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Unusual Play Tonight Is Boy Scout Benefit

Plainview Little Theatre Players Present "Skidding" at Palace Theatre at 8:15.

Tonight, at the Palace Theatre, the Plainview Little Theatre Players present "Skidding," a double-royalty comedy-drama, as a 100 per cent benefit for the Boy Scout Council of the Central Plains Area.

"Skidding" is a popular political play, in which the central figure, Judge James A. Hardy, is seeking re-nomination as a district judge with a federal bunch of political schemers making every effort to thwart his efforts because he refuses to render a prejudiced decision in a certain graft case.

Besides his political worries the judge encounters many complicating situations within his own family. One daughter is displeased with her husband because he wants to "go" too much when she wants to stay home. Another daughter wants to "go" and her husband is a home lover. Another daughter just home from college, "a chip off the old block," is politically inclined and the young engineer with whom she is enamored is strongly opposed to her political activities.

It might be interesting to know who these players are in real life. Judge Hardy is played by E. B. Miller, advertising manager of the Plainview Evening Herald. His wife is played by Miss Rena Belle Akesson, teacher of expression. The two older daughters in the Hardy household are presented by Miss Phyllis McKnight, teacher of music in Junior High School and Miss Sarah Bruner, grade teacher at Central School. Grandpa Hardy is played by Jock Woodward, sports editor of The Plainview Evening Herald. The younger daughter is portrayed by Miss Wilma Friedsam, teacher of English at Wayland College. The Hardy son is in the hands of Ruffin Blard of the Blard Buick Co. The old maid aunt is played by Miss Eppie Irons, teacher of English in Plainview High School. W. J. Klinger, auditor for the Texas Land & Development Co., plays the part of the campaign manager and Billy Bromley, manager for Daniel Paint & Glass Co., plays the part of the young engineer. The play is under the direction of E. B. Miller.

"Skidding" is an intensely human play on which The Players are paying a double royalty. It was first produced at the Bijou Theatre in New York, May 21, 1928. Tickets for the performance are on sale at White Drug.

L. A. WILSON NEW HEAD SO. PLAINS EXECUTIVES

L. A. Wilson, of Slaton, was elected president of the South Plains Executive Secretaries' Association at the session of the organization in Lubbock Tuesday of this week. Faye Guthrie of Lockney, vice-president, and A. B. Davis, of Lubbock, secretary.

S. W. Ross of this city, was named a member of the executive committee, of which the other members are Wm. A. Wilson, of Lamesa, C. B. Martin of Tulia, Maury Hopkins of Plainview, and C. C. Williams of Tahoka.

High lights in Tuesday's meeting were talks by Colvin Brown, organization manager of the United States Chamber of Commerce, D. A. Bandeen, manager of the West Texas Chamber of Commerce and Sterling C. Evans, district agent of A. & M. Extension Service.

S. W. Ross and O. P. Rutledge, of this city, attended the meeting.

SMALL AUDIENCE ATTENDS PROGRAM GIVEN BY LUCEY

Only a small audience attended the very interesting and entertaining program presented by Thomas Elmore Lucey at the High School Auditorium last Friday evening. Lucey is declared to be the most widely traveled man ever to appear on the stage in this city. He has been on the chautauqua and lyceum platform for more than twenty years, and has circled the globe a number of times.

His program last Friday evening consisted of humorous stories, impersonations, poetry sketches, philosophy, talks on various lands, songs, and crayon sketches. Not once during the program, did the interest lag, and the entire program was well received.

The program last week was given under the auspices of the Hesperian Annual Staff.

Quanah Rotarian



R. R. GILLILAND

Who has been proposed for Governor of the Forty-First District of Rotary by the Quanah Rotary Club, is prominent in business, social and civic enterprises in his city. Selection of the governor of the district will be made at Temple in a meeting scheduled for April 23-24.

F. F. A. Boys Program Expected To Be Good

Proceeds of Entertainment Friday Night to Pay Judging Trip Expenses.

The program to be staged Friday night of this week at the High School Auditorium by the local chapter of the Future Farmers of America, is expected to furnish a full night's entertainment, and the boys are looking forward to it as a means of defraying the expenses of their judging teams to Tech College and A. & M. College this spring.

The program is to consist of good music, furnished by the F. F. A. Harmonica Band, singing by the High School Glee-Clubs, samples of blackface jokes and fun, and magic. The blackface funsters are Layton Dorrell and Joe Pennington and their partner is C. W. McCarty. The latter does tricks of magic. Twenty-five or thirty others appear in the scenes in singing and musical parts.

The Harmonica Band is composed of members of the Vocational Agricultural Class, some ten boys who can play harps and guitars well.

Reserved seat sale for the entertainment began this morning at the Woody Drug Store, the admission tickets including reservation being 35 cents.

Floydada Oliver Day Set For Next Tuesday

Tuesday of next week, February 4, is Oliver Day in Floydada, according to an announcement made this week by L. C. McDonald, dealer for Oliver farm implements. Oliver Day will be featured by a school and entertainment at the Pinkner Motor Company, where Mr. McDonald has his headquarters.

Movies, chart lectures, a school of instruction on the use and care of implements, and various kinds of amusements are the outstanding features of the planned entertainment, and Mr. McDonald extends a cordial invitation to all farmers in Floyd County to attend.

State and district Oliver officials will be present to conduct the school, according to the plans. Among those expected are S. D. Marks and R. P. Lehr, of Amarillo, and Mr. Cronk, assistant manager of the State headquarters at Dallas.

Mr. McDonald states that among the unusual things planned for the school, will be a secret bid on a one-way Oliver Plow which will be sold to the highest bidder. Lunch will be served at the school, he said.

TO CULL POULTRY
A. S. Cummings, proprietor of the Floydada Mill & Elevator, this week announced that he would have a culling expert in Floydada on February 6 and 7 for the purpose of culling hens for those who desired his services.

The expert is sponsored by the Universal Mills.

Miss Inez Paschell, who is teaching school at Idalou, spent from Wednesday till Sunday with her parents, Mr. and Mrs. W. N. Paschall. Her school was closed on account of frozen pipes and a heating system out of order.

W. N. Paschall and son, Roy, were in Plainview last Saturday on business.

J. E. Horton and Herbert Sims visited in Plainview Tuesday. Mr. Horton visited his brother, Pat Horton and Mr. Sims visited Scott McGehee who is in the Plainview sanitarium.

Sweaters Presented to 18 Whirlwind Gridsters

Chester deCordova, Snappy Right Guard, Chosen as Captain of 1930 Whirlwinds.

Heroes of the F. H. S. gridiron received their last and greatest honors of the 1929 grid season yesterday at noon, when eighteen husky football players were presented with the school's honorary lettered sweaters of the green and white. Before the admiring eyes of the entire high school student body, the young warriors of the pigskin sport assembled to receive the final tribute of local grid fans to reward the successful seasons just completed.

Hardly had the honors been presented to the 1929 gridsters for their good work of the past season, until the first plans for the 1930 season and the new captain announced. Chester deCordova, snappy little right guard during the past year, and a member of the Junior Class of the high school, was named to the captaincy of the 1930 crew of Whirlwinds. While deCordova has only one lettered year to his credit, he has background of several years practice on the grid, and a clear record of honesty and good sportsmanship.

Just as Captain Howard Welborn lead his 1929 Whirlwinds through an almost perfect season, local ball fans are looking forward to the same kind of performance when the 1930 leadership will be left in the hands of the new commander.

Principal Harper Scoggins made the presentation of the new sweaters to the members of the 1929 Whirlwind squad. In a few remarks before the presentation, Mr. Scoggins brought out the fact that sportsmanship as well as playing ability, played an important part in the success of any football player and any team. Captain Welborn and Captain-elect deCordova also made short talks.

The beautiful football sweaters are loose-knit slip-over style, in a very attractive shade of green. A large letter "F" is set out in green Chenille bordered in white. White stripes on the left sleeve indicate the years each player has lettered on the team. Two white stars on the right sleeve of Captain Welborn's sweater indicates two consecutive years as captain of the Whirlwind crew. Welborn is the only member of the team to receive three arm stripes for three years service on the team.

Only two members of the team received two stripes for two years work on the team. They are Joe Terry and Starks Green. The other Whirlwinds who were presented with sweaters Wednesday were Chester deCordova, Robert Welborn, Carl Nelson, Duncan Hollums, Joe Smith, Alsie Carlton, R. L. Stovall, Claude Langford, Floyd Bell, Joe Pennington, William Smith, Ernie Widener, and Floyd Murray. Buster Smalley, Whirlwind mascot, was also presented with a sweater. A special sweater for Coach Troy Jones is enroute.

Looking into the future, Coach Troy Jones predicts a strong grid team for 1930. Of the letter men this year, he will have seven to return for duty next spring. They are deCordova, Welborn, Langford, Bell, Pennington, William Smith and Floyd Murray. With this crew of experienced men to begin the season with, the future looks very bright he said.

O. W. Teems Succumbs At Home Near Sd. Hill

O. W. Teems, who had been ill for nearly a year at his home three miles south of Sand Hill, died Tuesday afternoon of this week, and the remains were buried in Floydada Cemetery Wednesday afternoon at 2 o'clock. Burial was in charge of Verlon Harmon.

The funeral was preached by Rev. G. W. Tubbs, of this city, at the Cemetery Chapel.

O. W. Teems had been a resident of this county for a number of years. He was nearly forty-nine years of age when he died.

Surviving relatives are his wife, and one daughter, Mrs. I. J. Thompson.

E. A. GARNER LEAVES FOR HOBBS, N. M., THIS WEEK

E. A. Garner, who has been owner and manager of the Floydada Welding Works, on South Main Street for the past five years, is leaving this week for Hobbs, New Mexico, where he will go into the same line of business. His equipment and stock he is taking with him.

Lease on his shop building here has been taken by L. M. Stephenson, of San Angelo, who is installing his own plant in the building. "I will be in and out of Floydada from time to time," Mr. Garner said Wednesday. "And meanwhile I wish The Hesperian would remember to say 'thank you' for me to all my customers and friends over this section, and express my appreciation of them and their business in the past."

Gradual Ground Thaw As Thermometers Rise

Material rise of the temperature over Floyd County and the plains area during the past week, has seen the disappearance of the snow that covered the county and also the gradual thawing out of the ground, which was frozen to depths not equalled in ten or fifteen years during the period of near-zero and sub-zero weather that prevailed during middle January.

Repair of the damage done by the cold has been in steady progress, the principal items being frozen pipes and burst water containers. In Floydada gangs of workmen have been busy for more than a week thawing out frozen service lines and some of the smaller mains. At one time City Water Superintendent G. R. Strickland had more than two hundred water users on a list of those out of water on account of frozen lines. The cost to the city will run into hundreds of dollars besides the inconveniences caused to water users. In instances where service lines are being thawed the lines are being laid ten to fifteen inches deeper. The same condition is said to prevail in practically all cities and towns of this section.

SERIOUS DAMAGE DONE BY FREEZE IN MAGIC VALLEY

Serious damage was done by the recent severe cold wave that spread over Texas, and has left a big job of repairs in practically all sections. Reports received here by J. H. Shurbet indicate the cold extended to the southernmost portions of the Rio Grande Valley. Trees on his farm near Raymondville were damaged, according to reports from Jim Shurbet, the fruit in the orchard being ruined, and possibly a part of the trees killed, Mr. Shurbet said.

CATTLE LOSSES NOT LARGE SAYS OWNER OF TM BARS

Col. Thos. Montgomery, owner and manager of the TMBAR Ranch, southeast of Floydada in Floyd and Crosby Counties, says the losses in cattle today have not been serious. The Colonel was in town Tuesday for the first time in three or four weeks. "It is my observation in the cattle business that cold spells like the one we have just had, kill more cattle in March than they kill in January," the cattleman said. "In fact, the losses of range cattle in March will exceed all the losses of all the other months on the average."

Victors at Silverton Meet Win Over Locals

Facing a team that they had crushed earlier in the season, and who later brought a surprising climax to the Silverton Lions Club Invitation Basketball Tournament, the F. H. S. Whirlwind five went down before the Lakeview High School of Hall County in their first game of the meet last Friday at Silverton. Of the twelve teams entered in the meet, the Lakeview and Floydada crews were the two teams matched in the fourth preliminaries.

Handicapped by the loss of Jess Lanier, first string man who was unable to go, and Welborn, who was put out of the game because of personal fouls, the Whirlwinds staged a hard fight against the Lakeview five and held them to a 25 to 27 score.

Strong favorites in the beginning, including Floydada Turkey and Memphis, fell by the wayside in the preliminaries and the final contest was waged between the Lakeview cagers and the Farwell crew. Lakeview proved the stronger and took the long end of a 15 to 26 score. The hardest game played by the visitors, and the closest score of the meet, was against the Floydada Whirlwinds.

The teams entered in the tournament were Silverton, Memphis, Turkey, Floydada, Plainview, Farwell, Carey, Quitaque, Newlin, Matador, Union Hill and Lakeview.

BUYS ELIDA HOTEL, TO SELL HOME HERE SATURDAY

J. A. Callihan, who recently purchased a hotel at Elida, New Mexico, plans to move to that place to make his home shortly after disposing of his home here.

The Floydada home will be disposed of at public auction Saturday afternoon, when Cols. Seale & McDonald will have charge of the auction. Mr. Callihan returned from Elida Tuesday.

TAYLOR GRAY BUYS MOTOR INN, EFFECTIVE SATURDAY

W. T. (Taylor) Gray has bought the stock and equipment of the Motor Inn from Doc Sullivan, and will assume charge of the business Saturday of this week, he announced Wednesday.

For the last five years Mr. Gray has been connected as sales and service man with the Consumers' Fuel Association, resigning a month or two ago.

The Al Smiths, Senior and Junior



Bronzed by a warm Florida sun, Al Smith, 1928 Democratic candidate for President, is shown here with his son, Alfred E. Smith, Jr., resting after a round of golf at Miami, Beach, Fla. The title "Happy Warrior" seems correctly to befit the New Yorker in this picture.

Strong Ralls Quintet Meet Locals Tonight

Whirlwind Cagers Go Down Before Plainview For Second Time Wednesday Night.

Fans of the cage sport will have an opportunity tonight to view an almost perfect combination of strong defense and fast offense when the Ralls Jackrabbit quintet meet the F. H. S. Whirlwind five at the Andrews Ward Gym. The Ralls cagers are heralded as one of the strongest high school organizations in the state. Only twice this season have they tasted defeat, and one of these by the Estelline five, who are declared by fans to be probably the strongest in the Panhandle.

Tonight's game will be the second between the local five and the Ralls boys, and is looked forward to as one of the most interesting practice games of the season. Before Christmas, the Jackrabbits took the locals under for a 20 to 13 defeat, but when the game is called at 7:30 tonight, fans expect to see a closer game.

A weak offense proved to be the factor that spelled a 19 to 15 defeat for the Floydada cagers last night in their second game with the Plainview Bulldogs. Although they held the visitors to a close score throughout the entire game, they could never put over the finishing touch to take a lead. Tillson, Plainview guard, succeeded in dropping many long ones into the basket from the center of the court, despite the efforts of the Floydada defense.

At the end of the half, the score stood 10 to 6. The score rocked back and forth, with the Plainview quintet still holding a four point lead over the locals at the end of the encounter.

Starting line-up of the Plainview team last night was as follows: Panell and Tillson, forwards; Terrell, center; Laird and Churchwell, guards; Floydada's starting line-up, which will probably be in the start tonight, is composed of Joe Smith and Lanier, forwards; Ashton, center; Welborn and Widner, guards.

W. L. MITCHELL SERIOUSLY ILL SINCE WEDNESDAY A. M.

W. L. Mitchell has been seriously ill since yesterday morning at his home on West Mississippi Street, with an affection of one lung, which developed within a few minutes.

Mr. Mitchell, who is employed with F. C. Harmon, was at home for breakfast shortly after opening the store, when one lung seemed to collapse. Local physicians have been in consultation on the puzzling case at various times during the day and a half since. Apparently one lung is not affected, friends report.

Reports from the bedside this morning are that he is greatly improved. His breathing is more natural and doctors are pleased over his improved condition.

ATTENDS SECTIONAL MEET MAJESTIC RADIO DEALERS

J. A. Arwine, Floydada dealer in Majestic radios, Monday attended a meeting and conference of dealers of this section held in Amarillo with officials of the company.

Outlines of plans for the 1930 selling campaign, along with discussions and demonstrations of the new models, occupied the attention of the meeting during the day.

Keen Rivalry Keynote Of Plains Cage Meet

Strong Teams Accept Invitation to Basketball Meet Here Next Friday and Saturday.

That the fourth annual South Plains Invitation Basketball Tournament which will be held in this city on Friday and Saturday of next week, will be the greatest success of any tournament ever held in this section, is reflected this week in a report sent out by Whirlwind Coach Troy Jones, who announced that at least fifteen, and possibly eighteen or twenty of the best basketball organizations in the South Plains will be represented in the meet.

Definite acceptances from high school teams in cities within a radius of 100 miles have already been received by the coach, and a number of last-minute acceptances are expected to be received. "With favorable weather conditions prevailing, it will undoubtedly be the largest invitation meet ever held in this section of the Panhandle," the Coach stated yesterday.

The meet will not be an affair for weak teams or amateurs, it was pointed out. Such teams as those produced by the Seagraves, Slaton, Lubbock, Plainview, Ralls and Post High Schools and keen rivalry competition and keen rivalry throughout the two days. Floyd County cage fans will have an opportunity to see the very best of basketball material at work on the local field. Enthusiasts declare that the district winners, and possibly the state winners will be represented in the Floydada tournament.

Floydada's high school Whirlwind five, who four years ago sponsored the first meet of this nature ever held in the South Plains, are scheduled to run strong in the competition this year. Coach Jones points to recent close games with the strongest of the teams to participate in the meet, with the assurance that his boys have grown in strength and knowledge of the cage sport during the past few weeks. "Our boys will run good in the meet, and we hope to keep the championship honors right here at home," he told a Hesperian reporter yesterday.

Suitable trophies for the winners and the runners-up will be presented following the final championship contest Saturday night. The Whirlwind Athletic Fund and the Floydada Chamber of Commerce will present the awards.

By Wednesday afternoon, acceptances had been received from Quitaque, Lamesa, Lubbock, Lorenzo, Ralls, Petersburg, Olton, Plainview, Lockney, Turkey, Post, Slaton and possibly Seagraves, Crosbyton and Idalou.

All of the games, beginning with the first preliminaries Friday morning and closing with the final contest Saturday night, will be played in the Andrews Ward Gymnasium.

Farm Bureau Elects Officers For 1930

Jno. L. West, of this city, is president of the Floyd County Farm Bureau Federation for the year 1930. W. B. Jordan is vice-president and Hal Scott, secretary-treasurer being chosen Wednesday afternoon of last week in Floydada at the annual meeting of the members.

The following were elected directors: Geo. T. Meriwether, A. Tubbs, M. D. Ramsey and J. Green, director-at-large.

Wednesday afternoon's meeting was a postponed assembly of the members, called by T. J. Gill, 19 secretary, following the failure of the first meeting to get a sufficient number to transact business on a count of bad weather. The meeting was held at the county court room.

The Sap's Small Town Comedy Palace Feature

"The Sap," a Warner Bros. talking picture, which the Palace Theatre presents as its Sunday Monday feature, is a slice of small town life with small town comedy in which you know every character, Jack Deakins, manager of local theatres says.

Everett Horton, who won much favor in "The Hotentots," is called "The Sap." They thought was a clown, but he turned the tables on the Smart Ales and the town by storm in this humorous comedy.

Sophie Tucker in "Honky Tonk" for Friday night is a return engagement of the play presented the New Year's Midnight Matinee. The film was burned at that time and many who wanted to see the picture did not get to see it. Hear Sophie in her characterization of the woman of night shows.

Mr. and Mrs. Albert Clubb, daughter, Patsy Gene, and son, Albert Jr. of Petersburg, were in Wednesday on business.

Mrs. Roy Bruner and daughter Christine, of Tucumcari, N. Mexico, visited Monday and Tuesday with Mr. and Mrs. C. S. Gray and family.

M. E. Church Stewards Banquet Friday Night

Stewards of the Floydada M. E. Church, South, will be entertained tomorrow evening with an informal banquet at the Methodist Church, by the Epworth League of the church. Thirty-five or more plates will be served on the occasion.

A number of speakers, versed in the church affairs, will address the group, it was announced.

Local Merchants Show New Spring Creations

While Floyd County still shivers from the effects of recent snow storms and blizzards, milady of Floyd County who is always seeking the newest in wearing apparel views the parade of new Spring creations being shown for the first time during the past two weeks by Floydada merchants. Although the ladies of the household set the pace in the introduction of new styles, the gentlemen are not lagging behind this season, and are already selecting patterns and styles for their new spring clothing.

A large per centage of clothiers and wearing apparel merchants of this city are this month showing the first wave of new styles, and are making plans to introduce the later creations by the second or third week in February. The Vanguard of buyers for local establishments have left during the past week for Eastern markets to make selections and many other buyers will leave during the first few days of February.

Present indications are that Floydada merchants will take the lead this season in presenting the new spring creations, keeping in step with the metropolitan centers.

NEW DATE SET FOR SCOUT COURT OF HONOR IN FEB.

A Court of Honor for the Floydada Boy Scout Troops, will be held in the District Court Room of the court house on the evening of Friday, February 14. It was announced this week by District Scout Executive E. L. Roberts.

The court had been postponed from an early date in January, and the new date was set Wednesday when Mr. Roberts was in this city attending to official scout matters.

LOCAL MARKET

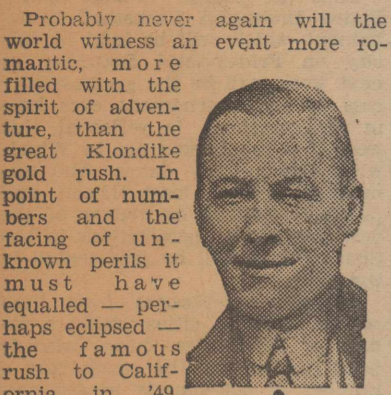
Table with market prices for Poultry, Chickens, Eggs, Cream, Grain, Cotton, etc.

The TRAIL OF '98

A Northland Romance

by Robert W. Service

ILLUSTRATIONS BY IRWIN MYERS



Probably never again will the world witness an event more romantic, more filled with the spirit of adventure, than the great Klondike gold rush. In point of numbers and the facing of unknown perils it must have equalled — perhaps eclipsed — the famous rush to California in '49.

