilization according to woman's ideals, as well as to man's, liquor and women's self-respect, welfare and safety do not hitch together.

The American women first became conscious of her political strength in facing the liquor question, and first became aware through it that she needed the ballot to aid her if one of her vital interests should become endangered. Let us grant it to be the truth that women, since attaining the vote, have not shown so much interest as men in ordinary politics. The fact remains that she wants the ballot as a flintlock musket hung over her fireplace to snatch down if the deep-going special interests of women or their offspring are very seriously endangered.

It looks as if Mother Eliza Thompson, Frances Willard, Carrie Nation and the great majority of women of both yesterday and today have got us men, with our age-old weakness for strong drink, backed up in a corner. We have been making one gorgeous, obstreperous fuss over it, but the facts seem to indicate that mother knows best.—George Mansfield in *New Age Illustrated*.

THE FOREST FIRE SCORE

Forest fires caused damage amounting to approximately \$27,000,000 in the United States in 1926. This immense loss resulted from 61,800 fires which burned over 24,000,000 acres of the lands of the country. More than 72 per cent of the fires are known to have been caused by man, and 12 per cent by lightning; the causes of a little over 15 per cent are not known. Careless smokers lead all others as forest incendiaries with a known total of 5,625 fires or over 16 per cent of all; railroads come next with 13 per cent, and brush burning is the third most important cause with 12 per cent.

The feeding of heavy cattle is more hazardous than the feeding of calves and yearlings. This is due to the fact that cuts of beef from heavy cattle are more limited in demand than beef from handy-weight steers, with the result that the price of heavy cattle is much more sensitive to changes in the market supply.

Many farmers in the Louisiana flood area who had previously grown cotton turned to truck and vegetable growing when the flood subsided. The Department of Agriculture is sending marketing experts to that territory to assist cooperative organizations of these planters in grading and packing products. Many of these farmers have never grown truck crops and are unfamiliar with the processes of marketing.

People are learning to understand the value of liver in the diet as a source of vitamins and minerals, as well as of protein. In addition to plain fried liver, or liver and onions, there are numerous appetizing ways of cooking liver. Equal parts of ground ham and cooked liver seasoned with cream and with parsley chopped and served on toast make a good dish. Liver may also be cooked in a casserole with mushrooms or other vegetables. Chopped cooked liver is excellent for stuffing onions or other baked vegetables.

CONGRATULATIONS

TO THE

Motor Supply Co.

Upon The Completion
Of Their New

CHEVROLET HOME

The following Garage, Filling Station and Supply Men and Automobile Dealers wish for them the best of success in their new home.

BARKER BROTHERS
"Lincoln — Ford — Fordson"

MAGNOLIA FILLING STATION
Firestone Tires

CENTRAL FILLING STATION
J. W. Haney, Prop.

CALLAWAY MOTOR COMPANY
Buick Automobiles

MARLAND REFINING COMPANY
Marland Oils

SCOGGINS & DICKEY
"Pontiac and Oaklands"

TRIANGLE GARAGE
Mechanical Service, Fisk Tires

FLOYDADA MACHINE SHOP
General Repair Work—Frank Boerner, Prop.

JOHNSTON GARAGE
Gas, Oils, Tires and Service

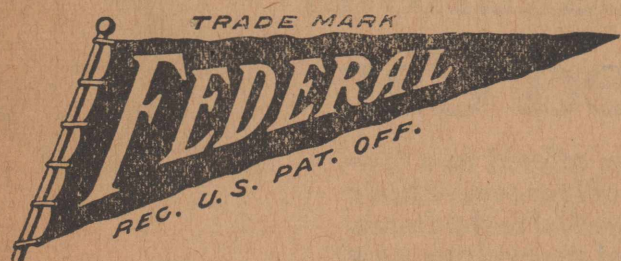
H. O. POPE & SON
Automobile Electrical Supplies

F. F. F. SERVICE STATION
City Service Oils—Goodyear Tires

WOOD & SWINSON
Studebaker-Erskine — At Day & Night Garage

Motor Supply Co.

ARE AUTHORIZED DEALERS IN



TIRES IN FLOYDADA

It is nothing but fitting that such a high class product should be merchandised from a high class business house as this establishment is occupying this week.

We Congratulate Motor Supply

On the completion of their modern sales and service plant in Floydada. They have dealt in Federal Tires in this territory many years and stay with them because they are without doubt the cream of the tire industry today.

Gullion & Son Tire Service

WHOLESALE AND RETAIL

TIRES **FEDERAL** TUBES

Telephone 83

We want an invitation to your next blowout.

McDermett Post, American Legion, Has Been Factor In Growth Of Floydada

Post, Established by 32 Ex-Ser-vice Men in 1919, Has Big Growth.

McDermett Post American Legion, during its eight years existence in Floydada, has successfully accomplished every undertaking it has attempted. It has made possible many pleasant gatherings for Floydada's ex-doughboys, and has established for itself a name known far and wide for its hospitality and far-reaching friendship. It has

grown with Floydada and has greatly assisted in the steady growth of this city. McDermett Post, has, indeed, been an organization worthy of support.

Named For Calep McDermett

In the spring of 1919, when conditions in the United States were little better than in the two years previous during the awful calamity of the World War, there gathered together, in the county court room at Floydada, a group of thirty-two ex-service men, many of whom had seen the horrors of the late war. At this meeting, McDermett Post American Legion, Number 218, came into existence.

Dealing under the most difficult hard-

ships, striving to keep their organization alive and bearing in mind at all times, the slogan "We Serve," this Post has grown and prospered. It has grown from a band of thirty-two to an organization of one hundred. From a one room meeting place to an \$8,000 Legion Home. The legion movement in Floydada has met with a marked success.

The Floydada Post was named for Calep McDermett, a lad who was the first Floyd County boy to fall in action over seas. In memory of Calep McDermett's supreme sacrifice in France, the local club was christened the McDermett Post.

According to the history of the 142nd Infantry of the 36th Division, Calep F. McDermett, private of Company "D" 141st Infantry was killed on October 7th, 1918. The following is an extract from the history written by Chaplain Barnes:

"In the cold gray dawn of October 8, 1918, at 5:15 the 142nd Infantry went 'Over the Top' for the first time, having relieved the Marines in the line at Mt. Blanc. The advance was slow and cautious.

The following (including McDermett) were buried in a grave about one kilometer southeast of the town of St. Etienne, Department of Ardennes, France, across the road from the large gravel pit. Co-ordinates 233 1-2 point 5-265 Map of Rehel, France. The grave is on the side of the hill which had been captured by the 142nd Infantry.

"The men were buried like true soldiers on the battlefield where they had given their lives. They were placed side by side and covered with mother earth by their gallant comrades. At the head of each grave was placed a cross, on which was nailed one identification tag". Several Floydada boys were in the 142nd Infantry and assisted in the burial of the fallen men."

Of the charter members, Harry E. Dawson headed the list as the first Post Commander. Other charter members were H. E. Bartlett, Grady M. Vaughn, Jess C. Covington, Roland E. Lowery, Rufus O. Lowery, James A. Maynard, J. A. McNeely, J. H. Reagan, J. V. Daniel, Harry R. Stanley, Arthur J. Beady, Roy L. Snodgrass, L. T. Bishop, John W. Maxwell, David M. McCleskey, P. L. Maxwell, James R. Curry, Robert L. McGuire, J. M. Willson, O. B. Scott, C. C. Andrews, Wells Henry, James Colville, D. P. Graves, John Q. McCleskey, John Lewis, Walter G. Collins, Travis P. Collins, L. T. DuBois and R. M. McFarland.

Harry E. Dawson acted as Post Commander the first year and E. C. Nelson Jr. the second and third years. T. R. Webb was the commander the fourth year, T. P. Collins the fifth year, John Reagan the sixth and seventh years and J. C. Dickey the eighth year. L. T. Bishop is the present Post Commander.

The first home of the legion was located in the Snodgrass building on South Main Street with the Floydada Athletic Association. Because of the lack of privacy and the lack of organization in connection with the Athletic club, the legion decided to move into rooms in the Barrow building on the north side of the square. Here they started their organization proper in two rooms, with one billiard table and a bunch of magazines to claim as their own.

Own Their Home

Today the Floydada Legion owns one of the largest and finest Legion homes in West Texas. The McDermett home in northwest Floydada was built in 1925. The building consists of one large club room, one large reception and ladies auxiliary room, kitchenette and shower baths. Only the best of equipment has been put into the building in the past few years. Axminster rugs cover the floors, a beautiful piano graces the reception room, three billiard tables are found in the club room and the kitchenette is completely furnished with cooking equipment. Card tables, games and a steady supply of interesting reading material is kept in the club rooms for the Legionnaires. This home and fixtures, valued at \$8,000, is practically paid for in full. It has justly been declared the finest in the entire state for a town of the population of Floydada.

Besides building and paying for their own home, the legion has worked hand in hand with other civic organizations in Floydada and Floyd County for the betterment of this county. They have sponsored worthy moves to furnish entertainment for this city and have assisted in practically every convention

held in this city during the past six or seven years. For the past four years they have sponsored a celebration and free barbecue on the third and fourth of July each year. They have greatly assisted with the Floyd County Fair during the past two years.

But far more enjoyable for the members of the McDermett Post have been the social gatherings. The American Legion parties and get-togethers have been memorable occasions in the lives of the members. Stag parties, candy parties, game tournaments, general powwows and initiation ceremonies are among the things the members get a "kick" out of putting over.

Recently the Legion opened their doors to associate members and have had big times initiating their "adopted" buddies. A limited number of associate members are invited to join the club each year. The associate members enjoy all the privileges of the club but are not active in the business organization.

McDermett Post has accomplished much for Floydada and itself during its life time. But, judging by the past, even more is expected of it in the future. They have proven their ability to "put things over" and Floydada has learned

to depend upon them. McDermett Post has proven that "In peace, as in war—we serve."

PRAYER OF A HORSE

To thee, My Master, I offer my Prayer:

Feed me, water and care for me, and when the day's work is done providing me with shelter, a clean dry bed and a stall wide enough for me to lie down in comfort. Talk to me. Your voice often means as much to me as the reins.

Pet me sometimes, that I may serve you the more gladly and learn to love you. Do not jerk the reins, and do not whip me when going up hill. Never strike, beat or kick me when I do not understand you. Watch me and if I fail to do your bidding see it something is not wrong with my harness or feet.

Examine my teeth when I do not eat. I may have an ulcerated tooth, and that, you know, is very painful. Do not tie my head in an unnatural position, or take away my best defense against flies and mosquitoes by cutting off my tail, or limit my range of vision by blinders so that I am frightened by what I cannot see. And finally, O my master, when my youthful strength is gone, do not

turn me out to starve or freeze, or to some cruel owner to be slaughtered and starved to death, but thou, my master, take my life in the kindest way, and your God will reward you here and hereafter.

You will not consider me irreverent if I ask this in the name of Him who was born in a stable. Amen.—The Horse man.

All pork and pork products should be thoroughly cooked, not only on the outside, but entirely through, to prevent the possibility of their causing the disease known as trichinosis. Have pork chops cut medium thick and after browning them on the outside, cook slowly and longer than other chops. Make sausage meat into flat cakes rather than "balls," which are thicker in the center, and then they will cook evenly throughout. Sear a pork roast at a high temperature to retain the meat juices, and then lower the heat and cook at a moderate temperature until all pinkness at the center has disappeared. Ham and other cured pork products also require thorough cooking.

Send your weekly message through The Floyd County Hesperian.

Waiting---Ready!



Think how handicapped you would be without your telephone—to reach the butcher, the baker, all the many agents for your comfort and convenience; to make engagements; to "visit" friends; ready in emergencies to summon aid. What else as useful can you buy which costs as little as telephone service?

Southwestern
Bell Telephone Company

It's a great satisfaction to know that wherever you see the word **Conoco** on a gasoline pump you can be sure of getting the famed **TRIPLE TEST** motor fuel.

THE triple test MOTOR FUEL



- *1 Starting
- *2 Acceleration
- *3 Power and Mileage

Frequent Bilious Attacks

"I suffered with severe bilious attacks which came on me two or three times every month," says Mr. Ollie Miller, of Murray, Ky.

"I would become dizzy. My head would ache terribly, feeling as if it would almost burst. It felt exactly like a tight band was being drawn closer and closer around my temples.

"My stomach would be so upset I could not retain any kind of nourishment for hours. I would have to quit work and go to bed.

"My color was awful. I was yellow and my skin was drawn and dry. I did not have any energy—no ambition to work. I was just about half sick most of the time because of these spells.

"One day one of my neighbors, who has used Theodor's Black-Draught for years, said he had noticed how bad my color was and thought it would help me.

"I got some Black-Draught immediately and began to take it regularly until I got my system clear of the poison I had been absorbing. I soon began to feel better and developed a fine appetite. I had no more bad headaches or bilious spells." 5-1225



COMING!

THE TEXAS FARM and HOME SPECIAL DEMONSTRATION TRAIN

Featuring Dairying, Poultry Raising, More and Better Livestock, Soil Improvement, Better Farms and Crops, Home Improvement and Boys' 4-H Club Work.

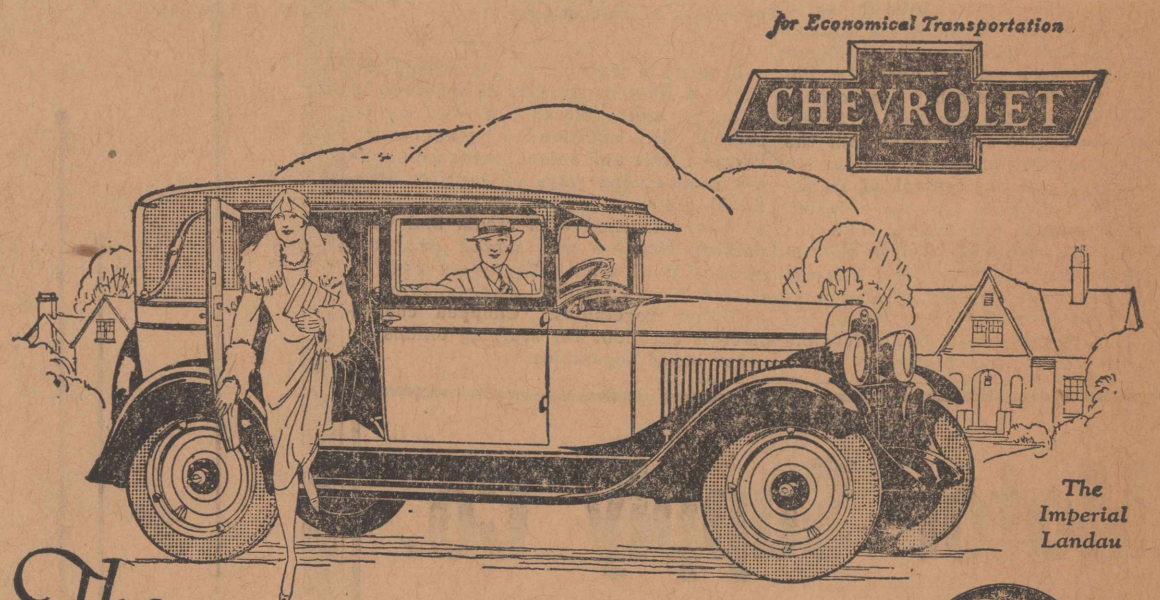
Operated Jointly by The Santa Fe Railway and The Texas A. and M. College

The program presented throughout this campaign, which lasts for a period of six weeks, is intended to bring to the farmers of Texas new and practical ideas that will assist them in making their operations more profitable and their living more comfortable. The Santa Fe Railway endorses this program, prepared by the A. M. College, and submits it to the communities it serves.

FOUR CARLOADS OF EXHIBITS—A REAL AGRICULTURAL SHOW OF STRONG EDUCATIONAL VALUE. AT

Floydada, Saturday, Feb. 18, 9:00 a. m.

NEAR THE SANTA FE STATION



The World's Most Luxurious Low Priced Car

The longest wheelbase ever offered in a low-priced car! The riding ease of four semi-elliptic shock-absorber springs set parallel to the frame. The beauty and comfort of marvelous new Fisher bodies! The safety of non-locking four-wheel brakes! And the thrilling performance of an improved valve-in-head motor!

Here, for the first time in the history of the automotive industry, is a low-priced car that embodies all the distinguished beauty and features of advanced design demanded in the world's highest priced automobiles.

Come in and see it today. Note the beauty, the symmetry and the roominess of the beautiful new Fisher bodies. Study the chassis, unit by unit—and observe the advanced engineering... the high quality construction throughout. Go for a drive—as far as you like, and over roads of your own selection.

Do that—and like tens of thousands of others, you will say that here is the most luxurious low-priced car ever offered!

MOTOR SUPPLY CO.,
Floydada, Texas

QUALITY AT LOW COST



Reduced Prices!

- The Touring or Roadster \$495
 - The Coach \$585
 - The Coupe \$595
 - The 4-Door Sedan \$675
 - The Sport Cabriolet \$665
 - The Imperial Landau \$715
 - Utility Truck (Chassis Only) \$495
 - Light Delivery (Chassis Only) \$375
- All prices f.o.b. Flint, Mich. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

MODERNS OUT-SPEED OLDEN WINGED GODS

Michigan Removes Speed Limits
But Still Keeps Eye On
Reckless Drivers.

Most people in this country travel faster than the ancient winged gods—who, mythology says, sped as fast as the wind. Wind ordinarily travels no faster than 20 or 30 miles an hour. The American, equipped with an automobile rather than a pair of wings, can hardly confine himself to that low speed and occasionally he may pass an 80 mile gale.

