

THE FLOYD COUNTY HESPERIAN

VOLUME 35

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 7, 1929.

NUMBER 50

MARTIN'S NEW STORE MAKES FIRST BOW TO PUBLIC FRIDAY

Minutest Detail Carefully Worked Out in Floydada's New Store

Make Shopping Easy Is Slogan Throughout

\$30,000 Structure One of Beauty And Convenience of Arrangement.

Exemplifying in its very design the extreme care with which the business has been developed, the new home of the Martin Dry Goods Company stands as a monument not only to civic development but also to the keen foresight of two men who have placed their faith in Floyd County.

Patrons Pay Tribute

To J. G. Martin and Claude Martin, Floydada and the patrons in its progressive territory this week pay tribute.

To the firm the opening of the new building marks more than a milestone—it represents a peak of progress, attained after years of service to a clientele that year after year has given an increasing endorsement to consistent policies and quality merchandise.

And to the city of Floydada proper, the addition of a \$30,000 structure to the business section means development of an inestimable value.

Beautiful architectural lines and designs, complete facilities, modern equipment, excellent display and complete to the last detail characterize in brief the new merchandise home—a premier department store of the South Plains.

H. E. Cannaday, general contractor, of this city was awarded the contract for construction. All materials were furnished through the South Plains Lumber Company.

Smith Was Architect

J. Roy Smith, 310-11 Blackburn Building, Amarillo, and his associate, George F. Preston, were architects developing the general plans and incorporating special ideas of J. G. and Claude Martin. The beautiful interior which adds the distinctive quality to the entire store was designed by the Grand Rapids Store Equipment Corporation of Grand Rapids, Michigan. This company also placed all the fixtures for goods display, including show cases, counters, racks and stands.

Hardwood floors throughout have been laid in the building and this detail, alone, indicates the quality of the materials used in the new structure and is the basis for the assertion that Martin Dry Goods Company's home is one of the very finest in the Southwest. The floor finishing was the work of H. M. McDonald.

Big Show Windows

Ninety-five feet of snow window space, 75 feet on the north front and 20 feet on the east, provides space for ample display. Forty-two electric lights have been placed for illumination at night and have been so arranged to give the best possible display.

Stone at the bottom of the main front columns add to the general outside appearance of the building, which has been trimmed in black and tan tile. "Pearl of Arkansas" Brick have been used for the finishing wall on the exterior.

On the east side there are six ventilating steel frame windows. A double door on the east will be used for receiving goods and opens into the special room where the goods will be checked and marked.

At the front, two doors afford entrance to the store. The arrangement is a novel one and as pointed out by Mr. Martin is much more satisfactory than double swinging doors. A 10-inch column has been placed between the two doors and a person entering does not interfere with an individual making an exit, he pointed out.

Has Mezzanine Floor

Immediately above the entrance, the offices of the managers, credit department, accounting and advertising have been arranged on the mezzanine floor. Entrance steps leading to the offices are located on the east side.

Outside windows to the offices open on the north, the building facing north on West California Street. While the building proper is only one story in height, the foundations and walls have been constructed to accommodate a second floor. The eighteen-foot ceiling gives ample room for the mezzanine floor.

The men's section is on the east side and the women's section is on the west side of the building. A nicely furnished ladies rest room and lounge is in the south end.

In the women's department there are three fitting rooms for the ready-to-wear division. The ready-to-wear and millinery departments are located in the rear of the women's division proper.

Special Drapery Window

A beautiful interior window on the west side has been incorporated as an unusual feature. It will

(Continued on back page)

CAGE TOURNAMENT OPENS TOMORROW

Fourteen Teams Enter South Plains Basketball Meet Here This Week-end.

Despite the fact that sickness, conflicting dates and county meets have reduced the number of teams entering the South Plains Basketball Tournament to be held in this city Friday and Saturday to fourteen teams, officials have expressed belief that the games will be hotly contested and the winning team will truly be champions in every sense of the word. Beginning at 1 p. m. Friday afternoon, the games will continue through Friday and Saturday at the Andrews Ward Gymnasium.

Two Hundred Expected

It has been estimated that approximately two hundred of the best basketball players on the South Plains and an equal number of cage fans from all sections of the Panhandle will visit Floydada upon the opening date of the tournament. This year marks the third years that the unofficial tournament has been held in this city and it has proven such a success that many other towns over this section are adopting the plan. All games will take place at the Andrews gym and many extra seats are being arranged to accommodate the crowds that are expected to witness the games.

Jack Woodward, of Plainview, and Dave Waldron, member of the Andrews Ward faculty, will officiate the games. The schools who have entered teams, to date, are Idalou, Olton, Quitaque, Silverton, Floydada, Petersburg, Acuff, Post, Wilson, Amherst, Slaton, Lockney and Ralls. Efforts are being made by Whirlwind Coach Troy Jones to secure two more teams to enter the tournament in order to make eliminations easier.

Hours for Games

The schedule for the games, as worked out by Superintendent W. E. Patty, Coach Jones, and Ed Bishop, secretary of the Chamber of Commerce, is as follows: Idalou versus Olton, at one p. m. Friday; Quitaque versus Silverton at two p. m. Friday; Floydada versus Petersburg at three p. m.; Acuff versus Post at four p. m. Friday; Wilson versus Plainview at 7:30 p. m. Friday; Amherst versus Slaton at 8:30 p. m. Friday. In case two more teams are secured, Lockney will play one of the teams at 9:30 p. m. Friday and Ralls will play the other at 10:30 p. m. Friday. In case other teams are not secured for the tournament, Ralls and Lockney teams will not participate in the first preliminaries, but will enter the second preliminaries if it is planned.

Under this plan, there will be four games in the second preliminaries, which will begin at about 10 o'clock on Saturday morning. The winner of the Idalou-Olton game will play the winner of the Silverton-Quitaque game, and so forth until all games in the second preliminaries have been played off.

Semi-finals in the tournament will be played Saturday afternoon at three o'clock between the winning team out of the first eight teams, and the winner out of the second six or eight. The final championship game will be played Saturday night at 7:30 p. m.

Awards for Winners

The Floydada Chamber of Commerce is presenting a large silver trophy to the school sending the winning team to the South Plains Basketball Tournament this week. The trophy is now on display in a down-town show window. Miniature gold basketball charms are being presented to the individual members of the championship team, and small silver basketball charms to the members of the team which wins second place at the meet.

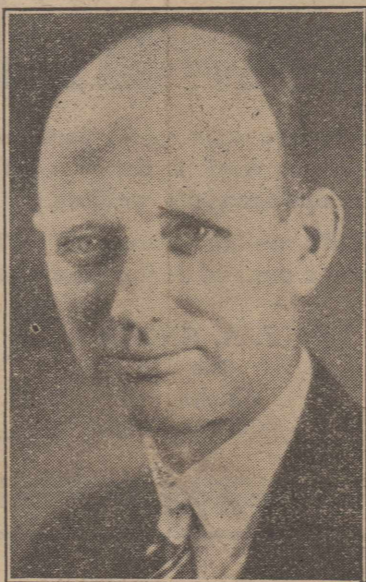
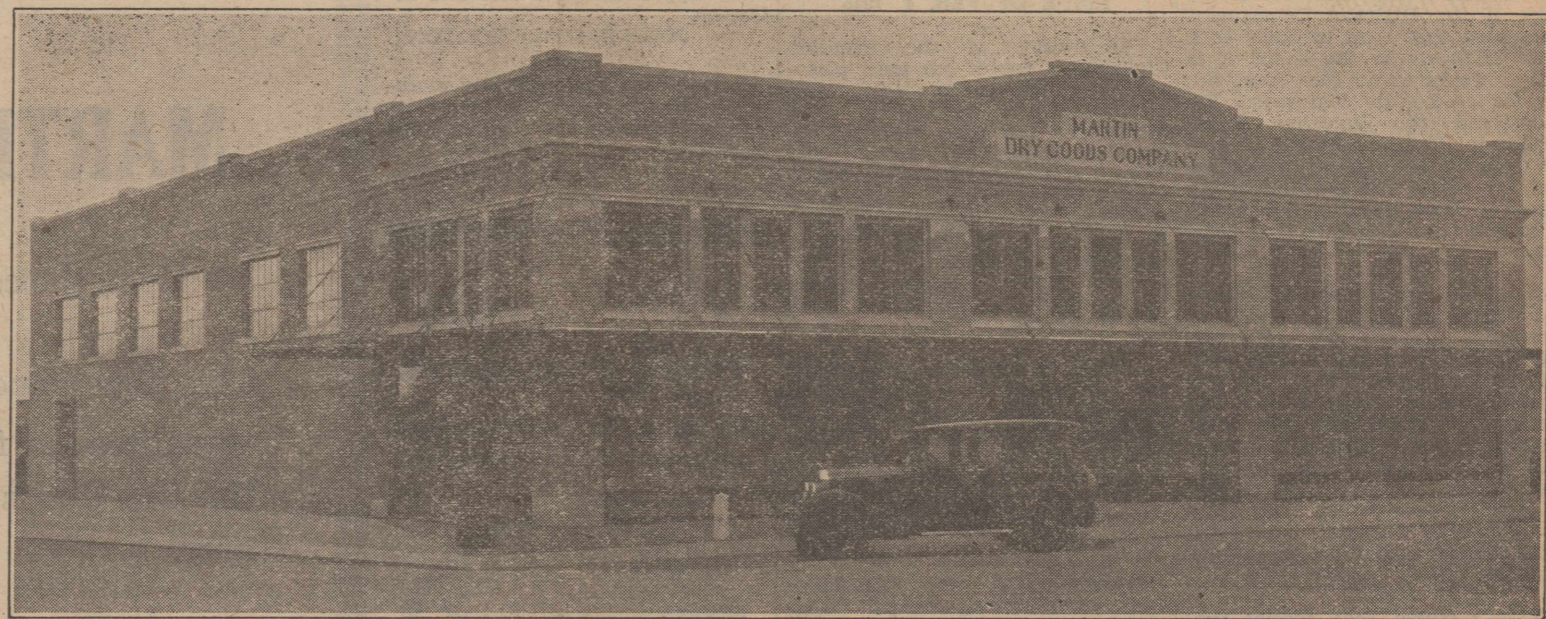
The South Plains Tournament is sponsored by the Floydada High School Whirlwind team each year. Rooms and beds have been promised the members of the visiting teams and Supt. Patty and officials are requesting that anyone who can accommodate one or more boys, please call the high school before Friday noon. Citizens are not asked to furnish meals for the visitors. The F. H. S. pep squad has charge of this phase of the tournament. Season tickets which will admit the holder to all of the games are now on sale.

SELLS MANY LIGHT PLANTS IN THIS SECTION OF CO.

A solid carload of Delco-Light plants is enroute to E. W. Kinney, Delco dealer in this territory, for delivery to and installation in farm homes, forty-five complete plants being included in the shipment.

Approximately half of these plants have been sold in the communities adjacent to Floydada, by R. B. Gary and W. E. Lee, who are salesmen in this territory. Wiring the houses for the new light systems is being done by Mr. Gary.

New Home Of The Martin Dry Goods Company And Men Who Are Responsible For it



At the top is pictured the new department store of Martin Dry Goods Company, a \$30,000 investment at the corner of California and Fifth Streets, where "The Store With the Goods" is now housed. Below are J. G. Martin (left) and Claude Martin, the owners.

Customers And Friends Asked To Big Opening

Thousands Expected to Visit South Plains' Newest And Finest.

"You're invited to attend our formal opening, Friday, February 1, afternoon and evening, and we anticipate your visit for inspection of our new \$30,000 home on West California Street at 2 o'clock," is the general invitation broadcast today by Martin Dry Goods Company.

Invitations Sent Thousands

Thousands of invitations have been sent residents of Floydada and surrounding communities and towns. Guests of the firm will be shown through the store and employees will point out the many features that have been incorporated in the building.

J. G. Martin and Claude Martin, brothers and owners of the firm, announced this morning that everything was in readiness for the reception of the hundreds of visitors expected.

"We take great pride in announcing the completion of our new home and as we throw open our doors we want our many friends and patrons to come and share with us our spirit of celebration," J. G. Martin said this morning.

Needed More Room

"All of our plans," Mr. Martin continued, "have been made with the sole view of saving room in which to display merchandise. We felt the need for larger quarters to give the kind of service that we believe our patrons expect and the new building represents the realization of our hopes and dreams.

"We hope and believe that we have the most complete department store in this section of the state. We have made every attempt to plan a store that will be in keeping with the civic progress of Floydada and West Texas.

"We have enjoyed a rapid growth of business and we have made this large investment to state in a measure our belief in the future of this city and its surrounding trade territory."

Claude Martin, the junior member of the firm, this morning on the eve of the opening in the new quarters said, "All of our efforts have been directed for the realization of one aim—to have the facilities to give prompt efficient service."

Comfort Is Feature

"Even to the most minute detail, we have planned for the comfort of our customers and get Comfort and ease in shopping be our features always.

"Display is an important item to which we have given a great deal of attention. We want our customers to see exactly how the materials are made and the methods of workmanship employed.

"Proper lighting, heating and ventilation are other details that are really important matters and we have given time and thought to them. We are especially anxious that everyone attend our formal opening in order that we may explain at that time all of the features that have been worked out in our new building.

"Come to see us, everybody," he concluded.

The regular personnel of Martin Dry Goods Company is as follows: J. G. Martin, C. M. Martin, S. W. Ross, W. B. Hall, Roy Eubank, Randall Alexander, Truett Butler, Mrs. Bertha Savage, Mrs. W. H. Edwards, Mrs. Jewell McLaughlin and Mrs. H. A. Flippin.

No merchandising will be attempted Friday afternoon or night, the management of the store announced, and a musical program is planned.

Removal Completed Friday

All goods from the former location in the Masonic Building on the west side of the square were removed the past week, the work having been completed Friday last.

'MISS MOLLY,' COMEDY PLAY FRIDAY NIGHT AT BLANCO

For the entertainment of the community a play entitled "Miss Molly" which has been prepared by the teachers, of the school, Mr. and Mrs. Williams, and the school children will be presented at the Blanco school house Friday night, February 8. No admittance will be charged. They invite the general public to attend.

Musical numbers have been prepared for between acts and much time has been spent in rehearsing the play. An evening of real entertainment is promised to those who attend.

HARMONY BOX SUPPER

A box supper is announced to be held at Harmony Wednesday night of next week, February 13, the proceeds from which will be used to pay on the new light system in the school house.

A big crowd and an enjoyable evening is anticipated.

History of Martin's Began in Floyd's Pioneer Days

One Big Family Of Co-Workers Is Martin Plan

At Martin's it's just one big family—no titles and division lines of superiority for employees.

"We operate on as simple a basis as possible. Our policy is to give prompt, efficient service and at the same time try to make our customers feel at ease. If a clerk has to worry about some individual in a superior position coming around to check over his work every few minutes the customer would not receive the careful attention that he or she should be given by the employee.

"Yes, just one big family of co-workers, giving our best in service, describes our personnel," says J. G. and Claude Martin, managers and owners of the Martin Dry Goods Company.

MOTHER OF MRS. McDONALD DIES AT W. VIRGINIA HOME

Mrs. J. D. Berry, of Augusta, West Virginia, mother of Mrs. L. C. McDonald, of this city, died suddenly Tuesday morning at her home at Augusta, according to a message received Tuesday by Mrs. McDonald. Mrs. McDonald was unable to attend the funeral services because of the great distance to the Virginia homestead.

The deceased was 75 years of age at the time of her death. Funeral services will be held Thursday at the Berry home in Augusta, and interment will be made in the Augusta cemetery. She is survived by one son and four daughters.

MUCH INTEREST SHOWN IN RUMELY TRACTOR SCHOOL

Actual demonstrations, motion pictures and lectures on the work done by the Rumely Tractors and combines received the favorable attention of a large number of Floyd County farmers last Tuesday morning and afternoon when the Eleventh Annual Tractor School was held in this city. D. W. Fyffe, local Rumely dealer, reported good attendance at both morning and afternoon classes of the school, and much interest was shown in the demonstrations.

The main idea conveyed to the farmers who attended the school was the value of using power farm machinery for all phases of farm work. The lectures and picture films were shown in the county court room and the demonstrations near the D. W. Fyffe Implement store.

Near a capacity house was present at both classes of the school, it was reported.

FARM BUREAU DIRECTORS TO MEET WEDNESDAY, FEB. 13

Directors of the Farm Bureau will meet Wednesday, February 13 at 2 o'clock p. m., at Floydada according to announcement made this week by Arthur Beedy president of the organization.

Mr. Beedy asked that all farmers or anyone else interested in agriculture, attend the meeting and hear the report of the delegates, who attended the annual convention at Dallas last month.

Directors are urged to be present at 2 o'clock sharp.

Club Boys To Finance Father-Son Banquet

High School Vocational Agriculture Class to Honor Fathers February 14.

Fathers of boys in the Vocational Agricultural class of Floydada will be honor guests at a banquet in the basement of the First Baptist church here Thursday evening of next week, February 14, the unique plan to show their appreciation of their dads having been planned for several days by the members of the class, who are formed into a club known as the Future Farmers of Texas Club.

"All the details have not been worked out at this date," O. T. Williams, teacher of the class, said yesterday afternoon. "However, arrangements for the program are now being made and we expect to be able to announce the speaker for the evening probably this week." The thing about it that appeals to men most strongly is that the whole matter is being planned by the boys, is being financed by them.

Fathers will be the honor guests of the evening. And the likelihood is that more than a hundred persons will be present, since there are fifty-seven of the boys, and a few outsiders will be invited. Mr. Williams said.

BOX SUPPER PROGRAM AT LAKEVIEW FRIDAY, FEB. 8.

Lakeview Home Demonstration Club will have a box supper at the school house Friday night, February 8 at 8 o'clock. It was planned for Friday night February 1, but was postponed on account of the inclement weather.

A program will precede the auction of the boxes and is as follows: Piano Duett—Mildred Luttrall and Mary Lois Conway. Reading, "Home"—Alta Lloyd. Reading, "Betty at the Baseball Game"—Lucille Warren.

Short Talks on Club Work—Mrs. W. E. Miller, Mrs. A. R. Hanna of Sand Hill and Mrs. C. A. Caffee, of Antelope.

Talk on 4H Club Work—Price Scott.

Auction of boxes.

A cake will be given to the most popular girl and a cake of soap to the ugliest boy.

The proceeds will be used to defray expenses of a club member to A. & M. Short Course.

Cannaday And Lumber Near Synonymous Term

General Contractor and Dealer, Brothers, Have Served This Area for Twenty Years.

H. E. Cannaday, the contractor on the Martin Dry Goods Company's new department store, and W. I. Cannaday, the general manager and large stockholder of the South Plains Lumber Company, are two good examples of the success that comes from hard work and concentration on the job.

Each, in his line, concentrating on the job at hand, has developed and grown with the country in the twenty years just past. W. I. as a distributor of building materials and H. E. as a contractor and builder. Twenty years ago they landed at Hale Center in Hale County, and since that time they have furnished materials and built homes and business houses, churches and schools in practically every portion of Floyd, Hale, Briscoe, Motley and Crosby County.

While South Plains Lumber Company, at that name, has not been operating in this section for twenty years, it is the logical outgrowth of the modest beginning made back in 1907 or 1908 when W. I. Cannaday sold his first load of lumber. Now he is associated with some of the strongest business men in this section in developing a lumber distributing business that has yards at eight points and is one of the outstanding concerns that is bending its efforts toward development of the section. Thos. Montgomery, one of West Texas' outstanding cattlemen and financiers, is president of the organization.

Features Quality Building

The Martin building just completed by H. E. Cannaday is another example of the quality type of buildings which he builds. In 1928 Mr. Cannaday did the largest volume of business in his career as a contractor, and a portion of this business he obtained on the reputation he holds as a contractor who puts quality above other considerations.

Mr. and Mrs. A. E. Tinnin and sons, left Thursday for Flagstaff, Ariz., for a visit with their son Ollie. From there they will go to Los Angeles for an extended visit with their daughter, Mrs. Zona Bills. They leased the Tourist Hotel to Mr. and Mrs. John Waddington.

The Floyd Co. Hesperian

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HOMER STEEN
Editor and Manager

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SUBSCRIPTION PRICES
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Six Months85
Three Months45
In Advance

Advertising Rates Furnished on Ap-
plication.

THEY HAVE SERVED WELL

When a worthy citizen or firm
signals a mile-position their jour-
ney in achievement it is befitting
that their fellow-citizens, neigh-
bors, friends, competitors, all, join
in expressions of appreciation and
good wishes such as has marked
and is marking the progress of
Martin Dry Goods Company.

This week the firm announces
their formal opening, their first
wave of greeting from their new
home. And the chorus of the well-
wishes must be gratifying to the
Martin's and their big corps of
helpers.

That the firm has grown gradu-
ally throughout good years and bad
is due in large measure to the fact
that their merchandising has been
on a high plane, that they have
used printer's ink judiciously, and
have lived up to their slogan, "The
Store With the Goods," is the be-
lief of this newspaper.

We join in the company of well-
wishers, and feel they deserve it
all because they have served well.

IN THE RIGHT CHANNEL

Farmers of Floyd County, who
have given evidence of their inter-
est in the cream market during
the past week, have also given evi-
dence that they in large numbers
have definitely concluded the dairy
business is a good one to make a
permanent part of the farming
program. During 1928 the products
of the dairy cow meant a great deal
in the business channels of the
county. Realization of the fact
must have been brought home to
everyone, when with a wheat crop
of very small proportions and a
cotton crop, the gathering and mar-
keting of which was beset with
bad weather, the debits of the peo-
ple of the county have gradually
diminished rather than increased,
although this young county is a
borrowing section and its interest
bill is something tremendous.

The business of getting more
money for their cream through the
offering of a product of better qual-
ity, and through any other form of
barter that is fair to themselves
and consuming public, is part and
parcel of the job of developing the
industry. The progress of the
marketing undertaking begun by
them will thus be watched with
sympathetic interest by those of
us, who, although on the side-lines
so far as actual participation is con-
cerned, stand to win or lose with
them.

UNDERSTANDING IS IMPOR- TANT

For all is said, understanding
the factors that affect a
enterprise are important to
the fare of those who are to be
served by it. For instance, how
much is your guess that it has cost
the farmers of Texas in the past
fifty years not to know more about
the cotton they have raised—its
quality, its length of fibre and its
fair market value? Not that they
have been preyed upon necessarily,
but that a man can't sell intelli-
gently unless he knows what he has
to sell and the factors that affect
it in the market.

Thus, we feel that whether pro-
ducers in the past ten years have
gained or lost in their efforts to-
ward doing their own marketing,
they have gained immeasurably in
an intelligent understanding of
their products and their markets.
If there are abuses they will know
about them, where they are, at
least much more than if they had
not given the subject intensive study
that they have.

And so it is with the cream
marketing plans begun. No busi-
ness enterprise has a definite cer-
tainty of succeeding. There are no
sure bets, so far as we know. But
the people who have been engaged
and plan to engage further in the
cream business are going to learn
tremendously both relative to pro-
duction and handling before it
reaches the market, and after the
marketing stage arrives as well. It
augurs well. The greater the en-
lightenment, the greater the pros-
pect of success in the long run.

MUCH ADO ABOUT NOTHING

We wouldn't say the legislature
is not doing the wise thing in de-
termining during the past week
that practically all their efforts
this session are going to be given
over to investigations of various
and sundry kinds. We do think
that certainly our body of repre-
sentatives have gone further than
they should have gone, and further
than the results of their labors will
justify in including too many de-
partments in their probe.

We are weakened on the probable
value of the investigation of the
highway department and the af-
fairs of the governor's office be-
cause these investigation votes
were preceded by the determina-
tion to investigate the land office.
We feel sure we are right when we
say that most everybody in West
Texas thinks Land Commissioner
Robison's job is handled more ef-
ficiently under the laws by which
he is governed than are the jobs
of the investigators, that in the
padding that has been going on,
the strap may have fallen into the

pupil's rather than the master's
hands.

Especially in view of the dusty
tomes of prison investigation litera-
ture now gracing the cobwebby
archives at Austin, productive of a
total of nothing at a cost of a mil-
lion or more, do we think that the
investigations gotten under way will
be much ado about nothing.



With Old Battleaxe (Himself)

'Round The Square

Dear Brethren and sistern:—Old
Battleaxe is going to start off his
little spam this week on roads.
Now, we ain't going to talk about
good roads—which Floyd County
ain't got; but we are going to talk
about bad roads—which we ain't
got nothin' else but. Honestly,
folks, if the Highway Department
designated that road to Ralls as a
State Highway in the shape it is
today, Texas would soon lose her
rep for good state highways. We
understand the Wrecking House
Dealers in Floydada, Ralls and Post
are opposing the movement because
they are afraid the state might try
dragging them about every month
or so and ruin their wrecking busi-
ness.

Tomorrow, and Saturday Floyd-
ada will be visited by hundreds of
basketball players and fans who
will attend the South Plains Bas-
ketball tournament. It is very im-
portant that we make a good im-
pression on these boys who visit
our city, 'cause you must remember
that we old folks can't last for-
ever and our positions must be fil-
led by those young 'uns. The high-
est types of manhood are often
those that participate in high school
athletics.

It is rumored that special pre-
cautions will be taken Sunday to
guard prisoners in the County Jail.
The last time the Floydada Muni-
cipal Band gave a concert, three
tried to break out.

Floydada Lions Club is taking ac-
tion to prevent children from play-
ing on the streets, especially the
park streets. One fellow Lion
says that "Little Johnnie may be
the apple of his mother's eye, but
he'll look more like apple-butter if
he keeps skating on the streets"

"Very quaint, unusual and uni-
que."

So sayeth a female visitor to our
city this week when she saw the
Court House. Now, we ask you, is
this nice? That aint no fittin' way
to talk about the "pride of Floyd
County." Maybe it's cause we ain't
got no paint, much, on it. Maybe.

That guy on California Street
says that he would use the type-
writer more often, but he has to
use the "Bible System" of writing
on one—"Seek and ye shall find."

Dad bum, O. B. has always said
that we ought to have more fac-
tories in the South. Here, we have
to send our City Councilmen all
the way up to Schenectady or some
other foreign seaport after a street
sweeper. Then after they get it,
just imagine having to roll the dog

gone thing all the way back home.
That would be one way of cleaning
up the country, to say the least.
But, anyway, we ain't getting that
street sweeper fast.

Our future is ruined! The secret
has got out that O. B. is a Batch-
elor. One of those twelve men who
read this column wants to know the
definition of a bachelor. Well, a
bachelor is a man who gets just
half as much mileage out of a pair
of sox as a married man. Witness
our sox and pity the poor married
man.

"This must be the end" said the
snake as he met himself coming
around a post.

FLOYD COUNTY 14 YEARS AGO

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

ISSUE OF FEB. 4, 1915

The members of the Carnation
Club report one of the most pleas-
ant meetings of the season with
Mrs. McMillan as hostess. Mrs.
McKinnon won high score at the
game of Progressive Rook. Del-
ightful refreshments were served to
the following guests: Mesdames
Andrews, Cannaday, Donaldson,
Butler, Farris, McKinnon, Reagan,
Boerner, Ivey, Starks, Green, Mc-
Cleskey, Bruner, Hughes, Truitt,
Young, Stallings, and Misses King
and McKinnon.

L. Ball, of the Petersburg neigh-
borhood, delivered a little over 27
tons of maize in Floydada last
Saturday morning on one trip, and
received for the lot a check for
\$449.94 at the rate of \$16.50 per ton.
The feed was delivered to B. F.
Yearwood, and was hauled to town
in 12 wagons.

Sticklers who were dissatisfied
with the shocking narrow skirts
will now be in the second heaven
for we are to have this spring—
they're already on the scene,—big
wide skirts. The scant yard-around
the bottom skirt that took only
four or five yards of goods to make
up, is succeeded by the five yard
around the bottom style and the
lord of the household must dig up
for eight or ten yards. Even two
and a half yards around the bottom
will be the conservative width of
dresses. The hubbard shocked the
stickler when it came into style—
and now this.

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

Every Woman Knows

Every woman knows how easy it is
to burn or scald herself while working
in her home. Every woman knows that
these burns and scalds are painful and
sometimes very slow to heal. Every
woman should know that the pain of
burns and scalds will be quickly re-
lieved, infection positively prevented
and speedy healing assured if Liquid
Borozone is instantly applied. Get a
bottle of Liquid Borozone and keep it
handy in your medicine cabinet. Sold by
Floydada Drug Co.

-Political- Announcements

I am a candidate for the office of
Mayor of Floydada and will appre-
ciate your vote and influence in
the city election.

W. C. HANNA.

Your vote and influence will be
appreciated in my race for the of-
fice of Mayor of Floydada in the
city election April 2, 1929.

L. B. MAXEY.

As a candidate for the office of
City Marshal of Floydada, I will
appreciate your vote and influence
in the city election.

ED. GRIFFIN.

I am a candidate for re-election
as City Secretary of Floydada and
will appreciate your vote and in-
fluence.

BURL BEDFORD.

As a candidate for City Secretary
of Floydada in the election April 2
I will appreciate your vote and in-
fluence.

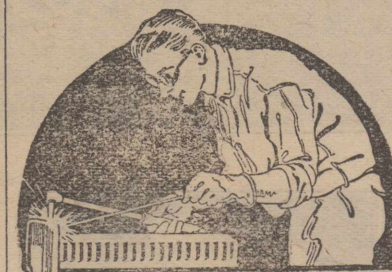
JOHN E. (Maj.) HORTON

I am a candidate for city secre-
tary and will appreciate your vote
and influence in the election April
2, 1929.

W. M. COLVILLE.

Don't swear When It Breaks!

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



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

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

J. A. ENOCH
The Best
Blacksmith
On The Plains

A SUNKEN SKYSCRAPER

The child's conception of things
in the Orient being topsy-turvy is
upheld by a Japanese project for
a downstair skyscraper, eighty
stories deep. This building, which
would be built down into the earth

1,100 feet, is designed in defiance
of earthquakes. This world's deep-
est skyscraper is planned for Tokio
where earthquake-proof architec-
ture has been a serious problem
ever since the disastrous quake of
1923. Designs for the building
are in the form of a huge circular

well of steel framework. Ele-
vators, ventilating airshafts, tele-
phones and electric lights are pro-
vided for. The cost is set at about
\$11,000,000. The Shin Nippon Con-
struction Company is interested in
the project.—London News.

Congratulations

TO THE

MARTIN DRY GOODS CO.

Upon the completion of their new \$30,000 Home.

This new home reflects the progress of Floydada, and
visualizes her future. We feel justly proud of the Mar-
tin Dry Goods Company because of their progressive-
ness.

LET'S BUILD MORE BUILDINGS LIKE THIS!

HIGGINBOTHAM - BARTLETT COMPANY

"Everything to Build Anything"

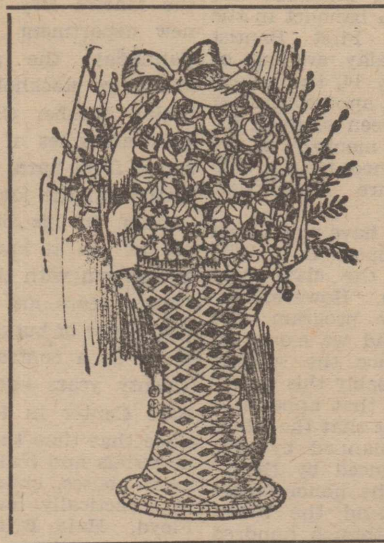
"Flowers For The Living"

As the individual businesses and
enterprises of a community grow, so
does that community grow; as the
firms that make up a city or town
make strides forward so is every resi-
dent of the city brought another step
forward toward greater accomplish-
ments.

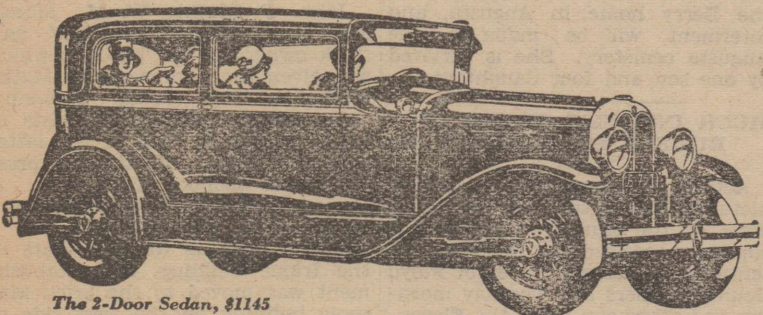
Thus do we find that the thing the
Martin Dry Goods Company is doing
in bringing to this community its
great store is reflected in benefits
and betterments to their neighbors,
their competitors and their custo-
mers, as well as to themselves.

No man liveth to himself. And it
is with more than passing pride that
we record the beginning of this new
era for Martin's, and join with our
neighbors in appreciation of their ef-
forts.

This milestone in their progress
creates in everyone of us great-
er pride in our community, and
greater determination to serve
better that we may prosper
more.



THE MOST SURPRISING THING ABOUT IT Is the Price



The 2-Door Sedan, \$1145
Body by Fisher

All America is being captivated by the New Oak-
land All-American. By its vivid new style and
vaguish new beauty. By its surging power, its
flashing pick-up and speed... What an oppor-
tunity for motor car buyers... a car of All-Ameri-
can quality for as little as \$1145! Considering its
magnificent new bodies by Fisher... the most
surprising thing about it is the price.

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

Scoggin-Dickey Motor Co.
Floydada, Texas

A NEW Product of
ALL-AMERICAN SIX General Motors
BY OAKLAND

Floyd County Hesperian

An Expression Of Appreciation

And

An Invitation

To The Formal Opening Of Our New Home

The history - - -

THE HISTORY of this institution is no Aladdin's story. There's no magic or mystery about it and there's nothing mysterious about us . . . we have tried merely to apply some of our own principles of merchandising to our business . . . doing the things which, to us, seemed logical, sound and simple.

That we have enjoyed a steady, continuous growth from the day we opened our doors, we attribute as much to the progress of Floydada and its communities, as to the guiding principles upon which our business was founded eighteen years ago.

We sing no praises of our efforts, nor have we any apologies to make . . . but humbly we are content to take our place among the ranks with those whose planning and foresight are placing Floydada to the forefront.

. . . if we have measured up to the ideals of Service which we propounded in the beginning, it is because you have encouraged us;

. . . if we have permitted no compromise with our creed of Courtesy, Truth, Liberality and Value, it is because we recognize there is just one best way of doing business.

Our institution is your institution. You have helped us in the erection of a home for better Service and we pause and say that always—

“We Thank You”

We extend - - -

WE EXTEND this special and personal invitation for you to come and inspect our new merchandise home. We are proud of this accomplishment and we are anxious to have you come and celebrate this occasion with us.