After that famous excitement and the succeeding one of the Black Hills it was fitting that the Nineteenth century should close with the strangest and most glittering epic of all—the trek to the frozen valley of the Yukon.

The argonauts, men and women, represented every class and occupation—a cross section of society—and naturally there were artists of every description, painters of pictures and writers of prose and poetry. Among the latter none was more gifted or has rendered a more vivid transcription than Robert W. Service. Perhaps the poetic gift was in him before he encountered the spell of the Northland. At any rate it was not developed; and it is a fact, as he has testified, that it was the magic of the country and the thrill of the things he witnessed that aroused him to poetic expression.

After celebrating the epic of '98 in many wonderful poems, Mr. Service now essays to present its tremendous drama and beautifully romantic qualities in prose. The poetic thought is still visible even though the meter has been discarded. In considering the motif of the story the opening lines of one of his famous verses come to mind: "This is the law of the Yukon, and ever she makes it plain: Send not your foolish and feeble; send me your strong and your sane." It is a story which pictures the strong and the steel-nerved in triumph; the weak and the fearsome in defeat. In particular, it is a story of one strong man giving of his best to protect a weak woman.

CHAPTER I

As far back as I can remember I have faithfully followed the banner of Romance. It has given color to my life, made me a dreamer of dreams, a player of parts. As a boy, roaming alone the wild heather hills, I have heard the glad shouts of the football players on the green, yet never felt to join them. Mine was the richer, rarer joy. The spirit of Romance beckoned to me. I would adventure in the stranger lands, and face their perils and brave their dangers. The joy of the thought exulted in my veins, and scarce could I bide the day when the roads of chance and change would be open to my feet.

It is strange that in all these years I confided in no one. Garry, who was my brother and my dearest friend, would have laughed at me in that affectionate way of his. You would never have taken us for brothers. He was the handsomest boy I have ever seen, frank, fair-skinned and winning, while I was dark, dour and none too well favored. He was clever, practical and ambitious, excelling in all his studies; whereas, except in those which appealed to my imagination, I was a dullard and a dreamer.

Yet we loved each other as few brothers do. Not excepting mother, Garry knew me better than any one has ever done, and I loved him or it. It seems overfond to say this, but he did not have a fault: tenacious, humor, enthusiasm, sympathy and the beauty of a young god—all that was manfully endearing was expressed in this brother of mine.

Our home was an ideal one; Garry, tall, fair and winsome; myself, dark, dreamy, reticent; and between us linking all three in a per-

fect bond of love and sympathy, our gentle, delicate mother.

Mother must have worried a good deal over my future. Garry was the young laird, and I was but an idler, a burden on the estate. At last I told her I wanted to go abroad, and then it seemed as if a great difficulty was solved. We remembered of a cousin who was sheep-ranching in the Saskatchewan valley and had done well. It was arranged that I should join him as a pupil, then, when I had learned enough, buy a place of my own. It may be imagined that while I apparently acquiesced in this arrangement, I had already determined that as soon as I reached the new land I would take my destiny into my own hands.

Then as the hour of my departure drew near a shadow fell on us. If I broke down in unmanly grief, it must be remembered I had never before been from home. Mother gave up trying to be brave, and mingled her tears with mine. "Don't cry, sweetheart mother," I said; "I'll be back again in three years."

"Mind you do, my boy, mind you do."

She looked at me woefully sad, and I had a queer, heartrending prevision I would never see her more. Garry was pale and quiet, but I could see he was vastly moved.

"Athol," said he, "if ever you need me just send for me. I'll come, no matter how long or how hard the way."

I can see them to this day standing there in the dreaching rain, Garry fine and manly, mother small and drooping.

"Good-bye, laddie, good-bye."

I forced myself away, and stumbled on board. When I looked back again they were gone, but through the gray shadows there seemed to come back to me a cry of heart-ache and irremediable loss.

It was on a day of early autumn when I stood knee-deep in the heather of Glengyle, and looked wistfully over the gray sea. 'Twas but a month later when, homeless and friendless, I stood on the beach by the Cliff house of San Francisco, and gazed over the fretful waters of another ocean. Such is the romance of destiny.

Consigned, so to speak, to my cousin, the sheep-raiser of the Saskatchewan, I found myself setting foot on the strange land with but little heart for my new vocation. My mind, crumpled of book notions, craved for the larger life. I was valiantly mad for adventure; to fare forth haphazardly; to come upon naked danger; to feel the bludgeonings of mischance; to tramp, to starve, to sleep under the stars. It was the callow boy-idea perpetuated in the man, and it was to lead me a sorry dance. But I could not overbear it.

The notion of the South Seas was ever in my head. I loafed in the sunshine, sitting on the pier-edge, with eyes fixed on the lazy shipping. These were care-free, irresponsible days, and not, I am convinced, entirely mis-spent. I came to know the worthies of the wharf-side, and plunged into an underworld of fascinating repellency. I rubbed shoulders with eager necessity, scrambled for free lunches in frowsy barrooms, and amid the scum and debris of the waterside found much food for sober thought. Yet at times I blamed myself for thus misusing my days, and memories of Glengyle and mother and Garry loomed up with reproachful vividness.

I was, too, a seeker of curious experience, and this was to prove my undoing. One foggy midnight, climbing up Pacific street with its glut of saloons, I was clouted shrewdly from behind and dropped most neatly in the gutter. When I came to, very sick and dizzy in a side alley, I found I had been robbed of my pocketbook with nearly all my money therein. Fortunately I had left my watch in the hotel safe, and by selling it was not entirely destitute; but the situation forced me from my citadel of pleas-

ant dreams, and confronted me with the grimmer realities of life. With some thirty-odd dollars standing between me and starvation, it was obvious I must become



A Big Contractor Wanted Fifty Men Immediately.

a hewer of wood and a drawer of water, and to this end I haunted the employment offices. One morning, on seeking my favorite labor bureau, I found an unusual flutter among the benchwarmers. A big contractor wanted fifty men immediately. With a number of others I pressed forward, was interviewed and accepted. The same day we were marched in a body to the railway depot and herded into a fourth-class car.

Where we were going I knew not; of what we were going to do I had no inkling. I only knew we were southbound, and at long last I might fairly consider myself to be the shuttlecock of fortune.

I left San Francisco blanketed in gray fog and beset by a roaring wind; when I opened my eyes I was in a land of spacious sky and broad, clean sunshine. It seemed like a land of promise, of song and sunshine, and silent and apart I sat to admire and to enjoy.

"Looks pretty swell, don't it?"

I will call him the Prodigal. He was about my own age, thin, but sunbrowned and healthy. His eyes twinkled with a humorous light, but his face was shrewd, alert and aggressive.

"Yes," I said soberly, for I have always been backward with strangers.

"Pretty good line. The banana belt. Eternal summer. Ever been here before?"

"No."

"Neither have I. Glad I came, even if it's to do the horny-handed son of toil stunt."

"Where are we going, have you any idea?" I asked.

"Search me," he said. "One thing you can bank on, they'll work the Judas out of us. The gentle grafter nestles in our midst. This here's a cinch game and we are the fall guys."

He talked on with a wonderful vivid manner and an outpouring knowledge of life, so that I was hugely interested. Yet ever and anon an allusion of taste would betray him, and at no time did I fail to see that his roughness was only a veneer. As it turned out he was better educated by far than I, a Yale boy taking a post-graduate course in the University of Hard Luck.

My reserve once thawed, I told him much of my simple life. He listened, intently sympathetic.

"Say," said he earnestly when I had finished. "You're green, if you'll excuse me saying it, and maybe I can help you some. Likewise you are the only one in all the gang of hoboes that's my kind. Let's be partners."

I felt drawn to him and agreed. (To be Continued)

Porcupines have hooked claws which are useful in climbing trees.

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For years the remarkable results obtained from Tanlac in the treatment of general rundown conditions have amazed its users, but most surprising of all is the quick relief this remarkable medicine gives in cases of "rheumatism" and stomach ills that yield to nothing else.

Men and women who thought themselves beyond human aid, who suffered for years with pains from stomach and bowel troubles, neuritis, chronic headaches, dizziness, sleeplessness, constipation, who saw themselves daily going down into a sickly early old age have through the amazing stimulating and cleansing action of this REAL MEDICINE, Tanlac, found themselves once more in the possession of a strong healthy stomach and a body free from pain. One user says, "I suffered tortures from muscular rheumatism but after taking Tanlac for a couple of weeks I was over the rheumatism, my kidneys acting fine, my digestion in apple-pie order." Try it—get a bottle from the nearest druggist. Satisfaction guaranteed or money back. Accept no substitute.

PAINFUL INDIGESTION

"I SUFFERED from indigestion; everything I ate gave me heartburn," says Mrs. Mattie Mullins, of Pound, Va. "For months, I did not see a well day. I worried along, but never felt well."

"I got a package of Theodor's Black-Draught at the store and began taking it—a dose every night before going to bed. I had been having an awful pain. After I had taken Black-Draught, this pain entirely stopped. I began to gain weight, and rested well at night. In a few months I was feeling fine. My health was better than it had been in years."

"I keep Black-Draught in our home, and we all take it for constipation and upset stomach."

Insist on Theodor's

Black-Draught
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WOMEN who find a tonic should take **CAROL'S** in use over 50 years. 852-184

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CHILDREN are always fond of this delicious syrup. And it's so good for them. Staley's Golden Syrup is full of quick energy—sugar in its most easily digested form. Try it poured on pancakes or spread on bread, and in your baking.

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Staley's SYRUPS

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Inside the city are miles of mains that carry the gas to your property line, there to be piped through the meter to your gas appliances.

Cold Weather Service

And then enters the human element. Line walkers each day are walking over snow-covered ground and wind-swept plains to inspect the lines so that a break may not cause you discomfort.

As you sit by your warm fire, there are crews of men at work who may be undergoing hardships for the sake of the service—for it is during the coldest weather that they must work the hardest.

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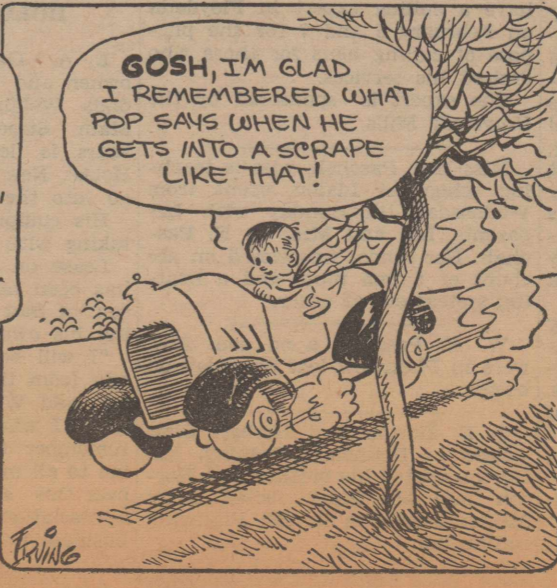
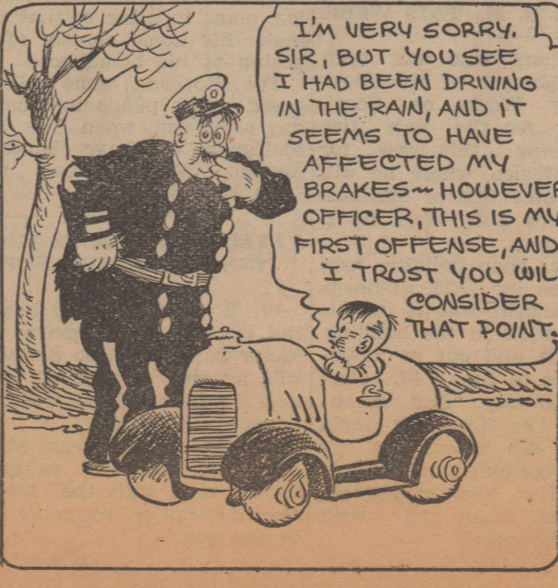
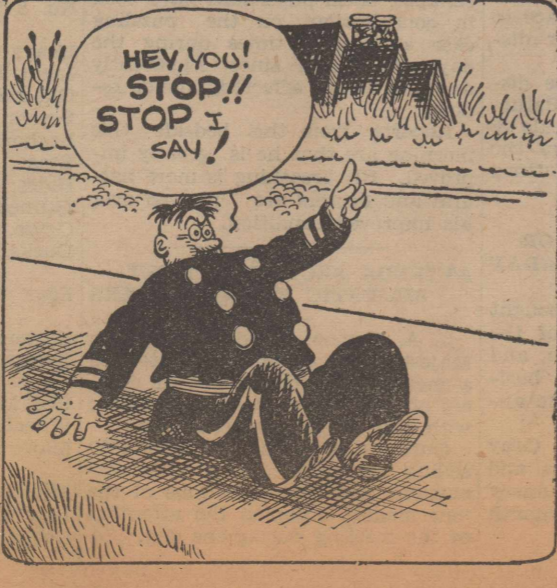
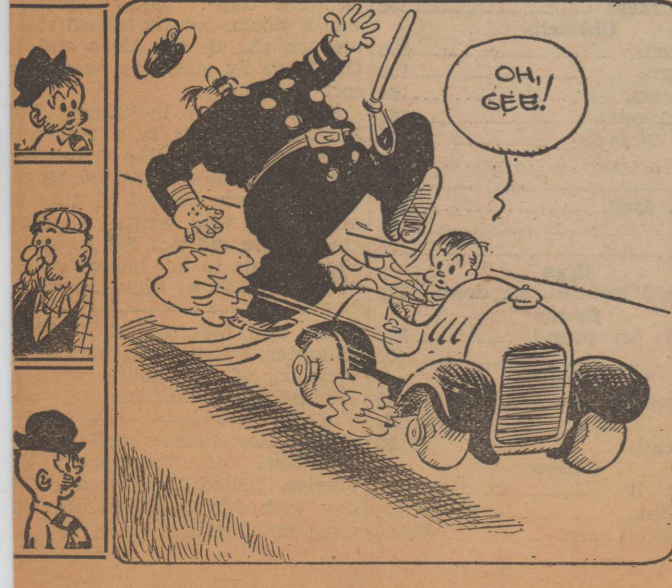
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MAC



Mac Qualifies as a Driver

By Irving

Home Builders Should Give Careful Study to Beauty

English Design Homes Growing In Popularity

New Practical Home Has Six Rooms, Bath, Library And Attached Garage.

The man who insists on having his garage attached to the house will be pleased with the Weldon for this feature has been incorporated into the plans. From the living room of the home to the garage is a few steps—a decided convenience on winter mornings when the weather is bad.

The Weldon is a two story home of English design, containing six rooms, bath, library and attached garage. It is a handsome appearing house and its floor plans live up to the promise expressed from without.

Since the size of this residence is 20 feet by 26 feet, it is best adapted for two lots.

Moderate in Price.

This is a house that may easily be built by a man receiving a comfortable salary. The Weldon is not an expensive house although from the illustration on adjacent columns it has a pretentious appearance. The family which can afford to pay out in the neighborhood of \$800 a year can afford to build this modern home.

The Weldon is not a fanciful creation but is a house that has actually been built. It has passed the test of service and pronounced satisfactory.

The exterior lines of this pleasing home are irregular, in keeping with the English motif. Sharply pitched roofs, several gables with half timbered effect, the side walls a combination of shingle and stucco, and chimney pots, all give the house that delightfully homelike atmosphere.

The small stoop is constructed of concrete slabs. Beyond the broad front door, set in an entrance of oak trim, is a living room 18 feet long by 13 feet wide. Directly in front of the entrance is a staircase leading to the floor above. To the left a plaster arch separates the living room from the library.

Dominating this pleasant little room is a fireplace with a brick hearth. On each side of the fireplace are built-in book cases of ample size to hold the library of the average family. The rear wall of the living room contains a door leading to a closet, a door to a service entry through which the garage is reached, and a plaster arch dividing the living room from the dining room.

Cheerful Rooms.

Like the living room the dining room is well provided with windows which let in a flood of sunlight and abundant fresh air.

All of the rooms of the Weldon are characterized by their airiness. The plans provide plenty of window space.

The dining room is a convenient size. It will easily hold the dining table, six chairs and a moveable buffet without crowding. A chandelier hangs from the ceiling while at one side of the room over the buffet are side wall brackets.

The kitchen will delight the housewife for it has been laid out with her in mind. No extra steps will be taken here. The sink and work table are side by side. Flanking them are the built-in cupboards where the pots and pans may be stored. Below the right hand pantry case is the refrigerator with an outside icing door. Instead of tramping into the kitchen, the ice man places the ice in the box while standing in the garage.

While the kitchen is provided with a center light, a wall light over the sink is an added convenience. Several electrical outlets are provided.

A broom closet in one corner of the kitchen is a convenient place to store brooms, mops, the vacuum cleaner and other accessories of the household. Near it is a recess in which is placed the ironing board when it is in use.

Ventilation in Bedrooms.

Each of the three chambers on the second floor is served from a central hall. These rooms are bright and cheerful being provided with ample window space, so located that cross ventilation is possible. During the hot summer nights the occupants of any of these will catch any air that is stirring.

Electrically this portion of the house is also up-to-date for each room is provided with plenty of outlets so that bed lamps may be used. A ceiling light hangs in the center of each room, while at least one wall bracket is provided to give a side light if desired. Each closet contains an electric light.

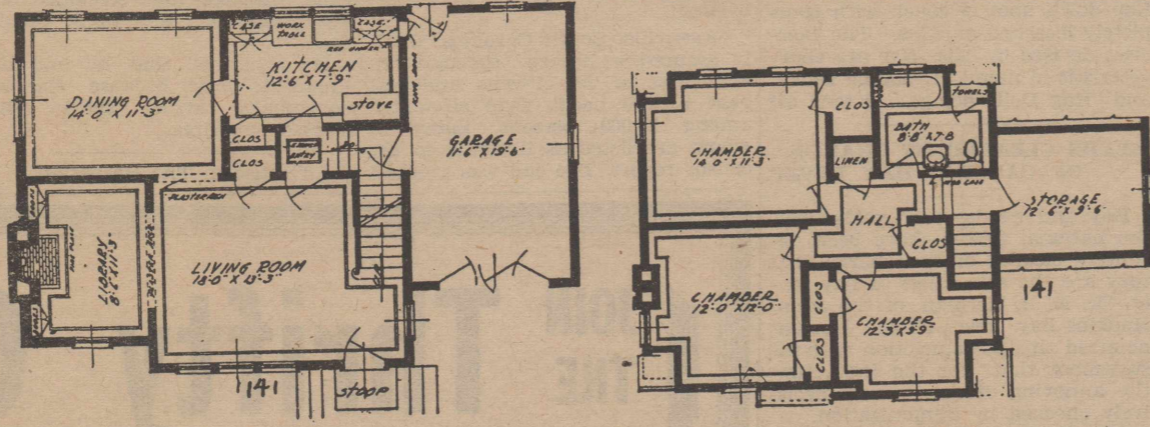
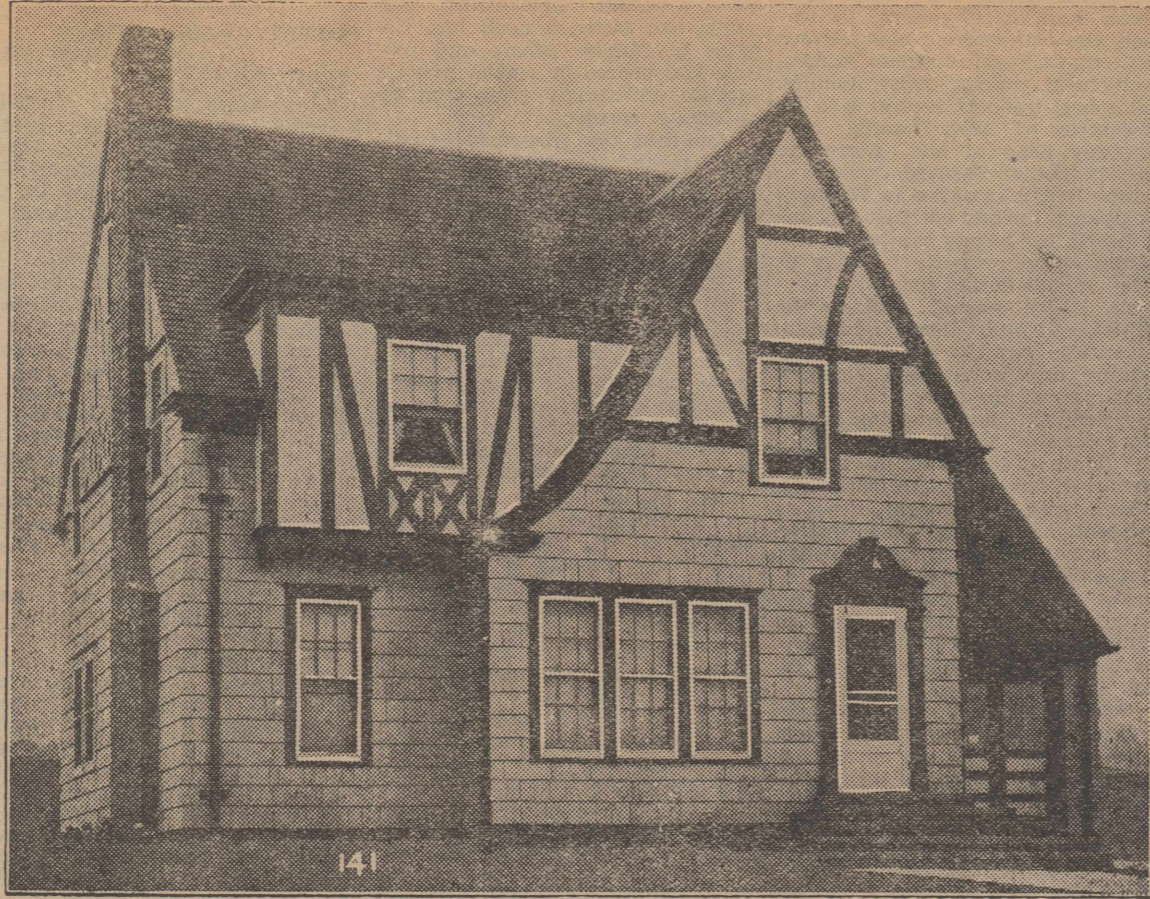
The bathroom is small but well arranged. It contains a built-in tub, a medium cabinet over the lavatory and a small recess with shelves for towels. An electric light over the cabinet is a convenience when the man of the house is shaving.

Off the central hall is a linen closet where the spare bedding for the three chambers is stored. This closet is lined with shelves and, having a depth of three feet, is ample for the purpose.

