

# THE FLOYD COUNTY HESPERIAN

VOLUME 32

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, OCTOBER 29, 1925.

NUMBER 35

## Texas Utilities Party on 4-Day Tour 'Empire Loop'

Judge I. R. Kelso and Plains Have Eastern Bankers and Investors For Guests.

Judge I. R. Kelso, president of the Texas Utilities Co., was host to a party of several eastern bankers and representatives of capital, as well as to his own directors on a tour of the "Empire Loop" of the Texas Utilities Company and New Mexico Utilities Company, comprising properties and power transmission lines over a territory more than 500 miles in extent, for four days this week. Panhandle and eastern New Mexico cities and towns served by the company joined with the head of the utilities company in entertaining and showing over the immense territory the investment bankers and officials of the Community Power & Light Company. The latter is the holding company for the Texas Utilities Company. The tour closed last night at Hereford, where the party were guests of the Hereford Chamber of Commerce at a banquet.

The party stopped in Floydada for a few minutes Monday noon on the tour, which began Saturday at Clovis. A special train was placed at the disposal of the party but a large part of the territory served was toured in automobiles. At Clovis, Lubbock, Plainview and Hereford elaborate demonstrations of good will were made. Monday morning the party left Lubbock and visited by auto in Lorenzo, Idalou, Ralls and Crosbyton. At Ralls they were met by a large delegation of Plainview business men and representatives of Floydada and Lockney. Besides the stop at Floydada the party also spent sometime in Lockney.

In the party with Judge Kelso were: D. A. Belden, chairman, Community Power & Light Company, St. Louis; E. J. Costigan, managing director of Whittaker & Co., one of the oldest and best known investment bankers in the west, of St. Louis, vice president Community Power & Light Company; J. J. Frey, one of the best known utility operators in the middle west, executive vice president of Liberty Central Trust Company of St. Louis;

Wm. L. Ross, president of the well known banking firm of Wm. L. Ross & Co., Chicago, Ill.;

J. T. Woodward, member of the firm of Spencer, Trask & Company, investment bankers of Boston, New York and Chicago. Mr. Woodward is from the New York office.

H. C. Miller, president of the First National Bank of Duquoin, Ill.;

Colonel George H. Carter, prominent attorney and capitalist of Marlin, Texas; L. E. Conger, district manager of the Kansas Utilities Co., of Yates Center, Kansas;

F. T. Porter, manager of Missouri Utilities Co., California, Missouri;

Mr. Belden also had in his party the following associates and guests:

W. F. Corl of St. Louis, a well known utility operator and at this time president of the Missouri Association of Utilities. Mr. Corl is president of the Community Power & Light Company;

Laurance White from the Boston office of Spencer, Trask & Company;

Harry Lang, representing Whittaker & Co., of St. Louis;

J. K. Vardaman, Jr., vice president of Liberty Central Trust Company, St. Louis;

J. S. M. Wharton, general sales manager, St. Louis;

L. F. Payne, electrical engineer, St. Louis;

D. S. Caldwell, manager Community Power & Light Co., of Texas, Mexico, Texas

## Cotton Market Drops As Big Crop Forecast

With the Floyd County cotton crop just getting under way to market, bearish influences of the week have cut down the probable value of the county's crop by \$100,000 or more. Chief among these influences was the government report which came in Monday with an estimate of 15,226,000 bales, nearly a half million bales more than the estimate 15 days ago, and nearly a million and a half bales greater than last year's crop. Ginnings to October 18 were 9,519,000 bales the census report stated.

The primary markets dropped more than a cent on the day and local markets showed the effects of the drop with considerably lower prices.

Freezes and frosts in most of the cotton country west of the Mississippi this week, however, have stopped the maturing of cotton and have had a tendency to hold up the market.

## CELEBRATES FIRST ANNIVERSARY OF HIS MOVE TO FLOYDADA

Wednesday afternoon of last week E. S. Shoaf walked into The Hesperian office with his check for a year's subscription to The Hesperian.

It was the anniversary of his arrival in the city to make this his home. One year prior he alighted from the train, rode up to the newspaper office and announced that Floydada was his home and he wanted to subscribe for the home paper. Incidentally, the next place Mr. Shoaf visited was the Chamber of Commerce office where he became a member of the Chamber of Commerce.

Mr. Shoaf is messenger for the American Railway Company on the local run. He has been an employe of the company for many years and is studying to be admitted to the bar.

## TECH ENROLLMENT REACHES 906; 8 FACULTY ADDITIONS

Enrollment at Texas Technological College reached 906 last Friday, according to reports from the Lubbock papers—almost twice the number considered possible by the legislature at the time appropriations were made for the college.

An appropriation totalling \$58,180 has been given the Board of Regents, by the signature of Governor Ferguson, in order to take care of the unexpected large attendance and to pay the salaries of eight additional faculty members added since the college's opening and to secure additional secretarial service, as well as other needed assistants and general expenses unprovided for by the original appropriation.

Out of the present enrollment, 727 students are freshmen, and 179 are advanced students. There are also thirty-four married women of Lubbock attending the college, some for their own pleasure, and others who are working for their degrees. The engineering department has a total enrollment of 312, the liberal arts department 468, the home economics department 66, and the department of agriculture 60 students. There are 641 men and 265 women.

Students living in Lubbock total 287, while the state of New Mexico has eight enrolled, Oklahoma 11, Indiana 3, and the states of Tennessee and Georgia one each.

## Palms, Pomegranates and Oranges From Floyd Co.

Publicity credit where the credit wasn't due but where the publicity was appreciated was given Floyd County at the Dallas Fair by an exhibit of palms, quinces, pomegranates, oranges, persimmons and the like placed alongside the regular farm exhibit of Floyd County in the Agricultural Hall of the Fair grounds, according to R. A. Highsmith, secretary of the local Chamber of Commerce, who spent the entire two weeks of the Fair at the County booth answering questions about the county in general, and about the adjoining exhibit when questioned. Though of the thousands who inquired about the two exhibits, but few inquired as to whether the fruit exhibit mentioned came from Floyd County. They all supposed it did, and quite naturally followed the general exclamation, "My but Floyd County is some county."

The exhibit adjoining Floyd County was gathered from all over the state and labeled, "Individual exhibit." And it so happened that there wasn't an attendant at the booth. Passers-by took it for granted that the exhibit was a combined gathering of products from some individual of the county and so was included with "Floyd County's exhibit."

When the Whirlwinds come on the field tomorrow afternoon at Floydada Baseball Park to take on their ancient opponents, The Lockney Long Horns, they will be all dolled out in their new blankets.

The squad were promised the blankets several days ago by local business men, who told them if they got away to a good start and showed the proper spirit the blankets would be forthcoming.

Twenty of the new blankets were received Wednesday afternoon and will be used by the squad. The blankets are Green with a white border and have a 12-inch Letter "F," also in white.

## Blankets Arrive For Green and White Squad

Members of the local American Legion met in a special called meeting Monday night, at which time it was decided to stage the annual November 11 banquet again this year. There are about sixty-five local Legionnaires in Floydada, and it is planned to have the wives of the active members, as well as their children and other outsiders attend the banquet; an attendance of 100 is expected.

A committee consisting of Ford Butler, Kight Dickey, and Homer Baker was appointed to report on further arrangements for the Armistice Day "feed," and the committee's plans will be discussed in full at the next regular meeting of the Legion members, Monday, November 2.

## AMERICAN LEGION BANQUET WILL BE HELD NOV. 11

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## TRICK DISTRICT VOTES BONDS FOR \$12,000 BRICK SCHOOL

Trick, District Number 1, has voted bonds totalling \$12,000 for a brick school building, according to announcement from the office of County Superintendent, Price Scott.

The bonds have already been approved by the attorney general, and are now being sent to the comptroller for registration; notification of their registration is expected next week, it is stated.

## DRIVES MIXED HERD 30 MILES IN DAY WITHOUT ANY INJURY

A herd of 180 head of mixed cattle, eighty head of them cows and 100 calves, were driven overland Monday from Earl Fish's ranch in Motley County to N. A. Armstrong's pens in the suburbs of Floydada, without injury to the cattle. The Fish Ranch is easily thirty miles from Floydada, and this drive for a mixed herd of cattle is a mighty long one, so long that the old heads at the cattle business will be inclined to doubt it.

However, Mr. Armstrong, who was buying the cattle, said that the boys got an early start with the herd, had good luck all the way, and as none of the stuff seemed to be fagged they just kept pushing them on through.

The cattle are a part of about one thousand head of cattle Mr. Armstrong plans to winter in the territory adjacent to Floydada. Coverdale & Armstrong will winter 1100 head of steers in this county and Motley, and 650 cows and heifers. Jenkins & Armstrong will winter 500 head of steers.

## Car Maize Heads Shipped Orphans

A car load of maize heads is being shipped to the Methodist Orphanage at Waco this week by the people of the Floydada M. E. Church Circuit, according to Rev. Marvin Brotherton, pastor. Two other car loads, one each from the local Methodists and Carr's Chapel Circuit, will also be shipped in the near future.

There are about 340 orphans in the Home at Waco, and the orphanage owns its own farm, hogs, dairy cattle, and work horses; the maize donated by Floyd County Methodists and shipped to the Waco institution will be a big help in caring for the needs of the orphans, stated Rev. Brotherton.

An adjoining farm has recently been donated to the Orphans Home, which is located on the outskirts of the city of Waco, but with a slight indebtedness on it. This farm will be worked and cared for, as is the present property, by the orphan home inmates.

## Steers and Mixed Cattle Delivered Here Sunday

Jenkins and Armstrong Complete Delivery of 1,000-Head Order.—Lee Montague Ships.

Jenkins & Armstrong Sunday completed delivery of one thousand head of two and three-year-old steers to Shelton & Williams, of Amarillo, when they sent out on a special cattle-train here Sunday afternoon 361 head of steers, the third shipment made on the contract.

At the same time N. A. Armstrong also delivered two carloads of cattle to the Amarillo cattlemen and Lee Montague delivered them seven loads of cows, calves and bulls. Roy Williams, of the firm, was here to receive the cattle, the greater portion of which went to grass near Miami.

From Floydada Mr. Williams went to Matador, where he received the year's calf crop from the Van Martin Estate, comprised of approximately 1000 head. L. H. Lewis shipped two carloads of mixed cattle to the Kansas City market Friday from his ranch below the caprock. Mr. Lewis returned from Kansas City Wednesday.

## 800 Feet New Fire Hose Ordered by City Dads

The City Council at its last regular meeting ordered eight hundred feet of new fire hose to add to the fire-fighting equipment of the city and made other preparations for the more adequate protection of the city against fire hazards.

The new hose will be received soon. Among the other things done to reduce the fire hazards in the city was the appointment of City Marshal G. R. Strickland as Fire Marshal, with instructions to make inspections over all the city and where rubbish is collecting, or where carelessness is apparent otherwise, to get the persons responsible for the same, to remedy the condition.

"Citizens generally can aid me very materially in carrying out my duties," Mr. Strickland said. "The collection of boxes on back lots and other rubbish, in some parts of the business section, represent a real menace and might be the beginning of a dangerous conflagration. With assistance from business men in particular and the citizenship generally, we can not only reduce the fire hazard in Floydada, but also reduce the fire insurance rates and save ourselves money."

## Whirlwinds Meet Lockney Home Ground Tomorrow

Floydada Whirlwinds meet the Lockney Long Horns at the city baseball park Friday afternoon at 4 o'clock in a game that will probably determine which of the two teams will play the winner of the Lamesa-Slaton game for the championship of Section 2, of the University Interscholastic League football race.

Lockney is undefeated this year, having victories to their credit over Silverton, Hale Center, Kress and Logan. They are coming to Floydada "with blood in their eyes" and are determined to conquer the Whirlwinds, according to reports; all the town is "saturated" with that "Beat Floydada" spirit, which is being displayed on stickers of Lockney car windshields and in the hearts of the entire citizenry! Their stores are going to close for the game, school will turn out early, perchance the farmers of that vicinity will call the morning a day, and all autolees persons of the city will engage in a mad scramble to beg, steal or fight for a ride to the game that afternoon! Not much kiddin' either, for the aforesaid acts of loyalty are not mere rumors. One side of the grid has been asked for; the ask has been granted, and hundreds of Lockney fans are coming to the game and be real hoggish prior, during and preceding the game by rooting for their team with all the vimvigority and so forth possessed by the super-rubid enthusiast!

Whirlwind supporters, on the other hand, are just as eager to win from the Long Horns, and the whole town is becoming "worked up" over the outcome of the game, realizing the contest will be a hard one but believing in the ability of the Green and White warriors to overcome their ancient rival, Lockney. Among other things, the high school students are planning a big parade previous to the game. All persons of the city who car possibly do so are planning to witness the encounter between the Whirlwinds-Long Horns.

The starting line-ups, with the weight of each player is as follows:

Floydada	Lockney
Left end	Dagley (130)
Left tackle	Rives (160)
Left guard	Mosley (150)
Center	P. Garrett (c., 153)
Right guard	Harris (230)
Right tackle	Logan (158)
Right end	G. Garrett (154)
Left half	Shelton (140)
Right half	Ragle (135)
Full back	Teaff (165)
Quarter	Jarnagin (130)
Green (c., 145)	

## Season's First Freeze; Temperature Down to 20

The season's first freeze came Tuesday night in Floyd County, when a big tumble in the reading of the thermometer, brought with it temperature as low as 20 degrees above zero, Wednesday morning.

This morning the temperature stood at 30, barely below freezing. Although the skies have been overcast, no rain nor snow has fallen.

## Clapp Told of County's Resources at Banquet

Chamber of Commerce Host to Distinguished Visitor, Following Drive Over Country.

Edwin J. Clapp was told of the wonderful resources and possibilities of Floyd County, present and future, by citizens of Floyd County last Thursday evening, when the distinguished staff writer of the Hearst newspapers, was here gathering data for a series of stories on West Texas, which he will write for the Fort Worth Record and the twenty-five other newspapers in the Hearst syndicate in all parts of the United States. The talks were made at a banquet spread at the Commercial Hotel, where Mr. and Mrs. Clapp were the honorees and more than forty business men of Floydada, Lockney and the surrounding territory were in attendance.

Mr. Clapp responded in a happy vein to the various talks made during the evening and Mrs. Clapp acknowledged an introduction, accepting a large bouquet presented by T. R. Webb, chairman for the evening, on behalf of the ladies of Floydada.

Mr. Clapp declared that he was very much interested in the statistical and practical information obtained on his trip through the panhandle. "I am given carte blanche by Mr. Hearst to write freely," Mr. Clapp said, "And being so thoroughly sold on the country myself that I have invested largely in Dickens County, I feel that the things which have been told me will enable me to write with greater inspiration. I am proud to find the people here so deeply interested in schools and churches. I think it is highly important that your country be prepared mentally and spiritually for the riches which are coming your way." West Texas and the plains bound to forge forward when people of the more thickly settled regions learn of the tremendous opportunities here, Mr. Clapp is confident, declaring that the Hearst papers would do their part in spreading the news of the great country here. He praised the idea of diversification, which he says he finds preached here, and said the exemplification of the practice he found at the G. C. Collins home, which he visited in company with local Chamber of Commerce workers late Thursday afternoon, was a revelation.

Rev. F. L. Davis pronounced the invocation at the banquet and T. R. Webb, president of the Chamber of Commerce, presided at toastmaster.

Rev. J. L. Hanson, pastor of the First Methodist Church, told of the development of the county religiously during the period of the past ten years, going into statistical facts especially with regard to the Methodist and Baptist churches in this county. As an illustration of the religious development of the county he pointed to the fact that ten years ago there was one Baptist association on the south plains, where now there are six such organizations and at that time there were few local full-time pastors in the bounds of the original Baptist association, whereas there are now five such pastorates in Floydada alone.

## Last Rites for Mrs. May To Be Held This Afternoon

Funeral services for Mrs. G. R. May, whose death occurred Wednesday morning at 6 a. m. at the family home one-half mile east of Floydada, will be held this afternoon at 2 o'clock at the First Baptist Church, with Rev. J. L. Hanson, pastor of the First Methodist Church, officiating.

Mrs. May's death followed a very brief illness. She became ill Monday.

Born August 14, 1886, Mrs. May, who was Miss Ibbie Lee Nelson, was married to G. R. May in December 22 years ago near Waxahachie and the family moved to Floydada in 1909, and have made their home in this county since.

Deceased is survived by her husband and a fifteen-year-old son; one brother, W. H. Nelson, also of this place; and her parents, Mr. and Mrs. W. M. Nelson, of Waxahachie. The latter reached here a few hours before the death of their daughter.

Interment will be made in Floydada cemetery, following the funeral service at the church.

## Ed Reeves of Lockney Killed In Auto Hishap

Ed Reeves, about 55 years old, long-time resident of Lockney died in a Plainview sanitarium last night at 10 o'clock, from injuries sustained when he was run over by a car as he stepped from the sidewalk on West Locust Street, Lockney, at 7:30 Wednesday evening. The car which struck Mr. Reeves was driven by A. J. Smith, residing four miles south of Lockney, who was leaving the city in response to a message telling of the serious illness of his immediate relatives in another town.

F. C. Harmon, local undertaker, took the body to Plainview in his ambulance, reported Mr. Reeves as having a leg crushed, and being badly bruised about the face and hands, and never regaining consciousness after being hit by the car.

Deceased had been a prominent and influential business man of Lockney for a period of fifteen years or longer. He was a carpenter in Lockney for the past year, and prior to his death, was working at the Aiken school building.

He is survived by a wife and daughter, Mabel Reeves, who is attending Simmons University, Abilene.

The funeral will be conducted at the Lockney Baptist Church tomorrow afternoon at 2 o'clock, and interment will follow in the city cemetery of that place.

Mr. Reeves was an uncle of Miss Cecil Payne and Miss Lanora Lotspeich were united in marriage at the Methodist Circuit Parsonage, Rev. Marvin Brotherton officiating.

Mrs. George Lotspeich, Miss Robbie Lotspeich, Miss Mary Lula Cardwell, and Louis Newell, accompanied the contracting parties to the parsonage and they, with Miss Gertruda Davis and Mrs. Marvin Brotherton, witnessed the ceremony.

