

THE FLOYD COUNTY HESPERIAN

VOLUME 36

FLOYDADA, FLOYD COUNTY, TEXAS, THURSDAY, JULY 4, 1929.

NUMBER 19

COUNTY TO MAKE 2-MILLION BUSHEL WHEAT CROP

Thousands Attend Formal Opening Of New Theatre and Drug Store

Palace Theatre Presents Talking Pictures to Public First Time Monday Evening.

Between one thousand and twelve hundred Floyd County people attended the formal opening of the new Palace Theatre and White Drug Company Monday afternoon and evening between two and ten o'clock. More than a thousand and witnessed the first talking picture to be shown in this city Monday evening, although many were prevented from attending by threatening weather. The new building and fixtures for the two establishments total an expenditure of \$50,000.

Pride Shown By Visitors
Pride in Floydada's latest achievement was shown by everyone who attended the opening Monday. The general opinion expressed by the visitors was that the new theatre building, and drug store and picture show equipment would be a credit to a city much larger than Floydada. Especially were the visitors impressed with the talking picture presented by the managers of the new theatre.

Refreshments of punch and candy were served by the drug store to the ladies and cigars to the men present. An attempt was made to keep a register of the guests at the drug store, but shortly after opening at two o'clock, the house was swamped with visitors and it was found impossible to keep an accurate count of those attending.

Homer Steen, local newspaper man, made a short talk at the opening of the theatre, following a talking comedy and news feature reel. Mr. Steen told of the advancement of picture shows in Floydada during the past fifteen years and expressed Floyd County's pride in the new Palace Theatre. "We are glad to know that the builders and managers of this new theatre have faith in the present and in the future growth of Floydada," he said. W. U. White, manager of the White Drug Company and administrator of the A. D. White estate, and E. E. Boothe are the builders of the Palace Theatre building. It is elaborately constructed and has many beautiful architectural features throughout. It is located on West California Street and is easily one of the most beautiful business houses in the city.

J. G. Deakins is manager of the new theatre. Interested with him in the enterprise are J. A. Nelson and R. W. Simpson. The Olympic Theatre is also owned by these men. Talking pictures in the new theatre are proving very satisfactory. The talking equipment is of the best make and the sound effects carry in the building almost perfectly. "The Bellamy Trial" was the first talking picture shown. A talking "Our Gang" comedy was also shown the opening night.

Out of town visitors here for the opening of the show included, J. A. Nelson, of Fort Worth, Mr. and Mrs. R. W. Simpson of Paducah, Mr. and Mrs. E. M. Deakins and daughter, Margaret, Snyder, Mrs. T. S. Lollar, Janette Lollar and E. M. Remington of Spur, Mr. Choat of Anson and Mr. and Mrs. A. D. Arnette and daughters of Oklahoma City.

F. F. F. SERVICE STATION BOUGHT BY J. G. SMYERS

Jackson Brothers and Sullivan announced this week the sale of the F. F. F. Service Station at the corner of Main and Mississippi Streets, to J. G. Smyers, of Byers, Texas. Mr. Smyers took charge of the station on Monday, July 1.

The former owners of the station had been in charge of the business since January, when they bought out Wood Brothers. The new owner has moved to this city to make his home. He will be assisted in running the station by Bill Phillips, also formerly of Byers.

Dwight Jackson plans to spend his time at Lockney where he is wholesale agent for the Phillips Oil Company, and Guy Jackson will look after his farm interests. Mr. Sullivan has not announced his plans for the future.

FLOYDADA BOYS MAKE HONOR ROLL AT TEXAS UNIVERSITY

Richard Stovall and Ben Ayres, students of University of Texas, are among the one-tenth of the student body making the honor roll of the College of Arts and Science at the University according to Dean H. T. Parlin, who has just announced the list of honor students for the spring semester of the last long session.

Establishes Routes For Bakery Products

The bakery industry in Floydada is not lagging behind the rest of the community in trying to establish a wider range of distribution for products manufactured here, the Western Bakery last week having taken an important step toward increased production and wider distribution of Ho-Made Bread and the pastry products of that concern by the establishment of two routes that will cover considerably in excess of one hundred miles.

One of these routes extends southward to Starkey, Cone, Farmer, Lorenzo and points eastward on a loop that is about seventy-five miles long. This is a daily except Sunday route.

The second route, a longer one that at present is to be made three times weekly, runs by way of Lakeview and intermediate points to Madoo, thence home by way of Dougherty, a route almost 100 miles in length. "Our problem, like practically every other business establishment's problem, is volume," J. C. Wester, manager of the bakery said Saturday. "And we find the response reasonably good in the territory we are serving. Of course, they've got to find out for themselves that we're giving them a real pastry service and schedule, but we hope to be able to establish a mutually profitable business service on these new routes."

Western's Bakery is one of the best establishments of its kind in West Texas and has a large capacity.

Moore Drug Has Many Visitors At Opening

New Drug Store on West Side Square Well Received By Public Saturday.

"Hundreds of our Floydada and Floyd County friends visited our new store when we opened last Saturday and we were well pleased with the reception given us by the people of this territory," Frank L. and Hollis B. Moore said following the opening of the new Moore Drug on the west side of the square last Saturday.

"All of our visitors were high in their praise of our store and were especially impressed with our new store front," Frank Moore stated. The new drug store has an open front, with a beautifully decorated lobby at the entrance. The soda fountain is located on the south side of the building and the fixtures and stock are neatly arranged in the house.

The Moore Drug is located in the Masonic building, next door to the C. E. Stone Company. This is the second drug store to open in this city during the past week, bringing the total number to five.

Palace Shows Popular 'Talkie' Next Week

"Alias Jimmy Valentine," featuring William Haines, will be shown next Monday and Tuesday at the new Palace Theatre in this city. It was announced by manager J. G. Deakins. This picture has proven very popular in every section of the country that it has shown and especially where the talking version is used. It is Metro-Goldwyn-Mayer's first picture with talking sequences.

William Haines is starred in the Paul Armstrong melodrama, Lionel Barrymore, Karl Dane and Lella Hyams are in the supporting cast.

The "talkie" next Monday and Tuesday will be the third talking picture shown in this city since the opening of the new theatre. Matinees will be shown both days, it is announced.

Make Plans For Court Of Honor Friday Night

Plans for a Boy Scout Court of Honor Friday night are being made by local Scout officials. Scout Executive E. L. Roberts, of the Central Plains Area will be present and have charge of the court.

The meeting will be held in the county court room.

Mrs. J. R. Neece and sons, J. R. Jr. and Eugene, and daughter, Floy Archer, who have been visiting her parents, Mr. and Mrs. J. R. Archer returned to their home at Amarillo Tuesday. Her sister, Miss Robbye, accompanied them home for a visit.

Expects Valuations To Run About \$13,000,000

Although it will be several weeks before definite figures on the total taxable valuations for Floyd County will be available, County Tax Assessor C. M. Meredith this week vouchsafed an estimate that the figures would run around \$13,000,000, an increase over last year's valuations of about \$1,600,000.

"This is just a guess based on a rough estimate of the increase in values of the county," Mr. Meredith said, and cannot be taken as an official statement.

The first official report Mr. Meredith will make on the probable taxable values of the county will come later in this month, when he will give the State Comptroller an estimate for the use of the State Automatic Tax Board, and to the local Commissioners' Court for their purpose in making the annual tax levy.

Enthusiastic Start Made On Plans For Sixteenth Floyd County Fair

Expressing themselves as strongly in favor of the Floyd County Fair and exhibiting more enthusiasm and interest than has ever been shown by a group of Floydada business men the committee named by Chamber of Commerce directors to manage the 1929 Floyd County Fair held their first meeting Tuesday evening. Grouping themselves into various committees so that each person would have a part in the plans for the event the committee did not adjourn until more than twenty business men had willingly agreed to serve on the committees.

Of the twenty-seven men named by the directors there were only four absent when the meeting was called to order Tuesday evening. Financing the fair was the first subject discussed by the committee and three of the members were delegated to raise \$3000 for the fair. J. G. Martin is the chairman of this committee and has for his assistants C. R. Houston and J. B. Jenkins. The increased amount over that used by previous fairs was necessitated by the addition of livestock exhibits.

A feature that from indications had more to do with the enthusiasm shown and the interest in the competition is the addition of livestock exhibits. Each of the committee agreed that this year this should be one of the strongest drawing cards of the fair and O. L. Stansell, president of the Panhandle-Plains of Texas Dairy Show, was asked to serve as chairman of this committee. Mr. Stansell asked that C. H. Davis, O. T. Williams, J. V. Daniel and E. L. Angus act as other members of the committee.

NIECE DIED AT WELLINGTON FOLLOWING OPERATION

Nellie Sue Clements, 11, of Wellington, and niece of O. L. Stansell of this city, died Sunday morning at 8:30, following an operation for appendicitis.

Mr. and Mrs. Stansell and sons, Pat and Jack, left here Sunday morning but did not reach there until after her death.

The deceased is survived by her parents, Mr. and Mrs. C. C. Clements; two brothers, Stansell, and Ely; and two sisters, Alma and Inez.

Funeral services were held at Wellington Monday.

Mr. and Mrs. Stansell and children returned home Tuesday afternoon.

Permits 1929 Exceed First Half Last Year

June building permits in Floydada brought the total for the first half of the year to \$186,435, exceeding the total this time last year by \$17,435, according to the record of permits kept by City Secretary Burl Bedford.

April was the record month, having a total of \$50,375. Building activities during the past two months have shown a marked decline.

During the month of June two permits were granted. Phillips Petroleum Company obtained a permit to build a brick office building and service station on lots 17, 18, and 19 block 69, having an estimated cost of \$3000.

Ray Clements was issued a permit to build a \$2500 five room stucco residence and garage on lot 24, block 85.

Bank Statements On June 29 Call Reflect General Sound Condition

Deposits in Four Institutions Exceed Two Million Dollars.

Condensed statements of condition of the four banks of Floyd County issued on call of the comptroller for June 29, reflect a generally sound state of financial affairs over the county, with total deposits above two million dollars, loans a million and a quarter, and cash on hand slightly under a million dollars.

Wheat Money Is Aid

Wheat money is evident in the various statements to some extent, the cash and exchange figures being especially good in the two Lockney banks, where the movement of a fine wheat crop has put many thousands of dollars into circulation. Only \$34,600 is shown as borrowed money on the books of the four banks, The First National of this city having \$25,000 borrowed and the Floyd County National \$9,600. A tremendous gain over the statement of the latter part of March is made by The First National Bank of Lockney, where deposits passed \$560,000 by a slight margin, the total gain for that institution in the period from March 27 in deposits being from \$200,000 in round numbers to \$560,000 in round numbers. In the same period cash and exchange in the bank have increased from \$49,000 to \$344,000. The bank owed \$49,000 on March 27, and nothing on June 29, the statements show.

Total loans of the four banks are \$1,282,000, total deposits \$2,109,000, total cash and exchange \$959,000. Figures on loans, deposits and cash and exchange for the banks are as follows in round numbers:

First National, Floydada; loans \$440,000, deposits \$543,000, cash and exchange \$174,000;

Floyd County National, Floydada; loans \$472,000, deposits \$653,000, cash and exchange \$219,000;

First National, Lockney; loans \$215,000, deposits \$560,000, cash and exchange \$344,000;

Security State, Lockney; loans \$146,000, deposits \$353,000, cash and exchange \$222,000.

Golf Tourney July 8-9 On Course At Lockney

LOCKNEY, July 2.—Many West Texas golfers are expected to compete for the long list of prizes offered by the Lockney Chamber of Commerce at the First Annual Invitational Golf Tournament of the Lockney Country Club on July 8 and 9.

The qualifying rounds will be played on Sunday, the eighth, and the morning of Monday, the ninth, followed immediately by the match play, according to Dr. H. H. Ball, Chairman of the Committee.

The Country Club course is 3250 yards in length, three fairways being "dog legs" and according to Pat O'Brien, Oklahoma City Golf Professional, is one of the snappiest courses on the South Plains.

Golf enthusiasts from the surrounding cities are especially invited to compete as managers of the tournament say that flights will be arranged for any qualifying score from par up on the eighteen holes.

Are Floyd County People Making Too Heavy Commitments?

Bank Clerks Holler 'Help' As Daily Avalanche Of Checks Roll In Over The Counters

Loans Expand Heavily In Two Years But Deposits Do Not

Loans by banks of Floydada have shown a heavy increase in the two-year period from the June call of 1927 to the June call of 1929, a general expansion of credit being evident from the printed reports of the two banks in the period as shown by the files of The Hesperian.

While figures may be used in many ways to get many results, these published reports of the bank, when given study, seem to indicate a financial position on the part of the people of the county that should not fail to have thoughtful analysis, each citizen for himself, to be sure that the expansion in his case is not an unhealthy one and that his position financially is sound. The Hesperian is the last to become an alarmist, and this is not intended as an alarmist article.

Loans of the banks in Floydada on the call for June 29 last showed a total of \$921,000 in round figures. Based on their deposits this is not

at all an unsound position for the banks. However, it is a fact as disclosed by the files of The Hesperian that this amount of loans is \$374,000 greater than it was on the June call in 1927. No unusual condition has arisen to make this heavy borrowing an absolute essential, such as drouth or some other kind of calamity might evoke, but has been a gradual increase throughout the period, as successive statements show. Some of this can be accounted for in the very considerably widened expanse of territory which the two banks are serving and the greater demand that improvements, betterments and increases in farm operations have called for. However, the loans are not backed by a relative increase in deposits. As a matter of fact, deposits on the June call 1929 are about the same as in 1928 in June, and are actually \$146,000 less than in June two years ago.

Spending The Money

When these figures were called to

the attention of a local banker, who will be unnamed, he said there is no doubt that Floyd County people, as a rule, are borrowing too much money and they are advising their customers they should be sure their borrowings are based on real and not imaginary needs. "Another thing," he said, "while the movement of money right now is brisk for seasonal reasons, it is a fact that the clerks in our banks are buried in an avalanche of checks every day, and the folks are giving evidence the money they have is theirs by spending it like pouring water out of a bucket."

These facts are given, not to aid and abet the calamity howlers who always see signs of alarm in the clearest skies. Nor are they put down to throw a scare into the always over-optimistic. They are given for the benefit of the forward-looking, progressive citizenship of the county for what they may prove to be worth.

Half Of Bumper Crop Has Been Harvested

Harvesting in Full Swing Over Every Section of Floyd County This Week.

A two million bushel wheat crop for Floyd County this year, is the outlook this week with fifty per cent or more of the crop harvested and harvesting in full swing all over the county, according to a survey made Wednesday by The Hesperian. Grain dealers throughout the county report that approximately 785 cars of wheat totaling more than a million bushels, have been brought to the elevators. If this estimate is correct, the crop this year will be the largest ever harvested in Floyd County.

North of County Early
Crops in the north half of the county are much earlier than was expected, and elevator men estimate that as high as seventy per cent of the crop has been gathered in that section. In the south part of the county where the crop is later, it has been estimated that as low as thirty-five or forty per cent of the crop has been gathered. Considering the county as a whole a fair estimate is that half of wheat crop has been harvested this mid-week.

Wheat today was bringing 92 cents was testing an average of pounds to the bushel. The perian's estimate of the year's is based on grain dealers and agents estimate of 1400 bushels the car. With more than shipped out and an average percent of the crop harvested total for the season was over the two million mark.

In 1924 Floyd County state record for wheat production with a total year's run of a million eight hundred thousand bushels, county has produced a larger since that time, but present indications are that this year's crop be far the largest ever harvested the county.

South Plains and Cereal elevators are leading the county in the number of cars bought this season with Floydada, Lockney and Amarillo running within a margin of one few cars for a close second. Floydada and Lockney elevators have each shipped about 125 cars. Staley has shipped more than 110 cars and Cereal more than 150 cars, according to reports from the elevators.

Petersburg Expects 300 Cars
A report Wednesday morning Petersburg shows that approximately 170 cars, averaging 1500 bushels each, have been shipped from that section. Expectations are that cars will be shipped from that section.

Only six cars had been shipped from the Dougherty elevator, to the late crops in that section. Rains in that section have since the harvest considerably. Rains have also hindered the vest in the South Plains section during the past week, although more than 142 cars have been brought to the elevators.