Of late, this question has arisen. Are automobile manufacturers justified in advertising the speed qualities of their cars? The answer is yes. The public is demanding speed. Science and engineering have provided cars that travel fast with safety. Better roads are being built.

Roads are the most important external factor affecting automobile speeds. Before rural highway improvement became wide-spread, states were entirely sensible in establishing speed limits on main thoroughfares. But now that rural roads are, on the whole, much better than they were a few years ago, it is only proper to expect states that have built considerable mileages of hard pavements to raise the speed limit.

Several states, among them Indiana,

WHEN YOU FEEL DIZZY
It's a sign of biliousness, which means your liver is not working right, take a Lane's Pill at night and your liver will soon be working right.

ARWINE DRUG CO., Sells
LANE'S PILLS

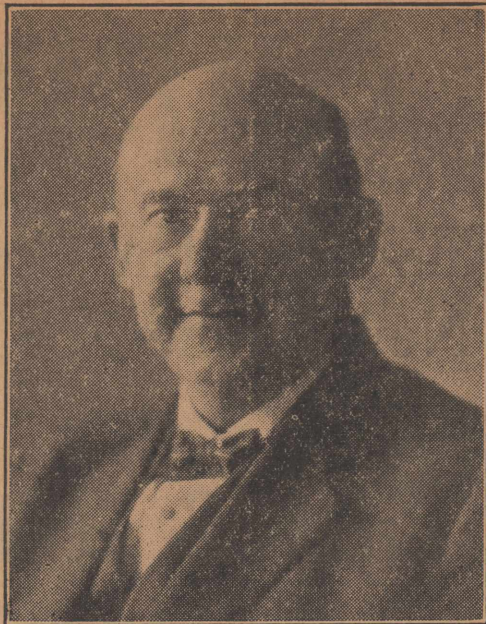
FLOYD CITY LODGE
No. 712
A. F. & A. M.

Meets the second Saturday night in each month. Visiting Masons always welcome.

E. S. RANDERSON, W. M.
C. M. MEREDITH, Secretary.

M. L. Solomon
Careful attention to your
Watch and Jewelry Repair
Work
Will appreciate your patronage.
Located with C. H. Davis
Jewelry in
Woody Drug Store

New Head A. & M. Extension Service



OSCAR BARKER MARTIN

Mr. Martin, who is expected to be among the number of A. & M. College officials with the Farm and Home Special in Floyd County Saturday, was appointed to the post on December 1 last. For seven years prior to coming to Texas he was Regional Director for the Southern States in the office of Co-operative Extension Work of the United States Department of Agriculture.

North Carolina, Maryland, New Hampshire, Oregon and Washington, now permit motorists to travel ten to twenty miles more an hour than formerly. Michigan with a vast mileage of hard surface roads, has gone a step farther by making no limitation beyond that of stipulating penalties for reckless driving, a reservation which still gives that state a definite check on those who endanger the lives and property of others. Michigan's new law states that a car shall not be driven at a speed more nor less than is reasonable and proper. Thus the slow-poke is remembered.

With all the potential speed automobile manufacturers are making available to the individual, it is folly not to take full advantage of it. As railroad engines were bettered, tracks were built more substantially. Light rails replaced the strap-iron, heavier steel replaced the light rails, and now on railroad trunk lines rails are used weighing 130 pounds per yard which safely carry 60-mile an hour trains. Experiments with better roadbeds give promise of still faster trains at no sacrifice of safety.

The same principle must be applied to roads so that the automobile's greatest efficiency can be attained. Automobiles

are now designed in such a manner that the gasoline consumption approaches a minimum at about 45 miles an hour. At this speed also, even though the motorist is driving one of the cheaper cars, will be found motor smoothness. The vibrations of old, that caused back seat occupants to grip top supports with terror, have vanished.

Danger in some degree is always present in automobile driving. On smooth, hard surfaced roads, equipped with well banked curves, conspicuously marked railroad crossings and highway intersections, the accident likelihood is reduced to a minimum. With confidence in the road surface, and with complete visibility, the motorist can select his own speed. But in traveling at a high rate the motorist is charged with being doubly alert, for 336 feet are required in which to stop a car travelling 50 miles an hour.

After all, it makes little difference to accident records whether automobiles are designed to travel 50 or 90 miles an hour, for there are those incapable drivers who will have accidents at 20 miles an hour. A number of states have at least weeded out most of the unfitted drivers by requiring examinations and tests.

The age of personal speed is here. The day is not far distant when one will travel from coast to coast in six or seven days. This can be done now, but not altogether comfortably or entirely safely.

The Hesperian, \$1.50 per year.

Plans For Co-Operative Marketing School Made

Extension Service Announces Program
For Three-Day Gathering At
A. & M. College.

The sessions of the second School of Co-operative Marketing at A. & M. College of Texas, under the direction of the Extension Service of the school, will be held on February 29, March 1 and 2, it has been announced by O. B. Martin, Director of Extension Service, who has asked that those who plan to attend the school enroll in advance so that hotel accommodations can be reserved, and notify D. L. Weddington, chairman of registration, College Station, the kind of accommodation wanted and the period covered.

The school is designed especially for men and women who are engaged in agricultural work, field representatives and directors of co-operative associations and others who are working to direct the co-operative movement in Texas along sound lines. The program is so arranged as to allow adequate time for questions and discussions. The round-table discussions in the afternoon will provide more time to discuss the subjects covered in the morning lectures. Should there be interest in a particular co-operative problem not included on the program, special group meetings will be arranged on request, Mr. Martin states in the announcement.

The complete program, on which will appear some of the leading students of co-operative marketing in the southwest, as well as business men, is being distributed and can be obtained from the college.

GATHERS HISTORICAL DATA FROM PIONEERS OF COUNTY

J. Evetts Haley, field secretary of the Panhandle Plains Historical Society at Canyon, was in Floydada Friday of last week in an effort to obtain data on pioneer farming methods here and authentic information on county seat contests of former days. Among those he visited or plans to visit are Judge Arthur B. Duncan, J. S. McLain and Geo. A. Linder.

BUYS DELCO LIGHT PLANT

G. L. Snodgrass, of Harmony, last week contracted for the installation of a Delco-Light Plant as his farm home through E. W. Kinney, district dealer, and R. B. Gary, representative. Mr. Gary is installing the plant this week.

BUYS GRIGSBY HOME

J. A. Callihan recently purchased the J. A. Grigsby home on West Missouri Street from Mr. Grigsby, now at Plainview, and has moved to that place to make his home.

There is only one chance in 110 of a person who commits a deliberate murder in America being executed, according to figures compiled by a Chicago judge.

The enormous weed crop that is raised with the grain every year is one of the chief reasons we do not have larger yields of grain per acre in the spring-wheat area.

Twenty-seven European universities actively seek American students for their summer schools.

BETTER THAN SODA FOR SOOR, GASSY STOMACH

"For some time I used soda for gas and sourness. Then I tried Adlerika and find it far better than soda."—Ed McNeill.

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 cleansing and see how much better you feel. It will surprise you!
Floydada Drug Co. W-8

Top Prices For Hogs

We are in the market at Floydada every day for your hogs and will pay the top prices all the time—a good price every day is our motto.

Located at Armstrong's Stock Pens in southeast Floydada.

Peyton Packing Company

EL PASO, TEXAS
Grover Smith, Local Manager

Taxi Service

ANYWHERE---ANYTIME

Day Phone 23

We would have a night phone had Floydada not outgrown its Telephone Exchange.

COMFORTABLE CARS

for Economical Transportation

CHEVROLET

USED CARS

"with an O.K. that counts"

This Car has been carefully checked and reconditioned where necessary

- ✓ Motor
- ✓ Radiator
- ✓ Rear Axle
- ✓ Transmission
- ✓ Starting
- ✓ Lighting
- ✓ Ignition
- ✓ Battery
- ✓ Tires
- ✓ Upholstery
- ✓ Top
- ✓ Fenders
- ✓ Finish

OK by

The Red "O.K." Tag Protects Your Purchase

After we have thoroughly reconditioned a used car, we attach a red "O.K." tag to the radiator. This tag is the purchaser's guarantee of quality and value—for it shows exactly what mechanical conditioning the car has had.

When you purchase a used car, let this tag eliminate all uncertainty and "guess-work" for you.

Our used car department is showing a wide selection of "O.K.'d" used cars at this time—every one an outstanding value. Come in and see them.

Motor Supply Company

Floydada, Texas

QUALITY AT LOW COST

Stephenson & Thurmon

Builders Contractors

CONSTRUCTED THE

New Motor Supply Garage and Chevrolet Home

The new Motor Supply Garage and Chevrolet home is a structure of which Floydada and Floyd Co. is justly proud. It is a credit to our city.

WE ARE PROUD that we have had the pleasure of building this fine structure and invite you to inspect this building to test our workmanship.

See Us About That New Building

WHEN TO BUY FEEDERS

Just what grade of cattle to select for the feed lot is a problem that must be considered by every feeder. There are a number of seasonal factors to be kept in mind in this connection. Common cattle are generally lowest in price in October and November during the time of large runs of cattle from the range. Choice finished cattle are usually higher in price than at any other time of the year because there are ordinarily very few grain-fed steers marketed at this time. Because most of the corn-fed cattle are fattened during the winter and sold in the spring, the price of choice steers is lowest in April and May. Common steers, on the other hand, bring the highest price of the year during May.

CHILDISH DREAMS IMPORTANT

An exhortation to mothers who study and mold the all important dream life of their children, which when uncontrolled may lead to disaster, is contained in an article by Florence Hull Winterburn in the June issue of Psychology Magazine.

Mrs. Winterburn, in emphasizing the importance of the child's dream life, writes: "It is from childish dreams that the stuff of good or evil lives is obtained. The little child knows so much more than he imagines. Imagination is the king of his life, the priest of his faith. What he wants—this he dreams about. What he has in dreams, this he aspires toward in his daily life. Dreams influence reality and reality gives out the material from which dreams are built.

"If it is hard," points out Mrs. Winterburn, "for even the most logical and truthful person to accurately distinguish between the ideas obtained out of practical living and those intangible fancies coming in dreams, how much more impossible is it for a child, who is most of his time, waking and sleeping, under the dominion of his imagination, to be sure of what is true and what is false? Before we bring any child to account for these little tales of fancy he seriously relates to us as facts we should investigate the sources of his belief."

Mrs. Winterburn stresses the fact that among children dreams are often tyrants. "The miseries of a child who is forced to repeat in dreams," she writes, "in an exaggerated shape, the disagreeable experiences of a hard day, are things seldom taken account of by the grown people who have almost forgotten their childhood. The old-time practice among our Puritan ancestors of having a child rehearse his bad deeds before going to sleep, and often getting the punishment for them at the bedtime hour, was a deplorable misuse of authority. We should, on the contrary guard our child from trouble at night."

"In almost everybody there is a tendency toward some special type of dream," observes the article in Psychology, "originating in suppressed desire of some sort. It is not only our privilege but our duty to study our child and find out precisely the stuff he is made of through investigation of his dream life. Dream life is more than half the existence of children, and the wise parent may exercise deep and permanent influence over their brains by suggestions toward right."

TOUGHER FOR THE HURT

We watch in children with pathetic interest the degree in which they possess recuperative force. When they are hurt by us, or by each other, or go to the bottom of the class, or miss the annual prizes, or are beaten in the game—if they lose heart, and remember the mischance in their chamber at home, they have a serious check. But if they have the buoyancy and resistance that preoccupies them with new interest in the new moment—the wounds cicatrize, and the fiber is the tougher for the hurt.—Emerson on "Power."

STEAM FOR FURNACES

Steam for power, heating and electric generation is brought by New Yorkers to the extent of 7,000,000,000 pounds a year. Combustion engineers who made the survey call it prophetic of the time when householders will buy steam instead of running furnaces.—Indianapolis News.

Transfer paper at The Hesperian Office 10c sheet.

Coming With Special



J. C. Barton, Superintendent of the Slaton Division, Santa Fe, has been spending much of his time the past week with the Santa Fe-A. & M. Home and Farm Special, and before the train reached his division gave its coming much publicity. He will be in Floydada and Lockney Saturday with the special.

MOON FARMING

Moon farming, according to the Weather Bureau, is "moonshine." It has absolutely no support from any scientific point of view. By "moon farming" is meant sowing or reaping, breeding or butchering, shingling or shearing, or any other farm activities supposed to be affected by the "dark" or the "light" or some other phase of the moon. The chief things affecting the growth of crops at any stage are: Temperature and moisture conditions of soil and air; composition of adjacent atmosphere; kind and intensity of light; presence; or absence, and severity, of plant disease; mechanical condition of soil, loose or compact; fertility of the soil, and quantity of other vegetation, or weeds, present. Meteorologists can show that the moon has nothing to do with any of these conditions affecting crops. It has no influence on weather or soil.

Business Requires Imagination

As the Colonial Express thundered over East River the other day, I marvelled at the engineering skill of Hell Gate bridge with its 1,000-foot span, its arch 300 feet above water, its half-million cubic yards of concrete, its carrying capacity of 75,000 pounds to the linear foot.

Yet the marvel lies not in this. The amazing thing is that the structure, complete in every detail, was first erected in the mind of a man before a shovel struck earth or a rivet left the forge.

How like a business, I thought! Dreams and plans! Hidden away from public sight thousands of men dream and plan. Some materialize, some fail.

Imagination is the handmaiden of business. Cynics see only a tired business man seeking surcease from a drab routine on the golf course or the front row of the Follies. But while cynics talk, the business man is living a far grander romance than any depicted in song or story. And he has something besides imagination, which his critics seldom appreciate.

Consider him as he sits at his desk and dreams. He sees a new building under construction. He sees the installation of machinery, the assembling of labor, skilled and unskilled. From the four corners of the earth, by muleback and rail and steam and truck, he gathers his raw material. He hears the whirring of the dynamos, the whining of the lathes. In his mind's eye, he watches the fabrication of his new product. He searches and discovers new markets, evolves a distribution system. Above all he dreams of its financing. And because he has the courage of his imagination, lo! it comes to pass.—Merle Thorpe in Nation's Business Magazine.

Rev. G. W. Tubbs and Rev. W. R. Hill attended the Baptist Conquest Rally at Lockney Tuesday.

Motor Supply Co.

Is Pleased To Announce The Completion Of Its
New Home For

Chevrolet Sales and Service

at the corner of Main and Mississippi Streets, where the firm is moving this week, and where we will be glad to see our friends and customers.

This is the most modern plant for the handling of automobiles that modern building and architectural methods could devise. We are mighty proud of it and want you to visit us and look it over

Some Interesting Facts

ABOUT OUR NEW CHEVROLET SALES AND SERVICE PLANT:

It has a total floor space of 11,250 square feet;
The entire floor space is clear of posts, the roof being suspended on steel girders and beams according to the latest architectural plans to give the maximum use to the space on the ground floor;

It has a display room for new cars of 1085 square feet (31x35) with 252 feet of plate glass windows;

The office is 15 by 15 feet square;

The bookkeeper's office is 12x15 feet;

The parts room is 25 by 30 feet;

The tool room is 20 by 20 feet;

The storage room for cars is 75 by 90 feet without any posts, with ten windows and sky light;

Ladies' Rest room 10 by 10 feet;

Gentlemen's Rest Room 10 by 10 feet;

Mechanic's Shower Bath and room for changing clothes 10 by 15 feet;

Duco (air blast painting) room 10 by 12 feet;

Filling Station 25 by 25 feet with three drive ways;

Office for Filling Station 10 by 25 feet, with 128 square feet plate glass;

Three entrances to garage with steel roller doors 10 by 14 feet;

60 feet of overhead steel track in work shop;

Wash rack and Greasing Rack;

Every Department easily accessible to every other department with the Minimum number of steps;

\$3,500 Worth of Machinery Installed

To make this big Sales and Service plant thoroughly efficient in every respect we are this week installing the last of \$3,500 worth of modern machinery and equipment, including the latest device for washing cars and a modern Duco Painting System.

People of this section have shown that they believe in the Chevrolet beyond question, and we are putting in a Sales and Service plant that will be amply able to care for all the needs of Chevrolet owners in this territory.

While you are in to see the plant, be sure not to miss the large display room where you will find the Bigger and Better Chevrolet on display.

Motor Supply Company

ROY L. SNODGRASS, Proprietor

FLOYDADA, TEXAS

Congratulations

AND BEST WISHES TO THE

MOTOR SUPPLY COMPANY

AND THE

WEST TEXAS GAS COMPANY

Upon the completion of their new buildings in

Floydada.

Shaw, Felton & Collins

Grocery and Market

Phone 27

THE FLOYD COUNTY HESPERIAN

VOLUME 34

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 16, 1928.

NUMBER 51

W. T. KNIGHT KILLED WHEN TRAIN DERAILS

Son of Mrs. J. T. Knight Victim of Santa Fe Wreck Near Roswell.

Funeral services are being held this Thursday morning in Clovis, N. M., for W. T. Knight, son of Mrs. J. T. Knight of Sand Hill, who was killed Tuesday evening when Santa Fe train No. 92, on which he was fireman, hit an open switch near Acme, 18 miles north of Roswell. Fireman Knight was reported to have been instantly killed when crushed under the engine. His death came exactly two weeks after the burial of his father, T. J. Knight, in the Floydada Cemetery.

Engineer Fatally Injured
Details of the wreck, as given in Wednesday's issue of an Amarillo newspaper stated that the cause is unknown, although Santa Fe officials said that the train probably hit an open switch with full speed on climbing the Acme hill. The engine turned over and the baggage car was standing on end, reports said. All cars on the train except the pullman car left the track. The wrecked train was northbound on the Pecos Valley division of the Santa Fe.