Both young folks live in the Mayview community, where they are very popular with the young folks, and will continue to make their home in that community.

## M. E. PARTY POSTPONED

The Halloween party to have been given by the women of the local Methodist Church last Tuesday night has been indefinitely postponed on account of the death of Mrs. G. R. May, wife of one of the stewards of the church. However the party will be held at a later date, at which time all officials of the church and their families will be entertained.

## FIRE DESTROYS HOUSEHOLD GOODS AWTRY RESIDENCE

Damage by fire and water caused an almost total loss to the household property of Mr. and Mrs. J. A. Awtry last Saturday night about 9 o'clock, when the residence occupied by Mrs. Awtry and two children, Tommie Lee and Bud, and by Mr. and Mrs. J. C. Gilliam caught fire, from it is thought, defective electric wiring.

No one was in the house at the time the fire started, but Mr. and Mrs. Gilliam arrived from the picture show shortly before 9 o'clock and had been in their rooms only a short time when Mrs. Gilliam remarked that she smelled something burning. Upon investigating Mr. Gilliam went to the north-west bedroom, opened the door and found the room filled with smoke. The fire alarm was then sounded, and the firemen did good work after reaching the scene, preventing the house itself from burning up.

Mr. and Mrs. Gilliam managed to get most of their wearing apparel from the rooms which they occupied, though nothing was saved from the other remaining rooms of Mrs. Awtry, and water damaged practically all the furnishings and wearables which were not wholly destroyed by fire. Insurance covered approximately one-half of the loss sustained by Mr. and Mrs. Awtry and family, while the loss of Mr. and Mrs. Gilliam was only slight, since their rooms were furnished.

Mrs. B. F. Manasco, of California, owned the house, and she recently arrived in the city for a visit.

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Green (c., 145)	

## Maize Harvest Under Way; Cotton Moving Slowly

While many of the farmers are waiting for their cotton to mature, the maize harvest is under way all over the county, and much of this crop is going to be out of the way before the big cotton movement starts.

While this is true in the main, the movement of cotton began the latter part of last week in a fairly lively manner and has continued throughout this week. Even yesterday, with a considerably lower temperature, the gins had fair runs.

Several days will elapse before it is known just how much cotton production in the county is affected by the freeze of Tuesday night.

## S. A. GUY WILL HAVE 50 BIRDS IN POULTRY ASSOCIATION SHOW

Definite promise that he will have fifty birds in the Floyd County Poultry Association Show in Floydada on December 10th, 11th and 12th, has been made by S. A. Guy, of Crosbyton, who will also be prevailed upon if possible to give a lecture sometime during the show on raising utility chickens for production.

Mr. Guy, who came to this section six years ago, and entered the dairy business on an extensive scale, is converting his barns into chicken houses and has started on an extensive scale into the poultry business. He will feature English White Leghorns as utility birds and will breed for production only. He now has 2,000 pullets on his farm.

Encouraging reports are coming in from neighboring counties, which tell of various breeders who will show here, and of some of the cups which will be hung up for prizes at the show. Mr. Guy's coming as a raiser of utility birds only will interest many poultry breeders who will want to learn of his plans for raising purebred poultry on a large scale for the egg and poultry market.

R. A. Highsmith secretary of the Floydada Chamber of Commerce has rented the Mrs. Jack Close residence, on west Virginia Street, and will move his family into it next week.

Mrs. Highsmith and children have been residing in Moran, their former home, since Mr. Highsmith assumed his duties with the local Chamber of Commerce.

The Floyd Co. Hesperian

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GOOD FIRE RECORD

Floydada's good fire record stands to suffer a severe setback some of these times, when some of the fire hazards of which City Marshal G. R. Strickland speaks this week, turn loose and become the beginning of a conflagration that will take a toll of thousands of dollars.

A good fire record for the town means money in the pockets of the people who make up the town's property-owning population. Money in their pockets in insurance premiums saved, as well as in the saving of valuable property.

Is the fire hazard any worse than your actual working conditions require on your premises? If they are you are taking a chance with your neighbor's as well as your own property and money. You are not treating the rest of the town right if you permit an unnecessary hazard on your premises. You are your brother's keeper—in a hundred ways—and one of these is in keeping him from having to pay out money for fire insurance premiums on account of your carelessness.

QUITAQUE POST

Quitaque now has a newspaper. The lively little city under the hill has shown wonderful growth without a newspaper. Now, it is to have the aid of a newspaper to consolidate public opinion at home and tell the world at large of the community's advantages.

Paul I. Odor, of Silvertown, is publisher of the newspaper, which for the present, is being printed in Silvertown at the Briscoe County News office. Clyde J. Thomas is local editor and manager of Quitaque's paper, The Post.

BOOTLEGGING

One can bring on a heated argument in most any town in West Texas by taking either the affirmative or the negative of the question of whether the liquor situation is growing worse. There is not any room for argument whatsoever in some states of the United States. The situation is worse, if reliable reports may be credited, without any doubt.

But whether bootleggers are becoming more numerous or not, enough illicit whiskey is coming into the country by some means to make the average man stop and think. The nation-wide prohibitionists, who during the war, had their way and obtained prohibition by an amendment to the national constitution, contrary to the belief of many sincere prohibitionists who wanted the thing left in the hands of the various states, should "gird up their loins" as Paul said, and put on their fighting clothes. Conditions may not be worse in Floyd County now than they were a few years ago. They are certainly worse than when we had real prohibition under state enactment up till about the time of the war.

CAXTON HAD A CINCH

Speaking of William Caxton, the early English printer, brings on more talk.

Caxton, in the late years of his life, had more or less of a cinch. In his youth he worked hard at his trade, learned it well, learned how to translate from the older languages into English, was a town-builder, and made himself a useful citizen generally. So that his renown grew, and the rich men of his day began to bring, in their jobs and told him to go ahead, turn out good work, and they'd foot the bill. He had little or no competition but at that he was not exorbitant in his prices and bragged on his customers in print at every opportunity, as was right. And at seventy, he was making more money than he was when he was forty, getting more work to do, and providing for his family very genteely.

Hesperian Want Ads Get Results.

AID THE POULTRY SHOW

Readers of The Hesperian are not all interested directly in the Floyd County Poultry Association and the things it hopes to accomplish, among them being the Poultry Show, which has been set for December 10th, 11th and 12th.

However, all of our resident readers are at least indirectly interested in the association and the show and should give every proper aid to both. Poultry has made some widely separated sections of the United States rich and famous. Some by the application of good principles in marketing, some by the application of the right principles in breeding; in all cases, by united effort and a lot of hard work. Floyd County can be immensely aided by the raising of poultry. It can be made one of the bulwark that will protect the county against the in-roads of the "one-crop" idea, which has ruined more of Texas than the boll-weevil has ruined.

There are many counties in Texas where the progressive people of Floyd County wouldn't live on a bet. Adverse conditions in these counties, were brought about by the "one-crop" idea. Poultry raising and single cropping do not go together. Where one is to any great extent the other is largely minus. Help bulwark Floyd County against the "one-crop" idea of any kind. Help the poultry association succeed. Help the poultry show to succeed.

FARM BUREAU COTTON ASSN.

MET AT COURT HOUSE, OCT. 23

Floydada members of the Farm Bureau Cotton Association met in the county court room last Friday evening at 7:30 and held a round table discussion on general matters pertaining to the Association, after hearing an address by M. S. Hudson, district director. J. Frank Triplett, district supervisor, presided at the meeting and introduced the chief speaker, Mr. Hudson, who pointed out that the purpose of the meeting was to acquaint himself with the local members and for the members, in turn to get acquainted with him, and to answer any questions that had to do with the general Association.

Mr. Hudson then gave a brief history of the Farm Bureau Cotton Association, telling of its small beginning in 1921 and the rapid growth and accomplishments of the organization, adding, "The heritage we expect to hand down to our posterity is one of the greatest goods that present members of the Association may expect to achieve."

Toward the close of the meeting, old members and new ones who had not renewed or signed a contract for the present year were given an opportunity to do so.

J. D. Coghlan, field service specialist for the Association, was unable to attend the meeting and give his scheduled address.

HALLOWEEN CARNIVAL AT McCOY SATURDAY NIGHT, OCTOBER 31st.

Fun for all the family—father, mother and the kiddies—is promised those who attend the Halloween Carnival at McCoy school house Saturday night of this week, celebrating the night when the witches pore over their cauldrons and foretell the fortunes of men, while ghosts and goblins run rampant.

A small admission charge is to be made for the evening of fun, the proceeds to go to the purchase of new school equipment, it is stated by W. G. Moore, principal of the McCoy School.

This and That

People are forever building new homes; never did hear of any one building an old home, did you?

This high wind, carrying more or less dust, is sure bad on the complexion—even the leaves of the trees are turning brown!

A long string of cattle cars in the local yards and an engine loading out a train of cattle Sunday reminded one of the good old days.

We wonder if a chairwoman is a chairman! You never hear of the former, and it's probably the women further striving to infringe upon men's rights!

Saw some small boys playing football on the court house lawn the other day, and it's supposed to be a fine to do the like. We call that gambling on the green.

Twenty years ago however, we never dreamed that enough people would own automobiles for there ever to be a crying need for more parking space in Floydada.

A Red Head Club has been formed at the State University. Seventy-five "brick-yard blonds" are enrolled, and the members no doubt have a red hair time whenever they get together!

Editors anonymous—that's who turned in some of the high school notes recently; reminds us of Phil Up Space, also Pat Pending, called the world's most noted Irishman!

Business of politics looking up in Floyd County. There are bound to be a great plenty of candidates for several offices. Floyd County's offices are getting to be plums worth going after.

"Let the courts and the grand juries get to the bottom of the situation" seems to be the consensus of mind of the people of the state at this time relative to the State Highway Department.

Jim Ferguson is an astute politician. He does not defend. He attacks. While the average man would be defending his own administration, Ferguson is pointing out the weakness of his political opponents with bare reference to the attacks made upon his wife's administration of the governor's office.

Wanted, a dream specialist to explain just why a married man of this city got up in the middle of his bed in the wee sma' 'ours and proclaimed, "Look out, I'm going to lay a great big egg!"

Our boss certainly gave us some encouragement tuther day. We were finishing the job of washing and polishing the office windows, and he looked up from his work and at the windows, saying, "Man, you sure missed your calling"—meaning what a good window washer we'd make, we were led to infer.

Would you old-timers have dreamed twenty years ago that Floydada and Clovis would in this generation be using current from the same power wire? Times change. Twenty years ago Clovis was four or five days away from Floydada. Now it is a half-day for a reasonably fast automobile, twenty minutes by telephone, and the pushing of a button by electric power.

Jonah McPeak does not recall in the fifty-three years of his life, a frost as "hard" as the one we had Saturday night that did as much good and as little damage. In the early part of the night the frost "fell" in a thick coat, but before morning clouds and a southwest wind warmed and softened the frost, with the result that all the cotton leaves and tender growth were bitten but the bolls not damaged by freezing. Just a few short days of dry weather and the freeze can come without damage, Mr. McPeak says.

Some enterprising business men in Floydada are neglecting parking space for 100 to 200 cars at their back doors that could be utilized to their own and the car owner's advantage. Clearing and cleaning up the space would take two or three days for a crew of men, however.

Community Worth

The largest building in the world isn't worth as much to a town as the largest building and loan.

Use Hesperian Want Ads for Results

**RUBBER STAMPS**  
ONE DAY SERVICE  
SIGNATURES REPRODUCED  
WRITE FOR CATALOG  
AMARILLO RUBBER STAMP COMPANY  
AMARILLO, TEXAS

READ THIS!

IMPROVED FARM, 5 miles south of Hereford on Highway; Good school and church one mile from this section. Will consider close-in residence in Floydada as part payment, at \$25.00 per acre. See or write,

**E. F. CONNELL,**  
The Land Man, Hereford, Texas

We are an Old Yard

—but our stock is all new and complete, with a full line of building materials, paint, oil, glass and well supplies.

Let us figure your estimates, whether large or small before buying.

Our material is the best that money can buy.  
Phone 7. Phone 7

**J. C. Wooldridge Lumber Company, Inc.**

Lest You Forget—

**Marshall**  
buys  
**Grain**  
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**Cotton Seed**  
at the  
**Public Scales**

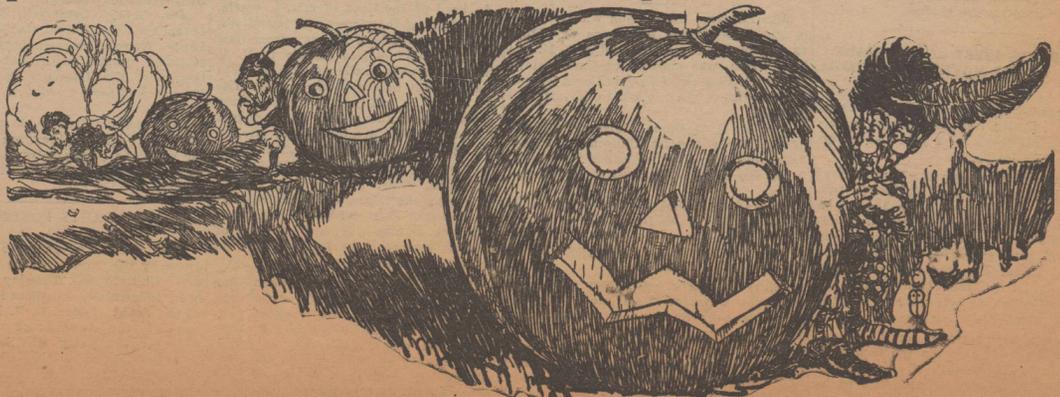
Hallowe'en Specials  
Friday and Saturday

Garza Sheets 81x90	\$1.29
at	
Outing Fancy and Darks	15c
at	
Percales, Remnants	13c
at	
Gingham 32 inch	13c
at	
Brown Domestic 36 inch	12½c
at	
Bleached Domestic 36 inch	12½c
at	
GOOD COTTON BLANKETS	
60x72 Per pair	\$1.98
at	
66x80 Per pair	\$2.48
at	
Men's Ribbed, good weight Union Suits, Long sleeve, ankle length	\$1.00
Special, one lot Boys Suits	\$6.75
at	

We give Gold Bond Saving Stamps

Martin Dry Goods Co.

"The Store With The Goods"



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

PITTS TRANSFER & STORAGE CO.

EXPRESS AND FREIGHT

Truck Line to Plainview

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

"SUDDEN SERVICE"

**CALIFORNIA PASSES LAW TO PROTECT COTTON COMMUNITIES**

Legal steps have been taken in the State of California to protect the one-variety cotton communities from the danger of mixture and impairment of the seed stocks by careless or irresponsible individuals who would plant a variety other than the one agreed upon by the community. The advantages of one-variety community cotton production, as long urged by the United States Department of Agriculture, are now so apparent in California that the State legislature at its last meeting passed an act to keep other kinds of cottonseed from being planted in the single-variety communities where the farmers have restricted themselves to the Acala variety.

The purpose of the enactment is to protect the public interest in the improvement of the cotton industry and is regarded by the farmers of the act as in line with well-established precedents. No extra cost is involved in establishing the one-variety improvement, but only the requirement that growers refrain from injuring their neighbors who have adopted an improved system of production.

As compared with the usual conditions of mixed-variety production, each individual farmer of a one-variety community is able to raise more cotton of better quality, which can be sold at a higher price. The manufacturers are willing to pay more for dependable supplies of uniform fiber because the spinning and weaving are less expensive and the resulting fabrics are better. The advantages to be expected eventually through establishing and maintaining a system of community production and marketing of the crop of Acala cotton in the single-variety communities may be estimated conservatively at from 3 to 10 cents per bale, more than the growers would receive if other varieties were admitted and the usual mixing and mongrelizing of the seed stocks took place.

Under the usual conditions of production, with different varieties grown in neighboring fields and the seed mixed together at the public gins, most of the crop is produced from mongrelized or "gin-run" seed, and the line is of irregular, inferior quality. On account of the cross-pollination by insects and the construction of the gin machinery, the mixing and deterioration of seed stocks is practically inevitable if different varieties are grown in the same community.

**BABY POWER**

When a baby cries it means hard labor for himself as well as for his afflicted parent. Drs. J. R. Murlin, R. E. Conklin and M. R. March of the University of Rochester have been conducting careful measurements of the energy used up by crying babies, and they find that the metabolism, or rate of food used, by crying babies is markedly higher than that of infants contentedly cooling or sleeping in their cribs. Crying 1 per cent of the time increases the use of energy 1 per cent; so that if a baby cried all the time it would double its energy requirements and hence the amount of food it would need.

Assuming that a child could keep up such a distressing performance for a day and a night, and assuming further, that one-fifth of the energy could be transferred into muscular work, the doctors calculate that on this basis this imaginary long-time squaller would develop enough power to lift himself to the top of the Washington Monument.

**CUBAN TEACHERS STUDY AMERICAN EDUCATION**

A vacation excursion of 84 Cuban educators, composed of teachers, school officials, representatives of the Cuban department of instruction and belles arts, and of the University of Havana, under the guidance of Dr. Francisco Gonzalez Cuesta, is now in this country for the purpose of studying education institutions and methods in the United States. According to advices from Frank Bohr, American consul at Cienfuegos, Cuba, the party is not official, but it is financed partly by popular subscription and partly by the individuals composing the party. A similar former visit of Cuban teachers in 1900 was productive in improving the organization of the public school system of the island, and Mr. Bohr expressed the hope that American school officials and private organizations will unite in making the visit of this party a memorable event.

**MODESTY INSISTED UPON**

Men at Marshfield, Mass., may not parade the shore clad only in bathing suits. The movement to censor women's bathing attire was extended to include that worn by men also, with the result that this famous old town, once inhabited by Daniel Webster and Thomas Lawson, requires that neither men nor women parade the streets or avenues unless they are covered with wraps that extend at least to the knees.