A large store room 12 feet long is also located off of the upstairs hall. It is lighted by a single double-hung window as well as the usual electric lamp. A large store room is a handy place to put the trunks and other articles that should not go down in the basement.

Large Basement.

Down in the basement is the heating plant conveniently situated near the fuel bins. Beside it is the automatic heater which provides hot water during the warmer days of the year when the furnace is not going.



Across the basement is the laundry section of the house, with its two tubs and floor drain. The entire floor is cemented. The footings of the foundations are cement blocks with a brick foundation wall above.

Both the walls and floors of the Weldon are well-insulated, insuring protection from heat and cold.

Helpful Ideas On How To Improve Your Home

Cedar Lined Closets and Casement Windows Important in Building New Home.

Every housewife needs a cedar lined closet in the house in which she can store her fur coat, blankets and other woolen goods which may be ruined by moths.

The cost of such a closet is not excessive and will pay for itself by the actual savings. Every fall when the woolen goods are brought out of the usual dark closet one or two pieces are usually ruined by moths. The odor of cedar is distasteful to moths and they will not hide in closets so lined.

With our modern heating plants, even during the winter months the danger from moths is present. The cedar lined closet is the best sort of insurance and at least one should be built in every home.

Casement Windows Good

One of the big advantages of the casement window is its ability to catch and deflect into the interior of the house stray breezes on hot summer days and nights.

The leaves of the ventilators are swung outward and any breezes traveling parallel to the side of the wall are diverted in their course. At the same time, this type of window will readily receive any moving air moving directly toward the house.

During the winter months the casement window when closed and locked is just as weather tight as other types of sashes. The ventilators are designed with a two point flat contact which prevents the entrance of cold air and moisture. The home builder who desires to employ casement windows in the new home but are doubtful of the weathering ability of this type of sash may rest assured that the well made casement is satisfactory from this standpoint.

The average person speaks of hard and soft woods without realizing the difference between the two.

The basis upon which these woods are classified depends on whether or not the wood comes from evergreen trees. In other words, all soft wood comes from evergreen trees, such as pine, fir, cedar and the like, while hard wood comes from deciduous trees such as oak, maple and birch.

The temper of the grain and its apparent hardness has nothing to do with its classification.

AUTOMATIC HEATERS GIVE HOT WATER AT ANY HOUR

Nowadays the average family cannot get along without hot water, summer or winter. During the winter season hot water is generally available as the hot water tank can be hooked up to the furnace and the tank heated by circulating water through coils in the fire pot. With the arrival of the warmer season when the heating plant is discontinued, the problem of securing immediate hot water becomes acute. Unless the house is equipped with an automatic water heater the household goes hot-wa-

terless or resorts to tediously heating water when it is needed.

Hot water is no longer a luxury. It is a necessity. Hot water must be on hand for immediate use at any hour of the day or night.

For year round use, an automatic hot water heater may be secured which will deliver at reasonable speed all of the hot water needed by the average family. These heaters are made in a variety of types and the style best adapted for the family's use can be determined by consulting with the local plumbing establishment.

The majority of these heaters are equipped with a gas pilot light which, when the water is turned on, lights a gas plate which in turn heats the water as it passes through copper coils on its way to the faucet above. When the water is turned off the pressure is relieved and the gas is turned off, leaving only the pilot light burning. In the country where gas is not available, kerosene is burned.

The Underwriters Laboratories have tested most of these automatic heaters and pronounced them safe. The danger from fire resulting through the use of heaters so inspected is relatively small.

The teacher was giving a class a lecture on "gravity."

"Now, children," she said, "it is the law of gravity that keeps us on this earth."

"But, please, teacher," inquired one small child, "how did we stick on before the law was passed?"

"Seen any mysterious strangers around here lately?" casually inquired the detective from the city.

"Well," answered Uncle Eben, "there was a feller over to town with the circus last week what took a pair of rabbits out of my whiskers."

Brick Veneer Wins In Favor Among Builders

Fire Resisting Materials on Exterior Proves Worth of Additional Cost.

Brick veneer homes are rapidly gaining in favor among builders who consider every angle of home building. The fireproof qualities of brick veneer makes it desirable as a building material. The use of brick is just so much guarantee against fire.

When building a brick veneer house, it is a wise policy to take an additional step and see that the home is thoroughly safeguarded by the use of a fire resisting roof. A number of materials may be satisfactorily used in conjunction with brick. Among these are slate, tile and a number of composition shingles such as asbestos.

Thus if flying fire brands are carried during high winds they may light on the fireproof roof with impunity. There is little or no danger to the residence so constructed.

The owner of a brick veneer house becomes reasonably sure that he is safeguarded from fire both within and without. He can easily avoid the risks of fire from within because he is master of the activities that center inside the structure; with fire resisting walls and roof he can ward off danger from without.

Insurance agencies recognize the advantages of houses constructed of fire resisting material and their approval is evidenced in lower insurance rates.

Authorities who have studied the ratio of rates for brick and frame construction tell us that in large

cities such as Chicago and New York the premiums on frame will average fully 37 per cent more than on brick. In smaller towns where more open spaces are common the insurance rates on frame will average 19 per cent.

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We Call For and Deliver

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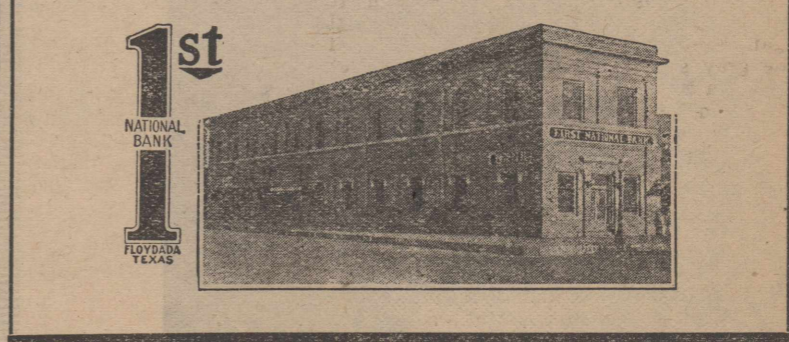
Build---

TOWARDS THE LUXURIES YOU HAVE DREAMED OF—

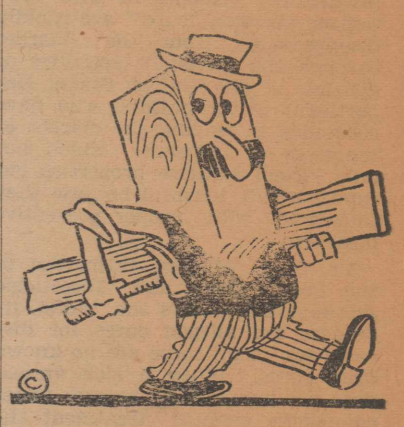
By Saving

When you see someone standing in line before the Receiving Teller's window you may well say, "There's a person who wants something badly enough to save for it." Whether it is a home of your own, an automobile, a vacation, or simply the satisfaction of having money in the Bank, a stream of deposits will get it for you sooner or later.

A dollar and a minute of your time will suffice to open an account—an account that will grow through accumulated interest as well as augmented savings. Rothschild once said, "You can't get poor taking a profit."



Bill Der Sary



Keep Things Up!

Quoth old Bill Der: "A run-down shack

Denotes a most appalling lack Of pride upon the owner's part

And gives onlookers quite a start."

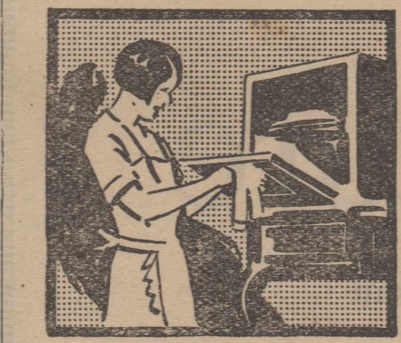
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When you acquire a home take care of it. A few minor repairs from time to time will prolong the life of the building and keep its value at par. Of course we handle the materials for such work at prices you can afford.

Willson & Son
The Home of Friendly Service
Floydada, Texas

What is STARGAS?

STARGAS Starts Where Gas Mains Stop



Many people have asked, "What is STARGAS?" Here's the answer, in just as plain words as it can be given accurately. STARGAS is Real Natural Gas, compressed in steel cylinders and released for domestic use through lines, valves and regulators the same as high-pressure pipe line natural gas.

To get a sufficient amount of heat in a small enough container to handle easily, it must be liquified and have the highest heating value. For this reason the propane portion of natural gas is used. Thus STARGAS comes out of the cylinder as a clean dry gas at all temperatures encountered

in the Southwest. STARGAS is the only practical part of natural gas that could be put in convenient size containers at reasonable pressure and with sufficient heating qualities to give entire satisfaction for any kind of domestic use under all conditions.

STARGAS is used with regular time tried natural gas appliances by simply adjusting the burners for a richer gas.

STARGAS is safe, economical, reliable. It brings city conveniences to farm and rural homes. It is the clean, convenient fuel for cooking, lighting, hot water service, refrigeration, ironing, etc. Continuous, dependable STARGAS service is guaranteed by the Lone Star Gas Company to each STARGAS customer. STARGAS equipment is sold on convenient terms.

See STARGAS demonstrated at . . .



SAFETY

for less than

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A MONTH

Jewels, heirlooms, valuable contracts and securities— isn't their safety worth forty cents a month to you? For that will cover the cost of a fire-proof, safety deposit box in our vault. Don't delay; rent today.

Floyd County National Bank
"The Bank of Friendly Service"

L. L. COLLINS & CO
Dougherty, Texas DISTRIBUTORS

Federal Officers War On Fake Livestock Remedies

Fake cures for hog cholera have practically disappeared and contagious abortion "cures" are rapidly disappearing from the market through the persistent activities of officials of the United States Department of Agriculture, who have succeeded in ridding the market of hundreds of nostrums which not only lacked curative properties but were actually harmful because they interfered with proper preventive measures.

Dr. H. E. Moskey, veterinarian of the Food, Drug, and Insecticide Administration, says the "worst offenders" are alleged cures for diseases for which there are no known drug cures. When a sick animal does not immediately recover under competent medical treatment the owner sometimes turns with all good intentions to some preparation which the manufacturers claim will not only effect a cure but "purify the blood" and "improve the digestion."

Several contagious abortion cures lately taken off the market were found to be composed only of table salt with a slight addition of carbolic acid. This stuff sold for a dollar a pound and its effect on stock was no different from that of ordinary salt. It was widely advertised as a preventive and treatment for contagious abortion and other abnormalities resulting from the abortion disease. Companies manufacturing such "cures" were found to have sales of over \$1,000 monthly.

Twenty so-called abortion remedies have been removed from the market recently by the Food, Drug and Insecticide Administration. It was necessary to bring only one to trial.

Numerous misbranded hog-cholera remedies have also been removed from the livestock drug market.

Their makers claimed some of the preparations would not only cure hog cholera but would also be "effective to destroy lung and intestinal worms." Department of Agriculture scientists found both claims to be false.

"OLD SETTIN' HEN" LOSING RACE WITH MACHINE RIVAL

The fluffy old mother hen continues to lose out in the race with the mechanical substitutes, but she is still on the job, according to the reports sent to the United States Department of Agriculture by the crop correspondents of the Bureau of Agriculture Economics. About 43 per cent of all chickens raised are still hatched under hens, the reports indicate. Incubators on the farm hatch about 24 per cent of the chickens raised, and eggs supplied by farmers and hatched for a fee amount to about 10 per cent. Commercial hatcheries now hatch about 23 per cent of the annual baby chick crop.

A distinct difference is evident when regional areas are compared. In the South Atlantic States from Virginia to Florida, and in the South Central States, the hen holds her own and hatches about two-thirds of the chicks as compared with all others. Rhode Island with only 14 per cent of hen-hatched chicks is the lowest in this respect, and in no other States is the percentage lower than 20. The North Atlantic States and the Western States buy the largest proportions of baby chicks, 45 per cent and 41 per cent, respectively. Farm hatching of chicks in incubators is most popular in the North Central States, more than 30 per cent being reported from this source. Missouri and Kansas each with 40 per cent of their chicks hatched in incubators on the farms are high in this group.

SPECIAL TRAIN NOT SWANK; NECESSARY, SAYS COOLIDGE

Calvin Coolidge, who went into the office of President of the United States with the idea that traveling on special trains was official pomp and swank, is now convinced that it is a necessity. Even if a President chooses to ride on a regular train with other people, railroads cannot afford to permit it, Coolidge declares in his latest article in The American Magazine.

"In traveling it would have been agreeable to me to use the regular trains which are open to the public," says the former President. "I did so once or twice. But I found roads. They reported that it was made great difficulty for the rail-unsafe because they could not take the necessary precautions."

The problem was solved, says the ex-President, by running an extra section for a regular train for the exclusive use of the President and his party. Coolidge, however, did not always avail himself of a private car on the special train, which was always offered by the railroads. Only once, in his recollection, was the offer of a special car accepted and then only because Mrs. Coolidge had been ill and needed extra comfort.

Every switch that a presidential train goes over must be spiked down. Every freight train that he passes is stopped and every passenger train is slowed down to ten miles an hour.

BUSY GABRIEL

D'Annunzio, Italy's soldier-poet, once wrote 3,000 lines of verse in seventeen days, and again he wrote 50,000 words in five consecutive nights.—The American Magazine.

WANTS THE FACTS

"It is time," says the intelligent public, "to stop talking about what is not responsible for bad atmospheric conditions and tell us what is."—Woman's Home Companion.

"Ladies, Be Limp," Expert Tells Woman

Relaxation into utter limpness is better than violent exercise for women who work under a high nervous tension, such as business women, mothers of growing, noisy families, and school-teachers, according to the discoveries of Miss Dorothy Nye, formerly head of the Corrective Department of Barnard College.

Miss Nye, interviewed in Woman's Companion, points out that not only health but beauty can be impaired by failure properly to relax at some periods during the day. The office woman, declares the expert, can bring about relaxation by sitting straight but in an easy posture, holding her head lightly so that none of the cords of the neck are strained; then dropping it forward loosely so the spine forms the figure of a question mark. She then rises slowly, "one vertebrae at a time," until the spine forms a straight line and the head rests against an imaginary high collar. Repeated two or three times, the exercise will freshen both the body and mind. She may even let her chin drop in an attitude of "blah," to complete the relaxation, continues Miss Nye.

Schoolteacher, who cannot indulge in the relaxation exercises alone, may give her pupils an opportunity to lie forward limply on their desks, letting their arms hang loosely and thus be able to benefit for herself.

Housewives, especially those with noisy families, are urged to have a room she can repair once a day and flop down upon a couch with completely loosened muscles. The exercises devised by Miss Nye are characteristic in name, "Drooping Daisy" and "Rag Doll" being "... torn off

WEEDS CLEARED OF CHARGE OF CAUSING HAY FEVER

Hay and weeds—even golden rod, the national flower—have been definitely cleared of the charge that they are the sole cause of hay fever. Dr. N. B. Herman, of the Johns Hopkins hay fever clinic, has announced this in connection with the statement that for the first time the annoying disease can be decisively checked by immunization.

Hay fever can be contracted from horse dandruff, pigs, dogs, cats, feathers and even furs, he declares in an article in Farm & Fireside. Certain kinds of meat also bring on the malady he adds. For a long time it was thought that hay fever was caused only by pollen and that asthma was in some way associated with colds and bronchial infections. Now, however, it has been definitely proved that the two maladies are closely related and that they may be brought about by many other things.

After isolating the cause of the fever, scientists of the clinic insert a small portion of the pollen, cat or dog hair, pig bristles or whatever the offensive material may be, beneath the skin of the patient. If a hive forms in ten or fifteen minutes the test is positive and the procedure is clear. The next step is to immunize the patient with an extract of the material that causes the fever. Usually one part to ten thousand parts of water are used for hay fever patients and one to one thousand for asthma sufferers. Immunization from pollen lasts for a year, while other treatments give permanent cures.

URGE WOMEN TO AID BLIND BY MAKING BRAILLE BOOKS

Women on vacation, club women, and other organizations are urged by Mrs. Helen Page Wodell, of the Summit, N. J., Blind Babies' Home, to devote part of their time to making Braille books, the sheets of which the blind are able to read by touch.

"Blind children are learning to read faster than printing houses can turn out Braille books," says Mrs. Wodell, making her appeal through Woman's Home Companion. "The making of Braille is a fascinating and absorbing pursuit. There are two ways of making it. One by the use of a special slate—a perforated metal strip attached to a wood backing hardly larger than a composition book—and a stylus or stiletto. The other way is with a machine called the Braille writer, but with only six keys.

"In many towns women are forming Braille chapters. Information and instruction is being disseminated by the American Red Cross, the Braille department of the Congressional Library in Washington and the Public Library in New York City."

Think in Dollars, Not Cents, Advises Creator of "Jiggs"

"Reach for a dollar instead of a cent."

George McManus, noted comic artist and creator of Jiggs, "Bringing Up Father," believes this is the secret of modern success. The conventional old formulas for getting rich would never make the grade nowadays, he declares in The American Magazine, telling how the principle he worked out with his father operated.

"One day, aged four, I wanted a stick of candy and said, 'Pop, give me a penny.' Instead he gave me a boot in the rompers and some excellent advice," writes McManus. "Never say, give me a penny. Say give me a dollar. Boys who ask for pennies lack ambition. It takes coppers a long time to turn green," the artist quotes his paternal ancestor as saying, adding, "From the day Pop gave me that fictitious dollar, pennies have been off my list."

McManus created "Bringing Up Father" from a character he had seen at a vaudeville theatre back home, adding Mrs. Jiggs, Dinty Moore and other characters out of his own imagination. In the theatrical section of New York there was an unpretentious bar and lunch-

room where corned beef and cabbage was a specialty. The proprietor's name was Jim Moore. Soon the place began to take on an air of prosperity and McManus one day found Jim with a diamond as big as a walnut in his shirt. The public had fastened upon him the name of "Dinty" Moore and fortune had poured in upon him all because unwittingly given him by McManus' cartoons.

"And that, kind friends, is the million I made," says the artist. "Pop was right. There are millions in art. But not for the artist."

LIBRARY TRUCKS NOW SERVE REMOTE TERRITORY

Library trucks running out of cities lying near large rural stretches are now carrying reading matter into the most remote corners of the country, according to a survey made by Anna Steese Richardson, of Woman's Home Companion.

The largest library truck runs out of Rochester, N. Y., serving Monroe county. Its shelves hold 1,600 books and its librarians act as chauffeurs to save room and expense. Each library center must be visited once in seven weeks. The date of library day is announced by mail to several interested people who in turn notify their neighbors by messenger and telephone. At the appointed time farmers within a radius of a mile and a half come to the center with baskets large enough to hold a supply of reading matter for the whole family. If a book not on the truck's shelves is called for, it is noted and sent immediately from Rochester by mail.

Greenville, South Carolina, finally secured a library through the enterprise of its citizens and last year 232,000 books were circulated among 33,000 persons, many of whom are listed as illiterate in the census report. The call was greatest

for biography and more history than city people read.

The Durham, North Carolina, library, which circulated 41,000 volumes in 1928, a 500 per cent increase in five years.

FOREST GUARD "STICKS OUT" BAD FIRE

An instance of heroic "stick-to-it-iveness" on the part of a youthful guard employed by the Forest Service, United States Department of Agriculture, is revealed in the report of one of the hundreds of forest fires which started this season in the Pacific Northwest.

In the height of the bad fire season, according to reports received at Forest Service headquarters, a lookout discovered a wisp of smoke, later designated as a "lost" fire, on the Deschutes National Forest in Oregon. Forest Guard Howard Le Duke, who last spring received his first fire-fighting training, was given three days' food supplies and dispatched on a motor cycle with instructions to find the fire and stay with it until it was trampled.

Four days passed; no word came from LaDuke and no more smoke was seen. Fearing an accident, the fire dispatcher sent a man to investigate. On the fifth day the motor cycle was found but there was no trace of LaDuke except footprints leading farther into the forest. Finally, the officer came upon a fire covering some two acres, but well under control, though still being tended by a half-starved, nearly exhausted but triumphant guard. Single-handed and with food sufficient for little more than half that time, LaDuke had struggled with the flames day and night for five days.

He explained that he had been unable to leave because the wind continually carried sparks which started new fires.

Advertise in The Hesperian.

Makes Others Millions; No Profit For Himself

W. H. Neal, of Lebanon, Tenn., has the distinction of having made millions of dollars for others without having made a cent of profit for himself. He is the originator of Neal's Paymaster Corn, a seed which increases the Tennessee corn crop by more than \$2,000,000.

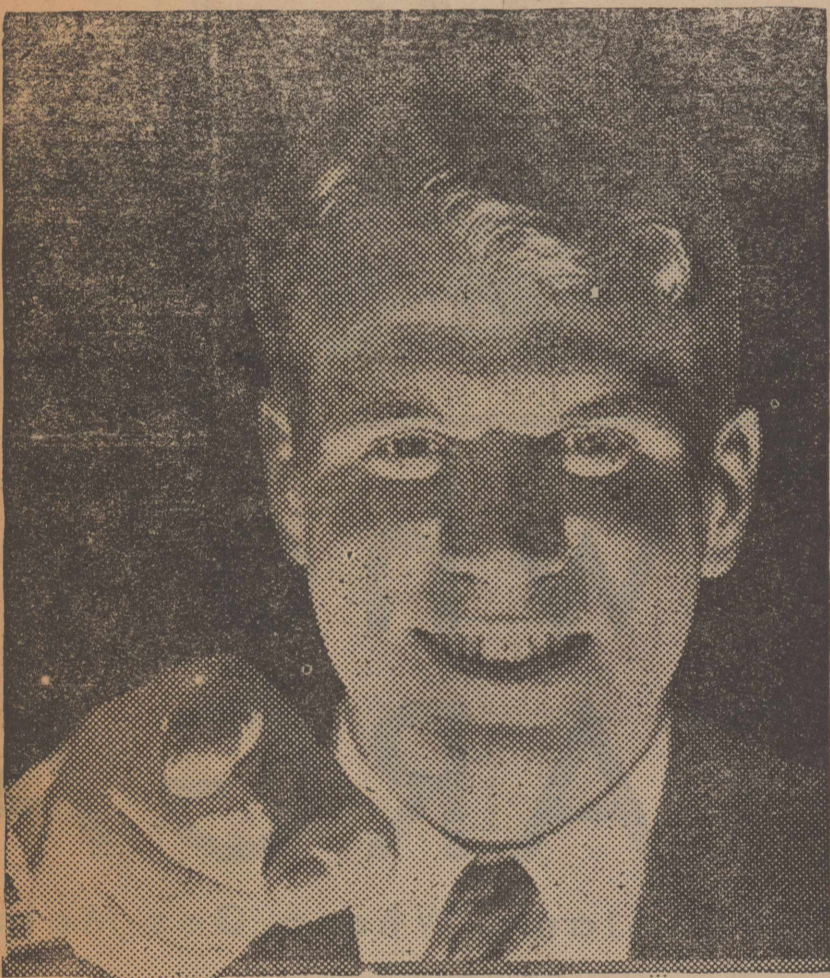
"I didn't develop my corn to make money," Neal declares in an interview in Farm & Fireside. "I did it to improve the yield of my crop. If other folks can use my corn—well, I'm glad I have lived long enough to be of some service to humanity." Not only Tennessee has benefited from the peculiar adapted seed, but Arkansas and Mississippi are using it extensively with equal success.