Engineer of the train C. G. Withers, also of Clovis, is believed to have been fatally injured in the wreck. Both men were veterans of the Santa Fe valley division. Mr. Knight had been with the line for more than twelve years, friends of the family reported Wednesday. The father of the deceased man was buried in the Floydada cemetery on the afternoon of January 31, exactly two weeks before the death of his son. The son attended the funeral services held at the Sand Hill church.

Fireman Knight was married and had his residence in Clovis. He did not have any children. He is survived by his wife and mother and one brother, Walter M. Knight, of the Sand Hill community. He is also survived by four sisters. They are Mrs. J. E. Easley, of Petersburg, Mrs. V. F. Reeves, of Lockney, Mrs. L. V. Rea, of Lockney and Mrs. B. F. Mudgett, of Sand Hill. All of the surviving relatives, with the exception of the mother and Mrs. Mudgett, left Tuesday night and Wednesday to attend the funeral services. They plan to return home the latter part of this week.

House Numbering Let To Kansas City Firm

Judson & Walker, of the K. C. Directory Company, St. Louis, Mo., were given the contract by the city council Tuesday night for numbering the houses in Floydada, as a part of the street marking and house numbering program being inaugurated by the council. The contract price is 40 cents per house, contractors to furnish numbers.

No conclusion was reached at this meeting relative to the street marking. Of a council committee named to handle this work B. K. Barker is absent from the city. Lon M. Davis is the other member of the committee.

Possibility of changing the names of the streets of the city has been discussed somewhat in the council, the change proposed being for the purpose of getting an alphabetical and numerical arrangement of the streets.

An ordinance governing the numbering of the houses was passed at the meeting. While the numbering will be of no value until after street markers have been put up, completing this part of the job now will have just that much of the detail finished and out of the way, it was pointed out.

New Ford Demonstrator Kept Busy By Prospects

Prospective purchasers of the New Ford have kept the streets and roads in and about Floydada warm the past several days, with trial runs of the two-door sedan demonstrator received by Barker Bros., local Ford dealers, last week from the Dallas Branch.

When the weather permitted the new model of the Ford has done as high as 200 miles per day around town, Robert Eubank, salesman for the firm said one day this week. "As fast as one driver gets out with his friends another has been ready and waiting to get under the wheel, and apparently all are greatly pleased with the performance of this wonderful product of the Ford Motor Company," he declared.

A number of sign-ups for models of the car have been obtained following the demonstration, for delivery when general distribution begins.

TWO FLOYD COUNTY WOMEN WINNERS IN GARDEN CONTEST

Two out of three of the Floyd County Home Demonstration Clubs' entries in the state garden club contest won places in the district competition, Miss Blanche Bass was notified Wednesday of this week from A. & M. College.

The two women winning places were Mrs. W. E. Miller of Sand Hill Club, who was awarded second place in the district, and Mrs. W. C. Parkey of Harmony, who won third place in the district. First place winner in the district was Mrs. Claud F. Gowen, of the McCarty Club, Dawson County.

League Heads Plan For Interscholastic Events

Meeting in Floydada Saturday Names Lockney as Place for County Meet—Set Date Later.

Although the definite date for the annual Floyd County School Fair and Interscholastic League Meet was not set definitely, the directors of the League in this county in their meeting Saturday formulated their tentative plans and set the wheels in motion for starting the annual event at a time not earlier than March 30-31, and named Lockney as the place where the county meet would be held. The date will be set later than March 30-31 if the district meet dates are not set too close to that time, Price Scott, County Superintendent and member of the director's council said following the Saturday meeting.

Plans for the league meet in this county are that it will follow in general the plans of former years, when Friday has been designated as literary day and Saturday at athletic day.

Two special events in the county meet will be held on Thursday night, preceding the opening of the formal contests. These are the oral spelling contest sponsored by Judge L. G. Mathews, and the rural school speaking contest sponsored by the Chamber of Commerce. In the spelling contest the prize is a \$25 library to the school winning, and in the speaking contest the prize is a silver loving cup to be given the school winning.

Directors of the Interscholastic League Meet this year are W. D. Biggers, superintendent of the Lockney School, general director; J. G. Burson, coach of the Lockney Schools, director of athletics; W. E. Patty superintendent of Floydada Schools, director of declamation; J. B. Allen, principal of Lone Star School, director of debate; Miss Dorothy Biebel, head of the English Department Floydada High School, director of Essays; Miss Mary Chambers of Lockney schools director of music memory; Mrs. Leslie Crabtree of Center, director of spelling; Price Scott, county superintendent, director of rural schools.

Four Day Chautauqua To Open Here This Spring

Senior Class Sponsors First Chautauqua Course to be Given Here in Number of Years.

For the first time in a number of years, a chautauqua will be held in Floydada this spring under the sponsorship of the Senior Class of the Floydada High School. The chautauqua will last for four days, presenting a different program each day. Both afternoon and evening programs will be given.

Miss Carrol Haasel, representing the Associated Chautauques of Topeka, Kansas, has been in this city for the past week securing the guarantees for the presentation. She reports that enough tickets have been sold to insure the success of the project, and that this city will be among those securing the chautauqua for the 1928 spring season.

Four different groups of talented entertainers will compose the project outlined for Floydada. The course will consist of musical, dramatic and lecture programs, the best talent in the U. S. being assembled for these presentations, according to Miss Haasel.

All programs will be held in the large chautauqua tent to be erected in the business part of town during the chautauqua season. According to the present plan, the tickets sold by Miss Haasel during the past two weeks will be delivered shortly before the opening of the course and will be paid for at that time. Those who have not had an opportunity to secure tickets may do so from Superintendent W. E. Patty, it was announced.

BOB SWEENEY OF WBAP HERE WEDNESDAY ON LONG TOUR

Bob Sweeney and Lon Fishback, singing cowboys, were visitors in Floydada yesterday for two hours, singing of the Fat Stock Show in Fort Worth forthcoming Southwestern Exposition March 10 to 17, "rodeo and features every day."

They sang especially for the student body at the high school at 12:50 Wednesday afternoon and told the boys and girls about the show. The singing cowboys with their paraphernalia are on a 4500 mile tour of the southwest on which they will visit 250 cities and towns in six weeks prior to the big event of the spring in Texas.

Sweeney sings over WBAP frequently and his voice is known by numerous radio fans of this section.

One Hundred And Fifty Attend Power Program

About 150 enthusiastic men and boys attended the Power Farming entertainment Friday at Rutledge and Co. given by representatives and salesmen of the International Harvester Co. The program was given by E. L. Banks, general salesman, of Lubbock; E. N. Black, assistant manager of the Amarillo branch, Amarillo; and J. H. Taylor, special cream separator salesman.

After the morning program, lunch was served at Lewis' Cafe by Rutledge & Co. to all of those attending the program. The afternoon program was given at the Olympic Theatre which consisted of six reels of films dealing on tractor building, horseless farms, Farmall tractors and Harvester threshers in operation.

Sunday Rain, Snow Add To Prospects In Floyd County

With some three inches of snow on the ground this morning at 9 o'clock in Floydada and reports from over the county indicating the fall is general, the precipitation of Saturday and Sunday is being added to very materially, with the prospect for a good sub-soil season for the opening of the planting season this spring.

Snow and rain fell in an ideal way Saturday night and Sunday, more than an inch of moisture being recorded here. Reports from over this section of the plains indicated that the rainfall was general.

Construction Begins On New Baptist House

Building to be Completed in 120 Days Located on Northeast Corner Baptist Quarter Block.

Work of excavation for the new church house of the Baptists of Floydada began Monday morning of this week under the supervision of Shell & Son, Lubbock contractors, who last week were awarded the contract by the building committee of the church, for the construction of the three-story, forty-room educational unit at a price in excess of \$21,000.

This educational unit will be completed in its entirety. It is expected to be a pretty piece of architectural work and with its forty rooms will serve every need of the local congregation for teaching and training activities. The ground floor, according to the plans, will be two feet below the ground level. This floor will be of concrete but the floors of the second and third story will be of oak. The building is to be of buff rough face brick of three shades, all outside brick of the same color and quality.

Architects whose plans were adopted are Ferrand and Fitch of St. Louis and Dallas. A local builder will likely have direct supervision of the construction. The location of the educational unit is on the northeast corner of the quarter block on South Main Street owned by the church. The unit will be 85 feet by 45 feet. The completed building will be 85 by 130 feet, and the completed building will seat 750 people with supplemental auditorium space in use.

Community Supply Co. Leases Larger Quarters

Announcement was made the latter part of last week of the lease of the entire ground floor of the new Readhimer two-story building, dirt for which has been broken, on the north side of California Street, by the Community Supply Company, co-operative marketing establishment of which Clarence Foster is manager.

Agreement was reached by the owner of the property and the company's board of directors last week and the formal signing of the contract was planned to be completed this week.

"If weather conditions permit the rapid construction of the Readhimer Building, it will be occupied about May 1," Mr. Foster believes, the lease on the present quarters on South Side expiring at that time.

Co-Op School Attracts Good Crowds This Week

Judge L. Gough, of Amarillo, is presiding this week at a farm marketing school being held at the court house. Judge Gough is president of the Texas Wheat Growers Association and is being assisted by J. D. Coghlan, representative of the Texas Farm Bureau Cotton Association and, other members of the Farm Bureau Federation in conducting the schools. Mrs. Phebe K. Warner, of Claude, is also assisting.

Sessions are being held daily in the county court room at 10 a. m. and 1:30 p. m. and nightly sessions are being held among the rural schools. Tonight closes the sessions being held at the various schools. Providence and Sunset schools will be visited this Thursday night by the speakers. During the past few days they have addressed audiences at Baker, Starkey, Center, Sand Hill, Lakeview and Lone Star. Good crowds have been present at each place, it is reported.

The attendance at the daily sessions is reported as good and much interest is being manifested in the school. The school closes with the Friday night session.

Spring Term District Court Opens Feb. 27

Spring term of the District Court for Floyd County will open on Monday, February 27, and while a moderately heavy civil docket will be sounded when it is reached in the opening procedure of the court, the criminal docket will be a light one from present indications.

No petit jury has been summoned for the first of the term, this week being given generally to the trial of non-jury cases and the disposition of matters incident to the opening of the court.

Camp Fire Girls Will Be Organized Saturday

Group and Guardian From Lubbock Coming to put on Program and Assist in Organization.

A meeting for the purpose of perfecting an organization of the Camp Fire Girls in Floydada, will be held at 4 o'clock Saturday afternoon at the Andrews Ward Gymnasium, sponsored by the 1922 Study Club. A Camp Fire group from Lubbock, of about fifteen members accompanied by their guardian and Mrs. S. A. Henry will be here to give a program and assist in the organization.

The general public is invited to attend the first part of the program which is to begin at 4 o'clock. Following the program supper will be served to the visiting girls and also to the girls applying for membership it is announced. "Seventy five girls have already handed in their names for membership," said Mrs. Geo. A. Linder, chairman of the Camp Fire Girls' committee. After supper the visiting group will give a council fire program.

The following guardians have already been appointed: Mrs. George V. Smith, Mrs. A. N. Bratton, Miss Avis Austin and Miss Vera Fry. Other guardians and sponsors will be elected at the meeting Saturday.

First Death In South Plains Monday Evening

Helen Louise Tedford, 9 Months Old Daughter of Mr. and Mrs. T. H. Tedford Buried Tuesday.

The death of little Helen Louise Tedford marked the first death in South Plains since its establishment nearly a year ago. The funeral services were held Tuesday in South Plains and interment made in the Floydada Cemetery.

Helen Louise, was the little 9 months old daughter of Mr. and Mrs. T. H. Tedford, of South Plains. The child had been ill with whooping cough for several weeks when pneumonia set up, resulting in her death at about 11:45 o'clock Monday night, February 13.

T. H. Tedford, the father, has been in the blacksmith business in South Plains since early in September. The family is well known in South Plains and vicinity.

The little girl is survived by both parents, four sisters and two brothers, all of whom live in South Plains.

BAKER BOYS QUINTET WINS COUNTY RURAL CHAMPIONSHIP

Baker boys Saturday won the county championship from Providence boys in the finals of the county championship contests held at Lockney.

The Baker team won the right to meet the Providence boys recently when they defeated four teams in an elimination held at Floydada, while a similar elimination was being made at Lockney, won by the Providence team.

Lose Good Fire Record Saving On March First

Local insurance men have received notice of the fact that Floydada's credit of twelve per cent on the gross premium of all fire insurance policies will not be effective beginning March 1 of this year, the loss of the good fire record credit being occasioned by heavy losses sustained here during the year of 1927.

The specific rates applicable to insurance risks in all incorporated towns and cities of the state are determined by the State Fire Insurance Commission and in addition, where the record of a town or community will permit, the risks are given reduction in premium payments amounting to a certain percent up to a maximum for every year of low fire loss record enjoyed by the community. It is this premium on low loss record that Floydada loses beginning with the first of next month.

Two Delegations To Attend Route Hearing

Floyd County will have two delegations at the hearing in Austin February 21, when it is believed the State Highway Commission will thresh out the long-deferred matter of a decision on the designation of a route for a north and south highway from Post in Garza County to Silverton in Briscoe County through Crosby and Floyd Counties.

Portions of the route which are the basis of the principal contention are in Garza, Crosby and Floyd. Residents of eastern Crosby County, of the northeast part of Garza County and the southeast part of Floyd County, want the route designated by way of Crosbyton, while other residents including those of Ralls, west portion of Garza and southwest portion of Floyd ask that the route go by way of Ralls. The two ideas have gathered around them strong adherents on both sides, and these will be represented by delegations at Austin on February 21. Several citizens of Lakeview and the southeast part of Floyd County will likely attend the hearing on behalf of the route by Crosbyton and Commissioner W. W. Payne will likely be among these. Other members of the Floyd County court, including Judge Wm. McGehee, are endorsing the route by way of Ralls.

Annual Chamber Of Commerce Banquet Attended By More Than Four Hundred

Rail Laying Will Move Faster With Bigger Crew

Contracts Let by Quanah Line for Fences and Telephone Lines on Floydada Extension.

More than four miles of rail have been laid on the Floydada extension of the Quanah, Acme & Pacific railway out of MacBain and, with the addition of a larger crew next week, the steel tracks will rapidly be approaching the Floydada outlet, A. F. Sommer, vice president and general manager of the line told a Hesperian reporter in a telephone conversation Wednesday evening. Work on the laying of the rails started on Monday of last week and the crew of a hundred men have averaged laying between 3500 and 4000 feet of steel per day, when weather permitted.

"Our progress during the first few days has been slower than we anticipated," Mr. Sommer stated, "but next week we plan to start a larger gang of workmen on the job of extending the rails and will bring the job of laying the steel to a more rapid completion. When we get the entire crew at work on this job, the contractor will be laying an average of a mile of rail per day," he said.

Plans for the Q. A. & P. station at Floydada are nearing completion and work on the construction of this station will start just as soon as the rails reach Floydada, Mr. Sommer reported. Contract was let this week for the fencing and telephone work along the railway, and the work on these phases of the extension will start in the near future, according to the contracts.

Preliminary Tests Of New Well At Early Date

25-Foot Strata of Sand Having Iron and Glass Appearance Found at 350 Feet.

Belief that the solution of the city water supply problem has been found in the test on the McCleskey tract immediately northwest of the city, was expressed this week by officials of the city, although no actual test of the third sand found at 350 feet has been made to date.

Preliminary tests of this sand will be made at an early date, in the presence of contractors and water experts with a view to determining definitely to what extent the sands in the well may be relied upon to furnish ample supply for the city's needs, present and future.

The first sand encountered at the usual depth of 112 feet, the sand from which most of the water is pumped by windmill in this vicinity, was thirty-three feet in depth. It was cased off in the test. When the third sand was struck at 350 feet, it was found to have a depth of twenty-five feet and appears to be the best yielding sand yet found here on account of its texture. It has the appearance of mixed iron and glass which have contributed largely to the expense of operating the present wells of the city, is absent at the new level. Water rose 212 feet in the test hole dug the sand was hit. Total depth of the well is 402 feet.

Work Started On Town Of Stringer This Week

Lots have been surveyed and street locations designated and the work of grading started on the new town of Stringer, 11 miles west of Floydada on the Stringer lands of the Callahan School survey, it is reported this week by W. R. Dooley, who is handling the Stringer lands at present.

The latest developments on the improvements in the new town is the announcement made by Lon M. Davis, of this city, that he will build an up-to-date gin in the new town. Mr. Davis has selected the lot for the gin and plans are to have the new plant ready by next cotton season.

Grading work on the location is about half through, Mr. Dooley reported, but the work will be slowed up during the next week because of the weather conditions. Work will start on the elevator within about three weeks, it is planned. Ralls of the Fort Worth & Denver South Plains line will reach the town by March 10, it is thought. The town is located on the Denver line now being built through the Stringer lands.

TWO NEW JUSTICES NAMED BY COMMISSIONERS COURT

Two new justices of the peace were named by the Commissioners' Court in their sessions here this week, the first appointment being that of D. C. Lowe, who was named to fill the unexpired term of J. H. Byington, who has moved to Plainview from Lockney. His bond and oath of office as justice for Precinct No. 2, were approved by the court Tuesday.

For the first time in the history of the county Commissioners' Precinct 3 will have a justice of the peace, when J. B. Jarnagan, South Plains grocer, complies with the requirements of the statutes to be officially inducted into the office. He was appointed by the court Tuesday.

What 'Ideas and Ideals' May Mean to a County, Told By Harrison.