Fifty five cars have been shipped from the Barwise crops in this section. Gun moving during the week and a half, it was stated.

Excellent rail road reported in every section of the county by elevator men. Cars supplied as fast as they could fill them, although there is no large surplus of in this section. "Rail the best I have ever known in this section," stated J. E. of the Aiken elevator this week. The past at times wheat have been held up considerably by the railroad's inability to cars.

TAYLOR HATCHERY TO BUILD GIANT TURKEY INCUBATOR

A giant turkey egg incubator will be installed at the Taylor Hatchery in time for the 1930 season, according to an announcement made by Fred Taylor, proprietor of the hatchery. The incubator will have a capacity of 50,000 turkey eggs, Mr. Taylor stated. He closed the contract for the large equipment last Saturday afternoon, with an understanding that it would be installed for service next year.

The Taylor Hatchery is located on the Ralls highway, one mile southwest of town.

Mrs. A. A. Collins is spending the summer with her daughters, Miss Gladys and Ollie Belle, who are attending Oklahoma University at Norman.

Clerks At Banks Almost Swamped By Check Writers

Clerks and bookkeepers at the banks of Floydada are almost swamped by the daily avalanche of checks, the check lists making long strings of figures on adding machine tape that stretch the length of the lobbies. The boy or girl who would like to have a nice, soft job of bank work ought to get in now and have them some fun taking life easy.

Seasonal briskness due to the wheat harvest can account for a considerable part of the additional work, but apparently the people of the county are on a "spending spree" and determined to be rid of their surplus cash as quickly as possible.

Three Men Leave For Pen Tues. From Floyd

Three men, who had been tried in District Court for Floyd County and whose cases had been carried up to the Court of Criminal Appeals on appeal, left Tuesday in charge of Sheriff P. G. Stegall, who held commitments for them to the penitentiary. They were:

Clarence Miller, whose sentence of one year on a whiskey charge, was affirmed by the higher court; Tom Hodge, with an eighteen-month sentence of the same kind, affirmed by the higher court;

Joe Stringer, who had served twenty-two months of a five-year sentence from Hall County on a charge of rape filed in Floyd County, and was brought back to the Panhandle for trial on another charge.

New Hotel Operators At Home In Floydada

Dave and Clyde Taylor, father and son, formerly of the De Soto Hotel at Dalhart, where they made outstanding success as hotel men, but more recently of Tulsa, took charge of the Commercial Hotel in Floydada Monday of this week under a lease from the owner-operator W. P. Daily, buying the equipment.

Mr. Daily Tuesday said he had no plans for the immediate future. "I am looking for a job of weed cutting or something," he said in jocular vein, after moving to his new home corner of Fifth and Kentucky.

"I want to express my thanks for patronage given me during the many years I have operated the hotel," he said. "And hope that the same courtesies will be extended the new management, who come here with good records as hotel men."

South Plains Farm Has Excellent Wheat Yield

W. A. Sneathen and Glen Smith, who farm the J. S. Solomon farm near South Plains have a good wheat yield to their credit for the season of 1929, their third year to operate the place.

On a 120-acre block of wheat on the farm the average yield for the harvest just completed showed twenty-nine bushels per acre, and on sixty acres of the land the average was thirty-four bushels. The wheat was marketed at South Plains, making a test of sixty and over for the entire field.

"Mr. Sneathen is a Collin County man, and knows how to handle wheat," Mr. Solomon, owner of the farm, said of him Tuesday morning.

Sheriff P. G. Stegall Leaves For Convention

Sheriff P. G. Stegall of Floyd County, who left for the State penitentiary Tuesday with three men committed to that institution for various charges, will not be at home for several days, according to plans he made before leaving home.

From Huntsville he will go to San Antonio to attend the state convention of the Sheriffs' Association of Texas.

Mrs. J. S. Badgett and daughter, Miss Pernie, of Whitewright, returned home Monday after a visit here with her daughter, Mrs. L. T. Bishop, and family of Floydada, and her son, D. R. Badgett, and family of the Blanco community.

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plication.

PAINT ROOST POLES WITH NICOTINE SULPHATE TO RID POULTRY OF LICE

The Produce Packer of a mid-
west issue carried a story from Dur-
ham, North Carolina, reproduced
that was found by E. L. An-
derson, a local egg and cream dealer,
who said looked interesting, and
would work, would save some
time and labor on the part of poul-
try raisers. It is submitted for what
it may prove to be worth.

Lice infested chickens that go to
roost on poles painted with 40 per
cent nicotine sulphate solution
come down in the morning wholly
free from lice, the University of
New Hampshire Experiment Station
found in testing this new method
of controlling these pests.

The nicotine fumes from the ni-
cotine sulphate killed the lice with-
out apparently bothering the chick-
ens. The poles were painted within
ten minutes of roosting time, and
H. O. Stuart, poultry husbandman
at the station, watched the birds
settle down for the night without
noticing anything unusual in their
surroundings.

This method supplants the use of
sodium fluoride solution baths which
were formerly considered the stand-
ard method of controlling lice. The
bath method could be safely used
only in warm seasons of the year
and required at least an hour to
kill 50 birds. In this experiment
only five minutes were spent in
dipping for 100 birds.

Nicotine sulphate is universally
used to control sucking insects on
plants by spraying and dusting, and
a dip to control ticks and similar
pests on sheep and cattle.

CLIMATE OF COUNTY VALU- ATIONS

County Tax Assessor C. M. Mere-
dith estimates that the valuations
of Floyd County for state and coun-
ties will run around \$13,000,000
high note in the development
of the county. Increases, the
assessor portion of them, are
proper, or in the now
highways, pipe lines, and
other things of one kind and an-
other that are just now coming in-
crease.

The increased values, based on
Meredith's guess, will be near-
ly \$1,000,000, possibly some less. Last
year's valuations were about eleven
one-third million dollars.

Commissioners' Courts successive-
ly in Floyd County have attempted
to get ten or twelve years to hold
own valuations as much as possi-
ble on account of the condition they
found where old-established and
newer counties were paying less
to the state treasury than were
the newer counties. Valua-
tions this past year had again
increased the figures, after ten years
development that the valuations
put at when taxable values had
allowed to raise normally each
year and before the courts success-
fully reduced valuation bases.

PAYING OFF SOME DEBTS

Wheat, to our notion, never
as many debts as it ought to
this year's crop in Floyd Coun-
ty is not to be an exception. At
least, as a matter of fact, the
cost for groceries and dry goods
to be said to be a negligible sum,

because people are making chick-
ens, eggs and cream pay the big end
of the actual running expenses. But
there are always some things of one
kind and another, like machinery
and seed, that have to come out of
the proceeds of the wheat. Usually
the bank has had some hand in fi-
nancing the crop and they have to
make collection in order to take
care of new ventures that must be
financed. This means that an ordi-
nary crop like we have, with a
low price like we have, is not go-
ing to go very far.

However, it is noticeable, and
pleasing, that already some of the
accumulated debts are being paid
off, which is evidence that the man
who raised the wheat is getting
something back more than the ex-
pense of the crop.

THE FARM RELIEF BILL

Here's hoping the Farm Relief
Bill will do what we don't see how
it can do, and that the board which
the president will complete soon and
put to work, will be able to work
something out of the law that will
aid agriculture. Just to tell the
truth, after going over the proposed
law, we are amazingly ignorant of
how it can be made to help. It
provides a lot of money and some
smart men to spend it, but agricul-
ture is not going to get any of the
dough without putting up a well se-
cured note. Agriculture already has
up too much collateral for money
it should not have borrowed.

Of course, that's all just an idea
we are laboring under, and it may
be all wrong. We probably anti-
cipated some kind of an invention
that would make it possible for a
man to lift himself by his boot
straps. Our net conclusion is that
the farmer, like the printer, is go-
ing to do have to do most of the busi-
ness of working out his own salva-
tion. These fat packages of sub-
sidy we dream about are not for
him.

WHEAT IS LIKE COTTON

All wheat, like all cotton, has
ruined every country from Canada
to the gulf, from Maine to Califor-
nia, that has tried it. In the San
Joaquin Valley of California, where
wheat made fifty and sixty bushels
per acre back in the eighties, we
are told the gamblers all went broke
at it. In other words, wheat now-
where at any time, has ever made
the man rich, who actually raised
the crop and depended on that sole-
ly. Somehow or other, it isn't done.
Central Texas has improvised itself,
cheated its children out of
educational development and lost
the heritage of a Nile Valley fer-
tility trying to get rich out of cot-
ton alone. Only the few men of
better minds, financially speaking,
have grown richer. The average
and the poor are more average or
more poor than they were a gener-
ation ago.

It has never worked anywhere and
it won't work in Floyd County.
That's an awful broad assertion for
a newspaper like The Hesperian to
make—a newspaper that gets cred-
it for being timid about speaking
up and expressing its mind, if any.

FOURTH OF JULY

The Fourth of July again. Picnics
and rodeos, automobile races and
golf, a day of high-pressure amuse-
ment. Different from another day
when the country was young. Noth-
ing wrong about it, most assuredly.
Happy is the nation whose people
have nothing to fear from visible
foe, who can make their plans and
take their fun as they come to it.

The early-day patriots had their
fun when they could. Those were
the dark days, however, and their
pleasures were not so easily gotten
as are ours. Nor did they have the
facilities for fun-making as we
have. That modern science has
brought us so far along in these lat-
ter days was made possible through
the political science of the Wash-
ington's, Jefferson's and Benjamin
Franklin's of 1776, who in planning
a free government and casting the
die to fight for it, made peace and
security for us, giving us time to
develop the powers vouchsafed by a

kind providence instead of fighting
wars and pestilence such as had
been the lot of the earlier civiliza-
tions from time immemorial.

NO GAS FOR MATADOR?

At Matador the public-minded
men of the community have can-
vassed the situation as regards the
prospects for gas service, after con-
cluding the West Texas Gas Com-
pany has abandoned the idea of ex-
tending a line through their city.
Many moons ago West Texas was
given a franchise which they have
allowed to lapse.

Efforts are being made to interest
some other company in Matador.
Failure of the company to go ahead
with the tentative plans it made is
also a disappointment in Floydada.
The hope had been held here that
a hundred miles or more of distri-
buting lines would be laid in the
territory east and southeast of this
city.

MAKE COUNTY FAIR PLANS

Although the announcement of
dates and tentative plans should
have been made sixty days ago for
the Floyd County Fair instead
of during last week, there were
problems which could not be solved
simply by talking about them, and
some scheming and planning had to
be done, principally by the secre-
tary of the Chamber of Commerce
before the matter could be put up
to the organization for a decision.
The thing in the way principally,
of course, was the perennial question
of how to stage a fair without hav-
ing a place to put it. Necessity is
the mother of invention and the
possibility that a novel arrange-
ment may be worked out for this
year is in the offing.

A fair is not really a fair unless
live stock is represented at it, and
an arrangement of some kind, the
Chamber of Commerce leaders tell
us, is going to be worked out at
least to the extent that swine and
dairy cattle will be shown.

LIVE AND DEAD TOWNS

What is the difference between a
live town and a dead town? How
does one community earn the repu-
tation of being alert and enterpris-
ing while another is called stag-
nant?

Both may look the same. Both
may have the same natural advan-
tages.

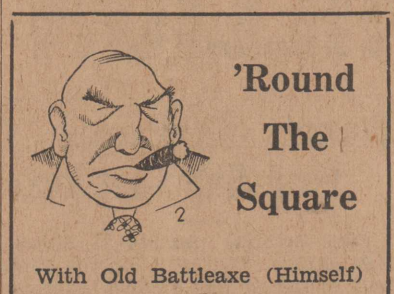
Obviously the difference lies in
the attitude toward the community
shown by its citizens. A live town
is one in which there are plenty of
men and women ready to take hold
and put over any worthy community
enterprise. A dead burg is one in
which every man is too selfishly en-
grossed in his own affairs to spend
any time on community matters.—
Tulsa Herald.

THE PSYCHOLOGY OF POLITICS

Because he does not understand
the psychology of politics, Herbert

Hoover is destined to be one of the
most unpopular presidents ever to
serve the country. Now he has of-
fended a large per cent of the lily
whites with the De Preist incident.
The next season it will be some other
highly prejudiced section of the
public, the next some other, and so
on.

Mr. Hoover will make the nation
one of its really efficient presidents,
but he doesn't understand the psy-
chology of American politics, as he
will learn to his sorrow, and he
won't be popular in Texas or any-
where else in the political world by
the time he gets through with his
biggest job.



Nope, O. B. didn't have his col-
umn in this paper last week because
he was too busy trying to get some-
thing done on last week's Palace
Theatre edition....And Yo-Yoing....
and getting the inside dope on our
two new drug stores....and sweating,
too....They think that guy who made
the remark that our New Palace
Theatre was "nearly as good as one
he saw down in East Texas" will re-
cover....but dog gone him he ought
to die....And the voters didn't elect
Al Smith but they got de priest in
de White House anyway....dog gone
you, if you don't like this new style,
you can stop right now....No use to
buy that street sweeper now, cause
the winds are making a pretty good
job of cleaning up the loose dirt....
But what if the wind changes....or
doesn't blow any at all for about a
couple of days....And our depot lake
has all dried up now and the little
fishes were all caught by the Salva-
Slingers....And the big ones got away
But Floydada must have it's scenic
spots....Now we have one of the
greenest and densest forests of weeds
that you ever laid eyes on all along
the depot pavement....That guy on
California street says that the dif-
ference between a bow tie and the
snap-on tie is about fifteen min-
utes....Slash! and another green weed
bit the dust....Three weeks ago the
City published a notice that all
weeds that were not cut in two
weeks would be cut by the city and
charged up to the owners of the
property....Few weeds have been cut
since that time....But I guess we are
all awful lazy these hot days....Today
is the Fourth of July....That's queer,
isn't it....And just about as many
people will leave Floydada today as
they usually do on Sundays....Sun-
day's they leave town to attend some
good picture show in some other
town....And we've got a better show
right here at home than they have

at most of the neighboring cities....
But "Public Sentiment" will not let
them show on Sundays....Gosh, ain't
it awful....Ignorance is bliss....There
was a fellow here last week from
California who had never heard of
the Tackless Texan....The new money
is smaller and easier to carry but
just as hard to accumulate....The on-
ly ambition in life a paper napkin
has is to fall off somebody's lap and
crawl around on the floor....Dad
burn it, I told you if you didn't like
this not to start it before you be-
gan....And the first guy that says
anything about that court house
needing any paint is going to be
laughed at....Just like Old Battle-
axe usually is....P. D. O'Brien says
that the Carlsbad Cavern is a big
success, as a hole....After the first
few games, every player on the
Lions and Rotarian Base ball teams
want to play the same position....
Left out....In football they would
probably want to play draw back....
Yes, the mustache is coming along
fine, thank you....So is work on the
new Municipal Auditorium....Dog
gone those "talkies" at the new
theatre are keen....Just fine, thanks
how are you?

FLOYD COUNTY 14 YEARS AGO

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

ISSUE OF JULY 8, 1915.

The coldest Fourth of July this
section has enjoyed for many years
was handed out by the weather man
last Sunday.

The ninth annual Floyd County
Fair will be held on September 9,
10, 11, according to the Executive
Committee of the Fair Association.
Livestock is among the exhibits be-
ing planned for the annual event.
J. D. Price is chairman of the Exe-
cutive Committee with G. A. Lid-
der, J. G. Martin, Homer Steen, and
C. C. McMillan as the other mem-
bers of the committee.

Gamble Land & Cattle Company
recently sold their Maxwell "40" to
Sam Jones, and are now the owners
of a new Maxwell "25."

L. H. Lewis, of the eastern portion
of the county, has had peaches from
his orchard on the market for the
past two weeks.

Hilton & Lauderdale have leased
the room adjoining the Post Office
in the First National Bank, and
have completed moving their barber
shop from its former location on
the south side of the square.

A troop of Boy Scouts of America
has been organized in Floydada with
two patrols. G. A. Lider is the
Scout Master.