Everything is ready—and we are expecting you—

Friday, February 8

AFTERNOON AND EVENING
201-3-5 West California Street

In making our plans for our formal opening as during our work in all of our eighteen years, we have approached the smallest detail with infinite pains. And in the future, as in the past, we will spare neither time nor effort to eliminate the element of chance from even the most trivial transaction; always striving to make by every means possible the goods and the service you receive here—whether today or tomorrow—as nearly completely satisfactory as is humanly possible.

We ask no applause for this attitude. It is a debt—a duty—a point of honor between you and us.

Pride in our position, as well as our sense of responsibility, demands that we SERVE to the utmost of our ability.

And before we say something of the future, of the tomorrow, let us pause and say once more—

“We Invite You”

And Now---Looking Forward!

Upon the threshold of another quarter century, with the bright glow of tomorrow's dawn in our hearts, let us reaffirm our ideals of Service to you.

It is our hope, it shall be our aim, that in the not far distant future, in this Greater Martin's there will develop a business befitting the expectations of all who have helped build this store into an institution . . . and fulfilling the trust we have in a Greater Floydada, a Greater West Texas.

Thus do we maintain our faith in the future . . . with the years that start Friday!

The Martin Dry Goods Company

“The Store With The Goods”
FLOYDADA, TEXAS

**Advance Showing
1929 Spring Hats**

Just the kind of hats that smart women will wear will be found in this advance showing of Hats. Choicest of straws in most fascinating weaves and colors. Every hat delightfully trimmed and detailed.

\$3.95 and \$5.75



MARTIN DRY GOODS

GRAND

SATURDAY MORNING WE OPEN OUR NEW STORE FOR BUSINESS, PRESENTING FOR THE FIRST TIME MERCHANDISE THAT HAS NEVER BEEN SHOWN BEFORE. WE HAVE BEEN MAKING PREPARATIONS FOR THIS EVENT FOR WEEKS AND WE WANT YOU TO COME AND INSPECT THE MERCHANDISE PROVIDED FOR WITH SPARKLING NEW MERCHANDISE AND WE WANT YOU TO COME AND INSPECT THE MERCHANDISE AT PRICES THAT PREVAIL CLEAR THROUGH THE STORE.

Spring Modes Are Here

Friday our Advance Spring Showing will be in full swing sponsoring all the new fashion dictates that women are anxiously awaiting to inspect. We cordially invite you and your friends to ramble through our spring selection and see for yourself what Dame Fashion predicts as the coming new apparel for Spring.

An enchanting array of the smartest advance models, just unwrapped from their tissue boxes. You will find dresses for every occasion in this assortment. Plenty of styles. All so smart, all so new, offered at these low attractive prices.

Three Wonderful Groups
\$11.85 \$16.75 \$33.50



The New Spring Coats

The New Spring coats are smarter than ever in loveliest sports and dress fabrics. New seamings, clever lines and expertly tailored. Wonderful values. And such an array for you to make your selections from. We urge you to see this showing early while the stock is complete.

We are showing three wonderful price groups. Values that are easily worth from \$39.00 to \$45.00—

Special at— \$15.00 \$25.00 \$33.50

We want you, our customer, to be our first in our new home. We want you to feel free at any time to come to our home, to feel free at any time to inspect our merchandise and about the price. We want you to familiarize yourselves with everything we have. For that reason we are going to have a grand sale.

Friday, February 7

—from 1:30 to 9:30 p. m. No more time for sale during those hours. We have special music and we want you to come and let us show you the New merchandise.

We Are Having

BED SPREADS

Size 90x105 kinkle bed spread, scalloped all around. Colors of rose, gold and blue.

Each \$1.69

8:00 O'CLOCK FROCKS

8:00 O'Clock House Frocks, well made, fast colors, new style and all sizes.

Each 98c

NEW GINGHAM

A full case new spring Gingham, 32-inches wide, fancy patterns, checks and solids.

Yard 10c

PRINTS

A case new percale prints, yard wide. Guaranteed fast colors.

Yard 19c

A Collection of Advance Footwear Modes

First with the latest—Our striving aim—and these advance models are proof of our endeavors. We invite your inspection.

Pump, strap slippers in novel effects fashioned of smartest leathers including new touches of reptile leathers and trimmings. A host of colors. Attractively priced.



SMART SILKS

The silks have arrived from America's foremost mills. Silks gayer than ever shown before. Silks finer in quality and texture than ever offered before at such low prices. Georgettes, crepes, prints, every desirable color, every wanted pattern.

THE NEW PRINTS!

Dashing—gay—alluring are the new sheer attractive piece goods of this season. Dots, stripes, flower effects, modernistic effects and what not is ready for your choice.



NEW HOUSE FROCKS

You will want three or four of these charming little house frocks that are everything that house frocks should be. With the added charm of gay spring colors. Crisp organdie collars and school girl sashes. Of percale, gingham, printed voile and batiste.

SIZES FOR ALL

Fresh new shipment of "Goodmorning" Frocks just unpacked and shown for the first time Friday.

\$1.98 to \$4.95

Men's HAWK Brand Overalls
Men's Cowden Overalls, you know
Ruffitt Play Suits for the Kid
stripe, blue stripe with blue trim
AGES 2 TO 11
AGES 12 TO 16
MEN'S HOSE—Men's pure silk
A Regular \$1.00 Value,
.....

GOODS COMPANY'S OPENING

THE FIRST TIME A BRILLIANT COLLECTION OF NEW MERCHANDISE THAT HAS NEVER BEFORE SHOWN IN ADVANCE AND NOW WE ARE READY. EVERY DEPARTMENT HAS BEEN REARRANGED AND INSPECT THE NEW MERCHANDISE AND NOTE THE REMARKABLE REASONABLE

...s, to view this showing,
We want you to feel at
... to ask questions about the
prices and to thoroughly fa-
...ry department of our store.
...ing to have open house

Feb. 8th

merchandise will be offered
... We have arranged for
... u to come and be our guest
... Store and the New. Mer-

Expect- You

SHOES FOR MEN

We are showing the snappiest line of men's shoes we have ever shown. A great range of styles and leathers and lasts will be found here. The price range will be very pleasing to you too.



\$5.00 to \$11.00

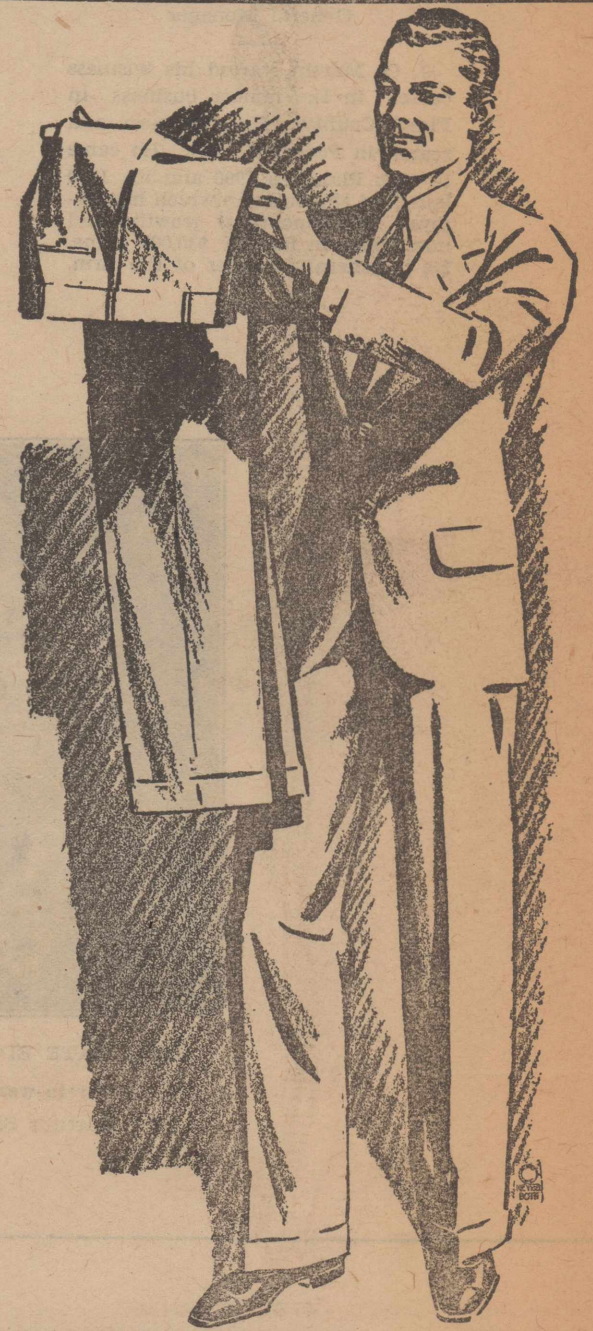
Men, Here Are Values!

Styles that are the chosen colors and patterns that make them the most popular. Every one tailored to perfection. Student and Undergrad Suits made by Seinscheimer of Cincinnati.

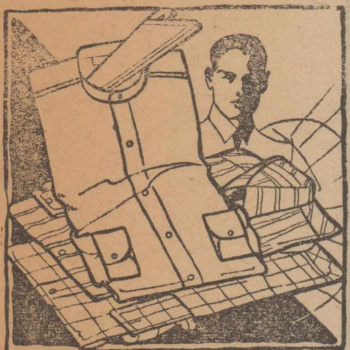
\$19.75 \$25.00 \$29.00

Men's and Young Men's Suits in New Styles that men want—

\$25.00 \$29.00 \$35.00



Our Typical Values!



SHIRTS

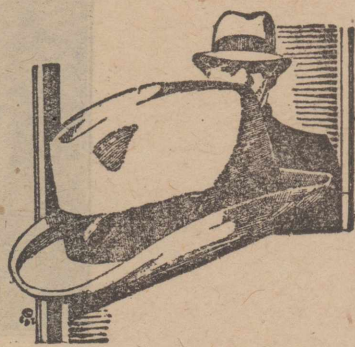
\$1.50 to \$6.50

Plain white and colored shirts with collars attached or unattached. In high grade broadcloth a host of patterns Extra well made. In all sizes.

Men's Hats

New Hats with a dash of spring, new colors and shapes, this new showing of hats will make it easy for you to choose to your particular liking for we show a collection that offers you a very wide choice.

\$4.95 to \$15.00



Sure-fit Caps

The New Surefit caps are here for men and boys. New Spring patterns that are especially appealing. Of course you can find one to your liking and a fit too for they are all adjustable and fit you perfectly.

\$1.00 to \$3.50

...s, the best that is made, PAIR \$1.49
...now how good they are, PAIR \$1.75
...ldies, blue with white stripe, Hong Kong, hickory
...im.
... PAIR 98c
... PAIR \$1.39
...lk full fashioned hose, fancy patterns in all colors.
... PAIR 49c

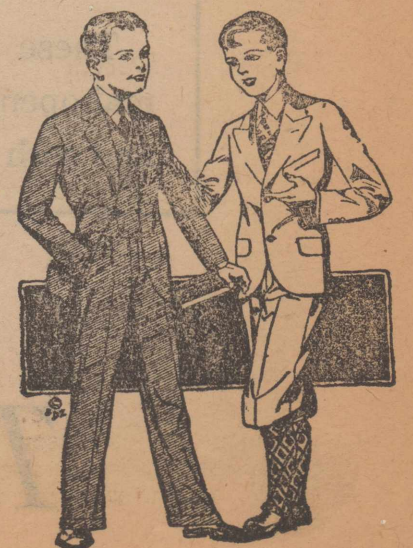
Suits For The Snappy Chaps

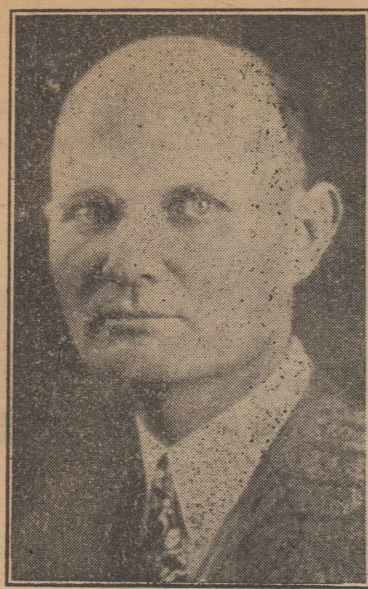
\$14.85

WITH 2 PAIR GOLF PANTS

Suits that youngsters admire because of their style, because they too, appreciate quality and perfect fit. Choice of long trousers or knicker models in double or single breasted styles! Pleated trousers and double breasted vests, if you like.

OTHER SUITS, \$7.95 to \$10.90—2 PANTS





J. G. MARTIN
Senior Member of Firm
General Manager

J. G. Martin started his business career in the lumber business in Floyd County. He was born and reared in Parker County. He came to the Plains in 1906 and in 1910 launched the business which has enjoyed a phenomenal growth and now opens in its new \$30,000 home. He is general manager of the firm.

*Introducing Those Who Serve You
At*

"The Store With The Goods"

Furthering our plan of making ours a more PERSONAL service, we take this means of introducing the members of our firm—just one big family of co-workers, striving always to make you feel our appreciation of your confidence in us which you have expressed by your continued patronage.

There are no titles in our store and informality is encouraged that you may feel more comfortable and "at home" upon any and every occasion of a visit with us.

Members of our staff have hundreds of personal friends in Floyd and adjoining counties and we are anxious to become even better acquainted with these progressive people who are making and developing the Greater West Texas.

When you come to see us, we want to know you and want you to know us, and for this reason we introduce our family—your friends, our co-workers. . . .

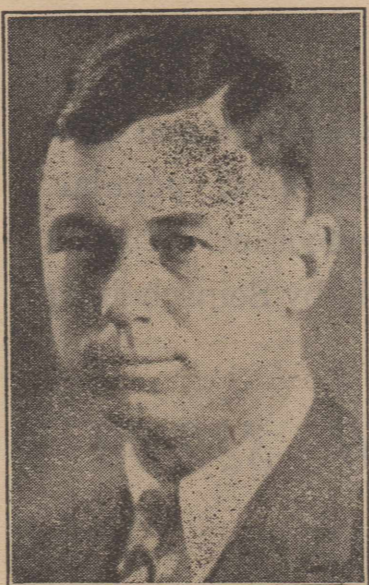


CLAUDE MARTIN
Junior Member of Firm
Office Manager

Claude Martin was first associated with a wholesale grocery establishment at Weatherford. He was also born and reared in Parker County. He moved to West Texas in 1918 and that year purchased interests with his brother and has since been associated with the firm as office manager.



MRS. KATE EDWARDS
Ladies Ready-to-wear, Millinery
With Martin's Six Years

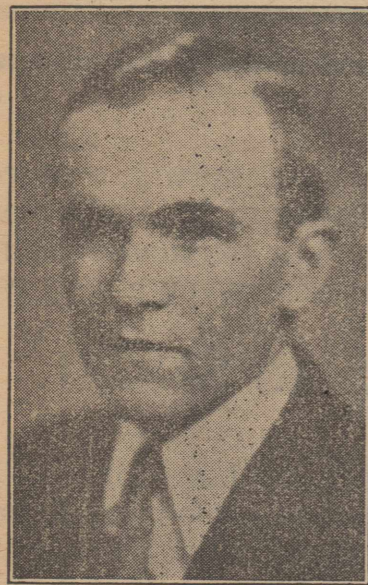


S. W. ROSS
Advertising, Piece Goods, Hosiery

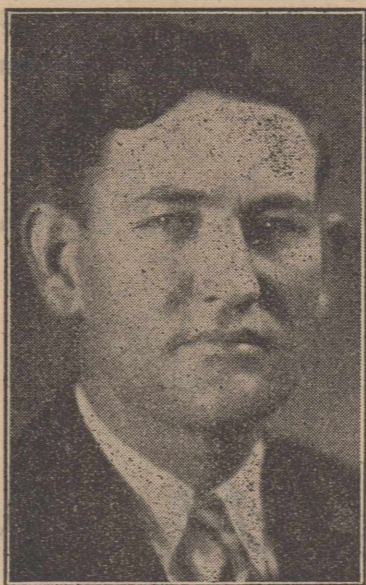
With the exception of the owners and managers, S. W. Ross has been with Martin's for a longer period of years than any other individual. He joined the service staff in 1912 and has been with the firm practically the entire time. He was born in Navarro County and was reared in Wortham, Freestone County. He came to the plains in 1908.



MRS. BERTHA SAVAGE
Piece Goods Department
With Martin's again after an absence of some time.



RANDELL ALEXANDER
Shoes, Men's Apparel
With Martin's Three Years



W. B. HALL
Credits Department
With Martin's Two Years



W. T. BUTLER
Shoes, Men's Apparel Furnishing
Goods.

THEY INVITE YOU!

These members of Martin's extend personal invitations to all their friends and customers to attend our formal opening. They will be here to greet you and show you our new home. They are expecting you to come and with the plans that have been made we hope that we can assure you a pleasant visit.

BE SURE AND COME!

The Martin Dry Goods Company

"The Store With The Goods"

The TOWN DOCTOR

(The Doctor of Towns)

SAYS

MANY TOWNS ARE SO CLOSE TO THE PICTURE THAT THEY CAN'T SEE THE FRAME

The town that cannot be improved upon just isn't! Yet in every community there are "acres of diamonds" that have never been mined.

Mr. Newcomb Carlton, President of the Western Union Telegraph Company says: "The advantages of a community for both business and residence are often lost sight of by its natives. The very obviousness dulls their perception by becoming CONTEMPTUOUSLY FAMILIAR."

It is only natural that to that with which we are most familiar we pay the least attention. A stranger notices the growth of a child much more so than do its parents; candy is no treat to a confectionery store clerk, and a rose in your own front yard is much more attractive to the man in the next block. The grass on the other side of the fence always looks the greenest; the other fellow's business appears to be a "snap"; some other town offers greater possibilities as long as you stand so close to the picture of your town, your community or your neighborhood that you cannot see the fullness thereof.

"Contemptuous familiarity" works both ways and therefore we have sickly cities, callous communities, tired towns, haggard hamlets, and hundreds of vanishing villages, the citizens of which go on about their daily tasks apparently totally unaware of their condition.

The old saying that "There's a little bit of bad in the best of us and a little bit of good in the worst of us" applies to towns and communities as well as to individuals.

What is GOOD about the community where you live? What is BAD? What is there that INVITES? What REPELS? No town can be all good or all bad, therefore, RECOGNIZE that which is good, and capitalize on it—recognize that which is bad, and personally do something to eliminate it!

Don't think that what YOU do won't make any difference for it will! Everybody doing something gets things done; sitting back "letting George do it" never gets ANYTHING done. Your town is your business. Whoever you are—whatever you do—IT'S GOOD business on your part to do every little thing you can to make your town and community a better place in which to live, work, play, and make money. It's POOR business to become oblivious to anything that invites business or repels it.

YOU can't make money unless your neighbor does; you can't get an increase in pay unless the firm does more business; the firm can't do more business unless the community grows—progresses with the times—and prospers. The community can do none of these things efficiently when "contemptuously familiar" with its advantages and dis-advantages.

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

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RED-QUILL RAT POISON NOT HARMFUL TO CHICKS

The control of rats in poultry establishments is usually of great importance, as the abundance of feed in poultry runs almost invariably attracts large numbers of rats, which cause serious losses among the chickens. The question is at times raised as to whether or not red squill, the rat poison now becoming commonly used in such cases, is harmful to the poultry. A number of tests have been made in the laboratory and in the field by the Biological Survey of the United States Department of Agriculture and others to determine the effect of red squill on adult chickens, and up to the present time no record of adult poultry harmed with squill has been received. These tests included in one case two hens fed on a 10 per cent concentration of red-squill rat bait to the exclusion of all other food for a period of six weeks, without apparent injury.

No experiments, however, had been made to determine the effect of

red squill on baby chicks until a recent investigation conducted by a member of the Biological Survey staff in cooperation with the North Carolina State College Experiment Station. In a series of feeding tests baby chicks from 5 to 18 days old were fed varying quantities of 10 per cent powdered red squill mixed with a standard chick-feed formula. In all experiments chicks showed a distinct preference for feed that did not contain squill powder. It was found that chicks are not likely to eat enough feed composed of 10 per cent squill in 1, 2 or 3 feedings to cause death, even when given to the exclusion of other feed, and that a high mortality is not likely to occur when squill feed is exposed to vigorous chicks for five consecutive days when other palatable feed is obtainable. Since chicks show a distinct dislike for red-squill powder, and since it is not highly toxic to them, it may be used with safety as a rat poison in places accessible to chicks if they are well supplied by other more palatable feed and care is taken to prevent them from feeding on squill feed for more than 48 hours.

LAND

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

W. M. Massie & Bro.
Floydada, Texas

NOTICE TO BIDDERS FOR COUNTY DEPOSITORY

The State of Texas, County of Floyd. Notice is hereby given that The Commissioners Court of Floyd County, will consider sealed bids for County Depository and Depository for County and County School Funds on February 11th at 10 a. m. 1929, and shall be for two years from February 11, 1929 to second Monday in February, 1931. All bids shall be deposited with the County Judge of said County not later than 10 o'clock a. m. February 11th, and shall state the amount of interest said bidder pro-

poses to pay on daily average balances monthly, on the first day of each month, for the previous month.

All funds to be secured by Pledge Contract as provided by House Bill No. 517, as passed by the Fortieth Legislature at the Regular Session, The Commissioners Court reserves the right to reject any or all bids Witness my hand and seal of office this 17th day of Jan. 1929.

(Seal) Wm. McGEHEE,
County Judge, Floyd County, Texas. 474tc

SHERIFF'S SALE

The State of Texas, County of Floyd. NOTICE IS HEREBY GIVEN That by virtue of a certain Execution issued out of the Honorable County Court of Floyd County, on the 12th day of January 1929, by Tom W. Deen Clerk of said Court for the sum of Three hundred forty three and 67-100 Dollars and costs of suit, under a Judgment, in

Unintentional Suicide

Many people are slowly poisoning themselves just as surely as if they drank iodine every morning for breakfast. They are daily absorbing the toxins, or poisons, created by accumulated waste matter in their constipated digestive systems. Sooner or later disease will conquer their weakened bodies.

If you have dizzy spells, headaches, coated tongue, bad breath, insomnia, no appetite, bilious attacks or pains in the back and limbs, you are probably suffering from self poisoning caused by constipation. The surest and pleasantest relief for this condition is Herbine, the vegetable cathartic which acts in the natural way. Get a bottle today from Floydada Drug Co.

favor of The Security State Bank of Lockney, Texas in a certain cause in Said Court, No. 579 and styled The Security State Bank of Lockney, Texas vs A. J. Smith and Velma Wilkinson, a widow, placed in my hands for service, I, P. G. Stegall as Sheriff of Floyd County, Texas, did on the 24th day of January 1929, levy on certain Real Estate, situated in Floyd County, Texas, described as follows, to-wit:

Being all of Blocks two (2), three (3), four (4), and Five (5) in Wilson Addition No. 1 to the town of Lockney Floyd County Texas, as shown by plat of record in deed records of Floyd County, Texas, and levied upon as the property of Mrs. Velma Wilkinson and that on the first Tuesday in March 1929, the same being the 5th day of said

month, at the Court House door of Floyd County, in the town of Floydada, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said execution I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Mrs. Velma Wilkinson.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Floyd County Hesperian, a newspaper published in Floyd County.

Witness my hand, this 24th day of January 1929.

P. G. STEGALL,
Sheriff Floyd County, Texas 494tc.



HAWK BRAND WORK CLOTHES

Sold By—
MARTIN DRY GOODS CO.
FLOYDADA, TEXAS

*THEY WEAR
—LONGER*

Floyd County Hesperian \$1.50 Per Year

Worth Your While

YOU HAVE TO PAY for the gas you burn, but you do not need to burn any more than JUST ENOUGH to get the results you want.

IT IS A UNIQUE VIRTUE of natural gas that RESULTS ARE BETTER when you burn just enough than when you burn more than is necessary. Economy and satisfaction make a happy combination that comes from burning gas in the RIGHT WAY.

THESE RIGHT WAYS of burning gas are worth your while. The recommendations and suggestions which our experts offer you mean money and satisfaction to you if you will but use them.

You may be satisfied, and, yet, we can show you how to get still better results. It's very simple and easily done. The great rub of the matter is that the better you burn gas, the less gas you need to burn. It is an actual fact that improving the results you get from the gas also cuts gas bills. We want you satisfied.

WEST TEXAS GAS COMPANY

Hesperian Want Ads For Results

Let Munsingwear Cover You With Satisfaction

A Style And Size For Everybody

MUNSING
Wear

FOR more than forty years the name "Munsingwear" has stood as a synonym for good underwear. Behind its manufacture during all this time there has been one outstanding purpose—to produce the finest undergarments possible at moderate cost to the customer.

Today this principle holds just as true with the hosiery as with the underwear. When you select Munsingwear Hosiery or Underwear for yourself or family, you can be sure you are getting everything in the way of fit, comfort, service and satisfaction it is possible for your money to buy.

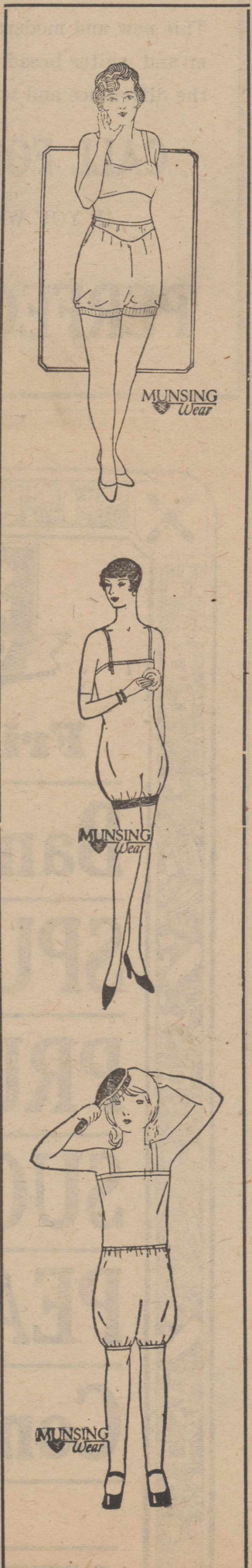
This store takes particular pleasure in being known as Munsingwear Headquarters in Floydada and we heartily invite your patronage. It is our aim to keep our stocks adequate and complete at all times, thus assuring you the advantage of wide and comprehensive selection.

UNION SUITS FOR MEN, WOMEN, CHILDREN

SHIRTS and BANDS FOR INFANTS

BEAUTIFUL NEW RAYON GARMENTS FOR WOMEN

HOSIERY FOR ALL THE FAMILY



Goodyear Quality

At Your Price

ALL TYPES—ALL SIZES

ALL PRICES—ALL GOODYEARS

We can supply you with genuine, Goodyear-built tires at the price you want to pay. PATHFINDERS if you want known, dependable quality at a low price. GOOD-YEAR ALL-WEATHERS if you want the finest and best. Each tire is a money-saver. Each is backed by the Goodyear guarantee, and ours.

Try Goodyears—You'll Like Them!

MOTOR INN
Floydada, Texas

Martin Dry Goods Co.

FLOYDADA

"THE STORE WITH THE GOODS"

TEXAS

NEW LOCATION, CORNER CALIFORNIA AND FIFTH STREETS

Make Shopping Easy Is Slogan Throughout

(Continued from page one)
be used for draping materials to give the customer an opportunity of determining exactly the way the curtains will look in the home. The window will also be indispensable for matching materials and obtaining the color effects desired. It is located between the piece goods and the ready-to-wear departments. The shoe sections have been placed in the rear center of the building. The shelving space will accommodate 5,000 pairs of shoes. Twelve people may be seated and fitted at the same time.

Exactly in the center aisle in the center of the building is a drink-

Specials for Friday and Saturday

- Bread, 2 Loaves, 15c
- Bread, 2 Loaves, 15c
- Bread, 2 Loaves, 15c
- Spuds, 10 lbs., 15c
- Fresh Spuds, lb., 6c
- Lettuce, head, 10c
- Celery, bunch, 10c
- Mustard, bunch, 10c
- Cabbage, lb., 5c
- Onions, bunch, 10c
- Grape Fruit, 14 for \$1.00
- Peanuts, 25 lbs., \$1.75
- 1 48-lb. sack Flour, \$1.70
- 1 24-lb. sack Meal, 70c
- Tomatoes, lb, 15c
- Fresh pork, beef and sausage.

A. D. Summerville "Fruit and Vegetable Man"

Come, welcome to all. Located second door west of Judge Duncan's office.

ing fountain which is an innovation in merchandising establishments in this section.
Ready-to-wear, hats, shirts and all wearing apparel for men is on the east side. A row of display show cases on the right and left sides and display cases in the center and in fact display cases everywhere greet the eye of the visitor on his entrance into the store.

Latest Heating System
Another innovation is the heating system that has been installed. It consists of seven heating units that will burn natural gas. The units are placed in pits under the floor and operate automatically. Through a system of ventilators and pipes the heated air rises through the gratings and the cold air carried to the exterior of the building.

With the heating system it will be possible to have uniform heat throughout the structure, Mr. Martin said. It will be possible, also, to turn on just one of the "stoves" if warmth is desired in a small section of the store.

Large columns are used for roof supports on the interior.
Everything has been arranged for prompt efficient service in this, the premier merchandise home.
The new building is located on the site formerly occupied by the residence of W. I. Cannaday and H. E. Cannaday, one block from the southwest corner of the square on West California and Fifth Streets.

TAX PAYMENTS GOOD

Tax payments at the county tax collector's office were good, probably better at the close of the day January 31 than they have been in recent years, E. Ray Smith, deputy collector, said this week.

However, it will be several days before the first effort to strike a balance on the month's business is made, and definite figures on poll tax payments, total collections, percentage of collections and similar data can be afforded.

School and city tax payments were also better than ordinary, so far as ad valorem and personal taxes are concerned. City Secretary Burl Bedford expressed disappointment in the total number of polls paid in the city. He wrote only slightly more than 600 poll tax receipts.

FOR RENT—Two-room nicely furnished apartment with bath, private front and rear entrance. Close in. Garage. No children. Call 224. Mrs. A. V. Haynes.

Read The Hesperian for the news of Floyd County.

Girl Injured When Cars Collide At Plainview

An 11-year-old girl sustained a badly crushed foot Friday afternoon of last week at Plainview when a car driven by Fred Wimberly, of this city, backed from the curb into a car parked in the street, and the local man was arrested the following day in Floydada on a charge of failure to stop and render assistance after backing into the car. He made bond to await the action of the Hale County grand jury.

The girl was taken to a Plainview Sanitarium where the foot was amputated late the same evening.

Mr. Wimberly told officers he was unaware of the accident. He drove on home from Plainview. A glass in the door of the car shattered as the door was pulled to when he backed out and the noise and confusion incident to the minor accident probably drowned the noise of the major accident as he backed into the other car, it was said.

There were several witnesses one of whom took the number of the car driven by Mr. Wimberly and caused his arrest in Floydada the following day.

TEXAS CAFE OPENS DOORS TODAY TO THE PUBLIC

The Texas Cafe, 117 West California Street, opened its doors this morning for business, serving their first meal at the noon hour.

B. F. Manasco is proprietor and manager of the business, and has been working for sometime getting the establishment in readiness. He expected to be ready to open by the first of the month. Failure to receive some of the equipment caused the delay.

One of the features of the cafe is the arrangement to make possible a completely sanitary place to eat. Every fixture is built so that it can be cleaned around. Very attractive counters tables, and other fixtures are provided.

MISS CECIL MITCHELL TO SAIL FOR FRANCE SOON

Miss Cecil Mitchell, daughter of Mr. and Mrs. R. B. Mitchell of Plainview, and sister of Mrs. Robert McGuire and Miss Lucille Mitchell, of this city, will leave Plainview on February 9, for Houston where she will embark on the steamship De La Salle for Paris, France, to continue her vocal training.

Miss Mitchell expects to be gone two years. She will probably study for a short time with Prof. Henri La Bonte, under whom she studied at Dallas for two years. At Dallas she showed such promise that Prof. La Bonte urged her to continue her studies in Paris before he sailed last summer.

'REAL BREAD' IS NEW LOAF MADE BY PERFECT BAKERY

"Real Loaf" a new bread product of the Perfect Bakery of this city, was placed on the market this week by W. C. Casey, manager of the bake shop. "Real Bread" is a new loaf produced by the Perfect Bakery since the installation of a new and modern dough brake. The new piece of machinery makes a finer and whiter bread, he stated.

Lorraine Britton, recently of Lubbock, will begin work this week with the Perfect Bakery, and beginning this week-end, a delivery route to surrounding towns will be established. The route will include Matador, Roaring Springs, Quitaque, Silverton and other near-by towns.

NOTICE OF EXECUTION SALE

THE STATE OF TEXAS COUNTY OF FLOYD

By virtue of a pluries execution issued out of the 96th Judicial District Court of Tarrant County, Texas, on January 15, 1929, upon a judgment rendered in said court on May 22, 1928, in favor of the National Supply Company of Texas, a corporation, and against Mrs. W. D. Long, a widow, in a case so styled, and numbered No. 79092 in such court, I did on the 21st day of January, 1929, at 10:00 a. m. levy upon the following described tracts and parcels of land situated in the County of Floyd, and State of Texas, as the property of said Mrs. W. D. Long, to-wit: 320 acres of land, the N 1-2 of Survey 13, in Block D-1, Certificate No. 4-529, Abstract No. 216; 640 acres, Survey No. 77, Block G-M, Certificate No. 3-382, Abstract No. 453; Survey 88, Block G-M, Cert. 3-387, 640 acres, Abstract No. 1544; Survey No. 80, Block GM, Certificate No. 3383, 640 acres, Abstract No. 1545; West one-half Survey No. 18, Block D-1, Certificate No. 4-535, 320 acres, Abstract No. 1722; Survey No. 90, Block GM, Certificate 3-388, 640 acres, Abstract No. 1548; Survey No. 96, Block GM, Certificate 3-391, 640 acres, Abstract No. 1547; also the following lots and blocks in Wilson Addition to the Town of Lockney, in Floyd County, Texas, to-wit: Lots Nos. 1, 2 and 3, and the W 1-4 of Lot No. 4, in Block No. 19; Lot No. 10, in Block No. 2; and all of Blocks Nos. 1 and 6; according to the plat of said Addition of record in the Deed Records of Floyd County, Texas.

Said levy being made subject to the amounts unpaid, if any, under any and all prior valid and outstanding liens against such property, or any part thereof, which are duly recorded in the public records of said County.

And on the 5th day of March, 1929, being the first Tuesday of said month between the hours of 10:00 a. m. and 4:00 p. m. on said day at the courthouse door of said county I will offer for sale and sell at public auction for cash all of the right, title and interest of the said Mrs. W. D. Long in and to said property.

Dated at Floydada, Texas this 21st day of January, A. D. 1929.
P. G. STEGALL,
Sheriff of Floyd County, Texas.