For many years Neal selected seed best suited for his own use. After several seasons the state university experiment stations began testing it and discovered that it would out-yield other varieties on fertile soil by 13 percent. In 1924 approximately 30 per cent of the state's acreage was planted to Neal's corn, which yielded 2.73 bushels more than other varieties. This at 70 cents a bushel, meant a return of more than \$2,000,000 to Tennessee farmers.

Neal worked toward the goal of two ear stalks and next took up the task of decreasing the height of the stalks. Southern corn has a tendency to shoot far up in the air, thus decreasing the feeding power of the plant. However accomplished both purposes, Neal named his corn Paymaster in honor of a prize mule that had made a wonderful record.

BEST SELLER HYMN

What hymn is the most popular in the United States? A comprehensive national vote taken in 1924 showed that "Abide With Me" is by far the most popular.—The American Magazine.



this picture

Is Just One of More Than

1500

Available Each Month to Advertisers in the

hesperian

—A Service As Great As Many Metropolitan Dailies— Offered to Floydada Merchants

"in floyd county's most widely read news medium"

JOIN THE Thrifty Crowd

—Every week the "THRIFTY CROWD" that visits our store grows larger and larger.

HERE ARE SOME OF THE REASONS:

Sugar Pure Cane, If Purchased With \$2.00 Worth of Other Merchandise 17 Lbs. For **\$1.00**

- EXTRA LARGE ORANGES, per doz. 58c
- SURE SWEET TEXAS GRAPE FRUIT, each 5c
- LARGE CALIF. LETTUCE, 3 heads for 25c
- LEMONS, Med size, full of juice, per doz. 34c
- TANGERINES, large size, they're fine, doz. 32c

Cheese Full Wisconsin Cream. 2 Lb. Limit, Per Lb. **32c**

- TOMATO SAUCE SARDINES, large oval can 15c
- SALMON, Harbor Light Brand, tall can, 2 for 35c
- HIGH GRADE PEANUT BUTTER, quart jar 48c
- RATLIFF'S HOT TAMALES, large can 14c
- EMPSON'S CATSUP, large bottle 23c

Crackers Brown's Saltines. 2 Lb. Box **32c**

- LARGE DIAMOND MATCHES, 6 boxes 24c
- MORTON'S SALT, Rock Crystal, per box 5c
- CREPE TOILET PAPER, high grade, 3 rolls for 25c
- SUNBRITE CLEANSER, per can 5c
- HOOVER'S LYE, per can 10c

Apples Extra Fancy Winsaps Or Jonathans. A Real Bargain Med. Size Per Doz. **29c**

Floydada Grocery Co.

South Side Square Where You Always Feel at Home.

Society

Mrs. Surginer Entertains with Five Tables of Bridge.

Mrs. I. C. Surginer was a delightful hostess to five tables of bridge January 24 at 3 P. M. The members of the K. K. Klub and other guests were present. Five games were played in which Mrs. Leslie Surginer was high score winner.

Mrs. C. Surginer visited with the players at each table causing much merriment. Every one playing enjoyed the visit from her very much and will say we would everyone like to see her out more often.

Mrs. C. Surginer assisted Mrs. I. C. Surginer in serving the daintiest of refreshments. Those enjoying the games during the afternoon were: Mrs. Joe M. Day, Mrs. Hazel Hughes, Mrs. Leslie Surginer, Mrs. J. I. Hammonds, Mrs. W. H. Hilton, Mrs. Wilson Mahan, Mrs. Otis Abston, Mrs. Bob Rosson, Mrs. J. D. Starks, Mrs. Rip Snodgrass, Mrs. T. S. Stevenson, Mrs. R. H. Willis, Mrs. Bob Garrett, Mrs. Terrell Loran, Mrs. John Reagan, Mrs. Jeff Welborn, Mrs. Calvin Steen, Mrs. Fred Brown, Mrs. W. R. Ivey of Big Spring, Mrs. C. Surginer and the hostess, Mrs. I. C. Surginer.

Mrs. John McClesky Gives Birthday Party for Daughter.

Mrs. John McClesky was hostess at a very pretty birthday party for her little daughter, Martha Lee, on her eighth birthday Tuesday afternoon at her home on West Tennessee Street. The table was decorated with a large birthday cake with eight candles over which hung a large red heart. The time was spent in playing games.

Mrs. McClesky served lovely refreshments of pineapple cream, cake and hot chocolate to, Mary Lee Messick, Irene Probasco, Mattie Pearl Turner, Lou Dell Messick, Dona Beth Nickels, Eddie Lois Sparks, Dorothy Dell Stovall, Gloria Hammond, Thomasine Cox, Mary May Watson, Frances Mozell Probasco, Marguerite Inez Bartley, Bobbie Cogswell, Jimmie Lee Watson, Virginia Campbell, Bettie Jo Cybert of Lockney, James Turner Jr., Billie George Probasco, Greer McClesky, John McClesky and the honor guest, Martha Lee McClesky.

Surprise Birthday Dinner for Mrs. R. E. L. Muncy.

Mrs. R. E. L. Muncy was the honoree at a surprise birthday dinner given by her children at her home last Sunday.

Those present: Mr. and Mrs. A. B. Muncy and daughter, Bobbie Marie, and son, A. B. Jr.; Mr. and Mrs. Edd Muncy and daughter, Eddie Ruth; Mr. and Mrs. Roy Muncy and Mr. and Mrs. Robert Muncy and daughter, Betty Jean. All the children were present but Clay of Fort Worth. Others present were: Miss Stella Griffin and Sid Childress.

Mr. and Mrs. L. J. Welborn Hosts to Ace Bridge Club.

Mr. and Mrs. L. J. Welborn were hosts to the Ace Bridge Club Tuesday evening at their home on West Virginia Street.

Three tables were playing during the evening. Mrs. Welborn and Mr. Surginer were winners of high score.

The hostess served a salad course, boiled custard with whipped cream, fruit cake and coffee to Mr. and Mrs. Terrell Loran as guests and the following members: Mr. and Mrs. Troy Jones, Mr. and Mrs. A. D. Cummings, Mr. and Mrs. Robert A. Sone, Mr. and Mrs. Leslie Surginer.

The next meeting of the club will be with Mr. and Mrs. A. D. Cummings February 11, at 7:30.

Swastika Group Campfire Girls Hold Business Meeting.

The Swastika Group of Camp Fire girls met Friday afternoon at the home of Mrs. O. P. Rutledge, their guardian, in a business meeting. They selected their names at this meeting.

At the next meeting they will work out their symbols and start on their head bands. The next meeting will be Friday afternoon at 4 o'clock with their guardian.

Mr. and Mrs. Bill Daily Hosts to La Noche Bridge Club.

The La Noche Bridge Club met last Thursday evening at the home of Mr. and Mrs. Bill Daily. Three tables were arranged for playing.

Refreshments of pie with whipped cream and tea was served to the following: Mr. and Mrs. Leroy McDonald, Mr. and Mrs. Faye Maxey, Mr. and Mrs. A. A. Bishop, Mr. and Mrs. Dub Newsome, Mr. and Mrs. Terrell Loran, Mr. and Mrs. Bill Daily, the host and hostess.

The club will meet Thursday evening January 30, at 7:30, with Mr. and Mrs. Terrell Loran.

W. M. S. Meet in Lesson Study at Church.

The Womans Missionary Society of the Methodist Church met last Monday at the church. They had their first lesson in their new book, "The Road to the City of God." They will meet next Monday at the church in a business meeting.

San Souci Bridge Club Entertained by Miss Geraldine Massie.

Miss Geraldine Massie entertained the San Souci Bridge Club Wednesday afternoon at 3 o'clock. Mrs. Jeff Welborn won high score in the games played.

The members enjoying the lovely refreshments were: Mrs. Terrell Loran, Mrs. Bill Daily, Mrs. Leslie Surginer, Mrs. Polk Goen, Mrs. Rip Snodgrass, Mrs. Flynn Thagard, Mrs. Jeff Welborn, Mrs. Bob Ros-

son, Mrs. Ray Clements, Mrs. Joe M. Day, and the hostess, the following guests: Mrs. W. Hubert Seale and Mrs. Faye Maxey.

Mrs. Terrell Loran will be hostess to the club February 12 at 3 o'clock.

Miss Beibel Entertains Entre-Nous Club.

Miss Dorothy Beibel was hostess at a delightful entertainment for the Entre-Nous Club last Saturday evening. They were first entertained at the Theatre then on returning home served delicious refreshments after which bridge was enjoyed till a late hour.

Those enjoying the pleasant evening were: Mr. and Mrs. Odus Stephens, Miss Geraldine Massie, and Mr. Lindell Stone, guests of the club; Misses Katie Morrow, Pauline Keeton, Mary Emma Rosson, Eddythe Walker, Hazel Tyson and Messrs. Randall Alexander, Jack Johnson, Roy Eubank, George McWhiter, Richard Stovall, J. R. Alexander and the hostess, Miss Beibel, were the members.

Miss Pauline Keeton and Jack Johnson were high score winners for the evening.

Dr. and Mrs. Geo. V. Smith Hosts to Owl's Club.

Last Thursday evening Dr. and Mrs. Geo. V. Smith entertained the Owl's "42" Club at their home on South Wall Street.

Guests for the evening were: Mr. and Mrs. Kenneth Bain and Mrs. Pitzer Baker of Weinert.

The members playing were: Mr. and Mrs. Edd Brown, Mr. and Mrs. A. J. Folley, Mr. and Mrs. R. C. Henry, Mr. and Mrs. R. E. Fry, Mr. and Mrs. Lon M. Davis, Mr. and Mrs. E. L. Angus, Dr. and Mrs. W. Hubert Seale, Mr. and Mrs. T. S. Stevenson, Mr. and Mrs. Geo. Linder, Mr. and Mrs. O. P. Rutledge and the host and hostess, Dr. and Mrs. Geo. V. Smith.

A delicious salad course was served.

Mr. and Mrs. T. S. Stevenson will be hostess to the club February 13.

Meeting of Baptist W. M. U.

The North Circle of the Baptist Womans Missionary Society met last Monday with Mrs. W. I. Cannaday. After a very interesting lesson a business meeting was held.

The South Circle met with Mrs. Clifford Tubbs at 3 o'clock last Monday. Mrs. Lon V. Smith taught the missionary lesson after which a business meeting was held. These circles will meet next Monday at the church in a joint business meeting.

Social Calendar

The High School Parent Teachers' Association will meet Tuesday February 4 at 4 o'clock.

Mrs. Polk Goen will be hostess to the K. K. Klub Friday afternoon, January 31 at 3 o'clock.

The 1922 Study club meets Thursday afternoon, February 6, at 3:30 with Mrs. John Reagan.

The Sin Cuidado Club will meet Tuesday evening, February 4 with Mr. and Mrs. Gerald Groves at 7:30.

Mr. and Mrs. Terrell Loran will be host to the La Noche Club this evening at 7:30.

The Womans Missionary Society of the M. E. Church will meet Monday at the church at 3 o'clock.

The East Ward Parent Teachers' Association will meet Wednesday afternoon, February 5 at 3:15.

All Circles of the Womans Missionary Society of the Baptist church will meet in a joint meeting at the church Monday at 3 p. m.

The Womans Missionary Society of the Presbyterian church will meet at 2:30 at the church Monday afternoon.

The Ladies Aid of the First Christian Church will meet with Mrs. J. B. Jenkins Monday afternoon at 3 o'clock.

The Porterfield Missionary Society of the M. E. Church will meet at the church at 4 o'clock Monday, February 3.

Mrs. T. P. Collins will be hostess to the Wednesday Bridge Club next Wednesday, February 5, at 3 o'clock.

Campbell Missionary Society.

The Campbell Missionary met on Monday afternoon January 27 with Mrs. C. B. Lyles. There were six members present and the pastor, Rev. Ansil Lynn. Mrs. E. Meek was enrolled as a member. The study, "The Worker and his Bible" is very interesting. These meetings are good in every way and all the ladies are invited to worship with us. We meet on Monday afternoon February 10, with Mrs. E. Meek.

Laf-A-Lot Club with Miss Lurlyne Clonts.

The Laf-A-Lot Bridge Club met January 25 at three o'clock with Miss Lurlyne Clonts as hostess. Helene Hay won high score in the games played.

Refreshments of tea, cookies and sandwiches were served to: Helene Hay, Hazel Probasco, Maurine Hay, Donnie Stephenson, Blanche Hill-ton, Ina Rae Cummings, Bess Claire Smith, Doris Manning, Alice Mae Pyffe, Genell Stovall, Venita Borum, and the hostess.

The next meeting will be at the home of Miss Ina Rae Cummings Friday, February 7, at 7:30 o'clock.

Blanche Groves Missionary Society Program.

At a meeting of the Blanche Groves Missionary Society at the First Baptist Church last Monday a very interesting program was heard.

The devotional was led by Mrs. Jeff Welborn. A talk about the missionary work around Soochan China, was given by Mrs. E. R. Borum, and Mrs. Troy Jones gave a report on the Womans Missionary work being done in China. After the program a business meeting was held.

The next meeting will be February 10 at the church when Bro. O'Brien will teach the lesson.

Friendship Bridge Club Met with Mr. and Mrs. L. T. Bishop.

The Friendship Bridge Club met last Friday evening with Mr. and Mrs. L. T. Bishop. The usual number of games were played after which refreshments were served to: Mr. and Mrs. A. B. Keim, Mr. and Mrs. J. A. Arwine, Mr. and Mrs. Flynn Thagard, Mr. and Mrs. J. C. Gilliam, Mr. and Mrs. Robert McGuire, Mr. and Mrs. Bob Rosson, Mr. and Mrs. A. A. Bishop, and Mrs. Pitzer Baker of Weinert.

Mrs. A. A. Bishop and L. T. Bishop won high score.

The club will meet February 7 at 7:45 with Mr. and Mrs. C. H. Davis.

Artie Mitchell Entertains With Informal Party.

A group of high school boys and girls were delightfully entertained with a party last Friday evening, January 24, by Miss Artie Mitchell, at her home on West Mississippi Street. The evening was spent in playing cards and interesting games. A delicious refreshment course, consisting of sandwiches, potato chips, cakes and hot chocolate, was served to the guests.

Those present for the delightful

occasion were Misses Willie Mae Cummings, Ina Rae Cummings, Venita Borum, Hazel Probasco, Blanche Hilton, Bernice Bishop, and the hostess, and Messrs. Fred Jenkins, Harold Merrick, Hershel Swepton, Edward Clanton, Cecil Hill, Duncan Hollums, Dick Nichols, Ray Crabtree and Durand Bishop.

East Ward P. T. A. Program.

The Parent Teachers Association of the East Ward School will meet February 5, at 3:15.

The following program has been arranged:

Song.
Prayer.
Piano Solo.
Play—Miss Wright's Pupils.
Talk—Bro. Palmer.
Business meeting.

Porterfield Missionary Society Met at Church.

The Porterfield Missionary Society of the First M. E. Church met last Monday at the church at 4 o'clock.

The first lesson in the new book, "The Woman and the Kingdom," was led by Mrs. Robert A. Sone. After the lesson a short business meeting was held.

The Society will meet next Monday at the church at 4 o'clock for their second lesson.

Program For Andrews Ward P. T. A. Meeting Next Week.

Andrews Ward Parent-Teacher's Association will meet on Wednesday afternoon of next week, February 5, at 3:30 o'clock and render the following program:

Piano solo—By a pupil of Mrs. V. Andrews.
Reading—By a pupil of Miss Katie Morrow.

"How Parents Can Aid Their Children in School Work"—a discussion by Mrs. Jno. L. West.
Round Table discussion.
The meeting will be closed with the "P. T. A. Song".

Hesperian Want Ads Pay.

Dressing to Match Tan Problem of the Season

Dressing to match the costs of tan that have been acquired during the summer days is the question of greatest moment at this season of the year. Tan has become more fashionable this year than ever before and a color scheme naturally had to follow.

Deep yellow and orange—nasturtium shades—are both flattering and chic, according to Woman's Home Companion. For the cotton tennis frock, for instance, always ready for a new bright-colored touch, nothing is smarter or more practical than a cardigan jacket in orange jersey. The matching leather belt is one of the latest ensemble quirks and give just the right bit of color on the court.

Among the new things being shown to match sun tan is a three piece street ensemble of bag, belt and hat. All three combine felt and straw and all three are typical of Paris. Another novelty that is gaining in popularity is the lace jacket which for the theatre or for daylight dining, makes the formal gown less formal and does its bit—as a wrap between dances on the terrace. One of these is being shown in sun tan version—eggshell with a hand painted leaf design in yellow and orange, worn over egg shell chiffon.

Another outgrowth of the sun fad is the necklace and bracelet in carnelian and dull copper. Unpainted wood, coral, galalith and amber also pay homage to sun tan, alone or in a variety of vividly colored combinations.

Stripes in matching scarf and handbag are a smart note in the spectator sports mode. One ensemble recently seen consisted of a small cap of brown knitted silk with its off-the-forehead brim faced in brown and white crepe de chine matching the diagonally striped scarf which was set off by nasturtium colored appliques. The envelope bag, with a zipper opening was also diagonally striped in brown and white, completing the set.

DRIED FRUITS NEED TO BE ADVERTISED IN EUROPE

Active educational campaigning in Europe would be of benefit to American producers of dried fruits, says M. J. Newhouse, who recently completed a 10-month study of the field as a representative of the Bureau of Agriculture Economics, of the United States Department of Agriculture. He found that Europe is now buying more fresh fruits than ever before, particularly apples, oranges, and bananas, and plums. Transportation facilities and improvements in refrigerator transport facilities have been important in developing the fresh fruit trade, particularly the part that originates in the Southern Hemisphere, but Mr. Newhouse believes that a wide-spread campaign has been highly effective in stimulating the demand for fresh fruits. He found that European dealers in dried fruits are of the opinion that the American dried-fruit interests should move aggressively to stimulate the market for their products.

Compare the Work

Hesperian Pub. Co. Floydada, Texas

ROYAL

TYPEWRITERS

FINAL CLEARANCE of all FOOTWEAR

Hundreds of Pairs Sacrificed!

Men's and Women's Shoes reduced for immediate disposal to make way for our new Spring arrivals. Every shoe is new, smart and different. We urge early attendance.

PUMPS!
STRAPS!
OXFORDS!
TIES!

\$1.98

Values to \$7.50
Over 100 pair of highest grade women's footwear that formerly sold at double the price are all included. Every desired leather, every new trimming effect. High heels, low heels, Cuban heels included.

Choice of the Tables

at \$3.89

Hundreds of pairs of Men's Oxfords sacrificed at one record low price. Tan Kids, Scotch Grains. Smart toes, fancy stitchings, in fact a style to please the most particular.

Boys' and Girls' Shoes at \$1.69



COATS and DRESSES

SPONSOR THE MOULDED SILHOUETTE FOR SPRING

\$16.75 \$35.00

Styles too numerous to mention. Coats with or without Fur. Coats fashioned into styles you'll love to wear. The Dresses present the new streamline effects with newer lengths. All in all a wonderful choice.

Martin Dry Goods Co.

"The Store With The Goods" California at Fifth

Martin Dry Goods Company

"The Store With The Goods" California at Fifth

Sunday School Lesson

TRUE MEANING OF PRAYER
The International Uniform Sunday School Lesson for February 2. Putting First Things First. Matt. 6:5-13, 19-21, 31-33.

Our lesson begins with the expression of Christ's philosophy of prayer. It is in prayer that one comes face to face with the busi-



ness of putting first things first, for the things for which we really pray are the things that we desire most greatly and that we regard as of the most importance in life.

In saying this it means that our real prayers are often different from our formal petitions. Our prayer to God is found not in the words of our lips but in the desires of our hearts, and the prayer of the lips becomes real only as it expresses the deeper language of the heart.

If we interpret prayer always in

this way we should find many of its most perplexing questions and problems solved. We should cease to think of prayer as a sort of Aladdin's lamp—a magic means of gratifying our whimsical wishes—and we should think of it rather as a bond of communion between God and ourselves designed not to give us worldly things and worldly satisfactions, not to protect us from the incidents and experiences of life to which our fellow men are subject, but as a means toward unity with God and the binding of our lives in communion with His in the responsibility that love and righteousness imply.

The Need of Holiness.
If we study carefully this philosophy of Jesus concerning prayer we can see how it all moves toward this end. True prayer is the prayer that is in secret. It is a prayer to a Father who does not need to be told what is good for us, but who knows the things that we have need of before we ask them. It is a prayer that moves first of all in a realm of blessedness and sacredness.

The man whose life is not holy, and who has not sensed the holiness of life, has not made the simplest beginning of prayer in the Christian sense, for the first petition of the Lord's Prayer in approach to the Father is "hallowed be thy name." Prayer moves in this atmosphere of holiness, first of all, toward the Kingdom of Heaven. The very essence of the Christian life is to set that kingdom first. So the prayer that the Christian would pray is first of all for the Kingdom.

Likewise the Kingdom is defined and interpreted as the doing of the will of God in heaven and on earth. It is only in the middle of the prayer that we come even to the matter of daily sustenance. Even here it is questionable to what extent the reference is to the bread of material life or to the bread of the soul—the whole sustaining power of God in nature and in grace.

The Christian's prayer lifts him at once into an atmosphere of holy

relationships. The law of forgiveness which he asks God to exercise in relation to him is the law that he defines for his relationship to his fellow men. "Forgive us our debts as we forgive our debtors."

Such a prayer moves in the realm of real values, and the person who does not accept life at Christ's valuation cannot pray in the ideal Christian sense. These values are very different from the world's estimate of values. The treasures of the spiritual life are the deeper treasures of the heart. They constitute much more than mere outward ease or contentment.

WOMEN, REPUTED TALKERS, FAIL IN RADIO TESTS

Women, who have long been the victims of jokes that portrayed them as champion talkers of the world, thus far have failed to meet the requirements of radio announcing, says the current issue of Woman's Home Companion.