REED CANDIDATE IN LOCKNEY PRECINCT FOR COMMISSIONER

T. Z. Reed, of Lockney, former
mayor of that city, and long time
resident of the county, is a announce-
d candidate for Commissioner of
Precinct No. Two, the first avowed
candidate for an office to be filled
in the elections of next year in the
county.

E. H. Rankin is the present com-
missioner from that precinct.

Mrs. E. Ray Smith and children
spent Saturday afternoon of last
week visiting in Floydada. The
Smith family are now residing in
Plainview.

F. C. HARMON
Licensed Undertaker
Modern Equipment;
Hearse and Ambulance
SERVICE ANYWHERE
Phones: Day 242; Nights 174
and 303W

T. C. Russell

Insurance Agency

All kinds insurance and
farm loans

DR. JACOB S. RINEHART
PHYSICIAN AND SURGEON
Internal Medicine and Electro-
therapy, also Diseases of
Women and Obstetrics.
Successor to

DR. W. H. ALEXANDER
Readhimer Bldg. Phone 93
Residence Phone 313
Calls Answered Promptly

Floydada, Texas

LAND

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

W. M. Massie & Bro.
Floydada, Texas

McGUIRE'S
"The Store for Men"
Valet Cleaning and Pressing
Phone 66
We Call For and Deliver

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

E. RAY SMITH
Agency
Hail and Life Insurance
Old Line Companies
Readhimer Building
Suite 12

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

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

L. G. MATHEWS
Lawyer
Readhimer Building

Floydada, Texas

Drs. Smith & Smith
Sanitarium

FOR SURGICAL CASES
Phone No. 177
Floydada, Texas

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

M. FROST, D. C.
3-YEAR CARVER GRADUATE
Chiropractor
Licensed under Kansas and Ari-
zona Laws
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FLOYDADA
TRANSFER
A. N. WARD, Prop.
Office at L. & O. Top Shop
HAULING AND TRANSFER
BUSINESS SOLICITED
GOOD EQUIPMENT
PROMPT SERVICE
TRUCK LINE TO PLAINVIEW
Phone 12 or 305R

Hesperian Want Ads Pay.

Before You Leave On That Trip-----



Before you start away on your va-
cation or on that business trip, anti-
cipate your needs and—BUY IT IN
FLOYDADA.

It's very easy to miscalculate. Of-
ten when we reach our destination
we are shy a couple of shirts or a
necktie.

And the lady in the party suddenly
discovers that she needs an extra jar
of cold cream and another pair of
hose.

As a consequence, the trip must be
interrupted while somebody goes on
a shopping tour. It isn't always con-
venient to wait, and dispositions are
strained.

Loyal citizens of this community will re-
member to stock up for the vacation trip
from the stores of Floydada. Here you deal
with friends who know your preferences.
Buy it in Floydada before you leave.

Floyd County Hesperian

The TOWN DOCTOR

(The Doctor of Towns)

SAYS

GO SOME PLACE THIS YEAR

Of year, there are several hundred thousand people thru-
and breath of the land who are thinking about vacation,
to most of them, means going some place.

way it should be. This is the greatest nation in the world
ces," and may such never cease.

to live. To sit sloth-like in one place is to see nothing, be-
el nothing and next thing to knowing nothing. Travel is
he most pleasant form of education known to man, for it
heart and mind with pictures that never fade." Travel gives
of experience to our knowledge and brings the figures upon
f memory into strong relief.

way from the surroundings with which you are so "contemptu-
familiar." Get away from the daily grind—go places, see things and
if, by contact with those of a different clime. If you live South, go
if your habitat is East, go West. If you live on the plains, go
an ocean, if you have never seen a mountain, go gaze at one, be-
you are any older. And in the going, SEE what there is to see. Study
towns do things—how others who make their living as you make
s, conduct their affairs. What you learn depends solely on your nat-
al powers and gift of conception, but regardless, you can't be the loser
for such a venture.

There are, in America, so many worthwhile places to go—places that
every American should see and know about, that lack of a destination is
no excuse. The National Capitol, the National Parks, historical points,
prominent in America's history—in every section of the United States, in
your very own state, there are places to go.

But whatever you do, wherever you go, remember that you are an am-
bassador of the place where you live, and as such, "sell" it to all those
with whom you come in contact. "Don't," "gush" about it, don't overdo it,
don't lie about it—just SELL it.

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

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Sunday School Lesson

(By G. T. Palmer)
Lesson for Sunday, July 7.
Title: The Story of Ezekiel.
Lesson Text: Ezekiel 3:4-11; 24:15-18.

Golden Text: As I live saith the Lord Jehovah, I have no pleasure in the death of the wicked; but that the wicked turn from his way and live. Ezekiel 33:11.

During the Third Quarter we are to study the decline and fall of the Kingdom of Judah. In our past study we have been able to discover some of the sins which have been eating into the very life of the nation, and that day is fast approaching when the nation will go over the precipice and pass into captivity. It is a true statement that the "Wages of sin is death" and this applies to the nation as well as the individual. Therefore, happy is that nation whose God is the Lord. Because these people were God's chosen people did not mean that they could violate the laws of God and escape. These people were to learn some valuable lessons on in the hard school of experience. Disobedience brings calamity to the nation; while obedience results in peace and prosperity. Exile and restoration are the outstanding events in the life of the nation about which we are to study. For a nation to go into exile may not be very pleasant, but it may be turned into good uses and become a means of grace. Affliction is not pleasant but it may yield the fruit of righteousness. Adversity and sorrow was not meant to harden the heart of the individual or the nation. It is not according to the divine plan and program that affliction should drive men away from God. Therefore the Jews went down into captivity a narrow-minded, proud and selfish people, they came out of this experience with a broadened sense of the greater world than their own little country. Out of exile came restoration and having been given another chance they did much better and were prepared for the coming of the Messiah.

The Man Ezekiel
Ezekiel's name meaning "God will strengthen" was appropriate to his life and work. He speaks of himself as a priest, the son of Buzi. Very little is known of his early life or education. But being of a priestly family we have evidence as some one has said that he was "every inch a churchman," and his strong character gives tone to his message. He was both a priest and a prophet. He was carried captive to Babylon in the year 597 B. C. when Jerusalem was besieged by Nebuchadnezzar. This was eleven years before the destruction of Jerusalem and the temple. Then by the river Chebar, as he tells us he exercised the office of priest and prophet. The book of Ezekiel gives a clear idea of the condition of the Jews during this period of captivity. They lost their country, their capital city, and their independence as a nation. But their situation was not so unfavorable, and many of them prospered so that when permission was given them to

return very few took advantage of the opportunity to do so. During this time of testing Ezekiel the man and the prophet stands out as an individual of influence and of authority and the work which he did in the way of arousing the drooping spirits of his countrymen was very great.

The Divine Message

The message which Ezekiel was to deliver to the people was God's message. "Son of man go get thee unto the house of Israel, and speak with my words unto them." His task was not a self-appointed task. God had laid his hand upon the heart of this man and had said go and deliver to the people my message. God had called him into this work, and it was his task to carry out the divine will. And even as Ezekiel was called of God into the ministry we still believe in a ministry called of God. Men do not enter the work of the ministry of their own free will and accord. It is the divine urge which is felt within the heart of the individual which drives him to accept of such a heavy responsibility. Men would draw back from the acceptance of such a heavy task. And the mission which was laid upon Ezekiel was no easy mission. He was to face a stubborn rebellious people who would give little consideration to his message. His heart was to be broken by the indifference and the hardness of his people. He was to encounter great opposition. In the face of such a difficult situation what was the prophet to do? We are told that he was to harden his own forehead and stiffen his own neck. This means that he was not to be cowed or conquered by this opposition, but was to meet it with courage and perseverance. The preacher is not to be a soft and pliant man ready to give way before opposition, but one with firmness and faith and courage. And this is needed especially in the day in which we live. The preacher of today must be a man with backbone which will enable him to deliver God's message to the people. And in meeting this weighty responsibility he should have the sympathy and the prayers of God's people. The message which Ezekiel was to deliver to the people must first of all touch and move his own heart. Unless the message of the preacher touches his own heart it will not likely touch any one else. No one can give out that which he does not possess himself. We cannot preach or teach that which has not been wrought into our own life and heart.

Golden Text

God has no pleasure in the death of the wicked. Let that work sink deep into our hearts. God is not angry with us. He loves us. He is our Father. He has and is doing everything within his power to save us and to give us eternal life. The paramount question is will you and I accept of his mercy and his grace? He yearns over his wayward children and calls them to come to his loving sympathetic heart.

Mrs. T. A. Hall and grandson, Cecile Hall, returned home Tuesday from Plainview where they have been visiting her son, Grady Hall, and family.



SOCIETY

Recent Bride Honoree At Lovely Shower.

Mrs. Jack Deakins, who before her marriage was Miss Evelyn Maddox, was the honoree Thursday evening, June 27, at one of the prettiest miscellaneous showers of the season given at the home of Mrs. Van Leonard on South Main Street at 7:30 o'clock, with Misses Willie Allen and Rushelle Morris acting as hostesses.

A color scheme of pink and orchid was carried out in the decorations and refreshments and harmonized with the honoree's gown.

Each guest registered in a pink and orchid guest book. A reading was given by Mrs. C. H. Davis followed by a reading by Worth Gwendolyn Shipley. Mrs. E. B. Massie took the opportunity to say a few words in regard to the new Palace Theatre, which is managed by the honoree and her husband, and reference was made to a miniature theatre. She then introduced several movie stars from Hollywood who were present and they expressed their gratitude in being able to attend a shower of one of their customers. They complimented the bride on having her husband use their pictures in the new theatre and invited the guests to attend the theatre and see them on the screen and to pay them a visit in Hollywood. The stars who were able to attend and participate in their particular social event were Harold Lloyd, Bebe Daniels and Charlie Chaplin, impersonated by Misses Willie Allen, Rushelle Morris and Dola Maddox, respectively. Mrs. Deakins was then presented with the miniature theatre and upon removing the front she discovered that a theatre of gifts lay in store for her.

Mrs. E. B. Massie gave a toast to the bride, Mrs. E. L. Angus gave a toast to the bride's mother and Miss Kathleen Snodgrass gave a toast to the girls left behind.

Refreshments consisting of grape sherbet, pink cake and orchid icing pink lemonade, and petit pink umbrellas as favors, were served the following guests:

Mesdames E. L. Angus, O. L. Stansell, Effie Cardwell, Elmer R. Hinson, Emmett Hinson, Lon V. Smith, E. B. Massie, George Smith, V. H. Boteler, W. H. Sharp, C. D. Gibbs, B. P. Woody, J. N. Gullion, Dave Holland, J. R. Maddox, V. A. Leonard, Ella Gullion, Oliver Allen, J. M. Gamblin, Bill Watson, Flynn Thagard, Clyde Davis, Bob Smith, Seaborn Teague, Martin Brown, Fred Bell, Ama Smalley, Bess Cantwell, Elder Morris, Brownie Mask; Misses Frankie Doris Smith, Louise Jackson, Bonnera Stephens, Eula Gullion, Evalene Goodwin, Ruth Gullion, Rushell Morris, Kathleen Snodgrass, Dola Maddox, Daisey

Cross, Willie Allen, Dorothy Louise Allen, Geraldine Gamblin, Worth Gwendolyn Shipley and Gladys Watson.

Friendship Bridge Club Met Friday Evening.

Mr. and Mrs. Flynn Thagard were host and hostess to the Friendship Bridge Club Friday evening, June 28. Refreshments and decorations were in keeping with the Fourth of July idea and small flags were used as plate favors.

The usual number of games were played and Mrs. J. A. Arwine and Robert McGuire made the highest score.

Refreshments were served to Mr. and Mrs. C. H. Davis, Mr. and Mrs. J. C. Gilliam, Mr. and Mrs. A. A. Bishop, Mr. and Mrs. Robert McGuire, Mr. and Mrs. L. T. Bishop, Mr. and Mrs. J. A. Arwine, Mr. and Mrs. T. P. Collins and Mrs. E. B. Rossion.

Mr. and Mrs. L. T. Bishop were received as new members of the club.

Mr. and Mrs. J. A. Arwine will entertain the club Friday evening, July 12.

W. M. S. Meeting Held At Church Monday.

The Woman's Missionary Society of the First Baptist Church met Monday afternoon at the church in business and social meeting. East Circle of the society gave a very interesting program with Mrs. J. Patterson, Mrs. C. W. Boothe, Miss Lois Sitton and Mrs. B. J. Perkins taking part.

The hour for all of the circle meetings was changed to 4 o'clock. The Circles will hold their respective meetings Monday.

New Council Officers Assume Duties.

The Woman's Council of the First Christian Church met Monday afternoon at the church and the new officers took charge. It

PHONE 306

For Milk and Cream...

Prompt attention to your orders. We invite your inspection of our Dairy. All products handled under strictly sanitary conditions.

ROY PATTON DAIRY

was decided that the Council would not meet any more this summer but that the Missionary Society would meet every third Monday. Mrs. G. B. Schmid was chosen as leader for the July study, "Witnesses in His Care."

Miss Seney Persons, of Quitaque, spent last week-end here as the guest of Miss Francis Kinnard.

Miss Mildred Olson, who has been attending school at Abilene, returned Sunday to spend the July Fourth holiday at home with her parents, Mr. and Mrs. O. B. Olson.

Mr. and Mrs. H. K. Ammons, of Amarillo, spent last week-end here visiting with Mrs. Ammons' parents, Mr. and Mrs. C. E. Neil.

Miss Margaret Cooper, of Tulia, came over Tuesday for a visit with Miss Virginia Welch.

MUSIC LOVERS

We have a very complete stock of grand and upright pianos in the justly famous Kimball.

We have the only genuine Victrola and a full line of stringed instruments as well as player rolls, records and sheet music both popular at 35c and the McKinley series at 20c.

We invite you to visit us or drop us a line expressing your needs and our salesman will call.

CARTER MUSIC COMPANY FLOYDADA, TEXAS

BRING US YOUR WORK!

Blacksmithing and Lathe

Work. Welding, Disc

Sharpening

GUST AND HENRY

FLOYDADA WELDING WORKS

Opposite Sanitarium

READY TO WEAR CLEARANCE

Every high type Coat and Dress in our tremendous stock have been reduced to prices that assure you savings seldom presented during the very height of the season.



ENSEMBLES

\$14.75 to \$29.75

Long coat Ensembles. Short Coat Ensembles. Fashioned of select fabrics such as printed crepes,orgettes, etc.



FROCKS

At Most Drastic Savings

\$6.45 to \$24.75

Frocks for every daytime and evening function in a varied collection of lovely, youthful styles, brilliant shades and clever trimming effects.

C.R. Houston Co.

Floydada, Texas

We Close 12 O'clock Today, 4th O' July

Saves You Money Every Day of the Week

Some of our Regular Prices:

PEACHES, Sunkist Melba Halves, No. 2 1/2 Cans,	20c
CORN, Country Gentleman, No. 2 Cans,	15c
RAISINS, 4 Pound Package,	30c
SOAP, P. & G., 6 Bars,	25c
SALAD WAFERS, Small Salted, 1 lb. box,	25c
TEA, 25c Size,	20c
BAKING POWDER, 1 lb. Cans,	20c
MARSHES, 25c Carton,	20c
JELLO, All flavors, Per Pkg.,	10c

MARKET ITEMS

SALAD, Ham, Per Pound,	25c
SAUSAGE, Pure Pork, Per Pound,	20c
PORK CHOPS, Per Pound,	25c

We give careful attention to every order, and appreciate your business. We are doing a strictly cash business. Telephone 118.

CITY MARKET & GROCERY

Howard & Maxwell, Props.,—Floydada
We close at 12 o'clock July 4—Holiday

Our Big Bankrupt Sale

OF STAPLE MERCHANDISE

Is Still Going On!

We have had a wonderful business since we opened this bankrupt stock last Saturday morning, and we still have lots of bargains in this stock. We are making some EXTRA SPECIALS FOR SATURDAY AND MONDAY.