**MAGNOLIA SERVICE STATION**  
DRIVE IN AND WATCH US WORK

We appreciate your business. We want to show you that good line of tires and tubes we carry.

All kinds of lubricating oils and other Magnolia products.

**Hinkson & McFarland**  
Props.

**UNCOMMON SENSE**

By John Blake

The real benefit of labor saving devices lies in the fact that they enable us to devote more time to work. Their danger lies in the fact that we are prone to use the time they save for us to play.

We are most of us skimpers in the matter of labor.

We do exactly what we have to and no more.

If a machine propelled by a motor saves us the bother of fanning ourselves in hot weather, we sit back and sink into what is practically a comatose state, instead of devoting the extra energy supplied us for thought.

I say "we" in the connection, because most of us are alike.

We are about as lazy as we dare to be.

The more intelligent are prodigal of labor because they know that it is the only means of providing for the future and of equipping themselves for real enjoyment.

The other day I heard a young man say:

"My boss gets just as much work out of me as he pays for, and no more. Why should I put in any extra time and thought in his business, and not mine. Wait till I get into business for myself, and I'll be a regular blutton for work."

It is to be feared that this youth will never get into business for himself.

His habit of skimping his labor will not injure his boss very much, if he paid only for what he does, and bosses have a way of measuring the value of their employees and paying them about what they are worth—never more at least.

But when he is skimping in his physical and mental efforts he is cheating himself, for all the added ability that extra work only can bring will be lost.

This is not editorial for bosses, a class of people who are fairly well able to look out for themselves.

It is an editorial for young men and women who are wondering why they do not get any farther than they do.

One of the reasons is their fear that they will give more than value received for their efforts, a fear which keeps them so economical of effort that by and by they become mere machines, and operate with about as much intelligence.

The skimping grocer or butcher who weighs his hand with the sugar or meat is never very successful, for the reason that people soon find out he is a skimpier, and stop patronizing him.

And the labor skimpier who is an employee is always the first man to be dropped when a slump in business comes along.

Worse than that he is constantly losing the opportunity to make the most of himself which is born of extra exertion, either physical or mental, when extra exertion seems to be called for.

Only a fool, of course, would work sixteen hours a day for ten hours pay. But a man who works ten hours for eight hours pay, if he works hard in putting in the added labor in building his own brain, and that will bring him dividends later on.

Every man can afford to be liberal with his labor, especially his mental labor.

It never fails, if he is the right sort it may not pay now but it will by and by. He may rest assured of that.

**PAY YOURSELF RENT PROFIT**

Have you ever figured up what you may have paid out in rent in the past five, seven or ten years? Everybody has to pay rent—rent on the other man's property and invested money or on his own investment, or a combination of the two. But the renter naturally has to pay the landlord a profit for the privilege of renting a place, a profit that he might be paying into his own pocket.

**STUDY FRENCH PEOPLE BEFORE STUDYING LANGUAGE**

A short exploratory course in French is proving a popular study at Hollenbeck Junior High School, Los Angeles, Calif. It will furnish an appreciative background for the study of the language. The human aspect is kept uppermost through study and discussion of the manners and customs of the people and drill in the pronunciation of frequently used French words, with a minimum of actual language study. Pictures, postcards, slides, films, personal experiences of the teacher and others make the French people very real to the students. The school library carries books adapted to children's reading, and teachers report that the cultural results of this study are seen in other classes—music, geography, history, science, art appreciation, and especially in the regular modern language classes.

**REASONS FOR FIRST GRADER'S FAILURE TO PASS**

That nearly 23 per cent of the first-grade pupils fail to pass to the second grade in due course is shown by an inquiry conducted by the Interior Department, Bureau of Education, as to the cause of children's failure in school. Inability to measure up to the requirements in reading and arithmetic, unnecessary absences from school, and lack of general physical and mental development account in great measure for this condition. Unduly large classes, placing children of widely different age and mental ability in the same class, too many interruptions to school work, and lack of cooperation on the part of parents are contributing causes.

**CHORUS GIRLS AND DOGS**

"One of the amazing things to me" remarked a reservation clerk in a hotel, "is the number of chorus girls who carry dogs. They come in here with dogs of all breeds in their arms or on leashes, and then assume a woeful, injured air when we mention the fact that dogs are not allowed in guest rooms. At first they are indignant, resenting in a way—or making a bluff at least—our attitude regarding their pets. We are obdurate and explain that we have a place in the basement where dogs are cared for, but the majority leave rather than be separated from their canines. Why, if we let the chorus girls, and others with speaking parts take their dogs to their rooms we could in a short time boast of running the biggest kennel in the world."—Detroit News.

**HIS URGENT NEED**

On a certain Sunday morning the pastor noticed a new attendant at the church.

When the meeting was over the preacher made it his business to speak to the newcomer.

"Erastus," he said, "this is the first time I have seen you at church for a long time. I'm mighty glad to see you here."

"I had to come," replied Erastus. "I needs strengthenin'. I've got a job white washin' a chicken coop and buildin' a fence around a watermelon patch."

**SEALE & NASH**

—AUCTIONEERS—

I am located at Floydada again, and will be glad to handle your auction sales of all kinds.

For dates or information call

**Col. W. H. Seale**  
Day Phone No. 124;  
Night Phone 120.  
Floydada, Texas

**ROYALTY TAKEN SERIOUSLY**

Imperial portraits are serious matters in Japan, though the incidents in connection with a certain set cannot appear other than comic to the outside world. Eight years ago copies of the portraits of the royal family disappeared from a schoolhouse near Osaka. The authorities immediately prohibited the press from mentioning the fact. Though the mystery has never been solved the government, doubtless feeling that the larger to the public weal lurking in the episode has died with time, has lifted the censorship, and the Japanese press may now publish the fact that the portraits have disappeared.

**MILITANT GERMAN WOMAN**

German courts are not very considerate of women who seek damages for wounded affections, consequently a young woman at Mannheim whose sweetheart had treated her slightly and told her his parents objected to their betrothal, consulted the mother of her halting fiancé and was told by the mother that he had lied to her.

The young woman did not consult a lawyer, but invited her former sweetheart to take a stroll with her. She awaited her opportunity and felled her recreant lover with a blow. Then she boxed his ears and beat him until the blood ran from his nose. Spectators of the affair rescued the chap and held the irate woman while he made his escape. The Mannheim newspapers in warning recreant lovers to beware of jilting also informed them that heroines still live in Germany.

Hesperian Want Ads Get Results.

**For Sale**

Or will trade for land near Floydada: 160 acres one mile of Cone. 120 in cultivation, every foot perfectly smooth, no lakes, fair improvements. This is one of the best quarter sections on the plains.

**J. W. Clonts**  
Floydada, Texas

**HESPERIAN WANT ADS—QUICK RESULTS**

**6% FARM & RANCH LOANS 6%**

We Finance The Farmer and Ranchman

Loans made on amortization plan for 33 years at 6 per cent interest, with option to pay loan in full or in part on any interest paying date after 5 years. Prompt Inspections and Quick Service

**SAN ANTONIO JOINT STOCK LAND BANK**

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Inspection made and Loan Granted at once

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Loans made on good city property at 8 per cent



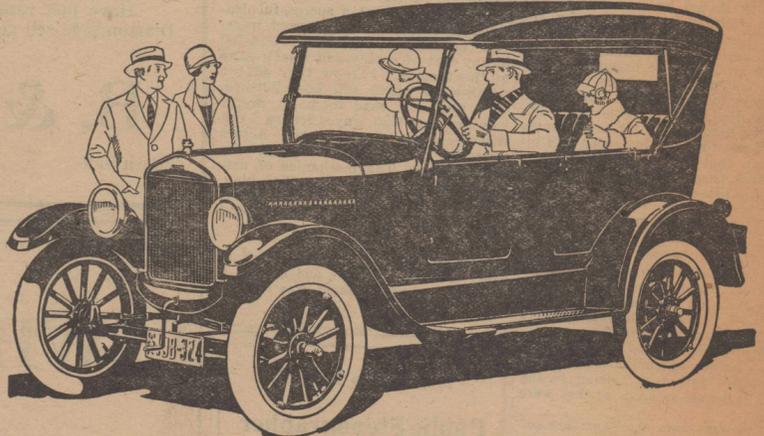
*The Value of*  
**COURTESY**

The biggest word in the language of business is courtesy. No man in the business of selling will ever accomplish notable results without it. In the successful use of the telephone, whether for business or personal matters, courtesy is of paramount importance.

Courtesy is simply the application of common sense to the problems of business.

The voice with the smile is only one of the cardinal virtues of the successful telephone user.

**SOUTHWESTERN BELL TELEPHONE COMPANY**



**More than 100,000 Ford Touring Cars Will be Produced for Delivery to Retail Purchasers During October**

Touring  
**\$290**

- Runabout \$260
  - Coupe . . . 520
  - Tudor Sedan 580
  - Fordor Sedan 660
- Closed cars in color. Demountable rims and starter extra on open cars.  
All prices f.o.b. Detroit

If you haven't already done so, go to the nearest Authorized Ford Dealer and see the car that is meeting with this unusual sales response.

See how recent improvements have added new beauty and finer riding comforts. Note the close-fitting curtains that open with the four doors—thus making the car comfortable and convenient for all kinds of weather.

As you check over the many improvements, bear in mind that there has been no increase in prices.

*Ford Motor Company*  
Detroit, Mich.



**JEWELRY**

—the Gift that wins a Perpetual Smile!

Naught can compare with Jewelry for winning the life-time appreciation of a person. Every time it's worn—every time the recipient even glances at it—it wins a smile of gratitude toward the giver.

What then could be more appropriate for HER birthday or anniversary? Stop in and let us show you our attractive November suggestions.

**C. H. DAVIS**

Easy Payment Plan Jeweler  
Located at Woody Drug Co.

Starkey News

Starkey, October 26.—Miss Sallie Ratin, primary teacher of the school, entertained her pupils with chocolate fudge last Friday afternoon. She left afterwards for her home at Matador, where she will remain with her parents, until after cotton picking season closes. We woke up Sunday morning to find a light frost. It killed most all grass and leaves, which will make cotton easier to pick. Starkey school closed Friday for the cotton picking season. This will last for about five weeks. Our Sunday School is progressing nicely. There was a small crowd out for the Sunday afternoon service. Lets all come out from now on and be together. Everybody invited to attend.

HELOGOLAND

"I'm on my way to Heligoland To get the Kaiser's goat Up the Kiel Canal I'll float, In a good old Yankee boat. I'm a sun of a gun If I see a Hun I'll make him understand We'll knock the Heligo, Out of Heligo, into Heligoland"

Remember the old song of the days of '17 and '18, Buddy. Well, here's what happened to the powerful fortress of Heligoland.

Heligoland.—Inhabitants of this little wind-swept island which has been converted from the status of a fortress and submarine base to that of a peaceful district of fisher folk, who follow entertainment of summer visitors as a side line, have been wondering of late how the great change which has taken place is going to effect their business. The outer entrances to the harbor has been completely blocked, as a part of the scheme of disarmament and rendered useless for all but fishing smacks and small pleasure boats bringing summer tourists from the continent.

The work of demolition, carried out under the peace terms by the inter-allied commission of control, is said to be the largest task of this kind ever attempted, and with the blocking of the harbor entrance against warships of all kinds the job has been brought to a conclusion. While this work was in progress great numbers of visitors arrived from spring until fall to witness the different phases of transmission, but with the blasting away of the fortifications at an end, the great guns taken down, and melted into peacetime implements, the inhabitants feel that the public generally will lose interest in this one-time island arsenal which the Germans took 24 years to equip at a cost of approximately \$85,000,000.

Nearly 200,000 cubic yards of concrete and brick were demolished in the harbor works, 60,000 feet of drilling were carried out and about 300,000 pounds of explosives used in the operations. Demolition of the fortifications was accomplished by cutting up the numerous guns by means of oxy-hydrogen flame by the burning of holes in the gun turrets as a preliminary to breaking them up by explosives, by drilling and blasting and removal of the concrete gun placements, and the destruction of extensive underground chambers, which served as enormous storehouses and where the German gunners lived. The terms of peace stipulated that the work should be done at the cost of the German government by the aid of German labor. Now that this has all been done the inhabitants say they feel much more happy and contented than formerly, when the great guns pointed their noses out toward the sea. However, there is much uncertainty because the tourist business fell off considerably last year and indications that there will be fewer sightseers than ever during the approaching season.

A SPANISH PARTY

Miss Louise Jackson entertained a few of her friends with a Spanish party last Friday night. Twelve girls were present and part of them were dressed as Spanish "senors" while the others were dressed as "senoritas."

A Spanish supper was served to the "ninos," after which various games were played, with each talking in the Spanish language as much as they were able.

A prize was given the guest dressed most like a Spaniard, and everyone enjoyed the evening very much.

FOR RENT—two furnished rooms, close in. Phone 164-J 351tp.

Mrs. F. P. Henry has returned home, much improved after spending over two weeks at Hot Springs, Ark., for the benefit of her health.

UNIFORM RULES NEEDED FOR ACCREDITING FLOCKS

The poultry breeding industry of the United States is making a determined effort to bring harmony out of the confusion that now exists because of the differences in the rules and regulations applied to certification and accreditation of flocks in the various States. Under present conditions when a prospective purchaser of hatching eggs, baby chicks, or breeding stock comes across the word "accredited" or "certified" in connection with the advertised flocks, he does not know just what factors were taken into consideration to certify or accredit these flocks, unless he is familiar with the regulations governing such work in each State. The great difference in methods, plans, and rules governing the accreditation and certification of poultry in the different States is serving to retard the progressive development of the industry and in unfairly shielding some breeders whose flocks are certified under less stringent rules than others.

At present there are 22 States which have adopted regulations for certification and accreditation of flocks. The difference that exists between the regulations in these states is seen in the case of baby chicks. In one state chicks are sold by grade based on the production of the parents, in another case two grades of chicks are offered, one grade being from accredited flocks that are not tested for bacillary white diarrhea, and the other grade from flocks that have been tested and are found free from disease. In another State chicks are sold on a basis of four grades according to the grading of the adult birds, and their general qualities. Still another sells certified as well as two other grades of chicks the certified chicks being produced from certified males mated to certified females, while of the other two grades the first are chicks produced from old hens mated to certified cockrels, and the second grade are chicks produced from certified pullets mated to certified pullets mated to certified cockrels.

INJURIOUS INSECT PESTS.

In respect to damage done and amount of money spent in control operations, what are, on the average, the 10 most injurious insects pests in the United States? This question was recently submitted to 11 entomologists of the United States Department of Agriculture and their answers indicate some differences of opinion. Each of the 11 however, voted for the boll weevil and the Hessian fly; 8 voted for the codling moth, corn earworm (known also as cotton bollworm, tomato fruit worm, false tobacco budworm, etc.) and mosquitoes (including several species); 6 voted for the chinch bug, Colorado potato beetle, grasshoppers (including several species), and the house fly; and 5 voted for the san Jose scale. Following these first 10 came the rice or grain weevil, with 4 votes; Dendroctonus bark beetles, the European corn borer, and the gipsy moth, with 3 votes each; the cabbage worm, cattle grubs, clothes moths, and Japanese beetle, with 2 votes each; and 14 other pests with 1 vote each.

PREFERS PRINTED PLAYS

Eugene O'Neill's opinion of the comparative merits of acted or printed plays rather contradicts the accepted idea of what a successful dramatist should say. In a recent interview he confesses, "I am interested in any sort of a play, but I seldom go to the theatre. I know that all the worth-while plays will be published, so I wait and read them. I prefer judging them that way, because I can visualize an ideal production. Actors generally get between me and the performance. The mechanics of acting keep me from seeing the play. Therefore, I never go to one unless I hear it is very well acted; but I read them all."

Baird Bishop, who recently moved to Kress to make his home and manage a drug store recently bought, was here on business Tuesday.

Miss Thyra Eubank  
Public Stenographer  
Located First Floor  
County Court House  
Will do your typing, letter writing and stenography promptly, at reasonable rates.

WHITE PELICAN COLONY

Since time immemorial a large colony of white pelicans has nested on Anaho island, Pyramid lake, Nevada. The colony now numbers about 10,000 adults, which, on account of interference by man and destruction by nature enemies and the elements, rear less than 1,000 young in a season. The pelicans live almost exclusively upon fishes, but the kinds they take in any number are small or coarse-fleshed species not valued as food by man. Lake minnows, varp and lake chugs are the staple foods of the pelicans of Pyramid lake, with red suckers, Sacramento perch and cattish consumed.

RENOUNCES HIS COUNTRY

Anyone seeking a minister plenipotentiary and envoy extraordinary need only address the former Australian minister in Berlin, Doctor Riedel. Austria cannot be very attractive at present, for when the Austrian minister was recently replaced he decided to remain in Berlin and seek a position in private life. This decision is contrary to diplomatic custom, whereby diplomatic representatives who retire to private life are expected to leave their latest residence for at least a year. The Austrian government is said to have decided that if Doctor Riedel refuses to comply with this rule his pension will be withheld.

WOOL GROWN IN A HURRY

An invention which makes sheep's wool grow faster was described by Professor Barker of Leeds university at the international conference of sheep breeders at Chester.

He said a Japanese doctor had placed on the market a fluid which, when injected in the veins of a sheep, say, every two days, promotes rapid growth of wool.

"So rapid is the growth said to be," Professor Barker continued, "that two months' injection produces twelve months' growth at the ordinary rate. Thus two or three shearings each year are possible."—Tit Bits.

MATADOR MINISTER EXPECTS TO WIN POULTRY SHOW PRIZES

Rev. L. B. Smallwood and family of Matador spent last Thursday in the city shopping. Rev. Smallwood in addition to being pastor of the First Methodist Church of Matador is a chicken fancier, being a breeder and exhibitor of the Rhode Island Reds. He is strong for the Floyd County Poultry Show and expects to bring twenty birds to the show at Floydada, according to E. S. Shoaf, secretary, who reported Rev. Smallwood as saying that the man who beats him is going to carry off the blue ribbons!

Sixty billion cigarets were smoked in the United States in 1924.