They may have the last word in the direction of a radio station, program arrangement and continuity writing, but as an announcer they are doomed to silence, continues the article. The admission is made by Miss Judith Waller, herself a director of a Chicago station, who declares she would favor women announcers if it were possible. "Frankly, announcing is not a field for women," she says in the interview. "In the majority of instances their voices do not register and carry well and are not pleasant to the average radio listener."

Miss Waller pointed out that musicians, actresses, interior decorators, specialists in home economics and other noted people whose knowledge would be highly entertaining if broadcast, are unavailable for the radio because of their voices. Some of the greatest artists do not have radio voices. This, added Miss Waller, simply implies a certain lack of quality and does not reflect upon the beauty of the spoken voice.

Indian Artists—Old and New



While Albert Racine, young modernist, and Calf Tail, grizzly warrior of another generation, use the same tepee studio at the Glazier National Park reservation, their styles are vastly different. Calf Tail is shown recording, pictorially, the outstanding events of his early life as a warrior, while Racine is doing a landscape in oils.

NO TROUBLE AT ALL
It is not necessary to be wickered in Havana, but it is very easy.—Woman's Home Companion.

OUR VALETS
There are 50,000 thriving barber shops and 25,000 bootblacks in the country.—The American Magazine.

2,700,000 AMERICAN HOMES OWN LIGHT-SOCKET RADIOS

Two million, seven hundred thousand American families now have the electric lamp socket radios, according to a recent survey; 1,225,000 have electric refrigerators and 725,000 have electric ranges.

Blow Hard
Something like 350,000,000 handkerchiefs are sold every year in the United States.—The American Magazine.

NOT A CHANCE
The height of optimism: serving a summons and waiting for a tip.—Farm & Fireside.

NOTICE

I have leased the Palace Beauty Shoppe and will operate same and take this method of telling the patrons and former customers that I will appreciate their patronage.

Special

This Week and Next
100% Eugene Permanent Wave

\$7.50

Palace Beauty Shoppe

LUCILE CARTER, Operator

UNDER THE OLIVER FLAG



Come to Oliver Day

Oliver Day is the Big Day of the season. Plan now to spend the day with your friends and neighbors—they'll be there, from far and wide. Movies, entertainment and exhibits will be going all day long.

Let us show you the famous quality tools that are now united under the Oliver Flag—the tools that lead to lower costs of producing crops.

Don't miss Oliver Day. You'll enjoy it and you'll profit by it. It will mean more money for you and your family this fall and in years to come.

Don't forget the date:
TUESDAY, FEB. 4
And the place:
Finkner Motor Co.

OLIVER
FARM EQUIPMENT SALES COMPANY

L. C. McDONALD, Dealer

"Don't get up..

I'll get breakfast downtown"



HELLEN was puzzled. Lately, Bob seemed actually *anxious* to eat downtown, and at first, after they were married, he enjoyed so much those happy half hours in their sunny breakfast nook.

He suddenly began telling her she looked tired in the morning and he insisted she stay in bed and sleep when she didn't want to.

Why? Why? Her breakfasts were as good and as varied as ever. She took pride in them. She took pains with the coffee...

Come to think of it, the coffee *was* peculiar and never the same.

Helen went to the telephone and told her troubles to Janet Thatcher.

"Why, of course, it's the coffee, Silly," Janet laughed. "Listen; you try White Swan Coffee on Bob this evening at dinner and I'll wager he'll be eating breakfast at home from now on."

Janet was right.

Of course, you would rather breakfast together at home. Everyone would when White Swan Coffee is served. Its tempting aroma and satisfying flavor lend a zestful spirit to the start of every day.

Modern roasting ovens bring out the natural flavor of the selected coffees which are so artfully combined and balanced in achieving the full, rich quality of the White Swan blend.

He suddenly began telling her she looked tired in the morning...

Supervision as exact as that in your own kitchen is enforced in each important process.

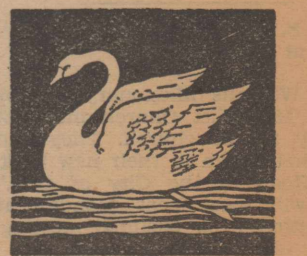
After roasting, White Swan is packed in sealed tins for shipment. No chances are taken with the freshness of its flavor. Prompt distribution is effected from 22 strategically located Waples Platter Houses. Fleets of motor trucks operate over a system of routes, making regular deliveries from all the units of this institution of the Southwest to its 10,000 dealers.

The best of modern method and time-tested custom are thus combined with the skill acquired by more than a half century of experience in developing the famous White Swan quality.

Now, and whenever you need a fresh supply, White Swan Coffee is available at your grocer's freshly packed in one and three pound cans.

FREE—Expert advice on cooking

Perhaps the biscuits don't turn out right... or you always have trouble with some other dish your family likes. Write to Waples Platter Better Cooking Bureau, Waples Platter Co., Ft. Worth, Tex. Expert advice on any recipe sent FREE.



WHITE SWAN COFFEE

rs From Readers

THEATRE TO MAKE IT IN FLOYDADA SOON

Little Theatre, under the leadership of the 1929 Study Club, is making its debut in Floydada. The purpose of the Little Theatre is two-fold: first, to give the opportunity of self-acting; and second, to the people of Floydada the opportunity of seeing the productions presented.

The Little Theatre must have a broad membership composed of representatives of the entire community. This not only enables the director to select his cast from a wide and varied public, but it insures a more genuinely democratic public. It is desirable to have the Little Theatre membership represent the whole community and to be recruited from as many businesses and professions as possible.

Oliver Hinsdell, in his book, "Making the Little Theatre Pay," tells of the reasons for the growth of the movement. Mr. Hinsdell, who is managing director of the very successful Dallas Little Theatre, says:

"Since the World War significant things have happened in the theatre—significant as an indication of the encouraging advance of the Little Theatre throughout the world, and particularly in the United States. Chief among the reasons for the widespread growth of this work in America is the gradual dying out of the so-called 'road show' both as a business enterprise and an artistic theatrical venture."

"Those concerned with education, teachers in the public and denominational schools, as well as far-sighted directors of already established Little Theatres are concerning themselves more and more with the writing and production of plays which offer good entertainment while at the same time encourage greater spiritual freedom and a better understanding of the things that govern our universe. The Little Theatre is, therefore, an outgrowth not only of material and circumstances, but of a deep-seated intellectual and spiritual impulse the world over. The Little Theatre as an institution in the United States is at this moment performing a function of importance to every citizen in the land. The church, realizing that it must touch con-

Acts Like It Was Just Made For Her

Lubbock Housewife Says She Feels One Hundred Per Cent Better Since Taking Orgatone (Argotane)

"This Orgatone (Argotane) acts just like it was made especially to fit my case," said Mrs. C. A. Walters of 1410 Texas Ave., Lubbock, Texas.

"The fact is, I haven't seen a well day for the past two years," she continued, "and almost as soon as I started taking Orgatone (Argotane) it seemed to go right to the seat of my trouble and anyone could see that I was getting better. My stomach gave me lots of trouble and everything I would eat would cause bloating spells, I have any appetite and I was nervous and run-down.

Orgatone so highly advertised that I decided to try it and it has certainly been the right medicine for me. I eat anything I want and it does not bother me at all. I'm not bothered with constipation anymore, and in fact, I feel one hundred per cent better than I did before taking Orgatone (Argotane). Orgatone (Argotane) has saved me from a lot of suffering that no other medicine or treatment was able to do and I am glad to give this statement and recommend it to my many friends."

Genuine Orgatone (Argotane) may be obtained in Floydada at the Moore Drug Store.

WEAK SPELLS

"I was so weak," says Mrs. Josephine Cockcroft, of Baldock, S. C., "that I was not able to do anything."

"At certain times, I suffered dreadfully with pains in my back and sides. My head would hurt—felt like it would split open. Spells of weakness would last for weeks."

"I read of Cardui. I sent for a bottle and began taking it. My case was stubborn, and at times I almost lost hope, but I could see a little improvement. At last I began to feel much better. Then I improved rapidly. For the last year I have been in better health than I ever have before."

"I give the credit to Cardui, for after I had given it a thorough trial, I got well."



temporary life at every point, has recognized the significance of the non-professional theater. Is it too much to claim that the Little Theatre is working hand-in-hand with the church, though perhaps by different means, and that the ultimate aims of both institutions are not dissimilar."

The 1929 Study Club feels that it is rendering a service to the people of Floydada in sponsoring the Little Theatre, and the movement will succeed not by the efforts that the club puts into it, but by the cooperation that it receives from the citizens. A successful Little Theatre will do more to advertise Floydada than many of us suspect. Think and talk the Little Theatre, and watch the papers for further details of its organization and technique.

—Mrs. A. D. Cummings, Reporter, 1929 Study Club.

A. J. FOLLEY ANNOUNCES CANDIDACY FOR DISTRICT ATTORNEY 110TH DISTRICT

To The Voters of Floyd County: I wish to announce my candidacy for the office of District Attorney for the 110th Judicial District of Texas subject to the action of the Democratic Primary. It has been my pleasure and honor to serve the people of this district in such capacity for about one year, during which time I have become familiar with the duties, obligations and responsibilities of such an officer. I am not unmindful of the faith and confidence the people must necessarily place in a man to tender to him this office. Into his hands largely is placed the enforcement of the law which in the end means the protection and safety of the lives of the people as well as their property.

If you see fit to return me to this office, with the cooperation of the other enforcement officers and the good people of the county, it will be my earnest endeavor to see that the laws of this state are faithfully and impartially enforced to the best of my ability upon a policy of prosecution and not persecution.

Due to the fact that this new district covers the counties of Floyd, Briscoe, Motley and Dickens, and the further fact that I will have to be absent from this county about three-fourths of the time in the discharge of the duties of this office, I may be unable to see all of the voters of the county, but at this time I wish to assure you that I will appreciate your support and influence in my candidacy and my desire will be to so serve you and your interests that you will never have occasion to regret the faith and confidence that you may repose in me by returning me to this office.

Respectfully yours,
A. J. Folley.
(Political Advertisement)

W. A. Baker returned home last Saturday after a few weeks spent at Weirnet, Rochester and Munday. Heavier snows fell in that section than in this, Mr. Baker said.

N. E. Wimberly was in Floydada for a short time last week-end renewing acquaintances, and visiting his son, Fred. He was enroute to his home at Amarillo after a week's visit in Sweetwater with relatives.

KENNETH BAIN ASKS ELECTION AS DISTRICT JUDGE

I am announcing as a candidate for the office of District Judge of the 110th Judicial District of Texas, subject to action of Democratic primary.

In the past I have done my best to make good in the position of district judge on a policy of impartial fairness to all. If the people of this Judicial District see fit to return me to this office, I will do all that I can do, to render efficient public service as district judge; and I want to assure you that I will appreciate it.

I ask your vote and influence.
Kenneth Bain.
(Political Advertisement)

Mr. and Mrs. J. T. McClung and children returned last week from Nome, Texas, where they had been living since shortly before Christmas.

Chas. M. Smith, of Runningwater, was a visitor here Friday night and Saturday last.

CITATION BY PUBLICATION IN DELINQUENT TAX SUITS

THE STATE OF TEXAS, And County of Floyd,
To J. L. Stephens and all persons owning or having or claiming any interest in the land or lots hereinafter described, the same being delinquent to the State of Texas and County of Floyd for taxes, and the same lying and being situated in the County of Floyd, and State of Texas, to-wit:

Lot No. 12 Block 35, Original townsite of Floydada, Texas, which said property is delinquent to the State of Texas and County of Floyd for taxes for the years 1919, 1924, 1925, 1926, 1927, 1928 aggregating the sum of \$26.93, including interest, penalties and costs, said taxes having been legally levied, assessed and rendered against said land and lots, and the same being a lawful charge and constituting a prior lien against the same in favor of the State of Texas and County of Floyd to secure the payment thereof. AND YOU ARE HEREBY COMMANDED to be and appear before the Honorable District Court of Floyd County, Texas, at the next regular term thereof, to be held at the Court House of said County in the City of Floydada, Texas, on the 19th Monday after the 1st Monday in January 1930, the same being the 26th day of May A. D. 1930, then and there to show cause why judgment should not be rendered against you and the said land and lots sold under foreclosure of said lien to satisfy said taxes, interest, penalties and costs, and all court costs, all of which, together with other and further relief, general and special, being fully set out and prayed for in the plaintiff's original petition filed in said court on the 20th day of December and appearing on the docket thereof as suit No. 2190, wherein THE STATE OF TEXAS is plaintiff and J. L. Stephens all persons owning or having or claim-

ing any interest in said land or lots, defendants.

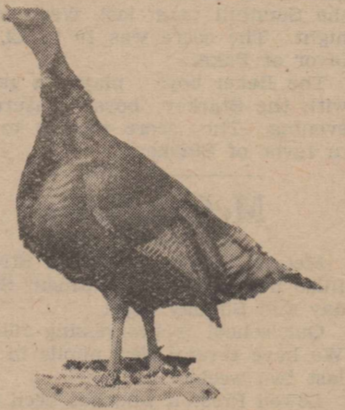
Given under my hand and seal of said Court, at office in the City of Floydada, Texas, in the County of Floyd, this 4th day of January A. D. 1930.
(Seal) 464c T. P. GUIMARIN, Clerk District Court, Floyd County, Texas.



PROMETHEUS - brought FIRE down to man
That's why you should practice Fire Prevention this week and every other week in the year. Avoid carelessness and you save trouble, life and money. Also see that your Fire Insurance is adequate.

Floydada Insurance Agency

G. C. Tubbs — W. H. Henderson



GOLDBANK Bronze Turkeys For Sale

Unrelated matings, greatest values ever offered from pure breed flock of high Quality turkeys.

Utility Toms from \$8 to \$15 Pullets \$6 to \$8

Mrs. J. D. Christian
Floydada, Texas, Route 1

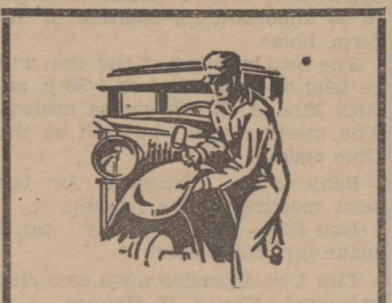
SORE GUMS—PYORRHEA

Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhoea Remedy is highly recommended by leading dentists and never disappoints. Druggists return money if it fails. 3 Arwine Drug Co.

LAND

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

W. M. Massie & Bro.
Floydada, Texas



DON'T BUY NEW FENDERS!

Why go to the expense of replacing nicked and dented fenders. We can straighten them—make them look like new with this amazing auto body service. Drive in today and let us show you how to save money on damaged body parts.

John McCleskey Top Shop
First Door North P. O. Phone 220

POWERFUL ENDURING

STANDARD BATTERIES

AUTOMOBILE—RADIO—HOUSELIGHTING

TWIN BATTERY STATION

Located at L. & O. Top Shop

1930 RED LINE Combination Plants

Delco-Light's newest achievement

These new Combination Delco-Lights are the last word in individual electric plants. They combine the best features of both the automatic and battery charging Delco-Light.

For small loads, you draw the necessary current direct from the battery. When a heavier load comes on the engine starts... instantly and automatically. An automatic throttle speeds or slows the engine to correspond with load demands. An automatic choke makes starting quick and certain... even in cold weather.

Let us give you all the facts about these and other 1930 "Red Line" Delco-Lights. We are the authorized Delco-Light Dealers in this locality. Come in today.

R. B. GARY, Dealer
1025 Broadway Street, Plainview, Texas.
Office Phone 245; Res. Phone 903F43
Floydada, Texas

Just phone or drop us a card and we'll bring Delco-Light to your home for a night demonstration

DELCO-LIGHT
ELECTRIC POWER AND LIGHT PLANTS
Also Manufacturers of Electric Water Systems
PRODUCTS OF GENERAL MOTORS
Made and Guaranteed by Delco-Light Company, Dayton, Ohio.

50 horsepower six-cylinder engine

Not until you drive the new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills—for swift acceleration—and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact—it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

—at Greatly Reduced prices!

The ROADSTER	\$495	The CLUB SEDAN	\$625
The PHAETON	\$495	The SEDAN	\$675
The SPORT ROADSTER	\$525	The ONE AND ONE-HALF TON Chassis With Cab	\$625
The COACH	\$565	The SEDAN DELIVERY	\$595
The COUPE	\$565	The LIGHT DELIVERY, Chassis	\$365
The SPORT COUPE	\$625	The ONE AND ONE-HALF TON, Chassis	\$520

All prices f. o. b. factory, Flint, Michigan

The New CHEVROLET SIX
SNODGRASS CHEVROLET CO.
Floydada, Texas

A SIX IN THE PRICE RANGE OF THE FOUR

"Penetrative Lubricity" MEANS

- Freedom from Friction.
- A "Carry-Over" Film by Metal Penetration.

TO lubricate, an oil must decrease friction between metal surfaces. A motor oil does this by separating the metal surfaces, and theoretically keeping them separated under all operating conditions. It may amaze you to know that many oils frequently fail to do this.

Think how this "separation" of moving parts is accomplished. The oil forms a wall or "film" between opposing surfaces... and it is upon this film that the reputation of every oil must rest. The film is thin, of course, for it must ride in the tight crevices of bearings, cylinder-walls, etc... But it must also be of extraordinary strength... it must cling tenaciously... or the pressure of your motor will squeeze and hurl it from the vital points that must be kept separated.

Penetrative Lubricity... The New Gauge of Motor Oil Merit

Penetrative lubricity is the outstanding characteristic of the new Conoco Germ-Processed Motor Oils. This characteristic is the direct result of Germ-Processing.

You must know this story of Germ-Process. Briefly, it is the patented result of 16 years' experimentation by the British scientists, Wells and Southcombe. Back in 1901, when everything of fundamental importance was known about the refining of mineral oils... these two scientists foresaw that additional improvements must be made, in order to keep lubricants abreast of the future development of the "gasoline buggy."

They knew that animal and vegetable oils were "oilier" than mineral oils could ever be, but were impractical for use in internal combustion motors which operated at high temperatures.

Finally the Germ-Essence, containing the "oily" property lacking in mineral oils, was isolated. And a method was devised for combining this essence with highly refined mineral oils.

Only Conoco Oils Are Germ-Processed... This Gives Them Penetrative Lubricity

Continental Oil Company now owns the exclusive right to Germ-Processing for North America. Only with these new oils can you secure a fracture-proof film which actually penetrates the metal surfaces of your motor! What does this mean?... It means that the all-important film no longer may be hurled and squeezed from moving parts. The Germ-Essence carries the oil into every minute crevice... into the very metal itself. And there it clings—clings when the heat of high speeds seeks to scorch and drive it away... clings when bearings try to squeeze it out... clings, too, when you stop your motor. And this is most important... for the oils you are now using drain away as the motor stops, and require 5 to 15 minutes to resume their guard duty when you next tread on the starter. That's why 40% to 60% of your motor wear occurs in those first minutes of operation.

Save your motor by the use of this new oil. Introduce it to Conoco Germ-Processed oils today at the sign of the Red Triangle.

South Plains News

South Plains, January 28—There was but a small crowd at Sunday School Sunday. It was preaching day but Bro. Brownlow didn't come on account of bad roads.

Mr. and Mrs. Ivy Thomas spent Sunday with Mr. and Mrs. R. L. Orman.

Mr. and Mrs. E. A. McLeod spent Sunday with Mr. and Mrs. H. S. Calahan.

Miss Vera Wilson spent last week with her parents.

Mr. and Mrs. Hilburn Casey spent Saturday night with Mrs. Casey's parents, Mr. and Mrs. H. S. Calahan.

Helen and Geraldine Upton took dinner with Neva Orman Sunday.

Cedar News

Cedar, January 27—Snow is melting very fast.

Brownie McDowell, of Lockney, was visiting in this community Sunday evening.

Those who are up from Childress are Mr. and Mrs. Leroy Love and children, Mr. and Mrs. Arleigh Wadlin and Orville Love.

There was an interesting ball game played at the school house Friday evening. The outsiders played the school team. The outsiders were defeated. Alva starred for Cedar.

E. L. Campbell recently has been appointed agent for the Watkins Company in Swisher County and will move his family to Tulla in the next few weeks to make their home.

Mr. and Mrs. B. C. Brown returned the first of last week from Plainview, where they both underwent major operations in a Plainview hospital. Their conditions are said to be improving.

Mr. and Mrs. C. H. Davis and son, Billie Clyde, returned home Monday afternoon from Winters and Sterling City where they had been visiting relatives.

John Williams and R. M. Spence, of the Pansy Community, in Crosby County, were business visitors in Floydada Saturday.

Mrs. P. D. O'Brien took Mrs. W. E. Barnett to Plainview Tuesday where she is taking treatment in the Plainview Clinic. They returned home that afternoon.

W. W. Porter who has been quite seriously ill is much improved at this time. He is able to be sitting up some.

T. P. Guimarin suffered a relapse of the influenza the first of this week but is somewhat improved at present.

Mr. and Mrs. Paul Ragle, of Santa Fe, New Mexico, spent last week-end here visiting with her parents, Mr. and Mrs. D. P. Carter. They returned home Sunday.

Mrs. E. P. Nelson left last Sunday for Dallas where she will spend a week in market.

Mr. and Mrs. Tom B. Triplett of Amarillo spent from Friday to Monday last in Floydada visiting Mrs. Triplett's father, C. Snodgrass and other relatives.

Floyd County Clubs

ANTELOPE 4H CLUB

Miss Strange met with a number of the girls of the Antelope 4H Club on Thursday, January 23. She gave each member a list of songs for us to learn by next meeting day.

After a very interesting lesson on the "Making of Dresser Scarfs", we adjourned to meet again on January 30.

SANDHILL CLUB STUDIES FRUIT PLOTS AND GARDEN

Owing to the severe weather, the Sandhill Home Demonstration Club had no regular program at their meeting on January 15. Seven club members and one visitor was present for the meeting.

The time was spent with Miss Strange going over the subject of "The Farm Fruit Plot and Garden," explaining what the clubs were expected to accomplish. Several expressed a desire to start a fruit plot. We are delighted to have this opportunity to give special attention to so important an addition to the farm home.

The next meeting of the club will be held on February 5 at 1:30 p. m., with Mrs. A. R. Hanna as hostess. The meeting will be held at the Club room.

Subjects for discussion for the next meeting are as follows: Roll Call—In what way can I make my club better?

Can I be depended upon as a club member?—Mrs. J. H. Holmes. Duties of committee in preparing for a club meeting.—Mrs. J. B. Greer.