One lot of Ladies' Pure Thread Silk Hose, worth \$1.50 per pair, go Saturday and Monday,

AT 69c

One lot of Ladies High Heel Patent Leather Pumps in all sizes, worth \$5.85. Go Saturday and Monday,

AT \$1.95

Also one lot of Ladies' Strap Pumps in light shades worth \$6.50 go Saturday and Monday,

AT \$1.95

One Lot of Crepe de Chine, in new colors, worth \$1.95. Special Saturday and Monday,

AT 89c PER YARD

Don't Forget, with each dollar's purchase at this store to write your name on the red ticket. Each Saturday afternoon at 4:30 we are presenting one of our customers with a 25-piece set of dishes until notified. You or some of your family be here at the hour to answer if your name is called. Don't forget the place.

We have purchased one lot of men's and boys' Oxfords and Shoes, worth up to \$6.00 per pair. They go Saturday and Monday

AT \$1.95 PER PAIR

Get your shoes now.

LOOK! LOOK! LOOK. Men, we have a nice line of Men's All Wool Suits in all New Shades with two pair pants, worth from \$25.00 to \$37.50. They go Saturday and Monday,

AT \$11.75

With one pant.

Extra pants go,

AT \$3.75

Get your Suit now.

One lot of White Oxfords for men. Just the thing for now. They go Saturday and Monday,

AT \$1.49

South Plains Outlet Store

W. H. Seale, Manager.

What's Doing In West Texas Today

SNYDER will entertain 150 4-H boys at a two-day picnic on July 19 and 20 through the courtesy of W. O. Logan, county agent. Prizes will be offered by merchants and camp will be made at Wolf Park with swimming privileges given by Snyder Golf Club. Two plane rides with "Slim" Lowry, new government licensed pilot in charge.

SWEETWATER is completing plans for the Fourth annual convention of the West Texas Press Association which opens July 12 for a two day session. Round table discussions will take up aviation and free plane rides through the courtesy of the Texas Air Transport Company will be given every registered delegate wearing a ribbon.

E. H. WHITEHEAD, Publicity Manager of the West Texas Chamber of Commerce for the last four years resigned to become assistant manager of the South Texas Chamber of Commerce, at Corpus Christi, effective July 10. One of his accomplishments was making West Texas Today, official publication, a magazine instead of a newspaper.

WHEELER is building a new sanitarium. The building will be frame with stucco finish on the out-

side and sheet rock on the inside and when completed will be 72 by 72 feet with 22 rooms, hall ways running both ways through the entire building. A large basement will be part of this fine acquisition.

The CISCO co-operative Livestock Marketing association shipped two cars of hogs and one of cattle to the Fort Worth market recently. The cattle brought \$1,600. There were one hundred sixty two head of hogs. R. L. Poe remained in Fort Worth to observe the results of a new tattooing machine used on the hogs.

LEVELLAND'S three newest brick business structures on the east side of the square are being completed and will soon be occupied by the Hockley County Realty Company, the Levelland Drug Store and other concerns.

HEREFORD'S new creamery will be installed soon as two car loads of machinery have been received. One car contained vats and churns and the other the refrigerating plant to be used for keeping the cream at the proper temperature to make butter.

PLAINVIEW'S third annual Texas Panhandle Plains Dairy Show will be held in Plainview on April 7, 8, and 9 of 1930. The dates are one week later than those of the two former shows, and the change is made in order to get away from the first of the month rush usually

encountered by business men over the section.

WINTERS is making progress in cream shipments. Two years ago, about 100 cans of cream per month were shipped out. This year the shipments are averaging 285 per month. Cream brought about \$15,000 into Winters in five months.

TWENTY-FIVE applications have already been received to make trip with the Fourth Annual Motorcade of the West Texas Chamber of Commerce to the Carlsbad caverns. B. M. Whiteker, agricultural manager is in charge, and detailed information can be obtained from him in Stamford.

DEL RIO water works system is being installed. The bottom of both of the 1,000,000 gallon tanks have been laid and the forms are being placed for the pouring of concrete on one of them. Each tank will be 28 feet high, and 80 feet wide. Walls are 10 inches thick and well reinforced with steel.

Mr. and Mrs. E. P. Nelson and Mr. and Mrs. S. W. Ross and daughter, Mary Anna, left Wednesday for Ozona where they will visit Mrs. J. M. Baggett, a sister of Mrs. Nelson and Mrs. Ross.

Mr. and Mrs. Laurin Guimarin of Olney were guests in the home of his sister Mrs. J. G. Wood Friday, Saturday and Sunday.

Beautifying Campus Of Crosbyton High School

From The Crosbyton Review.

Eight or ten boys were put to work Monday morning putting out Bermuda grass on the Crosbyton school campus. Work of levelling up the school ground and working up the soil into a mulch was finished last week, after several days labor.

More than 200 loads of dirt were hauled and put on the school ground, said O. W. Young, who was there on the ground when a representative of The Review was looking over the work being done by the school board. This was used to fill up the yard and low places around both the high school building and also the grammar school.

Sixteen water hydrants have been placed in front of the two buildings, giving ample equipment for the distribution of water over the ground. Four hundred feet of two-inch hose has been purchased and about the same amount of three-fourths inch hose which will be sufficient for watering the grass on any part of the campus.

Young said that the board had already ordered trees and shrubbery and will be put out this fall. Trees will be put out on each side of the walk leading to each of the buildings, also across the entire front.

BULL CIRCLE HEIFERS ARE OUT-DOING THEIR MOTHERS

College Station.—Heifers sired by circle bulls in Texas are beginning to come fresh and in most cases are giving from 25% to 50% more milk than their grade mothers, so reports from several county agents show. One of the heifers sired by a registered-of-merit bull in Falls county gave an average of 42 pounds of milk daily for the first 35 days after calving. She belongs to Jess Herdridge who states that at the current price of 53 cents per pound, butterfat paid by the local condenser this young heifer is producing \$34 worth of milk monthly. Her mother was just an average grade cow.

Several bull circle heifers just fresh in Scurry County are reported to be producing from 25% to 33% more milk than their dams, and in Jones county two such heifers are giving 3½ and 4 gallons of milk daily, which is said by their owners to be a decided increase over their mothers' production.

Mr. and Mrs. H. L. Crow and family and Mr. Crow's father, G. W. Crow of Plainview returned Sunday from a two weeks visit with relatives in Greenville, Dallas, Linden, and Commerce. In Greenville they attended the funeral of Mr. Crow's brother-in-law, H. M. Ingram.

Sargon Now Smashing All World's Records

If anyone told you that one single medicine had relieved tens of thousands of suffering men and women in all walks of life of their health troubles and that it had put thousands of other men and women unable to find relief back to work, it would sound impossible, wouldn't it?

But that is just exactly what is happening right here in this state. Not only has it brought them new-found health and strength, but it has given them new energy, new vitality and a new lease on life itself. In many cases, the results have been so remarkable that many people have bought it and sent it to friends in other states, while other thousands have written grateful letters of praise.

The wonderful success that Sargon and Sargon Soft Mass Pills have achieved in only one year's time simply staggers the imagination.

In the state of California alone where it was introduced on April 16 of this year, it has required the astonishing total of nine solid carloads—or more than 200,000 bottles—to supply the demand. Kansas City retailers and wholesalers have sold and distributed over 300,000

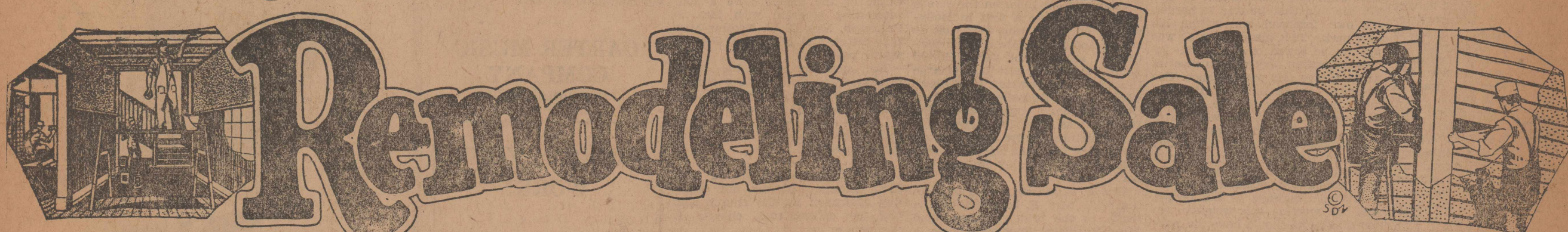
bottles in the states of Kansas and Missouri. Minneapolis and St. Paul dealers have required nine entire carloads in five months. The demand in practically every state and section where Sargon has been introduced has been correspondingly large. When national distribution has been completed it will require millions upon millions of bottles to supply the ever-increasing demand for this celebrated medicine.

Back of Sargon's triumph in the drug stores is Sargon's triumph in the homes. Everywhere it has been introduced it has become a household word and it is unquestionably the most widely talked-of medicine in the world today.

When Sargon was first given to the world just one year ago, it was hailed as a triumph in the field of modern medicine. Many well known authorities who watched its development freely predicted that it would become the one great outstanding, healthgiving remedy of the age. But the men of science who labored for years to perfect it little dreamed it would become such a great boon to humanity in so short a time.

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

Read The Hesperian for the news of Floyd County.



REMODELING OF OUR STORE WILL BE COMPLETED THIS WEEK AND WE ARE OFFERING YOU A SPECIAL SALE

Beginning Friday July 5 Running Through Saturday July 13

Every item will be specially priced for this event. We want you to come see our new arrangement and tell us if you like it. The Values will pay you for coming.

HERE ARE SOME OF THE PRICES:

Our Introducer Domestic—pure spring water bleach. 18c Quality, SALE PRICE, 13c	One Lot of Beautiful Prints REMODELING SALE, 23c	9/4 Wide Sheeting, Priced at Bleached, 43c Brown, 39c
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65c and 75c Turkish Towels Remodeling Sale ----- 49c per Pair

79c -- You Can't Beat Our Heavy Work Shirts, Priced at -- 79c

\$1.15 - Rodeo Overalls, Best For The Money - \$1.15

CROWN SHRUNK OVERALLS Guaranteed not to Shrink. Worth \$2.25, SALE PRICE, \$1.95	WHITE BROADCLOTH DRESS SHIRT \$1.95 Value. Sale Price \$1.49 Some Nice New Patterns at, 98c	TUF NUT OVERALLS SALE PRICE, \$1.47
--	---	--

All Piece Goods Priced to Sell During This Remodeling Sale!

All 65c Printed Voiles, Dimity, Batiste and Flaxon Sale Price, per yard, 43c	ONE LOT CHILDREN'S SOX Values up to 65c, SALE PRICE, 24c	Nice Assortment SERPENTINE CREPES SALE PRICE, 29c
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ALL READY-TO-WEAR AND MILLINERY PRICED LOW FOR THIS SALE! SILK DRESSES PRICED AT \$3.95 UP. A CLEAN-UP PRICE ON SPRING COATS AND SUITS

MEN'S CLOTHING Men's Suits, priced at \$9.75 up Straw Hats, at only, ½ Price Sailor Straw Hats, \$1.00	SHOES FOR EVERYONE Just received Seven Dozen Snappy Patterns in men's Oxfords. Take Your Choice at \$4.35	DRESS PANTS We have a big stock of Dress Pants, in sizes from 30 to 36. Buy your needs during this sale and Save Your Money!
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COME! VISIT WITH US! SEE OUR NEW STORE AND BUY YOUR NEEDS AT A SAVING!

BAKER-CAMPBELL COMPANY

Corner Main at California

Floydada

Dont swear When It Breaks!

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



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

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

J. A. ENOCH
The Best
Blacksmith
On The Plains

An Oklahoma Mother Says:

"BLACK-DRAUGHT is
a fine medicine to
give to children. I
use it for mine
whenever I need to
give them a laxa-
tive. They don't
mind taking it
when I make it into
a tea, and it quickly
relieves constipa-
tion and the bad
symptoms which
come from it. I can
recommend it to
other mothers, for I
have found it useful in my home."

"When I was a child my
mother gave it to me when-
ever I complained of not feel-
ing well. I have always taken
it for upset stomach and con-
stipation. It is about the only
medicine I have to take. A
few doses of Black-Draught,
now and then, keep my system
in order. My husband takes
it, too. I hardly see how I
could keep house without
Black-Draught. It has be-
come a standby with us, in
keeping the children and our-
selves well."—Mrs. Luther
Brassfield, Claremore, Okla.

Thedford's
BLACK-DRAUGHT
for
Constipation,
Indigestion, Biliousness

Women who need a tonic should take
CARDUL. In use over 50 years. Ex-14

A HOME MOVIE

"SURE DEATH"



Spray Black Flag Liquid
into the air



Every single fly and mosquito
drops dead



Sprayed in cracks, Black
Flag kills roaches

Black Flag is the
deadliest liquid in-
sect-killer known.
(Money back if not
satisfied.)

**BLACK FLAG
LIQUID**
35¢ a half pint

WHY PAY MORE
Black Flag also comes in
Powder form. Equally
deadly. 15¢ and up
© 1929, D. F. C.

'Valetor' Newest Word In English Language

Ten years ago a real estate man
was just a real estate man. No
more, no less. Today he is a real-
tor. Now another new word, "Vale-
tor," is added to the English lan-
guage to identify the up-to-date
clothes presser.

The word, "Valetor" was coined
by the U. S. Hoffman Machinery
Corporation of New York, the
world's largest manufacturer of
pressing equipment, as a name for
their most recent models of pressing
machine and also as a name to de-
scribe those establishments which
provide a modern pressing service to
the public.

Mr. Herbert W. Stone, President
of the U. S. Hoffman Machinery
Corporation, when questioned re-
cently about the origin of this term,
had the following to say:

"The principal reason back of our
coining the term 'Valetor' was to
assist the general public in secur-
ing a high standard of service in
the care and preservation of their
clothes."

"Few people realize what a differ-
ence good pressing makes. In the
old sad iron days about all anyone
asked of a presser was to remove
a few wrinkles and make a few creas-
es. Today, though, the average man
who has any pride in his appear-
ance, asks a great deal more. He
wants not only creases—and creases
in the right places—but he wants
his suit reshaped so that it fits him
just as it did when new. He also
wants the nap raised and the lustre
of the fibre restored."

"Thanks to the progress made in
designing pressing equipment the
modern presser can do all of these
things and more, including the kill-
ing of harmful germs and the re-
moval of unpleasant perspiration
odors."

"But it is not sufficient to create
a better standard of pressing ser-
vice, unless a way could be found
whereby the public could easily
identify it. Hence the adoption of
the new name 'Valetor' to describe
those pressing establishments that
render this new and better service."

Owners of pressing establishments
have been quick to appreciate the
advantages of having a name that
is easy to say and easy to remember
and that informs the public of the
high type of service that they ren-
der. As a consequence the familiar
blue and yellow Valetor sign is now
seen on the windows of fine press-
ing establishments throughout the
United States and Canada. Even
Bermuda, which refuses to open its
roads to such a universally accepted
product of this modern age as the
automobile, has its Valetor.

Among those who have greeted
the term "Valetor" with some enthu-
siasm are travelers. When stop-
ping in a hotel and wanting to have
a suit pressed a traveler never knew
whether to ask for the "Valay" or
the "Valette." Whichever way he
pronounced it, the telephone oper-
ator was sure to correct him. Now
he asks for the Valetor and every-
one is happy.

SPECIAL ELECTION NOTICE

PURSUANT TO A PROCLAMA-
TION issued by DAN MOODY, Gov-
ernor of the State of Texas, Notice
is hereby given that a Special Elec-
tion will be held on Tuesday the
16th day of July, A. D. 1929, at the
regular places appointed for hold-
ing elections in all of the election
precincts in Floyd County, Texas,
on the question of the adoption or
rejection of the proposed amend-
ments to the State Constitution, to
be submitted at said election to the
qualified voters of the State of
Texas for their adoption or rejection
in accordance with the Joint
Resolutions of the Forty-first Leg-

islature, as follows, to-wit:

FOR or AGAINST the amend-
ment to Sections 2 and 3 of Article
5 of the Constitution of the State
of Texas providing for a Supreme
Court of nine members, and for
continuous session of that Court,
and at which election each voter
opposing said proposed amend-
ment shall scratch off of the bal-
lot with a pen or pencil the follow-
ing words printed on said ballot:
"For the amendment to the State
Constitution providing for a Su-
preme Court of nine members, and
for continuous session of that
Court," and each voter favoring
said proposed amendment shall
scratch off the ballot in the same
manner the following words printed
on said ballot: "Against the amend-
ment to the State Constitution pro-
viding for a Supreme Court of nine
members, and for continuous ses-
sion of that Court."