More than four hundred people, two hundred of whom represented communities of Floyd County other than Floydada, attended the annual banquet of the Floydada Chamber of Commerce at the Andrews Ward Gymnasium Friday evening of last week, the crowd also being swelled by representatives from twenty-three towns and cities of the plains and panhandle area.

Inspiration Is Gained
From the opening of the evening's program, when Rev. Ben Hardy, Pastor of the First Methodist Church of Floydada, said the invocation until the late closing hour, when the last visitor was heard from, the evening was one full of inspiration for the civic workers present, representing the twenty-three communities of the county other than Floydada and Lockney, and the twenty-four cities and towns of various parts of the plains and the southwest. So careful had plans for the banquet been made by Ed Bishop, secretary of the Chamber of Commerce, Miss Blanche Bass, County Home Demonstration Agent, the three parent-teachers organizations of Floydada and the women of the Home Demonstration Clubs of the county that the program was carried out smoothly with a minimum of fatigue for the listeners. Perhaps the idea of carrying out the St. Valentine motif in the menu, the decorations, flowers and favors, in regular party style, had something to do with the attitude of the crowd which evinced enjoyment of the program from beginning to end.

To the one hundred and fifty Floydada people present the band with its new uniforms and snappy program under the direction of Prof. Lundgren, who played prior to the opening of the set program, gave a touch that was pleasing and visitors also evinced pleasure with the band's portion of the program.

In happy vein T. S. Stevenson, president of the Floyd County National Bank welcomed the many guests of the community for the evening. The closing of the chamber's fiscal year was made a particularly happy occasion, he said, by the fact that so many of the community's good friends over this and neighboring counties had seen fit to attend and enjoy the banquet with Floydada people.

State Press Talks
Perhaps as unique as any other feature of the evening was the five-minute talk of Joe J. Taylor, "State Press" of The Dallas Morning News, who from WFAA studio complimented Floydada and Floyd County and predicted great things for this section. "I want to congratulate Floyd County on being in West Texas and I want to congratulate Floydada on being in Floyd County," he said, as the big auditorium full of people listened. "Further years will find farm homes to be thickest in Floyd County than any other county in these United States," Mr. Taylor predicted. His five-minute talk was arranged for as a special treat for his admirers in the audience who gave evidence of their pleasure with warm applause.

Ed Bishop's brief presentation of the work the Chamber of Commerce had been undertaking to do the past year featured the efforts which had been put forth to better agricultural condition in the county during the period. "Farming is our basic industry. It should come first in any efforts we make," he said. A further resume of his talk is given in another column of this issue of The Hesperian.

R. B. Gary and Carl Samman, Floyd County's entries in the Master Farmer Contest sponsored for 1927 by the Progressive Farmer, Dallas farm publication, were called upon for short talks. Mr. Gary expressed his appreciation of his friends who had aided him in the contest, the honors he had been given, and the things he had been enabled to learn concerning his life's work through the instrumentality of the Master Farmer contest. "Honors have been heaped upon me by my own friends and neighbors as well as by those who sponsored the contest," and it was to the friends here at home that he desired at that time to pay his respects, he said.

Similar appreciation of the things he had been able to learn and the value the contest had been to him, although not declared a winner, was expressed by Mr. Samman.

Quit Chasing Smokestacks
Hubert M. Harrison, general manager of the Wichita Falls Chamber of Commerce, who consented to make the principal talk of the evening, was in happy vein, telling his audience of the things

(Continued on Page 6 Section 3)

SAND HILL WILL HOLD ANNUAL HEN PARTY FRIDAY, FEB. 24

Sand Hill community will hold their annual hen party and general get-together for a good time at the school house Friday night, February 24. Every one is invited to come dressed "Tacky" and the ladies are to bring a hen, and the men a dollar. There will be game and stunts of different kinds, it is announced.

Old fashioned refreshments of ginger bread and buttermilk and pop corn will be served to all the guests.

Churches

CHURCH OF CHRIST

Our attendance was not so large last Lord's day at the City Park Church on account of the rain but all were delighted with the splendid sermon delivered by brother Arceneaux.

We expect to have him back with us again some time in the near future. Our interest along all lines continues to grow. We had over forty, who were large enough to take an active part in

our prayer meeting present at the service last week.

Regular services next Lord's day from 10 o'clock a. m. to 11:50 o'clock a. m. and singing at 7:45 p. m.

Ira L. Sanders, Minister.

CONE-McCOY CHURCHES

A. J. Brown, Pastor

Services for Cone Sunday, February 19:

Sunday School 10 a. m.

Preaching 11 a. m.

League 7 p. m.

Evening service 7:30 p. m.

The last part of the life of Christ, illustrated, will be given at the evening hour. We invite you to all of our services.

MT. BLANCO CHURCH

G. W. Tubbs, Pastor

All-day-Conquest Campaign Meeting Sunday, February 19.

Sunday School at 10 o'clock a. m.

B. Y. P. U. at 6:30 p. m.

Preaching at 7:15 p. m.

METHODIST CHURCH

On next Sunday Rev. B. L. Nance, our Conference Superintendent of Sunday Schools, will be with us. He will have charge at the 11 o'clock hour. Let us have a full attendance at both hours.

FIRST CHRISTIAN CHURCH

F. L. Davis, Pastor

Services last Lord's day were good, although the attendance was rather small. The rain and snow should have brought out many more in thanksgiving for the fine rain. Come next Lord's day and show Him that you appreciate His blessings. Of course if you do not appreciate his goodness don't come. Which will it be?

The services will be as usual Sunday, Sunday School at 10 o'clock a. m., with Supt. Jno. A. Enoch in charge. Morning worship will follow immediately and the children's story too. That reminds me that on the second Sunday in March or the 11th, we are going to show the children something no one ever saw and then we will put it where it will never be seen again. You will want to be there.

The Endeavor will meet at 6:30 and the night preaching service will begin at 7:30 o'clock. The message will be on "The Sermon on the Mt.," the fourth in the series.

Weather and roads permitting we will fill our appointment at Newland at 3 o'clock p. m. next Sunday. All living near there are invited.

You are invited to worship with us when you can. You will always find a cordial welcome.

CHRISTIAN ENDEAVOR PROGRAM

Leader—Wana Tawwater.

Topic—"Are the Teachings of Jesus up to Date?"

Song—Blessed Assurance.

Scripture Text—Matt. 7:24-29.

Prayer—Brother Davis.

"What the World Says About Jesus' Teachings"—A. D. Summerville.

"Christ's Teachings of the Golden Rule"—Hazel Probasco.

"Christ's Teachings of Law"—Blanch Enoch.

"Are the Teachings of Jesus Outgrown?"—Mrs. F. L. Davis.

"Drawing a line Between the Kingdoms"—Ruth Jenkins.

"Are We Keeping up Christ's Teachings of International Good Will?"—Aubrey Farris.

"What More Does Christ want of us than to Believe?"—Layton Dorrell.

"How Are Jesus' Teachings up to Date and are We Keeping up With Them?"—Gwlym Enoch.

Leaders talk on the subject of the lesson.

Business.

Song.

The Endeavor Benediction.

FOR SHEER JOY OF LIVING—SEVEN SIMPLE RULES

Food: Eat freely of green vegetables, salads, fruits, milk.

Water: Drink six glasses of water daily.

Air: Ventilate every room you occupy by day and by night.

Exercise: Daily do "setting up" exercises, especially for the waist muscles.

Cleanliness: Brush teeth morning and evening. Bathe at least twice weekly.

Waste elimination: Secure a thorough intestinal elimination daily.

THE NEW LULLABY

Hush-a-by, baby, pretty one, sleep, Daddy's gone golfing to win the club sweep.

If he plays nicely—I hope that he will—Mother will show him the dressmaker's bill.

Hush-a-by, baby, safe in your cot, Daddy's come home and his temper hot;

Cuddle down closer baby of mine, Daddy went round in a hundred and nine.

—Boston Transcript.

Transfer paper at The Hesperian Office 10c sheet.

'Ben Hur' Film Version Excels Stage Spectacle

Wallace's Tale of the Christ is Filmed With Navarro in Role of the Hero.

The picturization of "Ben Hur: A Tale of the Christ," by General Lew Wallace, will occupy the Royal Theatre Monday, Tuesday and Wednesday of next week.

Long runs have been celebrated by this great epic in New York, Boston, Chicago and Philadelphia. "Ben-Hur" was put forth by General Lew Wallace in 1880. For forty-five years the book enjoyed a circulation second only to Holy Writ. As a reverent stage play, "Ben-Hur" was for twenty-two seasons the most popular attraction touring the United States.

The story begins in Bethlehem with the Star and the adoration of the Wise Men, then deals with the oppression of Judea and the ruin of the Hur family by Roman edict. The hero is successively a slave in the galleys, then by turn of fortune a Roman subject in Asia, winner of the Antioch chariot race, and then animated by the Jewish ideal of a temporal Messiah he raises a legion to take up arms for Jesus of Nazareth. But the Prince of Peace comes not into a worldly kingdom. Ben-Hur is bidden to put up his sword and becomes a humble follower of the Master. His long-lost mother and sister are restored to him by Esther and are cured of sickness by Divine healing.

This Metro-Goldwyn Mayer work is described as a faithful picturization of book and play, but with the immensely grander resources of motion picture art. Ramon Navarro heads the cast of 150,000 players.

When it was a novel the novel: written by General Lew Wallace in 1880, has been a best seller for forty-five years. Translated into ten different languages; first novel to be translated into Arabic.

When it was a play: "Ben-Hur" was first produced as a play November 29, 1899, at the Broadway Theatre, New York, where it ran for forty weeks. It played on the road for twenty-two consecutive seasons and grossed about seven million dollars. There was only one company on tour because of the stupendousness of the production. It played for twenty weeks at the Drury Theatre in London with an average business of \$27,000 a week.

The screen version was three years in the making. One year and a half spent in Rome on historical sites and another year and a half filming scenes at Metro-Goldwyn-Meyer studios, Culver City Calif. Film premier December 30, 1925, at the George M. Cohan Theatre, New York. One hundred and fifty thousand people employed in picture—100,000 in the Antioch Chariot Race alone. One hundred ships built and launched for the sea fight between the Roman and pirate navies. Jerusalem restored for important sequences in story—Procession of Roman Power—Triumph of Arrius—Grove of Palms—The Court of Pilate. A reverent picturization of history's mightiest events;

1,900,000 feet of negative exposed and 850,000 feet of positive printed. Forty cameras were used to film the scenes in the arena which is 1,500 feet long. This was the biggest set ever erected on any studio "lot."

WE LIKE WHAT WE LIKE

People respond neither to what is high brow or low brow in the drama, but simply to that which is artistically perfect.—American Magazine.

Smith Battery Station

Sold to

L. & O. Top Shop

I wish to announce to my customers and friends that I have sold by business and stock to Messrs. Lester and Osburn of the L. & O. Top Shop, and the station has been moved to their location on the corner opposite the former Post Office location.

I want to thank my customers for their patronage and assure them of my appreciation for all favors. All service batteries now out should be returned to the new owners of the business at their location.

To The Customers of Smith Battery Station

In announcing the purchase of the business of the Smith Battery Station, we first want to ask you to continue with us, and second to assure you we are going to maintain the standards of good work established by Mr. Smith, and even do better, if we can, in the matter of service and careful attention to your battery needs.

To others in need of battery service, we ask that our station be given an opportunity to serve you.

Twin Battery Station

Located at L. & O. Top Shop, Lester & Osburn, Props.

Floydada, Texas

Loans Insurance Loans

We congratulate Motor Supply Company and West Texas Gas Company on the completion of their fine new homes, which are just now being occupied. We are also glad to see the commencement of other modern business houses, public buildings and nice homes in Floydada.

Let us help you to keep this building program going by making you a loan to help you build that new home you are planning.

We specialize on all kinds of Insurance and will appreciate an opportunity to take care of your needs for Insurance or Loans.

Floydada Insurance Agency

PHONE 273



PHOTOGRAPHS turn back the years!

FREQUENT visits to your family photographer will give your children and their children a heritage of memories for which they will be ever grateful—for which they will thank you at seven and seventy-seven.

WILSON STUDIO

PHOTOGRAPHS Live Forever

One Half Price

On all windmill sections and parts, we have a broken stock of windmill repairs for the Dempster, Challenge and Star Mills that we are closing out as we expect to discontinue these lines.

JERSEY INCUBATORS AND BROODERS

We have the JERSEY line of incubators and brooders in the various sizes, let us show you, our prices are right.

Stansell & Collins

SPRING DRESSES

Ensemble Costumes Lead The Mode

ENSEMBLES of striking beauty and originality are offered in this assemblage.

Variety—of fabric, color, line and detail—is the outstanding feature.

THE coats of fine twills and charmens are crepe lined. The frocks matching or harmonizing with the coats are engagingly smart.



Novelty Jewelry, Handbags and other accessories that will lend a brilliant color to the new spring costumes.

EXCLUSIVE NEW HATS FROM NOTED DESIGNERS

SELDOM have hats been more colorful, more attuned to the bright mood of SPRING than this season. The minute you see them you'll recognize the verve, the chic, the smartness of line and color that denotes them as Parisian inspirations. Developed of straws, silks and combinations in the favored new SPRING colors.



Miladies Specialty Shop

MRS. A. J. WELCH, Prop.

Prairie Chapel News

Prairie Chapel, Feb. 14.—The Home Demonstration Club of Prairie Chapel had a called meeting January 30, at the home of Mrs. G. E. Tannahill. At our regular meeting date on the fourth Tuesday, so many members were absent, that we thought best to give the members another chance to attend the color demonstration. Miss Bass was with us and gave a very instructive talk on "Color Harmony." Our next meeting will be at the home of Mrs. Frank Walter the fourth Tuesday in February.

Those attending the banquet at Floydada from this community were: Messrs and Mmes Emmet Tierce, Gene Tannahill, J. B. Teaff, William Wood and Clayton Weathers. All enjoyed this program very much.

Prairie Chapel had rain, snow and sleet Sunday. It surely made all the farmers more hopeful. We had about an inch of moisture.

Fairview News

Fairview, Feb. 14.—There were no church services here Sunday because of the threatening weather. Rev. G. B. Patterson will fill his regular appointments at the Methodist church next Sunday.

Walton Wilson, a student of Wayland College in Plainview, spent the week end here with his mother, Mrs. W. B. Wilson.

Alva Johnson is on the sick list this week.

Mr. and Mrs. R. L. Clark, of Dallas, are visiting this week in the homes of their daughter, Mrs. W. R. Hodge, and their son, C. H. Clark.

J. H. Ratliff has been sick but he is on the road to recovery now.

Miss Berl Nix, of Amherst, is spending this week with Misses Anna Austin and Tommie Rushing and other friends here.

Lonnie Saunders, of San Antonio, is visiting this week with his father, D. L. Saunders, and family.

Mr. and Mrs. James Colville and children, of Floydada, were guests Sunday in the home of her parents, Mr. and Mrs. A. A. Beedy.

Ray Laminack is out of school this week because of illness.

Sherman Stewart, of Lubbock, spent Saturday night with home folk here.

"The End of the Lane" was staged very successfully here Saturday night.

Mrs. A. A. Beedy fell in her yard this afternoon and painfully crushed her arm and shoulder. We hope she will start at once toward a speedy recovery from this injury.

Newland News

Newland, Feb. 13.—There was neither Sunday School, preaching nor Christian Endeavor Sunday, on account of the rain but my how that rain was enjoyed as it came just in the nick of time to put moisture in the ground for the 1928 crops, and my how it will help the wheat.

Dad Butler and wife moved from Henry Bloodworth's place to the Fitch Dairy, west of town last Friday. We regret giving them up but hope for them success in their new work.

Bud Johnson and wife moved to Freeman's Ranch. He will work for Mr. John Freeman.

Miss Reba Woodruff spent Saturday night at the home of Mrs. Shelly Scott.

Mrs. Charlie Lincoln spent Friday night and Saturday in Floydada.

Mrs. Carey Hillings' baby has been very sick but is better at this writing.

Mrs. Scott and children visited in Floydada, Saturday.

Miss Luella Lincoln was shopping in Floydada, Saturday.

Joe Carlton and Edwin Lincoln took dinner at the home of Mr. and Mrs. Shelly Scott, Sunday.

Some of the Newland people attended the show at Pleasant Hill, Saturday night.

Supt. Price Scott, of Floydada, visited Newland school Friday afternoon.

Some of the young people surprised Miss Reba Woodruff Thursday night by giving her a surprise call.

COME AND HEAR
GRAND OPERA
In Wichita Falls
2 Glorious Nights of
THE FINEST ENTERTAINMENT EVER PRESENTED IN THIS SECTION.
CHICAGO CIVIC OPERA CO.



RAISA GARDEN
WEDNESDAY FEBRUARY 29
ROSA RAISA
in
"AIDA"
THURSDAY, MARCH 1ST
MARY GARDEN
in
"RESURRECTION"

PRICES
Each Performance
\$3.00, \$5.00, \$7.50, \$10
Mail Check to J. T. Harrell, Treasurer. All orders must be accompanied by check

Special Rates
On All Railroads
Ample Hotel
Accommodations
All Wichita Falls Joins in Extending
An Invitation to You
Don't Let Anything Keep You Away

Mrs. Opal Carden and children also Hubert Parker made a short call at the Butler home, Thursday.

Baker News

Baker, Feb. 14.—The Baker Bulldogs defeated the Goodnight boys last Saturday for the rural championship. The Baker boys waited for the Goodnight boys to start the game, but they found that they couldn't do so. The Baker ball team went to work and won the game by 14 to 24.