What can we do to make our club feel welcome?—Mrs. W. M. Jeter.

Model Club meeting—Mrs. A. V. Womack.

Baker News

Baker, January 29—The people of Baker Community say that they had their share of cold weather.

As there have been several new pupils enrolled in our school, it has been necessary to get a new teacher. Mr. Simpson, from Amarillo is now one of the faculty.

Mr. and Mrs. B. A. Colston and family spent the day Sunday in the home of Mr. and Mrs. S. R. Colston.

Roy McBride visited in the home of Mr. and Mrs. B. A. Colston.

Grandmother Colston is staying a few days with her son, Arthur Colston.

Lillian Graves and Inez Jones spent Saturday night and Sunday with Mr. and Mrs. Tate Jones.

Mr. and Mrs. R. I. Powell spent Sunday evening at the home of Mr. and Mrs. W. H. Owens, at Campbell.

Florence Williams visited friends in Lockney Sunday.

Mr. and Mrs. J. F. Colston visited in the S. R. Colston home Saturday night.

Ross Colston who has been in bed for sometime, is able to be up now.

Mr. and Mrs. Roy Fawver took Sunday dinner with Mr. and Mrs. G. L. Fawver.

Garth and Avon Powell spent Sunday with J. L. Baxter.

The Baker girls played a very interesting game of basketball with the Sandhill team last Wednesday night. The score was 10 to 12, in favor of Baker.

The Baker boys played a game with the Starkey boys Saturday evening. The score was 12 to 17 in favor of Starkey.

McCoy News

McCoy, January 30—Bro. Strong filled his regular appointment Sunday and Sunday night.

Our school is progressing nicely. We have several new pupils in the last two weeks.

Lowell Preston who has been visiting his sister and brother of Oklahoma has returned home and took up his school work.

Willie Maye Curry, spent Sunday night with Freda Jackson.

A few from this community attended Singing at Sandhill Sunday night.

Miss Cleona Fitch spent Thursday night with Miss Naomi Williamson.

The Sunday evening guests at Mrs. Berry's were Irma, Freda, Floyd Wayne, Bernice and Elmer Jackson, Cleona Fitch, Willie Maye, and Emory Curry, E. L. Golleher, Aubrey Glenn and Cullen Wilson.

McCoy basketball teams played Starkey Thursday. The McCoy girls won but the boys lost. They are planning on being winners at the tournament. Come on community with the pep, that's what they need to win the game.

Clarret Tardy spent Wednesday night with Georgia Pittman.

The girls and boys and several others attended the tournament Friday at Lockney. The boys won one game and the girls didn't play.

Mr. and Mrs. W. F. Hill, of Plainview, were among the out-of-town friends of H. R. Johnston who were here last week for his funeral. They are the parents of Mrs. J. C. Newsome of this city.

The famous Keith Butter found at M Store now delivered at your door for 40c per lb., Wednesday and Saturday. Write Mrs. Buena Keith, Rt. 3, Floydada. 492tp

Arthur B. Duncan, Jr., of Canyon, spent last week-end in Floydada.

J. A. Callihan has been at Fortales, New Mexico, for several days on business.

OWNING YOUR OWN HOME

In spite of all the good arguments that have been offered showing that it pays people to own their own homes, the majority of American people seem either to prefer to rent their homes of someone else, or else they have no money on which to start home ownership. As a result these folks pay other people for service that they might perform for themselves.

Some people have felt that the prices charged for real estate reached too inflated a value, which has discouraged them from buying houses within the last year or two, which should have brought prices down to quite reasonable value. Many attractive bargains are offered in Slaton. It seems today as if the price of houses was quite as likely to rise as to fall. Whether the cost of buildings rises or falls, when people own their own houses, they perform for themselves many services for which they had been paying out money. They take the profit of the ownership home for themselves instead of paying it out to someone else. A portion of every rent bill goes to the owners and capitalists for the expense of looking after the property, and for certain services which the home owner should be able to provide for himself. The ownership of a home stimulates the saving habit, it encourages people to improve their home places and make them more valuable. So it usually works out that people who own homes come out very much better after a period of years than those who pay rent.—Slaton Slatonite.

Remington and Royal Portable Typewriters at Hesperian Office.

Too Late To Classify

WANTED—A mixed cow which classifies as milk cow yet will sell as beef. R. E. McAfee, Route 3. 492tc

FOR RENT—Modern stucco house. Well located, 1/2 block off of pavement, near High School. Call 251 or 321J. 491tc

DRESSMAKING—See Mrs. E. F. Eastridge. 211 West Kentucky Street. 493tc

Mrs. B. G. Morton of Tahoka returned home Sunday after spending several days here visiting her sister, Mrs. M. B. Cavanaugh and Mr. Cavanaugh.

Mr. and Mrs. J. W. P. returned home Sunday after spending several days here visiting her daughter, Mrs. I. L. Mr. Reed, left this mid-morning for Los Angeles, California, where he will stay for an indefinite period.

FRIDAY AND SATURDAY SPECIALS

CHILDRENS UNION SUITS, Sizes 4 to 11. EXTRA SPECIAL, Two pair for only **\$1.00**

BOYS UNION SUITS, Sizes 12 to 16. Some Haines Brand, White and Ecru VERY SPECIAL, each **69c**

INDIAN BLANKETS, Just a few left. Sizes 66x80, Better buy several pair **\$1.69**

MENS WOOL SHIRTS, Sizes 14 1/2 to 16 1/2, Regular \$4.00 Shirt, SPECIAL **\$1.98**

MENS HEAVY COTTON SHIRTS, Regular \$2.25 Values **\$1.49**

H. P. Watson Co.

"Where Your Dollars Have More Cents"

Saturday Specials

MACARONI, Q. and Q. Brand **6c**

SPAGHETTI, Q. and Q. Brand **6c**

SPICES, 10c Size, Any Brand **6c**

EXTRACTS, Dr. Peters and Campbell's, 30c size **19c**

WASHING POWDERS, Super-Suds, 15c size **10c**

TROMITE, Washing Powders, 15c size **10c**

TABLE SALT, Morton's 10c size **8c**

RICE, 2 pound package **19c**

PLAINS LILLY FLOUR, 48 pound sack **\$1.65**

PLAINS LILLY FLOUR, 24 pound sack **85c**

FRESH MEATS—FRESH VEGETABLES

City Market and Grocery

PHONE 118—WE DELIVER

AT THE PALACE THIS WEEK



FRIDAY One Day Only
Sophie Tucker

in
"Honky Tonk"

Also good talking comedy.

SATURDAY

February 1, matinee and night

Tom Mix

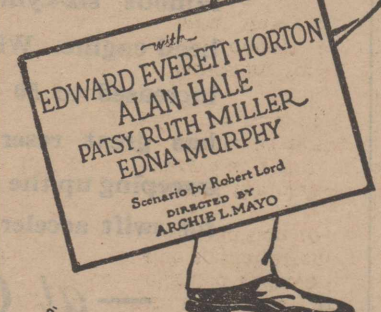
in
"The Drifter"

Also good talking comedy.

SUNDAY and MONDAY
FEB. 2 AND 3



Here's a slice of small town life bubbling with small town comedy in which you know every character



(Special Notice: We open at 2 o'clock Sunday afternoon and close at 6.)

TUESDAY AND WEDNESDAY
FEB. 4 AND 5

Douglas Fairbanks

in

"The Iron Mask"

Also good two-reel talking comedy.

FLAT CREPE



In Plain Colors

REMEMBER

You don't buy the reductions.

You buy fabrics costing a certain price per yard—tailoring up to certain definite standards.

Men who regard a suit as just more than "clothes" are coming here.

A lot of 'fellows' have been surprised this week—after looking at "highly" advertised sales and made selections here around \$15.00 to \$35.00.

"Glad Snodgrass"

Smart wear for men since 1900.

1.49 a yard

A FEATURE VALUE!

The Fashion-wise woman is planning to make her Spring clothes of Flat Crepe, for here is a silk ideally suited to the new silhouette! Flattering in its beauty, lovely in colors, lustrous in finish, it is very prominent in the front ranks of Spring styles. Black is very smart . . . and such fascinating colors as beige claire, piecrust, milk chocolate, firebrand, lobster red, Corinthian green, linen blue and San Marco blue. The low price will prompt a selection of several pieces.

J.C. PENNEY CO. INC.

South Side Square, Floydada, Texas

ANNOUNCING—

Marthalee Beauty Parlor

BY MR. AND MRS. J. K. WADDINGTON

Formerly connected with the Palace Beauty Parlor

We are glad to announce to our many friends and patrons that we have purchased the Marthalee Beauty Parlor, located in the balcony of the Floydada Drug Company, and invite your patronage.

We have just returned from Dallas, where we took the very latest of training in beauty culture under the best experts in the country.

Our new shop is completely remodeled, and completely equipped with new machinery and equipment. As an introductory offer, for the next week, we are giving a 100% GENUINE EUGENE PERMANENT WAVE, for only

\$7.50

PHONE 196 FOR AN APPOINTMENT

Vogue Beauty Shoppe

M SYSTEM

"Saves for the Nation"

ABSOLUTELY HOME OWNED STORES
FRIDAY AND SATURDAY

BUTTER, Fresh Country, Guaranteed Pound	39c
POTATOES, Yams or Spuds, 10 Pounds	29c
SUGAR, Paper Bag with other merchandise, 10 pounds	49c
LETTUCE, 3 Heads	25c

MARKET SPECIAL

SAUSAGE, Pure Pork, Per Pound	17 1/2 c
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No. 1—Phone 4 — All Orders of \$2.50 or over Delivered Free. — No. 2—Phone 62

With The Churches

CHURCH OF CHRIST

There was an increase in the number that were present for Bible study over the number present the last three or four Sundays. The different classes meet at ten o'clock every Sunday. At eleven o'clock there are church services. At six thirty o'clock every Sunday evening the classes meet for the Sunday evening Bible class. Preaching services at 7:30.

The Ladies Bible Class meets every Monday afternoon at 3 o'clock. Every lady is earnestly invited to be present at this meeting. Prayer meeting every Wednesday evening.

We are now studying the first five books in First Kings. You will always be welcomed to worship at the City Park Church of Christ.

FIRST BAPTIST CHURCH

We are enjoying a new experience here at Santa Rosa, New Mexico, in a revival meeting. Conditions are so different here from any I have ever seen before that I feel like I had turned foreign missionary. We are having a good meeting. Our crowds and the interest have grown with each service.

We expect to be home for all services next Sunday. In the morning services we plan to continue our studies in the book of Genesis, and give the evening service over to a special program in honor of the Girl Reserves. This service was postponed two weeks on account of bad weather. Let's make next Sunday a banner day in Sunday School B. Y. P. U. and all other services. Visitors welcome.

P. D. O'Brien, Pastor.

CAMPBELL BAPTIST CHURCH

G. W. Tubbs, Pastor
Services for the first Sunday in February and Saturday before:
Church Conference 11 a. m. Saturday.
Sunday School 10 a. m. Preaching 11 a. m., and 7:30 p. m. by the pastor.

You are cordially invited to attend the services of this church.

Elder Alva Johnson, of Turkey, Texas, will preach at Church of Christ on South Wall Street, Sunday morning at 11 o'clock A. M. Everybody cordially invited to attend.

FIRST METHODIST CHURCH

G. T. Palmer, Pastor
We had 273 present in Sunday School last Sunday, and for the attendance and interest we are very grateful. All of our teachers were present but three and they were kept away because of sickness in the home. One departmental superintendent was kept away because of sickness. We certainly appreciate the faithfulness of our Sunday School workers. Several new members last Sunday, and these will be an asset to the school. And do not forget that the slogan of our school is bigger and better, and that you may help us carry out this program.

Preaching by the pastor at 11 A. M. There will be no preaching at the evening hour on account of the special service at the Baptist Church by the Girls Reserve.

The three Epworth Leagues meet at their usual hour.

We shall be glad to have you worship with us at the Methodist Church.

FIRST CHRISTIAN CHURCH

Sunday School at 10 a. m., regular time. We are hoping to have 100 present. At 2:30 Sunday afternoon the Junior Christian Endeavor.

The official board of the church will meet at the usual hour Sunday, Senior Christian Endeavor at 6:15 p. m.

The program for the evening worship hour will be in the hands of the young people of the church. Sunday morning the subject by the pastor will be "The Church up to Par."

Among the things of special interest in the church work this week was the conference of Christian preachers of the plains area, which was attended by the pastor of this church. It was a delightful as well as profitable session.

Thursday night of this week twelve members of the Christian Endeavor will motor to Lubbock for a conference and banquet of the Christian Endeavors at the First Presbyterian Church.

Tuesday night, February 4, the Endeavors will meet in the home of Miss Myrtice Meador to make cookies for the Juliett-Fowler Orphans' home in Dallas.

CUMBERLAND PRESBYTERIAN CHURCH

A. A. Collins, Pastor
B. F. McIntosh, superintendent of Sunday Schools.
Sunday School 10 a. m. Be there next Sunday. Bring a friend and stay for church.

Preaching at 11 a. m. and 7 p. m. Junior and Senior Endeavor at 6:15 p. m. Prayer meeting every Wednesday night.
You are cordially invited to attend all these services.

JUNIOR CHRISTIAN ENDEAVOR PROGRAM SUNDAY AFTERNOON

The Junior Christian Endeavor of the Presbyterian Church meets Sunday afternoon and will render the following program:

Topic: Kindness and Good Manners. Scripture, Eph. 4:32.
Leader, Kenneth Bain, Jr.
Song, and sentence prayers.
Topics to discuss:
"What are some results of kindness?"—Blanche King.
"What are some of the things kindness to others leads to?"—Junior Rutledge.
"What are good manners? At school, and at home?"—Carl Lester Minor.

Each Junior look some one up in the Bible that has disobeyed God. Benediction.

SENIOR CHRISTIAN ENDEAVOR PROGRAM FOR SUNDAY EVENING

The Senior Christian Endeavor of the Cumberland Presbyterian Church will render the following program Sunday, February 2:

Topic: Ways of studying the Bible. Scripture, 2 Tim. 3:14-17; 2:15.
Leader—Helen King.
What parts of the Bible do you think would be most valuable on a business man's desk in guiding him through his problems?—Carder Collins.

Why should we be ashamed of ignorance of the Bible?—Samuel Rutledge.

Why is more time needed for teaching the Bible than for teaching spelling?—Mildret Teeple.
What would be gained by drawing your own maps of Bible lands?—Jean Bain.
Business.
Benediction.

RE-ORGANIZING THE JUNIOR CHRISTIAN ENDEAVOR.

The Junior Christian Endeavor met last Sunday at the church for the purpose of reorganizing. In the business meeting held the following officers were elected: President, Christine Wingo; Vice - President, Gladys Ruth Brown; Secretary, Lon Davis Jr.; Reporter, Florine Dorrell; Pianist, Gladys Ruth Brown. Two standing committees were appointed, a Lookout committee and a Membership committee.

The following program was made for Sunday, February 2, at 2:30:
Leader—Genevieve Schmid.

1st Part—Gladys Ruth Brown.
2nd Part—Billie Brown.
3rd Part—Billie Tad Probasco.
Piano Solo—Edna Earl Price.
4th Part—Bonnie Marie Wingo.
5th Part—Brooksie Nell Price.
Reading—June Sams.
6th Part—Florine Dorrell.
7th Part—Lon Davis Jr.
8th Part—Christine Wingo.
9th Part—Irene Probasco.
Reading—Harley Stone.
All children are cordially invited to come at 2:30 Sunday afternoon.

EPWORTH HI-LEAGUE PROGRAM

The Epworth Hi-League will meet Sunday afternoon, February 2, and give the following program:

Leader—George Palmer.
Songs—Lead on O King Eternal; True Hearted, Whole Hearted.
Prayer.

Bible lesson by leader. Matthew 21:15.

Challenge of fair play—Leader. Talks.

The Kind of Play—Mary Anna Ross.

What Our Play Tells Others About Us—John McKinney and Addie Barker.

The Code of Good Sport—Louis Hollingsworth.
Benediction.

SENIOR CHRISTIAN ENDEAVOR PROGRAM

The Senior Endeavor of the First Baptist Church will meet Sunday evening at 7:15 and render the following program:

Leader—Ruth Enoch.

Song.
Scripture: Romans 12:1-9—Kinder Farris.
Prayer.
Song.
Life of Francis E. Clark and History of Christian Endeavor—Faye Houghton.
Talk by Junior Endeavor—Christine Wingo.
Why Christian Endeavor—A. D. Summerville.
Reading—Miss Katye Morrow.
How Christian Endeavors Can Crusade with Christ—Blanche Enoch.
The New Crusade—Audrey Farris.
Special Music.
A Christian Youth Movement—Rev. Claude Wingo.
Song.
Announcements.
Benediction.

SENIOR B. Y. P. U. PROGRAM

The Skyrocket Senior B. Y. P. U. of the Baptist Church will meet Sunday evening at 6:30 at the church. The program for the evening is as follows:

Growth through Bible reading and meditation and prayer.
Introduction—Virdene Snodgrass.
Danger of Diet—Robinette Ridgeway.

Why read the Bible—Lovern Jordan.
The Bible our guide book—Gordon Bullard.

Bible reading and prayer—Olan Burrows.

Prayer life of Jesus—Mary Collins.

Prayer and Christian Growth—

Dorothy Crawford.
Quiet Hour Covenant—Esther Collins.
All are cordially invited to attend our meetings.

SOLDIERS USED IN WAR AGAINST NEW INSECT

The eternal war between mankind and insects has at last forced human beings, thus far the losers in the struggle, to call out actual armies.

In Florida, where the Mediterranean fruit fly suddenly appeared to reinforce other insect pests, four companies of militia were mobilized to police quarantined areas, says Woman's Home Companion, and Congress appropriated \$4,000,000 to finance the first stages of the war.

"The companion has long urged," continues the editorial, "that instead of abolishing armies, we ought to increase them and train them to fight against insects, vermin, floods, earthquakes, fires and storms. Any war ever fought between nations of men was puny as compared to the present and future war between man and these destructive forces of nature. And as yet it is by no means certain that man will be the victor."

Adding Machine Rolls at Hesperian Office.

A girl at a public library inquired if "The Red Boat" was in. "I don't think we have the book," she was told.

"Oh, excuse me," said the girl. "I made a mistake. The title is 'The Scarlet Launch'."

After a search the library assistant reported that no book with that title was listed in the card catalog.

"But I am sure you have the book," the girl insisted. Suddenly

she opened her handbag and produced a slip of paper on which something was written. Then she blushed. "Oh, I beg your pardon she said, 'It's The Ruby Yacht,' a man named Omar, I want."

Boston Transcript.

NOT FREE

Health is not a gift of the gods but is an individual struggle. Woman's Home Companion.

SPECIALS FOR FRIDAY AND SATURDAY

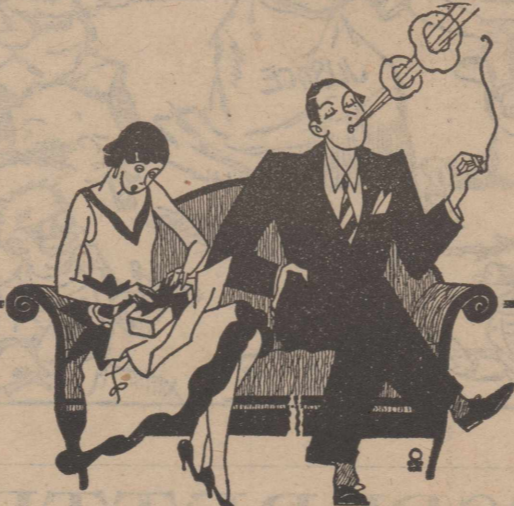
AT

STAR CASH GROCERY

SUGAR 10 Lb. Cloth Bag, Limit)	60c	BANANAS, The Yellow kind, Doz.	15c
SOAP, White Laundry, 10 bars	39c	MACARONI, 5 boxes 27c	
MILK, Baby size	5c	COFFEE, Best Peaberry	30c
Tall size	10c		

Try us on your February Grocery Account and see the saving effected at our Everyday Low Prices. PHONE 40 WE DELIVER

CARL MINOR, Owner



He's The Candy Kid—

There are some guys who spend nothing but the evening. They come in to a gal's house, shine their shoes on the legs of their trousers and deliver a weather report. But a Cuthbert is a different kind of fellow. He starts the evening off right by a charming gift of Pangburn's Candy and by the time eleven o'clock comes the Sweet Thing is telling him he ought to be president. Wonderful what a little Pangburn's Candy will do.

PANGBURN'S

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Arwine Drug Company
"Goteverthing" South Side Square

The Indian Accepts Modernity



Worshiper of the Sun-God, the Red Man has seen his country tamed and transformed into a superstructure of civilization by the Electricity-God. He has watched the Paleface create a new world with the invisible power drawn down from the heavens thru a kite-string. He has forsaken the wig-wam for the Modern Home electrified.

Texas Utilities Company

"Your Electric Servants"

A Whole CAR LOAD OF FURNITURE

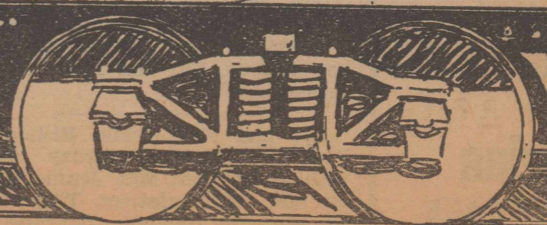
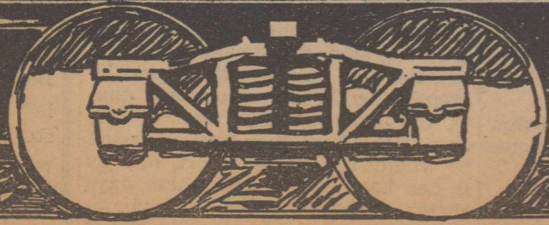
Bed Room Suites, 4 Pieces	\$57.50	Up to	\$175
Living Room Suites, Without Bed Attachment, 3 Pieces	\$62.50	Up to	\$95.00
Living Room Suites, With Bed Attachment, 3 Pieces	\$95.00	Up to	\$300
Fibre Living Room Suites, 3 Pieces	\$37.50	Up to	\$85
Duofold Suites, 3 Pieces, Special Cash Price			\$57.50
Junior Dining Room Suites, 6 Pieces	\$75.00	Up to	\$115
Dining Room Suites, 8 Pieces	\$92.00	Up to	\$165
Finished Breakfast Suites	\$22.50	Up to	\$60

Unfinished Breakfast Suites, Table and 4 Chairs	\$11.00	Up to	\$25
Oil Ranges	\$48.50	Up to	\$65
Gasoline Ranges	\$49.50	Up to	\$130
All Staple Cotton Mattresses, Full Weight	\$10.50	and Up	
Linters Cotton Mattresses, Full and Clean, No Moates			\$7.50
A Good Gas Range, new and servicable, SPECIAL			\$32.50
Other Gas Ranges			\$130
Up to			

Plenty Of Used Furniture and Stoves.