FOR or AGAINST the amend-
ment to Section 5 of Article 4 of
the Constitution of the State of
Texas fixing the salary of the
Governor at \$10,000.00 per annum,
and at which election all voters
favoring said proposed amendment
shall write or have printed on their
ballots the words: "For the amend-
ment to the Constitution of the
State of Texas fixing the salary of
the Governor." And those voters
opposing said proposed amendment
shall have written or printed on
their ballots the words: "Against
the amendment to the Constitu-
tion of the State of Texas fixing
the salary of the Governor."

1929c. Wm. McGehee,
County Judge, Floyd County, Texas.

LABORERS ARE PLENTIFUL FOR WORK IN FLOYD CO. HARVEST

Modern machinery has made the
lot of the harvest hands, who for-
merly migrated to this section in
thousands, a hard one. Harvesting
practices have "turned a somersault"
in the past ten years, and instead of
a labor problem the farmer has a
machinery problem.

Although the harvest now in process
will be completed in fifteen or
twenty more days, covering a period
of thirty days in all perhaps, the
demand for extra labor is practically
nil. To handle 120,000 acres of
wheat, from the field to the eleva-
tor, it is probable that less than 500
outside men are employed. One
large wheat raiser, who has in ex-
cess of 1,000 acres, is reported as
not employing a single man out-
side of the force he has had avail-
able all the time.

When the 1919 wheat crop was
harvested in Floyd County, the
county was covered with outside
harvest hands who came in in droves
and were picked up and put to
work at very high wages. The prob-
lems that ensued, when wheat prices
fell put the farmers and machin-
ery makers to figuring on a way
out. One result of their efforts in
this respect has been to eliminate
almost entirely the demand for
outside labor, even with the largest
crops.

Mr. and Mrs. Frank Brown of
Benjamin are spending this week
with her sister, Mrs. B. L. Black-
lock.

Mr. and Mrs. A. J. Foley return-
ed Friday from Mart where they
spent a week with his mother, Mrs.
G. W. Foley.

SHERIFF'S SALE

THE STATE OF TEXAS
County of Floyd
NOTICE IS HEREBY GIVEN
That by virtue of a certain Order
of Sale issued out of the Honorable
District Court of Floyd County, on
the 19th day of March 1929, by T.
P. Guimarin Clerk of said Court
for the sum of One Thousand Two
Hundred Fifty and 71/100 Dollars

and costs of suit, under a Judge-
ment, in favor of Thurber Brick Co.
in a certain cause in said Court.
No. 1695 and styled Thurber Brick
Co. vs. J. W. Blair et al, placed in
my hands for service, I, P. G. Steg-
all as Sheriff of Floyd County,
Texas, did, on the 11th day of June
1929, levy on certain Real Estate,
situated in Floyd County, Texas, de-
scribed as follows, to-wit:

All, of Lots Nos. 1 and 2 and 3, in
Block 38, Particularly described as
beginning at A point 240 feet North
and 70 feet West of the Northwest
Corner of the Ira E. Davis 80 acre
Homestead Survey and the North-
west Corner of the R. E. Davis 30
acre Homestead Survey, same being
30 feet North and thirty feet east
of the Northwest Corner of Block
No. 3, in the Town of Lockney;
Thence North 90 feet; Thence East
140 feet; Thence South 90 feet;
Thence West 140 feet; and levied
upon as the property of J. W. Blair,
J. N. Jordan, H. B. Jordan and W.
M. Hale, and that on the first Tues-
day in August 1929, the same being
the 6th day of said month, at the
Court House door of Floyd County,
in the Town of Floydada, Texas, be-
tween the hours of 10 A. M. and 4
P. M., by virtue of said levy and
said order of sale. I will sell said
above described Real Estate at pub-
lic vendue, for cash, to the high-
est bidder, as the property of said
J. W. Blair, J. N. Jordan, H. B. Jordan
and W. M. Hale.

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

Witness my hand, this 11th day
of June, 1929
174tc. P. G. STEGALL,
Sheriff Floyd County, Texas.

NOTICE OF APPLICATION FOR PROBATE OF WILL

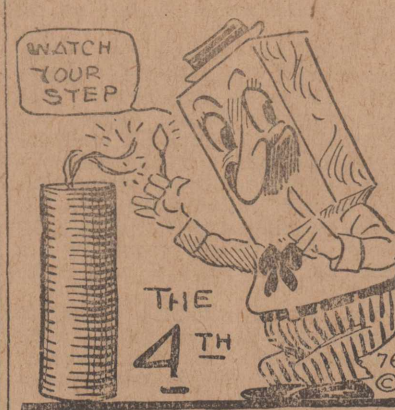
THE STATE OF TEXAS,
To the Sheriff or any Constable
of Floyd County,—Greeting:

You are hereby Commanded to
cause the following notice to be pub-
lished in a newspaper of general
circulation which has been contin-
uously and regularly published for
a period of not less than one year
preceding the date of the notice in
the County of Floyd State of Tex-
as, and you shall cause said notice
to be printed at least once each
week for the period of ten days ex-
clusive of the first day of publica-
tion before the return day hereof:
NOTICE OF APPLICATION FOR
PROBATE OF WILL, AND LET-
TERS TESTAMENTARY

THE STATE OF TEXAS:
To all Persons interested in the
Estate of Mrs. N. E. Sims, Deceas-
ed. P. Sims, has filed in the Coun-
ty Court of Floyd County, an ap-
plication for the Probate of the
Last Will and Testament of the said
Mrs. N. E. Sims, deceased and for
Letters Testamentary, which will be

Bill Der Says

It is better to work
and save than to
spend and slave.



JULY 4TH

The spirit of independence
which gave birth to this great
nation lives today as lusty as
it was in 1776. Every day is
independence day to the man
who owns his home. Let us
make America a nation of
home owners.

Willson & Son
Floydada, Texas

heard at the next term of said
Court, commencing the Third Mon-
day in July A. D. 1929, same being
the 15th day of July 1929, at the
Court house thereof, in the City of
Floydada, Texas, at which time all
persons interested in said Estate

may appear and contest said appli-
cation should they desire to do so.
Herein fall not, but have you then
and there before said Court this
writ, with your return thereon en-
dorsed, showing how you have ex-
ecuted the same.

Given under my hand and the
seal of said Court, at office in
Floydada, Texas, this 15th day of
June A. D. 1929.
(SEAL)
TOM W. DEEN,
Clerk County Court, Floyd County,
Texas. 174tc

ELECTRICAL Comfort FOR SUMMER

On torrid, wilting days excess work is not
only unpleasant but even unhealthful. You
may save your strength by equipping your
home with smoothly-operating electric de-
vices that will do the job quickly and effec-
tively.

Texas Utilities Company

"Electricity, your cheapest servant."

Thanks

To each of our many friends and cus-
tomers who responded to our invita-
tion to visit our New Store when we
opened for business last Saturday.

We had many visitors the first day
we opened and have had many since
then. We appreciate your words of
praise and your interest in us. We
feel that this is the first epoch in our
business history in Floydada.

We trust that we may see you in our
store many more times during the
year, and we assure you that it is ever
our aim to give you "Moore Service."

FRANK L. MOORE
HOLLIS B. MOORE

THANK YOU CALL AGAIN

Moore Drug Co.

"Yours For Moore"

Society

Hostess at Breakfast Before Leaving.

Mrs. E. B. Massie, who will leave soon for Corpus Christi to make her home, was hostess Tuesday morning at an Aunt Jemimah breakfast. Handpainted Aunt Jemimah place cards marked covers for the guests and a miniature log cabin made the centerpiece for the dining table.

The guests drew unique favors from the log cabin by red ribbon streamers which were attached to the favors and extended to the places. On each favor was a request for a stunt which when carried out carried a lot of fun. Mrs. George A. Linder gave the best stunt and was given an Aunt Jemimah door stop. Mrs. W. C. Grigsby and Mrs. E. L. Angus also received unique gifts in keeping with the idea.

After breakfast, tables were arranged and games of forty-two were played. The handpainted tallies represented slices of watermelon. The guests were Mrs. George A. Linder, Mrs. W. C. Grigsby, Mrs. Glad Snodgrass, Mrs. G. W. deCordova, Mrs. Lon M. Davis, Mrs. E. L. Angus, Mrs. Lon V. Smith.

Miss Archer Gave Recital Thursday Evening.

Miss Robbye Lucille Archer was presented in expression recital by her teacher, Mrs. Robert A. Sone, Thursday evening at the High School auditorium to an audience of very appreciative friends and relatives. Miss Archer gave a very entertaining program and was assisted by Dale and Mildred Strickland and a chorus of girls composed of Wanda Teeple, Maxine Fry, Bonnie Dale Fyffe, Edell King and Genell Stall.

Mrs. Bain New President Presbyterian Society.

Mrs. Kenneth Bain was elected president of the Woman's Missionary Society of the Cumberland Presbyterian church at the annual election of officers held Monday afternoon. Mrs. B. M. Eubank was elected vice president; Mrs. Clarence Ginn, secretary-treasurer; Mrs. R. C. Watson recording secretary. A committee was appointed to arrange a program for the fifth Monday meeting of the Co-operative Missionary Society.

R. A. Gilbert Married At Abilene June 17

R. A. Gilbert, of Abilene, formerly of Floydada, and Miss Leola Stapleton, daughter of Mr. and Mrs. C. S. Stapleton, of Marble Falls, were married at Abilene Monday, June 17, according to announcements received here by friends of Mr. Gilbert. Mr. Gilbert

Social Calendar

East Circle of the Baptist Missionary Society will meet Monday afternoon at 4 o'clock with Mrs. Roy Patton.

North Circle of the Baptist Missionary Society will meet Monday afternoon at 4 o'clock with Mrs. W. A. Amburn.

South Circle of the Baptist Missionary Society will meet Monday afternoon at 4 o'clock with Mrs. Frank Johnson.

The Woman's Missionary Society of the Methodist Church will meet Monday afternoon at the church at 4 o'clock. Mrs. W. W. Porter will be leader of the lesson from the "Book of Exodus."

Mrs. Fred Brown will be hostess to the K. K. Klub Friday afternoon at 3 o'clock.

Netopew Camp Fire group will meet Friday evening at 7 o'clock with Edelle King.

The Ladies Aid of the Cumberland Presbyterian Church will meet Monday afternoon at 3 o'clock at the church. The afternoon will be spent making quilts.

attended school here and graduated with the class of '24. They will make their home in Abilene at 342 Peach street.

Netopew Group Met With Hazel Baum Friday

The Netopew Camp Fire Girls met with Hazel Baum Friday evening, June 28, at 7 o'clock. The greater part of the evening was spent in learning songs that Mrs. Smith purchased while in Camp at Ft. Worth.

Refreshments of cream and cake were served to twelve girls. They will meet next Friday at 7 o'clock with Edelle King.

Mrs. Goen Hostess To K. K. Klub

Mrs. Polk Goen entertained the members of the K. K. Klub Thursday evening at the home of her mother, Mrs. A. D. White, on West Mississippi street.

Guests for the evening other than club members included Mr. and Mrs. E. L. Angus, Mr. and Mrs. Bill Daily, Mrs. R. B. Rosson, Miss Eddythe Walker, Miss Pernie Padgett, of Whitewright and Mr. G. E. McWhirter.

In the games of bridge played during the evening Miss Eddythe Walker and Mr. G. E. McWhirter got highest score for the visitors. Mr. and Mrs. W. C. Newsome got highest score for the members.

Refreshments were served to Mr. and Mrs. W. C. Newsome, Mr. and

Mrs. Thurmond Bishop, Mr. and Mrs. Fred Brown, Mr. and Mrs. George Sherrill, Mr. and Mrs. Ray Clements, Mr. and Mrs. Ed Bishop, Mr. and Mrs. E. L. Angus, Mr. and Mrs. Bill Daily, Mrs. R. B. Rosson, Miss Eddythe Walker, Miss Pernie Padgett and G. E. McWhirter.

Floydada Women Honored At Board Meeting

During a recent board meeting of the Woman's Missionary Union of District No. 9 held at Lubbock, Mrs. Lon V. Smith was elected president of the district, Mrs. George A. Linder, secretary and Mrs. I. W. Hicks was made a member of the Methodist and Finance committee. The district comprises seven associations.

Mrs. Smith takes the place of Mrs. E. W. Provence who resigned and is moving to Montezuma College. Mr. Provence was formerly a teacher in the Tech. College.

The Woman's Missionary Society of the Methodist Church met Monday afternoon at 4 o'clock. Mrs. C. R. Houston, vice-president, presided at the meeting. An order was issued for a new gas cook stove for the basement of the church.

PLEASANT HILL H. D. CLUB

Pleasant Hill Home Demonstration Club met Saturday afternoon, June 27, with Miss Edna Lee. There were eleven members and five visitors present. Roll Call was answered by each one telling their families favorite cold lunch menu. Miss Strange gave a demonstration on making chicken sandwiches which were delicious.

Mrs. S. D. Scott made an interesting talk on "The Place of Gold Lunches." Mrs. T. J. Cardinal gave a list of various foods for a cold lunch. Mrs. Scott also described a large equipment for a kitchen and how to arrange it. Mrs. A. E. Shelton gave a few minutes talk on small equipment for a kitchen and how to arrange it. Mrs. C. T. Camden spoke briefly on the cleaning equipment for a kitchen. The club voted to send Miss Loe to A. and M. short course.

Providence News

Providence, July 1.—Mr. and Mrs. Jessie Kennedy were in Floydada Monday on business.

A slight shower fell here Sunday morning, was very beneficial to the row crops.

Dave Kennedy went to Quitaque Monday on business.

Mr. and Mrs. Otto Kelm are spending a few weeks here on their honeymoon with Mr. and Mrs. W. A. Boedeker.

Mrs. Kelm and Mrs. Boedeker are sisters. Edward Haas, of Hartley, Ia., spent Sunday with his cousin, Mrs. Flo Zimmerman.

Mr. and Mrs. George Dieter, of Happy Union community, are in our midst cutting wheat on their farm.

Harvesting will soon be over in our locality and then comes the song of the tractor for another wheat crop.

R. E. Goughly, the McNeess agent, of Floydada, was in our community last week calling on the trade.

Mrs. W. C. Doley and daughters, of Plainview, were in our midst last week riding around in a new car.

Mr. Hannon was in Plainview on business last week.

Joe Zimmerman is hauling wheat in the Lone Star community this week.

Harmony News

Harmony, July 2.—Ralph Thomas of Petersburg assisted with the harvesting at his farm last week.

The Woman's Missionary Association met in a business session at the church Thursday afternoon.

Mr. and Mrs. Leslie Surginer and Mrs. G. W. Gound were guests in the G. L. Snodgrass home Sunday.

Mrs. Battey is entertaining her mother, Mrs. Pitts, and her sisters, Evelyn and Mrs. Guy Smith.

Mr. and Mrs. H. M. Miller spent Sunday in County Line with their friends.

Price Scott and other relatives visited in the home of Mrs. D. T. Scott Sunday.

The Sunday School day program was very successful. It was followed by a very interesting and unique sermon to the children by the pastor.

Mrs. Snell, of McCoy, was a visitor at Church Sunday.

Grandmother Hale is visiting in the J. S. Hale home.

Fairview News

Fairview, July 1.—Everyone is very busy harvesting or getting ready for harvest.

Mrs. A. J. Beedy returned home Wednesday of last week from Taylor, Texas, where she had gone to attend the funeral service of her sister, Miss Bennie Gibson.

Walter Wilson and Robert Sanders were visitors in South Plains Sunday.

J. C. Bullard returned home last Thursday from New Mexico where he has been working for some time.

Miss Reba McPeak, of Floydada, spent Saturday and Sunday with Miss Essie Baskin.

The fifth Sunday Meeting beginning here Friday night was well attended and all services were greatly enjoyed. The next meeting will be held at Quitaque.