Lockney Organizes Rotary Club Friday

With the assistance of club members from Plainview a Rotary club was organized at Lockney Friday night with seventeen business men as charter members. Roy E. Patterson was chosen as president; Harry B. Adams, vice-president; J. H. Hohlaus, secretary and treasurer and Artie Baker, Sergeant-at-arms. The executive committee is composed of the three first named officers and E. Guthrie, E. C. Blank, Paul Shick, and George T. Meriwether.

The program committee is composed of Arthur P. Barker, Hub M. Mason and Dr. Colvern D. Henry. The club will have regular weekly luncheons at noon each Friday.

ABE LINCOLN FOND OF "DIXIE" When Lee Surrendered President Ordered Band to Play Tune.

From the Commonweal.

Though we are rather late in getting round to Judge Robert W. McBride's interesting "Personal Recollections of Abraham Lincoln," there is no time like the present for quoting from it an anecdote which deserves to be borne in mind whether people are being instructed in the fundamental principles of American democracy. "General Lee surrendered to General Grant on April 9, 1865. The word reached the war department and was given out on Monday, April 10. The day was warm and the windows were open. We heard a shout, followed immediately by cheering. We looked from our open window toward the war department and saw evidence of great excitement. A voice rang out 'Lee has surrendered.' I know of no language sufficient to describe the scene that followed. In every direction the shout could be heard: 'Lee has surrendered.' Men yelled, screamed, shouted, cheered, laughed and wept. No one thought of doing business. A crowd gathered in front of the war department. A band appeared from somewhere and commenced playing patriotic airs. In response to calls there were many speeches. That of Andrew Johnson was bitter and vindictive. One expression I can never forget. It was: 'And what shall be done with the leaders of the rebel host? I know what I would do if I was President. I would arrest them as traitors. I would try them as traitors, and by the Eternal, I would hang them as traitors.' His manner and his language impressed me the more because of its contrast with the temperate manner and language of President Lincoln, as exhibited a few minutes later.

"Some one in the crowd shouted: 'To the White House!' The crowd surged in that direction and began calling for the President. He appeared at an upper window, just west of the portico. His appearance was the signal for cheering that continued for many minutes with shouts of 'Speech! Speech!' He raised his hand and the crowd stilled. He said: 'My friends, you want a speech, but I cannot make one at this time. Undue importance might be given to what I should say. I must take time to think. If you will come here tomorrow evening I will have something to say to you. There is one thing I will do, however. You have a band with you. There is one piece of music I have always liked. For the last four years it has not been popular in the north; but now, by virtue of my prerogative as President and commander-in-chief of the army and navy I declare it contraband of war and our awful prize. I ask the band to play 'Dixie.'"

POINTS ON SANDWICH MAKING

If sandwiches are wanted frequently for social occasions try keeping on hand some of the butter fillings that can be made up and kept for several days, suggests the Bureau of Home Economics of the United States Department of Agriculture. A cupful of any of these fillings will meet the emergency when guests arrive unexpectedly for tea or when you want something to serve with a beverage during the evening.

Ground cress, parsley, and some of the winter vegetables, and also grated orange rind, may be used in these butter fillings. Wash watercress and drain it thoroughly. Then, using the nut knife of the food grinder, grind up enough water cress to fill a cup. Save a few of the best sprigs of cress for decorating the sandwiches or the plate on which they are served. Blend this ground cress with about half a cup of well-creamed butter until it makes a smooth-spreading mixture and season with about a fourth teaspoon of salt. Only one liberal spreading, on the under part of each sandwich, is necessary to distribute the butter filling, so the sandwiches are very quickly made. Crusts are usually trimmed on sandwiches for special occasions, and sometimes cutters of fancy shape are used. The bread is of course cut very thin. To avoid waste spread the filling with regard to the part of each slice that will be used. If the sandwiches are to be rolled it is best to spread them on the loaf and slice each piece with a very sharp knife.

Parsley butter is similarly made, with the addition of 2 tablespoons of lemon juice to each cup of ground parsley and each half cup of creamed butter. Carrots, raw cabbage, and celery, may all be ground up, seasoned, and mixed with butter for fillings in about the same proportions—two parts of the vegetable to one of butter.

Open-face orange sandwiches are made by spreading a mixture of equal parts of grated orange rind and butter on thin sandwich bread, cut in fancy shapes. No cover slices are used.

WOODMEN CIRCLE DELEGATES ELECTED TO STATE MEETING

Woodmen Circle of Floydada Grove 1033 met at the home of Mrs. W. H. Hilton, 308 West California Street at 3 o'clock p. m. February 6.

The Grove was open in full form, business attended to, communications read and delegates elected to the state Convention which convenes at Mineral Wells April 8, 9, 10 and 11. Mrs. Hilton was elected delegate and Mrs. Myrtle McCauley, alternate.

Subscriptions for funds for the home at Sherman were asked for and met with liberal response. A sandwich sale will be held Friday and Saturday at Andrews Ward school building during the Basketball Tournament to assist in raising more money for the home.

The Circle reports that they will have another quilt ready to be quilted the latter part of this month. Those present were Mesdames

Jennie Crum, Sam Thurmon, Wm. Houghton, Myrtle McCauley, Ella B. Starks and W. H. Hilton.

Mrs. Jennie Bishop spent last week end in Kress visiting with her son, Baird Bishop, and family. She accompanied Mr. and Mrs. Ed Bishop as far as Kress. Mr. and Mrs. Bishop spent Sunday and Monday in Amarillo attending a Secretary's meeting.

NO FREE SPEECH

Little Boy—Mother, the vicar is coming.

Mother—What makes you think so? Did you see him?

"No, but I saw dad locking the parrot in the coal shed."—London Answers.

Read The Hesperian for the news of Floyd County.

Martin Dry Goods Co.



BIG BILL
Well, well, if Economical Ed hasn't burst forth in a new suit!

SLIM JIM
And for a change, this one looks pretty good on him.

STUBBY JOE
Sure enough, I'll bet he's sworn off bargain-hunting.

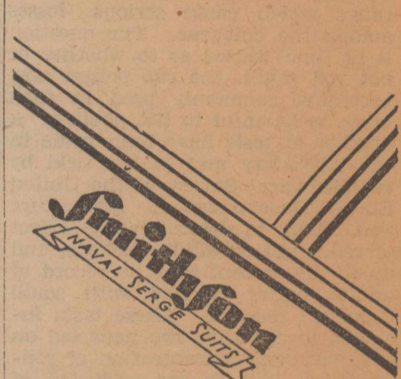
ECONOMICAL ED
Well, you see it was this way. My wife said this was a wonderful piece of cloth. And then I had heard of this brand before. One of my friends wore one for several years and it's still good. And I can get extra pants when I want them. So I—

ALL TOGETHER
Sounds like a Smithson!

ECONOMICAL ED
That's right, I got it at the store of—

WOOD BROS.
"Clothiers For Men"

THE NEW BOSTONIANS FOR SPRING HAVE ARRIVED



FRIDAY and SATURDAY SPECIALS

- One Lot Beautiful Wash Dresses, Guaranteed Colors, \$1.79
- Three Yards Plymouth Percales, Fast Colors, 50c
- 300 Pieces of Classical Sheet Music, Your choice, 10c each or 2 for 15c
- One Lot Boys good School Caps, Each, 39c

Also good selection Spring Coats, Silk Dresses in all the New Materials and Spring Hats that will justify your looking over before buying. "They are Money-Savers."

H. P. Watson Co.

5c, 10c and 25c Store

"Where Your Dollars Have More Cents"

Free Demonstration

COFFEE — CAKES — SYRUP
FRIDAY AND SATURDAY OUR SPECIALS ARE:

SPUDS	15 Pounds	25c
Compound	Any Kind	\$1.18
PEACEMAKER FLOUR		\$1.73
Blackberries	Gallon	55c
SYRUP	Staley's Golden	63c
COFFEE	Sunset, 3 lbs.,	\$1.59

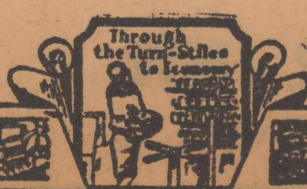
BRING US YOUR CREAM, BUTTER AND EGGS. CREAM IS 41c

C. P. Looper

Friday and Saturday

Bananas	Golden Ripe Fruit, Dozen	30c
SPUDS	10 POUNDS	17c
PRUNES	Gal. Cans Solid Pack, Each	61c
SUGAR	10 Pound, Cloth Bag, Each	65c
PEACHES	5 Pound Blue Ribbon.	79c
Compound	8 Pound Pail, Each,	\$1.19
MARKET SPECIALS		
STEAK	Choice Cuts, Per Pound	30c

We Deliver All Orders of \$2.50 or Over Free. Phone 4



THE FLOYD COUNTY HESPERIAN

VOLUME 35

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 7, 1929.

NUMBER 50

Q. A. & P. Plan Formal Opening Of New \$50,000 Station Here

Floyd County Dairy Association Gotten Under Way Monday

Will Market Through Co-Op At Plainview

150 Farmers Attend Gathering Where Marketing Is Discussed.

Inspired by the activities of their neighbors in Hale County, where it is maintained dairy farmers are realizing a materially greater profit than those in Floyd County through organization, one hundred and fifty producers of dairy products in this county gathered at the district court room Monday afternoon, where they spent more than two hours in discussion of the matter.

Several Sign Contracts

At the close of the meeting several dairy producers signed contracts to market through the Floyd County Dairy Association, the practical outcome of which will likely be to take advantage of the close proximity of the Hale County Dairy Association's good market and put their cream on the market thru that means. This was the consensus of opinion expressed at the gathering.

Just when the Floyd County organization will get to functioning has not been determined. It will be following an organization meeting, however, when all the details of the organization have been worked out by a committee to be named.

The gathering was held at the call of the Community Supply Company of Floydada and the Merchants' Produce Company of Lockney. The call was broadcast in the belief that by marketing in greater volume at reduced transportation cost, and supplying a higher quality product it would be possible to net the producer more money than is justified by present market conditions otherwise.

Clarence Foster, of Community Supply Company, presided at the meeting. M. D. Ramsey was secretary. G. W. Louthan, president of the Hale County Dairy Association, of Hale Center, told the story of the organization of the Hale County cream producers, and of the value it had been to farmers of that section in handling and marketing cream. "What are we going to get, after we've done our work?" Is the elemental question that arises in

every undertaking, he said. Recently the organization which he heads began fostering a creamery for that county, which is now being built at Plainview and will be in operation by March 1, according to prospects. Mr. Louthan said he hoped and confidently expected that through the means of the creamery members of the organization would obtain as much as 7 cents per pound the year-round more for cream than through marketing in the ordinary way.

E. W. Thomas, at present manager of the Lockview Demonstration Farm near Aiken, was one of the organizers of the Hale County Dairy Association, who told of the benefits the organization had been to its members in bettered prices for the cream, and C. W. Anderson, manager of the association's creamery now under construction, told something of the manufacturing end of the cream business, and of the manner in which the creamery would be continued as a co-operative concern through a revolving fund.

Col. W. H. Seale, auctioneer, stressed the value of quality dairy stock and efficient management as a means to greater profit in dairying in Floyd County.

Insists on Organization

Robin Baker, manager of Baker Mercantile Company of Lockney, and one of the organizers of the Merchants' Produce Company at Lockney, insists that it was an essential for Floyd County farmers to take up a plan of marketing collectively to realize greater profit for their cream products, because, he declared, the produce merchant is not in position to get the best price for cream. He related some of the history of his own efforts to obtain better prices for his customers and to hold down the handling charges.

During the afternoon, practically all the speakers followed the question and answer method of bringing out and clearing up any points which their listeners desired to have gone over.

Guests of Mr. and Mrs. Carr Surginger this week were her parents, Mr. and Mrs. Isaac Wilhoit of near Lubbock, and her brother, Douglas Wilhoit and son of Rock Springs. Mrs. Surginger's father is 101 year of age.

Mr. and Mrs. Harper Scoggins and Miss Jewell Brook are attending an extension course each Tuesday evening at Plainview under Dr. Evans, head of the education department at Texas Tech.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

What's Doing In West Texas Today

By West Texas Chamber of Commerce

The latest fire fighting equipment including pumper, special hose, pressure hose for fires inside residences and ladder equipment mounted on a large Reo truck has been purchased by the city of White Deer. The truck will be paid for by the decrease in key rate fire insurance.

Soundings are being made preparatory to excavating for the new building of the American Telephone and Telegraph Company at Cisco, the building will have four stories and will probably house division headquarters.

Chilliothe has installed the green, red and amber traffic system on two of their busiest streets thereby laying claim to being one of the smallest cities in the state to find such traffic direction necessary.

Bids are being advertised for the first resident paving to be done in Colorado to be opened by the city council February 20. The paving will consist of eight blocks.

A new butter factory has been installed at the Hope milk plant in Sweetwater, and will add an additional consuming unit for the cream produced in the section. The plant has increased the amount of sweet milk used from 100 gallons a year and a half ago, to over 700 gallons now.

Contract for the addition of ten stories to the Crawford Hotel at Big Spring will be let within 40 days according to the owner A. J. Crawford. A remodeled lobby, a large mezzanine lounge, private dining rooms, banquet hall with a seating capacity of 300, and a reception room will be added, with 102 guest rooms added to the present 150.

Carload shipments of various items out of Falls during 1928 excluding cotton, including 30 cars of wheat, 2 cars of corn, 321 cars of grain and calves, 2 of hay and straw, 2 other mill products, 26 of pummies and 4 of other commodities.

BELLE BENNETT PLAYS IN 'MOTHER MACHREE' SOON

Belle Bennett, one of the most popular character actresses in the United States, is admirably cast for the maternal part in "Mother Machree," Fox Films' version of Rida Johnson Young's song and story of mother-love, which plays at the Royal Theatre next Monday and Tuesday. John Ford, creator of "The Iron Horse," "3 Bad Men" and other screen masterpieces, directed the picture.

Miss Bennett, who won international fame by her unforgettable performance in "Stella Dallas," brings to this sweetest of Irish stories a broad human sympathy and a full compliment of mother-love drawn from the recesses of her own soul. Studio critics have pro-

nounced her present characterization one of the most touching roles she has ever attempted. Humor and pathos are adroitly blended in a swiftly-moving plot which reaches a smashing climax when Miss Bennett is confronted by the necessity of claiming or rejecting her own son.

The Irish scenes and sequences are faithfully reproduced, as many of the backgrounds were filmed in Galway. The cast includes such outstanding stars of the screen as Ethel Clayton, Victor McLaglen, the Captain Flagg of "What Price Glory," Ted McNamara, Eulalie Jensen and Constance Howard, while Philippe De Lacey, one of the most beautiful and remarkable child actors is cast in the role of Brian the son of Mother Machree.

Report Says Tom Ross Suicide In Montana

West Texas Bad Man Will Be Buried at Lovington, N. M., Probably.

Unverified reports from Seagraves, Texas, and Havre, Montana say that Tom Ross, widely known in the southwest as the slayer of two Cattleman's Association inspectors at Seminole in 1923, who escaped from the Texas Penitentiary in 1926, died early this week, a suicide, after first killing another cowboy, and that his body is being shipped to Seagraves for interment at Lovington, New Mexico.

The report received at Seagraves, according to the daily press, said that Ross had died in Canada giving no details, except that his wife and father-in-law had gone to Big Spring to get definite information and that burial would be made in Lovington.

The report out of Montana said that Ross had been named foreman of a ranch near Havre, and after a quarrel with the man he succeeded as foreman, had shot the other man as he started to leave the scene, then, after holding the witnesses present as prisoner for an hour, had gone into another room and killed himself.

Ross had been in the southwest for many years, and had reared a family. In an early day, ex-cowboys of this section say that he worked on ranches in the lower panhandle country, coming from Oklahoma. He was credited with killing more than one man before he and Goode made their dash into Seminole and killed the two cattle inspectors who were there to attend district court as witnesses against Ross and Goode. They were given fifty-five and fifty six years sentences to the penitentiary in 1924 and after a year or two of confinement, escaped. Goode later gave himself up in Oklahoma, was returned to Texas and is now serving his time.

O. D. Bragg, former resident of Floyd County, now of Canyon, was here for a short time the first of the week on a visit with friends, spending most of his time in Antelope Community. He was accompanied by his daughter, Miss Elsie. Prospects for a crop year are good in Randall County, Mr. Bragg said.

Whole Town's Talking Well Received Tuesday

"The Whole Town's Talking," a farce-comedy in three acts, was presented at the High School Auditorium Tuesday evening, to about 400 people, by members of Andrews Ward faculty and George McWhirter and H. H. Cunningham from the high school.

Miss Katherine Burch had the role of Ethel Simmons, leading lady the modern young daughter who wants a man of the world for a husband. She returns from school in Chicago to the home of her parents, Mr. and Mrs. Henry Simmons, played by Mrs. Robert A. Sone and A. D. Cummings. She is accompanied home by a young millionaire dandy, Roger Shields, George McWhirter, a suitor of Ethel's, who loses out with her when Chesler Binney, Dave Waldron, the whole town talking by a superficial love affair with Letty Lythe, Myrtle Henry, a beautiful and famous movie star. The plot thickens when Miss Lythe makes a personal appearance at the local theatre and their meeting is brought about by Donald Swift, H. H. Cunningham, her jealous lover, and Roger Shields.

One of the high lights in the play was the fight in the dark after which the lights reveal Mr. Binney placidly standing on the mantel, the two jealous lovers unconscious on the floor, foiled at their own game. The ladies coming in see Mr. Binney as a hero and the ending is a happy one.

Good work was done by Miss Studie Miller and Mrs. A. D. Cummings as girl friends of Ethel's, and by Miss Ruby Norton as the maid, and Miss Lulu Belsher, a dancing teacher. The part of taxi-driver was played by W. A. Amburn.

Probably no part could be called the outstanding one, the cast as a whole being made up of excellent performers, well chosen for their

parts. A great amount of credit for the success of the play is due the directors, Mrs. Robert A. Sone and Miss Katherine Burch.

Floydada High School orchestra, directed by A. L. Lundgren, furnished music between acts. Stage equipment was furnished by F. C. Harmon.

The play was sponsored by Andrews Ward P. T. A. and the proceeds will go to the Andrews Ward library and playground fund.

DISTRICT MANAGER OF BELL VISITS FLOYDADA EXCHANGE

T. A. White, of Lubbock, district commercial manager of Southwestern Bell Telephone Company, spent a part of Tuesday in Floydada supervising local service of the company, and forming acquaintanceships in this territory.

Effective February first all exchanges as far north as Happy and south to Snyder were put in a district of which the district office is at Lubbock. Mr. White is the commercial manager.

Asked about recent complaints relative to local telephone service, Mr. White said that every effort was being made to give good service here, the recent change in the districts of the company to give closer contact with conditions at every exchange, being one of the moves in this direction. He expressed the belief that sympathetic co-operation with exchange operators would aid in bettering local service.

Norval Rainer Breaks Leg

Norval Rainer, eleven year old son of Mr. and Mrs. Earl Rainer, is recovering from a broken leg which he sustained in a collision with a bus Monday of last week.

The accident occurred at the corner of California and Wall Street. The view was obscured and neither the boy nor the bus driver saw the other coming, and the collision resulted.

Finest South Plains Depot Now Completed

General Invitation Given To See and Inspect Company's Offices.

Completion to the last detail and acceptance of the new \$50,000 station of the Quanah, Acme & Pacific Railway Company, was made known this week by officials of the company, and announcement made that the new edifice at the intersection of Mississippi and Ninth will be occupied Monday, when the entire plant will be open to the public for inspection.

Public Is Invited

The general public is included in the invitation to visit the new station, the formal hours set for which are from 5 in the afternoon until 7 in the evening. To get the station and grounds in apple-pie order Roadmaster B. F. Wiley this week has had a crew of men busy cleaning up the station grounds and finishing the yards, with the expectation that the week-end will see a transformation into spick and span establishment inside and out.

Announcement of the opening date was made Tuesday by Agent Robt. Meclen, who was highly gratified that he and his force would soon move from the temporary quarters which have housed them since last October into the spacious quarters of the new station, considered one of the finest buildings both structurally and architecturally, in the entire community. To make the occasion of the celebration of the occupancy of the new station more complete it is the plan to serve light refreshments, probably sandwiches and coffee. Regardless of the weather the large quarters will be warmly heated and the entire premises well-lighted. "The

(Continued on back page)

Citizens of Floydada and This Territory

Our new Floydada Station will be open for inspection

From 5 to 7 p. m.

Monday February 11

This station embodies the very latest of construction and design and no pains have been spared to make it complete in every detail in order that we may satisfactorily take care of your every transportation requirement.

WE EXTEND A MOST CORDIAL INVITATION

To the people of Floydada and this territory
To drop around and inspect our new station on this occasion. Light refreshments will be served.

Quanah, Acme & Pacific Railway Company



CANDY is Cupid's Messenger

FOR VALENTINE'S DAY GIVE HER

PANGBURN'S Better CANDIES

Arwine Drug

"Goteverthing" South Side Square

Protect Your Family! From Skidding and Punctures

Relieve your mind from worry by making your car sure-footed. Equip it with a set of new Miller Deluxe Balloons today.

They are built with a lasting non-skid tread, deep-cut for long wear. Dependable in emergency stops, so necessary in modern traffic.

Your wife will have sure control of the car when riding on new Miller Deluxe Balloons.

Why let your family worry about punctures? The extra thick tread and heavy carcass practically eliminate the puncture and blow-out hazard.

MILLER DELUXE (6-ply) BALLOON

F. F. F. Service Station

Jackson and Sullivan, Props.
Phone 113 for our quick road Service

The Floyd Co. Hesperian

Published Every Thursday By THE HESPERIAN PUBLISHING COMPANY

HOMER STEEN
Editor and Manager

Entered as second class matter April 20th, 1907, at the Post Office at Floydada, Texas, under the Act of Congress of March 3rd, 1879.

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One Year\$1.50
Six Months85
Three Months45
In Advance

Advertising Rates Furnished on Application.

Radio Program For Week, February 11-15

A wide variety of facts of interest and importance to farmers and homemakers will be sent to radio listeners in the noonhour network programs of the Department of Agriculture during the week beginning Monday, February 11. These programs, through the courtesy of the National Broadcasting Company and the stations associated in the network, are given each weekday except Saturday from 12:15 to 12:30 p. m., Central Standard Time. Members of the department this week will discuss with their radio audience of some 400,000 farm families, problems of dressmaking and care of children; of making the most of the spring pig crop; of using credit wisely; of dairying; of soil management; and of improv-

ing the home grounds. In addition one of the important monthly reports of the Bureau of Agricultural Economics will be summarized. The complete program for the week follows: "Cotton on the Retail Counter," Miss Ruth O'Brien, in charge of the division of clothing and textiles, Bureau of Home Economics; "Training the Appetite of the New Generation," Miss C. Rowena Schmidt, Assistant to the Chief, Bureau of Home Economics.

Tuesday, February 12.—"Is a Pig Worth Saving?" Oscar Steanson, farm management specialist; "Controlling Losses of Young Pigs," Dr. S. S. Buckley, specialist in swine sanitation.

Wednesday, February 13.—"Do Farmers Use too Much Credit?" Eric Englund, in charge, division of agriculture, finance, Bureau of Agricultural Economics; "Finding Uses for Dairy By-Products," Dr. L. A. Robers, in charge of dairy research laboratories.

Thursday, February 14.—"Farm Women Have Changed," G. E. Farrell in charge, Central States Office, Extension Service; "Southern Farmers are Improving Soil Fertility," J. A. Evans, in charge Southern States Office, Extension Service.

Friday, February 15.—Review of "The Price Situation," Dr. O. C. Stine, in charge of statistical research; "Getting a Lawn Started this Spring," H. L. Westover, in charge of turf grass research.

These talks are broadcast at 1:15 to 1:30 p. m. Eastern Standard Time or 12:15 to 12:30 p. m. Central Standard Time, or 11:15 to 11:30 a. m. Mountain Standard Time by the following stations associated with the National Broadcasting Company: WRC Washington; KFKX, Chicago;

go; KDKA, Pittsburgh; KSTP, St. Paul-Minneapolis; WOW, Omaha; WDAF, Kansas City; KVOO, Tulsa; KWK, St. Louis; WFAA, Dallas; WOAI, San Antonio; WSB, Atlanta; WMC, Memphis; WSM, Nashville; WLW, Cincinnati; and KOA, Denver; WHO, Des Moines, WHAS, Louisville.

Idalou Bank Closed By Bank Commission

The Idalou public got a nerve-racking shock shortly before the noon hour yesterday. This little notice pasted on the door of the First State Bank told the whole story. This institution is in the hands of the Banking Commissioner of Texas. Then there was great excitement and consternation among the bank's depositors. The closing of the bank came as a surprise to everybody and is a heavy blow to the business interests of the town. It is impossible at this time to learn anything about the condition of the bank or what precipitated its suspension of business, but our belief is that its affairs will soon be adjusted, reorganization perfected and everything will be running smoothly again perhaps within the next few days. We don't believe depositors will lose anything by the bank's failure, though it may take a little time to get the money.

Mr. Wallace, representing the State Banking Commission, has handed us the following statement for publication:

"The First State Bank, Idalou, Texas, was closed by order of its board of directors on the morning of January 30th, 1929, and a sign is on the doors that 'This institution is in the hands of the Banking Commissioner of Texas.'"

"The Bank Examiner in charge are E. W. Jamison and H. D. Wallace, who are representatives of the Banking Commissioner.

"It is understood that the directors have hopes of effecting a reorganization of the bank, however, have no definite information for publication at this time.—The Idalou Echo.

WHICH MEANS MORE?

There are two new inventions, that present an interesting contrast.

One is a poisonous gas, cacodyl isocyanide, so deadly that armies may be destroyed in an hour by its lethal fumes.

The second is a metal, beryllium, with the tensile strength of steel and half the weight of aluminum.

It is so hard that a sharp file cannot scratch it.

Beryllium may revolutionize the automobile and airplane and other industries. A man could pick up a 400-horsepower motor made of beryllium and walk away with it.

Cacodyl isocyanide has been much more discussed than beryllium. There has probably been twice as much publicity given to the deadly gas as to the new metal.

Which means more to the world? One was invented for war, one invented for peace.

It shouldn't take you long to decide for yourself which one will mean the most to mankind in the generations to come.

Mrs. Frank Jamerson, who underwent an operation in the Smith & Smith Sanitarium January 23, was able to be moved to her home at Matador Monday. She was accompanied home by her aunt, Mrs. W. H. Hilton, and her mother, Mrs. M. F. Williams, of Aspermont.

Mrs. A. A. Collins, who has been confined to her bed for a week with the flu, is reported to be improved.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

SHERIFF'S SALE

The State of Texas, County of Floyd.

NOTICE IS HEREBY GIVEN That by virtue of a certain execution issued out of the Honorable County Court of Floyd County, on the 4th day of January 1929, by Tom W. Deen Clerk of said Court for the sum of Three hundred sixty four & 43-100 Dollars and costs of suit, under a judgment, in favor of Tom B. Triplett in a certain cause in said Court No. 454 and styled Tom B. Triplett vs. V. N. Dillard and Velma Wilkinson, executrix of the estate of C. R. Wilkinson, deceased, placed in my hands for service, I, P. G. Stegall as Sheriff of Floyd County, Texas, did on the 24th day of January 1929, levy on certain Real Estate, situated in Floyd County, Texas, described as follows, to-wit:

Being lots numbered eleven (11), twelve (12) and thirteen (13) in Block number six (6), Walling addition to the town of Lockney Floyd County, Texas, as shown by plat of said addition of record in the deed records of Floyd County, Texas, and levied upon as the property of Mrs. Velma Wilkinson, executrix of the estate of C. R. Wilkinson, deceased, and that on the first Tuesday in March 1929, the same being the 5th day of said month, at the Court House door of Floyd County, in the town of Floydada, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said execution I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said Mrs. Velma Wilkinson, executrix of the estate of C. R. Wilkinson, deceased.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Floyd County Hesperian, a newspaper published in Floyd County.

Witness my hand, this 24th day of January 1929.
P. G. STEGALL,
Sheriff Floyd County, Texas.
494tc.

JACK-RABBIT SPEED

How fast can a jack rabbit travel? The question has been discussed and disputed wherever western sportsmen have congregated. Ira N. Gabrielson, of the Biological Survey of the United States Department of Agriculture, has evidence that shows 35 miles an hour is a safe answer.

He tells of an evening in a western hotel when talk turned to jack-rabbit speed and the stage driver reported that while driving at 30 miles an hour a rabbit ran down the road ahead of the stage and distanced it.

"The next morning," Gabrielson says, "my companion and I started north in about a foot of well-packed snow through which a single set of tracks had been broken by the rather scanty auto travel. About 10 miles-out a jack rabbit darted from his shelter beneath the sage brush, hopped down into the track, and started on ahead. Expecting him to run a few feet and then jump to one side, we paid little attention for some distance. But this was an unusual rabbit—he kept straight ahead. A glance at the speedometer showed we were going about 30 miles an hour, and the rabbit without any apparent undue effort was running away from us.

"Suddenly we remembered the stage driver's remark of the night before and increased our speed gradually to 35 miles an hour before we were holding our own. On went the rabbit for perhaps half a mile with us slowly closing up on him by running a little over 35. Several times we brought the car to 35 and each time our speeding friend held his own. It was quite apparent that either it was the same rabbit the stage driver passed, or one geared to exactly the same speed."

Mrs. A. J. Fanning was called away last week to be at the bedside of her daughter, Mrs. Will Burnett, of Benson, Oklahoma, who is seriously ill with pneumonia.

THE STATE OF TEXAS, To the Sheriff or any Constable of Floyd County—GREETING:

YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Floyd if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published once each week for four consecutive weeks previous to the return day hereof J. H. Applewhite, Mrs. Mary Applewhite, J. W. Golden, and the heirs and legal representatives of any of said parties deceased, whose residence is unknown, and Tom P. Steen, nonresident to be and appear before the Hon. District Court, at the next regular term thereof, to be holden in the County of Floyd, at the Court House thereof, in Floydada on the 4th day of March A. D. 1929 then and there to answer a Petition filed in said Court on the 26th day of January A. D. 1929, in a suit numbered on the docket of said Court No. 2128, wherein C. W. Mitchell is plaintiff and T. P. Adams, Tom P. Steen, Mrs. Mary Applewhite, J. H. Applewhite and J. W. Golden, and the heirs and legal representatives of Mrs. Mary Applewhite, J. H. Applewhite and J. W. Golden if said parties be deceased are defendants. The nature of the plaintiffs demands being as follows, to-wit:

Plaintiff brings suit in trespass to try title to recover of and from defendants title to Lots numbers

nine (9) and ten (10) in Block 108 in the town of Floydada (Floyd City) in Floyd County, Texas. Plaintiff also pleads title by five and ten year statutes of limitation. HEREIN FAIL NOT, And have

you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same. Given under my hand and seal of

said Court, at office in Floydada, Texas, this, the 28 day of January, A. D., 1929.
(SEAL) T. P. GUIMARIN,
Clerk District Court, Floyd County, Texas.
494tc

Congratulations

This firm is glad of the opportunity of joining in to extend our sincere Congratulation to the

Martin Dry Goods Company

Upon the completion of their new \$30,000 home. We believe that, not only the Martin Dry Goods Company, but all of Floydada will be greatly benefited by the erection of this new beautiful structure.

More Such Buildings Will Mean A Greater Floydada

We are in position to Finance any building operation you might undertake—either business or residence. Would appreciate an opportunity to figure with you.

Floydada Insurance Agency

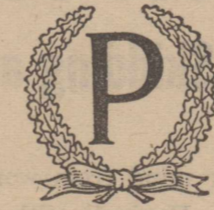
G. C. Tubbs W. H. Henderson
First National Bank Building

Our Sincere Good Wishes to The Martin Dry Goods Company

—for their continued success in their new and beautiful store.

It surely is a tribute to their business ability, and reflects the confidence their customers have in them.

We are especially pleased to have them as the agency for Packard Shoes—because men who wear them—and men who are going to—are assured of proper fitting and service.



THE Packard SHOE

M. A. Packard Company

Brockton, Massachusetts

All Pictures In This Issue

WERE MADE BY US

We Congratulate

MARTIN DRY GOODS COMPANY

Upon the completion of their NEW HOME

WILSON STUDIO



BEARING THE APPROVAL OF ST. VALENTINE

Candies and confections of our well known excellence bears the approval of St. Valentine. They are packed in appropriate and novel boxes for this occasion.



VALENTINES

of all kinds, in all sizes and at all prices. Valentines for the juvenile need, and those of more serious nature.

Floydada Drug Co.

Boy Scouts Celebrate Anniversary With Banquet and Program Friday

Program Presented Sunday Evening By Floydada Troop No. 44 Defines Scouting Work

Boy Scouts throughout the entire nation are celebrating this week the Nineteenth Anniversary of Scouting, and Floydada Boy Scout troops are joining in the movement with appropriate programs and celebrations. National Boy Scout Week began last Friday, February 1, and will continue through tomorrow, Friday, February 8.

As a major part of their Anniversary Week programs, Floydada Troop No. 44 will hold a banquet Friday night at the First Baptist Church at 7:30 o'clock. More than fifty plates will be served at the banquet, according to Scoutmaster E. F. Eastridge. Mothers of the troop members will serve the banquet in the banquet room of the new Church building.

Efforts are being made to have Judge L. S. Kinder, of Plainview, deliver the main address to the Scouts at the banquet Friday night. District Scout Executive E. L. Roberts will probably be present and will assist the boys with their program. Rev. P. D. O'Brien and Rev. F. L. Davis will also give talks on scouting and Boy Scout work. It is planned at this time to have members of the Local Scout Council and the parents of the scouts present at the meeting. There are twenty members of Scout Troop No. 43.

Program Sunday Beneficial Floydada Boy Scout Troop No. 44 held their major program of the Anniversary Week last Sunday evening at the Methodist Church with an appropriate program that drew home to the congregation the importance of scouting. A large crowd was in attendance and Scoutmaster W. A. Gound expressed belief that all present received a better and more accurate knowledge of what the Scouts are doing the world over and what they are doing in Floydada.

Members of the troop, in full uniform, gave as the opening number "The Star Spangled Banner." They then repeated in unison the oath of allegiance to the Flag. Hunter King gave the scripture reading, followed by a song "America" by the congregation.

"How Scouting Came to America" an appropriate talk upon the history of the scout movement, was given by Waymon Finley. Fred Porterfield gave a short history of the United States Flag and George Palmer discussed the significance of the scout badge. Mrs. H. N. Porterfield led in prayer.

Twelve members of the troop gave the presentation of the Scout Laws. Each boy represented one of the twelve laws of scouting. A quartet composed of Fred Porterfield, R. L. Stovall, J. R. de Cordova and Dock Massie sang scout songs entitled "Three good turns" and "The Scouts are marching."

Featuring addresses at the pro-

gram were given by Rev. G. T. Palmer, who discussed the subject of "Boy Scouts and the church," and J. C. Wester who gave a talk on "Boy Scouts and Law Enforcement."