PRESIDENT MOTHER'S CONGRESS ADDRESSES FLOYDADA CLUBS

Mrs. J. I. Kendricks, of Amarillo president of the Eighth District of the Texas Congress of Mothers, addressed a federated meeting of the local Parent-Teacher's Associations in a called meeting at the high school auditorium last Thursday afternoon, at 2 o'clock. Her address consisted in the main of an explanation of the work being conducted by the Texas Congress of Mothers.

October 19 was the sixteenth anniversary of the Mothers' Congress, and Mrs. Kendricks was making an extended tour of her district, which included stops in Bailey, Lamb, Hale and Floyd Counties. Mrs. Nine McComas of Plainview accompanied Mrs. Kendricks to Floydada, and at the close of the business meeting an informal tea was held, which was attended by many guests from over the county.

USE DISINFECTANTS FREELY

Livestock farmers should use disinfectants liberally when outbreaks of communicable diseases, such as hog cholera, contagious abortion, and tuberculosis occur. Dr. A. L. Shealy of the University of Florida suggests the following disinfectants for general farm use:—

Four ounces of lysol per gallon of water is a good disinfecting solution. Seven ounces of cresol per gallon of water is another good disinfecting solution.

Milk of lime is very effective as a disinfectant. It is made by slacking rock or quick lime and adding 2 pounds of slacked lime to 1 gallon of water.

All of the solutions just mentioned should be applied in the form of a spray.

Do not use air-slacked lime under any circumstances and think that it is useful as a disinfectant. You might as well use that much chalk.

A 5 per cent solution of formalin is another useful disinfectant, and has special use in cleaning up pig troughs and cattle mangers.

Before applying the disinfectant all litter, loose boards, etc., should be burned, for by so doing many of the disease germs will be destroyed.—The Progressive Farmer.

Use Hesperian Want Ads for Results

Drs. Smith & Smith  
Sanitarium  
For Medical and  
Surgical Cases  
Phone No. 177  
Floydada, Texas

Diamonds  
Now is the time to start paying on a nice DIAMOND for Xmas.  
Have just received a nice assortment of Blue White Diamonds to sell at \$25.00 and up.  
B. & A., Drugs  
South Side Goteverything

WHILE THEY LAST  
All boy's short pant suits 1/2 price while they last. We have a full run of sizes and they are Cortley Juniors too. These suits are all wool and strictly guaranteed. They are ideal for school wear.  
All boy's short pants are 1/2 price also.  
Baker Campbell Company  
"THE HOME OF GOOD MERCHANDISE"

LANGFELDT TO EXHIBIT BIRDS

William Langfeldt of Lockney, route 1, has reported to Secretary Shoaf, of the Floyd County Poultry Association, that he will bring at least thirty birds and ten capons to the Poultry Show, of December 10, 11, and 12.

Mr. Langfeldt is a breeder of Black Langshangs, and specializes in capons. His poultry is now in the best shape ever, he reports; his young capons looking fine and some of the older ones weighing as much as sixteen pounds. He is strong for the Show and will be here for sure, stated Mr. Shoaf.

SANITARIUM NOTES

Mrs. Annie Tudor of Matador had a major operation October 21.

Miss Myrtle Stegall, Plomot, had her tonsils removed October 21.

Mr. and Mrs. John Lloyd's daughter, of near Lakeview, had a tonsil operation last Monday.

Patients who have recently left the sanitarium for their homes are the following: Archer Fulkerson, of Matador; Mrs. J. D. Morse, Cone; P. V. Price, Center; and Mrs. C. W. Montgomery, of Silverton.

Among those now recuperating are Will Amburn, Floydada, Mrs. J. T. Craft, Center, and H. Roddy, Fort Worth.

G. F. Shearer, of Winnsboro, Texas, was in Floydada Tuesday night and Wednesday on business.

BORN—To Mr. and Mrs. Ralph Childers, of Sunset, October 18th, a son.

It is almost impossible to buy a glass of milk in New Zealand where tea is the universal drink.

REAL SERVICE STATION SERVICE

Made possible in our new quarters, where we have had a big increase in business. You will like Goodyear Balloons as well as the High Pressure types of Goodyear tires because the first cost is reasonable and they give long mileage

FFF Service Station  
Frank Dunn, Prop.

Life Insurance

The One Thing  
Father  
Can buy on the  
Installment  
Plan  
which  
Mother  
doesn't have to finish  
Paying for  
G.C. Tubbs  
"All Kinds of Insurance"

The earliest kind of soap known was made of goats tallow and beech ash.

BLUE BUGS?

Feed MARTIN'S POULTRY TONE to your chickens and paint your hen house with MARTIN'S ROOST PAINT to kill and keep away insects. Money Back. Guaranteed by, Floydada Drug Co. 308tc

H. Z. Pennington

Physician and Surgeon  
Telephones  
Res. 336 Office 73



Capt Kidd  
is no relative of ours

No, sir, we are not related in any way. You can let us put new tires on your car without having to sell the car to pay for them.

And you cannot beat our tires for quality—no matter where you go—for they are Goodrich—"Best in the Long Run."

Gullion & Son  
Floydada, Texas

Goodrich Tires  
"Best in the Long Run"

Buy at Least a Part of Your Coal Requirements Now and Play Safe

I would advise you to be prepared for a sudden change in the demand and supply of coal for the next two or three months.

The various coal strikes now in progress have not been felt by this part of the country so far, but the turning point is being rapidly approached. Buy at least a part of your requirements now and play safe.

J. R. Yearwood

Phone 247

Ask Your Neighbor



© Cortley Jr. Clothes

Hesperian Want Ads

Cheapest, Busiest Salesman in Floyd County

The only gift that only you can give—your photograph. 10 per cent off in November. Wilson Studio & Art Shop. 35tfc.

Now is the time to put out your strawberry plants. Giant ever-bearing \$1 per 100, postpaid. A. B. Duncan, Jr. 34 2tp

EXPERIENCED Windmill man at your service for putting up or repairing your mills. Phone 24 or 927F21. C. A. Mullins. 29tfc

CHOICE pot plants for sale at all times. Call any time. Mrs. Maud E. Hollums. 4tfc

Now is the time to put out your strawberry plants. Giant ever-bearing \$1 per 100, postpaid. A. B. Duncan, Jr. 34 2tp

Pitts Transfer & Storage Co. We crate and ship to your order. Regular truck line to Plainview. 31tc

For bargains in lands and town lots see Arthur B. Duncan, Floydada, Texas. 40tfc

Have your Abstracts made by ARTHUR B. DUNCAN The Old Reliable Abstract Man. 18tfc.

All Colors, styles and Prices in the New Graceline Iron Beds. F. C. Harmon. 35tfc

FOR SUDEN SERVICE call 207 or 138 Pitts Transfer & Storage Co. 31tc

BRING your fryers to the Commercial Hotel kitchen. 352tp

Now is the time to put out your strawberry plants. Giant ever-bearing \$1 per 100, postpaid. A. B. Duncan, Jr. 34 2tp

Plenty of gas and oil at the Blue Goose Filling Station. 342tp.

FOR SALE—Port Huron 22-inch thrasher, run one season, at a bargain, J. J. Day 343tc.

A. D. Summerville, the Apple Man, is selling the real Capitan Mountain Jonathans and York Imperials now. They are mighty good eating, samples left at The Hesperian Office proved. 341tc

A. D. Summerville, the Apple Man, is selling the real Capitan Mountain Jonathans and York Imperials now. They are mighty good eating, samples left at The Hesperian Office proved. 341tc

Winter Blooming bulbs for sale. Narcissus, Hyacinths and freesias. Woman at house will wait on you. Mrs. Maud E. Hollums. 334tc

NOW is the time to plan for Christmas gifts and there is nothing more acceptable than hand-embroidery. Thrifty-Nifty Shop, 3rd door west of Floyd County National Bank. 316tc.

Our New Perfection heaters are here. F. C. Harmon. 351tc

WANTED—Family to head maize and pick cotton. 200 acres to gather. House furnished. Phone 906-F11. T. L. Brown. 31tfc.

FOR SALE—Pot plants at the City Market. 333tp

Ten per cent off on your Xmas portrait, if you sit for them in November at Wilson Studio & Art Shop. 35tfc

Hemstitching and piecing at the Thrifty-Nifty Shop. 32tfc.

Oil Burners, best one on the market. Pierce Pet. Corporation. 325tp.

FOR SALE—Two cotton wagons, bred Duroc sows, shoats and pigs, extra good fattening hogs. J. C. Bolding. 323tc.

SEED WHEAT—Good quality Kanred seed wheat for sale at my farm. See or write at once. M. Carr, Box 152, Floydada, Texas. 334tp

FOR SALE—Choice of three nice 160 acre tracts of land, situated about 5 miles N. W. of Floydada. About 100 acres in cultivation on each tract, summer tilled and sowed to wheat. Rent from wheat to go with land. \$42.50 per acre. Terms on part. Arthur B. Duncan. 344tc

30 Head of Registered Duroc Jersey (red hogs) sows, spring and fall pigs, bred to and sired by our Grand Champion boar, will be sold at auction at Holmes Bros. Hilltop Farm on Nov. 18th, one and one-fourth mile south of Mickey. Free Lunch. 344tc.

SEE Connel, the land man, Hereford, Texas, for bargains in improved farms near Hereford. 32tfc

CROP FOR SALE—About 50 acres in cotton, 60 in maize and 15 in higeria, 16 miles northeast of Floydada, M. M. Vincent. 31tfc.

We have received another shipment of the handsome Monogram Parlor Heaters. They are giving wonderful service and are good looking. F. C. Harmon. 351tc.

FARMS FOR SALE—Castro County—I have several 160-acre tracts near Hart, Castro County, \$1500 cash, easy terms on balance. R. A. Underwood, Plainview, Texas. 35tfc

LEB Tye Bros. drill and equip your well. 355tfc

FOUND—30x3 1/2 Goodrich casing with tube, on rim for Ford. Owner see Lon M. Davis. 351tc.

FOR SALE—Ideal heater, used two seasons. Half price. See J. C. Wester 351tc.

For sale or trade, good touring car. Call 34, T. D. Woods 351tc

BRING your fryers to the Commercial Hotel kitchen. 352tp

Can pull a bale of good bolls a day while we're waiting for ours to open. Phone 928-F33. N. L. Tivis. 351tp.

Say "Merry Christmas" this year with your photograph. Come early. Wilson Studio & Art Shop. 30tfc

WANTED—Tow sacks in quantities. A. D. Summerville, the Apple Man. 353tc

SEE our second hand department for bargains in Used Furniture, heaters and oil cook stoves. F. C. Harmon. 351tc.

TURKEY DINNER—Ladies of W. M. U. of The First Baptist Church will serve turkey dinner Thanksgiving Day in Sarginer Building, North Side of Square. 352tc

RYE for sale. J. C. Bolding. 352tc

STRAYED or stolen—Male Collie dog, 18 months old, license tag No. 8, yellow and white spotted, with ring around neck. Reward. Dr. G. V. Smith. 352tc.

FOR SALE or trade, good used car. W. O. Tye. 35tfc

ANYONE looking for a real bargain in a three-room frame house to move to the country or to a lot in town, see H. E. Canaday. 351tc

Hesperian Want Ads Get Results.

For rent, two-room house, one block east of Baptist Church. Call 34, T. D. Woods. 351tc

County Agent News

TURKEY RAISERS MEET MONDAY

All turkey raisers are urged to be present at the meeting to be held at the county court room Monday, Nov. 2, at 2 p. m. The purpose of this meeting is to get information on number of turkeys to be shipped from Floyd County and take such organization steps as is deemed necessary for the ordinary marketing of the turkey crop.

We desire to move the turkeys on to the market more orderly and at a more satisfactory price than in the past. If the turkeys are to be sold on the local market we want to arrange to cooperate with the local firms or make what other arrangements may become necessary. A similar meeting is to be held at Lockney on the 3rd. Since the women are more interested in the turkey crop than any one else they are especially urged to come, even if the men cannot attend.

FARMERS URGED TO HOLD MAIZE

On account of the bad condition which the first maize that has been brought in has been in there has been a great loss to the producer who forced it onto the market. The local market has been unsatisfactory but the buyers have not been to blame for this as some of the farmers have been forcing them to take this inferior feed. No farmer should allow himself to think for a moment that he is gaining by forcing this green and damp maize onto the market. He is not only losing money but is ruining the market for good quality feed.

There is no doubt but that there will be a much better market for this feed soon, and especially in January. There will be an unusual demand for this maize and the price will be right when the quality is right. Those who have been selling this fall out of the field have been in the long run losing about as much as they get. By ricking this maize and letting it get thoroughly dry the quality will improve and there will be much more money turned out in our country to benefit every one. Since a large per cent of the heads are fed to horses and mules there will probably be a much better demand for good heads later than for threshed grain. However, there will be a large per cent of our crop that will necessarily have to be threshed to get it into shape for market.

There has recently been organized a Floyd County Marketing Association which will ship maize co-operatively as has been done heretofore. Through this organization the farmers can ship either heads or threshed maize if they so desire. The county agent will work with this organization and give a much greater service in this work than in the past. There will be no fee charged for joining this association and the feed will be shipped on a cost basis, the shippers receiving the net proceeds. Whether you sell on the local market or ship in a co-operative way you are urged to hold the maize off the market till it is ready to market, and you had better investigate first.

LABOR SITUATION

Before leaving for Dallas the county agent sent a wire to C. W. Woodman at Fort. Worth for the Farm Bureau and then when he reached Fort Worth talked to Mr. Woodman personally. That labor bureau is sending thousands of hands to West Texas and of course, cannot make them go to any one section. But the county agent was advised that there would be plenty of hands reach here within a short time. Since there is a good crop of cotton well opened in the counties below the "cap" we cannot expect to get the hands to come here for a few days. Some are coming and then returning to that good picking. The farmers are urged to not get excited and raise the price too high until these hands reach here as this source will not get any more hands and

MOTIVES OF MIRTH MANY AND VARIED

What do children laugh at, always and everywhere? Kurt Pinthus asks in Uhu (Berlin). They laugh because things are breakable. They laugh at smaller children whom they can trip up, and at the naughty pranks with which they disturb the normal order of events.

In general, we may say that they laugh from a feeling of superiority over the weaker or the injured; and they laugh whenever they can show themselves apparently superior to the older persons in charge of them—perhaps by misbehavior before a teacher.

A child laughs from malicious enjoyment, from the triumphant consciousness of another's humiliation, from an impulse which the child knows is "naughty" by the traditional moral code.

As a result of the hindrances involved in our ordering of society, most grown-ups attain in early youth a mental level not too far removed from the child's. So that the laughter of adults, even though they have learned—or should have learned—to understand the traditional distinction between good and evil, springs for the most part from the same roots as the laughter of children.

The motives of adults laughter are mere variations of the things that children laugh at. The adult laughs at physical oddities or their imitation. He laughs down or because somebody else has caused a second somebody to tumble, or because somebody who thinks himself in safe superiority goes sprawling.

The adult laughs, above all, at anyone to whom he himself feels superior and in whom some antiscial quality is represented with very one-sided exaggeration. Thus he laughs at Don Quixote, who forgets the world of reality while he plays at being a knightly hero in a world which no longer knows such heroes. In comedies he laughs at the greedy man, the vain man, the boaster, the timid man, and the sham—because in every situation these types show themselves to be exaggeratedly greedy, vain, boastful, timid or deceitful, and because the preponderance of these typical characters which dominate each like a kind of fixed idea leads to unusual and surprising situations.

Steeplechasing is a comparatively modern innovation in horse-racing. The first steeplechase recorded in England was run in 1803.

Hesperian Want Ads Get Results.

will cause lots of trouble among what are here.

We are placing a large bulletin board at the Ginn Grocery and Zeek's Cafe near the post office. All the wants of the farmers will be listed on this board and we hope will be of service to both the farmers and the laborers.

Hesperian Want Ads Get Results.

TREES AS PROPHETS

Scientists of the Field Museum of Natural History expect to learn what weather has been like for 200 years or more in the vicinity of Chicago by studying the rings on oak trees and willow stumps. It has been found that trees of various kinds register within their trunks a fairly accurate, record of the seasons, because the wood that grew in the summer and that which grew in the spring can be distinguished in the annual rings. By these comparisons, deductions as to the amount of rainfall and sunshine that the trees received can be made. Carrying the study further, the microscope is expected to disclose what part of the wood was formed during cold, rainy and dry seasons, for the structure of the little sap tubes differs according to these conditions. Experiments and observations also have shown that the greatest growth in trees occurs in the side opposite to the directions of the winds. For instance, there are trees in Colorado in which the heart of the trunk is close to the bark in the side from which the prevailing winds blow.

SHOULD HAVE DOME DOCTORED

Headline—"Scientist Declares Ivory is becoming exhausted."—Boston Transcript.

LOYALTY

There is no finer human attribute than loyalty. It covers even more sins than darkness. The world may openly condemn a man for crime, but will secretly admire him for loyalty to a "pal."

Loyalty is the real test of friendship. Loyalty means sticking—sticking through thick and thin, in lean times and fat times, in times of evil and of good report, in fair weather and foul.

Loyalty in the commercial world is pride of profession. Loyalty to a job is a strictly American characteristic. As exemplified by the American workman it is most inspiring. It gets the newspaper to press on time in the face of break-downs and other discouraging emergencies which are almost heart-breaking.

Loyalty pushes the train to its destination with its precious burden through difficulties seemingly insurmountable.

Loyalty is the irresistible force which moves the immovable body. Loyalty is the cement which holds the commercial structure together.

Without it life would be an utter failure.—Southwestern Machinery.

Cannibals of French Guinea are being hunted down by the French police. Six were executed in an effort to stamp out cannibalism.

NEW DRESSES JUST ARRIVED

They are the very newest in design and wanted materials, at prices most reasonable. We want you to see them.

C. R. Houston Company

Music Hath Charm

Music in the home will help make your family contented and happy.

Pianos, Phonographs, Gulbransen Registering Pianos on Cash or Terms.