The Senior B. Y. P. U. met and elected new officers Sunday night.

Contradictory Professor

"Ignorance is invincible," says John Dewey. But that great educator believes his own words by devoting a lifetime to showing us how ignorance can be conquered.

Blanco News

Blanco, July 1.—Mr. Bennett and family, of Temple, are visiting his brother, Ray Bennett.

Miss Myrtle Bradford, of Sand Hill spent the week-end with Miss Ruby Farley.

Mr. and Mrs. Edd McCarty entertained the young folks with a party Saturday night.

E. V. Flowers and son E. V. Jr., spent Sunday with Mr. and Mrs. G. R. Smith.

Mr. and Mrs. Gilbreath spent Sunday with Mr. and Mrs. Booth of Rails.

Miss Ida Lee Hogue, of Providence spent the week-end with her cousin Miss Merle Lovern.

Mr. and Mrs. Kinaner, of Floydada, spent Sunday with Mr. and Mrs. Will Lewis.

J. M. Gamblin and family, of Floydada, spent Sunday with Mr. and Mrs. Ham Smith.

Miss Merle Lovern had as her guests Sunday, Misses Myrtle Holligan, Lula Mae and Manola Ray Gilbreath and Ida Lee Hogue, of Providence, Earnest Holligan, Richard Gilbreath and Alva Warner, of Plainview.

Charlie Henderson, of Lockney, is visiting friends in this community this week.

OLD FISHING PORTS YIELD TO MODERN

Gloucester, Mass. Only one of the famous old New England fishing ports, Gloucester, retains the full flavor of the spiced olden days, and even Gloucester has changed in that new and improved methods have reduced loss of life among the men who go to the sea in ships.

The sealing industry, which went the way of the seal, and the whaling ports succumbed to petroleum and electricity, but fishing for good goes on apace and Gloucester has just completed what the old-timers claim is the best mackerel fishing season in its history.

Gloucester in winter is a city of snow banked streets, ice clad fishing schooners creaking at their piers along the waterfront, cold winds whistling through frost-stiffened shrouds and flicking salt from the crest of whitecapped waves in the harbor.

At the Fisherman's Institute the landmen can breathe deep of the salt atmosphere. Old-timers there, weatherbeaten veterans of the banks, taking it easy between trips, a bit taciturn about this fishing business and a bit proud of it, too, will talk with apparent reluctance of the old days and now.

"Yes," said one, as he leaned back in his snug corner, "this year's mackerel season was the best in the history of Gloucester and they're adding to all the fleets out of here every year. And what's more, the fisherman's life ain't what it used to be. In my time there were fifty women made widows every year. This year only five men lost their lives from Gloucester craft, another new record."

"I never saw the worst of it, neither. From 1870 to 1883 there were 277 vessels of the Gloucester fleet lost and 1,954 men drowned or died aboard. Better schooners are one reason for the improvement—that and more general auxiliary power. And life has been made easier, too. There's the radio at sea and when the schooner docks at the fisherman is through; he doesn't have to slave at unloading her."

About the room a dozen stout men in sea boots were playing pool and billiards upon the tables. Behind them was a blackboard with the scrawl: "Six men wanted for schooner Mary Ann, double dory." Another read: "Single doryman for schooner Ageste." These were calls to the winter harvest on the Banks.

George E. Russell, the genial chaplain of the Institute, named over the year's dead—three men lost when the Ralph Brown was wrecked last February on Briar Neck, one lost in a capsized dory, and one who fell or was swept from the deck of his schooner.

His records show 30 lost in 1925, 18 in 1924, 25 in 1923 and 27 in 1922, but, he says, it used to be worse.

Mr. Russell estimates that 100 schooners of the fleet have radio sets and a local station now broadcasts market reports on landings and prices.

Death of Woman Proves Falsehood Justifiable

An entire community in New Jersey, which has been aiding and abetting deception and falsehood for eleven years, voted itself entirely justified recently, following the death of a woman whose name is withheld because of her prominence.

Eleven years ago, according to the Woman's Home Companion, the woman, then advanced in age, had a son, Robert, in the American Expeditionary Forces in France. She had been dangerously ill on the day the news came that Robert had been killed in action. When the doctors said she could not survive the shock, the members of the family did not tell her. Instead they began to weave an elaborate fabric of deceit.

During the mother's convalescence, letters came from France and she accepted them as being from her son. Finally one letter said that he was staying in France to work in the devastated fields after the Armistice had been signed.

Once started, the deception was so successful that it could not be stopped. For eleven years the relatives of the mother continued writing letters signed "Robert," filled with information gathered from those who had returned. They were sent to France to be mailed to the mother who waited at home. She lived in happy ignorance for eleven years and died happily.

Read The Hesperian for the news of Floyd County.

Brings Back Evidence To Back Up His Fish Story

J. R. (Jim) McPeak is the kind of fisherman who doesn't leave for the fishing grounds with a lot of noise, but somehow always has the luck. He returned home Saturday night last from an expedition down-state which he spent in the vicinity of Paris, Texas, and brought along with him an immense catfish head to prove that he actually caught that one. He also furnishes "Pap" Hardy and C. H. Owen, formerly of Floydada, as witnesses to the catch of a forty-one pound catfish, but hurts his case somewhat by including a news paper man as a witness. The editor of The Paris Daily Dinner Horn was among those present.

The big one, along with lots of little ones that weighed seven and eight pounds, was caught on a trot line and three or four men had to gather round to boost him out when they got him to the bank and tied window cord through the gills of the fish to be sure he didn't get away. They strung the fish up like you would a hog, cleaned him and had their big dinner and fish fry. Jim's own story of how it happened is given herewith:

"Well, I went fishing and here goes the luck I had. We got out Friday evening and got the bunch together and pulled out Saturday morning. There was about fifteen of us. Went to Red River about twelve miles east of Paris, Texas, and about 11 o'clock that morning we landed the big catch. The boys carried him to a little store and weighed him. He weighed forty-one pounds.

"Now, I believe there are some people who go fishing that will tell the truth, but I thought there would be some one that would doubt this, so I brought the head of the fish back with me, and sure enough, they said I found the head on the highway. Now, how many fish heads did you ever find on the side of the road? So, if any one doubts this fish story just write to the editor of The Daily Dinner Horn at Paris, Texas, for he was right there when the fish was landed.

"We cleaned the fish and ate it on the river. There were forty-one ate dinner and there was fish for all, but we also had lots of other eats and the drinks were in a fruit jar, and they also had something in a bottle they called snake medicine. I didn't get snake bit but they told me to take a little, anyhow.

"Now, I don't know all the people's names but Pap Hardy and Charlie Owen were along. So, we had a grand time, just the same."

Says Decrease in Farmers Promises Bigger Profits

Another decrease in the number of people living on farms has been shown in figures issued for the past year and it is now estimated that only 27,500,000 out of America's 118,000,000 population remain on the soil.

These figures declare Farm and Fireside for June, represent about 30 percent of the entire population and a steady annual decrease in the number of farmers, all of which points to greater profits for those who have been able through efficient methods to work their farms successfully. The magazine points out that with the growing use of modern methods and machinery, 15 percent of the population may well feed the nation within twenty-five years.

"The calculation is now that we have enough cows to supply dairy requirements twenty-five years hence," continues the article. "This confirms the assurance that half the present proportions of farm-

The article adds that the automobile and radio industries have thus far absorbed millions of the men who have left the farms and predicts that the aviation industry will absorb many more in future years.

How Many Farmers?

About 30 percent of the total population is farming, whereas with the general use of efficient machinery 15 percent could feed the nation.—Farm and Fireside.

Coolidge Epigram

"A lot of people think the war is over," once said Calvin Coolidge. "The war isn't over until the debt is paid."—The American Magazine.

Michelin Tires At Special Prices

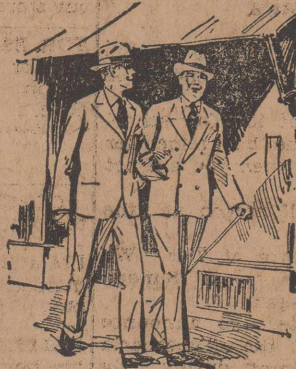
EVERY SIZE—

EVERY KIND—

EVERY PRICE—

You'll like Michelin Tires and Tubes. They will give you more dollar for Dollar Service. Try them.

Finkner Motor Company



Keep Your Clothes Fresh, New, YOUNG!

YOUR clothing must look fresh, new, young, if you are to be a success in the business or social world. Employers do not give responsible positions to people who wear "old clothes"; hostesses do not often invite shabby guests.

Let us help you to keep your clothes young.

The modern Valetor method of clothes pressing—the method we use—will bring back the original shape to worn garments; will raise the nap and restore lustre to the fabric. It will also kill disease germs and remove offensive perspiration odors.

You'll look better and feel better when your clothes are kept young the Valetor way.



Phone 66

McGUIRE'S

"The Store for Men"

We will be closed all day Thursday July 4.

TALKING PICTURE

The greatest of all crook dramas lives again on the screen as William Haines' first TALKING PICTURE!

You see him as the gallant safe-cracker and heart-breaker—you actually hear him and the other characters in smashing dialogue sequences!

Talk about Talking Pictures! This one is the Year's Sensation!



WILLIAM HAINES

with
Lionel
Barrymore
Karl Dane
Leila Hyams

A JACK CONWAY Production
From the play by Paul Armstrong.
Adaptation by A. P. Younger. Continuity by Sara Y. Mason. Titles by Joe Farnham. Directed by Jack Conway.

in
ALIAS
Jimmy Valentine
A Metro-Goldwyn-Mayer picture
PALACE THEATRE
MONDAY and TUESDAY July 8 & 9
MATINEES 1:15 and 3:15

MID-SUMMER HATS



at the

Hat Shop

you will find the newest in hats—and such attractive prices—created in small and large pokes, Junior matron styles, Off-the-forehead shapes, and of course such pleasing material as felt, stitched crepes, satins and soft flexible straws. Here you may choose a hat suitable for every mode, whether formal, street, or sport.

Call and see them.

THE HAT SHOP

Mrs. E. P. Nelson

Props.

Ruth Brown Hall

We are closing out one lot of beautiful hats at \$3.00 each. They formerly sold for \$5.00, \$7.50 and \$10.00.

CHURCHES

CAMPBELL CHURCH

Sunday School at 10 o'clock a. m.
Preaching at 11 o'clock a. m.
Preaching at 8:30 o'clock p. m.
Everyone is invited and urged to be present.

G. W. Tubbs, Pastor.

FIRST CHRISTIAN CHURCH

G. B. Schmid, Minister
Let's keep old "Slumpski" on the run this summer by every one being present at Bible School and church every Sunday. We extend a cordial invitation to everyone who does not worship elsewhere to spend next Lord's day with us.
Bible School at 10 o'clock.
Morning worship and communion at 11 o'clock.

Senior Endeavor at 7:30 p. m.
We are joining the other churches of the town in a union evening meeting during the warm weather. The place has not been decided but it will be announced Sunday at the morning service.

FIRST METHODIST CHURCH

G. T. Palmer, Pastor
Sunday School 9:45 a. m.
Preaching by the pastor 11:00 a. m.

At 8:30 p. m. we will join the other churches of the town in co-operative service under the city tabernacle.

We hope to make these joint services helpful to everyone who may attend. We desire to urge our own people to make every effort to attend this co-operative service.

The three Epworth Leagues meet at 7:30 p. m. Visitors are welcome to all the services of the Methodist Church.

CUMBERLAND PRESBYTERIAN CHURCH

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

Sunday School at 10. Our school is holding up fine but remember that we miss you when you are not there.

The pastor will preach at the morning hour.
Christian Endeavor at 7:45. We had a fine Endeavor last Sunday evening. Come again.

We are delighted to announce union service at the Tabernacle each Sunday evening during July and August. Surely it is a fine spirit. Come to the open air meeting and help make your town a better city.

Prayer and study hour Wednesday evening at 8:30.

INTERMEDIATE B. Y. P. U.

Rainbow Intermediate B. Y. P. U. program for Sunday, July 7.
Subject—"A Christian's Declaration of Independence and Dependence."

Meditation Period.
Business Period.
Program Period.
Group Captain—J. W. Teague.
First and second members—Chloildie Abernathy.

Third and fourth members—Juanita Hand.

Fifth and sixth members—Bernice Patton.

Seventh and eighth members—Truett Boothe.

Poem on A Christian's Independence and Dependence—Amy McRoberts.

Leader's Period.
Benediction.

All members are urged to be present as we are beginning the work on a new quarter and we want to become the best of the unions. We always welcome visitors.

CHRISTIAN ENDEAVOR PROGRAM

The Senior Christian Endeavor of the First Christian Church will meet Sunday, July 7, at 7:30 p. m.

Subject: "What Has Made Our Nation What It Is."

Leader—Ethna Green.
Song.
Prayer.

Song.
Scripture—Deut. 8:1, 17, 18.

"In what ways have natural resources and geographical location helped to make the Nation what it is?"—Waldo Houghton.

"The effect of the religious faith and ideals of the early colonists upon the country?"—Gwilym Enoch.

"How have immigrants helped this country?"—Ruth Jenkins.

"What part has education played in the growth of our Nation?"—Bernice Gresham.

"What does the United States owe the Christian Religion?"—Mrs. Schmid.

Song.
Pastor's Talk.
Benediction.

CHRISTIAN ENDEAVOR PROGRAM

The program for the Cumberland Presbyterian Junior Christian Endeavor for July 7th, at 7:45 p. m. is as follows:

Leader—Junior Rutledge.
Song.

Scripture—Matt. 21, 15:17.
Prayer—Mrs. Alpha King.

"What we would have the lesson teach"—Leader.

"What does the word Fan mean?"—Eddie Lois Sparks.

"Prayer"—Randell King.
"A Baseball fan"—James Williams.

"A Junior Endeavor Fan"—Katherine Daniels.
Business.

Bible Drill.
Benediction.

The Hesperian \$1.50 per year.

WANT Ads

FOR SALE

SERVEL electric refrigerators are good ones. C. Surginer & Son. 16tf

BEE-VAC electric washers for sale at C. Surginer & Son's. 16tf

Chinchilla fur rabbits for sale. Mrs. A. G. Cardinal, phone 912F5. 191tc

FOR SALE—Slightly used Farmall at a bargain. Phone 922F12. Roy Paschall. 191tc

FOR SALE—Fresh highgrade Jersey cows at Freeman Dale Jersey Farm, one mile South of Dougherty. 17tc

FOR SALE—Piano, three feather beds, stock in Community Supply Co. Mrs. M. F. Swain. Phone 930. 183tc

FOR SALE—Credit on Chevrolet Car. Anna Marie Moore. 17tc

1929 DISC ROLLING PRICES

14 Inch Tandem 20c

16 Inch Tandem 25c

18 Inch Tandem 30c

20 Inch Tandem 35c

22 Inch One Way Plow Disc 40c

22 Inch Plow Disc 50c

24 Inch Plow Disc 55c

When you have a job too difficult for others, bring it in. We can do it.