Baker girls and Pleasant Hill girls played basketball Friday. The score being Pleasant Hill 3, and Baker 13.

W. H. Nelson returned home Friday from Waxahachie, where he has been at the bedside of his father.

Miss Maggie Graves spent Saturday night and Sunday with Miss Opal Nelson.

Miss Georgia Holden spent Saturday night with Miss Linnie Polvador.

Mr. and Mrs. J. B. Green spent Sunday night with Miss Annie Graves.

Mr. and Mrs. H. B. Peacock of Commerce are visiting in the home of their son, Allen A. Peacock. Also his brother and family, Mr. and Mrs. Brice Peacock, of Era.

Mr. and Mrs. Loren Peacock of McAdoo, spent Saturday and Sunday with Mr. and Mrs. Allen A. Peacock.

Sand Hill is going to present, "Am I Intruding" Friday night, February 17. Everybody is invited to come.

CARD OF THANKS

We take this method of thanking our many friends who gave a helping hand through the illness, death and burial of our beloved baby. May God bless each and every one is our heart felt thanks and prayer.

Mr. and Mrs. T. H. Tedford and children, South Plains, Texas.

QUICK RESULTS

This is a sample of the letters written in the Texas schools by the children who—"stopped, looked and listened" in the Better Health Special in its journey over the State.

Health

"In order to have good health, every child must drink milk. Milk is nearly a perfect food for children because of the many different kinds of food it contains. Children and even grown-up folks can live on it for weeks at a time. Before we drink milk, we should be sure milk is free from germs, we should pasteurize it, that is, we should heat it enough to kill bacteria. We should keep milk in a cool place so that germs will not get to it, if there are any flies in the house, we should put a lid on our milk while it is out of the ice-box. Many people are very careless about protecting the milk. When the farmers milk the cows, every evening, they have to be very careful because some germs might get into the milk. If the Health Officers do not say it is pure, it must be heated to kill the germs."

Written by Bess Cadenhead, Fourth Grade, Buffalo, Texas.

CROSBYTON CEMETERY CLEAN-UP ANNOUNCED FOR SATURDAY

Crosbyton cemetery will be "Cleaned-up" on Saturday of this week, and all known graves marked, the cemetery premises cleared of weeds and grass and the association go into complete organization, according to an announcement in last week's issue of the Crosbyton Review.

"Crosbyton is one of the oldest towns or communities on the Plains and there may be a number of people in this territory that would like to know of this meeting and clean up day" is the word from C. C. Williams, secretary of the Crosbyton Chamber of Commerce. Mr. Williams urges that all interested persons be on hand on the day of the clean up and organization.

BIG MEN'S DESKS EMPTY, SAYS WOMAN INTERVIEWER

"One sign of a successful business man is his desk. It is always a Sahara of emptiness," declares Mary B. Mullet, noted woman interviewer who has written the personal story of nearly every famous person in the United States.

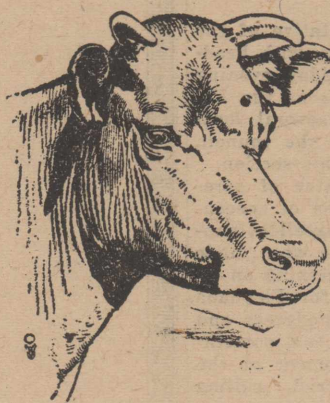
"An empty desk is an unfailing sign of success," she continues, telling of her experience in the American Magazine, "because it is evidence that the man is keeping ahead of his work. He is riding the job instead of the job riding him."

"Big men," she continues, "are not greatly different from other men less successful in life. The chief difference is said the truly big man goes beyond the smaller man in the power of concentration. He knows what he wants and concentrates on that one thing. This quality may be seen in their eyes and is the only outward sign of greatness."

"Almost without exception the big men I have met are playing the game for the game's sake, not for its rewards. I can only recall one man whose aim was solely to acquire money, and I should not want to meet him again. But the others are invariably intensely human. They are perfectly aware that they are not supermen. Their nearest

approach to vanity is a sort of boyish pride in their accomplishment, especially if the odds have been against them. I have never met a successful man who regretted having had to fight for his success. Dozens of men have told me that hard luck was the best luck they ever had. Famous people are seldom pompous or conceited. In manner their commonest characteristic is directness, almost brusqueness, of speech."

Send your weekly message through The Floyd County Hesperian.



Take the guess out of feeding. Why not feed a ready mixed feed, properly proportioned to suit your cows needs.

Ready Mixed---Ready to Feed
TRY A SACK AND BE CONVINCED
Price \$2.00 per 100 Lbs.

Floydada Mill And Elevator Co.
FLOUR, FEED AND MEAL
PHONE 284



Spring Wheat And Oats

We have on hand a good supply of

Re-Cleaned Spring Wheat and Red Rustproof Oats

If you plan to use either, come and see our stuff.

We also have a complete line of Merit Brand Chicken and Cow Feed.

Edwards Grain & Elevator Co.

Floydada, Texas

New Spring Silks

\$1.45 to \$3.75 Per Yard

HERE You'll find the smartest new fabrics at most moderate prices. Materials that express the spirit of the new mode in clear new designs, and if flowered, precisely so, in a manner that makes them more wearable and more becoming.

Gorgeous new silks; soft fine woolens; a host of lovely tub fabrics, materials that'll intrigue you into doing your Spring sewing before warm days lure you out-of-doors.

New Woolens

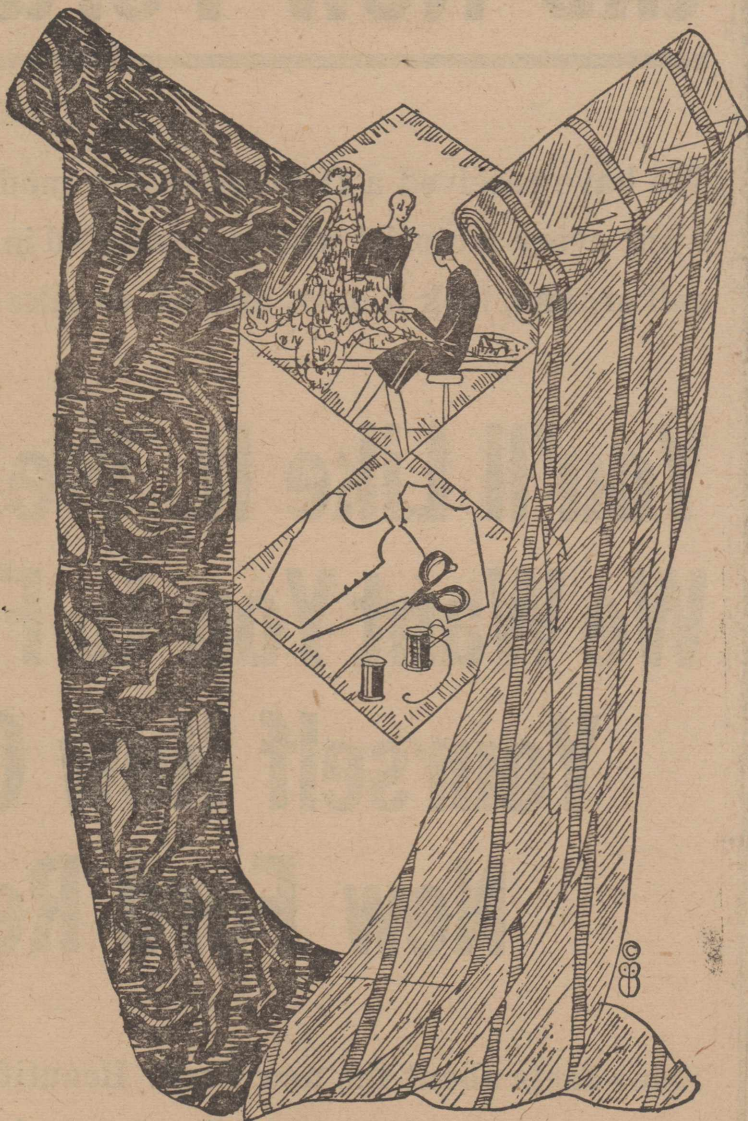
Novelty tweeds, soft woolen coatings and suitings, kasha, crepella, whipcoats, coverts and velour de laines and lovely imported fabrics in basket weaves, checks and plaids for sports per yard.

\$1.75 to \$3.75

Smart Novelties Appear In Wash Goods

19c to 85c

Printed crepes, figured prints, embossed organdies—sheer, colorful fabrics and all manner of pretty voiles are among the many interesting offerings in wash goods. Their designs and colorings are inspirations from the gorgeous new materials featured in Paris showrooms.



Springtime Silks
In Beautiful New Weaves
\$1.45 to \$3.75

Printed silk crepes, printed tussah, flowered chiffons, patterned taffetas, tub silks, canton crepes, rajah silks in the season's newest patterns. Soft lovely tans, rosy tones, light and deep blues, cool greens, many other colors, navy blue and black.



C. R. Houston Co.

FLOYDADA, TEXAS

REV. G. P. HUMPHRIES ILL

Rev. G. P. Humphries was brought to the Smith & Smith Sanitarium Sunday, and is reported to be in a serious condition from gland trouble in his neck, which has been bothering him for several years. Rev. Humphries is a former pastor of the Presbyterian church of this city and has been teaching school at Starkey during the past year.

Louis Humphries, of Amarillo, came down Sunday to be at the bedside of his brother.

FOR RENT—4 rooms and garage in south part of town. Call 195. 511tc

SAVE THE DIFFERENCE

- Heavy Aluminum Tea Kettle, \$1.15
 - Heavy Aluminum Perculator, 85c
 - Heavy Aluminum Double Boiler, \$1.00
 - Water set and tray, \$1.10
 - Good hand saw, \$1.00
 - Six cups and saucers, worth more, \$1.00
- GROCERIES**
- 10 lb. Box Prunes for, 95c
 - 1 Gal. Apricots, for, 59c
 - 5 lb. Blue Ribbon Peaches, 95c
 - 1 Doz. Cans Libby's Pork & Beans, 99c
 - 1/2 lb. can Folgers Coffee, \$1.35
 - 7 Large Rolls toilet Paper, 49c

Just Received another car load of the Famous Light Crust Flour. NONE BETTER.

Floydada Hardware & Grocery
Successors to Brown Bros.

Baptist All-Day Rally Opens Friday Morning

Conquest Campaign Workers of the Association Will Meet With Local Congregation.

District Associational Baptist Workers of the Conquest Campaign will meet with the local membership in an all-day meeting Friday, February 17. Rev. G. W. Tubbs, Floyd County Association organizer will call the meeting to order at 10 o'clock. The missionary sermon will be delivered at 11:30 o'clock by Rev. H. P. Ashby. Other addresses will be made on the subjects of schools, hospitals, women's part, local church duty and how to aid. Among the out of town speakers are to be Rev. Burnam, of Spur; Rev. McCarty, of Lockney; Rev. Boss, of Plainview and Rev. Ashby of Lockney.

These rallies are a part of Texas wide efforts on part of Baptists to pay off the entire obligations against the denominational work. The major part of the funds raised by the churches to be paid by October 1, will be applied on indebtedness of schools and hospitals. Of the former, Baptists operate twelve and of the latter, six in Texas, none of them seeking new locations. A small portion goes to meet Texas' proportion of indebtedness on Foreign and Home Missions and Southwide Hospitals and Theological institutions.

A hearty response on part of Baptist members is expected again this year. The local leaders are promising the Associational leaders the banner attendance of all the rallies of this section. "The most important thing now for the local Baptists is, to attend the services Friday, and get the information upon which they are to decide their subscriptions at a later service," Rev. W. R. Hill said, Tuesday.

S. L. Rushing Annual Birthday Dinner Tuesday Night

Friends of S. L. Rushing have come to look forward with happy anticipation of his birthday which is celebrated each year with a sumptuous dinner, and were again given the gratification of their desires Tuesday night at the family home in the Fairview community.

Although these celebrations have been held from year to year the friends hope that sometime they may ascertain from the honoree just what birthday they are celebrating. Lee Rushing, a son, even declared he did not know the age of his father. Mrs. Rushing said, according to what Mr. Rushing told her when they married he must be 62, since he told her he was 27 when they married and they had been married 35 years.

Artie Baker, business man of Lockney, concluded the talks for the evening, in a very glowing tribute to Mr. Rushing, saying the county should be proud of a citizen like him who was the business success that he is and the willingness with which he always helped his friends. Mr. Baker must have had cause to feel grateful to Mr. Rushing since he made mention in his talk that he remembered twice in his business career that he had been broke and that Mr. Rushing knew

that he was broke and came to his rescue, unlike the majority of money lenders.

Mr. Baker attributed Mr. Rushing's great success to his frequent interviews with a certain fortune teller.

The regret of the evening was that A. H. Manning and W. A. Robbins, who were invited, forgot to attend the party. It was thought by some of those present that W. A. Robbins went to sleep and A. H. Manning got on a real estate deal.

In the party were: Artie Baker, Lockney; Dr. Frank Ford, Lockney; Kenneth Bain, T. S. Stevenson, J. K. Green, Dr. L. V. Smith, N. A. Armstrong all of Floydada and Lee Rushing and E. M. Wright.

Supper Honors Visiting Engineers In Floydada

H. B. Callahan, representative of the El Paso Bitulithic Company, with headquarters at Amarillo, Tuesday evening had as guests at a supper at the Petite Cafe a gathering of several local business men, members of the council, and engineers from over this section.

R. E. Fry acted as master of ceremonies for the brief session of speech-making that followed the excellent supper served. Among those who made talks favoring an early beginning on an adequate paving program for Floydada were E. C. Nelson, Glad Snodgrass and A. N. Gamble. Ed Bishop told something of the present development of the community's business district, calling attention to the fact that contracts totalling \$30,000 had been let in the past ten days for business houses. J. A. Collins, district manager of the Bitulithic Company was among those present and acknowledged an introduction.

Local business men present other than those given above included J. E. Jenkins, B. P. Woody, O. P. Rutledge, Roy L. Snodgrass, J. G. Clements, J. C. Westler, Lon M. Davis, A. L. Scoggin, F. L. Moore, J. M. Willson, Mayor W. D. Smith, and City Secretary Burl Bedford. Engineers present were Harry Roberts of Lubbock, Julian Montgomery of Wichita Falls, Frank DeBose of Shamrock, W. L. Howren of Amarillo, Ben Smith, a city commissioner of Crosbyton, was also a guest for the evening.

CARD OF THANKS

We wish to thank our many friends and neighbors, who assisted us in any way during the long illness and death of our dear brother and uncle, and for the beautiful floral offerings.

It is with deepest gratitude that we shall remember those who have been so faithful and may God ever guard and guide each life.

Mr. and Mrs. J. P. Hart and family, Mr. and Mrs. G. W. Hart and family W. D. Hart, C. E. Hart.

CLUBB FARM SALE POSTPONED

The farm sale of W. C. Clubb, in Harmony community, to have been held beginning this morning, has been postponed to Friday, February 24, it was announced this morning, on account of the snow.

Frank Dunn Leases The "Motor Inn" Station

Frank Dunn made the announcement this week that he had leased the drive-in station of the new Motor Supply Garage and would manage the business under the name of The Motor Inn. The new garage and station is being completed this week and Mr. Dunn plans to occupy the station next week.

Mr. Dunn is recently of Corpus Christi where he has spent the past two

years in business. Prior to moving to Corpus Christi, Mr. Dunn was proprietor and manager of the F. F. F. Filling Station on South Main Street. He moved back to Floydada some three weeks ago to make this his home.

The Motor Inn is located on the southwest corner of the building, and, like the rest of the new Motor Supply Garage and Chevrolet home is made of the best material and combines both beauty and service. The office of the station is on the east side of the drive-in entrance and has two large plate glass windows. Four gasoline pumps

have been installed in the station. Mr. Dunn plans to get into the station as soon as the building is completed.

SEATS INSTALLED AT HARMONY

Seats for the auditorium of the fine new school building at Blanco, received several days ago, have been installed, the men of the community gathering for the purpose one day last week.

Transfer paper at The Hesperian Office 10c sheet.

Continental Gas And Oils

will be used exclusively in the new

MOTOR INN

For Your Motor's Sake—

USE CONOCO AMALIE OILS

A. N. BRATTON

Continental Agent

PUBLIC SALE

Place 10 miles northeast of Floydada, 1 mile south of Fairview School House, beginning at 10 o'clock a. m.,

Thursday, February 23

I will sell the following described property:

WORK STOCK

- 4 Mules, weight about 900 lbs.;
- 1 Bay Mule, 5 years old, weight about 900 lbs.;
- 1 Black Mule, 6 years old, weight about 1,000 lbs.;
- 1 Black Mare Mule, 9 years old, weight 800 lbs.
- 1 Black 8 year old mare weight 1,000 lbs.;
- 1 Bay Mare, 8 years old, weight 1,000 lbs.;
- 1 Sorrel horse, good work horse, weight about 1,000 lbs.;
- 1 Sorrel Saddle pony;
- 1 Black Mammoth Jennet and colt.

DAIRY CATTLE

- About 8 head of good dairy cattle including:
- 1 Holstein Cow, 7 years old, 5 gallon cow;
- 1 Jersey cow, 3 years old, 3 gallon cow;
- 1 Brown Jersey cow, 9 years old, fresh about March 1.

SWINE

- 1 300 pound meat hog;
- 10 Nice Bred Gilts.

GOOD COTTON SEED

About 15 bushels Mebane Cotton Seed.

TURKEYS

- 5 Turkey Hens and one gobbler.