SEE US BEFORE YOU BUY

Gartman Brothers

Located at Harmon's, South Main Street

Cotton Farmers

I have my Famous

Hart Burr Extractors In Operation

The Hart Burr Extractor completely separates the cotton and burrs and the best of all,

IT DOESN'T PUT ANY SHALE IN THE COTTON AT ALL

In connection with this Burr Extractor I have one of

THE BEST BOLLIE BREAKERS

and

CLEANING SYSTEMS ON THE PLAINS

Come and see this machine work. Be your own Judge.

EXAMINE THE SAMPLE WE TURN OUT

Also the seed. You will see some of the best work that can be done.

Haynes Gin Co.

FLOYDADA, TEXAS

LOOK!

This May Be of Interest To You

If you really want your money to buy most for each dollar spent. Our large volume of business with quick turnovers enables us to offer at all times only new fresh stock which insures you the very highest quality merchandise for each dollar spent with us.

Only brands of the very best quality handled.

GROCERIES: Chase and Sanborn Coffee, and Peacemaker Flour.

HARDWARE: Diamond Edge Line.

IMPLEMENTS: John Deere Brand.

If you are not already our customer, give us a trial. We guarantee to please. We let you be the judge.

Stansell & Collins

PHONE 88

P. S. We have a good stock of Cole's Hot Blast Heaters and Auto Hot Blast Heaters.

**Floydada Downs Lorenzo Eleven By Count of 25-0**

**Bosley Scores Touchdown From Kickoff; Hornets Outclassed But Fight Game-ly Throughout Game**

Henry Bosley's great run of about 75 yards for a touchdown from the kickoff furnished the big thrill in Floydada's 25-0 win over the Lorenzo Hornets last Friday at the city park.

Kept on the defensive throughout most of the contest, the Hornets put up a game fight throughout the game and would have held the score down much more than they did had the players been more on the alert for the passes and other offensive tactics used by the Whirlwinds. Relying almost solely upon line bucks for their yardage, the Lorenzo team made six first downs, while Floydada made nineteen from tackle brushes, sweeping end runs and by the aerial route.

Several fumbles, an unusual number of penalties—most of them against the locals—together with the high wind and dust, and a somewhat small crowd of rather listless spectators slowed the game up to a considerable extent.

Lorenzo received the ball after Bosley's touchdown and the extra point had been made by a pass across the goal line and started out as if they were going to score a touchdown. Two successive first downs were made through the Whirlwind line, but the ball was lost from the fumble on the next play. Then the Whirlwinds began to sweep down toward their goal, tackle and end runs by Bosley, Fred Jones and Charlie Lewis accounting for four first downs in quick order. Sid Carter then carried the ball to the six yard line on a criss-cross pass, and on the next play bucked across for a touchdown. The attempt at goal failed, as the first quarter ended.

The third touchdown followed shortly after the opening of the second quarter, when repeated gains placed the pig-skin near the 25 yard line, from which place an easy pass to A. D. White scored the touchdown. Goal was missed. The additional touchdown did not cause the Hornets to cease fighting, however. For, with the ball in their possession, two more first downs were registered on short passes and line plunges, only to lose the ball on another fumble. Then followed a 20 yard right end run by full back Bosley, and soon thereafter another pretty pass from Bosley to White, who fell down after the catch, but began to roll over and over with the ball, lacking only a few feet of "rolling" to another touchdown, as the half ended.

A 25 yard pass, Bosley to Captain Green, in the third period and a short sprint across the goal line brought about the final touchdown. The effort to pass for extra point was grounded. Lorenzo made an effort to score by place kick from the 30 yard line during this period, but failed.

A number of substitutions were made by Floydada during the second half, including Burton, de Cordova Steen, John Jones, Luttrall, Terry. Though most of the subs showed up well, some being under fire for the first time probably caused nervousness and a number of various penalties to be called against the Whirlwinds during the second half.

The starting line-up for the teams was as follows:

Floydada		Lorenzo
Carter	Left end	Gee
Borum	Left tackle	Dillard
Marshall	Left guard	Reeves
Edwards	Center	Williams
Scott	Right guard	O. Ward
Swain	Right tackle	B. Ward
White	Right end	Welch
	Quarter back	Watson
	Left half	Williams
F. Jones	Right half	Hobson
Bosley	Fullback	Hale
Referee—Jackson, of Lubbock.		
Head linesman—Maurice Burke.		

**ORPHAN WORKER VISITS FLOYDADA**

Capt. J. T. Lynn, founder of the Lynn Orphan Work, was here last week in the interest of his work. Capt Lynn said this is the 13th year his organization has given to placing dependent babies in private Christian homes.

It is a non-sectarian organization without a charge for services. He and his wife go anywhere for service, take any healthy baby that is not wanted, at any age.

Parties desiring to adopt a baby, who are Christians and own their homes may address Captain Lynn at 1001 Bryan Ave., Fort Worth.

**GIVE AND TAKE**

Representative Clint Cole was talking about the aircraft controversy:

"First one side scores," he said, "then the other side scores. It's like the doctor and the man with the mumps."

"The man with the mumps halted the doctor and said:

"Doc, what ought a chap to do when he's got the mumps?"

"The doctor's lips closed tight at the thought of being buncoed out of a free prescription, and then he gave a harsh laugh and said:

"Such a man, my friend, ought to consult a good physician."

"The man with the mumps laughed harshly in his turn.

"Thanks, Doc," he said. "That's what I'll do, then. So long!"

**MANY A TRUE WORD, ETC.**

"Papa, what is a low-brow?"  
"A low-brow, my son, is a person who likes the funny papers, snappy stories, girl shows and the like and doesn't mind saying so."

"And what's a high-brow, papa?"  
"A high-brow, my son, is a low-brow who won't admit it."

Hesperian Want Ads Get Results.

**CARD OF THANKS**

The unfailing kindness, aid and sympathy of friends and neighbors during the illness and death of Grandma M. V. Shaw, is deeply appreciated and will ever be remembered by us.  
Mr. and Mrs. T. W. Shaw.

Mr. and Mrs. Keith Gamble of Plainview visited W. C. Grigsby and family last Sunday.

Mr. and Mrs. R. A. Hodges of Tulia spent last week-end with T. S. Stevenson and family.

**HEREFORD KAFFIR FIELD RIVALS FLOYDADA MAIZE**

The huge maize field near Floydada, where little Mary Hoxe and a number of her rescuers were lost has nothing on Deaf Smith County crops, according to a report appearing in a Lubbock paper from Hereford. W. L. Hall, tenant farmer living near Hereford, recently got lost in his kaffir field, along with his team and binder! He started cutting at one end of the field and when he got out at the other end he was four rows over and says that he didn't know anything

about his location from the time he entered the field until he emerged at the other end.

The kaffir is estimated at 75 bushels per acre and is just as fine as a crop could be, reports state. It is taking 12½ pounds of twine an acre to tie the feed. A number of feed crops in Deaf Smith County this year will make from 50 to 75 bushels per acre, it is estimated.

Mr. and Mrs. W. A. Baker were business visitors in Munday and Weinert the early part of this week.

**HER CHOICE OF SUITORS**

"What a lucky girl you are Daphne, to be able to choose between two such handsome and stylish young men? Have you made up your mind which it to be your husband?"

"To tell you the truth, I'm in a bit of a fix. If I decide to wear my cream-colored dress at the wedding, I shall take Alphonso, as he is dark-complexioned, you know; but if I decide to go in my blue dress, I rather thing fair Agly will make the better match of the two."

**HIS GUESS**

"What kind of a store is that fellow over at Toad Rock running?" asked a motorist.

"Well, he has auto parts for sale," replied the attendant in the filling station at Ten Degrees, "buys butter, eggs and poultry, deals in real estate, paints houses, marries folks in his capacity as justice of the peace, runs the post office, sells stamps, hams, molasses, etc., and takes boarders upstairs. I reckon you'd call it a drug store."—Kansas City Star.

**COMING TO FLOYDADA FOR TWO DAYS---NOVEMBER THIRD AND FOURTH FOR DELIVERY SAME DAY OF PURCHASE**

We will have with us for two days, Tuesday, November 3rd and Wednesday, November 4th a representative of one of the largest Ready-to-Wear manufacturers in the country with a complete line of Women's and Misses coats and dresses also children's coats.



**Beautiful Winter COATS**

Luxuriously fur trimmed, all finely tailored from the best quality coating by experts. One could hardly wish for finer coats than these. All sizes and priced from—

**\$15.00 to \$65.00**



We would be glad to have you with us on Nov 3rd and 4th and see this wonderful line whether you wish to buy or not.



Lots of Children's coats styled right up to the minute in plains and flares.

The assortment consists of hundreds of garments, which is more than you can find in any one store in West Texas.



**A WONDERFUL GROUP OF Silk and Wool DRESSES**

—in crepes, satins, metal ice and velvet combination and all-wool charmeens. Many of these in the new two-piece costume dress style.

**\$10.75 to \$45.00**

We will be able to deliver these garments right out of the salesman's trunks, and at prices we have never been able to make before.



"The Home of Good Merchandise"

**BAKER CAMPBELL CO.**

Remember if it's from Baker Campbell's it Must be good.

**Floydada Public School News**

Sponsored by the English Department, Floydada High School

Editors for this week:  
Pernici Calhoun and Edna Faulkner.

**F. H. S. BEATS LORENZO**

Friday, October twenty third the F. H. S. Whirlwinds trounced Lorenzo High's football squad to the tune of twenty-five and nothing. No one within our conference has passed over our goal line thus far.

All the boys were playing the game. Green and Bosley put over a little fake from the kick-off for a touchdown with in the first few seconds of the game. This score by Henry Bosley was the first of four touch downs. Charley Lewis carried over the next on a center play within the first quarter.

Then in the second quarter A. D. White hid out while Lorenzo had "time out." He received a pass in an open field and trotted over the goal-line. In the third quarter Hershel Green, F. H. S. quarter ran for a pass and touchdown over center.

The whole second team played in the game, and the opposing team said they could not tell second from first team players. They all hit and hit hard.

The team spirit is splendid. When a player loses you do not hear any fault finding but they all say "just a little hard luck." They commended each other for good work by a slap on the back.

H. Green that little quarter-back and Captain who always plays the game will lead the team over Lockney and defend our goal from all crosses, with a bunch who fights like the boys fought Friday.

**THE SEVENTH GRADE**

Monday morning the seventh grade gave a Hallowe'en program which was very interesting, especially the witch who told fortunes.

It was not Hallowe'en but it was the only chance we had to give one, except after Hallowe'en, and we wanted every one to look forward to that day.

The class is still working to keep ahead of the other grammar grades, and if they beat us, they are going to have to work hard for when we work we work to win.

Very few have been absent this week. This is the week for the grammar grades to have their examinations.

**JOKES**

Miss Bond—asking who all studied their lesson—Frank how far did you get on your history lesson?

Frank Montague—shyly—I studied almost all my lesson.

Miss B.—after some time—Frank when did the reign of Rameses II begin?

Frank—About where I quit off.

Miss Robert—after telling the class to pass to the board—You all need not be in such a hurry Ben—(Wimberly) is going to work at his seat.

Woodrow Goen—Miss Robert, what would be the greatest miracle on earth?

Miss Robert—Teaching Tom Smith, Algebra, I should think.

Woodrow—No, you are wrong. It would be digging up a well and sawing it into parts two feet long and selling it at 10c per cut for post holes.

**SOPHOMORE CLASS MEETING**

The sophomores had a class meeting Thursday afternoon. They planned a party in the parade and a Hallowe'en party at the home of Cecil Covington for Saturday night, October 31st.

**FLOYDADA JUNIORS VS. LOCKNEY JUNIORS**

The Floydada junior football team played the Lockney junior team in football Tuesday afternoon, at Lockney. The score was 9 and 0 in favor of Lockney which we call hard luck but we hope to beat them on the 3rd of November when they will meet us here.

It was a tight game in the first half. They made most of their plays on line plunges after they found they could do nothing on passes. We made most of our playing on end runs because we did not get to pass the ball any.

In the last half they ran in heavy men on us and made their first touchdown and drop kicked the goal for a score of seven. They then punted over goal and we fell on it making a touchback for them counting two points.

The line up was:  
Player—Position  
Pope—captain, Left end.  
Grigsby—Left tackle.  
Hollums—Left Guard  
Mathews—Center  
Wimberly—Right guard  
Gaitner—Right tackle  
Summerville—Right end  
J. D. Luttrall—Left half  
Camble—Right half  
Geen—Quarterback.  
Nelson—Fullback  
Subs: Hatchell, Smith, Terry, Dave Luttrall and Jackson.

**THE FRESHMEN SAY A WORD TO THE TEAM**

Team, we are behind you and boosting you from every angle. Don't be down-hearted, and don't be over-confident. Remember that you must defeat Lockney to uphold your honor and the honor of Floydada. So, you see that the honor of the city depends upon you. At least, you must feel that way. We are for you!

**BEAT LOCKNEY!**  
The Freshmen wish to congratulate the seventh grade on their excellent program.

**JUNIORS HOLD CLASS MEETING**

A meeting of the junior class was held Tuesday morning at recess for the purpose of deciding what part the juniors would play in the parade. The pep squad is planning to stage before the football game Friday eve.

A committee composed of Helen King, Francis Kinnard, Elmo Cummings and Alan Berry, was appointed by the president for the purpose of planning the junior's part.

The junior class this year is one of the peppiest in the history of this school and they are planning to cooperate with the pep squad in every undertaking.

**A FRESHMAN TEAM**

The junior football team was organized this year with E. A. Pope as the captain and Mr. Scoggins as the coach. They have been practicing regularly and have pieced together a good team. Lockney defeated them their first game on the enemy's home ground for the first game of the season. They will play Plainview, at Plainview, on Friday the 23rd. On November 3rd they meet Lockney here at which time they expect to even the score.

Come out and support them because this team, composed of sixth, seventh, and eighth grades are the future stars of the Whirlwinds if you will encourage them.

**PARENT-TEACHER'S MEETING**

The Parent-Teacher's Association met in joint session at the high school building on Thursday, October 22.

Mrs. J. I. Kendrick, President of the Eighth District Mother's Congress, made a brief discussion to the mothers on the duties and benefits of the organization which she represented. She urged the P. T. A. organizations here to join the Mothers Congress. Mrs. Nine McComas, treasurer of the Mother's Congress made a short talk on the financial problem of the organization.

At the regular meeting of the association, an interesting program of songs, speeches and music was rendered by the eighth and ninth grades.

Superintendent Wester and Mrs. E. B. Massie gave interesting talks on co-operation. The condition of the Library was discussed at length and the mothers decided to have a "Book Shower" at an early date. Watch the Hesperian for a list of books needed in the library and be ready with your books or the cash for one.

The time of meeting was changed to 2:30 and the business will be attended to first. Mrs. Glad Snodgrass was elected secretary and Mrs. Thurman, second vice-president.

**SOUTH WARD SCHOOL**

Dr. I. W. Hicks made a splendid talk to the ward school pupils on the care of teeth Tuesday morning at chapel.

The P. T. A. of the Ward school met last Friday. An interesting program was rendered. A business meeting followed. The school was presented with a new Victrola.

A nice sum was set aside for records and books.

The P. T. A. are putting on a Hallowe'en

carnival for Saturday afternoon and evening, down town in the building formerly occupied by Rutledge's.

The teachers of the ward school were showered with pot plants by the P. T. A. last Friday.

Ward school pupils packed and mailed ten Xmas boxes last week to foreign children. This is the first work done by the junior Red Cross.

**EXES OF W. T. S. T. C. MEET**

Floydada Ex-Students of West Texas State Teachers College held their second meeting of the year Friday, October 23, at the home of Mr. and Mrs. Joubert Clements.

Plans were laid for the trip to Canyon on Homecoming Day, October 31. Mr. Joubert Clements was officially elected mascot of the organization at the meeting.

After the business session a social hour was enjoyed. Mrs. E. C. Nelson sang several songs and Mrs. Clements played a number of piano solos. Both of these were greatly enjoyed by the Exes. For refreshments the hostess served hot chocolate and cake.

Those present were: Miss Vera Fry, Miss Gladys Covington, Miss Vera Carver, Miss Lorene Carter, Miss Edith Beedy, Mrs. James Colville, Mrs. E. C. Nelson, Jr., Mr. and Mrs. Albert Clubb, Clement McDonald, and Mr. and Mrs. Joubert Clements.

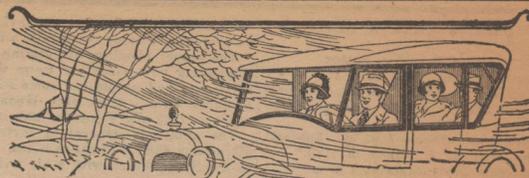
The next meeting will be held November 13, at the home of Miss Lorene Carter.

**WILL SIMPSON A CANDIDATE FOR OFFICE OF COUNTY JUDGE**

A third entry has been made in the political campaign for the honors of the

county judge's office of Floyd County, with the definite announcement from Will Simpson, of the southwest part of the county, that he has shied his hat in the ring.

Mr. Simpson will begin an active campaign for the office shortly after the new year, he said, in speaking of the matter the latter part of last week.



**Ride in Comfort!**

A Rex Enclosure or Top will keep you warm and dry in the coldest or rainiest weather. And it costs so little! Drive your open car in—leave it a few hours—then drive away in "enclosed" comfort!

Rex Equipment is available for these cars: Buick, Cadillac, Chevrolet, Chrysler, Dodge Brothers, Flupmobile, Maxwell, Nash, Oldsmobile and Studebaker.

McCLESKEY TOP SHOP

**Rex Enclosures and Tops**

**T H I S I S A S T U D E B A K E R Y E A R**

**Pledge to the Public on Used Car Sales**

1 All used cars offered to the public shall be honestly represented.

If a car is suitable only for a mechanic who can rebuild it, or for some one who expects only a few months' rough usage on a camping trip, it must be sold on that basis. Each car must be sold for just what it is.

2 All Studebaker automobiles which are sold as CERTIFIED CARS have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.

This is possible because tremendous reserve mileage has been built into every Studebaker, which it is impossible to exhaust in years.

3 Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.