J. A. ENOCH.

East Side Square 47tc

WILL do public plowing, day and night service. Take some trade or note. L. L. Nixon, Floydada, Texas. Rt. 3, Box 99. Phone 900F11. 187tc

1929 TEXAS ALMANACS now on sale at The Hesperian Office.

FOR your canning needs come to our store. C. Surginer & Son. 16tc

FOR SALE—Hegira and cane bunched or ground; also pure Mebane cotton seed. Phone 903F6. J. S. Hale. 6tc

MISCELLANEOUS

COPELAND Electric Refrigerators. Kirk and Sons. 191tc

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

HEMSTITCHING 5c per yard at my home, 621 Wall Street, or leave work at Floydada Hatchery. Mrs. Edwin Heald. 11tc

MONEY to Loan—on farms and ranches. Quick action, low rate of interest. No expense to borrower. R. E. Fry. 16tc

HAAG Washers. Kirk and Sons. 191tc

CONSUMER'S Fuel Ass'n fixes your flats. 7tc

GLAD SNODGRASS will buy some Vendors Lien notes. Will exchange 160 acre improved farm clear for half section and assume. Must be worth the money. 191tc

Star Parasite Remover
Given fowls as directed will keep them free of lice, mites, fleas, blue bugs and in better health and egg production or your money back. Floydada Drug Co. 156tc

YOU miss a lot without a Superflex Refrigerator. Kirk and Sons. 191tc

WINDMILLS, repairs and well supplies. Kirk and Sons. 191tc

WOOD AND KELLY for well drilling and carpenter contracting. Let us drill your well and build your house. Phone 124. 41tc

1929 TEXAS ALMANACS now on sale at The Hesperian Office.

There is no agent at Floydada representing California. Perfume Company. If interested in the agency, write Mrs. P. D. McKinnon, 309 Dale St., Plainview, Texas. 182tc

WE believe we carry as complete a stock as anyone. Kirk and Sons. 191tc

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

HAULING! Anywhere—Any Time. Heavy or light, Call 121J V. D. Turner. 51tc

Use Star Parasite Remover
The easy way to rid chickens of lice, mites, fleas and blue bugs. Floydada Drug Co. 156tc

ONE HUNDRED DOLLARS REWARD to anyone who has a better Nursery Stock on the Plains than the Dalmont Nursery. We have ripe plums for sale, can gather on all days, except Sunday. Try some of our hardy Almonds which make good shade trees and bear nuts. Also our family fruit trees, which bear three kinds of plums and three of peaches, ripening at different times. Dalmont Nursery, Rt. 2, Plainview, Texas. 192tc

REAL ESTATE

FOR SALE—Some well located residences and some nice residence lots J. U. Borum. 9tc

FOR RENT—Furnished house, 3 rooms and bath. Adults only. Call at 320 South Main. 182tc

FOR SALE—Nice building lots. See S. B. McCleskey. 17tc

FOR SALE—Seven good residence lots, fronts north and east. Bargain. See Ed Bishop. 184tc

FOR SALE—New Stucco seven room residence on West California Street five blocks from square. Modern throughout. L. D. Ballard. 182tc

DANDY 200-acre farm all in wheat adjoining townsite of Dougherty on city water line, 2 blocks from good school; small cash payment, balance easy terms. Would consider good residence in Floydada as first payment. J. R. Readhimer. 184tc

FOR SALE—One and one-half sections stock farming land near Otton, Lamb County, priced cheap for quick sale. John F. DuBose, Plainview, Texas. 1014p

FOR SALE—Frame house 20x34, without floor or partitions, good condition. Bargain if sold at once. L. B. Maxey. 17tc

FOR RENT—nice furnished rooms. Modern conveniences. See Mrs. S. B. McCleskey or phone 117W. 18tc

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

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

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

FOR RENT—Cottages in Blue Goose Tourist camp. \$5.00 to \$7.50 per week. No charge for Gas, Hot and Cold Shower Baths, Lights and water. 1812tc

FOR RENT

FOR RENT—Two furnished rooms. Mrs. Josie Moore. 11tc

FOR RENT—Furnished apartment, all modern conveniences, 321 West Kentucky street. Phone 249. 16tc

FOR RENT—five room house, modern throughout, at 911 South Main Street. Phone 268J. 191tc

WANTS

BOARD AND ROOMS, 229. West Mississippi Street. 14tc

WE buy old radiators and repair any make of radiators. Cline Bros., First door east of Magnolia Filling Station. 6tc

WANTED—Housework by day or hour. 625 West Lee Street. 173tc

WANTED—Married couple to keep house for four boys. Call 147. 191tc

LIVE STOCK

FOR SALE—Twelve fresh Jersey cows. All young. Located at Rutledge farm four miles north of town. Call R. M. Estes at Hanks Hotel. 182tc

LOST AND FOUND

LOST—Suit of Clothes. Blue with Pin Stripes. Lost between canyon and Starkey store. Return to Hesperian Office for Reward. 182tc

LOST—1929 S. M. U. class ring with initials "E. L. M." engraved inside. Lost in dressing room at country club. Return to Hesperian office.

REWARD for return of Red bathing suit with white collar. Lost between Country Club and Floydada. Finder please return to Mrs. John N. Farris. 19tc

HEALTH HINT

Loss of sleep is worse than starvation so far as its damaging effects upon the body and mind are concerned. If you keep regular hours there should be no difficulty about sleeping. If there is, find the cause before it undermines you.

Poise and Purpose

We invariably find that the man of poise is a man with a purpose.—The American Magazine.

Home Made Cook Books
Replace Old Fashioned Type

H. B. KUYKENDALL

Magnetic Masseur

From Glenrose, Texas

will give free examinations at F. A. Messick residence on West Grover St., Floydada

From 7 p. m. to 11 p. m.

Each Day

Hear The Latest Hits On Columbia Records At Harmon's

Davenport Blues—Charleston Chasers.

The Doll Dance—Muriel Pollock.

Down in the Old Cherry Orchard—Tom Darby and Jimmie Tarlton.

Home Town Blues—Roam County Ramblers.

F. C. HARMON

CHRISTIAN ENDEAVOR

The Christian Endeavor program for Sunday, July 7 will be;

Leader—Carder Collins.
Subject—Honest Now.

Scripture: Deut. 8:1-14, 17, 18.
Consecration meeting.

Song.
Leader's talk. What has made our nation what it is?

What part has the Bible played in America's Greatness—E. C. King.

Mention some nations that have tried to maintain greatness through brute force and failed—Mrs. John Burgett.

Song—Bible Drill; Business; benediction.

RUSTLERS B. Y. P. U.

All members of the Rustler's B. Y. P. U. are urged to be present at the First Baptist Church Sunday, July 7, at 7:15 p. m. New officers will have charge of the meeting. An interesting program has been arranged.

Quinby Kizzlar, of Abilene, spent the first of this week here visiting with his sister, Mrs. Bill Daily, and his mother, Mrs. M. L. Kizzlar, of Altus, Okla., who is also visiting Mrs. Daily. Miss Mildred Carter, of Abilene, is also here visiting with relatives.

FRENCH WOMEN DEFEAT MEN COMPATRIOTS IN FIELD-TRACK SPORTS

Paris.—French women athletes, with four world records and several second places to their credit, occupy a much higher position in the world of feminine athletics, track and field sports than do their men.



Own A Used Car

Be INDEPENDENT and free to come and go as you please. OWN A CAR.

Don't rely on your friends for a ride, but buy a Used Car from us on easy terms.

BUICK TOURING—Just like new and at the right price. Your old car taken in trade and easy terms on balance.

FORD COUPE—In fine shape and runs like new. Bet very few Model T's as good as this one. Priced right.

HUDSONS—Three fine jobs. Two sedans and a coupe. Late models. Good rubber and perfect mechanically. Priced to sell.

CHRYSLER COUPE—A fifty that has had good care and runs fine. Will make a fine closed car for a small family or some young fellow who wants a classy car.

CHEVROLETS, STARS, FORDS—Good cars and paint from \$40 up. Also some slip body Fords as low as \$25.00.

TRUCKS—From \$75 up. See them now while you make money on them.

NOTE OUR GUARANTEE:

Our Guarantee

Use any car you buy from us 5 days and if you are not entirely satisfied return it and we will give you what you paid for it on any other car we have.

Rutledge Motor Co.

FLOYDADA, TEXAS

PHONE 277

HERE ARE FEW LINES ON RAILROAD RHYMES

Washington.—The retirement of Frederick D. Underwood from the presidency of the Erie Railroad, after more than a quarter of a century of service, recalls to old-time railroads the story of the days when Underwood was a division superintendent on the Chicago, Milwaukee & St. Paul.

A waggish locomotive engineer telegraphed from out on the line as follows:

"F. D. U. Engine two seven two has bust a flu. What shall I do? Donohue."

Back came the reply: "Donohue. Plug the flu in the two seventy two and fetch her through. F. D. U."

A Dose of Nature

Why bother to buy tonics or stimulants when nature will provide you with all you need free of charge, asking in return only common sense and become a good listener.—The American Magazine.

Big Harvest Sale

for Friday and Saturday

TOMATOES 9c

They're Fine, Texas Pinks, Per Lb.,

Peaches Per Gallon, 48c

Hominy Large Can, 11c

Lye Hooker's Per Can, 9c

BANANAS 19c

Golden Yellow, Dozen

Sunbrite Cleanser Can, 5c

Peas Concho, No. 2 Can, 15c

Corn Clairion, No. 2 Can, 12c

GRAPE FRUIT Full of Juice EACH, 5c

Catsup Van Camp's Large Bottle, 22c

Potted Meat 6 Cans, 25c

Salmon Pink, Per Can, 18c

JELLO 9c

The Food for Hot Weather, Per Box,

Kraut Large Can, 15c

Pork & Beans Van Camp's Med. Can, 12c

Calumet 1 Lb., Can, 29c

TOMATOES \$1.95

Large Cans, Per Dozen,

Cocoa Our Mothers' 1 Pound, 23c

Vanilla Gold Plume, 2 Oz. Bottle, 25c

Oats Mother's Aluminum, 29c

RAISINS 29c

4 Lb., Market Day. Pkg.,

CANDY GUM All 5c Bars 3 For, 10c

Floydada Grocery Co.

THE E-Z SELF SERVING STORE

WHERE YOU ALWAYS FEEL AT HOME

Visitors Appreciate Floydada

Letters Indicate Oklahoma City Men Well Pleased With Reception Here.

Letters of appreciation of the courtesies shown them while visiting here was received from many of the Oklahoma City business and professional men by the Chamber of Commerce following the return of the special train that brought the 125 delegates here on Monday, June 17. Some of the letters are given below:

"I want to take this opportunity to express the appreciation of not alone myself, but the entire Oklahoma delegation, for the splendid good fellowship and entertainment shown us while in Floydada. We appreciate very much the opportunity to get acquainted with you folks and see the splendid progress being made in that great South Plains section. I was surprised to note how completely that your county is being developed and the diversification of crops and stock grazing."

R. M. Vliet, Vice-president Fox-Vliet Drug Co.

"Just wish to express my personal appreciation for the fine way in which we were entertained on our recent trip to Floydada, and other Texas towns."

"The writer happens to be a member of the group of men who left Oklahoma City, and want to say that this trip was a pleasure from the time we left our station here until we returned. We were certainly royally entertained at all times, and the good city of Floydada was surely one place where we were taken care of in the very best way possible. It will be a memory to all those who were on this trip that will not be forgotten."—H. S.

Cook, President Chamberlin Supply Co.

"We are taking this method of expressing to you and your citizens our sincere gratitude for the courtesies and entertainment extended to us during our recent Good Will trip to your city. We shall ever continue to speak words of praise of your city and the Plains country. May the good fellowship between Floydada and Oklahoma City broaden and ripen with the passing years."—Fred S. Coombs, Vice-President and Treasurer, The Classen Company, Realtors.

"We wish to take this opportunity to express our sincere appreciation of the many courtesies extended to our Mr. Ogborn on the recent Chamber of Commerce trip to your city."—Ben Drummond, Capitol Steel & Iron Company.

"I was one of the party who enjoyed your most gracious hospitality last Monday. This is to assure you of my sincere appreciation of your every courtesy. Every one came away from your city feeling benefitted socially and with new visions as regards the possibilities and future of your city and section of Northwest Texas."—Everett S. Lain, M. D., Oklahoma Skin and Cancer Clinic.

"Just a word to express my personal appreciation for the wonderful entertainment and fine reception accorded us by your city on our recent Trade Trip. I have been on a number of trips of this nature and never in my life have I felt that we were more cordially received or more royally entertained than we were on our trip to your section of the country. We all feel that we have made lasting friendships on

this trip, and we want you to understand that we are here to serve you in any capacity that we possibly can. I enjoyed this trip so thoroughly that it is my sincere wish that we may go again next year."—Thad N. Wells, Vice-president American First National Bank.

"As one of the party that visited your city on June 17th, wish to say that I certainly enjoyed every minute spent in your city, and feel that I would be ungrateful in not at least expressing my appreciation for the splendid entertainment and good will shown. From comments offered by other members of the party all had a good time. Now that we have gotten started I hope that there will be many meetings back and forth."—Louis F. Frier, Manager Excelsior Stove and Mfg. Co.

"Just want to let you know that I greatly appreciated the very wonderful reception you extended to the Oklahoma City delegation last Monday."

"The breakfast was par-excellence and if you will give me the name of the organization that handled the serving of the breakfast, I would appreciate it very much, for I want to write them a letter and tell them what a wonderful breakfast they served. Everybody on the train was highly delighted, and I am sure that the ladies who had charge of the breakfast will be glad to know of the 'hit they made.'"—S. S. Lindsey, Manager Buick Motor Company, Oklahoma City Hardware Co.

"This is to express my appreciation of your very cordial reception and attention to me and my fellow trippers on our recent visit to your city."—R. L. Murdoch, M. D.

"After reviewing in calmer moments the few hours spent in your good city, the writer has decided that of all the Oklahomaans included in the Good Will tour he personally enjoyed this trip most and therefore owes you the sincerest vote of appreciation and thanks."—E. H. Miller, Miller-Jackson Company.

"I want to take this occasion to express my appreciation to you and through you to your Chamber of Commerce and citizens, of the splendid time had in your city, and the good fellowship shown on this trip."—Erie W. Sherman, vice-pres-

ident Sherman Machine & Iron Works.

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

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

"The possibilities of your Country are quite marvelous, and we most sincerely hope that the advancement and progress already made is simply a taste of the feast that is ahead."—C. A. Hamlin, Oklahoma City Ten & Awning Co.

"We feel that the contact we have made with the people in your City will prove beneficial to you as well as to ourselves."—S. E. Golderman, General Freight Agent, Fort Smith & Western Railway Company.

"As a member of the recent trade trip into your territory from Oklahoma City, I wish to express, not only to yourself, but to the business men and the good women of Floydada, my sincere appreciation of the courtesies extended me while in your city."—O. R. Davis, vice-president Oklahoma City Casket Co., Inc.

"Just a word to express the writers appreciation for the most cordial reception and entertainment accorded our party on the trip Monday."—C. H. Russell, president Russell Products Company.

"We enjoyed very greatly our one day excursion trip to your town. While we were not able to spend as long as we would have liked, the trip was very worth while and we believe advantageous to us as well as your merchants and business men."—Charles W. Gunter, President Security National Bank.

"Especially do we want to mention the very elaborate breakfast you furnished and would appreciate it if you would convey to the women of your town who went to such great pains, our heartfelt thanks I also wish to apologize to them for the apparent wolfishness of the visitors. Their action at the table was not due to the fact that they had been on starvation rations, but entirely due to the class of food which was served them."—Wm. A. Smith, Alexander Drug Co.

"Frankly I was somewhat skeptical about the possibilities of the South Plains country and Ed Overholser's appraisal. Since returning I have formed the conclusion that Ed's vocabulary was insufficient when he outlined the possibilities of mutual benefit."—Glenn C. Kiley, District Manager, Oklahoma Gas and Electric Company.

"The writer wishes to take this opportunity of thanking you and the good people of your city for the many courtesies shown the Oklahoma city delegates."—C. J. Merritt, Oklahoma Furniture Manufacturing Co.

"The breakfast we had together there, served by the good ladies of your city, made a wonderful impression on us, for that breakfast was talked of by our crowd morning, noon and night until we separated here in Oklahoma City Tuesday morning. I do not believe I ever saw a meal so much appreciated as the one you served us there in Floydada that morning. It was certainly very kind of your people to go to so much trouble, and it was entirely unexpected by us, but I assure you very highly appreciated. Some of the single men on the train were so much pleased with their breakfast in Floydada and your very kind treatment, that they have resolved to return to Floydada at a later date, and intimated that it possibly would be with a view to making an effort to persuade one of those excellent young ladies there to locate in Oklahoma City permanently as a helpmate."—J. J. Kirkpatrick, Special Representative The Fidelity National Bank.

"It is the little personal contacts of this kind that make this life of ours, truly worth its living."—H. Earle North, Asst Manager Oklahoma Gas and Electric Co.