F. C. HARMON

"Where You Save The Difference"



F. F. T. Boys Entertain Members of Lions Club

Future Farmers of Texas, local organization of the Vocational Agriculture Classes of Floydada High school, proved to the members of the Lions Club of this city last Friday, that they were not only future farmers, but present musicians, and that of first degree. With French harps, guitars, violins, banjos and mandolins they produced music that brought back memories to the older "boys" and pep- ped up the "younguns".

O. T. Williams, vocational teacher in the school, is the director of the unusual orchestra, and instructs the students between classes. Many of the boys had never played an instrument before the present school term, but their progress is reflected in the pleasing manner in which they entertained the local civic club this week.

Following the musical concert, Williams made the announcement that the club orchestra would present an entertainment of an unusual nature at the High School Auditorium on Friday night of this week. Proceeds from the concert and entertainment will go towards sending the boys to the state judging contests at Tech College and A. & M. College.

Mayor W. C. Hanna was a guest of the club at the meeting, and spoke to the members on the importance of observing traffic laws. "Some of our traffic laws are regarded by many people as useless," he said, "but since they are laws, everyone should be made to observe them." He especially emphasized the importance of all traffic coming to a halt when a fire alarm is sounded.

In the business session that followed Mayor Hanna's talk, the program committee for the club announced that "Tuesday" night, February 11, had been definitely set as official "Ladies' Night." A number of speakers will be asked to address the club on this occasion, it was said.

RUBBER TREES IN FLORIDA ARE MAKING GOOD GROWTH

The Brazilian rubber tree has made rapid growth in Florida in the last two seasons, says Dr. O. F. Cook of the United States Department of Agriculture. Many of the young trees in the department's experimental work have reached a height of 15 feet or more. They are of the same species of Hevea that is planted extensively in the East Indies and in other tropical countries.

These trees are being grown at Chapman Field, near Miami, in the extreme southern part of Florida. Many other rubber plants from all of the principal rubber-growing countries of the world are being tried there in a limited way. A number of these plants are now being grown in southern Florida as ornamentals.

No frost injuries occurred in the winter of 1928-29, and some of the Hevea trees with slat-house protection continued to grow, even during periods of cold weather. Doctor Cook says this indicates that the Hevea is much more resistant to cold than has been supposed and that the development of strains sufficiently hardy to grow readily in southern Florida is possible. The Chapman Field location is near the coast, but with protection against the sea breeze, the young Hevea trees have grown as rapidly in Florida as in Haiti or in Panama.

Experiments with rubber-producing plants are being carried on in California, Arizona, Florida, Cuba, Honduras, Haiti, Panama, and the Canal Zone. Tapping experiments conducted on a group of Hevea trees in Haiti for the past four years show that yields of rubber are comparable with those reported from similar experiments in the East Indies.

Experiments conducted by the Department of Agriculture have not progressed far enough to justify any conclusions regarding the commercial production of rubber in this country, Doctor Cook says.

VETERINARY SCIENCE AIDS IN GUARING PUBLIC HEALTH

Public health and the health of wild and domestic animals have many inter-connections, Dr. John R. Mohler, of the United States Department of Agriculture points out, and the fields of human medicine and veterinary medicine have passed the point where they are little concerned with each other. Doctor Mohler, who is chief of the Bureau of Animal Industry, says the maintenance of human health and the preservation of human life are coming to be more and more a concern of the students and practitioners of animal medicine. He is often called to serve in consultation with practitioners of human medicine in investigating baffling cases of human disease and death.

"In instituting any measures for the control of animal diseases," says Doctor Mohler, "the people most intimately concerned in formulating a program of control must immediately answer an important question. Is the disease one such as hog cholera or foot-and-mouth disease in which the incentive for suppressing it lies almost

Style Decrees Colored Velvetene Jacket or Coat For Spring Wear

BY HARRIET

Coating the spring wardrobe properly will include at least one jacket or coat made of velvetene.

This is wearable, has femininity about it, comes in lovely colors and is very chic right now.

The wide wale velvetene pique is exceptionally good for sportswear. A jacket made of it in orange, flamingo, billiard green or a nautical blue makes an exceptionally nice covering for simple sports frocks that one wears on the tennis courts.

There is great latitude in jacket modes this season. The bolero is receiving increased attention, but for the separate coat the hiplength jacket may be a trifle more satisfactory, especially if it is of a brighter or different material from the dress.

Cardigans are not quite so feminine as jackets that have soft collars, a cuff belt, pockets and perhaps a marked waistline. The old-fashioned nipped in at the waistline mode is very good, as a matter of fact. With flaring skirts this type of jacket is extremely modish.

For a smart little working costume for street, business or school, the plain velvetene skirt, tucked in blouse and wide wale velvetene coat makes a nice outfit. One such is developed in greens, with the plain velvetene skirt, a wraparound, made of dark green, the tuck-in silk blouse with ruffled jabot of quite a lighter tone and the jacket of medium green. This jacket is just a little shorter than finger tip length, has double-breasted effect with green bone buttons, pockets and smart peaked lapels.

For dressier affairs, velvetene is used now, too. The long coats usually have semi-princess cut, with flare at the bottom and a rather individual type of collar and cuffs. The best colors for these dressy separate coats are some of the new blues, the new dahlias or browns. These colors are dignified yet not at all somber. Black velvetene coats are not so rich looking as colored ones.

A very cleverly cut coat in bright blue velvetene achieves a swirling effect of fine workmanship by using 300 pieces in its cut. The body



A green velvetene jacket (left) has a double-breasted effect and matched lapels. This blue velvetene coat at the right, for dressy wear, has 300 pieces in its intricate cut.

of the garment is as if it were a flower, petal laid against petal. The lower edge has each one of its gores ending in a curved line, giving an unusual scallop to the lower edge.

The sleeves are the only part of the garment that are cut in one piece and these have cuffs cut in one, too, giving the effect of a coat made of embroidered material with plain matching material for sleeves and cuffs. The collar has a jabot finish, this made of 18 narrow, curving strips of the velvetene also making the curved lower edge effect.

Another unusual coat for dress-

ier occasions is a rich dahlia red, with its shoulder yoke and its knee flounce made of tiny diamond pieces of the material, like a patchwork quilt, and the rest made of plain cut, flitted slightly to the body.

From all indications there is to be tremendous variety and individuality in separate coats this spring. One could so easily make herself a very chic one, if she is handy with the needle. And these early months in the year invariably offer great bargains in remnants. If choosing one, remember the real value there is in velvetene. It can be very effective.

career or make him the only American who had won at Paris to win at Amsterdam. Paddock again watched him, knowing that Houser still had in his mind the lesson of the movie studio. Heavily handicapped, Houser put everything he had and a little bit more into his throw and won. "He had proved once more that he had the power to deliver not only his best but better than his best," concludes Paddock.

DEPENDS ON THE WOMEN
Women can make or break aviation. As long as they are afraid of the air they will make every effort to keep men out of it.—The American Magazine.

During the past year the East Texas Chamber of Commerce held 404 farm meetings, put on a fruit tree planting campaign that increased the number of trees by 278,000, started 236 bull clubs to aid the growing dairy industry of that section and created an interest in diversified farming that East Texas has never had before. Writing in a chain of Texas papers, Will H. Maves adds another feather to the organization, saying: "It has so thoroughly sold East Texas to its own people that they have quit moving to other sections and have become East Texas boosters," which by and large, probably is the biggest achievement of all.

MOTOR INN

under new management

Effective Saturday, I have purchased the Motor Inn from "Doc" Sullivan.

I will appreciate it if my friends will remember where I am now located and give me a share of their business. Don't feel embarrassed when you need Battery Water or Air, to call on me, whether you buy anything or not.

Will have that good Conoco Gas and the Germ-Processed Oil, as well as Casings and a good line of Accessories.

We'll fix flats, of course.

W.T. (Taylor) Gray

PERFUMED SANDWICHES NOW COME INTO VOGUE

Perfumed sandwiches, bearing the scent of real flowers, are the latest vogue in afternoon refreshments, according to Janet F. Wing of Farm & Fireside. The dainties were made years ago by fashionable hostesses, but they are just now returning to favor with suitable improvements.

"To make them," says Mrs. Wing "trim the crusts off a loaf of bread. Wrap the butter in a piece of cheese cloth and put both the bread and butter in a deep bowl or

kettle. Pile clover blossoms, nasturtium leaves and blossoms, roses or violets over and around. Cover and leave for five or six hours. Make into the thinnest of bread and butter sandwiches and decorate the plate with the flower that supplied the flavoring."

Other fashionable sandwiches, says the writer, are made from the thinnest slivers of bread, rolled up and tied with a bit of ribbon. For these the bread must be fresh.

Remington and Royal Portable Typewriters at Hesperian Office.

Remarkable growth in two Texas ports—Texas City and Corpus Christi—is shown in a report of the U. S. Shipping Board. From hauling 263,280 tons in 1917, Texas City climbed in 1928 to 3,751,012 tons with a peak of 4,675,619 tons in 1927. Corpus Christi's jump was even more dazzling, its total in 1926 having been only 54,941 tons and two years later 3,554,873 tons.

Fifty important minerals exist in Texas, according to report of Dr. Henry Race Payne of the American Mining Congress. Very few of them have been commercially developed.

Wester's SPECIALS

Friday and Saturday

COOKIES	50c
Three dozen	
CREAM PIES	30c
Each	
FRUIT PIES	25c
Each	
FRUIT CAKES	\$1.00
Three Lbs.	

JUST ARRIVED

Fresh Bulk Chocolate Candy
Good Assortment

Wester's Quality Bakery
"Home of Ho-Made Bread"

Call The Cleaner

Clothes that gleam with the constant sparkle of newness—garments ever fresh and lovely—the daintiest frocks always strikingly clean and wholesome—homes shining and beautiful—these are the comforts you have when you rely regularly on competent dry cleaners. Call McGuire's.

PHONE 66

We Call For and Deliver.

McGUIRE'S

"The Store For Men"

GROCERIES

where
QUALITY & PRICES
"Are Right"

The Greatest selection of
FRESH AND SANITARY MEATS and QUALITY GROCERIES

at prices that will meet with your instant approval, plus a service that is incomparable.

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FEBRUARY GROCERY AND MARKET BUSINESS

Make Felton-Collins your trading headquarters for complete service.

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Felton-Collins Grocery Company

GROCERY and MARKET

WE FILL ANY DOCTOR'S PRESCRIPTIONS

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MOORE DRUG CO.

FRANK L. MOORE

PRESCRIPTIONS CAREFULLY COMPOUNDED

REGISTERED PHARMACIST

HOLIS B. MOORE

"YOURS FOR MOORE SERVICE"

Telephone No. 193

Dougherty News

(By Mrs. W. D. Newell)

Church and School News
 Sunday was banner day at the first church. There were 52 in church at church services. Brother Earl Lontroupe preached Sunday morning and evening.

Rev. Claud Wingo pastor of the Christian Church at Floydada, in company with Mr. and Mrs. John Enoch and daughters, Misses Ruth and Blanche, were in Dougherty Sunday afternoon. They came down to assist in organizing a Young People's Union. However, owing to such few of the young people being out, it was postponed indefinitely. Rev. Wingo brought a very interesting sermon from the 5th Chapter of Matthew.

Next Friday night, Jan. 31, the Dougherty High School pupils will present a play entitled "The End of the Lane." This is a three act comedy-drama with eleven characters. You'll miss a good laugh if you fail to see Nelson Hall and Miss Esther Patterson as "Bud Nix" and "Elizabeth Ann", acting the comedy part.

The basket ball boys of Dougherty entered the tournament at Lockney last Friday and Saturday and won third place.

Locals and Personals

Miss Edith Meyers from Peacock, Texas, is visiting in the home of her aunt, Mrs. G. C. Bristler.

Mr. and Mrs. J. H. Lloyd, Henry Lee and Miss Dona Lloyd were the guests of A. C. Lloyd and family, of Lakeview, Sunday.

Mr. and Mrs. Price Brownlow of McAadoo visited in the U. E. Cook home Sunday.

Mr. and Mrs. Charley Kelly spent Saturday night with Mr. and Mrs. W. B. Jones. Miss Irene Kreis was also a visitor in the Jones home.

Vollie and Miss Thelma McNeil were guests, at Fairview, in the J. S. McNeil home Saturday night.

The guests in the A. S. McNeil home Sunday were Mr. and Mrs. Austin Smith and daughter, Dorothy, and Miss Elna Giddings, all of Wake, Misses Grace Reathimer, Lou Ella Lincoln, Johnnie Brownlow and Bettie Frances Newell.

Mr. and Mrs. Cecil Payne and little son were visiting home folks in this community Sunday.

Mr. and Mrs. Sam Tapper from Paducah were in Dougherty Saturday night as guests of Mr. and Mrs. Martin Duvall.

Willie Emert, who has been sick the past two weeks is reported to be slowly improving.

Mr. and Mrs. T. J. Campbell and Mr. and Mrs. C. F. Lincoln were guests in the Newell home Sunday.

Aron Fox from Post is visiting his sister and family, Mr. and Mrs. J. B. Jameson.

Floyd Blankenship and Mrs.

Mary Heath went to Lubbock Wednesday afternoon, returning the same day. Mrs. Blankenship, who is under the doctor's treatment at Lubbock, is much improved.

Haskell Stone and W. M. Johnson went to Quanah Tuesday returning Thursday.

C. C. Yarbrough has been in the Government hospital at Fort Worth for treatment. His wife and children accompanied him as far as Paducah, where she stayed with her parents.

A forty-two party was given Friday night in the new brick Ray building. At a late hour hot chocolate and pop corn balls were served to the following: Mr. and Mrs. J. M. Brownlow and daughter, Jennie; Mr. and Mrs. U. E. Cook and son, Elmer, Mr. and Mrs. G. C. Bristler and daughters, Nellie and Grace; Mr. and Mrs. Raymond Holt; Mr. and Mrs. J. C. Carmac

The Baker Says



BUYING OUR BAKERY GOODS

Is the surest road to satisfaction and saving. We want to supply you with yours, and if Quality and Reasonable Prices will command your trade, we ought to have it.

REAL LOAF BREAD

The Loaf Delicious.

Malted Milk Biscuits

Pies, Cakes, Cookies and Rolls. Service—that's what we're here for.

Perfect Bakery

and sons, Milton, Clifton, Clarence and Glen; Haskell Stone, Darwin Callihan, Bill Johnson, L. A. Wesborn, Mr. and Mrs. Ray and son Charles, Buck Brownlow, Mr. and Mrs. E. H. Foster, Mrs. Grace Garner and son, Luther. After the party the group stormed Mr. and Mrs. Varley Webb.

Campbell News

Campbell, Jan. 28.—Bro. Lynn filled his regular appointment Sunday morning and night.

W. H. Owens and daughters, Ethel and Opal, returned Thursday night from a two weeks visit in Dallas and Prosper.

Miss Prudie Herndon, of Brownfield, is visiting her sister, Mrs. Brian Hinkle.

Misses Opal Nelson and Mary Boner spent Sunday with Rena Mae Lyles.

Bro. Lynn took dinner with Mr. and Mrs. E. Meeks.

Mr. and Mrs. Robert Powell and J. C. and Mr. and Mrs. Felix Ross spent Sunday with Mr. and Mrs. W. H. Owens.

Avon and Garath Powell spent

Sunday with Baxter Boys. Mr. and Mrs. W. H. Bethel spent Sunday with Mr. and Mrs. Geo. Stiles.

C. M. Lyles and family took Sunday dinner with Mr. and Mrs. J. W. Lyles.

Mr. and Mrs. Sam Glenn spent Sunday with Mr. and Mrs. J. T. Perry.

An Epworth League was organized Sunday night. Miss Mary Boner, president; Mrs. W. H. Bethel, vice-president; Miss Opal Nelson, secretary; and John Owens, treasurer, were officers elected. Everyone is invited to come out and help us.

LOANS TO BUILD SHOULD BE MADE WITH GOOD FIRM

You may secure your money from a loan company, a real estate organization, a private individual or a financial institution such as a bank. Wherever you go, make certain that the concern you are dealing with is reliable.

When borrowing money for your proposed home you are giving hostages to the future. You are com-

mitting yourself to expend many thousands of dollars over a period of time. You want to make certain that you get the best possible deal for yourself and that your agreement with the lender will be fair and equitable. Money and credit is involved—negotiate only with reputable parties.

Get Best Possible Advice

Since you have been saving money for your future home, you are acquainted with some bank and banking official. Go to him and ask him for advice. The banker is experienced in financial matters and it is good business for him to guide you in your investment. You will find him ready to aid you if he possibly can.

The fact that you are a depositor in the bank, either in the savings or commercial department, entitles you to this courtesy and you will find it gladly rendered.

Seek competent advice before placing your money in any property or plunging too deeply into your venture. You want to make certain that your financing plan is sound and that every possible contingency is taken care of.

TO THE VOTERS OF FLOYD COUNTY

After being solicited by many of the voters of Floyd County I have decided to make a thorough campaign for the office of county clerk. My intentions are to meet and get acquainted with each and every voter in the county. I have lived in Floyd County for five years, and have learned to enjoy your acquaintance and friendship.

I feel like I am capable and well-qualified to make you a good, efficient clerk if elected to this office.

My candidacy will be subject to the Democratic Primaries. Your vote and influence will be appreciated.

J. P. Davidson
 (Political Advertisement)

CARD OF THANKS.

We wish to thank those who were so good and faithful in their untiring efforts to make our burdens lighter through the sickness and death of our loving father and husband.

To those who sent flowers we

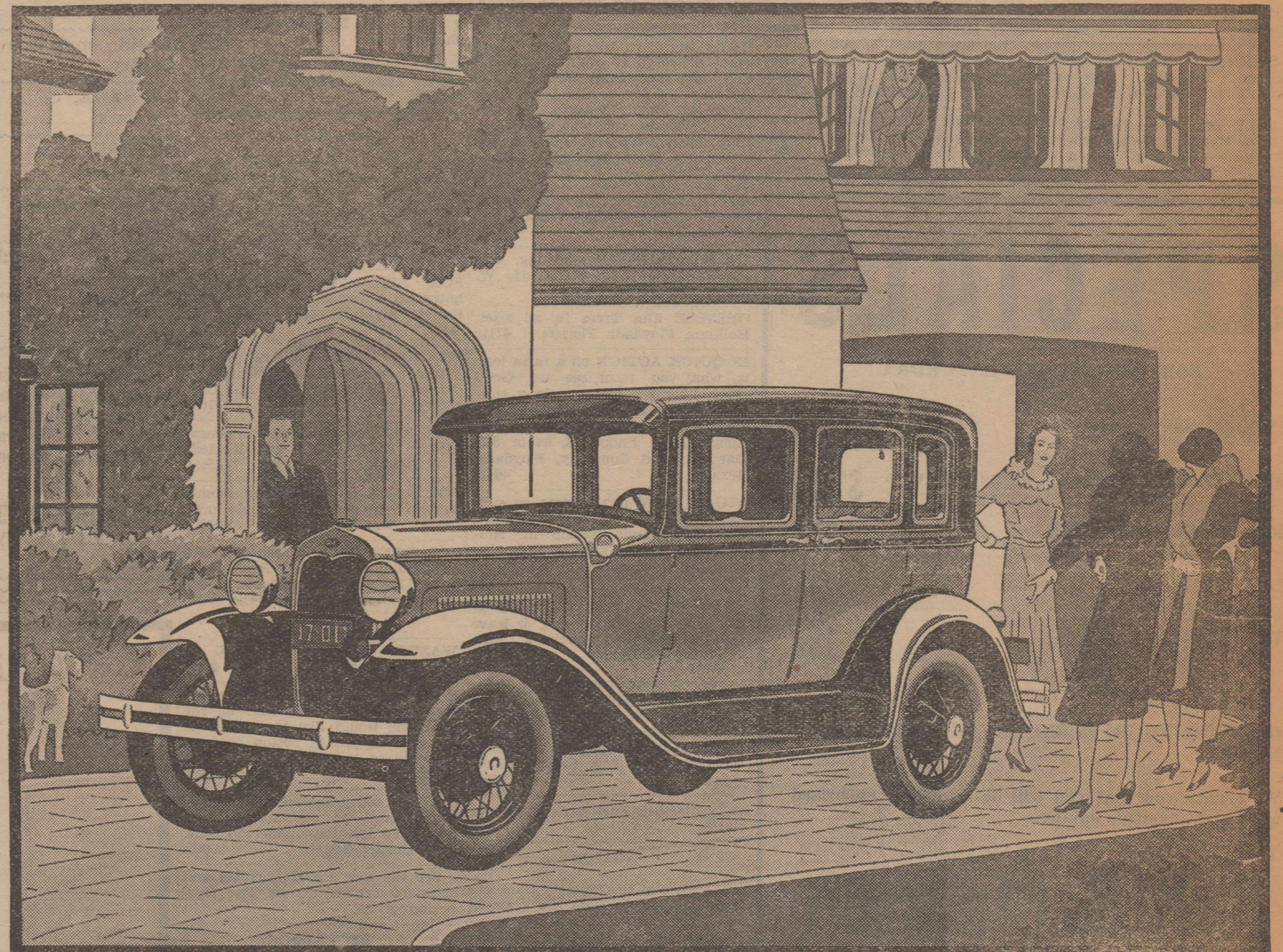
hope that when death and sorrow invades your home that first of all you will look to Him on High Who doeth all things well for strength and guidance. Our prayers are that you, too, will have just such Friendship and Comfort as we have had. May God's richest blessings rest on you all is our prayer. Mrs. H. R. Johnston and children.

FORCE TONIC
 The Great Appetizer

FORCE TONIC makes eating a real pleasure. Just try it before your next meal. You'll be surprised how good your food will taste; and you can eat your fill without any discomfort.

For Sale By
FLOYDADA DRUG CO.

New Beauty for the New Ford



THE NEW FORD TOWN SEDAN

In the Town Sedan you see a distinguished example of the unbroken sweep of line which adds so much charm to all the new, roomy Ford bodies. Radiator, hood, cowl, lower roof line, fenders, wheels — every point of design reflects the new style and beauty that have been placed within the means of every one. All of the new Ford cars are finished in a variety of colors.