Scout Executive Roberts was present, and brought a successful climax to the evening's program by the presentation of three Life Scout badges to Fred Porterfield, Hunter King and Reeves Scott. Marking the close of the Anniversary Week, Boy Scouts throughout the nation are gathering Friday evening at their various places of meeting, and promptly at 8:15 o'clock will repeat the Scout Oath. Local Troop No. 43 will be in meeting at that hour at their banquet program and members of Troop No. 44 will meet at the Methodist Church, Scoutmaster Gound stated.

Local Cagers Champs Quitaque Tournament

Silverton, Memphis, Turkey and Quitaque Quintets Defeated By F. H. S. Whirlwinds.

Competing against fifteen of the best cage teams in this section of the state, the Floydada High School Whirlwind five last Friday and Saturday ran off with the championship of the Quitaque Invitation Basketball Tournament. The Windies met the Quitaque quintet in the final game of the meet Saturday evening at 8 o'clock and took the heavy end of a 23 to 25 score.

Floydada versus Memphis, in one of the semi-final games, was declared the tightest, fastest and most interesting game of the entire meet. The crack Memphis five took a heavy lead from the start and the locals were at the wrong end of a 22 to 7 score at the end of the half. Coach Jones' teamster received a shot of the Coach's well-known "Pop-medicine" talk during the half, and went into the last half to even up the score. And they did. At the end of the period of play, they were tied up, 31 and 31. An extra five minutes of play found the score still tied 33 and 33. The second extra five minute period witnessed every form of dribbling, under shots, over hand shots, and attempted baskets. The Whirlwind dropped the ball into the basket twice during this period and the game ended, 35 to 37, with the winners scheduled to enter the finals with Quitaque.

The final game with the host team proved thrilling but failed to bring out the super-playing that the Memphis game exhibited. A record crowd of spectators was in attendance Saturday night and, because of the tight score, kept the house in an uproar throughout the entire game.

Floydada's first opponent at the Quitaque tournament was the Silverton high school five. The two squads met on Friday afternoon and the local lads took an easy victory from the weaker team, 31 to 17.

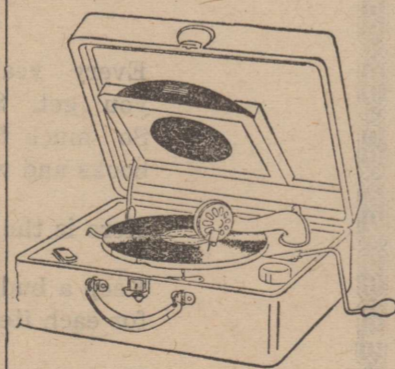
The Whirlwinds clashed with the Turkey quintet on Saturday afternoon and were victorious in a very interesting game. The resulting score was 21 to 31, although at times, the game Turkey team were in close pursuit of the Green and White players. Unusual interest was also shown in this game.

Miniature gold basketball watch charms were presented to the individual members of the Floydada team following the final game with Quitaque. The members of the Quitaque team were presented with silver basketball charms as tokens for the runners-up. Coach Jones and his cagers and local cage fans who accompanied the boys to the tournament, declared Quitaque an ideal host and all were high in their praise of the hospitality shown them in the neighboring city.

LAKEVIEW H. D. CLUB

A social meeting of the Lakeview Home Demonstration Club was held Thursday afternoon, January 21 at 2 o'clock with Mrs. Lewis Kiker.

The club will meet Wednesday afternoon, February 13, at 2 o'clock with Mrs. Brentz Breed. Miss Bass will be present and give a demonstration on "One dish dinners or how to use the things you have canned."



Have you heard the new Victor Portable?

We have added an extra workman to our talking machine department, so we can now give you one day service.

We keep a full stock of the latest Victor records at all times.

Wilson Kimble Optical and Jewelry Co.

The House of Confidential Credit.

Floydada, Texas

Society & Clubs

Night Ramblers Meet With Mr. and Mrs. Teeple.

Mr. and Mrs. Gains Teeple entertained the Night Ramblers club Tuesday evening, February 5.

The evening was spent in playing games of forty-two. Miss Nita Merle Hanna and Noble House won high score.

Refreshments of sandwiches, cake and punch were served to Misses Gladys House, Helen King, Lola House, Nita Merle Hanna, Frances Kinnard, and Mildred Teeple; Mrs. Ted Glover, Carl Ivey, Otto Austin, George Naylor, Charles Lewis, Maurice Spears, Noble House and the host and hostess.

The club will meet with Miss Lola House Monday evening, Feb. 11 at 8 o'clock.

Celebrates Tenth Birthday With Party Monday.

Marilynn Cole celebrated her tenth birthday Monday afternoon, February 4, with a party at the home of her parents, Mr. and Mrs. S. M. Cole.

Refreshments of Eskimo pies, punch, cake and lollypops were served to Jessie Bell Massie, Jeanette Bratton, Mildred Anon Staley, Zola Pipkin, Willa Marie Crow, Marilyn Fry, Katherine Daniels, Cleo Birch, Leeman and Buddy Norman, Evelyn and Wanda Withers, Billy Clyde Davis and Guy Cantrell.

Nettowel Group With Louise Conner.

The Nettowel group of the Camp Fire Girls met Friday evening with Louise Conner. Honors made by the girls during last month were announced.

They will meet Friday, February 8, with Addie Parker.

P. T. A. and Mother's Congress To Meet Here in April.

Fourteenth district of P. T. A. and Mother's Congress will meet in three day session in Floydada the second week in April, according to word received this week from the president, Mrs. J. E. Griggs of Lubbock.

Mrs. Griggs will be here this Thursday to confer with local P. T. A. presidents and make definite plans for the meeting. The district is composed of 24 counties which meet annually. This is the first meeting to be held in Floydada.

Girls Reserve Banquet For Mothers Tonight.

The Girls Reserve of Floydada High School will be hostesses at a banquet for their mothers tonight at 8 o'clock at the Baptist church.

Camp Fire Girls Hike At Meeting Tuesday.

Watchelovian Group of the Camp Fire girls met Tuesday afternoon at the home of their guardian, Mrs. G. F. Klebold, and went from there on a hike and treasure hunt. They had as their guest Cordia May Templeton, of Hollywood, California, who gave some interesting things about her scout work.

At the conclusion of the meeting Mrs. Klebold served refreshments. The girls will celebrate the first anniversary of the organization of the group with a dinner party Friday evening at the home of Ruth Rutledge.

Miss Veda Wooten Is Hostess at Party.

Miss Veda Wooten - entertained a number of young people in her home Tuesday evening, Jan. 29. Games were enjoyed until a late hour.

Refreshments were served to: Misses Robyn and Vera Swinson, Eugenia Hoffman, and Miss Wooten Messrs. Joe Breed, Earl Crow, Ben Gibson, and Henry Hancock.

San Souci Club With Mrs. Wimberly.

Mrs. Fred Wimberly was hostess to the San Souci Bridge Club Wednesday afternoon. Miss Mabel Willis got high score in the games.

Refreshments were served to Mesdames Leslie Surginer, Rip Snodgrass, Terrell Loran, Jeff Welbourn, Jo M. Day; Misses Marlon Crain, Garnette White and Mabel Willis.

Much Interest Shown In Tractor School Friday

Much interest was shown in the John Deere tractor school held last Friday afternoon at the Royal Theatre, about 200 being present, according to local dealers, Stansell and Collins.

The purpose of the school was to acquaint tractor owners and prospective purchasers with the operation principles of the John Deere tractor and to discuss with them the problems which may arise in connection with its use.

An interesting feature of the demonstration was a tractor block-

ed up by soda water bottles with the motor and all four wheels running.

Social Calendar

The Owls Forty-two club meets tonight at 8 o'clock with Mr. and Mrs. Lon M. Davis as host and hostess.

1922 Study Club meets this afternoon with Mrs. J. U. Borum as hostess, at 3:30 o'clock.

Mr. and Mrs. Flynn Thagard will be host and hostess to the Friendship Bridge Club Friday evening, February 8, at 7:30 o'clock.

Mrs. R. Fred Brown will be hostess to the K. K. Klub Friday afternoon, February 8, at 2:30 o'clock.

Woman's Council will meet Monday afternoon at 3:30 o'clock at the church for the regular Missionary program. Mrs. J. B. Jenkins will be leader.

Ladies Aid of the Cumberland Presbyterian Church will meet Monday afternoon at 2:30 o'clock at the church.

North Circle of the Baptist Missionary Society will meet Monday afternoon at 3:30 o'clock with Mrs. B. L. Blacklock. The Bible study will be had from the fifth to tenth chapters of Exodus. The members are asked to bring their blocks for the friendship quilt.

Mrs. Roy Snodgrass will be hostess to the Wednesday Bridge Club Wednesday afternoon, February 13.

Andrews Ward Parent-Teachers' association will meet Wednesday afternoon, February 13, at 3:30 o'clock at the school building. A program has been arranged. All mothers are urged to be present as a book will be given to the room having the most mothers present.

CAMPBELL CLUB MEETS

Mrs. W. H. Bethel was hostess to the Campbell Home Demonstration Club last Tuesday at her home in the Campbell community. They report a real good meeting with nine members and one visitor present.

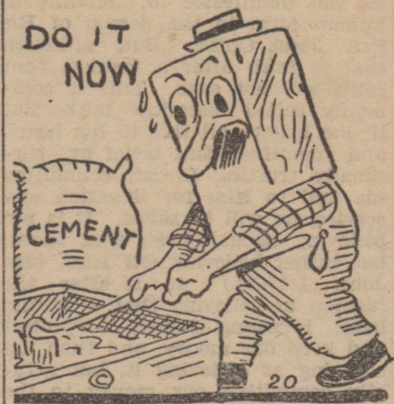
"The Family Garden" was the subject discussed and the following reports given: "The place of green vegetables in the diet," Mrs. Bethel; "Value of Preserving vegetables," Mrs. Geo. Stiles; and "Diseases caused by lack of vegetables in the diet," a round table discussion.

The hostess served oyster stew, Welsh rarebit and hot chocolate to the members.

The next meeting will be held on February 19, at the home of Mrs. M. E. Glover. The subject for discussion will be "Adequate Diet." Mrs. Glover will be hostess.

Bill Der Says

If you don't save your money someone else will.



Building Is Progress

It is a cheerful task to congratulate our city and this community on its progress.

We know that building means progress, and that progress means building. In our small way we have, perhaps, contributed to the progress of this community—for We Provide With Which To Build.

Willson & Son

Floydada, Texas

An Invitation

TO VISIT OUR MUSIC ROOM AND HEAR THE

Newest Columbia Records

Released weekly by the Columbia Phonograph Company and placed on sale at this place the same week.

We will be glad to play any selection you may request. Visit us and hear the newest and best.

F. C. Harmon

Dealers in All-Electric Columbia-Kolster Combination Phonograph and Radio



For Three Days Thursday, Friday and Saturday

- Set Five Glass Mixing Bowls, Limited quantity, \$1.00
- Boys' Axe, For, \$1.00
- Good Hand Saw, For, \$1.00
- Six Boxes 22 Shorts, For, \$1.00
- 1 Dozen Coleman Mantles, And one Generator, \$1.00
- A Good \$1.00 Hammer, And 15c Handle, \$1.00
- Set Six Large Goblets, For, \$1.00
- 30x3 1/2 U. S. "Nobby" Tube, For, \$1.00
- Good Aluminum Double Boiler, For, \$1.00
- Five Bottles 35c size Snowbird Cedar Polish, \$1.00
- Good Aluminum Angel Food Cake Pan And Spoon, \$1.00
- French Fry Pan and Bucket, For, \$1.00
- Giant Size Milk Strainer, Limited quantity, \$1.00
- Good Combinet, and three rolls toilet Paper, \$1.00
- Good Aluminum Water Pail, and Aluminum Dipper, \$1.00
- Good White Enamel Water Pail And Dipper, \$1.00
- Good Aluminum Tea Kettle, 5 Quart size, \$1.00
- Good Large Size Aluminum Roaster, for, \$1.00
- Good White Enamel Bread Box, Limited quantity, \$1.00
- Large Dairy Pail and Good Strainer, \$1.00
- Good Lantern, No. 2 size, \$1.00
- Good Glass Lamp, Complete, and six Boxes Diamond Matches, \$1.00
- Brass Wash Board, and Clothes Line, and three dozen clothes pins, \$1.00
- Good Blue Enamel Combinet, For, \$1.00
- Good Heavy Weight Strainer Milk Pail, \$1.00

Floydada Hardware & Grocery

WE PAY TOP PRICES FOR YOUR EGGS

Hesperian Want Ads Get Quick Results

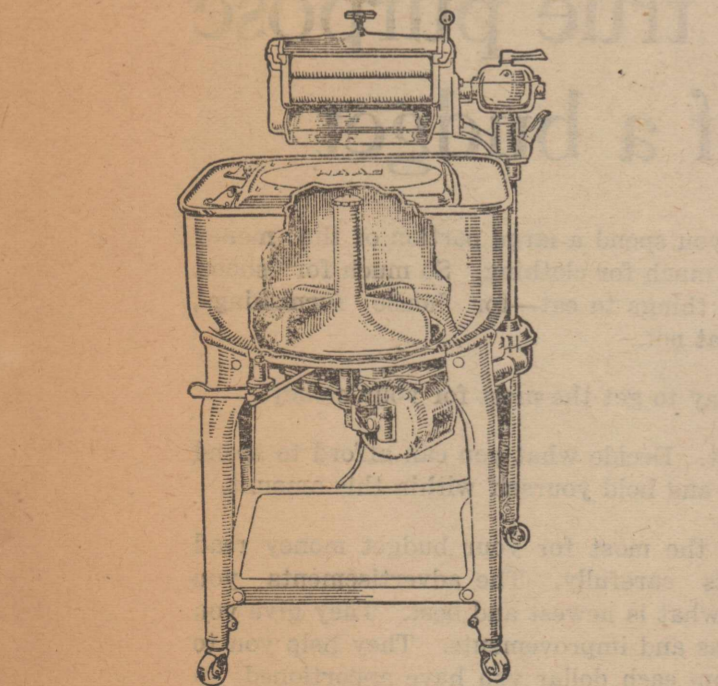
It does your Work at a moderate price

HERE'S a guaranteed file for letters or cap size papers. Spot welded throughout, with drawers sliding on coaster rollers. It will not wear out, nor come apart, nor bind. It's "built like a skyscraper." by Shaw-Walker—a quality file at a moderate price.

Come in and see it.

Hesperian Pub. Company
TELEPHONE NO. 8

—pronounced Haig
H A A G
VORER



The finest washer built at lower price. We positively save you money.

TIME TO BUY:
De Laval Cream Separators
Buckeye Incubators and Brooders
Haag Washers—electric and gasoline
Jumbo Harness
Crosley Radios.

WE MEET ALL PRICES

Kirk and Sons

Hesperian Want Ads

Cheapest, Busiest Salesmen In Floyd County

FOR SALE

SEE those Valentine baskets at Hollums, Floydada Florists. 49tc

FOR SALE—Living room suite, two bedroom suites, dining room suite, piano and other furniture. Phone 165-J C. M. Wilson. 49tc

FOR SALE—100 bu. good cotton seed \$1 per bu; also 1925 Ford touring car, new top, new cushions, or would trade car for two-row P. & O. Lister, cow, cream separator, young mules or coupe. G. I. Dunavant, Route 2, Floydada. 493tp

FOR SALE—At Reduction—\$50 credit on any business course at Lippert's Business College, Plainview. See Mrs. David Battey, Rt. 4 Phone 903F51. 49tc

ST. VALENTINE'S Day. — Every thought of this day bespeaks and suggests flowers. 49tc

FOR SALE—My home on West Mississippi Street, five-room modern stucco. See C. M. Wilson 49tc

NICE small evergreens suitable for cemetery planting. Hollums, Floydada Florists. 49tc

FOR SALE—good second hand sewing machine. Mrs. J. B. Houston. 492tp

FOR SALE—10 foot Eclipse Windmill, 22-foot tower, 100 feet of 2-inch pipe practically new, also sucker rod, new pumping barrel and ball checks, and 25-barrel galvanized tank. Everything in good shape. A. V. Haynes. 501tc

FOR SALE—Living room suite, two bedroom suites, dining room suite, piano and other furniture. Phone 165-J C. M. Wilson. 49tc

1929 DISC ROLLING PRICES
 14 Inch Tandem25c
 16 Inch Tandem20c
 18 Inch Tandem30c
 20 Inch Tandem35c
 20 Inch One Way Plow Disc40c
 22 Inch Plow Disc50c
 24 Inch Plow Disc65c
 When you have a job too difficult for others, bring it in. We can do it.
 J. A. ENOCH
 East Side Square 47tc

GET your fruit trees, shade trees, evergreens and shrubbery out this month and next. Hollums, Floydada Florists. 49tc

FOR SALE—Texas Red Oats for seed. Phone 905F12. W. A. Cates. 501tp

EMERSON two wheel one-row lister, complete, a real bargain at Willson and Son's Lumber Co. 503tp

FOR SALE—Deposit on New Chevrolet Six Coach at Motor Supply. S. R. Groves at Westers' Bakery. 501tp

NOTICE

STATE OF TEXAS
COUNTY OF FLOYD.
 Before me this day personally appeared E. B. Massie, who, being by me first duly sworn, deposes and says:
 That on February 5, 1929, that he sold to local buyers in the Town of Floydada, Texas, thirty-eight (38) bales of Acala long staple cotton at a price of 17c per pound which amount was approximately TWENTY (\$20) DOLLARS a bale above the price paid for ordinary cotton; that all of said cotton was of second picking or top crop and all of it had been gathered and ginned since December 25, 1928.
 E. B. MASSIE.
 Subscribed and sworn to before me this 6th day of February, A. D. 1929.
 (Seal)
 E. L. NORMAN,
 Notary Public, Floyd County, Texas.
 Second year seed from above cotton for sale by E. B. Massie, Phone 176.
 FOR SALE—Living room suite, two bedroom suites, dining room suite, piano and other furniture. Phone 165-J C. M. Wilson. 49tc
 ATTEND the Muncy Bros. sale at Muncy February 14. 501tp
 ALL KINDS farming implements, harness, etc. will be sold February 14 at Muncy Bros. Sale near Muncy. 501tp
 GOOD work stuff listed for sale February 14, at the Muncy Bros. Sale near Muncy. Sale begins at 10 o'clock. Free lunch on ground. 501tp
 FOR SALE—my Maytag Electric washing machine, used 8 months. I have moved to the country and can not use it. Would take some good milk cows. See me 1-2 miles east of Campbell school or write Mrs. Buena Keith, Rt. 3. 502tp
 FOR SALE—Spring Wheat, \$1.25 per bu. Winter Barley, \$1.00 per bu. J. C. Fox, 8 miles South East of Floydada. 492tp

REAL ESTATE

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

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

FOR SALE—My home on West Mississippi Street, five-room modern stucco. See C. M. Wilson. 49tc

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

FOR RENT—New apartment, furnished. Garage. Goen & Goen. 501tc.

LIVE STOCK

FOR SERVICE—Registered Jersey bull at A. L. Elishop place on Silverton road. Good unloading chute. Fee \$2.50. O. V. Nickels. 502tp

FOR SALE—Two choice heavy smooth-mouth mules. Worth the money. J. R. Readhimer. 502tp

27 HEAD Jerseys listed in the Muncy Bros. Sale at the John McDonaid place near Muncy on February 14. 501tp

MISCELLANEOUS

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

NEW fancy work for spring sewing. Thrifty-Nifty Shop. 481tc

ON Valentine's Day. "Say it with flowers" Hollums, Floydada Florists. 49tc

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

ROOM and board for one or more, front rooms, lights, water and garage, third house west of Presbyterian church. Mrs. T. J. Nance. 49tc

HIGH GRADE COTTON SEED

Carefully selected well Matured from Re-cleaned cotton, which made from 1/4 to 1 1/2 bales per acre; of the Western Wonder variety 40% and better lint, 1/2 to 1 inch staple, germination over 95%. Will mature two weeks earlier than seed grown anywhere in the East or South, free from insects. Price 12 to 48 bushels \$2.25 per bushel. 51 bushels up \$2.00 per bushel, 3 to 9 bushels \$2.50 per bushel, all in new three bushel bags Special prices on car lots. Freight prepaid. Mail orders to Hall County Seed Co., Memphis, Texas. 493tc

JOHN L. WEST will plow your garden, prune your trees, work your yards, etc. Phone 279J. 504tc

WOOD AND KELLY for well drilling and carpenter contracting. Let us drill your well and build your house. 49tc

TWO year old dormant rose bushes, good varieties, 50 cents each. Climbers, 60 cents. Hollums, Floydada Florists. 49tc

BRING your hemstitching to the Thrifty Nifty Shop. All work guaranteed. Hemstitching also done in gold and silver thread. 40tc

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

TWO year old grape vines, good varieties at 25 cents each. Hollums, Floydada Florists. 49tc

WANTS

WOULD like to have some home laundry, ironing or wash. One block west of high school. 484tp

FOR HAULING or moving of any kind, call 57. C. A. Mullins. 43tc

Eggs and Poultry

GOLDBANK BRONZE TURKEYS A few more good heavy young toms at \$8 and \$10. Mrs. L. C. Wheeler. 497tc.

FOR SALE—Breeding stock Giant Goldbank Bronze turkeys, finest type, high vitality. Mrs. J. D. Christian, Route 1, Floydada. 42tc

SETTING EGGS—High Bred White Wyandotte. 75c per setting or \$4 per 100. S. J. Latta, 3 miles east of Floydada on Matador Highway. 47tc.

FOR SALE—Young Bronze turkey toms. Phone 293-W. L. H. Dorrell. 493tc.

SETTING EGGS—From yard. Hens rigidly culled for egg production. Cockerels are Star Imperial and choice cockerels. \$3 per hundred in lots of one hundred or more. Eggs from my pen of selected hens and pullets headed by cockerels of M. Johnson's Star Matings, \$6 per hundred. Mrs. David Battey, Rt. 4, Floydada, Phone 903F51. 49tc.

SETTING eggs from dark Rhode Island Reds. The kind that pay the grocery bill. T. J. Heard. 504tp.

DARK R. I. RED eggs 75c per setting, one hundred \$4. Mrs. W. F. Daniel, Floydada, Route 1. 508tc

DARK R. I. Red eggs 75c per setting, one hundred \$4. Mrs. J. R. Terry, phone 924-F12. 503tp.

MILLER'S Tancred White Leghorns lay more and weigh more. Profit makers.
 Chicks Hatching Eggs
 Per 25—\$5.50 Per 15—\$1.75
 Per 50—\$10.50 Per 50—\$5.50
 Per 100—\$20.00 Per 100—\$10.00
 Place your orders now with us, or see Mr. Heald at Floydada Hatchery Mr. and Mrs. Olin S. Miller, Floydada, Texas, Rt. 3. 50tc

FOR RENT

Two rooms for rent, furnished or unfurnished. Mrs. John Wahl, one block west of high school. 501tp

FOR RENT—Two unfurnished rooms three blocks east county scale. V. N. Redd. 502tp

ROOM & BOARD for two men, close in, Corner Fifth and Virginia Street. Phone 275-W. 502tc

FOR RENT—New apartment, furnished. Garage. Goen & Goen. 501tc.

FOR RENT—One bedroom close in. Modern conveniences. Phone 249 or call at 321 W. Kentucky. 50tc

LOST AND FOUND

LOST—White bull pup. Trimmed ears and bobbed tail. Reward for return to John Boatman 1 mile south and 1 1/2 east of Pleasant Valley school house. 492tp

Found—Black poland China sow. Owner may have same by paying for its feed and this ad. See L. C. Battey, five miles south of Floydada. 502tc

Sunday School Lesson

P. D. O'Brien.

Date—February 10, 1929.
 Theme—Repentance and Faith.
 Scripture—Acts 2:32-39; Luke 15:11-24.

Golden Text—Repent ye, and believe the gospel.—Mark 1:15.

Certainly there is one point upon which all evangelical Christian people agree, that is repentance toward God and faith in the Lord Jesus Christ are essential to the salvation of the soul. Indeed Jesus Himself stated the case as strongly as it could be stated for repentance when He said, "except ye repent, ye shall all likewise perish." (See Luke 13:3 and 5.) And Paul states the case for faith just as strong when he says, "without faith it is impossible to please God, for he that cometh to Him must believe that He is, and that He is a rewarder of them that diligently seek Him." (See Hebrews 11:6.)

What Is Repentance?
 It would take far more space than we have to fully discuss every phase of this question. As the word comes to us from the Hebrew and Greek languages, it presents so many different aspects that one definition can scarcely carry the full meaning. It involves conviction for sin, contrition or Godly sorrow, a determination to forsake sin; all of which is followed by an actual turning away from sin to Christ for forgiveness and cleansing. Repentance is more than reformation in which one decides to turn over a new leaf, so to speak, and live a better life. It is more than being sorry for sin or even weeping because of sin; for unless there is sorrow for sin causes one to forsake his sin and turn to the Lord of righteousness, it will avail him nothing. Some illustrations of repentance are given in the Bible. Jesus said the Nenevites repented at the preaching of Jonah. (See Jonah Ch. 3.) The Philippian jailer repented. (See Acts 16:29-31.) The Publican in the temple is an example of true repentance, the kind that issues in justification. (See Luke 18:13-14.) Then our lesson from Acts 2 shows how the people were pricked in their hearts and were made to cry out for mercy and help. But probably the best illustration of repentance to be found in the Bible, and at the same time the most familiar, is our other lesson from Luke, the parable of the Prodigal son.

What Is Faith?

Again we find it necessary to combine English words to express the full significance of the Hebrew and Greek word faith. Our two words, belief and trust, combined comes as near as we can hope to come to a full definition of true saving faith. First one must believe that God is, that He exists, that He lives and rules, and that He was manifested to humanity in human form in the person of His Son Jesus Christ. But, although that is faith after a fashion, that faith will not save. This is commonly called historical faith. But if one believe all this in his heart, and manifests this belief by personally trusting Christ, committing his soul to Him for salvation and service, he will be saved. It is not believing about Christ that saves; but rather believing ON Him. (See John 1:12-13.) It is after the fashion of believing that a certain bank is strong enough to protect and keep our money, and then not stopping at believing it, but actually committing our money to the bank. One may stand and behold a bridge built to pass from one side to the other of a stream, watch others cross until he is confident that the bridge is strong enough to bear the traffic; but until he commits himself to it by stepping out upon it he will never have the benefits to be found on the other side. So it is with men and Christ. Man may be convinced that Christ is the Way, but until he steps out on His promises by faith, he will never cross from the kingdom of darkness to the kingdom of light. All of this merely argues the truth stated by James when he says, "Faith without works is dead."

being alone." Faith must have action.

The Prodigal Son

Space forbids full treatment here. But especially, would we call attention to the young folks who may read these lines, that herein is revealed the fact that when one goes downward and comes to want and woe. The father in the parable evidently represents God the Father who waits with forgiveness and welcome for every wayward sinner who, like the boy in the story, comes to himself and is bold enough to go back and make full confession of his sins and ask for forgiveness. The incident is so clear and interesting in Luke that we are closing with an exhortation that you turn to it and read it, and read it, and soberly meditate upon the wonderful lessons that it teaches.

With The Churches

FLOYDADA CIRCUIT

A called session of the Quarterly Conference for the Floydada Methodist Circuit will be held at Fairview school house this Thursday night, February 7.

At the same time and place a meeting will be held by the locating committee who were appointed to select a site for the new church building.

A. D. Jameson, Pastor.

CITY PARK CHURCH OF CHRIST

You are invited to attend the following services at the City Park Church of Christ.

Bible Study Sunday 10 a. m.
 Preaching and communion 11 a. m.
 Preaching and communion 7 p. m.
 Young peoples class 5:45 p. m.
 Prayer Meeting Wednesday 7:30 p. m.
 Ladies Bible Class Monday 3 p. m.

The subject Sunday morning will be "The Sermon on the Mount" (Concluded). Sunday evening the subject will be "The Conversion of Saul."

Come and let us reason together.
 H. P. Cooper, Minister.

CARR'S CHAPEL

Rev. Payne, Pastor
 Services for Sunday, February 10, 1929.

Sunday School at 10 a. m., Mr. L. A. Williams, Supt.
 Preaching Services 10 a. m. and 7 p. m. Sermons by the pastor.
 Missionary Society meets Thursday, February 14, at 2 p. m. at the home of Grandma Carr.

If you attend church, don't miss these services. If you do not go to church, we invite you to come and worship with us and we especially invite those who have recently moved to our community. Make Carr's Chapel your church home.

CUMBERLAND PRESBYTERIAN CHURCH

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

Sunday school at 10. Several have been absent recently, we are anxious to see all back in school. Morning worship at 11.
 Christian Endeavor at 6:30. The society is growing in interest it will be time well spent to visit them.
 Evening worship at 7:30.
 Prayer and study hour Wednesday evening at 7:30. You are welcome to worship with us.

CHURCH OF THE NAZARENE

C. E. Hagemeir, Pastor
 Corner of S. Fourth and W. Tennessee streets. Phone 337J.
 Sunday School at 10 o'clock.
 Preaching service at 11 a. m. and 7:30 p. m. Prayer meeting Thursday evening at 7:30. You will always find a hearty welcome at the Church of the Nazarene.

BAPTIST ASSOCIATION HELD MEETING AT CROSBYTON TEXAS

The regular monthly conference of the Floyd County Baptist Association was held at Crosbyton Tuesday, February 5. Nine members from Floydada attended. Rev. P. D. O'Brien, local Baptist pastor, gave the sermon for the meeting and Mrs. O. Stephens sang a vocal solo.

Others from Floydada in attendance at the meeting were Rev. and Mrs. R. E. Bost, O. Stephens, J. A. Wyman, and Rev. G. W. Tubbs. The next meeting will be held at Whiteflat during the early part of March.

FIRST BAPTIST CHURCH

The Church With a Program
 Dick O'Brien, Pastor
 We want not less than 325 in Sunday School next Sunday morning. We want 150 in the Training service Sunday evening at 6:25. This odd hour for meeting is to give all unions five minutes to get into their rooms and be ready for the program at exactly 6:30.
 Rev. J. Matt Hale, of Ralls, one

of the best preachers in the country will preach at the morning hour. He and I are exchanging pulpits for the morning service only. Be sure to hear him. He is a graduate of Baylor University, and has had 18 years of experience in the ministry. He is a very interesting preacher.

At the evening hour 7:30 the pastor expects to give the final sermon on the Second coming of Christ. The subject will be, "The Results of the Second Coming." There will be special music at both hours.

We are grateful for the fine crowds we have had lately, and expect them to grow as the weather conditions become more favorable. Visitors always welcome at our church.

SPECIAL AT M. E. CHURCH

The Ladies of the Woman's Missionary Society of the Methodist church will give a dramatization of "The Missionary Voice" Sunday morning immediately preceding church services. All members of the church are invited to be present.

Pedigreed Leghorn Flock Pays Profit

Flock Headed by Thoroughbred Cockerel Recently Purchased From L. C. Beall.

Mr. and Mrs. Olin S. Miller have recently added to their flock of thoroughbred White Leghorns a cockerel bred by Texas A. & M. College and out of their highest record pen. This cockerel was sired by a cock out of a 317 egg hen (official record) and was purchased from L. C. Beall, of Washon, Washington, nationally known breeder of pedigreed high producing White Leghorns.

Mr. and Mrs. Miller paid \$25.00 for this bird, but they believe that good breeders from males and females of known pedigree and high egg yield, pay big dividends. They have, each year, used only high pedigree males in their flock.

Starting two years ago with twenty-four pedigreed hens and two pedigreed Beall cockerels they have built up a flock of 300 carefully selected hens and pullets. From this flock, during the past month of January they sold three hundred dozen eggs or ten cases.

The trapnest system is used on this farm. In trapnesting each hen and pullet has a numbered wing band. When she enters the nest it automatically closes, shutting her in. When she has laid, the attendant takes her from the nest, reads her wing band, numbers it and records it on a special pad for that day.

In this way the exact number of eggs each hen has laid during the year, is known. Guess work is eliminated in culling; only the consistent and profitable layers are kept. By mating these hens with a male to each pen and marketing the egg with the number of the hen that laid it, it is possible to know the parentage of each chick hatched. This method is used by all the best breeders. The highest record flocks and individuals are produced in this way.

"A hen that lays 90 eggs a year just pays for her feed, while a hen that lays 200 eggs will make a profit of \$2.75, the value of 110 eggs at 2 1/2c each, which was the average price received for market eggs in 1928," Mrs. Miller said. She further stated that a 200 egg hen is worth a whole flock of 50 egg hens,

as far as profits from eggs go. Mrs. Miller believe the production and profit from their flock will be increased considerably each year.

WE "UN-WRECK" WRECKS

—And make straight fenders out of bent ones. Ask some of our customers—they'll tell you.

We do Automobile Top and Glass Work right—right work, right price.

Authorized Duco Painting Station. You choose the colors.

JOHN McCLESKEY AUTO TOP SHOP

220 North Main Telephone 206

ANOTHER ROYAL HIT!



ROYAL THEATRE

MONDAY & TUESDAY, Feb. 11 and 12

The true purpose of a budget

Every year you spend a large portion of the money you get. So much for clothing. So much for shoes. So much for things to eat—for house furnishings, books and what not.

Here is the way to get the most for your money.

Keep a budget. Decide what you can afford to spend for each item and hold yourself within this amount.

Then—to get the most for your budget money read advertisements carefully. The advertisements you read tell you what is newest and best. They give you the latest ideas and improvements. They help you to get more from each dollar you have apportioned in your budget—and so live better and dress better with the same income.

The true purpose of a budget is to enable you to spend wisely—and only by careful reading of advertising can you hope to accomplish this result.

Read advertising regularly. It points the way to better living.

BABY CHICKS

FROM THE BEST FLOCKS IN WEST TEXAS

Supervised by men who know. Our prices are always right. Compare them with cheap shipped-in chicks. We take off Tuesdays and Fridays.

SMITH'S HATCHERY

Lockney, Texas

All Building Materials

In

Martin Dry Goods Company's

New \$30,000 Home

Were Supplied

By

The South Plains Lumber Company

INC.

Serving West Texas With Yards at

FLOYDADA

RALLS

STERLEY

LOCKNEY

DOUGHERTY

SOUTH PLAINS

QUITAQUE

SILVERTON

CAPITAL AND SURPLUS \$300,000

H. E. Cannaday

General Contractor

For

The

New \$30,000

Martin Building

Joins In Extending Heart

Congratulations

To

Martin Dry Goods Company

*Upon The Formal Opening
Of Their*

New Home In Floydada

Society & Clubs

Woman's Missionary Society
Begin New Study.

Members of the Woman's Home Missionary Society will begin a new study at their meeting at the Methodist Church Monday afternoon of next week, when they meet at 3 o'clock. Monday of this week they completed the study of one mission book under the tutelage of Mrs. W. W. Porter.

Last Monday afternoon the regular study hour was preceded by a business session at which Mrs. Jim Willson, president of the society, presided. Twenty-two members were present.