The public can deal in confidence and safety only with the dealer whose policy is "one price only—the same price to all." For, to sell cars on this basis, every one of them must be honestly priced to begin with.

4 Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and apply the money paid as a credit on the purchase of any other car in stock—new or used.

It is assumed, of course, that the car has not been smashed up by collision or other accident in the meantime.

Not only to the public, but also to The Studebaker Corporation of America, whose cars we sell, we pledge adherence to the above policy in selling used cars.

**TILSON-DENNIS AUTO CO.**

The Studebaker Corporation of America takes pride and pleasure in announcing that the above Pledge is being carried out by

**Tilson-Dennis Auto Co.**

FLOYDADA, TEXAS

THE Pledge speaks for itself. It is a formal declaration of the fair and square attitude of Studebaker dealers toward the public. It is an assurance of honest dealing in a line of merchandising

which in some times and places has fallen into ill repute. It is an assertion of confidence in the reserve mileage built into the sturdy "one-profit" Studebaker automobiles.

THE STUDEBAKER CORPORATION OF AMERICA • SOUTH BEND, INDIANA

What everyone can't buy

**YOUR PHOTOGRAPH**

THE CHRISTMAS GIFT SUPREME

Not expensive—but distinctly Personal  
10 per cent off in November for coming early

**WILSON STUDIO—ART SHOP**

**Flavory, Juicy Roasts**

Next time you want a roast will you call us up and let us deliver one of our Specially Cut and Seasoned Roasts?

These have become popular with many housewives who are doing their market shopping over the telephone.

JUST CALL 118

**CITY MARKET**

Next Door to Post Office

Jones & Howard, Props.

WITH THE CHURCHES

BAPTIST CHURCH NOTES

Edgar Eskridge, pastor  
 Sunday school—10 a. m.  
 Morning worship—11 a. m. The pastor will fill the pulpit. Subject of importance to all.  
 Evening worship—7 p. m. Subject: "Who Will Be Punished in Hell."  
 Sunbeam Band meets at 3 p. m.  
 Junior B. Y. P. U. meets at 4 p. m.  
 Senior B. Y. P. U. meets at 6:15 p. m.  
 We welcome you to worship with us.

FIRST METHODIST CHURCH

Joseph L. Henson, Pastor  
 Sunday school at 9:45 a. m. J. V. Daniel, Supt. S. N. Tawwater, Associate Supt.  
 Preaching by pastor at 11 a. m.  
 Theme: "The Phantom of Organic Evolution."  
 The sermon at 7:15 p. m. will be on "Evolution or Creation, Which?"  
 Note: The old motor is being repaired and New motor ordered. You may expect to have the Church comfortable next Sunday.

CHURCH OF CHRIST

Elder Chas. W. Watkins will preach Sunday morning at 11 o'clock at the Church of Christ on South Wall Street. Everybody is cordially invited.

FIRST CHRISTIAN CHURCH

F. L. Davis, Pastor  
 Another good day last Lord's Day at all the services. A fine meeting out at Newland in the afternoon.  
 Next Lord's day the services will be as usual. The Study period will start at 10 o'clock with the sermon at 10:50. The subject of the morning sermon will be "A Postage Stamp" a sermon for the children. While it will be especially for them yet it will be interesting to all present and all will be benefitted thereby. At night the services will begin at 7:30 and the subject will be "The Painted Face." This will also be an interesting message to all.  
 The weather and roads permitting we will preach at Mayview in the after-

noon. All in that locality are invited to be present and enjoy the service with us.  
 The prayer meetings are getting more interesting now, since the warm weather is over and people can come without being so warm. Come each Wednesday night at 7:30 and enjoy the meetings.  
 The public in general is invited to attend any and all of the services. Come to the little Church with a big welcome.

SENIOR B. Y. P. U.

Program for Sunday afternoon, November 1st.  
 Subject: Busy about the King's Business.  
 Scripture: Miss Windsor.  
 Paul's picture of our position, and Does the World see Jesus in me?—Miss Carver.  
 The Christian always on duty, and A position of dignity and power.—Pinky Hubbard.  
 The Ambassador's supreme purpose.—Frank Luttrall.  
 Cultivate confidence in our commission.—Inez Paschall.  
 All the young folks are urged to come to the B. Y. P. U.

FAIRVIEW EPWORTH LEAGUES PROGRAM AT M. E. CHURCH

The Epworth League of Fairview will go to Floydada November 1, and give the following program at the Methodist Church:  
 Leader—Bill Beedy  
 Opening service  
 Prayer—Jack Dehart  
 Scripture—Luke 14:15-25  
 Special music—Vera White, Earl Branson.  
 Friendship—Edith Beedy  
 The Christian Vote—Albert Cooper.  
 Piano solo—Vera White.  
 Play—"Get Somebody Close." by League members.  
 I can't—Rev. Marvin Brotherton.  
 Reading—The Bridge Builder, Eugenia Hoffman.  
 Song  
 Benediction.  
 Use Hesperian Want Ads.

Home Demonstration Club News

SAND HILL CLUB

The Sand Hill Home Demonstration Club met Wednesday, October 21, in the home of Mrs. T. B. Gross.  
 There were ten Club members present and two visitors. We were glad so many came.  
 The all-day program was called off on account of not being able to get certain materials which Miss Bass had planned on using. So we met in the afternoon and carried out the program as it is given in the year book. Everyone responded to the part assigned to them, and the program was educational, and enjoyed by all.  
 Our next meeting will be held October 4, with Mrs. W. J. Thompson as hostess.  
 Roll call will be answered by each member on "Various ways to use baskets." Then will follow the order of business, with Mrs. V. C. Scott as leader.

The subject for the program will be "Basket making and crafts." A demonstration is to be given by Miss Blanche Bass.  
 We extend to every woman in Sand Hill community a cordial invitation, and hope you can come to the meeting. Miss Bass has ordered material to make the baskets. Come and make you one! And bring your vases, jugs, or bottles to have painted. They will look attractive when painted to use in your kitchen or dining room.

PROVIDENCE CLUB

The Providence Home Demonstration Club met Monday in their new home, with ten members present. Club members made seats with boxes and boards, and we had a real interesting meeting, as well as a good social time.  
 The house was called to order by Mrs. Allgood, president, and the minutes of last meeting read and approved. Then the meeting was led by the president, as the leader, Mrs. Marvin Schule, was unable to attend.  
 Miss Bass, our Demonstration Agent, was with us again, we were glad to announce.  
 We will give a play and box supper on Monday night, two weeks from last Monday, which will be our next regular meeting day.

ALLMON CLUB

On last Friday we met in the home of Mrs. C. L. Allmon, and had a real pleasant meeting. Miss Bass was with us, making the members enjoy the work all the more.  
 We elected Mrs. Leslie Hix as our new president. We were all very interested in the many suggestions on the home work.

Beef canning will be the subject of our next meeting, which is to be held at the home of Miss Vicie Harris, November 13. Miss Bass will bring her tin cans and sealer to demonstrate that way of canning to us.

We are expecting to have a more interesting time as our Club work goes on, and we hope no one considers themselves too busy to come, for it is our opinion that you will gain instead of lose time by attending.

"MA, I FEEL SICK," SAYS YOUNG JIMMIE GRASSHOPPER

"Ma, I feel sick."  
 "Here, stick out your tongue. Take a deep breath and say 'Ah.' Just as I expected. Sick with bug-mold. I told you to keep in out of the damp this morning and stay on the weeds until the dew dried up. Now I 'spose the rest of us will be catching it. You get right back up on that grass blade and stay there till I can call Doc. Doodle Bug."

Such we might imagine to be the conversation to be heard in a grasshopper family, if grasshoppers really talked, and in a language we could understand.

Did you ever, in walking through some high grass or weeds, with partly grown or mature grasshoppers making a wild scramble to get out of your way observe one that refused to move, but remained part way up a grass blade or weed stalk, with its legs tightly clinging to its support? Perhaps, on observing the insect and examining it more closely, you found it dead, and so tightly attached that it could with difficulty be removed. It may have been during a damp season, in which case you may have further marvelled at the great number of hoppers that had so met their fate.  
 Grasshoppers so found may in prac-

tically all cases be considered to have died from a fungous disease. A fungus, it may be explained, is a kind of plant belonging to the same class as the toadstools and the mushrooms. The particular one attacking grasshoppers is rather similar to the mold that is often found on bread when it has been kept in a place that is too moist and too warm. When this particular fungus has implanted itself upon a grasshopper it sends its roots down through the shell of the insect and saps its blood, finally weakening it so it dies. As the fungus grows, however, like any other plant it produces seed. In the case of this microscopic plant the seed also is microscopic and is called a spore. The spores are borne by the tens of thousands and if it were possible to gather together sufficient number they would appear as a quantity of dust.

A short time ago farmers and others interested in agricultural progress were attracted by an account of the results obtained some 30 or more years ago in the destruction of grasshoppers by a substance known as "funk", the use of which had been suggested by the United States Department of Agriculture. It does not appear to be known or remembered at this time by department officials or others, just what this substance was, but from its name it may be conjectured that it was a more or less pure culture of the fungus which we have described as fatal to grasshoppers under proper conditions.

It may be put down as a certainty that the substance was not a government product, since government experimenters do not commonly designate their discoveries or products by such catch terms as "Funk". Rather it may be supposed that "funk" was the product of a commercial concern and that the use of the material was suggested as an experiment as possibly giving relief.

This, then, is the truth about the fungous disease of the grasshopper, of which "funk" was undoubtedly a culture. It is everywhere and at all times, though possibly in a dormant state, present. If the weather conditions are favorable to its germination and growth it will spread of itself, to the destruction of the hoppers. Even though a pure culture is introduced it will remain dormant until these favorable atmospheric conditions occur; and since man has very little, or no influence on these natural conditions it is foolish to place any dependence on this means of control.—R. R. Reppert, in The Progressive Farmer.

BEING A TRUE GENTLEMAN

At a social affair in New Haven says William Lyon Phelps, Yale professor in Scribner's Magazine, a college lad handed a plate containing food to a New York multi-millionaire. The boy thought the rich guest was the butler.

The multi-millionaire did not throw the plate in the lad's face. He did not even make a cutting remark.

He simply took the plate and carried it away.

The rich man thereby proved that he was a gentleman indeed.

That saved the boy from humiliation and bridged the situation perfectly.

The well-to-do man who was not a gentleman, was instantly angry.

Another sort of well-to-do man was one morning leaning over a newsstand. A customer, mistaking him for the vendor, asked if these were New York papers.

"I don't know any more about it than you do," he exclaimed.

He then continued to snap more in the same tone.

Dean Swift was right. The true gentleman is he who gives the least offense to any member of the company.

There are many opinions about this being a gentleman.

Dean Swift's definition is simple enough. Being a gentleman certainly has nothing to do with fashion. Beyond a decent cleanliness it has nothing to do with apparel and appearance.

Being a gentleman means being kind and thoughtful and no matter if kindness and thoughtfulness mean sacrifice.

The real gentleman resists that temptation.

The real gentleman ignores, "passes up" a temptation to shine, for the sake of keeping somebody else comfortable.

The other night I gave my theatre checks to a nice looking girl in the aisle.

I thought she was the usher. She wasn't.

She was the society girl in my own town.

She did not laugh or did not grow angry. She slipped unobtrusively by and made the situation very easy for me.

She was a gentlewoman.

The gentlewoman and the gentleman—they take pains to be kind.—Bonham News.

IS IT HEAT TOLL OR IS IT AN EAT TOLL?  
 Day by day the news columns record the toll of summer heat upon humanity. There seems to be more casualties this year than there have been for some years in the immediate past.

The fact is probably is that no man in ordinary health, who observes the common rules of hygiene and common sense, is in greater actual danger in summer than at any other time of the year. But the trouble is that too many relax the ordinary precautions. It is these who make news.

The commonest failing is eating too

much of the wrong kind of food. At a time when physical exertion is discouraged by seasonal discomforts, the man who plies himself with calories is making a mistake. Persistence in a diet fitted for hard work and cold weather has sent more to the hospital than all the direct rays of the sun. If the over-eaters were eliminated from the reckoning the sporadic increase in the death rate that accompanies each rise of the thermometer would nearly cease. The average victim has only himself to blame.

OCEAN MINES COAL

On the beach of Buckhaven Scotland, the sea piles up coal some two or three feet thick. From the town come men, women and children with buckets, boxes, bags and wheelbarrows to get the family supply. The coal is actually mined by the sea. Ground swells break away the seams outcropping in the Firth of Forth and slowly carry the treasure to the shore. In stormy weather the product greatly increases.

The American Museum of National History is maintained almost exclusively by the contributions of its 7,952 regular members.

Clay tablets excavated at Ur and dating back to 2200 B. C. show that temple officials when traveling held letters of credit which enabled them to obtain food in the cities through which they traveled.

Use Hesperian Want Ads.

Mathews & Folley

LAWYERS

MITCHELL BUILDING

FLOYDADA, TEXAS

FASHION AND ECONOMY

Go Hand-In-Hand at Hassen Company

Winter Coats—one could hardly wish for finer coats than these at \$10.95. Fashioned of only the finest quality coatings, expertly tailored and elaborately trimmed with rich fur. This is a brief description of the large group of fine winter coats we are featuring, SPECIAL AT \$10.95

FOR FRIDAY AND SATURDAY ONLY

New Dresses

—three value priced groups, remarkable in silk and wool dresses at \$6.95, \$10.95, \$15.00

WILL PAY YOU TO LOOK THEM OVER

Hassen Company

STYLE—SERVICE—SATISFACTION

SOUTH SIDE SQUARE



CHIROPRACTIC has been the means of restoring thousands to vigorous health. In many instances Chiropractic has succeeded where other methods have failed. If Chiropractic is not the reasonable means of overcoming your trouble, I will tell you so. You are cordially invited to visit us for consultation and examination. Call or just phone 178 for an appointment.

M. FROST, D. C.

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CHIROPRACTOR

Licensed under Kansas and Arizona Law.

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Importance of Paying Your Bills Promptly

The Question that is being asked is—

How Do You Pay?

NOT

How Can You Pay?

Mr. Prompt Pay can buy from whom he pleases and where he pleases. That's a record which follows him wherever he may go, and gives him a buyer power that all Merchants readily recognize as Legal Tender.

When you open a charge account you make a friend.

If you pay when you promised, or make it satisfactory, you keep a friend.

Retail

Merchants Association FLOYDADA, TEXAS

Affiliated with State and National Retail Merchants' Associations.

HAVE YOUR CHILDREN'S EYES EXAMINED FOR THE SCHOOL YEAR

Dr. Millard F. Swart, EYE SPECIALIST

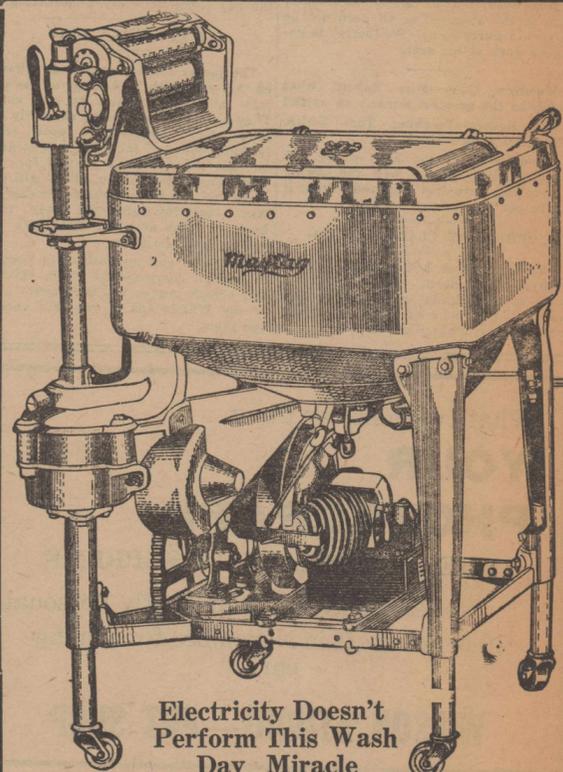
WILL BE AT DR. PENNINGTON'S OFFICE

With Brazier & Arwine Drug Store Floydada, Texas

TO FIT GLASSES ON MONDAY, NOVEMBER THE 2nd.

One Day Only

We now have the equipment for finishing lenses and your glasses will be made up in our own office.



Electricity Doesn't Perform This Wash Day Miracle

The Maytag Multi-Motor Washer is operated by its own Built-in gasoline engine, sturdiest, most economical, most dependable fractional horse power gas engine ever developed.

9 OUTSTANDING MAYTAG FEATURES

- 1 Washes faster.
- 2 Washes cleaner.
- 3 Largest hourly capacity in the world.
- 4 Most compact washer made—takes floor space only 25 inches square.
- 5 Cast aluminum tub—can't warp, rot, swell, split or corrode.
- 6 Easily adjusted to your height.
- 7 Clothes can be put in or taken out with the washer running.
- 8 Tub cleans itself.
- 9 All metal wringer. Self adjusting. Instant tension release.

Have you thought you couldn't get a power clothes washer because there

is no electricity in your house? Then you will find a delightful surprise in the Maytag Multi-Motor operated by a powerful little gasoline engine which is built right in as a part of the washer.

It isn't electricity that makes the Maytag the fastest, cleanest, most helpful washer in the world—it's the new, entirely-different Gyrafom principle of washing—the principle that is almost magic in the wonders it performs.

It washes a tub of clothes in the startling short time of 3 to 7 minutes. And each garment is so thoroughly clean that no hand rubbing, even on wristbands, cuffs or collars, is necessary.

The Maytag Multi-Motor Washer is easily moved about. Starts with a flip of the foot lever. It cost only a few cents for gasoline to handle a big wash.

KIRK & SONS — Call 84

Locals and Personals

Mr. and Mrs. Richard Ragan, accompanied by Miss Merle Motherel of Crosbyton visited the Houstons Sunday, Mrs. Ragan being a sister of C. R. and J. B. Houston.

R. M. Abbott made a flying trip to Lubbock Sunday.

Rev. F. L. Moore of Roswell, New Mexico, visited his brother, R. S. Moore and family last Friday, also his son, Jesse Moore, who is working here.