ANOTHER STEP FORWARD

THE introduction of the new Ford bodies has set a high standard of motor car value.

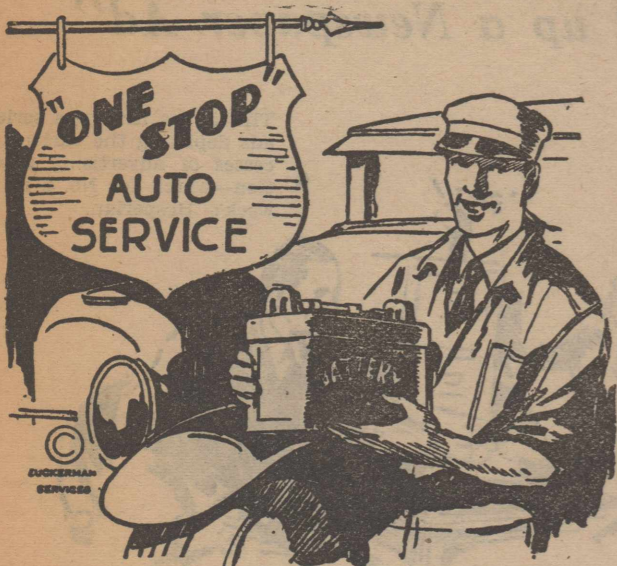
From the new deep radiator to the tip of the curving rear fender, there is an unbroken sweep of line—a flowing grace of contour gaining added charm from the rich and attractive colors.

You will take a real pride in the smart style and fresh new beauty of the Ford just as you will find an ever-growing satisfaction in its safety, comfort, speed, acceleration, ease of control, reliability and economy. In appearance, as in mechanical construction, craftsmanship has been put into mass production. New beauty has been added to outstanding performance.

A feature of unusual interest is the use of Rustless Steel for the radiator shell, head lamps, cowl finish strip, hub caps, tail lamp and other exposed metal parts. This steel will not rust, corrode or tarnish and will retain its bright brilliance for the life of the car. Here, as in so many other important details, you see evidence of the enduring quality that has been built into the new Ford.

- Roadster, \$435
 - Phaeton, \$440
 - Coupe, \$500
 - Tudor Sedan, \$500
 - Sport Coupe, \$530
 - Two-window Fordor Sedan, \$600
 - Three-window Fordor Sedan, \$625
 - Convertible Cabriolet, \$645
 - Town Sedan, \$670
- (All prices f. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra.)

UNIVERSAL CREDIT COMPANY PLAN OF TIME PAYMENTS OFFERS YOU ANOTHER FORD ECONOMY



Authorized Exide

Battery Sales and Service

Starter and Generator Work

And General

Automobile Repairing

In Charge of Mr. Henry C. Ford

—AT—

Gullion's Super Service

S. E. Corner Square Floydada
 Phone 83

HENDERSON IN RACE FOR JUDGE OF FLOYD

Floyd County Hesperian: I am hereby authorized to announce my name as a candidate for the office of County Judge of Floyd County, Texas, subject to the action of the Democratic Primary, 1930.

I have never asked for public support, but feel that I am entitled to fill the office for which I am asking, having had many years experience as Deputy Clerk and Court Reporter in my state.

I am a resident taxpayer of Floyd County, Texas, and earnestly solicit the support and influence of all qualified voters, promising that if elected to his office to discharge the duties thereof to the best of his ability.

It is my intention to make a complete canvass of the county and I will count it a pleasure to meet each of you and personally solicit your support.

Respectfully,
W. H. Henderson
(Political Advertisement)

E. W. HENREDSON ASKS FOR RE-ELECTION AS COMMISSIONER PRECINCT ONE

I wish at this time to offer myself as a candidate for re-election as commissioner of precinct one. In asking for this place of trust the second time, I wish to thank each and every one in this precinct for your splendid cooperation during the brief year which it has been my honor to serve you as commissioner.

I have tried during this brief time to serve you as well as the finances and other conditions would permit. I feel that I can give you even better service during the next two years should I be elected for another term. With the experience and acquaintance I have of the work it seems reasonable that I should be able to give you better service. Thanking you in advance for any consideration you may give me in my candidacy for a second term, I am

Gratefully yours,
E. W. Henderson
(Political Advertisement)

THE VOTERS OF COMMISSIONERS PRECINCT ONE OF FLOYD COUNTY, TEXAS

I am today announcing by candidacy for County Commissioner of your precinct, subject to the action of the Democratic Party, and heartily solicit your support, and should I be elected, all I have to offer is to help to the best of my ability in handling our county affairs and to render the best road service that I am capable and permitted to do, for I like good roads.

Yours for Careful Consideration,
W. F. Weatherbee
(Political Advertisement)

Center News

Center, Jan. 28—We are enjoying these sunshiny days even if it is a little slush under foot; if the sun is shining we know that it is winter.

Had good crowds out to all the roads yesterday considering the fact that the roads folks had to travel here.

Mr. and Mrs. Matthews and another Matthews, Mr. and Mrs. Claud Carpenter and Rev. Mr. Weathers took Sunday dinner with Mr. and Mrs. C. O. Pence.

Mr. and Mrs. Leo Frizzell and Mr. and Mrs. H. B. Mankin took Sunday dinner with Mr. and Mrs. W. B. Jordan.

Miss Alma Montgomery spent Friday night with Miss Vergie Mae Dennis.

Miss Gertrude Lightfoot was absent from school all last week and today on account of sickness.

Miss Bernice Mankin spent Saturday night with Miss Jewell Veach, and Sunday afternoon with Miss Gertrude Lightfoot.

Our ball team went to Lockney to the tournament last Saturday. Owing to some technical error in not enrolling, they did not play.

Mr. and Mrs. Webb of Happy, Mr. and Mrs. Leonard Dennis of McAadoo, visited their parents, Mr. and Mrs. S. L. Dennis, one day this week.

Sleighting was the amusement the early part of last week. Every slide or anything that had runners was put into use.

C. E. Meredith, Eugene Simpson and Roy O'Brien came out to singing Sunday afternoon.

Rev. and Mrs. Weathers took Sunday night supper with Mr. and Mrs. W. L. McAda.

Mr. and Mrs. Gill attended church at Cedar Hill Sunday.

Mr. and Mrs. Ross visited her parents, Mr. and Mrs. Guffee of Fairview last week. Mrs. Ross spent a day or two with her mother who fell and broke her arm about the middle of the week.

Mrs. Montgomery and children entertained company Saturday night.

Miss Eula Gullion visited Miss Bernice Mankin two nights last week.

Mr. and Mrs. Earl Rainer and small sons, Arel Rainer and Miss Myrtice Hancock were out to singing Sunday afternoon.

Muncy News

Muncy, Jan. 27—Mr. and Mrs. Bud McAda spent Friday with his parents in the Center community.

Mr. and Mrs. Ernest LaFrance visited his brother, O. B. LaFrance, Monday.

Mrs. R. E. L. Muncy was honored on her sixtieth birthday Sunday, by a dinner, arranged by the children. The dinner was a surprise. When the family returned from church, the table was spread and in the center of the table was the birthday cake adorned with sixty candles.

Mr. and Mrs. Moore and Loretta

Vandergriff were Floydada visitors Saturday afternoon.

Edd Muncy and Sydney Childress went to Lockney Saturday afternoon.

Relatives of Mr. Bailey from Tulsa are visiting them this week.

Mr. and Mrs. R. E. L. Muncy, also Louise Linderman, went to Floydada Friday afternoon.

Mr. and Mrs. O. B. LaFrance spent Saturday afternoon in Lockney.

Doyce and Earl Smalley spent Sunday afternoon with their sister, Mrs. W. G. Ferguson.

Mrs. Gladys Cagle went to Lockney Saturday afternoon.

Mr. and Mrs. J. F. Biggs were shopping in Floydada Wednesday.

Mrs. W. G. Ferguson has been on the sick list for the past few days.

Grover Freeman and Miss Susie and Alvie Smalley were Lockney visitors Saturday afternoon.

Mrs. Jack Huff spent Friday with Mrs. Edd Muncy.

Mr. and Mrs. A. B. Muncy went to Floydada Saturday afternoon.

"INSIDE" INFORMATION

Cut sprouting broccoli lengthwise after trimming off the heavy leaves and tough ends of the stalks. It will then cook tender more quickly and evenly, says the Bureau of Home Economics.

Domestic or home-raised rabbits resemble chicken in flavor and may be cooked in most of the ways chicken is cooked. These rabbits are not subject to game laws and may be eaten at any season, according to the Biological Survey.

A roast meat thermometer eliminates guesswork by indicating exactly when a piece of meat has reached the rare, medium, or well-done stage. It can be used for any thick roast—beef, lamb, pork, ham, or veal. The Bureau of Home Economics recommends its use in all recent publications on meat cookery.

Some practical all-in-one winter play suits for children of preschool age have been designed lately by the Bureau of Home Economics. They are made of warm fleecy or rainproofed fabrics, and have many new features to aid self-dressing and to provide freedom for normal out-of-doors activities.

A radio set in the breakfast alcove permits the homemaker to hear music and other entertainment as she goes on with her work, suggests the Bureau of Home Economics on one of the kitchen convenience slides prepared in cooperation with the Extension Service. A table in the alcove near the radio is convenient for note-taking on practical household talks such as "Aunt Sammy's" chats or the Household Calendar of the noon net-work of the U. S. Department of Agriculture.

CAKES AND GARDEN POISONS DANGEROUS COMBINATION

"Poisons such as garden and domestic insecticides, today almost a household necessity, should be securely locked up or carefully stored beyond the reach of children," says Dr. P. B. Dunbar, Assistant Chief of the Food, Drug, and Insecticide Administration, United States Department of Agriculture.

"A package of poison on the pantry shelf is as dangerous as a loaded gun. Someone comes along who doesn't know the package contains poison—that the gun is loaded, and the result is injury or even death. Like precautions are essential in

food stores, restaurants, and food factories."

This warning to housewives to keep poison locked away is made by the Food, Drug, and Insecticide Administration following a recent case of accidental poisoning in which holiday fruit cakes were the "loaded guns." Nine cakes, baked by a woman living near Washington, D. C., were sold to neighbors and friends, and one to an unknown house-to-house sales agent. The first to eat of one of the cakes was a doctor who, recognizing the symptoms of poisoning, called on the administration to analyze the cake.

Chemists soon determined that the sample contained arsenic poison, and an inspector was dispatched to round up the eight cakes. Eight were readily located and recovered from neighbors of the cake baker, but the ninth, the inspector learned, had been shipped to Canada. The Canadian family was finally reached and warned of the danger by long-distance telephone. Fortunately the package had not been opened. Quick work on the part of the administration officials, no doubt, prevented serious illness and possibly death in nine homes.

Samples of the different food materials in the home where the cakes were baked were then analyzed and arsenic was found in the flour. The housewife explained that an insecticide had been bought a few years previous, some of which

might have been around where the children could get at it. It was the opinion of the inspector that the children had mistaken the calcium arsenate for flour and put it in the flour sack.

Cases of this kind happen every year and some less promptly handled have resulted in much illness and some deaths. The administration believes that many such accidents could be avoided if housewives had a fool-proof place in which to lock all poisons, including insecticides and polishes to prevent their getting into food.

The business farmer who wants to keep complete farm-cost accounts should make four kinds of records, says the Bureau of Agricultural Economics, U. S. Department of Agriculture. These are an inventory at the beginning and end of the year; an account of all money paid out or received, and of all purchases or sales on credit; a record of feeds consumed, crop supplies used, and crop yields; and a record of all work done by men, horses, tractor, or other power during the year.

None of the imported alfalfas tested thus far are better than the domestic strains for any part of the United States, according to the Bureau of Plant Industry, U. S. Department of Agriculture, with the possible exception of areas where bacterial wilt is prevalent.



New Spring Hats

Mrs. E. P. Nelson is now in market, buying millinery and studying the modes for

THE HAT SHOP

New Hats are arriving daily—Hats that typify the coming Spring—and we invite you to see them.

THE HAT SHOP

Mrs. E. P. Nelson — Props. — Ruth Brown Hall

ANNOUNCEMENT!

\$585 F. O. B. TOLEDO, O.

THIS NEW PRICE MAKES THE WHIPPET THE LOWEST PRICED OF ALL 4-DOOR SEDANS.

It is Willys-Overland's 1930 contribution to economical transportation, an impressive reduction on a great car with a great future

1930 Whippet Finkner Motor Co.



For Those Who Are First With The Very Latest



The NEW FROCKS FOR SPRING

\$10.75 to \$35.00

Graceful silhouettes, sweeping lengths, snug hiplines, new necklines, flares, bows, tucks, pleated and draped skirts, all more interesting, all exceptionally individual and distinctive.



The NEW COATS FOR SPRING

\$10.75 to \$39.50

Coats that express the version of the new spring mode from every minute detail of designing, tailoring, trimming and youthful details. Creations sponsored in Paris and making their appearance here this week.

C. R. Houston Co.



THE HESPERETTE

(Continued from page 1)
 die of the page?"
 Mr. Stephen—"Add the lines and divide by two."

Gilbert (at Martin's Dry Goods Company)—"Do you have a reduction on your two cent stamps?"

COMING EVENTS OF IMPORTANCE

The High School Follies of 1930 is the most promising event of the immediate future for the classes of Floydada High School. There has always been a vigorous rivalry among the four classes for superiority in the one-act plays, but this year's competition will be even stronger. The sponsors of the four classes have decided that the play which wins the local contest will be the one which will be entitled to entry in the One Act Play Contest at Lubbock. With a trip to Lubbock as their goal, the members of the casts are contributing their best efforts, and as a result, the plays of this year will be better than ever before. The type of play used will be the standard one-act, forty minute play. Announcement of the names of the plays and the members of the casts will be made in the next issue of the paper.

Don't forget to see Tambone in the Negro Minstrel January 31, at the high school auditorium.

Lee Bedford and Mark Duncan returned home from Fort Worth last Friday where they had been attending the Danforth School of Pharmacy.



Seeing Power Decreases With Age

The gradual decrease in ocular power which accompanies age is no more contrary to nature than it is for the hair to turn gray, the teeth to become defective or the muscles to weaken.

Artificial aid is to be expected as age advances and should be resorted to at the first indication of falling sight. Call and let us fit your eyes with glasses they require.

Dr. Wilson Kimble
 Optometrist
 Floydada, Texas

SOCIETY

1929 Study Club Plans For Little Theatre.

Mrs. E. L. Norman was hostess to the 1929 Study Club Thursday afternoon. During the business session Mrs. Ruth Brown Hall and Mrs. Hubert Seale were elected to membership to fill the vacancies caused by the resignation of Mrs. Ed Bishop and Mrs. J. Clements. Mrs. R. B. Rosson was appointed as member of the Little Theatre committee and Mrs. Joe Breed was appointed on the social committee.

The Little Theatre project, which is to be sponsored by the 1929 Study Club, was discussed. Plans are being made by the committee to put the project before the community so that work can be active begun.

After the business session an interesting program on the Crater Lake National Park was given with Mrs. Robt. A. Sone acting as leader. Roll call was answered by some point of interest in the park. Mrs. J. D. McBrien gave the route to Crater Lake, the location, area and elevations of the park. Mrs. Joe Breed told an Indian legend concerning the park. The probable origin of Crater Lake and the distinctive features of the park were discussed by Mrs. L. J. Welborn.

After the program delicious refreshments were served to the club members.

The next meeting of the club will be January 30, at 3:45, at the home of Mrs. J. D. McBrien, with Mrs. McBrien and Mrs. Edwin Heald acting as joint hostesses. In this meeting the club will study both the lessons for December and the one planned for January 9, the club finding it impossible to meet on those dates.

Mrs. Claude Wingo Entertains Woman's Council.

The Woman's Council of the First Christian Church met Monday afternoon at three o'clock at the home of Mrs. Claude Wingo.

The lesson was "Hidden Answers from the World Call," led by Mrs. J. A. Enoch.

Refreshments were served to seventeen members present.

The Council will meet next Monday afternoon with Mrs. J. B. Jenkins in a Bible study on the book of Matthew led by Mrs. Edd Brown.

Ladies Aid Meeting at Presbyterian Church.

The Ladies Aid of the First Presbyterian Church met at 2:30 at the church Monday in a business meeting. Afterwards a social hour was held.

The next meeting of the Aid will be February 10.

Read The Hesperian for news of Floyd County.

One Length for Parties, Another for Informal Wear, Is Fashion's Rule

BY HARRIET

The long and short of the skirt, problem seems to have been settled and spring will see some of both.

For informal daytime, sportswear and for traveling and working togs, the short skirt prevails, but of course even it is slightly longer, making some little concession to the new mode.

The usual length is from two to four inches well below the knee. Since most of the spring skirts flare, this length gives the impression of being longer than it is. But no one need feel badly about short daytime frocks. They are comfortable, they are worn and will continue to be.

For tea-time and for evening, the same thing is not true. One sees all length of evening things but when the dress is for tea-time or dinner or Sunday night supper, the same thing is true. Skirts are longer and they are apt to be uneven.

One does not see trailing length on streets. But one does see it stepping into limousines and dancing on the smartest floors. It is, as a matter of fact, bad taste to have skirts with great length for daytime, and the evening the hemline the more comfortable they are and the more correct. But there are many evening gowns that affect real trains, the kind women must throw over their arms to dance.

At a recent fashion show where Palm Beach togs were exhibited, the skirt lengths were disposed of with dispatch and according to the foregoing rules.

Patterned frocks were exceptionally good and among the new colors were hennas, powder pink, old gold, spring green and several blues from delft blue to baby blue. The latter promises to be very popular for tennis, golf and swimming suits, a new note in color.

There was one especially chic and youthful model for daytime wear in a modernistic designed lightweight tweed in blue and white that used three blues against the white background to give an exceedingly pleasing effect. The frock was simple, making much of the waistline by girdling it with the medium shaded blue suede in the form of a wide belt.

Mr. and Mrs. I. C. Surginer Entertain with Bridge.

A very delightful evening was spent last Friday at the home of Mr. and Mrs. I. C. Surginer when they entertained with five tables of bridge.

Those enjoying the evening were: Mr. and Mrs. Ray Clements Mr. and Mrs. Robert A. Sone, Mr. and Mrs. Joe M. Day, Mr. and Mrs. George



For street and business the blue and white tweed (left) is short and of even length. The cat-time dress at the right is of burgundy printed crepe, and is long and uneven.

The neck was modestly round and blue buttons marched up one side in Russian blouse manner, from hip-length to shoulder. The skirt had a flounce of box pleats which kicked to real width when its wearer walked. It had even length, comparatively short.

An afternoon gown, on the other hand, had an intricate cut that swirled its sides down to the floor.

Sherill, Mr. and Mrs. Jeff Welborn, Mr. and Mrs. Leslie Surginer, Mrs. W. R. Ivy of Big Spring, Mrs. John Reagan, Miss Adelaide Scott, Grady Howard of Crosbyton, Jack Scott, George B. McAllister and the host and hostess, Mr. and Mrs. I. C. Surginer.

Mr. George Sherill and Mrs. Leslie Surginer were high score winners.

Mrs. Pitzer Baker Honored with Bridge Party.

Mrs. George Smith was hostess at four tables of bridge Friday afternoon honoring her sister, Mrs. Pitzer Baker of Weiner, who, with her little son, Charles, has been here for a few weeks visiting relatives and friends. Mrs. J. A. Arwine made highest score in the games played during the afternoon.

Refreshments of chicken a la King, doughnuts and coffee were served to the following guests: Mmes. J. A. Arwine, A. B. Keim, Homer Steen, Jack Henry, L. T. Bishop, R. E. Fry, Jas. K. Green, Robert McGuire, Glad Snodgrass, T. P. Collins, B. K. Barker, Roy Snodgrass, Robert Eubank, Pitzer Baker, the honoree, E. L. Angus, Edd Johnson and the hostess, Mrs. George Smith.

Marion Bosley, of Clovis, Mexico, visited over the week with his parents, Mr. and Mrs. C. Bosley.

LENNE
COUGH SYRUP
 A Doctors Prescription
 PLEASANT TO TAKE - QUICK ACTION
 Floydada Drug Co.

Typewriter carbons, second sheets at Hesperian office.

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

Dr. W. M. Hought
 MEDICINE and MINOR SURGERY
 Office with Moore Drug Co. West Side Square
 Phones: Residence 250 Office 193

PHILLIPS MOTOR OIL MOBIL OIL
Phillips '66'
 A service and Product that has changed the Language.
 Floyd County People don't say "Gasoline and Oil".
 THEY SAY—
 "PHILLIPS 66 AND PHILLIPS MOTOR OIL"
 Let Our Station and Road Service Speak For Us.
Phillips Service Station
 Bill Watson, Mgr. Phone 277

Baker-Campbell Company, Floydada---Positively

THEY CAME! THEY SAW! THEY BOUGHT!

Thousands of eager buyers attended this great event the opening days of this sale and the smile of satisfaction appeared on the face of every one when they gazed upon the greatest bargain spectacle they ever witnessed. They were convinced that every statement we made in regard to this Quit business sale was the positive truth. Come everyone, see for yourself that we are absolutely closing out this great stock.



NOTICE, GOOD PEOPLE!

We have gone through our entire stock and have marked everything so low that when you buy you will feel like you are virtually carrying the goods away at almost give-away prices.

Read the prices listed below and bring this ad with you, and you will be convinced that this is a real close-out sale to the Naked Walls.

QUIT BUSINESS SALE---EVERYTHING GOES

READ THESE HEAD LINER SPECIALS	One Lot Boys' Knee Pants 98c	Corduroy Work Pants Worth \$4.45 Sale \$2.69	Towels Worth 75c Pair Sale Price 42c	Silks \$2.25 Value Sale Price \$1.49	Big Buck Grade, Gray Work Shirt 79c Worth \$1.25	Imperial Chambray Solid and Checks 26c	Tweed Coating Worth \$3.00 Sale Price \$1.95	New Spring \$19.50 Coats Saturday Only \$12.95	DON'T BE GUILTY OF NEGLECT
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NEVER BEFORE--PERHAPS NEVER AGAIN--AN OPPORTUNITY LIKE THIS!

Saturday, 10 a. m.
 200 YARDS BLEACHED DOMESTIC
 18c VALUE 10 CENTS

A Commercial Clycone Of Bargains—
 Let Nothing In The World Keep You Away.

Baker-Campbell Co.
 FLOYDADA, TEXAS

FOLKS
 Your Are Getting Savings Greater Than You Realize.
 Better Take This Opportunity.
Buy Now

Listen For The Alarm Saturday 3 P. M.