Sunday School Class to Have
Social Meeting.

Members of the Pastor's Helpers Class of the Methodist Sunday School will have an all-day social meeting Tuesday of next week, when they will gather at the home of Mrs. E. C. Henry.

Each member of the class will take a dish and at noon these will be spread, and all enjoy lunch together.

East Ward P. T. A. Has
Program Friday.

East Ward P. T. A. met in regular session Friday afternoon, February 1. The meeting was opened with a prayer by Mrs. John I. West and Mrs. G. R. May favored the members with a piano solo.

Other members on the program were:

- "The value of Humane education" Mrs. W. C. Boren.
- Reading, J. T. Howard, Jr.
- "The Parent's Influence," Mrs. John L. West.
- "The Teacher's Responsibility," Miss Fannie Bolding.

In business session following the program a report was given by the treasurer, a report from the cafeteria committee showed that the cafeteria is now supporting itself and has a nice sized balance in the bank. In previous years the cafeteria had failed to support itself.

Mrs. A. H. Thornton's room was given the picture for having the most mothers present. Some new books were added to the library.

The next meeting will be held Friday afternoon, February 15.

Woman's Council Meeting
At Church Monday.

The Woman's Council of the First Christian Church met Monday afternoon at the church and had their lesson from "The World Call" led by Mrs. E. C. Nelson. A short business meeting was held during which important business matters were discussed.

The regular missionary program will be had at the meeting Monday afternoon which will be held at 2:30 at the church. Mrs. J. B. Jenkins will conduct the program.

Committees Appointed
For Year's Work.

The American Legion Auxiliary met Monday night at the Legion home and appointed committees for the year's work as follows: Rehabilitation committee, Mrs. C. H. Davis, chairman, Mrs. James Colville, Mrs. J. E. Horton; Finance committee, Mrs. J. C. Gilliam, chairman, Miss Jennie Lewis, Mrs. Calvin Steen; Refreshment committee for six months, Mrs. John Reagan, chairman, Mrs. Jack Henry and Miss Ruth Collins; Entertainment committee, Mrs. Ray Dickey, chairman, Mrs. Robert Some, Mrs. A. B. Keim; Membership committee, Mrs. Luther Fry, chairman; Mrs. T. P. Collins and Mrs. Alvin P. Horn.

Mrs. Gilliam, Mrs. Kight Dickey and Mrs. Reagan were appointed as a committee to investigate the rearranging of the kitchen.

The finance committee was asked to see the Theatre manager in regard to sponsoring a picture and getting a percent of the proceeds.

The meeting adjourned to meet again Monday, night, February 18.

Celebrates Fourth Birthday
At Home Saturday.

James Thurmond Bishop, son of Mr. and Mrs. L. T. Bishop, was four years old Saturday, February 2, and celebrated his birthday with a party from 2:30 until 4 o'clock.

The birthday cake which was decorated with four candles was cut and served with punch and sandwiches to the following children: Billy Clyde Davis, Joe Arwine Jr., Joe Dick Moore, Bobbie James Eubank, Weldon, Spoon and Francis Standifer, Peggy Jo Bishop, Richard Dickey, Mary Anna Ross and O. M. Watson, Jr., and the honoree.

A POET AND PHILOSOPHER
WHO SLEEPS IN A GARAGE

Allen V. Peden in the Houston Post-Dispatch.

A strange figure stood before Judge Lucien Andler's bench in Houston, Texas, recently. It was that of a small, thin man in a shabby brown coat with long mahogany curls, hanging around his neck, touching his shoulders. They were bound tightly about the temples with a piece of string, tied in a bow-knot in the back. The face was seamed, but kindly, almost wistful. It was tanned by sun and air, the skin of an Indian. The man was charged with vagrancy.

The policeman who had arrested him knew little about the man. He had been ordered to pick him up and had obeyed orders. He said he did not believe the man worked. He knew that he slept on a cot in a garage near the police station.

"Don't you know, officer," asked Attorney Jim Letts, who volunteered to defend him, that this man is a poetologist, that he sells poetry for a living?"

"A what?" asked Prosecutor Tom Harriah sharply.

"A poetologist," repeated Letts serenely. "Would the judge like to hear a sample of his poetry?"

The man with the long locks, who had remained rigidly erect with one hand behind his back throughout the proceedings, obediently began.

"I call this one 'Just Around the Corner' judge," he said in a soft voice. "I'm always whistlin' the tune and people seem to like it. When all the world seem blue to you

In this selfish, onward rush, In pursuit or possession of material that of the dust,

Now don't give up, but shove ahead, For if you weaken you're a goner; The things you're looking for Are just around the corner.

You are all upset and downhearted And there is nothing you care to do. There is something trying to find you.

So just smile and keep a-plugging, For if you weaken you're a goner. If you can overcome enough You'll find yourself around the corner.

He paused. "All right you can go," said the judge.

The man's name, the name signed to his verses, was Rex W. Han Crip, Osborne. He learned that he had been in Siberia with the 19th regiment of the 2nd division for twenty-two months, and that which there, he had received a bolshevik sniper's bullet in his hip.

Before the war, Osborne had been a performer, "a trouper, black-face comedian."

I began about the same time as George Austin Moore and Billy Price, Jack McCreary and Bill Swor. It was around the time of the Spanish-American War. I've traveled with all of 'em many a time. Later I got in the minstrel line. I've worked with Al Fields and Lew Dockstader. I was in St. Louis doing a few tricks for John L. Sullivan in his cafes on Market Street at the time of the world's fair."

Osborne's wound incapacitated him for anything but light work and he turned to the simple life of poetry, he says. He likes to live in poverty, although he has a brother in a good position in the city, who would gladly give him a home. But he is interested in the passing throng, the endless parade, and he thinks he can see it best from the

sidewalks, from rough beds in strange places.

Asked how he managed to get his poems printed, Osborne said he waited until he had \$4 or \$5 in nickles and dimes and then he would have some printer turn out a new poem for him. He carries with him a little black satchel in which are his inspirations. He sells them to whoever will buy for what small sums they are willing to pay.

The reporter suggested that with all his experiences he might write some interesting memoirs.

"I have written a book," he answered. "It is a book on philosophy, but how should a man like me ever get it printed?"

He smiled his gentle smile, picked up his satchel and walked out of the deserted courtroom, leaving the reporter wondering what manner of man he was.

ORIGIN OF IDAHO

A Lewiston contemporary gives renewed currency to Joaquin Miller's poetic explanation of the origin of the name Idaho, Henry Gannett, an authority on American

nomenclature, says it is an Indian name of unknown meaning. Miller, who carried express, partly by cayuse and partly afoot from Walla Walla, Wash., to the Orofino gold mines in 1861, wrote to an Idaho paper in 1880 that "the distinction of naming Idaho certainly belongs to my old friend, Colonel Craig of Craig Mountain, Nez Pearce County."

Miller says that Colonel Craig told him that Idaho-hoe was an Indian word meaning the light or diadem on the skyline of the mountains. The poet adds that on his return to Lewiston he wrote a brief account of his first trip to the mines and it was published in one of the Oregon papers. "In that account I often mentioned E-dah-hoe, but spelled it Idaho, leaving the pronunciation unmarked by diacritical signs, so that perhaps I may have been the first to give it its present spelling, but I certainly did not originate the word."

At that time Idaho and Western Montana were in Washington territory, and the name Idaho appears to have reached Olympia before Miller gave it currency in his writ-

ings. The territorial legislature met yearly then. At the sessions of 1860-61 and 1861-62, it carved out of the original Spokane County the new counties of Missoula, Idaho, Nez Perce and Shoshone.

That it is an Indian word is generally accepted by authority, and it may well be, as Joaquin Miller says, that Colonel Craig, who had been in that country several years before the discovery of gold, and who had learned to speak Nez Perce fluently, got the meaning of the word from his Indian friends and imported it to others, including members of the Washington territorial legislature, before he gave the information to Joaquin Miller. — Spokane Spokesman-Review.

L. D. Moss, manager of the Texas Utilities Co. of Ralls was a business visitor in Floydada Wednesday morning.

E. A. Tusha, of Amarillo, traveling agent of the Santa Fe, spent Monday in Floydada for his company.

MAGNOLIA FILLING STATION

and their Firestone Tires

Congratulate THE MARTIN DRY GOODS CO.

Don't forget, we fix flats and grease cars. Try us.

H. O. Cline, Mgr.

Phone 36



Gifts

THAT CHARM

Truly nothing reflects more refinement, more individuality, deeper sentiment than a gift of fine Jewelry. Just a few suggestions:

- RINGS, WATCHES, PENDANTS VANITIES

C. H. DAVIS AT WOODY DRUG

SPECIALS

For Next

SATURDAY and MONDAY

SUGAR	10 Pounds For	62c
Potatoes	20 Pounds For	33c
PEACHES	Per Gallon Can,	47c
KRUMES	10 Pounds For	90c
COMINY	Small Can, Each	8c
COMINY	Large Cans, Each	11c
Compound	8 Pound Bucket	\$1.23
et Soap	Palm Rose, 4 Bars For	25c
dry Soap	White Naptha, 28 Bars for	\$1

ell & Collins

PHONE 88

SPECIAL PRICE

On Safety Hatch Incubators

Number 2 Incubators at the special price of \$28.00

Number 3 Incubators at the special price of \$34.00

Safety Hatch Oil Brooders

500 Chick Brooders are now \$16.00

1000 Chick Brooders are now, \$19.00

C. Surginer & Son

What Is It That Makes Our Business Grow?



A place of business you can depend on for quality, cleanliness, service and satisfied customers—all of which we strive to have.

And we assure you we appreciate your business.

Fresh Meats — Clean Groceries

WE DELIVER ANYTIME—PHONE 27

FELTON-COLLINS GROCERY CO.

GROCERY AND MARKET

We, Too congratulate Martin Dry Goods Company and wish them good luck.

Sincere Congratulations to Martin Dry Goods Company

upon the completion of their new home, with the hope that their future business will more than justify their faith and confidence in the future of Floydada, and Floyd County and surrounding territory.

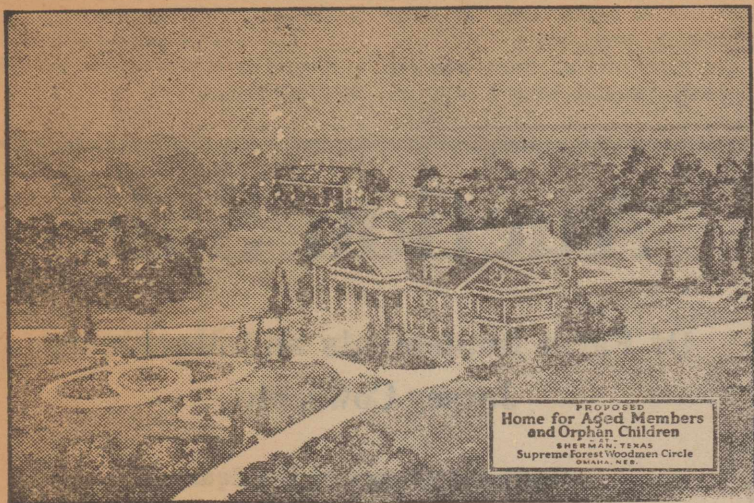
Come in and visit the Martin Dry Goods Company in their new home, and while in town be sure and come in to see the McCormick-Deering Farmall, and the complete line of McCormick-Deering P. & O. Tillage Implements on our display floor.

Rutledge & Co.

Full Line International Dealers

"FARM-WITH-A-FARMALL"

Woodmen Circle Home At Sherman



PROPOSED
Home for Aged Members
and Orphan Children
BY WOODMEN CIRCLE
SHERMAN, TEXAS
Supreme Council No. 102

The home for the aged members and orphan children at Sherman, Texas, ground for which was broken last fall, pictured as it is planned when completed.

McGuire Buys Interest
Of Weatherly In Store

Robert McGuire became sole owner of the McGuire and Weatherly men's furnishing store and tailor shop, when he purchased the half interest of J. D. Weatherly, last week. The establishment which is located in the Russell building on the west side of the square will be known as McGuire's the store for men.

Mr. McGuire and Mr. Weatherly purchased the business from T. C. Russell in February of last year. Mr. Weatherly had been a member of the firm for a year. Mr. McGuire was salesman in the men's department of Martin Dry Goods Company for several years. He will act as manager of the store.

Mr. and Mrs. Weatherly left Tuesday for Paragould, Arkansas, where they will visit relatives. Their plans for the future are indefinite.

Center News

Center, Feb. 4.—G. H. Jackson and family attended Crosby county singing convention at Fairview, Crosby County, last Sunday.

Mr. and Mrs. Marion Carpenter are moving to the house on the Massie farm where Mr. and Mrs. Leo Frizzell lived last year.

Mr. and Mrs. D. M. Fields spent Sunday with their daughter and family, Mr. and Mrs. Earl Sawyer.

Mr. and Mrs. Elvis Gill spent Saturday night and Sunday with Mr. and Mrs. Hollums.

Mr. and Mrs. Leo Bryant have moved to the L. C. Wheeler farm near Blanco.

Today is Workers' Meeting Day at Crosbyton.

Mr. and Mrs. C. O. Spence spent Sunday afternoon with Mr. and Mrs. Kirk.

Mr. and Mrs. Claud Carpenter, Mr. Cole, Mr. and Mrs. Jordan and daughters took Sunday dinner with Mr. and Mrs. T. J. Gill.

It seems we are having a time getting ready to begin work on our phone line. Several have a little more cotton they want to finish first.

Mrs. Montgomery and children attended services at Sunset Sunday and took dinner with Mr. and Mrs. C. L. Knierm and family.

gard was injured quite seriously recently when her car crashed with a street car. Word received here by the relatives was to the effect that Mrs. Harmon is recovering but will have to remain in the hospital for some time yet.

A clipping from the Los Angeles Evening Herald gives the following account of the accident: Mrs. E. C. Harmon, 28, of 1308 West Sixty-first Street, was seriously injured this afternoon when her automobile crashed into a street car at Redondo and Hillcrest Boulevard, Onglewood. Her automobile was hurled about 106 feet by the street car and completely demolished.

Mrs. Harmon was taken to the Inglewood hospital in an unconscious condition, where it was stated her injuries consist of a broken shoulder, a deep cut over her right eye and severe body bruises. She will recover, it was said. Upon regaining consciousness, Mrs. Harmon said she did not see the approaching street car in time to avoid the crash.

RESEARCH TURNS TONS
OF SCRAP TO PROFIT

By applying scientific research to the problem of the disposal of thousands of pieces of scrap material, the Western Electric Company, at its Hawthorne Works in Chicago, has been able to turn this waste into a very considerable amount of money—three to five millions of dollars annually.

In the manufacture of the many millions of dollars' worth of new apparatus, equipment, and other plant necessary each year for the development of the telephone service, this company is obliged to produce billions of pieces of material yearly, involving the use of some 18,000 different types of raw material from all over the world. The "rejects," or scrap, from this material constitute a problem which cannot be solved advantageously by merely turning it over to a junk man.

An idea of the complexity of this problem may be had from the fact that this company produces each year 110,000 different kinds of communication equipment, involving the manufacture of billions of parts.

Seventy-five employees are constantly engaged in the specific job of collecting, sorting and disposing of all the rejects or scrap produced by this enormous manufacturing program. Forty-four thousand square feet of floor space are devoted to this work, and an investment running into five figures has been made in machinery and tools to facilitate the work. Approximately 75,000,000 pounds of scrap material are handled annually. This huge amount includes not only scrap from the process of manufacture, but also that reclaimed from junked apparatus returned for salvage from the company's various branches all over the country and from the associated Bell Telephone Companies.

This great amount of material is sorted into more than 200 different classifications of scrap. Approximately 25% of the scrap is salvaged to be re-used in telephone apparatus. All copper scrap is melted down to be made into wire. Reclaimed lead is used to manufacture new cable sheath or to make solder. All to her mental scrap which can be used in the foundry is sent to that department to be made into new parts. Hard rubber is ground up and used to manufacture new parts.

Read The Hesperian for the news of Floyd County.

DAIRY-HERD RECORDS
TEST COWS AND PROVE BULLS

"The dairy herd improvement association records are a gold mine of useful information. Their purpose is twofold—to test the cows and to prove the sires," says J. C. McDowell, of the Bureau of Dairy Industry, United States Department of Agriculture.

From a study of these records he finds that the cows having an average butterfat production of 100 pounds a year make an average income over cost of feed of \$14; those producing 200 pounds per year return \$55 over cost of feed. The next 100 pounds increase in production per cow raises the income over cost of feed to \$96; the next to \$138; and the next to \$178. Briefly stated, as butterfat production increased from 100 pounds to 500 pounds per cow the income over cost of feed advanced from \$14 to \$178, or as butterfat production increased five times the income over cost of feed increased thirteen times. Evidently it pays to keep good cows.

"All dairy-herd improvement," he says, "must come through culling, feeding, and breeding. Through the dairy herd improvement association records the dairyman is enabled to cull out his low producers, to feed the remainder according to known production, and to breed intelligently.

"When the production records of from 5 to 10 unselected daughters of a sire are compared with the production records of their dams, the breeding value of other sire is indicated. If his daughters' records are unsatisfactory, the sire is condemned. A dairy cow is condemned by her own record.

"So far, the association records have proved about 600 dairy bulls. Of these, only one-third brought big gains in the herds in which they were used and one-third actually lowered the production average of their herds. Only one bull in six was alive at the time he was proved. Some way should be found by which all well-bred dairy bulls can be kept alive until the records of their daughters prove this value. Then by means of a cooperative bull association or similar organization all meritorious proved bulls should be kept in extensive use as long as they live or are fit for service.

"The proving of meritorious dairy sires in large numbers is one of the great problems before our dairymen to-day. When farmers have the proper appreciation of the value of the proved bull, we shall be able to prove hundreds of dairy sires each year in our association work. Judging from the results obtained from the bulls already proved, one-third of the bulls proved in the future will be highly meritorious. From the extensive use of these bulls our dairy herds will improve rapidly, and average production of milk and butterfat per cow will reach higher levels than ever before."

PLAY AT BAKER FRIDAY

A play which was to be presented at the Baker school on January 25, by the students of the Sunset School, has been postponed and will be presented on Friday night of this week, it has been announced.

The play was first presented at Sunset and a good crowd seemed well pleased with the play. The general public is urged to attend the presentation at Baker tomorrow night.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

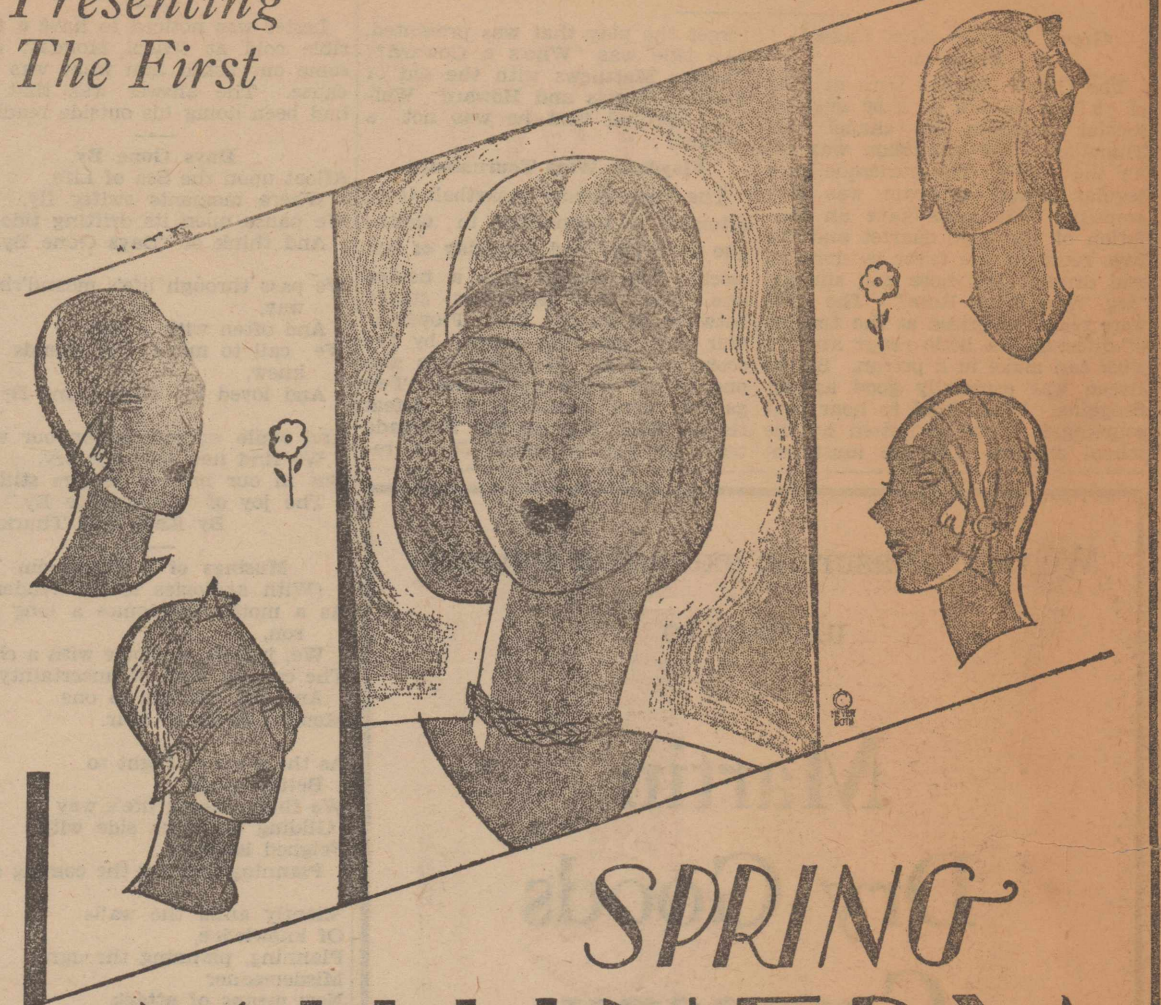
Miss Audrey Mae Borum, who is teaching school at Clarendon, spent Sunday with her parents, Mr. and Mrs. E. R. Borum. She was accom-

panied by Mr. Williams and Miss Ashley, who were her guests for the day.

Remington Portable Typewriters write good and last long.

The Hesperian \$1.50 per year.

Presenting
The First



SPRING
MILLINERY

Every hat in our first spring collection is a copy of an important Paris success... correct with the new spring mode in every detail. Combining simplicity and beauty in the moulded, snug crowns and low necklines and featuring all the newer straws of—

BALLIBUNTAL — PARIS MEMES — BANGKAKS — BAKUS
WE INVITE YOU TO SEE THEM.

The Hat Shop

Mrs. E. P. Nelson, Props. Ruth Brown

We wish to join with other friends in offering Congratulations to M. Dry Goods Company upon the occasion of their formal opening.

Nice Home For Sale

AT

PUBLIC AUCTION

Between South Wall and Main Street on Hallie Ave.,
Floydada

Saturday, February 16th
1:30 O'Clock

This home consists of four rooms, hall and bath room. Was built less than a year ago. Electric lights, gas, water and sewer connections. Including one-car garage 10 x 18, all on concrete foundation.

Also concrete walks.

Terms of Sale: One-fourth cash. Balance to suit. Attend this sale and see how you can make \$20 with little effort.

H. L. SIMS,
OWNER

Seale and McDonald, Auctioneers J. I. Hammonds, Clerk

Announcement

Of the purchase by Robert McGuire of the half interest of J. D. Weatherly in the business known as—

McGuire and Weatherly

Men's furnishing store and tailor shop in the Russell building, west side of square. The past year has been a very encouraging one and I join with Mr. Weatherly in expressing appreciation to those who have favored us with their patronage. This firm has tried to meet the approval of the public with quality and service and will endeavor to continue this policy in the future.

We will do our best to please our customers at all times and if at any time we do not meet with your approval, will deem it a favor if you will give us a chance to make things satisfactory.

This week we are installing a new Hoffman Klear Buk press and will be able to do better work in the tailoring department. With a Paris Dry Tumbler and other modern equipment it will be possible to turn out first class work rain or shine. The business will now be known as—

McGUIRE'S

"The Store for Men" Robert McGuire, Prop. Phone 66

Floydada School News

Reporters from the various Classes and Departments of Floydada Public Schools, the English Class of the High School, and the typing class of the Commercial Department co-operating.

EditorVirginia Meachum Asso. Editor.....Ruth Jenkins

Green Peppers Give Chapel Program.

The Green Peppers were in need of a few dollars so they gave a special program in chapel last Thursday. The admission was 15c for the pupils. The burlesque on a regular chapel program was very amusing. The girls gave an imitation of the boys quartet and the boys returned the favor by donning real dresses, silk hose and singing, "My Wild Irish Rose." The girls were really surprised at the amount of difference a little rouge and lip stick can make in a person. Starks Green was especially good as Mr. Scoggins. We're glad to hear that courting is to be permitted on the school ground. But we must not

forget the play that was presented. The title was "Who's a Coward?" Charles Matthews with the aid of Audrey Farris and Howard Welborn proved that he was not a coward.

Floydada Wins Tournament

The High School basketball team attended a tournament in Quitaque on Friday and Saturday of last week. The contest was a heated one. The final game was staged between Quitaque and Floydada. Our team was the winner by the score of 23-25. Memphis was also one of our worst opponents. Two games were necessary to defeat them. Each boy on the Floydada team, as well as Coach Jones, re-

ceived as a reward a small gold basketball.

Jokes

In bookkeeping class while the pupils were checking over accounts their attention was called to the fact that they were making too much noise when Mr. Cunningham said in a loud voice, "There is too much static in this room."

Lester was noticed to have a terrible cold at school Monday, and some one asked him what was the cause. The answer was that he had been doing his outside reading.

Days Gone By

Afloat upon the Sea of Life,
Where moments swiftly fly,
We pause upon its drifting tide,
And think of "Days Gone By."

We pass through life's meandering way,
And often with a sigh,
We call to mind the friends we knew,
And loved in "Days Gone By."

And while we journey on our way,
We find new paths to try,
But in our memory lingers still,
The joy of "Days Gone By."

By Katie Lee Thurman.

Musings of a Mushroom
(With apologies to the reader)
As a mother welcomes a long lost son,

We, juniors, welcome with a cheer
The coming term of uncertainty,
And bid goodbye to one
Memory holds so dear.

As the birds in flight to
Better lands,
We flutter along life's way
Gilding the dark side with
Feigned laughter,
Planning ever for the coming day.

Silently amid the walls
Of knowledge,
Planning, planning through
Misdemeanor
New means of attack
On our age old enemy,
The egotistical Senior.
By Robinette Ridgway.

'Foresight' Answer In Big Chevrolet Success

New Sixes Put Into Production In Brief Time After Announcement Made.

Detroit, Michigan, Feb. 9.—The first comprehensive answer yet obtained to the question, "How did Chevrolet succeed in effecting one of the most mammoth turnovers in industrial history?" was revealed here today.

Since mid-November when Chevrolet announced that it would discontinue producing four cylinder cars and would produce instead, a six in the price range of the four, speculation in automobile circles was rife as to how this was to be accomplished. Other manufacturers who had attempted turnovers had required as long as 18 months to two years to swing back into capacity production. There were many skeptics.

When Chevrolet followed up its announcement of a six with the announcement that deliveries on the new models were to begin January 1, few outside the company believed the feat would be accomplished. But deliveries in quantity numbers did begin January 1. On that date practically every Chevrolet dealer in the country displayed the new six. Once more the question re-echoed throughout trade circles, "How did they do it?"

The answer as it now comes to light can be epitomized in a single word—"foresight." The foresighted policies of General Motors and Chevrolet have never been known to countenance any blind gestures. The Chevrolet Six, which is today speeding over the highways in thousands, was born four years ago. At that time General Motors began considering, with an open mind, whether a six cylinder car could be produced to sell in the price range of the four. Shortly afterward Chevrolet engineers designed the first of the 100 engines which was to precede the one which today powers the new Chevrolet. One by one these engines were tested, redesigned, improved, torn down. From each experiment the Chevrolet engineers were learning. Then, one day last May after over a million miles of test driving

and four years of the most intensive sort of checking, Chevrolet engineers expressed themselves as satisfied that they had perfected a six cylinder engine of exceptional merit. It was a momentous occasion in the history of the company, and marked the achievement of one of the greatest engineering triumphs in the history of the industry.

Meantime Fisher Body engineers, working in close co-operation with Chevrolet, announced that they had a body, rugged and attractive—in every way worthy of the sensational new engine. And then it was that the Chevrolet board of strategy expressed themselves as finally satisfied.

Then began the process of making ready 20 widely scattered Chevrolet plants for the advent of the new six. It meant that an entirely new set of machine tools, patterns and dies had to be developed in the shops and on the drafting boards. It meant that Chevrolet's 40,000 employees had to be adapted to the change over.

And all of this had to be done while the company's resources were involved, chiefly at the time, with the production of four cylinder gear shift cars in numbers never before equalled in the industry. It is to be remembered that last year Chevrolet again sustained its position as "world's largest builder of automobiles" with a production of 1,200,000 cars.

Recognizing the fact that men

had to be trained to handle the new work, and that preliminary practice was necessary in the handling of tools and fixtures, the company built an experimental motor plant at Saginaw, Michigan, containing a complete equipment of new machinery purely for research, experiment and establishment of production practice. This plant started last September 1 and continued in operation until November 15.

Meantime, the Flint Motor plant was shut down from October 1 until November 15, and the task went forward of installing new machinery, rebuilding old machines for new work and re-educating in precision methods thousands of employees.

On November 15, the machinery used in the experimental motor plant was removed to the main production line and the Saginaw plant was dismantled. So well grounded were all the plans that 12,000 motors were produced between November 15 and December 1, an average of more than 1,000 a day. During 60,000 motors were produced, an average of more than 2,000 a day.

The assembly plants continued operations on the old models until October 25 when the last one closed down to prepare for the new car. The first assemblies of the new car started December 11th.

Today thousands of the new Chevrolet sixes are moving along the highways of America. Owners have reported that the engine is every-

thing its designers knew it would be. The acceleration is not surpassed by that of any other on the road. It has ample speed for any emergency. It has economy better than 20 miles to the gallon. It is beautiful in appearance. It is exceptionally easy riding.

Engineers and all those who can, in detail, visualize what a truly tre-

mendous industrial achievement this incredibly fast turnover comprises, marvel at its accomplishment. It stands as a brilliant tribute to two great organizations—General Motors and its Chevrolet Division.

Read The Hesperian for the news of Floyd County.

Auction Sale

Of Farm Implements and Machinery
Jersey Cows, etc.,

Southeast Corner of the Square

Floydada, Saturday, Feb. 9

A. S. Cummings and Others, Owners
Seale & McDonald, Auctioneers J. I. Hammonds, Clerk

We take pleasure in extending congratulations to

Martin Dry Goods Company

They are to be commended upon the enterprise and foresight which prompted their improvements.

We are glad to join with other friends in wishes and congratulations.

Burginer & Son

The New Martin Building

HAS MORE THAN
9,000 FEET OF FLOORING

Smoothed and Sanded by

The American Electric Sander

Urge that you visit this new building and see for yourself just the kind of work this sander will do.

Home Floor Sanding a Specialty

H. M. McDonald
Building and Floor-Sanding Contractor

The Panhandle Sash & Door Company

Congratulates the Martin Dry Goods Company upon the completion of their New Building.

We are indeed proud of the opportunity afforded us to have a part in the construction of this magnificent building for Floydada.

ALL OF THE MILL WORK FOR THE NEW MARTIN BUILDING WAS DONE BY

The Panhandle Sash & Door Company

Amarillo, Texas

Send Her~
Wife ~ ~ Mother~
Daughter~Sister
~ Sweet ~
heart

King's
Chocolates
for American Queens

St. Valentine's Day
Feb. 14th

See our beautiful
Valentine Packages
Now!

WOODY DRUG

The Store
for
**STYLE
and
ECONOMY**

Advance Spring Sales

The Newest in Womens Fashion Wear

The Store
for
**QUALITY
and
SERVICE**



The newest
DRESSES

Scintillating With Style Authenticity

\$7.95 to \$39.50

An enchanting array of the smartest advance models. All are brand new Silk Frocks—just arrived—many shown for the first time tomorrow. All are exact copies of much higher priced dresses. Every outstanding new fabric in light and dark shades. Cleverly trimmed and in beautiful Spring Colors.

NEW FROCK SPECIALS



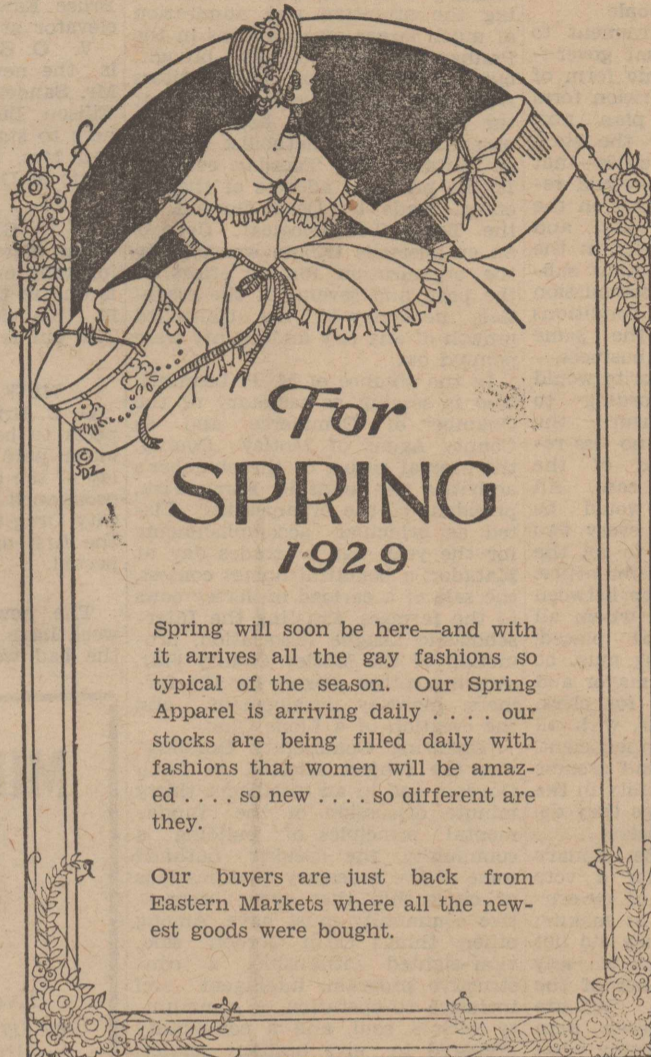
\$ 10⁷⁵



We've selected a special group of our new arrivals and greatly underpriced them to bring throngs of women to our store tomorrow. Every one brand new, fashioned of smartest silks and in most wonderful, gay colors.