Miss Ethel Houghton, daughter of Dr. and Mrs. W. M. Houghton, who is teaching school this year near Lockney, visited homefolks last Saturday.

Mr. and Mrs. E. B. Massie and daughters, Hazel and Jessie Bell, in company with Dr. and Mrs. Miller of Mineral Wells, who have been visiting in the Massie home, visited in Plainview last Sunday.

Mrs. R. M. Abbott and son, Vernon, now of Lubbock, visited their husband and father, R. M. Abbott, and other friends of the city yesterday.

H. A. Kight of Stamford spent last Saturday and Sunday in the home of Mr. and Mrs. J. C. Dickey, Mr. Kight being a brother of Mrs. Dickey.

Miss Lucile Goodwin visited homefolks in Plainview last Sunday.

Mr. and Mrs. L. A. Marshall returned last week from a week's trip to Fort Worth and other points down-state. On their return they visited in Abilene with their sons, Ira and B. Marshall, who are attending Simmons University.

Miss Grace Porterfield left last week for Abilene, where she has entered Draughon's Business College.

W. M. Massie returned Saturday from Fort Worth, where he had been for several days on business.

Mrs. Enos Brown recently visited with her sister in Lubbock.

J. F. Ables of Lockhart, Bob Staples of Kennedy, and a Mr. Smith of Liberty Hill were recent guests of C. R. Houston and others in the city, after an extended prospecting tour in Floyd County and other Plains counties.

Mrs. Susie Flannery and Mr. and Mrs. Hargraves of Ralls visited in the Ed Brown home Sunday. Mrs. Flannery is a sister of Mr. Brown.

Fred Vincent, former manager of the Floydada Produce Co. has moved to Plainview, where he will be engaged with the Panhandle Produce Co., of that city. H. P. Debord of Santa Barbara, Cal., formerly of Crosbyton now has the position formerly held by Mr. Vincent.

Mrs. Callie V. Wolf of Brady has arrived in the city for an extended visit with her daughter, Mrs. Ed Brown.

C. R. Houston was in Crosbyton last Friday on business.

Miss Lee Wallace of Olney has arrived in the city for an extended visit with her brother, Claude Wallace, and sister, Mrs. Elmer Woods. Miss Wallace was met at Ralls by Mr. and Mrs. Wood the early part of last week.

Ben Roberts has returned from Mineral Wells, where he has been taking treatment for rheumatism and is much improved.

Hershel Swepton spent last week-end with homefolks in Hillcrest. He is attending high school.

Roy Williams, Amarillo cattleman, was a business visitor in Floydada Saturday and Sunday.

Alvin P. Howard, of New Orleans, La., has been here several days on business with the W. M. Massie & Bro. land agency. Mr. Howard is one of the Howard Bros., who own extensive lands in Floyd, Motley, Briscoe and Hall Counties.

W. S. McGuire, of Mangum, Oklahoma, has been here for several days on a visit with his son, Robert McGuire.

Mrs. W. L. Porter and daughter, Vivian, of Enid, Okla., who have visited for a few weeks in the home of Mrs. Porter's parents, Mr. and Mrs. H. T. Smith, here, left Saturday for Knox City for a visit with her sister, Mrs. Wilson Davey, before returning home.

Roy Suddeth, of Leonard, who has been visiting and prospecting in this section, left Saturday for his home. He plans to return to this section to make his home about the middle of November.

J. D. Farmer, who has been here several days on business left this morning

will stop over for a short visit with his son, Frank Farmer and wife at Snyder.

Robert Abernathy, of Albertville, Ala., is here on a visit with his sister, Mrs. S. T. Harris. Mr. Abernathy is also spending some time with another sister, Lockney, Mrs. Mac Whor-on, while in this section on a combination visit and prospecting trip.

Floyd B. Powell of Dallas, state manager of the Central States Life Insurance Company is visiting W. C. Durham and G. C. Tubbs, and assisting them with their local agency matters.

EMBROIDERY CLUB MEET

The Embroidery Club met Tuesday at the home of Mrs. N. A. Armstrong, between the hours of 2 and 5 o'clock. Many of the members did not know where the meeting was to be held, and this, coupled with a number of conflicting engagements, cut down the attendance to only four women: the hostess, Mrs. Armstrong, Mrs. A. P. McKinnon, Mrs. John Howard, and Mrs. Sam Abston. Embroidering, sewing, and chatting in general comprised the afternoon's entertainment.

Mrs. John Howard will be hostess at the next regular meeting of the Club.

MRS. R. F. FRY ILL

R. E. Fry reached home yesterday afternoon from Greenville, and Mrs. S. A. Henry reached Floydada yesterday morning from Quanah, to be at the bedside of their mother, Mrs. R. F. Fry, who has been seriously ill since Tuesday.

Mr. and Mrs. Henry reside at Lubbock and were enroute to Dallas to attend a convention of Southwestern agents. Mr. Fry was with his family visiting his boyhood home when he received the message telling of his mother's serious illness.

Use Hesperian Want Ads for Results

OKLAHOMANS DUCK HUNTING

H. H. Hatchett of Clinton, Okla., manager of the Oklahoma Gas and Power Plant, and Mr. Mobley of Oklahoma City, superintendent of the Oklahoma Gas and Electric Company, are visiting the families of J. C. and Kight Dickey this week and engaging in their semi-season duck hunt on the Plains.

Mrs. Hatchett also accompanied her husband to the city and is visiting with her sister, Mrs. A. J. Welch, and other relatives.

Lots of men would make money, but for the trouble in trying to pass it.

PRIMARY P. T. A. CARNIVAL WILL NOT BE HELD SATURDAY

The scheduled primary P. T. A. Hal-lowe'en Carnival will not be held in the city Saturday evening, as announced in last week's Hesperian, according to an announcement by Mrs. G. V. Smith, president, this morning.

Inability of some of the leading members of the P. T. A. to take part in the carnival, and various conflicting engagements are given as the reasons why the party will not be held, officials stated.

Hesperian Want Ads Get Results.

# Smart, Impressive-Looking Styles In Suits and Overcoats

That Meet the Demand of Young Men!



That Will Please the Elderly Man!

Autumn is, as has been truthfully said, the "snappiest season of the year!"

It brings a yearning to man to be out and enjoying the energy-instilling, crisp air—the gorgeous colors of nature—and the thrilling sport events which the season brings. It gives him a welcome change of activities—both outdoor and indoor—that make his life happier.

Where'er those activities lead him, however, the right-thinking man sees that he is dressed correctly and impressively. To fulfill that desire, we invite you men of Floydada to choose your new Fall Suit, Overcoat or Topcoat from our present display of the season's most popular creations—all attractively low-priced!

STYLISH SUITS

Tailored to add strength and character to your appearance. The season's choicest fabrics—Woolens, Cheviots, Worsteds and Serges. Neatest patterns and shades. All two pants \$17.50 to **\$49.50**

NOBBY OVERCOATS

And Topcoats. Excellently made of the finest Woolens. Light or dark-toned color combinations or plain shades. Styled along the very latest lines, with a positive guarantee behind each one. **\$52.50** \$17.50 to

Sending the Whole Child to School



This means that we must send the child's body to school along with his mind.

A child has little means of comparing his vision with standard vision.

He has no means whatever of knowing or not his eyes are right. Until the child reaches the age of understanding and judgment, it is the duty of those in authority to know the condition of the child's eyes.

Most modern school systems have developed a health program, including on their staff trained health officers to look after the physical well being of the student.

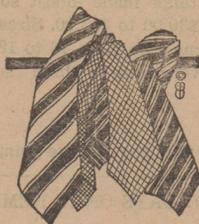
We have just equipped our refraction room with the best, most scientific Ophthalmic Instrument that could be purchased in the United States.

Phone or write for appointment  
Phone 254

Dr. Wilson Kimble

Eyesight Specialist, Floydada

## Men's Furnishings



For That Complete "Snappy Appearance"—Choose Haberdashery that will smartly harmonize with the rest of your new Fall attire. An excellent assortment here—featured by such appealing values as those quoted below:

SHIRTS with and without collars. No one can beat us on men's and boys shirts. **\$3.50** 95c to

NECKWEAR—real hand-tailored, the kind that hold their shape 50c to **\$2.50**

GLOVES—fabric and leather, **\$2.75** \$1.25 to

WOOL SHIRTS, extra heavy all wool Large assorted plaids **\$5.45**

HOSIERY—pure thread, full fashioned silk socks **\$1.00**

HATS—John B. Stetson and Our Own Brands \$3.50 to **\$16.50**

CAPS—by far the largest men's and boys' cap stock in town 50c to **\$2.50**

UNDERWEAR made of combed yarn, all you want **\$1.50**

SWEATER JACKETS—anything you want at less than the mail-order houses ask \$3.45 to **\$7.50**

# Baker Hanna & Co.

IT PAYS TO TRADE AT THIS STORE

After-the-Game Observations

The first home football game of the season with Lorenzo was witnessed by a crowd estimated at less than 300 persons. And most of them were school pupils. What's the matter, town folks? Your financial backing and persistent routine are necessary to the team's success. Ever see or hear tell of a winning team that wasn't solidly backed by the citizens of that town, both from the financial and attendance standpoint? Got to beat that at the remaining home games!

Our next home game is with the Lockney Long Horns, October 30, and it's going to be a hard game too. For Lockney, by winning over Olton last Friday, 27-6, has to meet defeat and is determined to subdue their ancient rival, Floydada, according to newspaper reports from that place, which also states that ALL of Lockney is behind the team. In all probability, a large delegation of Long Horn boosters will journey to our city to lend their full-hearted support to their team. Can Floydada do less? Be there then!

Which brings to mind the query—How come Lockney not in the running for the championship of Section 27—with four victories and no defeats to their credit. They're in the same section as Floydada, yet a recent letter from Roy B. Henderson, director of the Interscholastic League football race to Mr. Wester stated the semi-finalists of this section to be Floydada, Lamesa, Post and Slaton Somebody in error, sure. Or else the Long Horns haven't played in Section 2, and are not being considered by Mr. Henderson as a contender for the championship flag.

Bosley's thrilling run of about 75 yards behind perfect interference for a touchdown on the kickoff, after Captain Green had passed him the ball, was a thriller "right off the bat." The trick of pretending a run to one side of the field, where practically all of the players bunch together and run interference and then passing of the ball to another player with speed and a quick get-away who makes a sweeping run to the other side of the field is an old one, but it worked against the Lorenzo team. What matter the age of the play?

The High School pep squad did their part to instill some life into the game. Formation of the letter "W", their snake dance and so on between halves held the attention of the spectators. Arie Gamble, Tom Bishop and Buster Eubank are the student cheer leaders, and, with more practice, a real pep squad will be had at F. H. S. It surely will help the playing of the team too. Just ask the players themselves!

Dave Luttrall, star center on the Whirlwind teams of yore did his bit in advertising the game by "defacing" his delivery car in big white letters, telling of the game, where it was to be played and when.

Lorraine Britton, another old-time star, joined in the snake dance between halves and his size "showed up" the high school pupils to a considerable extent.

Weaver, coach of the Hornets, has won seven letters, in football, basketball, track, and baseball from John Tarleton College. He was one of the very best basketball players to ever wear the Purple and White of Tarleton, and will probably have a strong quintet at Lorenzo if all the prospects are able to come out for practice. Weaver says all of his football players, are from the country and that he has only had twelve men out for the team most of the time. This is the second year Lorenzo has had a football team, and, everything considered, they are making a good showing.

The Whirlwinds pulled an unusual formation in the game—the military order, all linesmen except the center "marching, right facin", and then "forward marchin". Numerous other formations aside from straight football are used by the players, which justified the query put to us at a previous game, "Who's your coach? Tell by those formations that he sure knows his stuff."

Almost enough penalties for an entire season—eight—calling for a total of 90 yards, were assessed against the Green and White, while but two, for 10 yards, were called on the Hornets. Penalties at crucial stages of various games have occasionally lost the game, or put the other eleven in a position to score. The causes for a penalty are usually due to carelessness or loss of temper in the player's eagerness to get even with some one, and are seldom justified, if ever.

A JEW'S TRIBUTE TO AMERICA

It was reserved for a Jew, a Rabbi from Cleveland, Ohio, to pay one of the most beautiful tributes to America yet penned.

The Rabbi, A. Silverby name, said, "God built Him a continent of glory and filled it with treasure untold. He carpeted it with soft rolling prairies and pillowed it with thundering mountains. He studded it with sweet flowering fountains and traced it with unending streams. He graced it with deep shadowed forests and filled them with song.

"Then He called unto a thousand people and summoned the bravest among them. They came from the ends of the earth, each bearing a gift of a hope. The glory of adventure was in their eyes and the glory of hope was in their souls. "And out of the memories of ages and the hopes of the world; out of the longing of hearts and the prayer of souls—God fashioned a nation you love, blessed it with a purpose sublime and called it AMERICA!"

The railroads represent more than 7 per cent of the national wealth of the United States.

BIRTH REGISTRATION VERY IMPORTANT

The importance of birth registration was emphasized recently by a letter received by the state board of health written from Honolulu by a former Texas resident, who stated that it would be impossible for his child to enter school there until a certified copy of its birth certificate was presented. Many of the states are also requiring birth certificates as entrance requirements to public schools, and the child born in Texas and unregistered, may later in life where his parents have moved to some other state, find himself barred from school, because no public record was kept of his birth.

Birth registration is necessary to prove legal age; for inheritance of property; for claims of widows and orphans; for settlement of insurance and pensions; for right to serve on jury; for entering military service; for right to vote; for entrance to school; for right to marry; for legal dependency; for driving automobiles; for tax income; for determining legal protection under the law; and for determining court jurisdiction.

Birth registration is also necessary to prove American citizenship: For passports to other countries; for readmission to the United States after residence abroad; for exemption from military service in foreign countries; for right to hold certain offices; for right of admission to certain professions; for collecting compensation from government; and for admission to school in foreign countries.

If you do not know whether your baby is registered, write your state board of health at Austin for this information, giving full name of baby place and date of birth. Any child born in Texas can still be registered on application of parents.—Ex.

WHO PAYS THE TAX?

Throughout the entire nation, both in towns and in the country, people are complaining of their taxes; and because of the pinch and the pressure, tax collectors, assessors and other public officials are exercising greater vigilance to prevent tax dodging. But with it all there are some very interesting things to be observed. For instance, there are some gigantic concerns in several of our large cities, popularly spoken of as "mail order houses. Their business has grown, in some instances, to colossal proportions. But people do not seem to stop and consider the business of these concerns from the standpoint of taxation as they might be expected to do under the circumstances. It is readily seen how a great deal of business and property might escape the assessor and the tax collector when dealing with concerns of this kind. For example, suppose the assessor were to call upon one of these big concerns ask about their stock of cream separators; he would probably be told that they did not have any separators in stock—though they might sell thousands of dollars worth of this kind of merchandise every year. Who, then, does have the separators? Well, possibly the assessor might be referred to a manufacturer in Waterloo, Iowa, as the proper party to see relative to the stock of goods—taking it for granted that this is the manufacturer supplying the cream separators. So the assessor of Waterloo is told to investigate, and he calls upon the manufacturer. But he is told that the manufacturer does not have any separators in stock as he simply manufactures goods on order from the big concerns that sell them. Then who does pay the tax? Or does anybody pay tax on the transaction?

Another interesting angle to the problem is found in the situation relative to local taxation for the building and maintenance of roads over which the mail is carried, delivering the goods of these big, rich and powerful concerns.

The farmer, merchant, manufacturer, carpenter, teacher, preacher and even the day laborer, when they have property, are taxed to support the affairs of the town and community—including the roads. But these big concerns are permitted to come into the local community, and transact business, in the aggregate running into hundreds of millions of dollars, without having to pay one cent for the privilege, in the way of taxation.

Some of these things should be considered by the people when confronted by the problem of meeting the tax situation. It is reasonable to demand of every individual or firm that he, or it pay taxes to help support the community where he, or it, sells goods—and makes money.—Exchange.

If a human being were to be completely covered with a coat of paint he would die within five hours.

Dr. W. M. Houghton

GENERAL PRACTICE  
Diseases of Women and Children a Specialty  
OFFICE IN MITCHELL BUILDING  
PHONES:  
Residence 250 Office 256

J. C. Dickey A. C. Goen

Dickey & Goen  
Real Estate and Loans  
Farm Lands, Ranches and City Property  
ALWAYS A BARGAIN  
Floyd County Correspondents for the First Texas Joint Stock Land Bank of Houston, Texas. 6 Per cent Interest. Prompt Inspection.  
Surginer Building  
North Side Square  
FLOYDADA, TEXAS

MAKE CAREFUL SELECTION BEFORE PLANTING TREES

For windbreaks and screens the white pine and firs, skirted with shrubbery, are very satisfactory. For shade the native trees are best. The oaks are hardy, comparatively free from insect pests and diseases, long-lived and stately. The American elm is graceful and clean, though not suited to close grouping; where the soil is moist, it is unexcelled for street planting. Where there is room the tulip popular may stand alone or form the center of a group. In the native forest the poplar will be found in the moist, rich covers. It is beautiful alike in bole and branch, leaf and flower.

The hard maples are favorites because of their beautiful form, abundant foliage and rapid growth. The soft maples and Norway and Carolina poplars produce a quick shade, but are short-lived and otherwise undesirable. Some of the nut trees and the cherry and apple, with their wealth of flowers and fruit, may find a place in the background.

Shrubs and flowers may break or conceal the foundation lines of the house. They may be grouped in angles and be planted as screens. The species—and there are so many elegant ones to select from—should be chosen because of their fitness of the purpose and to harmonize with the surroundings.

WHEN TERRIBLE BLACK DEATH RAVAGED ENGLAND

One of the first places in Europe where the black death appeared was at a small Genoese fort in the Crimea, the western terminus of the overland Chinese trade route. The Tartars were besieging the fort at the time, and Chinese merchants took refuge there. The siege was lifted by the investing army, which fled from the plague, thus spreading the infection southward into Asia Minor, Syria and Egypt. Ships from the Euxine carried the contagion to Constantinople and to the Genoa, and thence it radiated, fanshape, throughout the Mediterranean littoral.