FARMING IMPLEMENTS

- 1 One-row Oliver Lister, good as new;
- 1 one-row P. & O. Lister, Bobtail;
- 1 two-row Oliver Go-Devil, nearly new;
- 2 one-row Sled Go-Devils, P. & O., with knife and plow attachments;
- 1 two-row John Deere Go-Devil;
- 1 one-row Go-Devil, P. & O.
- 1 John Deere Row Binder;
- 2 Cultivators, and 2 wagons;
- 1 Superior Row Drill, nearly new;
- 1 Cotton Sled, a good one, and all sorts plows, forks and hoes;
- 6 Sets Chain Harness and 2 Sets Tug Harness and lines.

HOUSEHOLD GOODS

- 1 Farrand Organ, in good shape;
- 1 Hoosier Kitchen Cabinet;
- 1 Milk Cooler, a dandy;
- 1 Cold Water Cream Separator;
- 1 Primrose Cream Separator;
- Other things too numerous to mention.

Let Us Demonstrate the New Ford To You!

We have received a Demonstrating model of the New Ford, and want every motorist who is interested in seeing how it performs to call around, look it over, and let us take you for a ride.

You'll Like It, We Know, But We Want You to Find Out For Yourself How Good the New Ford Really Is

Some facts about the new Ford: Beautiful new low body lines; choice of four colors; 55 to 65 miles an hour; remarkable acceleration; 40 horse power engine; four-wheel brakes; standard, selective gear shift; hydraulic shock absorbers; 20 to 30 miles per gallon of gasoline; theft-proof co-incidental lock; typical Ford economy and reliability.

Barker Brothers

Floydada, Texas
Authorized Sales and Service Phone 133

J. H. Cooper, Owner
Cooper & McDonald, Auctioneers
J. I. Hammonds, Clerk

Free Lunch on Ground
TERMS OF SALE: Sums under \$20 cash. On sums \$20 and over eight months time on approved notes bearing 10 per cent interest, or 5 per cent discount for cash.

Society & Clubs

Mrs. W. H. Hilton Entertains With Eighty-Four.

Mrs. W. H. Hilton entertained members of the Woodmen Circle and other friends with an eighty-four party at the home of her daughter, Mrs. Walter Pennington, Wednesday afternoon.

In the games Mmes. Geo. Smith, Jno. Hammonds, I. C. Surginer and Miss Rosa Tinnin got high score.

The hostess served sandwiches and tea. Mrs. C. M. Wilson poured tea for the hostess.

Those present were: Mmes. J. D. Starks, Key Green, T. S. Stevenson, Homer Steen, W. M. Houghton, Sam Thurmon, S. D. Bishop, N. A. Arm-

strong, E. S. Randerson, W. I. Cannaday, C. M. Wilson, C. Surginer, M. Lowery, Edd Brown, Fred Brown, Jno. Hammonds, Geo. Smith, J. A. Arwine, B. P. Woody, Lee Howard, Jim Lawless, Walter Pennington and Miss Rosa Tinnin.

Mrs. Dora Reagan Hostess At Turkey Dinner.

Mrs. Dora Reagan was hostess at a very delightfully appointed dinner at her home Wednesday at the noon hour. The main part of the menu consisted of turkey which was prepared by the hostess. Salads and entree dishes were prepared by the guests, who each brought a dish. Dinner was served in cafeteria style and the hostess was assisted in entertaining her guests by her daughter, Mrs. Ulmer White and her daughter-in-law, Mrs. John Reagan. The ladies spent the afternoon doing

fancy needle work. Later several attended the gas stove demonstration given at F. C. Harmon's.

Those present were: Mmes. John Reagan, Jess Wood, John Reagan, Ross Henry, E. L. Norman, E. C. Henry, W. L. Boerner, F. P. Henry, J. E. Dickey, Ulmer White, A. D. White, I. C. Surginer, M. J. Maxwell, T. A. Caudle, W. I. Cannaday, J. B. Jenkins, L. C. McDonald, William McGehee, M. F. Husky, J. D. Starks, P. M. Felton, W. A. Baker and Miss Hattie Thorp.

Gift Club Meets With Mrs. S. J. Latta.

The Gift Club met Thursday afternoon, February 9, at the home of Mrs. J. R. Archer with her daughter, Mrs. S. J. Latta, as hostess. Red was the predominating note in the color scheme which carried out the Valentine idea.

Lovely plates of refreshments were also in keeping with the general scheme and were served to the following: Mrs. S. M. Cole, Mrs. C. E. Duncan and her sister, Mrs. Walton, of Oklahoma; Mrs. Clyde Harris; Mrs. O. M. Watson, Mrs. Jim Lawless, Mrs. Elbert Norman. The club will meet today with Mrs. Clyde Harris at 3 o'clock.

M. E. Society Meets With Mrs. Ben Hardy.

Women of the Missionary Society of the Methodist church met Monday afternoon with their leader, Mrs. Ben Hardy for a regular lesson from their Mission study book. Mrs. Hardy conducted the study and was assisted by Mmes. D. D. Shipley, R. L. Henry, L. C. McDonald, L. G. Matthews and C. R. Houston.

During the business session it was decided to have a quilting at the Church Tuesday afternoon, February 14. Plans were also made to attend the Zone meeting at Cone today and further plans were also made for the pre-Easter bonnet sale.

A meeting will be held Monday afternoon at 3 o'clock with Mrs. Geo. Smith as hostess and her mother, Mrs. E. C. Henry, assistant hostess.

Martha Elizabeth Brown Given Party on Birthday.

Although Martha Elizabeth Brown's birthday is the thirteenth of February it was far from being an unlucky day for her, Monday, when her mother, Mrs. A. J. Brown, entertained for her with a very delightful party honoring her eighth birthday. Hearts, arrows and cupid's were used in decorating for the occasion.

After a number of games had been played, the large birthday cake which was adorned with eight red candles was cut and served with cocoa to the following children: Maxine Fry, Edelle King, Ruth Key Green, Mildred Houston, Gladys Watson, Mary Joe Scott, Mable Moore, Bonnie Fuller, Virginia Belle Gamble and Joyce King.

Couple of Hillcrest Community Married February Fourth.

Mr. L. D. Hopkins and Miss Ethel Hicks both of the Hillcrest community were married Saturday, February 4, at the home of Rev. G. W. Tubbs, with Rev. Tubbs officiating.

Mr. and Mrs. Hopkins will continue to make their home in the Hillcrest community.

Program For Art Club Meeting Wednesday.

Program for the Art Study Club meeting for Wednesday afternoon, February 22, at the studio of Mrs. Olin S. Miller.

Subject—"Thomas Moran—The Father of American Art"

"Life Story of the Artist with an Impression by His Daughter"—Emma Lou McKinney.

"An Appreciation of Howell Russell Butler"—Mrs. Hughes.

"What Thomas Moran's Pictures Have Meant to Americans"—Ruth Jenkins.

"The Grand Canyon of Arizona"—Picture study led by Bess Clare Smith.

"How to Know A Good Picture"—(First of Ten Discussions)—Mrs. Olin S. Miller.

"Why I Like Thomas Moran's Pictures"—Discussion by Members.

Business.

Social Calendar

Mr. and Mrs. R. E. Fry will be host and hostess to the members of the Owls Forty-two club at their home Tuesday evening, February 28, at 7:30 o'clock.

San Souci Bridge club will meet at 2:30 o'clock Wednesday afternoon, February 22, with Mrs. Fred Jones as hostess.

Mrs. Robert Eubank will be hostess to the Wednesday Bridge Club at 8 o'clock Wednesday afternoon, February 22.

In observance of Washington's birthday a program appropriate for the occasion has been arranged to be given at the Andrews Ward Parent-Teachers meeting Wednesday afternoon, February 22, at 3:30 o'clock.

High School Parent-Teachers' Association will meet Thursday, February 23, at the high school building at 3:30 o'clock.

The all-day meeting of the Woman's Council of the First Christian Church to have been held Monday at the home of Mrs. W. L. Bloodworth was postponed on account of the rainy weather. The meeting will be held Monday week, February 27, with Mrs. Bloodworth.

Mrs. I. W. Hicks will entertain the members of the 1922 Study club at her home this afternoon.

Zone Four of the Women's Missionary Society, Plainview District, are holding an all-day meeting at Cone today. A number of Floydada ladies are attending the meeting.

Mrs. Kight Dickey Hostess To Friendship Club.

Mrs. Kight Dickey was hostess Tuesday evening to the members of the Friendship Bridge club. St. Valentine was the key note of the decoration scheme and was further emphasized in the score cards, refreshments and favors. Red hearts arched by cupid's arrow were used for tallies. Elaborate refreshments in keeping with the scheme consisted of heart shape sandwiches, beef salad, hot tea, and peacan scotch pie with whipped cream.

In the games Mrs. Aubrey Bishop got high score.

Those present were: Mrs. J. C. Gilliam, Mrs. R. B. Rosson, Mrs. Albert Clubb, Mrs. Flynn Thagard, Mrs. Robert McGuire, Mrs. Aubrey Bishop, Mrs. A. B. Keim, Mrs. C. H. Davis and the hostess.

The husbands of the members will be guests at the next meeting which will be Friday evening with Mr. and Mrs. Albert Clubb as host and hostess at their home at 7:30 o'clock.

Mmes. Jenkins and Cannaday Joint Hostesses.

One of the many pretty Valentine parties was that given at the home of Mrs. J. B. Jenkins Tuesday evening when she was joined by Mrs. W. I. Cannaday in entertaining with six tables of eighty-four. The home was attractively decorated in the Valentine colors the idea was further emphasized in the talley cards and refreshments. O. P. Rutledge, E. L. Angus and Mmes. L. C. McDonald and W. L. Boerner got high score in the games.

A lovely salad course was served to the following: Mr. and Mrs. W. L. Boerner, Mr. and Mrs. E. C. Nelson, Mr. and Mrs. J. U. Borum, Mr. and Mrs. C. H. Davis, Mr. and Mrs. Lon M. Davis, Mr. and Mrs. B. P. Woody, Mr. and Mrs. H. O. Pope, Mr. and Mrs. Glad Snodgrass, Mr. and Mrs. Edd Brown, Mr. and Mrs. L. C. McDonald, Mr. and Mrs. E. B. Massie, Mr. and Mrs. E. L. Angus, Dr. and Mrs. Lon V. Smith, Dr. and Mrs. Geo. V. Smith, Dr. and Mrs. W. M. Houghton, Dr. and Mrs. M. F. Husky, Mr. and Mrs. O. T. Williams, Mr. and Mrs. Geo. A. Linder, Mr. and Mrs. Kenneth Bain, Mr. and Mrs. E. C. Henry, Mr. and Mrs. R. C. Henry, Mr. and Mrs. J. G. Wood, Mr. and Mrs. O. P. Rutledge, Mrs. Wilson Kimble, Mrs. Sam Berry and A. H. McGlinchey, of Ft. Worth.

Mrs. Seale Given Surprise Party on Birthday.

Mrs. Champ Walters entertained with a party Wednesday afternoon, February 8, honoring the birthday of Mrs. W. H. Seale, who was fifty-four years old on that day. The affair was a complete surprise to the honoree.

Punch and cake was served to the following: Mrs. Fred Brown, Mrs. J. B. Jenkins, Mrs. May Anderson, Mrs. E. C. Nelson, Mrs. C. Surginer, Mrs. J. A. Enoch, Mrs. M. L. Probasco, Mrs. Walter Newell, Mrs. F. L. Davis and Miss Myrtice Meador.

Celebrates With Party On Third Birthday.

Little Margie Marie Davidson celebrated her third birthday with a party at the home of her parents, Mr. and Mrs. J. R. Davidson, Wednesday afternoon February 15, from 3:50 to 4:50 o'clock. The Valentine idea was carried out in the decorations and also the refreshments. Valentine favors were given to each of the children.

The birthday cake was cut and served with ice cream to the following: Vera Nell Marshall, Thomas Flynn Thagard, Buddie Norman, Jaurahae Butler, Tut Tawwater and the honoree, Margie Marie Davidson.

Mrs. Otis Abston Hostess To Tuesday Club.

Mrs. Otis Abston entertained the members of the Tuesday Embroidery Club at the regular all-day meeting Tuesday, February 14. The day was spent in the usual pastime of embroidering and doing fancy needle work.

Luncheon was served to Mmes. Albert Clubb, A. B. Keim, Dallas Husky, Walter Pennington, A. D. Cummings, R. B. Rosson and Mrs. Morrow. The club will meet Tuesday, February 28, with Mrs. Aubrey Bishop.

AT THE THEATRES THIS WEEK

ROYAL

Thursday and Friday

WILLIAM HAINES

The Star of "Slide Kelly Slide" and "Tell It To The Marines," In

"SPRING FEVER"

Also Good Two Reel Comedy

Saturday

HOOT GIBSON IN

"PAINTED PONIES"

Again Hoot comes to town in a Gallop with a Knockout and drag out western picture. To see this is to see the best. Also good comedy.

Monday, Tuesday and Wednesday
February 20, 21, 22
WORLD'S GREATEST SHOW

"BEN HUR"

Story by Gen. Lew Wallace. A Metro Goldwyn Mayer Picture Starring Ramon Navarro, Betty Bronson, Francis X. Bushmen and Carmel Myers.

Matinee 2:00 p. m.

NIGHT 7:00 AND 9:30

ALSO GOOD COMEDY

Attend the Matinee avoid the Rush.

Now
10 & 25c
Always
Never
More

OLYMPIC THEATRE
ATTRACTIONS

Now
10 & 25c
Always
Never
More

Friday, February 17

AN ALL STAR CAST IN

"WALLFLOWERS"

Also Good Comedy

Saturday, February 18

RANGER (THE WONDER DOG) IN

"THE SWIFT SHADOW"

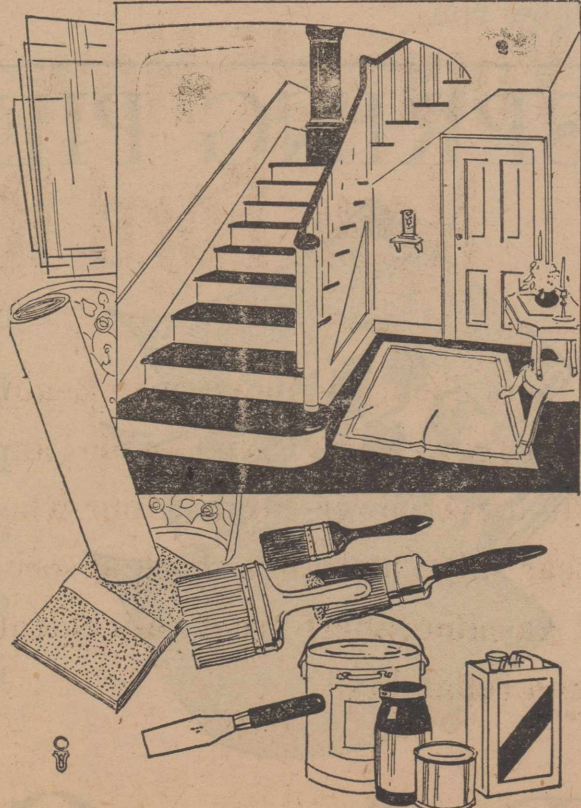
ALSO GOOD COMEDY

Wednesday, February 22 (Only)

"THE LOVES OF RICARDO"

SPECIAL ATTRACTION—HICKMAN, "THE FOX"

When You Are Ready For Interior Finishes



It is no time to economize, when you start selecting the interior finishes for your home. The cost of materials is but a small part of the total, and good finishes not only give longer service, but they appear better from first to last. Let us quote you on your interior finishes.

Paints, Enamels, Varnishes, Lacquer, Floor Wax, Textone, Wall paper, Sanitas, etc.

We will be glad to help you work out your color schemes, furnishing you the very latest ideas in interior decorating.

Higginbotham-Bartlett Co.

"Everything to Build Anything"



Style raised a gratifying bit above the usual by little touches of smartness which others overlook is the results of

The Hat Shop

Adherence to rigid standards in every detail of artistic design and fine workmanship and exclusive models.

We handle hats EXCLUSIVELY and our every effort is directed towards bringing our customers more original and beautiful millinery.

The HAT SHOP

Mrs. E. P. Nelson — Props. — Ruth Brown Hall

Congratulations

TO THE

Motor Supply Co.

AND TO THE

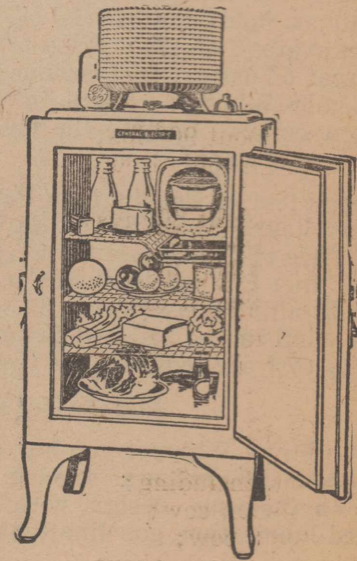
West Texas Gas Co.

Upon the completion of their new buildings.

Willson & Son Lumber Company

Announce the dealership for the

GENERAL ELECTRIC Refrigerator



Comfort and economy for the years to come

New, surprising delicacies that everyone enjoys—new pleasure in entertaining your guests—new simplicity and economy in the planning of meals—carefree conveniences that so many other homes already enjoy. A General Electric Refrigerator brings them all to your home in an easier, simpler, surer way.

SEE THIS WONDERFUL MACHINE ON DISPLAY IN OUR OFFICE.