Sizes For All

Always first with the latest—and to back this policy we commence our Spring Frock and Coat Sale far in advance of the regular season. Garments sparkling with freshness and style newness. Coats and Frocks, freshly unwrapped from their tissue boxes offered at really wonderful prices. We invite you to attend and convince yourself!



For
SPRING
1929

Spring will soon be here—and with it arrives all the gay fashions so typical of the season. Our Spring Apparel is arriving daily . . . our stocks are being filled daily with fashions that women will be amazed . . . so new . . . so different are they.

Our buyers are just back from Eastern Markets where all the newest goods were bought.



Fur
Trimmed
COATS

That Bear A New Distinctiveness

\$9.75 to \$47.50

The Spring Coats this season are newer and different than ever. One glance will convince you of their exclusiveness of the new fur treatment on collars, cuffs, borders and panels. Fashioned of dress and sports fabrics into styles that will prove the hits of the day.

CLOTH COAT SPECIAL



\$ 14⁷⁵



In order to excite the bargain seekers we offer this special group of coats at an unbelievably low price considering the fact that the new season has not even started. Coats beautifully furred and fashioned of super quality dress and sports fabrics.

Sizes For All



SPRING FABRICS

Like a bewildering flower garden is our Fabric section, with many bolts of gay new Spring Fabrics.

Our spring collection is one of the best we have ever offered.

Never such designs, colors and combinations.

We Congratulate the Martin Dry Goods Co. Upon the Completion of Their New Home

C. R. HOUSTON COMPANY

Congratulations

TO

Martin Dry Goods Company

Upon the occasion of their formal opening in their fine new home. They are worthy of commendations from their friends and it is a pleasure to wish them the best of luck.

McGuire's

"The Store for Men"

Discontinued Lines

AND LINES ON WHICH WE ARE OVERSTOCKED

Following specials effective until lines are sold out, or reduced, represent real savings on standard merchandise.

- 3 lb. Bucket Sunset Coffee, \$1.45
- 1 lb. Can Sunset Coffee, 50c
- 1 Pkg. Kellogg's Shredded Wheat Biscuits, 10c
- 5 lb. Bucket Peanut Butter, 80c
- 4 lb. Jar Pure Fruit Preserves, 90c
- 26 Bars White Naptha Soap with 1 bar Mechanics Soap, \$1.00
- 50 Jar Figaro Meat Smoke, \$1.00

AT THE

City Market

Ward & Maxwell, Props.

Telephone 118



You see our used cars on the road everywhere. And they are always running, and running strong. Our used car bargains are real bargains for the reason that they are thoroughly reconditioned before they are sold.

- Two, 1928 Model Pontiac Coaches. Almost new.
- One, 1928 Dodge Coupe, Excellent Value.
- One, 1927 Chevrolet Coupe, Good Condition.
- One, 1927 Chrysler Coupe. Looks and runs like New tires.
- One, 1928 Pontiac 4-Door Sedan. Excellent condition. Good tires. At a bargain.
- Three, 1924 and 1925 Model Ford Touring Cars. At your own price.

Loggin-Dickey Motor Company

Oakland, Pontiac Dealers

Floyd County Hesperian \$1.50 Per Year

Vote On Commission Government In Floydada Scheduled For February 26

Vote on the commission form of government for the city of Floydada will be taken at an election to be held on Tuesday, February 26, according to a proclamation issued by Mayor W. D. Smith, and at the same time voters of the city will also name their choice of two men to serve as commissioners until the date of the regular election on the second of April.

The mayor's proclamation was made following the presentation of a petition signed by more than ten per cent of the qualified voters of the city, as required by the Texas statute.

Should the vote be favorable to the change in form of government, the two commissioners will automatically succeed the five aldermen now serving the city, as soon as they can be inducted into office, and with the mayor will make up the governing body of the city until the date of the regular election, when two commissioners and the mayor would be named for a term of two years.

Responsive To People
Proponents of the movement to change the form of local government from the aldermanic form of government to the commission form declare that while the plan now generally in effect over the state in the better towns and cities—that of the commission form—would reduce the number of persons on the governing board of the city, and give them greater authority in the naming of a clerk and other subordinates, whom the commission could hire and fire as conditions seemed to dictate, in the same manner as obtains in business, while it is true their authority would thus be increased—according to those favoring the measure the governing body would be no less responsive to the desires of the people than is now the case. All members of the board would be chosen by popular vote every two years and so the voters, to get the type of men they desired for office, would only have to choose between men for three places on whom all responsibility would be placed, whereas now the choosing must be done between men for a mayor and five aldermen, and also for clerk and a head police officer, with all of whom efficient or inefficient, the council must work and assume a portion of the responsibility in the public mind for the things they do.

Not Personal Criticism
Petitioners who, in late January presented the request for a vote on the change in form of government, pointed out that in making their recommendations they did not wish to convey the idea of any criticism of any member of the present city government. "We are merely criticizing the present plan of government and suggesting what we think is a better plan." In this connection, is also pointed out that many of the men who in times past have served on boards of aldermen are among those most openly for the change, joining in the argument made. Thus they point out that the Board of Commissioners has the authority to appoint all other officers in the corporation, to fix their salaries and to discharge them for inefficiency, which fact on its face shows that these officers will be taken out of politics and placed in the hands of the Board of Commissioners, the Directors of the Corporation, where the power belongs. This will place these officers beyond the reach of politicians for all future times and will guarantee that merit and ability and not popularity shall prevail in these offices, and the occupants of said offices will not be fretted and encumbered by fear of popular disapproval of their acts and the clerk and peace officers of the city will therefore have a better opportunity to discharge their duties fearlessly and in accordance with the wishes of the Board of Commissioners, their only masters.

Continuing the petitioners argue that granting the capable business men of honesty and integrity shall be chosen by the people for the three elective officers and the chief incentive to hold these offices shall be patriotism and not the salary attached thereto, and that capable men shall be placed in the appointive offices under said government, we feel sure that the Commission form of Government will be more efficient, more economical and more advantageous to the people of Floydada than the old Aldermanic Form of Government which has been abandoned by most all the towns of any importance in the State of Texas. In the end the efficiency of all forms of Government depends largely on the capabilities of the men at the head of them and we believe that the Commission Form of Government is less likely to give rise to error, extravagance and inefficiency than the present form, mainly, if for no other reason, that it calls for patriotism on the part of the elective officers and efficiency on the part of the appointive officers.

South Plains News

South Plains, February 6.—The Browning Gin Co. have ginned close to 1100 bales this season. Most all of the cotton is out.

Frank Oaf and family moved to Snyder last week. We regretted very much to see them leave.

Rev. T. P. Nelson has gone to Carlsbad, New Mexico, where he will be connected with a lumber company.

Clyde Myers made a business trip to Snyder last week.

Brooks Browning made a business trip to Floydada last week.

Mrs. B. C. Phegley and children were Lockney visitors Saturday.

Mr. and Mrs. Paul Snodgrass returned last Wednesday from Fannin County.

Mrs. N. D. Clark was called to Lockney last Friday to be at the

bedside of a cousin, who is seriously ill.
The little son of Mr. and Mrs. Ralph Childress, who lives east of South Plains, died last Monday of intestinal flu. Rev. Weathers of near Lockney had charge of the funeral services. Interment was made in the Silverton cemetery Tuesday under the direction of Grady Crager, undertaker, of Lockney. We sympathize with the bereaved family and loved ones in their loss.

Essentials To Town Growth Pointed Out

Motley County Chamber of Commerce Has Confidence of Citizenship.

That the Motley County Chamber of Commerce is firmly established as a service institution to the citizens of that County and is performing a service that is attracting the attention and admiration of much larger organizations in the Panhandle, was forcibly brought out to 200 citizens and visitors from neighboring communities at the annual banquet held in the basement of the Methodist Church at Matador last Tuesday evening. In the principal address of the evening, made by Dean Gordon, of the Texas Technological College, an enthusiastic tribute was paid to the organization for its effort in the past, and several of the essentials necessary to the continued growth of any city and county were pointed out.

In the absence of M. P. Leaming, who is serving as secretary of the Chamber of Commerce and as County Agent of Motley County, the annual report of the chamber's activities was made by Farris Fish, president of the organization. Listed as principal accomplishments for the year was a trades day at Matador, a beautiful homes contest, the sale of a carload of Jersey cows to the farmers, assisting the Inter-scholastic League Association, promotion of the Motley County Fair, securing cotton pickers for the farmers, highway development, and the creation of a Lions Club.

"Enduring Community Building" was the subject selected by Dean Gordon, and in an intelligent thirty minute discussion of the fundamental principles of building a community, the speaker outlined some of the necessary qualifications of citizenship that every progressive community must have. Among other things Dean Gordon said, "Far-sighted citizenship, a constructive program, intelligent and inclusive co-operation, a community with a soul, and a community prepared to give human service, are prime essentials to constructive city building, and no city in all the Nation can grow and prosper without them."

Judge G. E. Hamilton, prominent attorney of Matador, was the Master of Ceremonies, and the welcome address was made by Mr. Fish, president. W. H. Abernathy, secretary of the Paducah Chamber of Commerce, responded to the address of welcome and commended the Motley County Chamber of Commerce for its constructive program of work.

Claud Holley, secretary of the Quitaque Chamber of Commerce, responded on behalf of that city. Garnet Reeves, publicity manager of the Lubbock Chamber of Commerce, represented Lubbock, and I. J. Louden, of Amarillo, took occasion to express the appreciation of that city for the progressive type of citizenship existing in Matador. Ed. Bishop, secretary of the Floydada Chamber of Commerce, commended the people of Motley County and assured them of the ready assistance of the organization he represented when it could serve them.

The program was preceded by a band concert in the auditorium of the church and several numbers rendered by the Matador Ukelele Club.

Attending the banquet from Floydada was Mr. and Mrs. G. A. Linder and Mr. and Mrs. Ed. Bishop.

'Hold That Line Jimmie' Play At Sand Hill Fri.

"Hold that line Jimmie," a comedy drama, will be presented by the Sand Hill P. T. A. Society Friday evening, February 8, at Sand Hill school.

Because of illness of players, the play was postponed several times but with the added practice, it will probably be given in the best possible way.

Concerning the play Ed Holmes stated: "This is the first play on the new season tickets, and we are expecting a crowded auditorium. Zoel Watson of Lockney, with five other musicians will entertain with stringed instrument music and songs between acts."

"Lefty" Holmes, now spending his vacation with his mother, has made a special curtain scene, regular Harley Sadler type for this play. The lighting has been rearranged and the stage is expected to be in fine shape to give the characters a chance to entertain the audience. You are especially invited to see this play.

The cast of characters are: Arthur Womack, Ed Holmes, Floyd Meachum, Roy Hale, Mrs. James H. Holmes, Miss Bonnie Mickey, Mrs. Ed Holmes and Mrs. Jake Brock.

Miss Lennie Readhimer of Shreveport, La., arrived here Monday of last week to make her home with her mother, Mrs. W. W. Readhimer. She will be employed at the district clerk's office during court term.

Dougherty News

(By Miss Lottie Ellison)

SCHOOL BOND VOTE SET FOR FEB. 23 AT MAYVIEW
Deputy Sheriff of Floyd County was in Dougherty a few days ago posting notices of the election to be held at the Mayview School house on the 23rd day of February for the purpose of voting bonds amounting to \$28,000, and a tax of \$1.00 for the Dougherty Consolidated School District No. 18. The bonds will be for the purpose of paying off the indebtedness of the Newland School and for the financing of the new school house to be built in Dougherty this year. Let every one remember the 23rd of February and do his duty by voting.

RESIGNS AS MANAGER
S. W. Moore resigned as manager of the Edwards Grain Elevator Co. of Dougherty. He left here last week for Oklahoma where he will visit his home. Mr. Moore's successor has not yet been appointed. Bruce Edwards has charge of the elevator at present.

V. O. Sanderson, from Peacock is the new barber of Dougherty. Mr. Sanderson has his shop in the Ellison Building. He says he is here to stay and give service. Mr. and Mrs. Sanderson are now residents of Dougherty.

GIN DATES SET
The Newton Gin is now operating only one day each week. This is due to the fact that field cotton in this vicinity is getting scarce. The gin is working on Tuesdays.

NEW GROCERY SOON
G. C. Brister, the new grocer, expects to be ready for business the latter part of this week. The delay of the opening of this store was occasioned by the failure of the City Drug to vacate the building on the first of the month as was expected.

The new buildings started last week have progressed slowly due to the bad weather; nevertheless, the

work is going on, and so, the town is steadily growing. It is hard to keep a good town down.
T. C. Russell, of Floydada and W. F. Revill, of Lubbock were business visitors in Dougherty Tuesday.

Mrs. Grace Garner, the post-mistress of Dougherty, announces that money-orders are now issued from the Dougherty office. Mrs. Garner is now carrying a line of magazines.

Mr. and Mrs. S. D. Naylor, of Floydada, were guests of Mr. and Mrs. E. S. Foster on Sunday last.

Sunday was a beautiful day, but was made more cheerful for Mrs. Garner, Capp, Lillian and Luther Jr. As many old friends called and made a perfect day more perfect. The guests were Mr. and Mrs. Harter of Matador, Mr. and Mrs. Hill Perry of Spur, Mr. and Mrs. Jack Hargett of Quitaque, Miss Adrian Pickles and Mr. Brode Puckett of Spur, and "last, but not least" says Mrs. Garner, Luther Garner, Sr.

Mayview News

Mayview, February 5.—Sunday School was well attended at Dougherty Sunday morning and an interesting lesson was discussed.

A good crowd attended singing at Mayview Sunday afternoon. Everyone come back the third Sunday afternoon.

Mr. and Mrs. L. E. Muse visited with Mr. and Mrs. Floyd Readhimer Sunday.

Mr. and Mrs. Cecil Payne and little sons, James Pruitt and Winford Lee, of Center, spent Sunday afternoon with Mr. and Mrs. R. W. Lotspiech.

H. E. Edwards spent Sunday in Tulsa.

Mr. and Mrs. T. J. Campbell and son, Maurice, spent Sunday with Mr. and Mrs. Will Saunders.

Mr. and Mrs. V. A. Readhimer entertained the young folk Saturday night with a party.

Stokes Campbell spent Sunday with Loyd Readhimer.

MILLER'S TANCRED WHITE LEGHORNS

"Lay More and Weigh More"

Every male in our breeding pens is pedigreed, sired by males from 302 and 317 egg hens. The laying qualities have been bred in for many years. All hens are from 220 to 274 egg hens. We trapnest all breeders on our farm.

Start right, with our quality chicks or hatching eggs. It will pay you. We guarantee satisfaction. See classified ad column for prices.

Mr. and Mrs. Olin S. Miller,

Floydada, Texas, Route 3



Start the Baby Chicks RIGHT

GIVE THEM A CHANCE

"SAY MERIT"—Insist on the genuine.

A LEADING FEED FOR 20 YEARS



Our Stock is New and Complete. Not a sack carried over. All New and Fresh.

Starting Mash—Growing Mash—Egg Mash

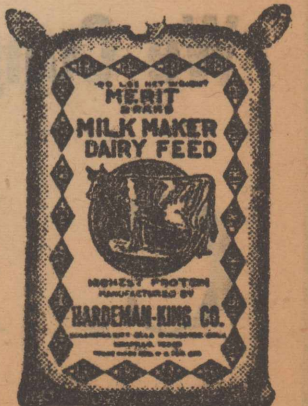
Merit Milk Maker Dairy Feeds.

All Kinds of Mill Feeds and Hay.



DIAVALO COALS

Edwards Grain & Elevator Co.



Are you living in the INK-DARK AGES

DON'T cuss your fountain pen because it scratches and blots and gives you writer's cramp! Get a Remington Portable and profanity will fly out of the window. The slow, hard work of long-hand writing belongs to the "Ink-Dark Ages" . . . Today is the age of Efficiency, and the Remington Portable takes the drudgery out of writing—makes the brain sparkle—and brilliant thoughts find themselves expressed in half the time with half the effort. Come in for a demonstration today. Try it yourself. See how simple and compact it is . . . Once you own it, you'll never be without it.

Remington Portable

Hesperian Pub. Co., Dealers Phone 8—Floydada

Extension Work Began On Farm Near Terrell

National Recognition to be Given
Work of Dr. Knapp in Anniversary Celebration

Miss Blanche Bass, in company with other home demonstration agents and farm agents, left Sunday for Houston to attend the silver anniversary celebration of the founding of co-operative demonstration work.

A brief summary of the history of extension work given in The Dallas Morning News Sunday is as follows:

Practical training work for the farmers of America began in 1903 at Terrell, Texas, when farmers and business men of Kaufman County gathered to hear an address by Dr. Seaman A. Knapp at that time in charge of co-operative demonstration work for the U. S. department of Agriculture, and who died ten years ago.

In his address Dr. Knapp outlined a plan which would bring relief to a critical situation caused by great loss of cotton from the boll weevil. Fired by the eloquence and enthusiasm of Dr. Knapp, Terrell bankers and business men demanded that he establish a demonstration farm near Terrell on which his program for better agriculture could be worked out on practical

lines. In a short time a locating board selected 100 acres of sandy loam one mile from Terrell on the farm of J. E. Porter, deceased, and father of Walter C. Porter who became the first demonstration agent in the United States under Dr. Knapp's direction. The farm more than paid for itself and proved the worth of demonstration work.

"Although Dr. Knapp was a northern man, having been born in New York and educated in Pennsylvania, Vermont and Iowa, he quickly got to the bottom of the Southern farmer's difficulties. He instilled new hope into agriculture by advocating business methods, intensive tillage, good seed intelligent labor and a love of the home and farm. His ideal was to make the Southern farm a better place on which to live, and he succeeded."

N. T. Dickerson, of Canyon, was in Floydada on business the latter part of last week.

Mr. and Mrs. W. C. Watson, of San Angelo, came Wednesday of last week for a ten days visit with his brother, O. M. Watson, and family, and other relatives.

Glad Snodgrass left Monday for St. Louis and Chicago, where he will purchase spring clothing for his gent's store.

Max Cole, of Ralls, visited friends in Floydada Sunday afternoon.

BOARD GIVES OKEY TO SALE OF SUNSET SCHOOL GROUNDS

The Floyd County School Board in their regular monthly session Monday afternoon of this week, gave their okey to the sale of the school house and grounds formerly utilized by Sunset School District, signing the deed transferring the six-acre tract to Esey Yeary, Mr. Yeary also bought the old school building, the total consideration being \$500.

One piece of land—that of A. J. Womack—was transferred from the Mayview District to the Campbell District.

All members of the board were present at the meeting.

Mrs. W. H. Alexander returned Wednesday of last week from Plain view where she spent a week with her son, E. G. Alexander and family.

Mrs. Pitzer Baker and little son, of Weinert, returned home Saturday after a visit here with her parents, Mr. and Mrs. E. C. Henry. They were accompanied home by Miss Ruth Collins who will spend a week with Mrs. Baker.

WHEAT FARMERS FACE MANY NEW PROBLEMS

Wheat farmers of Oklahoma and Texas are facing some new prob-

lems, says the December 1 Oklahoma Farmer-Stockman. Experiment station workers have already discovered a score of problems that farmers have little suspected, coming up in connection with the use of the combine.

What is going to be the effect of continually plowing back into the soil all the straw produced on the land when the same fields are planted to wheat year after year? Will the soil be able to digest it? Will the hilltops where straw is light get poorer and the lowlands get so rich the wheat will lodge? Can some way be worked out to distribute the straw from the rich part of the fields to the hilltops? These are questions which experiment station workers are thinking about.

The experiment stations have pretty well worked out a plan for controlling Hessian fly based on binding and threshing wheat. Now the question is arising as to what the use of the combine will have on Hessian fly control where quantities of straw have to be plowed under?

Some new questions are also arising because of the wide use of the one-way disk plow. And then there are other problems that deal with the storage of combined wheat, such as, "How much moisture may be threshed wheat carry and be stored with safety? Other problems have to do with the protein content of wheat and of disease control. Every must find an answer to them.

LINDY INVESTS HIS MONEY

Although Col. Charles A. Lindbergh was willing to trust his body to the air, he considers his money safer in the older and more established forms of transportation, and the young Colonel has invested his small capital in Pullman common stock.

Interest and faith in the future to aviation might easily lead one as young as Colonel Lindbergh to put the small capital he is understood to have accumulated from his writing and flying activities into aircraft industry in some form or another. But despite the belief in himself that carried him across the Atlantic he has preferred to entrust his investment problem to heads older and more sophisticated in the world of investments. His problem he turned over to one of his Washington friends in the Government aviation department, associated in a family way with the house of Morgan. The vehicle chosen was the same as employed for a goodly portion of the Episcopal Foundation funds.—Barron's Financial Weekly.

Sargon Treatment Wonderful, He Says

Thousands of Texas people are now taking the Sargon Treatment

with the most astonishing and gratifying results and scores of men and women are daily telling what it has done for them.



H. M. MAXFIELD

Among the latest to give enthusiastic praise is H. M. Maxfield, of 304 East 15th St., Ft. Worth, who says:

"I wouldn't take any amount of money for the good Sargon did me.

About three years ago I became terribly run-down, nervous and anaemic. My liver was out of order and I nearly always was constipated and bilious. Nothing I ate agreed with me. I tried dieting, but that didn't help. Gas pains would shoot through my stomach and up into my chest, I would taste my food and frequently was so weak and sick I could hardly stay on my feet.

"I was so nervous I couldn't sleep and would stay awake half the night. My breath was bad, my tongue coated and I lost weight and strength. I didn't have any energy. I was susceptible to colds, and they were very stubborn and would hang on for weeks.

"I got some Sargon and right from the first dose I began to feel better. I never saw anything like it. My appetite is good and I eat what I want without a sign of distress. I sleep like a tired boy and in the morning I just feel fine. All my nervousness is gone and I am brimful of new strength and energy and I haven't had a cold since I started taking it.

"Sargon Soft Mass Pills are the most wonderful laxative I ever took. They ended my constipation without upsetting my system or making me sick in the least."

Sargon may be obtained in Floydada from Floydada Drug Co., and in Lockney from Stewart Drug Co.

Merchants and Firms on
CALIFORNIA STREET
WELCOME
THE MARTIN DRY GOODS CO.

AS NEIGHBORS AND CO-WORKERS, WE WELCOME YOU. WE BELIEVE THAT THIS IS, AND ALWAYS WILL BE

"The Busiest Street in Floydada"

WE ARE GLAD TO HAVE THIS FIRM JOIN OUR RANKS.

E. E. Boothe

Boothe's Cash Tailor Shop

**L & O Paint and
Top Shop**

"We Improve the Appearance of Your Car"

**Floydada Coffee
Shop**

Good Coffee, Juicy Hamburgers and Delicious Sandwiches

**Jones Market and
Grocery**

"Everything Good To Eat"

**Scoggin-Dickey
Motor Co.**

Oakland-Pontiac—"America's Cars"

**Central Filling
Station**

"Home of Seiberling Protected Tires"

**Floydada Theatres
and W. U. White**

**Westers' Quality
Bakery**

Home of Ho-Made Bread

D. W. Fyffe

"Farm Machinery of the Better Kind"

**Finkner Motor
Company**

Willys-Knight—Whippet

**City Market
and Grocery**

We Deliver—Phone 118

**PALACE BARBER SHOP
and BEAUTY PARLOR**

"First Class Work"

Finest South Plains Depot Now Completed

(Continued from page 1)
reception we have had at the hands of the people of this section has been very gratifying," Mr. Meeden said. "And it is the thought of the officials of the line that the fine spirit in which we have been received can best be reciprocated at this time by holding open house and giving each and everyone an opportunity to visit us at our new home and there form closer ties of friendship and mutual good will."

Station One of Beauty
The station was carefully constructed to serve the purposes both of utility and beauty. It is without doubt one of the prettiest buildings in the community, a commodious one that would meet all requirements of a station to serve a city of 15,000 people, and was expressly built, according to statements of officials when the plans were made public, "with an eye to the assured future of Floydada," as well as to serve present needs. It is 250 feet in length with the brick station platform extending a distance of 300 feet.

The entrance to the main waiting room is from a spacious porte coche on the north and from the station platform on the east. The business offices are reached from the main waiting room and also from a west entrance. The interior finish is in keeping with the appearance from the exterior so that the visitor who arrives in Floydada first from the east over this line will get a very favorable impression of the community. On the outside the station grounds are lighted at night by three large ornamental lights. Arrangements for handling freight, express and baggage are cleverly made so as to minimize the handling of these items and at the same time make them most convenient for the public to be served.

When the visitors next Monday afternoon go to the station, The Plainsman, crack all-steel train, will be set at the position it will stop in the future and the pleasure of viewing it will be among those enjoyed. Baggage and mail car, smoker, chair car and Pullman are regular equipment on this all-steel train that makes overnight time to Oklahoma City and thence eastward to all points by fast train. Some of the officials of the line from the general office at Quanah plan to be here opening day. Among those expected are A. F. Sommer, vice president and general manager, W. L. Richardson, general agent and T. K. Hawkins, general passenger agent. G. E. Hamilton, of Matador, general attorney for the line is also expected to be

Fairview News

Fairview, Feb. 4.—Miss Inez Cosvey spent the weekend at home. She was accompanied by Miss Anna Austin.

Mr. and Mrs. Bill Beedy have returned from their wedding trip. Their "surprise" reception was come night. We hope they properly enjoy it.

E. C. Austin will leave soon for sample where he will be examined and probably treated for the cancer which has caused him a great deal of suffering lately.

A number attended the lecture by Mr. Shelton on the Phillips Islands Saturday night.

More than 50 people were present and Mrs. Clifton Crabtree and family who are moving to Center county. They will be missed at church and community affairs.

Mr. and Mrs. Ed Bullard celebrated their fifth wedding anniversary with a dinner Sunday at the home of Mr. and Mrs. E. C. Austin. The guests were: Mr. and Mrs. L. B. Cozby and family, Mr. and Mrs. Louzo Spence, and Mr. and Mrs. G. M. Bullard.

Providence News

Providence, Feb. 4.—Mr. and Mrs. Robert Davenport of Aiken were callers in our community last week.

Mr. Brock was in Plainview Saturday shopping.

Mr. and Mrs. McLaughlin were business callers in Plainview Saturday.

Jessie Kennedy is working at Sterley this week.

Chas. Boortz was in Plainview last Saturday.

Mr. and Mrs. J. W. Davenport were in Plainview Saturday on business.

Mrs. Doc Bennett and little daughter were shopping in Plainview Saturday.

Mrs. Stephens and Mrs. Franklin of Plainview were the guests of Mr. and Mrs. J. W. Davenport last week.

Mr. Linderman was in our community Sunday.

Crouch brothers threshed grain last week.

Mr. and Mrs. Powell were in Plainview last Saturday on business.

Mrs. McCulough is somewhat better now.

Hillcrest News

Hillcrest, Feb. 4.—Our attendance at school is better now that weather makes field work almost impossible, but there still is a lot of cotton in the fields.

Jessie Hammonds fell to the ground Sunday afternoon while riding to a moving car. It passed him and gave him minor bruises.

W. B. Garrison left Sunday morning for a visit with relatives in

and Mrs. Jess Bartlett had as their home over the weekend. His sister and her husband who live near Amarillo. She was formerly Miss Pearl Bartlett of this community.

A. T. Swepston left Monday for

Harmony News

Harmony, Feb. 6.—This community was well represented at the dairy meeting Monday afternoon in Floydada. Several signed up and several more are ready.

Miss Edith Piler had several old friends visiting her from County Line in Lubbock County, Sunday. They were Mr. and Mrs. J. A. Lee, I. V. Ainsworth, Miss Annie Ruth Quinn and Oscar Thomas.

Miss Ruth Hale was on the sick list the first part of the week.

We especially invite everybody to attend our box supper next Wednesday night, February 13. Proceeds will go on our lights.

We are glad to report that Mrs. D. T. Scott is doing nicely and stood the trip to Mineral Wells fine.

Our singing Sunday afternoon was well attended and the singing was excellent. Communities attending were Allmon, Petersburg, Floydada, Sand Hill and Dougherty.

Mr. and Mrs. Buck Williams, of Petersburg, visited his parents, Mr. and Mrs. L. E. Williams, Sunday.

TRIBUTE TO MRS. E. A. BIRCH

"We know when Autumn tints the golden grain but who oh Lord, can tell us when to look for Thee."

We the members of sister Birch's Sunday School class, of Floydada, Texas, feel very deeply the departure of our friend, sister Birch. Her leaving is indeed a source of great sorrow to loved ones, numerous friends and co-workers.

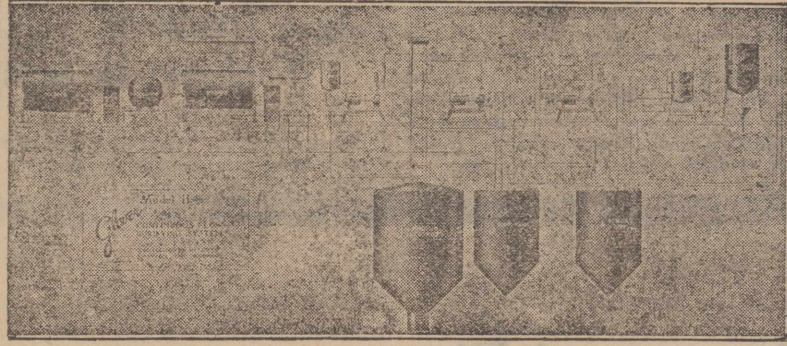
Her's was a life of love and service, given in a spirit of worship, possessing unusual traits of mind and character. Her opinions were valued and her friendship something to be deeply treasured.

Her devotion to her home and loved ones, was most beautiful. Always asking the prayers of her pastor and class for her loved ones away from God.

Unostentatiously she went her way giving freely of time and means to charity, civic matters and up-building of things worth while.

Sister Birch has built for herself a monument more lasting than marble or bronze in the memory of her friends and loved ones.

A friend.



THE GLOVER CLEANING SYSTEM

The Perfection in Dry Cleaning is reached by the New Glover Cleaning System. The Gasoline is kept Fresh at all times and your clothes are washed by clean gasoline.

We Use This Equipment

Because we strive to produce the best in cleaning and pressing. Give us a trial and see for yourself.

BOOTHE'S CASH TAILOR SHOP

"You Bring 'em in, We Clean 'em, You Come and Get 'em"

Read The Hesperian for the news of Floyd County.



Congratulations

To
Martin Dry Goods Co.

And their new home

This is an institution every man, woman and child in Floyd County should be proud of and we sincerely wish for them their full measure of success in their new home.

Baker, Hanna & Co.



Specials

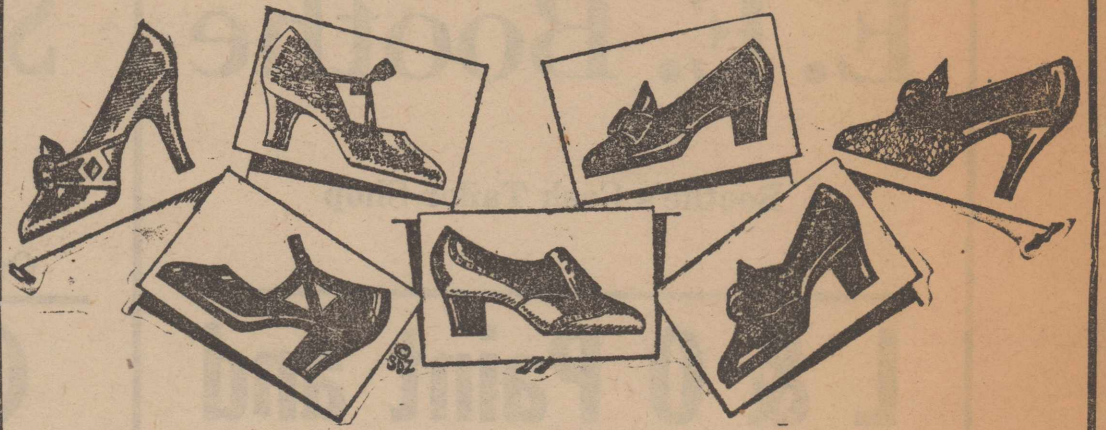
FRIDAY AND SATURDAY

OFF 10% OFF

Discount on all New Spring Ready-to-Wear, Underwear, House Dresses, Millinery and Our Entire Shoe Stock. All New Crisp Merchandise, with New Numbers being added daily.

LADIES DRESSES— \$9.95 to \$29.50	LADIES COATS— \$18.50 to \$22.50
HOUSE DRESSES— \$1.19 to \$3.95	UNDERWEAR— \$1.50 to \$12.50
LADIES HATS— \$3.95 to 6.95	CHILDREN'S HATS— 95c to \$2.95

10% OFF 10% OFF 10% OFF 10% OFF 10% OFF



Things New In Spring Footwear

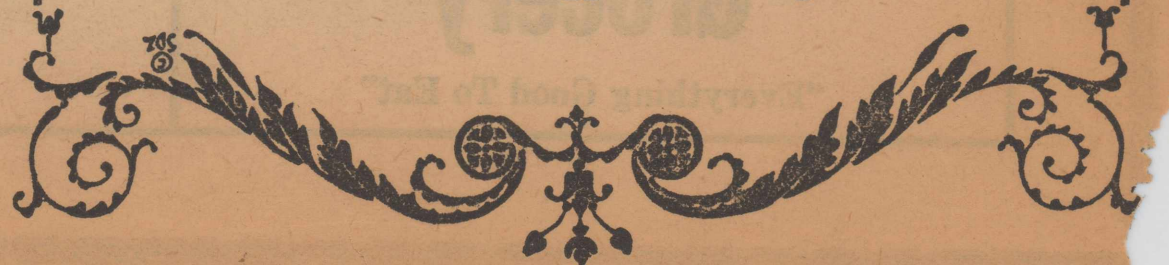
10% Off

Red, Blue, Green, Honey Beige, Patent and Satin, with high, walking and flat heels. Men's and Boys' Black and Tans.

LADIES— \$4.85 to \$9.50	CHILDREN'S— \$1.50 to \$5.00
MEN'S— \$3.95 to \$6.95	BOYS'— \$3.85 to \$5.00

10% OFF 10% OFF 10% OFF 10% OFF 10% OFF

Baker, Hanna & Company



THE FLOYD COUNTY HESPERIAN

VOLUME 35

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 7, 1929.

NUMBER 50

Many Of America's Leading Brands Represented In New Store

An Old Line With New Ideas, Martin's Plan

Products Handled Longest are Most Modern In Styles and Ideas, Sales Show.

There is an old saying that "A woman is as old as she looks," but this saying does not apply to merchandising. For example, the Martin Dry Goods Company, in its new home, is strictly modern and up-to-date in every respect, yet practically every item in that store is the product of some of the oldest manufacturers in the country. Not only are they well established manufacturers, but they are well known and thought of in this city and territory.

Thus we find the Martin Dry Goods Company an old customer of some of the oldest manufacturers, yet young in styles and ideas.

Brown Built Shoes
When J. G. Martin and others first established a dry goods firm in Floydada one decision was to carry a good line of shoes for men, women and children. A good service shoe, with moderate style and a moderate price was demanded.