In August, 1348, England's first black death victim succumbed in Dorsetshire. By November it had reached London. By the summer of 1349 it had dragged its pall of putrefaction over the entire island, including Scotland. Norwich, which had been the second city of the kingdom, dropped to sixth in size, more than two-thirds of its population falling victims of the scourge.

Cultivation of the fields was utterly impossible and there were not even enough able-bodied laborers to gather the crops which had matured. Cattle roamed through the corn unmolested and the harvest rotted where it stood.—National Geographic Magazine.

MAKING HIM USEFUL

The plumber worked and the helper stood looking on. He was learning the business. This was his first day. "I say," he inquired, "do you charge for my time?" "Certainly," came the reply. "But I haven't done anything." The plumber, to fill in the hour, had been looking long at the finished job with a lighted candle. Handing the two inches of it that were still unburned to the helper, he said, wistfully: "Here, if you must be so conscientious, blow that out."

WIND AFFECTS HOMES

Wind velocity has as great an effect on house heating as does temperature.

Plant Good Staple COTTON For Large Profit

Place order now for my Allen farm Acala Cotton seed. Quickest to mature a heavy yield of easily picked, premium staple. Seed offered are from cotton making three quarter bale per acre, selling for premium \$12.50 to \$20.00 per bale because of splendid staple. Buy your seed from a reliable, Registered Cotton Breeder and be sure of getting pure pedigreed seed of highest vitality and uniformity, which are State Certified, and fully guaranteed. Write quick for delivered price, stating amount of seed wanted.

JNO. D. ROGERS  
Registered Cotton Breeder  
Navasota, Texas

We Do

—Expert Auto Repairing.  
—We grind or hone cylinders.  
—We make flat crankshafts perfectly round.  
—Guaranteed acetylene welding  
—No job too Big or too Little  
—All kinds of machine work.  
—All Work Guaranteed.  
FLOYDADA MACHINE SHOP  
Located at Day & Night Garage

BUSINESS AS A PROFESSION

When I went to college three vocations were held out to students as white collar jobs—the law, medicine and the ministry. These were professions. A professor serves. The doctor serves his fellow man by curing his physical ills, the lawyer his legal difficulties, the minister his spiritual troubles.

But business? Money grubbing. And business men were tradespeople and shopkeepers. Business is not a profession, dear me, no! Barter and trade. Money-changing. All the traffic will bear. The public be damned!

What a libel on the American business man! He feels in his heart that he is of service to his kind. He has a claim on the professional spirit. He is raising by centuries the standards of living of millions of people. A carpet sweeper, the world's best music on a disc, individual transportation, a thermostat for the furnace, a tungsten light, radio. Make this the test: Recall a luxury of ten years ago. That luxury today is a necessity in every home in the land and the business man has made it so.

Service to mankind. The American business man, in his short life, has produced three times the material wealth that the whole world was able to produce in 1776. And in so doing he has administered to the comfort of humanity.—The Nation's Business.

Arthur Brisbane says: "In Texas, between Quannah and Stamford, the world's greatest potash beds have been discovered. It is a better grade of potash than the German product. The same extinct monsters, found in the beds, little dreamed how Providence was to make them useful."

"With intensive cultivation, Texas, could feed the entire population of the earth. Now that greatest of States finds the fertilizer for that cultivation."

Use Hesperian Want Ads for Results

How Doctors Treat Colds and the Flu

To break up a cold overnight or to cut short an attack of grippe, influenza, sore throat or tonsillitis, physicians and druggists are now recommending Calotabs, the purified and refined calomel compound tablet that gives you the effects of calomel and salts combined, without the unpleasant effects of either.

One or two Calotabs at bed-time with a swallow of water,—that's all. No salts, no nausea nor the slightest interference with your eating, work or pleasure. Next morning your cold has vanished, your system is thoroughly purified and you are feeling fine with a hearty appetite for breakfast. Eat what you please,—no danger.

Get a family package, containing full directions, only 35 cents. At any drug store. (adv)

HESPERIAN WANT ADS—QUICK RESULTS

**MARLIN HOT WELLS**  
WHERE LIFE GIVING WATERS FLOW  
Come to Marlin, the year-round health resort, for rheumatism, neuritis, stomach trouble and all chronic diseases. Modern up-to-date hotels, clinics and bath houses. Golfing and dancing. Ask your neighbor who has been here or write,  
**The Marlin Chamber of Commerce**  
MARLIN, TEXAS

For Economical Transportation  
**CHEVROLET**  
**features** that make this—the world's finest low priced Coach

In the Chevrolet Coach you will get scores of unusual quality features such as you would expect to find only on higher priced cars—dry disc clutch—extra large brakes—semi-floating rear axle with one-piece pressed steel housing—vacuum fuel feed with tank in rear—Remy electric starting, lighting and distributor ignition—Fisher VV one-piece windshield, automatic windshield wiper—and cowl lamps.

Come in and see for yourself this remarkable coach value.

Touring	\$525
Roadster	525
Coupe	675
Sedan	775
Commercial Chassis	425
Express Truck Chassis	550

All prices f. o. b. Flint, Mich.

**Floyd Motor Company**  
FLOYDADA, TEXAS  
**QUALITY AT LOW COST**

**You Promised That Boy a Suit If He Would Work Good!**

**WE ARE GOING TO HELP YOU KEEP THAT PROMISE By Helping You Get That Suit**

In order to help you get that suit for the boy, we are going to offer 15 suits Saturday and Monday, at a sacrifice.

These suits are tailor made misfit suits, that retail from \$30.00 to \$35.00. Sizes 33 to 36 will fit young men from 14 to 18. You will find everything in these suits but high prices.

The first six boys that buy, we are going to give 10 per cent off on these suits \$30.00 to \$35.00 **\$12.98**

FOR TWO DAYS ONLY REMEMBER—SATURDAY AND MONDAY.

We also offer in this sale one lot of children's cotton and wool School Dresses. Values \$2.69 to \$5.98 go at \$1.69 to **\$4.48**

One Lot Ladies and Children's Gingham Dresses at **89c**

**SHOES SHOES SHOES**

**YES** Just consult your mail order Catalogue, so you will know where to buy. Why buy from a mail order house when you have one at home that pays the freight.

**Seale-Robbins Dry Goods Company**

# BUY IT IN FLOYDADA

## The Money Spent In a Town is What Makes it Grow

Are you as much interested in the growth of Chicago, Kansas City, St. Louis, New York, Dallas, Fort Worth as you are in the growth of Floydada? Money spent in a town makes it grow. Part of Dallas' great growth came from money sent there by Floydada people. Why not keep the money here for Floydada's growth?

### CENTRAL FILLING STATION WILL CELEBRATE ANNIVERSARY MONDAY, NOV. 2

Central Filling Station, one of Floydada's most attractive motorist's service stations, will celebrate the first anniversary of its opening here Monday, November 2nd. Opening a year ago with Quality and Service as its motto, the station has had liberal and ever-increasing patronage, the last six months business having doubled that of the first six, according to A. N. Bratton, manager of the station.

"We have found Floydada an even better trading center than we thought when we opened our business here," Mr. Bratton said, "The people universally easy to make friends with and business relations generally pleasant and agreeable. We have tried to merit the good patronage we have had, and if service and quality will continue to hold our many good customers and add others as time

The Central Filling Station, Besides Being Attractive Is Located Conveniently Close to the Shopping District



—Photo by Wilson.

goes on, we will be mighty well pleased with the results."

Celebrating their anniversary Mr. Bratton plans to give away 100 boxes of Cold Patch on that day—Monday, November 2nd. The firm gave a large number of their customers a present on the occasion of their opening, and the desire is to remind them pleasantly of the day again by giving another present. The first 100 purchasers of five gallons of gas will each receive a box of Cold patch.

The station features three quality products of which they are particularly proud. They are Amalie Motor Oils, Texhoma Gas and Oil, and Sieberling Tires and Tubes. All of these are products of quality, and worthy of a place in the "Buy it in Floydada" campaign.

Are You a Member of the Chamber of Commerce? Boost Floydada. Work for Floydada All the Time

### The Following Progressive Firms Have Made This Campaign Possible:

<p><b>FLOYD COUNTY ABSTRACT CO.</b> "IS YOUR TITLE CLEAR?" We represent the owners of more than 300 Lots in Floydada, any part of town, and at any price. R. C. SCOTT, Mgr. Room 7, First National Bank Bldg.</p>	<p>The <b>Floydada Chamber of Commerce</b> Believes in "Buying it at Home."</p>	<p><b>Tourist Garage</b> T. E. Loran, Proprietor. General Auto Repairs. Tires, Gas, Oils. Phone US—No. 143</p>
<p><b>H. E. Cannaday</b> Contractor and Builder Plans and Estimates Cheerfully Furnished</p>	<p><b>Rutledge &amp; Company</b> Full Line International Dealers Phone 57 Floydada</p>	<p><b>Baker - Campbell Company</b> Dry Goods—Groceries—Hardware "Home of Good Merchandise"—Phones 4 and 5</p>
<p><b>Wilson Kimble Optical &amp; Jewelry Co.</b> "The House of Confidential Credit." Eyesight Specialist Phone 254</p>	<p><b>Wilson Studio</b> The Photographer in Your Town Portraiture by Photograph Phone 162</p>	<p><b>The First National Bank</b> Capital and Surplus \$100,000.00 E. C. Nelson, Pres. J. V. Daniel, Cashier</p>
<p><b>Miladye's Specialty Shop</b> Ladies' Ready-to-Wear and Millinery "Where Style Triumphs."</p>	<p><b>Lewis &amp; Davis Gin Company</b> Phone 280 Floydada</p>	<p><b>Surginer &amp; White Motor Co.</b> Dealers in Star and Durant Motor Cars</p>
<p><b>Day &amp; Night Garage</b> J. M. Hughes, Proprietor Prompt, Pleasing Service. Reasonable Prices</p>	<p><b>Olympic Theatre</b> "The Home of Good Pictures" P. W. CLOUD, Mgr.</p>	<p><b>Texas Utilities Company</b> "For a Bigger and Better Floydada" E. E. Brown, Mgr. Phone 232</p>
<p><b>R. E. FRY, Representative</b> Floydada, Texas. Southwestern Life Insurance Co.</p>	<p><b>E. E. Boothe Bakery</b> We spare no Expense in preparing a Loaf that will Satisfy Our Customers. Ask your Merchant for Bread Baked in Floydada</p>	<p><b>H. O. Pope &amp; Son</b> General Electric Repairs, Battery Charging Philco Batteries U-Drive-it System</p>

**PATTON TRIO APPEAR TONIGHT**  
SCHOOL AUDITORIUM, 7:30

Something quite new and extremely entertaining is promised local music lovers tonight with the appearance of Lowell Patton and His Artists—an entertainment known as the "Puturistic Musical Program"—at the high school auditorium, at 7:30 o'clock. This is the second of a series of Lyceum programs being sponsored by the senior class of F. H. S.

The brothers, Lowell and Gault Patton, and Ludovic Hout compose the Patton Trio. They all possess fine voices, while Lowell is an unusually good pianist. He was organist in the Pilgrim's Congregational Church in Portland at the age of 15, and began at that early date to teach piano and organ. In addition, Lowell Patton was chosen pianist with the famous Flying Squadron a few years ago, and appeared in every principle city in the United States. As a "Gob" during the war he was song leader at Bremerton Navy Yard. In December, 1922, he went to Europe and spent three months in study and in getting new ideas and material for the trio.

All three artists are endowed with additional talents which permit them to do justice to the difficult program which require a great deal of skill and artistry. There are six episodes, sandwiched between a musical prologue and an epilogue. The episodes are Russian, Old-Fashioned, Religious, Popular, Oriental and patriotic, giving opportunity for a vivid array of costumes and introducing character songs, sacred chants and dances. Above all the program is said to be delightfully refreshing—as well as musically and artistically complete in every detail.

**Providence News**

Providence, October 26.—Cotton is opening fast since the heavy frost, and cotton pickers are wanted here.

Mr. Allgood has seven bales of cotton open, and no one to help him gather it. Icie Crouch spent Sunday with her parents; she is attending school in Plainview, we understand.

The dance at Mr. Boedeckers was well attended Saturday night.

Mrs. F. M. Kennedy and little daughter spent Saturday and Sunday with her daughter, Mrs. J. A. Zimmerman, of Snyder.

Mr. and Mrs. Doc Bennett visited a few days with his parents last week.

Miss Ola Mae Gamble spent Saturday night with her cousin, Miss Beulah McCarty of Prairie View.

Mr. and Mrs. Brock went to Snyder Friday evening, returning Sunday evening.

The Watkins man was in our community last week.

Saturday and Sunday was quite cold here.

**BELLAH, A CIVIC BOOSTER**

An eagerness to line up with the Chamber of Commerce and other local civic organizations has been expressed by A. G. Bellah, in charge of the Army Store, recently opened in the city, according to Secretary Highsmith.

Mr. Bellah decided to establish a branch army store in Floydada only after a careful study of the Plains country, and reports the things which caused him to locate here were the fine crops of the county and the wide trade territory of the city itself.

**KENNETH BAIN**

LAWYER

Rooms 12 and 13

First National Bank Building

General Practice

**Clapp Told of Counties' Resources at Banquet**

(continued from page 1.)

The percentage of gain has been greater in the rural districts than in the independent districts. Of the thirty-two rural school districts twenty-two have \$1 tax rates for local school support and nineteen of these have provided brick schools for their children in an effort to give adequate physical provision for common school education for their children. Twenty-seven schools have wells and windmills to provide water to drink and to water flowers and trees on the grounds and fourteen have teacherages. In the entire county there are employed 120 teachers he said, and seventy-seven are in the rural schools. The shortest school term any school in the county has is seven months. Twenty-six schools have eight-month terms, three have seven-month terms and one a nine-month term. Salaries range from \$65 to \$175 per month, with an average of \$125, Mr. Scott said.

A. B. Brown, president of the First National Bank, of Lockney, declared that West Texans liked to do things on a big scale. "I sometimes think we see such big opportunities and so many of them that we get too ambitious," he declared. "I am convinced that the salvation of our county lies in diversification. He put the figures for the past twelve months of dairy products produced in the county at 3,000,000 pounds, and estimated the fall row crops in the county for this year at \$7,000,000. "The county is in the best financial position in its history," he said, and declared further that there is no question about the future of the county. "The men who are most successful in Floyd County at this time are the men on the 160-acre farms, and the time is coming when much of our county will be farmed on a truck farming basis," Mr. Brown declared.

R. E. L. Muncy, prominent farmer of Muncy, came to Floyd County thirty years ago when it was the home of the cow. He said that he wondered, when the cattle industry began to wane, what would become of the country. He wondered no longer, he said because it has given ample evidence that it is a farming country. "The future of our county lies in diversified farming," Mr. Muncy said. "Diversification is worth while in many ways, three reasons given

by the speaker being that this plan of farming rested the farm land, gave the producer a chance at all the markets, and helped in the solution of the labor problem.

Speaking on the value of wheat in the scheme of farming in Floyd County, J. I. Hammonds said for the six years past the average production of wheat on his farms has been 18 bushels per acre, including 1925, which proved to be practically a total failure for wheat. He pointed out the fact that the grade of Floyd County wheat is high and that ample facilities for getting the grain to market are available through ten well-equipped elevators in the county.

Glad Snodgrass talked from experience on the raising of cotton in Floyd County. In his experience it has been the best paying crop he could raise on his farms, he said. His rental return average over a period of thirteen years has been \$7.30 per acre. This year he has 800 acres of cotton on his farms.

"Floyd County is an outstanding county in the production of poultry," E. S. Shoaf, poultry raiser said. "Besides the consumption of poultry and poultry products in the county last year we shipped \$277,000 worth of chickens to market," he declared. "We are trying to put the county on the map for fine poultry, and have a live poultry association that is fostering the movement in the county with the aid of the boys' and girls' clubs of the county, and will have a big show in Floydada this fall.

F. C. Nelson, Sr., president of the First National Bank, city, declared that when Floyd County came into its own it would

be a county of little farmers who are not trying to cover too much territory in their operations. Speaking of the growth and development of Floydada, he declared that in the fifteen years of his residence here he had never seen the town stop growing and that it is destined to be the best town on the plains.

Maury Hopkins, Secretary of the Plainview Chamber of Commerce, praised the people of Floyd County for their efforts to provide fully for the education of their children.

Carl McAdams, president of the Security State Bank of Lockney, acknowledged an introduction and said that his many years of experience in Floyd County led him to believe it is one of the outstanding counties of the state.

T. S. Stevenson, president of the Floyd County National Bank, city, pointed to the financial strength of the county as illustrated by the fact that the county came through with flying colors in the period of depression.

Mrs. L. V. Smith told of the progress of ladies club work in the county, and of the accomplishments of the federated clubs in the county to date. Of the seven federated clubs the first year the aims were the obtaining of a home

demonstration agent for Floyd County, the agitation for rural high schools, and the fostering of a flower show, which has been largely successful already for two years, and which will furnish inspiration for beautifying the homes of the county.

The slogan of the federated clubs for next year is elimination of the two per cent illiteracy in Floyd County, 100 per cent birth registration and good roads. I. D. Cole, Amarillo traveling salesman, acknowledged an introduction, and declared that the great change in the plains country in the seventeen years of his experience here, is very inspiring.

Mrs. Clapp acknowledging an introduction, declared that the vast expanse of the plains country was awe-inspiring. She is much impressed with the modesty of the people and their forward-looking attitude in this section, she said.

E. S. Shoaf, acting secretary of the Chamber of Commerce, in the absence of R. A. Highsmith, had charge of the arrangements for the banquet and received a number of compliments for the pretty manner in which it was staged. T. R. Webb, president of the Chamber of Commerce, as master of ceremonies, introduced the speakers.

Mr. and Mrs. Clapp left Friday for

Plainview. They came to Floydada from Lubbock Thursday afternoon. They spent Friday and Saturday at Plainview, Tulia and Amarillo.

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