WILLSON & SON LUMBER COMPANY

C. of C. Banquet

(Continued from page 1)

that had been accomplished through "Ideas and Ideals." Ideas have been worth much to the world even in recent years, and pointed to the invention worked out in a barn where a mechanical genius had an idea that he could build a self-propelling vehicle. "This idea has transformed America in a third of a century," he said.

Complimenting the great gathering of Floyd County people with their friends from cities and towns not in the county, the speaker spoke of the fine spirit of fellowship that exists in this area. "Petty jealousies belong to the Dark Ages," he said.

Praising the Floydada Chamber of Commerce and Floyd County people for giving their first attention in community building to their basic industry, farming, he declared that "it would pay every community which is now chasing smokestacks" to stop the practice and get down to the "basic resources of their respective counties which need developing. When your natural resources have been sufficiently developed, when cities dot your prairies and the population center gravitates toward them, then the smokestacks will erect themselves about you. Until you have built the foundation you may well leave the superstructure until a future date," he said.

E. G. Wood, Floydada's sweet singer, sang "The Saxophone Waltz," and an encore, while the band rendered the orchestration. His efforts were pleasing to the audience.

Play Unique Feature

One of the most unique features of the evening, and the one most warmly applauded perhaps was the thirty-minute playlet staged by fourteen members of various demonstration clubs of the county. It was very cleverly done, was original throughout, and portrayed a regular meeting of one of the clubs of the county, "so the men can see what we do at one of our meetings," as was explained by Miss Blanche Bass, Home Demonstration Agent in a brief explanatory talk before its presentation. "Depicting Home Demonstration Work in Floyd County," was the title of the playlet. Much laughter was elicited when the ladies answered roll call in rhymes that gave humorous sidelights on the activities of the demonstration clubs. Taken altogether, the play made a deep impression on every visitor. Press representatives present were particularly interested and impressed. Silliman E. Eans, staff writer for the Star-Telegram declared that "Floyd County people are getting down to bedrock with such activities as this," featured at a Chamber of Commerce banquet where much bombast is sometimes the principal ingredient served up. Mrs. Joe H. Smith, of the Antelope Club had the part of the hostess, Mrs. C. A. Caffee of the same club that of president of the club, Miss Anna Sims the secretary and Mrs. A. R. Hanna the part of the colored wash woman who made it a point to bring the washing home on club even-

ing. Her difficult part was done most excellently. Other club members who had parts were Mrs. T. J. Wilkes, Antelope club; Mrs. Will Hambricht, Lakeview club; Mrs. Jewel Readhimer and Mrs. T. J. Campbell, Mayview club; Mrs. Joe M. Smith, Campbell club; Mrs. T. E. Cowart, Providence club; Mrs. Wm. Wood, Prairie Chapel club; Mrs. W. C. Hubbard, Pleasant Valley club; Mrs. J. D. Christian Blanco club; Mrs. W. C. Parkey and Mrs. David S. Battey Harmony club. Mrs. T. J. Campbell had the part of the lady who because of illness reached the club too late, and to whom an elf appeared and made a speech, giving her the ideas upon which protective diet are based. Betty Jane Rogers played the elf, Dale Rogers was a carrot, Vera Nell Marshall a spinach plant, Mignon Lawlis a bottle of milk and Mary Beth Lawlis a tomato. The kiddies in their costumes to fit their parts made a pleasing impression.

One of the things the women of Floyd County need greatly is a permanent fair with permanent buildings and grounds which will truly present the county in its annual fairs, and the members voted to send a letter each to the Secretary of the Floydada Chamber of Commerce insisting that this organization get behind such a movement and make the permanent fair a reality. "Once we had a little bitty fair in a little bitty town, then a middle sized fair in a middle sized place; and now we want a great big fair in a great big town," the letter written by Mrs. W. H. Bethel, an absent member, declared.

Sentiment Not Overlooked

The big part that sentiment plays in our every-day lives was not overlooked in the arrangements made by those in charge of the plans for the banquet. The near approach of St. Valentine's Day was used as the vehicle with which to express the feeling of the hosts toward the guests. "Our hearts to you, our guests," was the daintily written message on little red hearts, on which were mounted miniature candle holders and red candles. The idea was carried out also in red programs tied in red cords, and in the menu, the red of the pimientos used to garnish the plates, the beet salad and the cherry pie. Red flowers from the Floydada Greenhouse were used as table decorations.

When the list of visitors was reached it was found to be impossible for lack of time to call on all present, even on one from each town and city represented. Among those who responded were Maury Hopkins, secretary of the Board of City Development, and R. A. Underwood, president of the First National Bank of Plainview; A. F. Sommer, vice president and general manager of the Quana, Acme & Pacific Railway Company of Quana; Silliman Evans, staff correspondent of the Fort Worth Star-Telegram; J. E. Hill, president of the Panhandle Lumber Co., and Henry Ansley, staff correspondent of the Amarillo Globe-News, of Amarillo; John Gould, staff correspondent of the Wichita Falls Daily Times; A. B. Davis general manager of the Lubbock Board of City Development and Chamber of Commerce; C. E. Dick, of Crosbyton; G. H. Nelson, secretary of the Ralls Chamber of Commerce; H. S. Sanders, of Quitaque; W. M. Gourley, vocational

Agricultural teacher in the Silverton Public Schools; Judge C. L. Glenn, of Matador; Bob Anglin, secretary of Tullia Chamber of Commerce; Faye Guthrie secretary of the Lockney Chamber of Commerce. Other towns and cities represented at the gathering included Wichita, Kansas; Oklahoma City; Higgins, Texas; Haskell, Texas; Midland, Texas; Post, Texas; Crowell, Texas.

Floyd County communities represented for the evening in Floydada included Providence, Prairie Chapel, Sunser Lone Star, Roseland, Center, Campbell, Fairview, Mayview, Campbell, Lakeview Antelope, Starkey, Blanco, McCoy, Harmony, Allmon, Sand Hill, Pleasant Valley, Irick, Muncy and South Plains.

Greetings From Sommer
One of the talks from visitors was that of G. E. Hamilton, of Matador, general attorney for the Quana, Acme & Pacific Railway Company, who brought greetings from C. H. Sommer, president of the road now building toward Floydada. "My chief is sick in bed and unable to be here tonight to enjoy this banquet with you. He is wrestling with the flu at home in St. Louis, but has commissioned me to bring you greetings and to express his warm appreciation of the forward-looking spirit of this community and of Floyd County people generally. He looks forward to the time, now only a few weeks hence, when the Quana, Acme & Pacific will be in Floyd County with its rails, an accomplishment to which we have long looked forward," Mr. Hamilton said in part.

Mrs. Joe H. Smith, in a witty vein, responded with a delightful toast to Miss Blanche Bass, home demonstration agent, who has faithfully worked with club women of the county. Mrs. Smith's response was on behalf of the club women of the county.

Among the prominent visitors present whom it was impossible to hear talk on account of the lateness of the hour, were Miss Opal L. Wood, home demonstration agent of Hale County; Col. R. P. Smythe, representative of the 122 District, of Plainview; Mack Boswell, secretary of the Crowell Chamber of Commerce; M. Vermillion, of Higgins, field representative of the Texas Wheat Growers' Association; C. B. Harder, of Plainview; C. D. Hathcock, with the U. S. Department of Agriculture of Amarillo; J. Horace Bass, superintendent of schools of Haskell; Garnet Reeves and W. W. Rix of Lubbock; J. B. Cole of Ralls; Dr. A. C. Traweck of Matador and M. H. Mason, president of the Lockney Chamber of Commerce and superintendent of the Lockney Cotton Oil Mill, Floyd County's biggest industrial concern.

Broadcasts His Thanks

Ed Bishop, secretary of the Chamber of Commerce, was radiant over the evident success of the banquet at its close Friday night, and in speaking of it, said if he expressed appreciation to every individual and organization in the county that had a material part in the success of the occasion he would have to use a broadcaster. Among those he particularly enumerated were the women of the Home Demonstration Clubs who contributed of their wonderfully home-prepared foods for the menu; the three Parent-Teachers' Associations of

Floydada who joined in preparing and serving the foods to the tremendous crowd; to the Radio Electric Company, the firm which prepared the hook-up at the gymnasium and the amplification of the radio address of Joe J. Taylor, to individual members of the Chamber of Commerce who aided the secretary and to Miss Blanche Bass, and Mrs. Maud E. Hollums, of the Floydada Greenhouse.

DON'T LET YOUR CHILD HAVE MEASLES

Children under 5 years old are seriously affected by measles. A mild case of measles in your home may cause a fatal case in your neighbors home, says the State Health Department.

Early diagnosis, reporting and proper isolation of a case are necessary to check the spread of measles and to protect the children.

Early symptoms of measles are: a water discharge from the nose, sneezing, red water eyes, hacking cough, loss of appetite, fever and sometimes vomiting. In four or five days a red rash appears on the body. The disease is highly contagious. It may be spread through coughing and sneezing and through discharges on handkerchiefs, towels, toys, clothing and eating utensils.

February and March are in the lead of the measles season; be on guard for first touch of the foe.

Do you get as much as possible out of your sewing machine attachments? Practically 90 per cent of all women replying to a questionnaire on sewing machine attachments, but about 40 per cent failed to answer the question on attachments, which might signify that a large number of these women did not use them. The hemmer was most used by those who replied in the affirmative.

The Hesperian, \$1.50 per year.

Floyd County Clubs

LAKEVIEW HOME DEMONSTRATION NEWS

Lakeview Home Demonstration club met at the home of Mrs. John Conway at 2 o'clock Wednesday, February 8. The subject of the lesson discussed was, "Household Linens." During a short business session plans were perfected for preparing our part of the Chamber of Commerce banquet.

Miss Bass then gave a demonstration on finish of hems and decorative stitches and illustrated with finished and unfinished pieces of linen.

The next meeting will be Wednesday, February 22, with Mrs. John Lloyd. The program will be, "Beautifying the Home Grounds" with Mrs. Lloyd as leader. Other topics will be discussed as follows: "Factors to Consider in Planting Home Grounds," Mrs. J. E. Newton; "Location of Trees and Shrubs," Mrs. Earl Edwards; "Walks and Drives," Mrs. H. B. Hambricht; "Vines and Flowers," Mrs. Hugh Nelson.

IRICK 4-H CLUB NEWS

The Irick 4-H club met Tuesday, February 14, at 11 o'clock. There were nine members present, each working for the best.

The house was called to order, the minutes read and the meeting turned over to Miss Bass, who gave instructions on how to complete our sewing bag and begin our bungalow aprons.

At the next meeting our hemmed patch, bungalow apron, and sewing bags are to be handed in.

The next meeting will be held Friday, February 24, at 10 o'clock.

J. M. Gilliland with the E. B. Black Co., of Hereford was a guest in the home of Rev. W. R. Hill Tuesday night.

The business man's department store. Hesperian Publishing Co.

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

The Hesperian \$1.50 per year.

GROCERIES

Friday, Saturday and Monday

10 lbs. Sugar,	69c
for,	
10 lbs. Pinto Beans,	79c
for,	
10 lbs. Lima Beans	89c
for,	
10 lbs. Spuds,	25c
for,	
48 lbs. Good Flour,	\$1.90
for,	
24 lbs. Meal,	65c
for,	
1 Gal. Pure Sorghum	\$1.10
for,	
1 Gal. Ribbon Cane,	85c
for,	
1 Gal. Pancake	60c
for,	

Top prices for chickens, cream and eggs.

FAGAN GROCERY & PRODUCE CO.

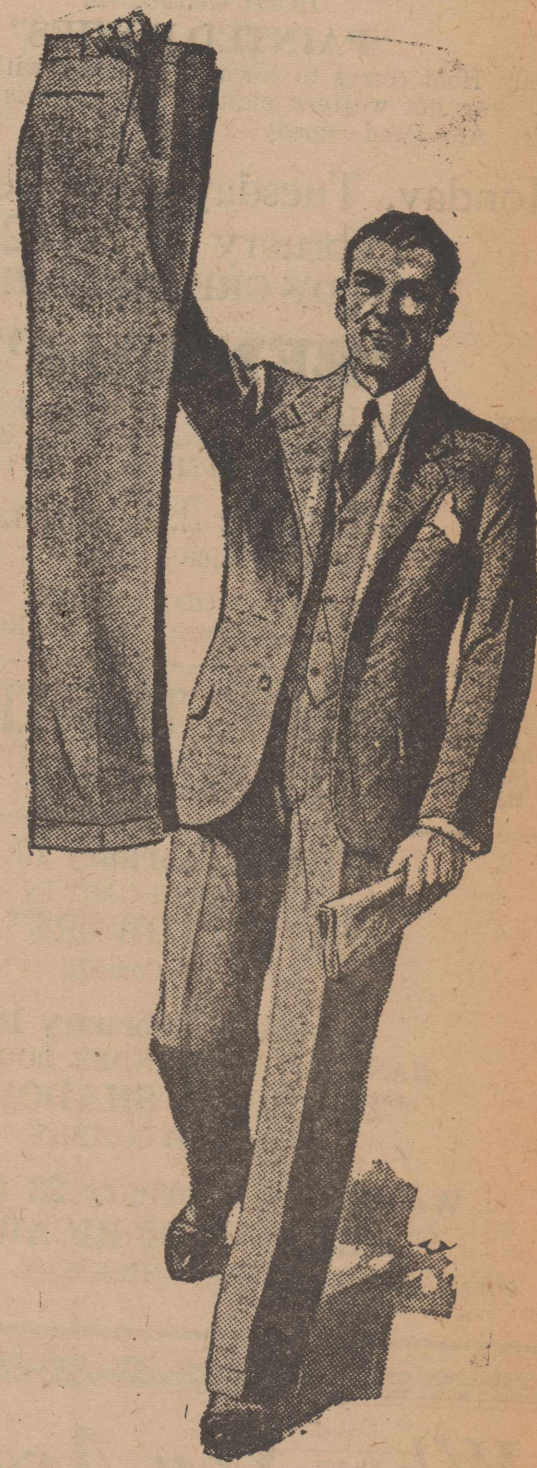
1 Block North New P. O.

Spring Suits

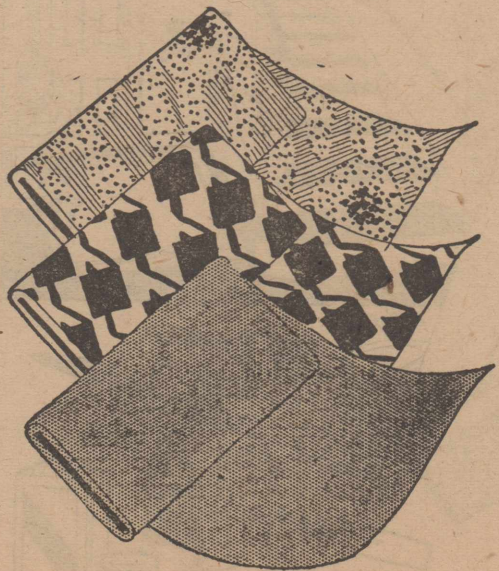
The best values in real hand tailored clothes—Suits that fit up snugly at the collar and hang properly from the shoulders. You can see the difference when you slip one on.

Beautiful fabrics that surprise you with their quality and the richness of coloring and originality of patterns.

The man who is particular about his clothes will like these suits. Come and let us show you.



SPRING PIECE GOODS



Complete stock of voiles, Rayons, Pongees, Printed linens, English Prints, Moosehead Suiting and other piece goods. You will find everything for your spring sewing.

Baker-Campbell Company

FLOYDADA, TEXAS

UNMATCHED RECORDS OF THE PERFECTED WHIPPET

means economy, service, durability, safety

Back of the perfected Whippet is an unequalled array of performance records—conclusive evidence of Whippet's mechanical superiority over all light cars.

The Whippet holds the official A. A. A. Coast-to-Coast Economy Record with an average of 43.28 miles to the gallon of gasoline. No more dramatic proof of utmost fuel economy has ever been given. Among 5,508 Whippet owners, in a national test, average mileage was 38 miles to a gallon. Despite the most widely varying conditions this high average was obtained.

In a special test at Rockingham Park Speedway, a Whippet averaged 71.6 miles per hour. From Grand Rapids to Petoskey, Michigan, a Whippet beat the time of the fastest train by 3 hours, covering the 219 miles in 212 minutes. In a 135-mile Second Gear Run, a Whippet traveled 135 miles in 4 hours, 3 minutes, averaging 33.33 miles per hour. And in Pittsburg a Whippet climbed the 850-foot Seventeenth Street incline. The grade was from 37 1/2 to 4 per cent and the time, 46 seconds.

PROVED Superiority

When you buy a Whippet you buy a car which has stood the test of more than 500,000,000 miles of driving in the hands of owners—a car of advanced engineering design, with such features as 4-wheel brakes, full force-feed lubrication, gasoline tank in rear, silent timing chain and many more.

Come in and see the perfected Whippet—now—today.

Now on Display in the New FINKNER BUILDING

Come In and Look Them Over!