The solution to this problem was found in the products of the Brown Shoe Company, of St. Louis. The well-known Buster Brown Shoes for boys and girls is an example of their leather goods. Other products of the Brown Shoe Company, which have received the stamp of approval by Floyd County buyers, are Star Five Star Shoes, Brown Built Shoes for men and women, Blue Ribbon work shoes, flexible rigid health arch shoes, and Ideal Comfort shoes. These are still the main leather footwear goods sold by this firm.

Packards for Style
But it was discovered that something more was needed in the shoe line. Something in the line of a fine dress shoe for men. Then was introduced the Packard Shoes, manufactured by W. A. Packard & Company, of Brockton, Mass. Packard & Company are the makers of some of the finest most advanced style shoes in the nation. They use only the best of leather, and assist in setting the styles in men's footwear. Packards have been featured by Martin Dry Goods for many years.

In the work clothes line, the Hawk Brand Overalls, shirts and work pants are featured by Martin. The Hawk and Buck Company, of Fort Worth, formerly the Miller Company, are the manufacturers. The Hawk Brand work clothes for men and boys have been one of Martin's main lines for many years.

When a men's apparel business expands over many years, it is often hard for the firm to select a line of suits for men and boys that will keep abreast with the times in styles and prices. This difficulty was overcome by Martin Dry Goods Company many years ago, however when they became associated with the H. A. Seinsheimer Company, of Cincinnati. Manor-Brooke suits for young men and Perfection suits for boys have always been a featured item for young men and boys. A full line of the newest styles and patterns are carried by the Floydada firm.

Well Known Shirts
There are few people throughout the United States and few indeed in Floyd County, who have never heard of No-Fade Shirts. There are some, perhaps, who have heard of them only through their reputation, but many know No-Fade Shirts by their wearing qualities. No-Fades are guaranteed against the loss of their original color and are also guaranteed not to shrink. They are manufactured by the Commercial Shirt Company, of New York. Their slogan is "They Fit Right Because They are Made Right." They are handled exclusively in Floydada by the Martin Dry Goods Company.

Not so many years ago, there was introduced into this country, a cap that could be adjusted to fit any size head. Of course, people were to investigate the possibility of an adjustable cap, but, in going with their policy of presenting the newest, the Martin Dry Goods Company, realized that this feature in caps would soon be generally adopted. They fell in line with Fine & Levy, Inc., of New York, and presented the Floyd County buyers the "Sure-Fit" cap. As people learned of this new adjustable cap, which was manufactured in the latest styles and patterns, they increased their purchases and this item is one of the most important in the headwear department of the Floydada firm.

Neckwear Styles Good
It is probable that there are more jokes on neckties than on any other of man's wearing apparel, especially around Christmas time. But instead of decreasing the sale of neckwear, these jokes have a tendency to increase their sale. Whether these things have any effect upon the market or not, the fact remains that men are wearing more neckties of various styles and colors, than ever before. Ready-tied bows, bat-wings, and four-in-hands in every color combination are flooding the markets. Yet Martin Dry Goods Company is keeping in step with this flooded market with neckwear of high

quality. Their neckwear is manufactured by the Hurst-Zucker Company, of St. Louis.

Large Wholesalers
When a merchandising firm in a town the size of Floydada has a factory with thirty-one factory units supplying them with the fashions and apparel direct from the New York and Paris fashion houses, then the citizens of this city have the advantages of being at the height of fashion at all times. Such a connection is accessible to Floyd County citizens through the Martin Dry Goods Company who receive daily shipments from the Rice-Stix Manufacturing Wholesalers of St. Louis.

The Rice-Stix Company have probably been one of Martin's largest wholesale dealers and never, according to the firm managers, have they been disappointed in goods received through this firm. They are jobbers and importers as well as manufacturers. Their chief lines are piece goods and finishing goods. Practically all of Martin's piece goods are bought through this firm.

Through the many years, good and bad, that Martin Dry Goods Company have advanced in Floyd County, so have Munsingwear and Munsing Hosiery advanced. This line for men, women and children has long been featured by Martin and the sale of this line has increased with the increase in business. The Munsingwear Company of Minneapolis, Minn., are the manufacturers of these high grade products. Underwear for all the members of the family, in cotton, wool, and silk, are made by this firm, which is another of the "old but up-to-date" lines featured by the Floydada firm.

Many other lines are represented in the Martin stock; however, every line mentioned above is found advertising their connection with the firm in Floydada and this trade territory.

VISIT NEAR UMBARGER

Mr. and Mrs. G. M. Bullard recently visited their son, Mitt Bullard and wife at their new home near Umbarger in Randall County, and Mr. Bullard said Mitt had a good place.

"Mitt said he wanted to get out where he had more room, and he has certainly done it," Mr. Bullard said. His nearest neighbors are two young men who live a mile and a half away.

LARGE CROWDS DEMAND SUNDAY CONCERTS BY LOCAL MUNICIPAL BAND

Greeted by large crowds and loud applause for the past two Sunday afternoons, the Floydada Municipal Band will again respond to the public demand next Sunday afternoon and will entertain with a street concert at 2:30 o'clock.

Bandmaster A. L. Lundgren is enthusiastic over the interest shown in the band, both by the audiences and members, and plans as many street concerts as the weather will permit at this season of the year.

Weather permitting, the concert Sunday afternoon will begin promptly at 2:30 o'clock the director stated, and the public is invited to hear the entertainment.

City's New Quarters Occupied Last Monday

Although the new city hall was received by the council some two weeks ago from H. E. Cannaday, contractor, the new quarters were not occupied in their entirety until Monday morning of this week.

The books and records of the city were moved late Saturday night and this morning, Secretary Burl Bedford and Mayor W. D. Smith transferring their operations from the basement of the court house, where the city's office has been the past five years, to the new quarters Monday.

Practically all of the equipment purchased for the fire department, volunteer firemen's and employe's recreation hall, sleeping quarters, the jail and jailer's office, the mayor's and secretary's offices, have been installed.

The new establishment is one of the prettiest buildings in the city, located on West Virginia Street. It concentrates all the city's executive and administrative affairs on one block where all departments are easily accessible to all other departments.

Mrs. H. O. Pope, C. R. Houston, and Mrs. E. P. Nelson returned Sunday from a buying trip to Dallas where they purchased merchandise for C. R. Houston Dry Goods and The Hat Shop.

Important Session Commissioners Court Opens Monday of Next Week

Members of the Floyd County Commissioners' Court, when they assemble Monday morning of next week will have before them one of the most important sessions of the year, when besides the regular run of routine work usually consuming two or three days, they will also have several important reports from officials of the county, including annual reports of clerks, treasurer, justices, and others, as well as the monthly report of the tax collector following the heaviest month's tax collections of the twelve month period.

Setting up budgets for operations and determination of policies to be pursued relative to road work and allocation of funds to various precincts and projects will also come in for study by the court. In addition to these, the court in its first day's session will be called upon to receive bids from banking individuals or corporations for depository of the county's funds and the funds of the common and consolidated school districts of the county.

Road District Hearing

On Tuesday the court is expected to take up the business of the petitioners for the new road district that would make it possible to improve the highway down the Denver from the northeast to the southwest through Lockney, and for which provisions have been made as far north from Idalou in Lubbock County, through Hale to the Floyd County line. The procedure requires the court to have a hearing in open session, when all parties interested may be heard, and the court following the hearing determines the wisdom of calling the election asked for by the petitioners. A small bond issue would be required to handle the financial end of opening up the road, which would include paying any damages that might be assessed for right-of-way and for putting the grade up to specifications.

The route to be followed has already been mapped out and engineers from the highway department have made up the plans in case the road is granted and the favorable action taken that will make it possible. Whether any representations will be made to the

court opposing the creation of the district is not known, but the delegation favoring the road will be sure to be a strong one.

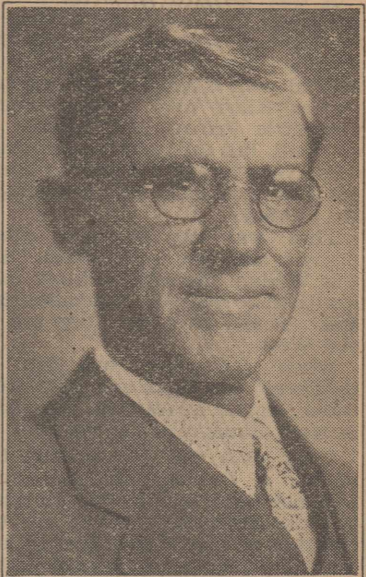
Readhimer Buys More California St. Lots

J. R. Readhimer, builder of the Readhimer Building, is interesting himself further in California Street property, having bought two lots in Block 70 recently from J. R. Brewer.

Deal for this transfer was completed Friday of last week. The lots involved are 21 and 22, the first being 100 feet from the corner. Continental Oil Company are owners of the first seventy-five feet of frontage and Mr. Brewer of the next twenty-five foot lot.

Mr. Readhimer said this week that he had not contracted for a building on his new lots, however it is his plan to build on them if conditions warrant.

General Contractor



H. E. Cannaday, pictured above general contractor for the new home of Martin Dry Goods Company's department store, found the job of constructing a "quality" building demanded by the owners, exactly to his liking. He has been constructing many of the better buildings in the counties of Floyd, Hale, Motley, Crosby and Briscoe for the past several years.

Providence News

(Too late for last week)
Providence, Jan. 29.—Mr. and Mrs. Crawford of Seth Ward visited their daughter, Mrs. J. W. Davenport and family last Sunday.

Mr. and Mrs. Kennedy made a business trip to Lubbock last Saturday.

Leo Boedeker and Miss Rosenbough were married last Thursday evening. Here's congratulations.

Mrs. T. E. Cowart was in Lockney Monday on business.

Mrs. McCouglough is somewhat improved in health.

Several new students have started to school since the new year.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

City Accepts Twenty Four Blocks Paving

Brings Total to Thirty-Nine Blocks Paving in City. One Block Rejected.

The last of twenty-four blocks of city paving was accepted last week by the City Council of Floydada when the L. H. Lacy Company asked for the City's approval or rejection. All except one block of the paving program by this company during the past Summer and Fall was accepted at the meeting. One block on South Main between Kentucky and Tennessee was rejected because of defective workmanship and material.

This new paving brings the city's total up to thirty-nine blocks, not including four blocks paved around the square by Floyd County this past Fall.

The paving accepted last week by the City Council includes five blocks on Wall Street, four blocks on South Main, four blocks on Mississippi one block on First, one block on Virginia, one block on North Main and four blocks on California. The paving was steel re-inforced concrete.

NAMED STAFF PIANIST FOR AMARILLO STATION WDAK

Ben Wimberly formerly of Floydada now program director of station WDAK, wishes to announce to the many friends of Mary Lou Snodgrass that she has been selected staff pianist and will appear Wednesday morning February 13, between 9 and 10 o'clock. She also appears before the mike on Monday and Thursday evenings from 8:15 to 9:00 o'clock.

Ben Wimberly will announce the program Wednesday morning.

Mr. and Mrs. R. O. Thomas, of Clarendon, spent the week-end here as guests of Mr. and Mrs. B. G. Morton and Mr. and Mrs. M. B. Cavanaugh. Mrs. Thomas is a sister of Mmes. Morton and Cavanaugh.

Mrs. A. R. Hanna returned last week from an extended visit downstate where she has been with a sister, who has been confined to her bed following a fall some months ago in which she sustained a broken thigh.

The Advancement of This Town Is Noted in the BUILDINGS and HOMES We've Erected

More Buildings Such as That Just Completed by

The Martin Dry Goods Co.

Will Mean a Greater and More Beautiful Floydada

The man who contemplates the building of a one-car garage or the largest building in town will find this organization entirely at his service. Our experience is your assurance of satisfaction.

Our Service Department will assist you with your plans and our Contractors will realize those plans in a building of lasting worth. With no obligation to yourself we shall always be glad to confer with you on any building phase.



J. C. Wooldridge Lbr. Company INC.

PHONE 7

FLOYDADA

Ex-Cowboy Able Diplomat

"You know," my Roumanian friend was driving me along the shaded street, with its low ivory colored houses and its occasional white palaces, behind iron gates, in Bucharest, "you know, we appreciate very much the interest your minister takes in things Roumanian."

"But why not?" I said. "This is his post, isn't it?"
"Ah, yes," he went on, "but his daughters so frequently wear Roumanian dress, and his walls, they are hung with Roumanian rugs and he has even a painting by Grigorescu—"

"But—they are beautiful!"
"I know." He waited a little while, and then he added: "We do not think he does it for diplomacy. He is a very direct man. And we are glad to be appreciated. We are perhaps only just beginning to appreciate ourselves."

It was a conversation, an ideal that I heard more than once in Bucharest, concerning W. S. Culbertson, American minister to Roumania.

"He has been darling socially," another one added, "and very successful. He has not only entertained the Queen and the royal Princesses, the King and Queen of Greece and the Prime Minister and so on, with opera singers and with string music after dinner; he has not only entertained the leaders of the Government, but he has also, it is said, invited the leaders of the National Zaranist party, the party in opposition."

He might have added, what I found out afterward, that Culbertson had not been content to do the regular thing, but had traveled hundreds of miles through the country, from ancient monasteries in Transylvania to the fisheries on the Black Sea, from salt mines to match factories, from oil cities to summer palaces.

I had done my bit on some of those roads and I was prepared to admire his heroism. I taxed him with it.

"Well, you see," he replied, "my interest is primarily in economics. Bucharest is delightful. The people are charming. But you can't know much about a country unless you have some first hand information about its economic life."

"But the monasteries. They aren't precisely economics."

"No. But they are beautiful. And Roumania is beautiful, as well as full of economic resources."

That was William S. Culbertson. An economist, but with a sense of beauty. A diplomat, but with a human sense for all the many sorts of people that are to be known in this old capital where his fate and his Government have stationed him.

He goes out to the fisheries to observe the strange Roumanian way of herding fish into hedges of wigs. He talks to villagers and school teachers. On the wall in his study

hangs an American flag made in his honor by the children of a remote province presented him on one of his trips.

He goes out to the salt mines of "Slavic-Prahova," where they have made an arch of flowering shrubs with "Welcome" underneath it, where he mingles with the workmen in that high white cavern cut in rock salt, cut intent to make a great cathedral, with apses 200 feet high.

He goes off to picnics afterward with the head of the Government monopolies of salt, matches, tobacco; and on the shore of the lake on whose island is a storied monastery he hears its legends, and he also learns more than can be found in official reports of Roumanian life and circumstances.

It was perhaps more interesting to hear of the dances and dinners at the legation, because one remembered that this "diplomat" who plays around with Kings and Queens and former Kings and former Queens and little Princes and regents is, after all, Bill Culbertson, once printer's devil for Bill White in Kansas and also once Bill Culbertson, the cowboy.

That was very long ago, when Kansas still had sod houses. Yet this William has only to think back less than 30 years to remember that Bill. That's how fast they are in the West.

When Culbertson was sent to Bucharest two years ago there were three major issues still unsettled between Roumania and America.

Their debt was not funded, the matter of the Baldwin locomotive had not been settled and (ultimately the most important of all) the question of the "most favored nation" clauses in commercial treaties still was on the desk of the Foreign Office.

At that time Duca was Minister of Foreign Affairs. Duca, next in importance to Bratiano in the ministerial and political life of the country. Duca is considerably younger than Bratiano and is frequently spotted as the next Premier and if Bratiano finally passes out of the picture.

Duca has represented Roumania in the League of Nations and is somewhat proud of the fact that although Minister of Foreign Affairs for four years he is not a "diplomat of career."

At the moment of Culbertson's arrival Duca was off on one of his jaunts. They said that he was in Geneva.

That ought to have made him as safe from importunate American diplomats as from intrusive domestic politicians. Maybe it would have, too, if this one hadn't happened to have been a Kansas cowboy once upon a time. They don't mind distress in the West. Culbertson took a train to Geneva.

When he got there he learned that Duca was somewhere near Fer-

mont, in France, Culbertson, in a motor car, went off in search. He found his man. He had his conference.

Then he rode back again to Bucharest and started off on a six months' first-hand survey of the country.

He knew how to make surveys, because he had got a Ph. D. for that sort of thing from Yale, also he had made a famous survey of South America for the Federal Trade Commission.

So when M. Titelescu, the charming Roumanian now their Minister in London, went to Washington, there were a number of plates of hot statistical cakes right off the griddle in his own home town awaiting him.

While Culbertson was shooting this material to Washington he was also meeting with Duca, who got so interested in this unusual type of diplomacy that he went four times to the American legation, which doesn't sound very much to plain Americans back home, but which made a nice buzzing noise in Bucharest.

The ghost of the Baldwin locomotive claims, which had walked the hall of the American legation in Bucharest ever since the war, was laid in a few months by Culbertson on the basis of the payment of a fixed annual sum.

There remained the question of commercial treaties. When Culbertson took a look at that question he saw a horse he could ride. He remembered that Mr. Hughes, when he was Secretary of State, had asked Culbertson to write a letter embodying his phrasing of "most favored nation" wording in commercial treaties to make them more in harmony with present day agreements. Hughes had taken the letter to President Harding, and a fundamental change in the wording of our commercial treaties from that time on was the result.

When Roumanian newspapers announced the fall of the Averescu Government, the "insiders" knew that they were also announcing not only the abandonment of the special trade treaty with Italy which Averescu was in the process of

**Better Than
Whiskey for
Colds and Flu**

To cut short a cold, cough or the flu and prevent complications, nothing gives such quick and delightful relief as Aspirinal, the new, scientific "Liquid Cold Remedy" that clears the head; relieves congestion in the nose and throat; checks the excessive flow of mucus; banishes dull headaches and that chilly, achy feeling.

Aspirinal is a complete Liquid Cold Remedy, acting gently on the liver and bowels, and your druggist is authorized to refund your money while you wait at the counter if you do not feel relief coming in two minutes. Aspirinal is sold by all druggists. Price 60c.

making, but also for the probable failure of hopes for other treaties granting special favors in import and export dues and in harbor dues and other taxes to any single particular country.—Anne Hard in New York Herald-Tribune.

YEAR-ROUND WORKERS

Analyzing the reasons for the relatively good organization and management of the dairy industry, Dr. A. F. Woods of the United States Department of Agriculture finds the following three of particular importance:

(1) Fertility largely goes back to the land through the manure. Feeds purchased in part probably add more fertility than is sold in dairy products; (2) the monthly milk check is useful if not entirely remunerative; (3) everybody on the dairy farm works the year round. Though the pay may be small it gradually accumulates.

"The dairy farm and the dairy family," said Doctor Woods in addressing a group of Ohio dairymen recently, "gradually become richer—not too

rich nor perhaps rich enough, but improving all the time. This is true even though modern bookkeeping methods show a paper loss, based on going wages and sale values. These economic studies of the dairy industry have pointed out ways to reduce costs of production and other sources of loss and thus increase the margin of net profit."

BATH TUBS AND IRONS

According to a nation-wide survey made by the General Federa-

tion of Women's Clubs more houses have electric lights than stationary wash basins. About two-thirds of the homes investigated had stationary bath tubs and electric irons, but only half of them had telephones and automobiles. Twice as many had electric lights as have pianos; there are more phonographs than vacuum cleaners, and more radios than electric washing machines. Out of 22 different household conveniences listed by the survey 11, or exactly half, had to do with keeping clean.

The Beautiful Electrical Fixtures, and Wiring Work In The New Martin Building

were installed by

Radio Electric Company

We join in extending congratulations to The Martin Dry Goods Company upon the completion of their most modern Home in Floydada.

We are always glad to figure your job for home or business—large or small.

Radio Electric Company

Floyd County National Bank Building

Floydada, Texas



The Makers of

NOFADE SHIRTS

Extend To The

Martin Dry Goods Company

Congratulations!

We are proud of the Martin Dry Goods Company. We are glad that their business has been such that it would justify occupying larger and more commodious quarters. We are doubly proud of them because they have chosen NOFADE SHIRTS as one of their major lines of Men's Wearing Apparel.

The Martin Dry Goods Company is the "Floydada Home of Nofade Shirts!" Martin, for years, have depended upon Nofade Shirts and have found that they are "The Greatest Shirt Made." You may depend upon them with the same assurance.

Nofade Shirts are Guaranteed, and—"THEY FIT RIGHT BECAUSE THEY ARE MADE RIGHT."

The Commercial Shirt Company

of New York

Starling Spreads Westward Has Beneficial Food Habits

The European starling, the alien bird that has spread from importations planted in Central Park, New York City, nearly forty years ago, to most of the States east of the Mississippi, is rapidly spreading westward as a breeding species and is likely ultimately to be found throughout most of the area from northern Canada to the Gulf coast and westward to the Rocky Mountains, according to the Biological Survey of the United States Department of Agriculture. Farmers' Bulletin 1571-F, "The European Starling in the United States," just issued by the Department, sets forth the economic status of this bird according to results of the survey's studies, and Circular 40-C, "The Spread of the European Starling in North America (to 1928)," also just published, traces the history of the bird's extension of range, describes its methods of spread, and predicts probable future extensions. The spread of the starling is also summarized in the Farmers' Bulletin.

An intensive study by the department of the starling's food habits was based chiefly on the examination of the contents of more than 2,600 stomachs of starlings, a greater number than that used for similar studies of any other bird that have been published so far. This investigation led to the conclusion that most of the starling's habits are either beneficial to man or of an economically neutral character. Field observation has established the fact that the time spent by starling in destroying crops, such as cherries, apples, and sweet-corn, or in molesting other species of birds, is extremely short compared with the hours they spend searching for insects on wild fruits. It is pointed out that as a destroyer of the clover-leaf weevil, the Japanese beetle, May beetles, cutworms, and grasshoppers—some of the farmer's worst pests—it is even more energetic than many of our protected native birds.

In spite of the fact that starlings in normal numbers exert an influence for good and may well be left unmolested when not inflicting noticeable damage, there are times and circumstances, say the investigators, under which they may become objectionable. To the city dweller, they say, the most conspicuous habit of the bird is its establishment of obnoxious winter roosts, which in eastern cities are sometimes of enormous size. Typical of such gatherings is the one that for years has occupied the trees and buildings on Pennsylvania Avenue and other down-state, streets in Washington, D. C. In spite of measures taken to drive them away the birds have persisted and return year after year to the historic thoroughfare of the National Capitol. Methods used for eradicating star-

ling roosts are given in the new Farmers' Bulletin, although it is stated, no method at present in use assures lasting success, for if vigilance is not employed temporary eradication may be followed by re-establishment of the roost.

There is no doubt, according to the department, that there are local areas in which the starling is detrimental to agriculture and horticulture at the present time, but the factor of overabundance rather than pronounced tendencies for harm on the part of the individual bird has brought this about. There is no question, in view of its highly insectivorous food habits, it is concluded, that the influence of the European starling, in moderate numbers, in the United States is beneficial.

Copies of Farmers' Bulletin 1571-F on the economic status of the

starling may be had free, as long as the supply lasts, on request addressed to the Office of Information, Department of Agriculture, Washington, D. C.

MRS. MANNING ON WAR DEBTS

The state of mind which is expressed in the remark that a debt is a debt is born of ignorance and indifference rather than stinginess. Whatever our politicians may say, it is probable that most of us would rather write the war loans off the books than take the trouble to think through the difficult questions of foreign policy which are involved in any just or even profitable solution of the problem.

We have put ourselves at a great disadvantage as far as world opinion is concerned by our policy with respect to the collection of debts from our former allies—there can be no question about that. Our statesmen seem prepared to haggle for the next century over the return of money which the American people would willingly have given outright for the prosecution of the war had it been asked. Indeed

our national fault is that we enjoy spending our money rather than saving it. The very Europeans who brand us for national stinginess probably turn up their noses at the individual Americans who visit them for spending so lavishly and often unwisely.

We are materialists it is said; our

civilization is an orgy of money chasing and we care for nothing but the accumulation of wealth. Uncle Sam appears in the cartoons of Europeans papers looking out on the world through a pair of dollar signs instead of spectacles, or in the role of a Shylock demanding his pound of flesh.

But we have some of the virtues that go with our faults, and in the past we have not been lacking in generous and even in quixotic response to appeals—as the extraordinary total of the war loans themselves may serve to reveal. There is a real irony in our present role

before the nations of Europe—Helen Taft Manning in McCall's.

A writer complains that many of our soldiers forgot their wives during the World War. Well, we guess the war sort of substituted for them.

The Hesperian \$1.50 per Year.

Fruitful And Beautiful Home Grounds

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

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

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CONGRATULATIONS TO Martin Dry Goods Company OF FLOYDADA



We are glad of the privilege of congratulating Martin Dry Goods Co. upon the completion of their new home. We are proud that we have furnished them for many years Boys and Young mens high class clothing. Boys and Young men of this community have learned to look upon the label of MANOR-BROOKE in Young mens suits and PERFECTION in boys suits as an emblem of the highest quality in clothing.

You will always find on their racks the newest patterns and styles in young mens snappy suits.

"Perfection Boy's Suits"

Are well known in Floydada for most all boys have worn them, they know they are the best boys suits made and that you can depend on them in every respect. Martin Dry Goods Company carry a complete line of them.

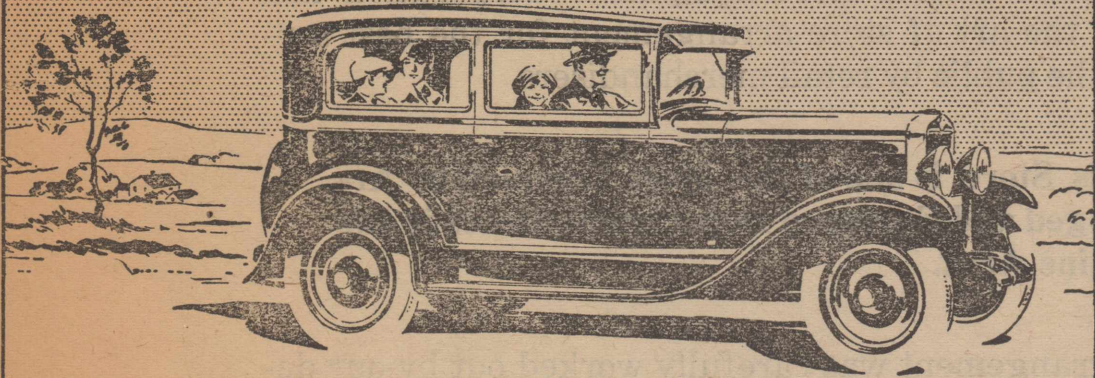


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The Convertible Landau... \$725
Sedan Delivery... \$595
Light Delivery Chassis... \$400
1 1/2 Ton Chassis... \$545
1 1/2 Ton Chassis with Cab... \$650

All prices f. o. b. factory, Flint, Michigan

Check Chevrolet Delivered Prices They include the lowest handling and financing charges available.

with increased Speed and Acceleration!

Marvelous six-cylinder smoothness throughout the entire speed range! A freedom from vibration, drumming and rumble that makes driving and riding a constant delight! Increased speed and acceleration, with 32% more power for hills and heavy going!

Such are the qualities of performance now available in the price range of the four. Such are some of the outstanding reasons why the new Chevrolet Six is enjoying the most triumphant public reception ever accorded a Chevrolet car.

If you have never driven the new Chevrolet Six, you are cordially invited to come in for a demonstration.

— a Six in the price range of the four!

Motor Supply Company
Floydada, Texas

QUALITY AT LOW COST

Lynch Davidson Opposed To State-Wide Bond Issue

(Editor's note: Much has been said and written favoring the state-wide bond issue for the construction of state highways in Texas. It has occupied the time and attention of some of the best minds of the state for a year or more. In order to give our readers a constructive view of the ideas of those who oppose the bond issue, the following from Lynch Davidson, is submitted. The views expressed are those of Mr. Davidson. This newspaper has not formed an opinion, either favoring or opposing the bond issue.)

The farmers of the Texas Constitution foresaw grave danger in the legislative branch of Government or other state agencies being empowered to commit the State to debt obligations, and expressly provided in the Constitution that it could not be done, except in cases

of great emergency or disaster, and then not to exceed the sum of \$200,000.00.

I am against bond issues by the State of Texas, primarily because it violates this sound organic principle of Government,—secondarily I am against it as an economic proposition for the State of Texas.

To amend the Texas constitution so that the Legislature may have the right to authorize State officials to sign the tax-payers' name to a note or notes under the high sounding title of a "bond issue," in the enormous and gigantic sum of \$350,000,000.00, or \$225,000,000.00 or \$175,000,000.00, is appalling and should not be done. Resentment over such violence to the Constitution has cropped up all over Texas, and the proponents of the State "Bond Issue" have backed and filled and trimmed on their position

from \$350,000,000.00 down to \$175,000,000.00, and are indicating a willingness to accept even a lesser amount, but the Constitutional amendment offered by Senator Woodul now stands at \$225,000,000.00. The amount of the proposed State "Bond Issue" is not material except for consideration as a construction proposition.

Breaks Down Safeguards

The cardinal issue is the breaking down of our Constitutional safeguards against debt and opening the door for all kinds of debt creating legislation. Every time one of these principles of Government are destroyed it brings on unknown ills of many kinds. The Legislature remitted Galveston County's state tax at the time of the terrible storm at Galveston and perhaps properly so. The principle was immediately abused by remission of State taxes to a large tier of counties around Corpus Christi for building the deep water port at Corpus Christi. Shortly thereafter Lamar County got its State taxes remitted because of a disastrous fire at Paris, Texas. These facts I recite to show how far afield these kind of things go once a principle of Government is broken down.

It is a serious question whether public authorities of any character, municipal, County or State, should be empowered to sign the names of the tax-payers of the State to debt making obligations of any kind in huge sums such as now proposed.

A business institution that borrows money for the purpose of making profit and out of the profits pay interest charges and retire the principal of the debt is not to be compared with a political or Governmental entity that borrows money with no purpose or possibility of profit making. Such Governmental entity does not and cannot make profits, but must ride the taxpayer with spurs to get the money to pay interest on its borrowings or debt, as well as to retire the principal.

If the question is considered from the standpoint of financing it is equally unsound. Not taking into consideration administrative expenses of the Highway Department, either under the "bond plan," or the "pay-as-you-go" plan, the detailed figures, based on present registration fees, proposed common carrier, gross income and 4c gasoline tax, and deducting from this income for payment of \$60,000,000.00 County road bonds and the proposed \$225,000,000.00 State "bond issue," based on paying the principal of both at 5% per annum and interest at 5% per annum and estimating the cost of roads \$30,000.00 per mile, would bring about the following results:

"Pay-as-you-Go"

In 10 years under the "pay-as-you-go" plan, there would be constructed 10,332 miles of road. Under the "bond plan" there would be constructed 13,821 miles of road. In 10 years the "bond plan" would construct 3,281 miles more than the "pay-as-you-go" plan.

Under the "pay-as-you-go" plan, the above figures show at the end of 12½ years, there would be constructed practically the same amount of mileage as the "bond plan" would produce in 10 years.

Interest on the State bonds, under the bond plan, to the period of their retirement is \$107,000,000.00. The figures therefore show, to get 3,281 miles of road 2½ years sooner under the "bond plan," than could be gotten under the "pay-as-you-go" plan, would cause the 3,281 miles of additional road to cost \$32,500.00 per mile more than under the "pay-as-you-go" plan, which added to estimated construction cost of \$30,000.00 per mile, would cause the 3,281 miles of road to cost \$65,200.00 per mile.

Interest charges would make all the road built under the "bond

plan" during the first 10 years cost \$7850.00 per mile more than the road built under the "pay-as-you-go" plan during the same period of time.

The bond plan, at about the 15½ year period would produce 17,367 miles. The "pay-as-you-go" plan would produce substantially the same amount of mileage. Interest charges alone, and only on State bonds, would add to the cost approximately \$6,200.00 per mile more on the 17,360 miles than substantially the same amount of mileage built under the "pay-as-you-go" plan, within the same period of time.

After First Ten Years

After the first 10 years real trouble begins. The 11th year under the "bond plan" would build 625 miles of road, and under the

"pay-as-you-go" plan 1,239 miles of road, and the comparison grows worse year by year thereafter.

The towns and cities in Texas of any consequence are located upon the railroads of the States. It is manifest that our major and cardinal highway system to reach these same towns and cities will follow more or less the routes of our railroads and because of cross-country short cuts, will call for somewhat more mileage than the railway mileage of Texas. Texas now has approximately 18,000 miles of cardinal highways; 8,500 of them of the sand and clay topped variety, calling for some considerable improvement. Even this part of our highway system however, can be travelled over in all kinds of weather as fast probably as automobiles ought to run. For a period of 10

years highway construction, we have not done so bad, nor are we far from having mapped out and far along towards completion, highway mileage equal to the railway mileage of the State.

Including side-tracks there are 18,000 miles of railways in Texas, so that our highway system in mileage is substantially close to the railway mileage.

If the Constitutional amendment were submitted and carried, it would take at least two years to get the necessary legislation to make it effective. A 4c gasoline tax is proposed, and if it becomes a law, the use of the funds therefrom would immediately become available.

Read The Hesperian for the news of Floyd County.

EGGS!

... plenty of eggs ...
for folks who feed
SUPERIOR
Orange-Vitamine
EGG MASH

IT'S an easy job to pick out the poultry people who're feeding SUPERIOR—they wear "the smile that won't come off." Well, who wouldn't? Cackling of busy hens . . . gathering of gleaming white eggs . . . frequent trips to the receiving teller's window at the bank—a pleasant life, indeed. Why don't you try the SUPERIOR way to poultry profits? See the SUPERIOR Dealer in your town—let him show you how!



Floydada Wheat Growers Association

THE FEED IN THE RED CHAIN BAGS

Congratulations

And

Best Wishes

TO OUR GOOD FRIENDS AND NEIGHBORS

The Martin Dry Goods Co.

Theirs has been an achievement worthy of Floydada and the surrounding country.

Our sincere wish is for their continued prosperity.

Floyd County National Bank



Proper Blending Fresh Roasting

Makes **SUNSET** Coffee **ALWAYS FRESH**

The Choice of Discriminating People

A DELIGHTFUL WAY TO START THE DAY!

Martin Dry Goods Company's

New Home Was Designed By

Grand Rapids Store Equipment Corporation

—And all the Fixtures, Shelving—units and Cases were manufactured and furnished by them.

—Through thirty years of study and practical experience Grand Rapids Store Equipment Corporation has learned the art of store arrangement for the best service to the public by retail merchandisers.

This Store is one of the Most Completely Arranged and Equipped Department Stores in the Plains Area.

—Its arrangement was carefully worked out by our designers to give the greatest display for merchandise and the greatest ease in serving the public with the least possible space.

—Floyd County people can justly be proud of this new store.