Geo. Finkner Motor Company

SALES — SERVICE

Willys-Knight

Whippet

Hesperian Want Ads

Cheapest, Busiest Salesmen In Floyd County

For Sale

FOR SALE—400 lb. meat hog, good one. J. C. Bolding. 502tc

PURE COTTON SEED FOR SALE
The best seed you can buy is the best investment, if the seed are raised in this part of the State. Get our sample and prices before you buy. Floyd County Lumber Co. Phone 4 501tc

LET us put new glass in your closed cars. All sizes to fit all doors and windows. L. & O. Top Shop. 277tc

FOR SALE—All kinds cotton seed and field seed. If in need of any kind of seed see Geo. Finkner. 508tc

ALWAYS—Something new in Sheet Music at Wilson Studio. Mrs. C. M. Wilson. 511tc

BARGAIN PRICES ON LUMBER
Seeing is believing. Don't buy any lumber for any thing until you have examined our stock and gotten our prices. Satisfaction guaranteed. Floyd County Lumber Co. 501tc

A 350 egg Buckeye Incubator and Brooder. Slightly used for sale cheap. F. C. Harmon. 511tc

FOR SALE—Three residence lots near Andrews Ward school. See J. G. Wood. 261tc

FOR SALE—Seed Oats, red rust proof; also single comb Rhode Island Red hatching eggs at 75c per setting. Edd Muney. 512tc

NORTH Side Circle of the Baptist Missionary Society will have a food sale on Saturday, Feb. 25 at the "M" System Store. 512tc

HEAR the COLUMBIA Records at Harmon's. 511tc

LONG stemmed sweet peas and primroses, beauties, fifty cents per dozen. Maud E. Hollums. 511tc

NORTH Side Circle of the Baptist Missionary Society will have a food sale on Saturday, Feb. 25 at the "M" System Store. 512tc

ASH TREES for sale. 25c each. Mrs. P. M. Smith. 502tp

FOR SALE—Two Queen 240-egg capacity incubators and two 500-chick capacity brooders. Phone 178-W E. R. Borum. 487tc

FOR SALE—Almost new dining room suite, at a bargain. Mrs. Frank Moore. 507tc

I'm still giving the best bargains in monuments. See me before you buy. S. B. McCleskey. 27tc

DON'T WAIT LONGER TO BUILD A HOME
We are making attractive prices and terms to married couples. Who will save for a home? See our plans and get our terms. Floyd County Lumber Co. 501tc

FOR SALE—Two-row Moline lister-planter practically new, and one-row J. I. Case bob-tail lister-planter, planted 60 acres. See them in Floydada on the square Saturday, Feb. 18. E. W. Turner. 502tp

ANOTHER car of Furniture will arrive this week. Lots of pretty suites. See them. F. C. Harmon. 511tc

FOR SALE—Cream separators in good shape, at Angus Produce. 502tp

FOR SALE—good home, 5 blocks west of square, walks all the way, 5 rooms, bath and all fixtures, hot water, screened porch, garage with cement drive, will sell worth the money. See Goen & Goen or write C. H. Brazier, Henrietta, Texas. 297tc

FOR SALE—Nice building lots. See S. B. McCleskey. 477tc

COTTON SEED FOR SALE
Don't buy cheap seed. We have pure seed grown at Flomot, Texas. See us before you buy. Floyd County Lumber Co. Phone 6. 501tc

Real Estate

LOTS FOR SALE—3 lots 150x150, north and east front; sewer, water, gas and electric service. Choice residential district. Burl Bedford, owner. 497tc

For bargains in lands and town lots see Arthur B. Duncan, Floydada, Texas. 407tc

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. 397tc

Cotton Seed!

for planting. See Marshall at Public Scales. 507tc

Miscellaneous

NOTICE—We will celebrate Washington's Birthday on Holmes Bros. Hilltop Farm again this year. Everybody invited to be on hand for free lunch at noon. Plan NOW to be here! 502tc

For plumbing and gas-fitting call 168-J or No. 3. T. E. Lemons, licensed plumber and gas-fitter. 2752tp

Five Cents for Hemstitching. Mrs. C. M. Wilson at Wilson Studio. 507tc

WHEN you get a glass in your closed car broken, just send it to the L. & O. Top and Paint Shop. We carry a complete line of glass work assortment. 277tc

SPRING Wheat and Oats at Edwards Grain & Elevator Co. 511tc

BRING your hemstitching to the Thrifty Nifty Shop. All work guaranteed. Hemstitching also done in gold and silver thread. 517tc

FOR better results with baby chicks-use Merit Brand feeds. Edwards Grain & Elevator Co. 515tc

Wants

WANTED TO BUY—Four head farming outfit, plow tools, feed, etc., and get rent of place for year. J. C. Burleson, 1 mile east, 1 mile south Baker School. 512tp.

Lost and Found

LOST—Between Lakeview and Floydada, February 2, a Goodyear casing 36 by 6, and also rim. Return to Massie Wholesale Grocery. 512tp

LOST—Pair of gold and shell rim spectacles on streets of Floydada. Reward for return to Hesperian Office. 502tp

LOST—Leather bound engineers Field Book about 4 1/2 in. by 7 in. and marked "No. 9, Floyd County." Please return to G. A. Lيدر, County Surveyor, for reward. 467tc

For Rent

FOR RENT—Three rooms with garden and windmill. In west part of town. See H. O. Pope. 511tc

FOR RENT—Three rooms with garden and windmill. In west part of town. See H. O. Pope. 511tc

Eggs and Poultry

FOR SALE—Standard bred S. C. Rhode Island Red eggs, from prize winning, winter laying hens; first pen \$1.50 per setting; second pen 75c per setting. O. W. Fry, 7 miles northwest Floydada. 494tp.

BABY CHICKS

S. C. White Leghorns, M. Johnson strain, \$12.00 per 100. Book your orders now. 1,000 chick size brooders \$12.50 each. Custom hatching every Tuesday and Friday. Floydada Hatchery. Edwin Heald, Manager. 487tc

THOROUGHbred dark R. I. Red eggs 75c per setting, \$4 per 100. Phone 924F4 Mrs. T. J. Heald. 496tp

ENGLISH White Leghorn Hatching eggs from double A grade chicks 1927 breeding of the Hoffman Poultry Farm, Argyle, Texas, including a number of pedigree pullets and cockerels. Selected flock run eggs \$5 per 100. You are invited to see this flock. Mrs. J. D. Christian, 10 miles southwest of Floydada in Blanco Community. 493tc

WHITE LEGHORNS
FOR SALE—Hatching eggs from selected hens headed by Imperial cockerels \$6.00 per hundred; Hatching eggs from Imperial matings \$2.00 per setting of 15. Mr. and Mrs. David S. Battey. 501tc

FOR SALE CHEAP

Brooder houses, chicken houses, hog houses, well lighted with Celoglass—see our models and get our prices. Floyd County Lumber Co. 501tc

Baby Chix

PHONE 145 or 147
MARSHALL HATCHERY
507tc.

FOR SALE—White Leghorn chicks, M. Johnson strain direct, \$12.00 per 100. Write me or order from Floydada Hatchery. Mrs. Clyde Burton, Route 3, Floydada, Texas. 484tp

Locals and Personals

Mr. and Mrs. J. Horace Bass, of Haskell, visited his mother, Mrs. Grace Bass, during the week end, and were guests at the Chamber of Commerce banquet Friday night.

Mrs. W. H. Bethel was called to Wolfe City, Thursday, to be at the bedside of a sister who is ill.

Mr. and Mrs. Olin Norman, of Abilene and Audrice Norman, also, of Abilene, visited their parents, Mr. and Mrs. W. I. Norman, over the weekend.

Miss Ethel Lee Chapman, of Dallas, is visiting this week with her sister, Mrs. T. R. Davis in the Mayview community.

Jim Terry, of Post, spent Saturday and Sunday here visiting with his brother, J. R. Terry and family. He was accompanied on the trip by Miss Velma Terry who is teaching school in Post.

Mrs. Chas. Jones, of Hereford, returned to her home Thursday after a visit of several days with her parents. Eld. and Mrs. J. J. Day. Mrs. Weaver Howard of Pueblo, Colorado, another daughter, is a guest of her parents and will probably be here for the remainder of the week. Elder and Mrs. Day are planning to return home with her for a visit.

Rev. W. R. Hill and Rev. G. W. Tubbs were visitors at the Conquest Campaign meeting at Fairview Wednesday.

J. A. Wyman left Tuesday for Dallas, where he will visit his son, Judson, for about two months. From Dallas he will go to Kentucky, where he will visit for sometime with relatives at various points in the state.

Dan Jenkins, a student at Tech. College, Lubbock, spent the week end with his parents, Mr. and Mrs. J. B. Jenkins. A classmate, Nat. B. King, was a guest of Dan over the week end.

Thos. Montgomery and W. I. Cannaday made a business trip to Amarillo Wednesday.

Transfer paper at The Hesperian Office 10c sheet.

SHOULD HAVE BEEN TANNED

"Her smile was so irresistible," said a resourceful husband in speaking of "the other woman" in a recent divorce suit, "that I couldn't stay away from her." He basked in the sunshine of her smile until he got sunburnt.—Farm & Fireside.

THE IDEAR!

A member of the British nobility was recently pitched out of a motorboat into a choppy English Channel Sea. That must have calmed the waves at once. There's nothing like pouring an earl on troubled waters.—Farm & Fireside.

SPRING APPAREL



See what's new, Martin's ready-to-wear department is ready to show you just what's what in New Spring apparel.

The Dresses

Never have we shown such a range, nothing but the newest approved styles, fabrics and colors can be found here and the prices are so low that you will buy two dresses instead of one.

Whether you are tall or low, slim or fat we can fit you here.

\$5.90, \$6.75, \$9.75, \$11.85, \$15.00 up to \$39.00

The Coats

It won't be hard for you to choose a coat here for we have every thing combined that will make it easy for you to choose. Plenty of sizes, plenty of styles, plenty of colors and a range of prices that you will like too.

The Suits

This season is a suit season and we have prepared for it with a wonderful assortment for you to make your selections from you won't need to look further than Martin's to find what you want.

The Hats

Our showing of New Spring Hats for women and misses is the best we have ever shown and you surely can be suited here. The prices are especially appealing.

SEE ALL THAT'S NEW HERE

\$2.98 to \$6.95

Martin Dry Goods Co.

"The Store With the Goods"

ANNOUNCING

THE OPENING OF THE

MOTOR INN

IN THE NEW

Motor Supply Garage

I am opening a first class service and drive-in station in this new building and invite the public to visit and inspect this new station.

I will handle a full line of first class tires and tubes—good gas and oils—and GOOD SERVICE.

TRY THE MOTOR INN

FRANK DUNN

MANAGER

Will Build Elevator At Petersburg This Spring

Albert R. Clubb of this city, and O. W. Heard, of Harmony, last week closed the deal for an elevator site on trackage adjoining the Fort Worth & Denver South Plains lines at Petersburg, and at an early date will begin the construction of an elevator in that city. Their plans are to construct an elevator to have a capacity of 10,000 bushels. Mr. Clubb, who is at present assistant cashier of the Floyd County National Bank here, will be manager of the business when the elevator is completed sometime in the late spring or early summer.

SPECIAL MASONIC WASHINGTON MEMORIAL SERVICES TUESDAY

A memorial Masonic program observing the birthday of George Washington, one of America's foremost early day Masons, will be held by Floyd City Lodge No. 712, in their lodge on Tuesday night of next week. Present indications point towards large attendance and a successful affair.

Special invitations have been sent out to neighboring lodges inviting their membership to attend and take part in the celebration. J. D. Starks, master of ceremonies for the evening, will have assisting him various committees to carry out the program. Plans are being made by the committees for a large attendance.

The program as outlined will include addresses as follows:

- "Washington, the great American Mason"—Judge H. D. Payne.
- "The contents of the corner stone"—Dr. S. M. Henry of Lockney.
- "Free Masonry in the American Revolution"—Prof. W. D. Biggers of Lockney; Prof. J. N. Johnston.
- "The Spirit of Masonry,"—Judge C. D. Wright of Silverton; Rev. F. L. Davis.

RE-ELECT PROF. A. L. LUNDGREN FOR BAND DIRECTOR FOR YEAR

Professor A. L. Lundgren has been re-elected to direct the Floydada Municipal Band throughout the coming year. The election of the band leader and the directory board was held recently and both the present leader and the entire board of directors was re-elected. The re-established board of directors consists of Ed. Bishop, Burl Bedford, C. M. Wilson and J. C. Wester.

Many highly complimentary words of praise were given Prof. Lundgren by the board for his work with this organization during the past year that he has directed this organization. The board of directors were high in their praise for his work in this line and pledged anew to see that the band had the full support of this city.

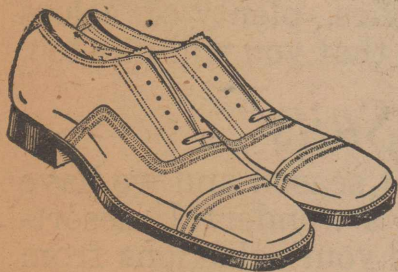
"THE CHEERFUL LIAR" GIVEN TONIGHT BY JUNIOR CLASS

"By all means, do not fail to see and hear 'The Cheerful Liar' tonight at the High School auditorium is the word passed this week by those in charge of the presentation. The play is being presented by members of the Junior Class at the school tonight at 8 o'clock. The first act, 'deception' is set in a country court room. The second act, 'detection' is set in the home of Judge Hussell and the third act 'destruction' has its setting in the handsome parlor of General Bormus' summer villa.

The play is being presented for the benefit of the junior class. It is a royalty play, produced by special permission of the company. The personnel of the presentation is as follows: Charles Mathews, Pete Nelson, N. B. Stansell, R. V. Husky, Bud Goen, Mildred Strickland, Thelma Covington and Robbie Archer. Admission of 35c and 50c is to be charged.

Mrs. Zollie Burgett, who underwent an operation in the Smith and Smith Sanitarium, Thursday of last week is reported to be getting along nicely. Her sister, Mrs. Frank Rogers, of Clovis, New Mexico, came over last week to be with her sister during her illness.

Mrs. N. G. Jackson, of Tulia, who underwent a minor operation in the Smith and Smith Sanitarium, Tuesday of last week, is recuperating at the home of her sister, Mrs. C. D. Gibbs.



Walk-Over
TRADE MARK REG. U.S. PAT. OFF.

"HERE THEY ARE"

102 (One Hundred and Two) pair of NEW "WALK OVER" Shoes.

Made in all the new last—Swing Toe—MAIN SPRING ARCH—You let the next pair be "Walk Overs" and you will continue wearing Walk Overs.

NEW Clothing, Shirts, and Mens Furnishing purchased by Glad in the eastern markets arriving daily.

I WANT YOUR BUSINESS

GLAD SNODGRASS

Men's Wear Since 1900

LESTER AND OSBURN BUY SMITH BATTERY STATION

F. A. Smith announced this week the sale of the Smith battery station to Messrs. W. J. Lester and Chas. Osburn proprietors of the L. & O. Top Shop. The station has been moved from its present location in the Martin Building with the Buick agency to the L. & O. Top Shop on California Street. It will be known as the Twin Battery Station, the new owners announce.

Mr. Smith has been in the battery business in Floydada for the past four years. He has not announced his plans for the future.

BORN—to Mr. and Mrs. E. M. Collins, February 13, a son named John Charles.

LOOPER'S SPECIALS

Friday and Saturday

4 Pound Box Raisins for,	37c
2 Pound Box Raisins for,	19c
15 Pounds Irish Potatoes for,	37c
2 Packages Post Toasties for,	23c
2 Packages Kellog Corn Flakes,	22c
50c Package Dried Peaches,	37c
25 Pound Box Peaches, for,	\$2.79
Blue Ribbon Malt for,	67c
Our Favorite Tomatoes at,	9c

BRING US YOUR CREAM AND EGGS

C. P. Looper Company

HIGH SCHOOL GIRL CAGERS TO HAVE ELIMINATIONS MONDAY

First of a three game series of basketball games to determine the county winners in Girl's basketball in high schools will be held here Monday evening of next week. The Floydada and Lockney girls will fight it out in these three games for the championship to see which team will represent this county in the district meet.

The Floydada sextette tasted defeat last Tuesday night in a fast, rough-and-tumble game at the Andrews gym-

nasium when they took a 10 to 8 losing at the hands of the Idalou squad. The game was hotly contested and the victors were but two points in the lead when the final whistle blew. Members of the Floydada team were Collins, Smith, Sherrill, Green, Norris, Cardwell and Eudy. These girls will probably compose the green and white lineup in the championship games.

BORN—to Mr. and Mrs. J. R. Yearwood, city, February 8, a daughter, named Betty.

FOR BETTER BAKING



The Range you've always wanted—
at a new low price

MASS production of the new models has made it possible for us to offer the beautiful Estate Gas Ranges with the famous Fresh-Air Oven (built like a double boiler), ThermEstate Oven Heat Control, and many other exclusive features, at surprisingly low prices. Come in and see.

Estate GAS RANGES
C. Surginer & Son
EXCLUSIVE DEALERS

Expert Farm Implement Service

I have secured the service of Mr. Roberts who will have charge of the service department of my farm implement business. Mr. Roberts has to his credit eight or ten years experience with machinery and implements and I feel that you will find him competent to care for any work in his line.

Aside from the regular line of implements, I have several used one row listers, John Deere, Oliver and P. & O. Come get our prices on these used listers.

Owing to the work that has been under way in the building the last few days I have been unable to care for customers as I would like but we will have this work completed in a few days and will then be able to care for your needs more satisfactorily.

VISIT US IN OUR NEW HOME

D. W. FYFFE

They are Here



FASHIONABLE NEW COATS
FEATURE UNIQUE DETAILS

Developed of Charmeen, Twills, Broadcloths, and Velour de Laines; all favored spring shades.

\$15.00 to \$32.00



NEW SPRING TAILORS
Of Easy Grace

In key with the new Spring are these suits of Twills, Coverts, Tweeds and Mixtures.

\$22.50 to \$29.50



NEW SPRING SLIPPERS

Black, Patent, Honey Biege and Grey with High, Block and Baby Louis Heels, in Ties, Straps and Pumps.

\$5, — \$6.95 — \$7.50

Baker, Hanna & Company

Floydada, Texas