Grand Rapids Store Equipment Corporation

Grand Rapids, Michigan

V. L. Burt, Panhandle Representative

Congratulations

IT IS A PLEASURE FOR THIS INSTITUTION TO EXTEND ITS SINCERE BEST WISHES TO ONE OF ITS OLDEST FRIENDS AND CUSTOMERS

The Martin Dry Goods Company

Their fine new home is a culmination of the hopes and aspirations of forward looking men. Their progress is typical of American business today. It is the drive and energy of the American business man which has brought our nation supremacy. That spirit which impels a man irresistibly onward once he has faith in his idea. And it is the American bank ever ready to back a good proposition with American dollars that provides the motive force.



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- J. V. Daniel, Vice-Pres.
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- Mrs. Jno. N. Farris
- J. V. Daniel
- J. B. Jenkins
- O. W. Stroup
- H. E. Cannaday

Farmer's Best Agent Driven Out By Laws, Declares R. E. Sterling

World grain prices are suffering from speculative neglect as a result of restrictive measures imposed on exchanges.

Robert E. Sterling, generally regarded as one of the ablest observers, declares that legislation by driving out speculation has wholly defeated its own aims of helping the farmer.

"For the past three years," says Mr. Sterling, who is editor of Northwestern Miller, "prices of stocks have been advanced continuously by the force of speculation."

Public Advance Stocks
"At first this was led and directed by bull pools and individuals, but recently the captains and kings were swept aside and the public carried prices upward with little or no regard for property values or earnings power. Stock quotations no longer bear any relationship to labor or commodity prices. They are higher than anything else in the world, made so by unprecedented optimism expressing itself in speculation."

Neglects Grain Market

"It is probably idle, in view of the extent of public sentiment against trading in grain futures, to consider what might have happened in grain markets in the past several months if any considerable part of the speculative frenzy in stocks had spent itself therein. Formerly the Chicago wheat pit was a favorite hunting ground for the speculatively inclined. As sentiment against trading in grain as the enemy of agriculture was embodied in adverse legislation, speculative attention was directed elsewhere."

"This movement probably is not yet completed. Secretary of Agriculture Jardine, in his annual report to congress, comments on satisfactory results obtained by supervision of future trading in cooperation with the business conduct committees of the exchanges, but believes that further restrictive legislation is desired. Meanwhile, he and his assistants are putting out what technically is known as 'bull dope' as the best lawful substitute for the price faith formerly inspired by the current big speculator."

Grain Prices Suffer
"The truth is that world grain prices, considered wholly from the grower's point of view, are suffering from speculative neglect. Government supervision and restrictive measures have been completely successful in driving the big leaders out of the market, but they have

not provided any substitute to protect the producer's interest.

"Grain prices, as in the case of any other cause without leadership or friends in high places, are being left to take care of themselves and, again from the grower's point of view, are not doing well at the job. Supply and demand are being reflected, but supply is exercising the stronger influence because of its greater visibility; demand, which always wants to buy cheaply, is able to keep covered up. Supply advertises itself, while demand has no 'bull' agency anticipating its future. It is fair assumption that a very minor part of current stock market speculation directed toward the wheat pit and emphasizing world needs might add 25 to 50 cents per bu. to the present world wheat price."

Aim Is Defeated
"Eliminating big speculation from grain markets have wholly defeated the aims of its purpose. Importing countries are entitled to give three cheers for the lawmakers who put the farmer's best advertising agent out of business."

NEW USES FOUND FOR FARM WASTE

The range of new commercial uses for the waste products of the farm is already large and is being added to every day declares the Oklahoma Farmer-Stockman of January 15. A few of the most important products include valuable substitutes for lumber, oil, rubber, leather, silk, textiles, and in general all those products in which cellulose is a basic material.

The use of farm-crop wastes for manufacturing by chemical process may result in a development quite as remarkable as that of the chemical processing of coal tar. Chemists who are studying the utilization of cornstalks, straw and similar material now find almost as wide a range of end products as do the chemists who are working with coal tar.

The crops from which cellulose yields may be obtained are also wide in their range, including manila, rice, sorghums, soybeans, Jerusalem artichokes, sugar cane, peanuts and many others.

The utilization of cotton seed well illustrates the use to which farm waste products are being put. Cotton seed was once a garbage but its utilization is now an industry estimated to produce an annual value of around \$500,000,000 in manufac-

tured products. Cotton seed itself is overshadowed in value by that of its byproduct, cotton linters, which is the fuzz scraped from the seed and which is 85 percent cellulose.

From the cottonseed hulls are obtained separate chemical substances, including nitrogen, furfural, pentose, pentosan and lignin, all valuable in industry. The stalks are used in the manufacture of wall-board, and cellulose pulp. The cellulose from cotton fiber is used for rayon, nitro-cellulose lacquer, leath-

er substitutes, surgical dressings and celluloid.

Some of the new uses to which lowgrade cotton is now being put are the manufacture of cotton baggings, as a substitute for jute, floor rugs, bath mats and upholstery.

"I hope you keep your cows in a pasture," said Mrs. Youngbride, as she paid the milkman.

"Yes, mam, we do keep them in

a pasture," replied the milkman. "I'm glad to hear this because I understand that pasteurized milk is much the best."—Exchange.

"Mr. Grocer, can you tell me if there are vitamins in lettuce?"
"Well, mam, there's likely to be a few insects on most garden truck—but there ain't no reason in the world why you can't wash 'em off, if you've a mind to."

Read The Hesperian for the news of Floyd County.



The HAWK FAMILY

TAKES PRIDE IN EXTENDING
CONGRATULATIONS TO

Martin Dry Goods Company

ON THE COMPLETION
OF THEIR NEW STORE

Congratulations And Best Wishes

TO

The Martin Dry Goods Company

FROM

Hurst-Zucker Neckwear Co.

Manufacturers of Men's Fine Neckwear
St. Louis, Mo.

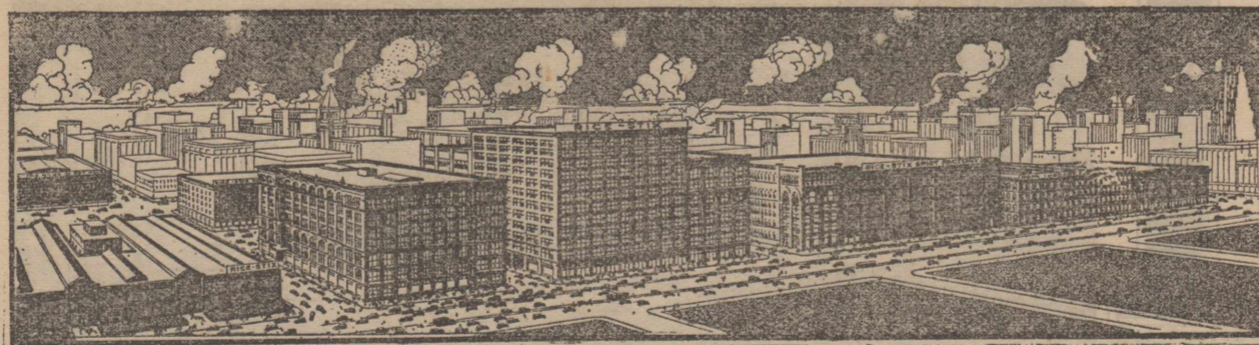
Martin's has sold Hurst-Zucker Neckwear in the
Floydada Trade Territory for many
years.

Floyd County Hesperian \$1.50 Per Year

We Take Great Pleasure In Extending
Sincerest Greetings To

Martin Dry Goods Co.

On The Opening of Their
New Store



Composite View of RICE-STIX—Main Building, Annex and Factories

Thirty-One Factory Units

WILL SUPPLY NEW FASHIONS AND NEW APPAREL TO THE PEOPLE OF FLOYDADA THROUGH
THE GREATER MARTIN STORE

Martin Dry Goods Company is indeed to be congratulated upon its achievement, and we are proud to know that much of the new merchandise going into the new store has been supplied by us. Thirty-one Rice-Stix factory units, producing a wide variety of every type of merchandise, have contributed much to the growth of many stores and, as the Martin Dry Goods Company makes this progressive move toward material expansion,

We are glad to say to the people of Floydada and the surrounding territory that we will co-operate fully with Mr. Martin in offering real values in dry goods, wearing apparel and novelties.

We extend our greetings and wish them every success in the splendid new store.

RICE-STIX St. Louis
Manufacturing Wholesalers

How The Sound Picture Is Made

How is a sound picture made? A particularly interesting article, written by a technician in the Paramount studio, attempts to answer the question. Here goes:

"Roy J. Pomeroy, director of the picture, sits in a chair, giving last minute instructions to the players, Evelyn Brent and William Powell, featured with Clive Brook and Doris Kenyon in the film.

"Giant doors swing shut at Pomeroy's signal. A peculiar silence dominates the stage. Now and then a whispered conversation is heard. Voices trail off strangely—all resonance and echo has been banished. Inacandescent lamps flood the set with light. Strange camera 'tanks,' soundproof booths, crouch on the edge of the set. Microphones are suspended over the players' heads.

The Mikes
"A pair of eyes look down upon the stage. They belong to an engineer who sits in a tiny room tucked up under the ceiling. It is isolated with plate-glass windows. The man studies the positions of the 'mikes.' He is the 'mixer.' He hears everything through giant horns. His duty is to regulate the volume of the voices that are picked up by the 'mikes.'

"Downstairs a voice is heard over the telephone. It gives the magic word: 'Interlock.' The familiar cry of 'Camera!' is never heard. 'Interlock!' has supplanted it. It means that cameras and recording machines are synchronized and ready to go.

"A bell rings somewhere outside, a signal for carpenters to cease work. Someone says: 'Ready! Quick, please!' A green light glows, on a switchboard. The buzzing of conversation dies away. The doors of the 'tanks' are closed and locked the operators sealed in soundless tombs. The musical notes of a three-toned horn are faintly heard, the final signal.

"A red light flashes. The operator signals Miss Brent and Powell. They have been watching him. Now the cameras are turning. The microphones are 'alive' and sensitive to the lightest sound. Coughs and sneezes are taboo.

"Thus the scene begins.

Silence!
"Every word uttered, every sound made by the players during the scene, is recorded with their movements. In a tiny room upstairs a machine puts these sounds on film and disc. A knock on the door, the ringing of a telephone, tender greetings, a fit of coughing, the gurgling of a drink, the soft cadences of a woman's voice, anger, a torrent of fury, a scream, the closing of a door, silence.

"Invisible and with the speed of light these sounds travel upstairs to the inscrutable machine, the machine that puts the breath of life into inanimate celluloid. A tiny photo-electric cell transmutes the eloquent nuances of the players' voices into minute lines of gray and black and white. Tiny lines, less than one-tenth of an inch in length delicate shadings of light, millions of them, warm voices on cold film.

"Red and green lights vanish from a panel. Machinery stops. The scene is over. Giant doors

swing open. Sunshine floods the somber stage. The sounds of studio life return, hammers, saws, Ford trucks, pugnacious tractors. The sound stage has returned to the world of audibility, for a few minutes, then back to the tomb of modern make-belief!"

VARIETY FOR THE BREAKFAST ON SUNDAY MORNING

Sunday morning is the one day in the week when it is possible for the whole family to gather for a leisurely breakfast and so this breakfast should be different from the usual week-day morning meal. Perhaps this is the only time when father can have the wheat cakes and sausage that he likes so much; or one may feel justified in making waffles and letting them be the reason why the whole family are always on time for Sunday morning breakfast.

Probably pork is our most popular breakfast meat and what could be better than crisp bacon with its tantalizing odor that is appetizing in itself; savory sausages; and ham, delicately pink and piping hot.

We do not need to always serve them in the usual way. There is no more reason why breakfast dishes should be standardized than those for any other meal. From the department of home economics, National Live Stock and Meat Board, come these suggestions for breakfast meats that are different.

Bacon and eggs are not new, but how many serve them combined in a fluffy omelet.

Bacon Omelet
Mix 1 cup bread crumbs with 1 cup scalded milk, 1 teaspoon butter, salt and pepper. Let stand until the bread has absorbed the milk. Beat in the yolks of 5 eggs and 1

cup finely chopped bacon that has been crisped and drained. (It is easier to cook the sliced bacon first and then chop it.) Fold in the stiffly beaten egg whites and cook as any omelet, and be sure to serve at once, for an omelet that stands is a sorry affair.

Fried Apple Rings and Sausage Cakes

Make sausage meat into small patties and cook thoroughly. Core and slice across large tart apples—do not pare the apples. Remove the sausages when done and keep warm. Cook the apples in the fat until a golden brown. Put a slice of apple on each piece of sausage and serve on a platter garnished with triangles of toast.

French toast is a delectable breakfast dish and when served with minced ham it is better than ever.

Minced Ham on French Toast

To 1 egg, well beaten, add ½ cup milk. Into this dip slices of bread and fry these in butter. After removing the toast to a hot platter and putting in a warm place, put chopped ham in same skillet, cover with milk and add a small piece of butter. When thoroughly heated

add 1 egg, well beaten. Serve on the slices of French toast.

THE DAIRY FARMER OF THE FUTURE

The dairy farmer of the future will own a modern farm home. He will be supported by a high-producing herd of well-bred dairy cattle, which will be fed largely from luxuriant, home-grown crops, raised on well-tilled fertile soil. In short, the dairy farmer of the future will know how to live better and will live up to the best that he knows. That is the prophecy of J. C. McDowell, of the Bureau of Dairy Industry, United States Department of Agriculture.

"The dairy farmer of to-day is progressive," he says, "but in many cases he is passively progressive. He knows what to do but he does not always do it. The farmer of the future will never allow one cow to eat up the profits another cow is making. He will allow only high-producing and profitable dairy cows on his fertile farm."

"At the present time the average dairy herd produces about 180

pounds of butterfat a year per cow. The time will come when our dairy herds will double that production. This, however, will not result in overproduction of dairy products, because we shall then keep fewer and better cows. By doubling the average production per cow, it is possible to triple the average income over cost of feed. Thus the dairy farmer will make more money.

"But why do dairy farmers want more money? They want it in or-

der that they and their families may have a better living, which includes better homes and better schools. The time is coming when our dairy farmers and their families are going to have not only a good living and the advantages of the open country but also many of the opportunities and conveniences that are now enjoyed by the people of the cities."

Read The Hesperian for the news of Floyd County.

Moving, Draying, Packing, Etc. Brick Storage Building. Located North Main Street.

PITTS TRANSFER & STORAGE CO.

EXPRESS AND FREIGHT

Truck Line to Plainview

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

SUDDEN SERVICE

Beautiful Homes Thrifty Farms BABY CHICKS

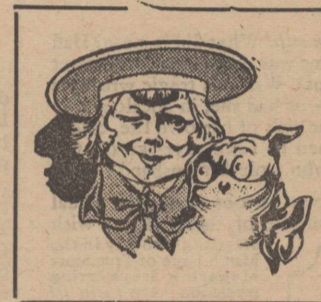
15 Varieties \$11.00 to \$13.00 Hundred Delivered. State accredited and Standardized Quality Chicks. All kinds of Plants for West Texas \$1.00 thousand up. 500 Varieties Garden, Field and Flower seeds. Poultry Supplies of anything you want for Poultry. Order anything you want for Garden, Orchard, Lawn, Field, Poultry and Stock—We have it of Quality at right prices.

C. E. WHITE SEED CO., Plainview, Tex.

Congratulations

To

The Martin Dry Goods Co.



The Brown Shoe Company notes with pride the marked advancement this retail dry goods establishment has made and we congratulate Floydada and Floyd County, as well as the Martin Dry Goods Company, upon this occasion. The New Martin Dry Goods Company home reflects the development of this territory.

Brown Built Shoes for men, women and children have long been an important sales item by the Martin Dry Goods Company. They have stood the test of many years by this and other firms because they combine the important factors of style, quality and price.

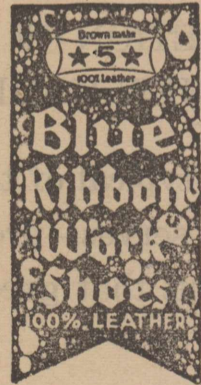
Located in their new home, this firm will be better equipped than ever to care for your needs in footwear. We invite you to visit this firm often and see the new Brown Built Shoes.

BUSTER BROWN SHOES

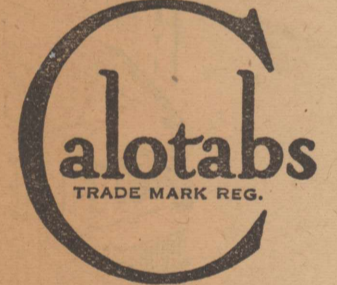
Brown Built Shoes for Men—for Women

Brown Built Flexible Rigid HEALTH ARCH

Brown's Ideal Comfort Shoes

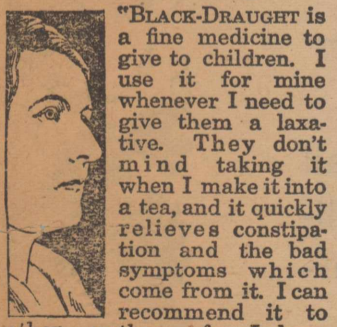


For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

An Oklahoma Mother Says:



"BLACK-DRAUGHT is a fine medicine to give to children. I use it for mine whenever I need to give them a laxative. They don't mind taking it when I make it into a tea, and it quickly relieves constipation and the bad symptoms which come from it. I can recommend it to other mothers, for I have found it useful in my home. 'When I was a child my mother gave it to me whenever I complained of not feeling well. I have always taken it for upset stomach and constipation. It is about the only medicine I have to take. A few doses of Black-Draught, now and then, keep my system in order. My husband takes it, too. I hardly see how I could keep house without Black-Draught. It has become a standby with us, in keeping the children and ourselves well.'—Mrs. Luther Brassfield, Claremore, Okla.

Black-Draught for Constipation, Indigestion, Biliousness

Women who need a tonic should take CARDUL. In use over 50 years. 22-144

The Brown Shoe Co.

St. Louis, Missouri

H. Z. Pennington

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Telephones:
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Licensed Undertaker
Modern Equipment;
Hearse and Ambulance
SERVICE ANYWHERE
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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.
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E. P. NELSON FIRE INSURANCE AGENCY

WILL APPRECIATE YOUR BUSINESS
CITY AND FARM LOANS
Every detail of your fire insurance requirements will be carefully handled if entrusted to this agency.
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LAWYER
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FOR SURGICAL CASES
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3-YEAR CARVER GRADUATE
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LAWYERS
Readhimer Building
FLOYDADA, TEXAS

Dangerous Business

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

Female "Ponzi" Fleeces French Poor By Boasting of "American Methods"

Doing business "à l'Americaine" by a female financial wizard has caused the greatest stock pushing swindle in the history of France. Many thousands of creditors, the majority humble folk, have been ruined and fantastic figures of hundreds of millions of francs are quoted as the amount involved.

Mme. Marthe Hanau, a dominating woman with a genius for juggling fingers and an insatiable love of luxury, is the author and prime mover of frauds involving six companies and two newspapers, chiefly the Gazette du Franc, which was established in 1925 by her for "the protection of French currency and world peace." She sits in her prison cell smoking cigaret after cigaret and trying to map out a defense while police officials are examining truck loads of papers and trying to trace the missing wealth.

Several other arrests have been made, including that of Lazare Bloch, Mme. Hanau's former husband and later business partner.

Born in Poverty

A few years ago Mme. Hanau, or "Madame la Presidente," as she was called when she became the great financier, lived in a single

room and counted her fortune in sous, and yet she was arrested in a sumptuous apartment in a fashionable residential district. She was born in Paris on New Year's Day, 1886, and raised in the most humble circumstances. She married Bloch, who was a modest grocer, and helped him in his store at the age of 20, but she was ambitious and tried out all sorts of enterprises which failed.

During the war she manufactured what she called the "tube du soldat," tiny flasks of blended coffee and rum. The quality of her product was so poor that she was sued and forced to pay 1000 francs damages.

M. Bloch, a mild man, in contrast with his forceful wife, tried various little enterprises on his own, but always flopped. In 1920 Mme. Hanau began to hit her stride and one of her first acts was to divorce her husband and he became a silent business partner. But as the police learn more and more of the gigantic swindle they believe that the husband didn't have much of an idea what it was all about.

The big game came with the es-

tablishment of the Gazette du Franc. In the crisis of the falling French currency in 1926, the Gazette branched out as an ardent defender of the franc and won confidence of a rapidly increasing number of readers. At the same time it insidiously promoted various stocks which promised to pay phenomenal interest, sometimes as high as 40 per cent, on small investments in a very short time.

Spent Money Freely

When not in her luxurious office, Mme. Hanau could often be found in some expensive cabaret in Montmartre drinking champagne with gay friends she gathered about her. She kept three cars in which she dashed about the country and bought heavily from the highest priced couturiers. On cool days she would often be found snuggled in a wrap of chinchilla. Men admired her enterprise and her women friends were countless. On one occasion at an automobile display a woman friend admired a certain car and Mme. Hanau immediately bought it for her and also supplied a garage, chauffeur and caretaker.

Yet at bottom Mme. Hanau's business methods were as simple as those of any common trickster. She promised big and quick returns on investments covered by sterling securities. The latter she sold on the very day they reached her and the proceeds were used to keep her personal, amounting to about 250 persons, going and to give temporary satisfaction to importunate investors. The crash came quickly when two rival newspapers, Le Journal and L'Ami du Peuple, started almost simultaneously to expose her dealings.

Mme. Hanau had so many influential friends that questions have been asked in the Chamber of Deputies on the relations between politicians and big business and a thorough inquiry is under way.—Democrat.

Fairview News

(Too late for last week)

Fairview, Jan. 27.—The Intermediate B. Y. P. U. sponsored by Miss Inez Casey enjoyed a social at the home of Mrs. E. C. Austin, Friday night.

The funeral of Mrs. W. B. Crabtree was held Monday morning at 10:30. She was buried in Floydada Cemetery. All who knew her were grieved to hear of her death and extend their sympathy to the bereaved family.

Mr. and Mrs. Ralph Zachry of White Deer attended the funeral of her grandmother, Mrs. Crabtree. Miss Mabel Mongel of Clarendon visited her aunt, Mrs. A. A. Beedy last weekend.

Mr. and Mrs. Felix Peris were guests of her parents, Mr. and Mrs. S. L. Rushing this weekend. A friend, Miss Odell Tabors accompanied them.

The Dramatic Club met Monday night and parts in our new play were assigned. Regular practice begins next Wednesday night.

Fairview ball teams met the Cedar Hill teams on the home court Friday. The Cedar Hill boys and Fairview girls were visitors. We will play the Cedar Hill teams again next Friday.

The site of the new Methodist church is reported as located and work will begin Friday.

Verne Austin of Wayland College visited his parents, Mr. and Mrs. E. C. Austin last week end.

ELECTION ORDERED

AN ORDER CALLING FOR AN ELECTION SUBMITTING TO THE QUALIFIED VOTERS RESIDING IN THE CITY OF FLOYDADA, TEXAS THE PROPOSITION AS TO WHETHER THE CITY OF FLOYDADA SHALL ADOPT THE COMMISSION FORM OF GOVERNMENT FOR SAID CITY AND ALSO FOR THE ELECTION AT THE SAME TIME OF TWO COMMISSIONERS IN THE EVENT SAID COMMISSION FORM OF GOVERNMENT IS ADOPTED TO HOLD OFFICE UNTIL THE FIRST TUESDAY IN APRIL A. D. 1929.

WHEREAS, more than ten percent of the qualified voters of the Incorporated city of Floydada in Floyd County, Texas, an incorporated town of over five hundred and less than five thousand inhabitants, have petitioned me as the Mayor of said city in writing, requesting that an election be ordered to determine whether or not the city of Floydada shall adopt the Commission Form of Government as set out in Chapter Twelve of title 28, 1925, Revised Civil Statutes of the State of Texas:

I. Now, therefore, by the authority invested in me by the laws of Texas as the duly elected and qualified Mayor of the City of Floydada in Floyd County, Texas, I, W. D. Smith, as such Mayor of Floydada, hereby order that said election be held on Tuesday, the 26th day of February, A. D. 1929, at which time the proposition as to whether the City of Floydada as aforesaid shall adopt the Commission Form of Government as aforesaid shall be submitted to the qualified voters of the City of Floydada, and further, if such Commission Form of Government is adopted at said election to select two commissioners at said election who shall hold office until the first Tuesday in April, 1929.

Adults Contract Children's Diseases

Adults can, and do, contract many children's diseases. And, usually, they suffer from them much more than children do. For instance, many adults contract worms, an ailment usually associated with children. Sometimes they suffer intensely and take expensive medical treatments, without realizing that worms are the cause of their troubles. Yet, the symptoms are the same as in children, loss of appetite and weight, grinding the teeth and restless sleep, itching of the nose, anus, and abdominal pains. And, the same medicine that surely and harmlessly expels round and pin worms from children will do the same for adults — White's Cream Vermifuge, which you can get at FLOYDADA DRUG CO.

II. Said election shall be held at the City Hall in the City of Floydada, Texas, and I hereby appoint E. P. Nelson and J. G. Wood as the judges of said election, the first named to be designated as the Presiding Judge, and I also appoint T. C. Russell and W. H. Henderson as clerks to assist said judges in holding said election.

III.

The said election shall be held and governed by the General Election Laws of Texas except as hereinafter otherwise provided as modified by said Chapter Twelve of title 28, 1925 Revised Civil Statutes of Texas, and the returns shall be made to the Mayor of Floydada, Texas, within five days after said election shall have been held.

IV.

The Ballots in said election which shall determine whether or not the City of Floydada adopts said Commission Form of Government shall have written or printed thereon, "For Commission" or "Against Commission", and all voters who favor the proposition of adopting the Commission Form of Government for the City of Floydada at said election shall have written or printed on their ballots the words: "For Commission", and those opposed shall have written or printed on their ballots: "Against Commission", and if a majority of the votes cast are "For Commission", then the Mayor of Floydada shall enter an order to that effect upon the minutes of the City Council and after said entry of said order said incorporated city shall be under the commission Form of Government.

V.

There shall be also at said election, a separate ballot which shall have written or printed on it the names of candidates for Commissioners for Place Number One and Place Number Two, said names to be placed on said ballots in accordance with the laws of Texas regulating said election within said incorporated towns, and in the event said Commission Form of Government shall have been adopted by a majority of the votes cast at said election from the returns made to the Mayor, the person that receives the highest number of votes for Commissioner Place Number One shall be deemed elected as one Commissioner and the person who receives the highest number of votes for Commissioner Place Num-

ber Two shall be deemed elected as the other Commissioner, and upon the qualifying as such Commissioners as provided by law, they, together with the Mayor of the City of Floydada shall constitute the "Board of Commissioners" and shall supersede the present City Council and Board of Aldermen of the City of Floydada, and said City Council and Board of Aldermen shall be abolished and said Board of Commissioners shall hold office as such until the first Tuesday in April, 1929, at which time a Mayor and two Commissioners shall be

elected as provided by law.

VI.

It is further ordered that a copy of this notice shall be published for a period of thirty days in some newspaper of general circulation in said city and one notice shall be published once a week consecutively for a period of not less than thirty days prior to the date of said election, and a copy of this order signed by the Mayor of the City of Floydada and attested by the City Secretary of said town shall serve as a proper notice of said election. Witness the hand of the Mayor

and City Secretary of the City of Floydada, this 24th day of January, A. D. 1929.

(SEAL) W. D. SMITH Mayor.

BURL BEDFORD, City Secretary.

43

Higgins Battery and Electric Co.
Radio, Automobile and Battery Service.
First Door North of Post Office

The Martin Dry Goods Company

certainly is to be congratulated for their foresight in planning their new building.

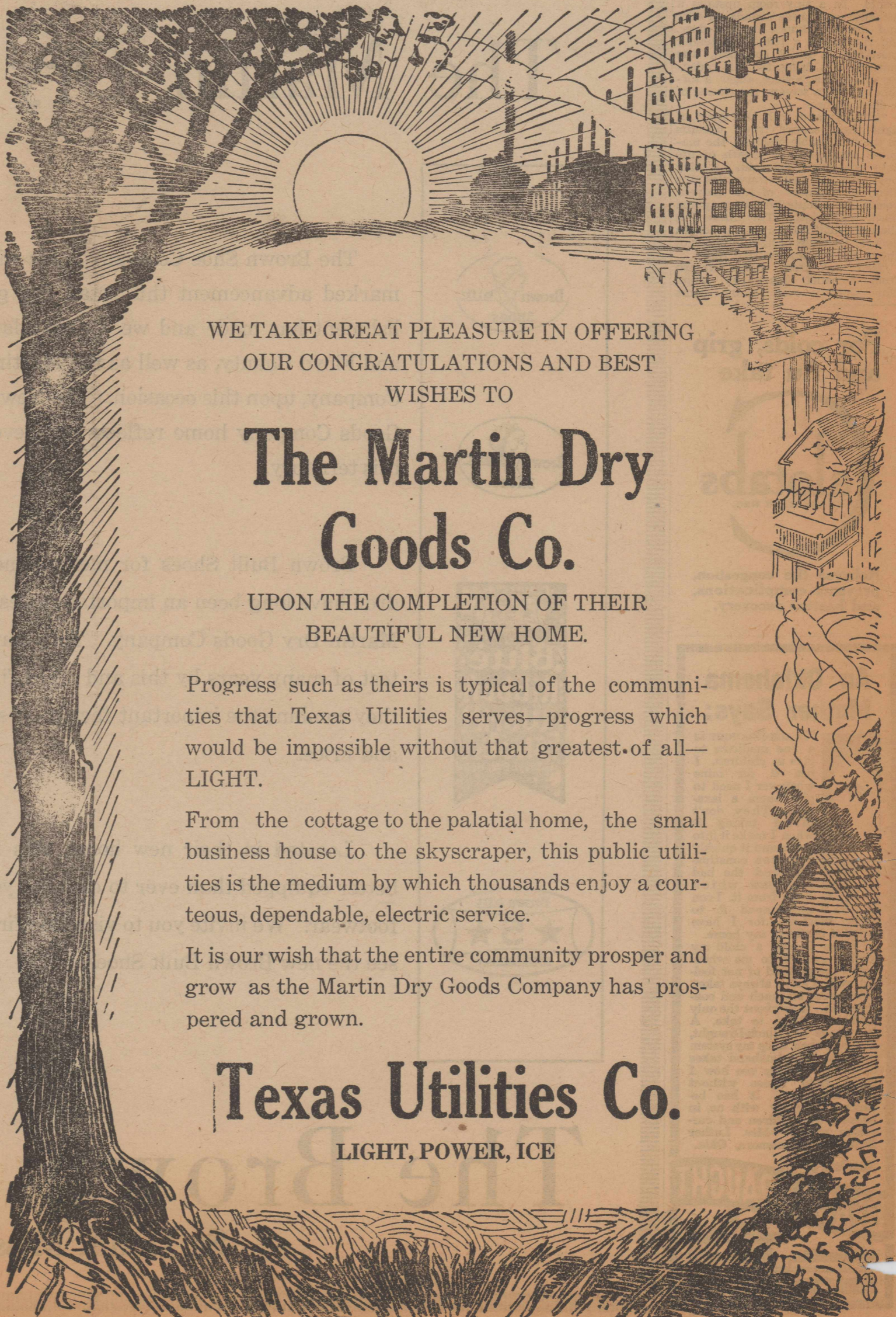
As their Architects, it has been a pleasure to us to develop the plans and specifications for Floydada's most complete and modern business home.

We enjoy outlining today with you the world of tomorrow.

"Onward West Texas"

J. Roy Smith
ARCHITECT

310-311 Blackburn Building—Amarillo



WE TAKE GREAT PLEASURE IN OFFERING
OUR CONGRATULATIONS AND BEST
WISHES TO

The Martin Dry Goods Co.

UPON THE COMPLETION OF THEIR
BEAUTIFUL NEW HOME.

Progress such as theirs is typical of the communities that Texas Utilities serves—progress which would be impossible without that greatest of all—LIGHT.

From the cottage to the palatial home, the small business house to the skyscraper, this public utilities is the medium by which thousands enjoy a courteous, dependable, electric service.

It is our wish that the entire community prosper and grow as the Martin Dry Goods Company has prospered and grown.

Texas Utilities Co.

LIGHT, POWER, ICE

The tragic end of Forbidden Love

Was it an accident... or a jealous wife's revenge?

ASHERTON sank back into the cab. As he had eluded his wife. Now he and Marie Norton could enjoy their forbidden rendezvous...

Ahead of him the glare of headlights from Marie's roadster cut into the darkness. Silently, his cab followed. Soon they would be together at the roadhouse.

Suddenly the glare of the road brightened as another car, with its siren shrieking, shot around the bend behind them. "Some drunken fool," Asherton thought. Then his blood froze with horror. The big car headed straight for the roadster. In another instant they had crashed!

Asherton leaped from his cab, and fought to release Marie's unconscious body from the

tangled wreckage. Then glancing toward the other car, he saw, coming toward him—his wife.

His own wife! What did it mean? Had she in some way discovered their secret rendezvous? Was this tragic wreck an accident—or had she, in a jealous fury and at the risk of her own life, coldly determined to take revenge on the woman who stole her husband's love?

Only two persons know the actual story; and one of them tells it with startling honesty in the March issue of True Story Magazine. It is a dating revelation—don't miss it!

Partial Contents for March

My Mysterious Lover
All For a Man's Promise
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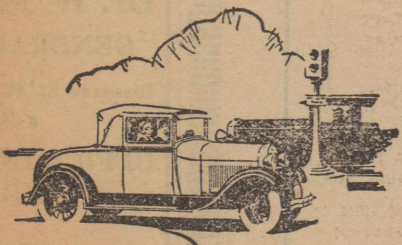
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There are many reasons for the ease of steering the new Ford



The new Ford is exceptionally easy to steer because of the well-proportioned weight of the car, the steel-spoke wheels, the co-ordinated design of springs and shock absorbers, the size and design of the steering wheel, and the simple mechanical construction of the steering gear.

The Ford steering gear is of the worm and sector type used on high-priced cars and is three-quarter irreversible.

In simple, non-technical language, this means that the car responds easily and quickly to the steering wheel, yet there is no danger of the wheel being jerked from the hands of the driver by ruts or bumps in the road. A light touch guides the car, yet you always have that necessary feel-of-the-road so essential to good driving.

Strength of materials and careful workmanship give unusual stability to the Ford steering gear and housing.

The steering worm, for instance, is splined to the steering worm shaft and is stronger, of course, than if a single key were used to hold

the shaft and worm together. The steering worm sector is forged and machined in the same piece with its shaft.

The housing of the steering gear mechanism is made of three steel forgings, electrically welded together. This housing is then electrically welded to the steering column. Such a one-piece steel unit is naturally much sturdier than if several parts were used and bolted or riveted together.

Throughout, the new Ford steering mechanism is so simple in design and so carefully made that it requires practically no attention.

The only thing for you to do is to have the front steering spindles, spindle connecting rods, and drag link lubricated every 500 miles and the steering gear lubricated every 2000 miles.

For this work, you will find it best to consult the Ford dealer. He has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.



FORD MOTOR COMPANY