"I certainly appreciate the nice entertainment you gave us, and hope the time may come when I will

Badly Run-Down



"Six years ago, I was very much run-down," says Mrs. Olympia Kight, of Lovett, Ga. "I did not sleep well, and was weak and restless. I dragged around the house with not enough strength to do my daily tasks. I worried a lot, and this disturbed state of mind reacted on my health. I had often read of Cardui, so I thought I would try it. I soon began to improve after I had taken Cardui for a while. It was astonishing how much I picked up. I slept better; my appetite improved, and that awful dragging-down feeling left me. I was so much better that I continued taking Cardui until I felt perfectly well." Cardui has been used by women for over 50 years. For sale by all druggists.

CARDUI
Helps Women To Health

Take Theford's Black Draught for Constipation, Indigestion and Biliousness. EX-140

have a chance to return the compliment."—L. F. Leach, Jr., Manager Kansas City Paper House.

"We are interested in the movement of livestock from your territory to Oklahoma City, and I was amazed at the possibilities of your country in that direction, and expect to spend some time with your people for the purpose of working out an arrangement whereby we will at least get a fair share of the livestock business from that territory."—John R. Baker, vice-president Oklahoma National Stock Yards Company.

"It is certainly grand to be entertained so loyally by our sister cities when paying them a visit as we did. It will long be remembered by the writer personally, the firm he represents, and the delegation in general."—G. A. Kluck, Simmon Furniture Manufacturing Company.

"You may rest assured that every member of our party enjoyed his short stay in your wonderful town



HELLO BUDDY! TEN REASONS Why to Buy an Essex

- 1—Low First Cost.
- 2—Less up-keep.
- 3—More miles to the gallon.
- 4—It "get's you there and brings you back," with speed.
- 5—Has greater trade-in value
- 6—Can be serviced everywhere.
- 7—Is COMFORTABLE and SAFE to ride in.
- 8—Is a GOOD LOOKING car.
- 9—You can own a HOME and own an ESSEX.
- 10—It is COMMON Sense. COME IN

RUTLEDGE MOTOR COMPANY

to the utmost and we are all hoping that you will return our visit before long."—L. W. Price, General Agent, St. Louis-San Francisco Railway Company.

BUYS COAL, GRAIN BUSINESS

Leslie Floyd, formerly in the coal and grain business at Lockney for a number of years, is back in the

business once more, according to an announcement appearing in the Lockney Beacon this week.

Mr. Floyd bought the Lockney Coal & Grain Company from Fort Worth men who had owned it. He will continue the business under the same name.

BORN—to Mr. and Mrs. Clarence Foster, June 29, a girl.

FOR SALE CONCESSIONS

Cold Drinks, Dance, Hamburger and Sandwiches, Novelties and Chuck Wagon and Barbeque.

AT WEST TEXAS OLD SETTLERS REUNION

"HANK SMITH MEMORIAL PARK" August 15 and 16

We reserve the right to accept or reject all bids. You may bid on them as a whole or separately. Certified check must accompany each bid.

Bids will be opened Saturday, July 20th
MAIL ALL BIDS TO—

W. T. DUNN

SECRETARY, CROSBYTON, TEXAS

Moving, Draying, Packing, Etc. Brick Storage Building. Located North Main Street.

PITTS TRANSFER & STORAGE CO.

EXPRESS AND FREIGHT

Truck Line to Plainview

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

SUDDEN SERVICE

The BEST tires are MOST ECONOMICAL

that's why you should

DRIVE on

FEDERAL

If you want to cut your tire costs right down to the bone you can't do better than drive on Federal Extra Service Tires.

These tough tires cost less than many other makes, but our records show that they are better. The actual experience of hundreds of local motorists proves that Federal endurance makes Federal the most economical tire you can buy.

If you figure your tire costs on a mileage basis you will eventually drive on Federals. Why not replace that worn out tire with a new Federal right now, and start getting better tire service at a lower price?

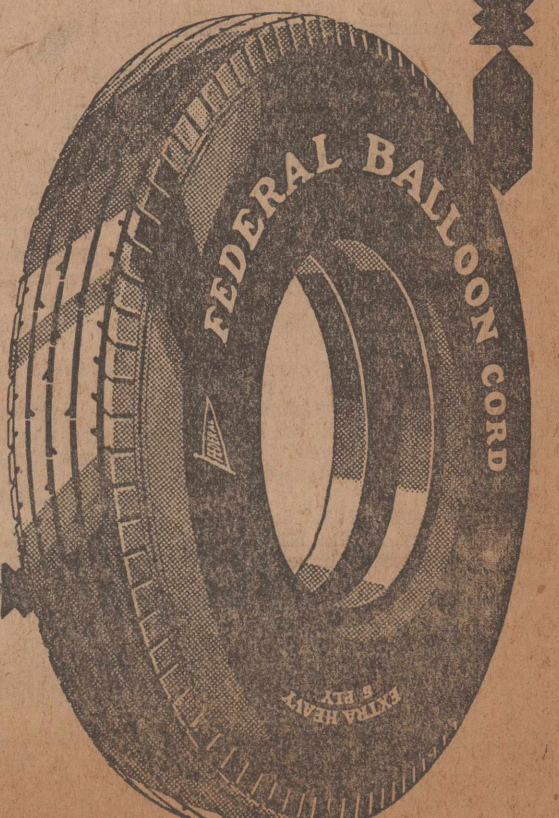
FASTEST ROAD SERVICE

Phone us when you have tire trouble out on the road. Our truck gets there in a jiffy to fix things up. Just Call 83.

Gullion & Son

Tire Service

FLOYDADA, TEXAS



FEDERAL BLUE PENNANT BALLOON adds to the appearance of any car and gives trouble-free service throughout its long life. Size 31x5.25—\$14.70

IN THE SPOTLIGHT
HART-PARR TRACTORS
Cut Your Costs with
Hart-Parr Power
L. C. McDONALD
Floydada, Texas

**"There Never Has Been
a Washer Like This"**

WHEN you see one of the new Haag 75 washers—when you examine it carefully and see it work—you will realize that here, at last, is a machine which meets your fondest ideals of perfection.

For it is not merely an improved washer—it is new, in design, beauty and efficient performance.

Its power is furnished by an easily-operated, economical Briggs and Stratton Gasoline engine of the 4-cycle type. Words and pictures are inadequate to show what the Haag 75 will do for you. The final test must be made in your home. Will you accept your local Haag dealer's offer to do your next washing free? He wants you to be convinced that the Haag 75 is the finest washer you ever saw. And unless you are convinced, don't consider buying one. If you are, an easy purchase plan will be explained to you.

Compare These Features
Self draining, pressed aluminum tub.
New Haag direct drive.
Moving parts in constant oil bath, enclosed in grease tight gear case.

Compare These Features
Legs adjustable to desired height.
Patented Haag safety agitator—cannot damage fabrics.
Large wringer rolls.
Reversible metal wringer—locks in 3 positions.

MODEL 75 HAAG VORTEX MODEL 75
KIRK & SONS
FLOYDADA, TEXAS

Leg Broken But Younger Brothers, Friends Help

Ed Holmes, on crutches and in bed these days following a baseball game in which he broke a leg some three weeks ago, has had plenty of time for thought while the bones knit. This week he dropped The Hesperian the following note which tells how the accident occurred, and also other interesting things about the baseball game and afterwards:

"On June 9 while playing third base for Lockney against Quitaque at Quitaque, I got both bones in my left leg snapped in to about two inches above the ankle.

"Quitaque was at the bat in the sixth inning with one out and a man on first and second. The next ball batted was a slow roller to me at third that came to me about one foot inside the base. In an attempt to catch the ball step on the base then throw the runner out at first to retire the side, I fumbled the easy roller and while leaning over I was slid into from behind by Jess Tunnel. My toe stuck under the base as both of his spikes were pressing above my ankle, before my body could be thrown on over, the bones snapped like dry cotton stalks.

"Having to miss wheat harvest and lay in the bed these hot days would have been pretty bad if my younger brothers had not taken charge and made things snap right on through.

"Members of the Lockney Base Ball Club, business men of Lockney and others donated for the broken leg and mailed me a deposit slip of \$76.70. It isn't so bad, after all, to get your leg broke if you have friends to look after you and take care of you in this way.

"This was one of the best games of the season as it went full eighteen innings and was finally called a tie one and one."

MRS. HILTON'S FAMILY ARE PRESENT FOR REUNION HERE

The home of Mr. and Mrs. W. H. Hilton was the scene of a reunion when her mother, Mrs. W. E. Scooby and other members of the family gathered there last week.

An enjoyable week was spent in visiting surrounding towns and country and picnics at the country club.

Members of the family present were: Mrs. Scooby and daughters, Miss Nell, and Mrs. J. S. Goss and sons, Jesse, Dick and Bill, of Waco; another daughter Mrs. M. F. Williams and her husband, and daughter Virginia, of Aspermont; and her granddaughters, Mrs. Walter Pennington of Turkey, and Mrs. Frank Jamerson and husband of Matador. Mr. Pennington came Sunday and accompanied Mrs. Pennington home.

Mrs. S. F. Jones of Hillsboro, an old friend of the family accompanied Mrs. Goss on the trip, the first either had made on the Plains.

The visitors left Sunday except Mrs. Scooby and Miss Nell who will spend a month.

W. G. Collins returned last week from Sulphur, Oklahoma, where he spent several weeks for the benefit of his health.

Mrs. H. J. Willis went to Petersburg Thursday for a visit with her sister, Mrs. Ben Kissinger.

FOODS AND NUTRITION

We are obligated to our biological and food chemists for much of the light that has been thrown in recent years on the problems of nutrition; their keen observations have helped us to distinguish between nourishing and non-nourishing foods. They have pointed out foods that contain those elements necessary for the efficient development of the human body as represented by proteins, carbohydrates, fats and salts.

It was formerly considered that if we secured four ounces of protein food, such as lean meats, cheese, eggs, beans, etc., together with a corresponding amount of fats—found in butter, cream and fat of animals, and in addition to this, approximately four times as much carbohydrates or that which we obtain from the various cereals, bread, etc., together with a reasonable amount of inorganic salts, that we would have ample nourishment regardless of the source of these various elements. Recent years have brought about a wider knowledge of vitamins—called "ignition sparks" or accessory food factors—and Prof. Durmond of the University of London, who has done much research with these accessory food factors, says:

"There can no longer be any doubt in our minds as regards these vitamins and the role they play in the complete nutrition of our bodies."

Ask your family physician to tell you about the vitamins and what particular ones should be included in your diet.

Has Plan to Stabilize Prices of Live Stock

Limitation of the size of meat animals that are sent to market, is the basis of a plan just announced by C. B. Denman, president of the National Live Stock Producers' Association, to stabilize prices of stock, give the farmer a greater profit and ultimately to protect the consumer.

Writing of his plan in Farm & Fireside, Denman proposes that through the Federal Farm Bureau, packers and producers, a price for hogs be set, low enough to discourage the inefficient producer and to encourage consumption, and high enough to compensate efficient production. He would have the price for the average sized hog, perhaps 200 pounds, higher than for those overfed and weighing much more, which he considers inefficient production.

This, he says, would avert a tragedy like that of 1928 when 49,800,000 hogs were sold for \$140,000,000 less than 40,600,000 hogs brought in 1926. In 1928 the fluctuation of prices for hogs was 40 per cent and three-fourths of the total production were sold for less than cost.

Denman proposes later to warn consumers what a fair price would be at retail for meats. He points out several cases in which the same cuts were sold at prices varying 18 cents.

Sales Silence

The first thing for a man to do if he wants to sell is to train himself to become a good listener.—The American Magazine.

Locals and Personals

Mrs. A. J. Welch and son, Billy, and daughter, Virginia and Mrs. Sam Berry, returned Friday from a vacation trip to Carlsbad, Roswell, Ruidoso, and Tucumcari, New Mexico. They visited Mr. and Mrs. Lee Montague at Tucumcari.

Mrs. J. C. Dickey went to Lubbock Tuesday morning where she will visit her sons, Kight and Ray, and her daughter, Mrs. A. L. Scoggin, and their families.

Mrs. Kight Dickey, of Lubbock, returned home Tuesday after spending several days here with her parents, Mr. and Mrs. N. B. Stanley, and other relatives.

Mrs. J. H. Strickland and daughter, Eula, and son James Thomas of Lawton, Oklahoma, spent last week here with their daughter and sister, Mrs. Noble House.

Mrs. Tom Anderson, of Vernon, was a guest in the home of Mrs. Flynn Thagard and Mrs. R. B. Ross on the latter part of last week. Mrs. Anderson will be remembered as Miss Cora Stanford and formerly lived in Floydada. Mrs. Thagard and Mrs. Ross took her to Lubbock where she will visit her parents, Mr. and Mrs. J. L. Standford.

Mrs. Will Williams, of Dallas, came Saturday for a visit with her father, W. T. Brown, Mrs. Brown, and her sister and brothers.

Mr. and Mrs. W. H. Meachum, of Colorado City, were here Thursday on business. Mrs. N. B. Stansell returned home with them for a visit with their daughter, Miss Virginia.

Mr. and Mrs. Henry Cox and son, Lillburn, spent Sunday at Spur, where they attended preaching services and visited with Mrs. Cox's sister, Mrs. E. Step.

Mrs. T. C. Stevens has as her

guests this week her parents and sisters, of Amherst.

Judge Bernard Martin, of Wichita Falls, was here from Friday until Monday looking after property interests and visiting his brothers, C. M. and J. G. Martin, and his sister, Mrs. W. M. Massie.

Mrs. Sam Berry, who has been with Miladies Specialty Shoppe during the past year, assumed charge of the ladies ready-to-wear and millinery department at the Baker-Campbell Company Monday.

Miss Ella Watson, of Clarksville, Texas, is here on a visit with her aunt, Mrs. J. N. Gullion, having arrived Monday of this week.

Mr. and Mrs. Jeff Welborn returned last Thursday from a month's visit with his mother, Mrs. Nora Welborn of Guntersville, Alabama. Ernest Carter accompanied them on the trip and visited relatives.

J. C. Bullard of Carlsbad, New Mexico, is here visiting his parents, Mr. and Mrs. G. M. Bullard.

F. W. Cooksey of San Antonio was here this week on business. He has a farm in the Newland community and formerly lived here.

ROOT ROT Destructive TO ALL VEGETABLES AND CROPS

College Station, Texas.—Root rot, the most destructive plant disease in Texas, attacks at least 274 species of cultivated plants, according to findings of scientists of the Experiment Station, A. & M. College of Texas, set forth in recent bulletin issued by the Station. Many important field crops, vegetables, fruit trees, berries and ornamentals are effected. The cultivated species listed are resistant to root rot number 135, including the few separate species of grasses which are named. Wheat, oats, corn, sorghum, rice, barley and all other members of the grass family appear to be immune to the disease. Dr. J. J. Taubenhaus, chief of the division of plant pathology and physiology; B. F. Dana, plant pathologist, and Simon E. Wolff, botanist, the latter two of the Temple substation, are the authors of the bulletin giving the results of recent research.

TYPEWRITER carbon, ribbons and second sheets at Hesperian Office.

Notice

I can make Farm & Ranch Loans at straight 6% Interest. Quick action, no trimmings. Interest payable annually.

R. E. FRY

FLOYDADA,

TEXAS

We Knead Dough

"Ho-Made Bread" dough is kneaded by machinery. This accounts for its fine texture and snow white color.

Kneaded by machinery—moulded by machinery—wrapped by machinery.

"THERE'S A DIFFERENCE IN BREAD"

Visit Our Shop

Special Orders given prompt attention.

WESTERS QUALITY BAKERY

WEEK END SPECIALS

FOR FRIDAY AND SATURDAY ONLY, A FEW SPECIALS THAT WE HAVE PICKED HERE AND THERE OVER THE HOUSE. THEY ARE INDICATIVE OF THE KIND OF VALUES YOU MAY EXPECT AT MARTIN'S.

Young Men's Dress Trousers

Light colors that can be worn now or later on, Values were \$6.45, \$7.50, \$8.50. Friday and Saturday pair only,

\$3.98

Men's Dress Straw Hats

Snappy Straw Hats, New Braids and Shapes.
Regular \$4.95 hats now **\$3.29**
Regular \$3.95 hats now **\$2.89**
Regular \$2.45 hats now **\$1.95**

Men's Dress Shirts

They have stiff collars attached, they are snappy patterns and colors that will stay, they are NOFADE and PERFECTO brands, sizes 14½ to 16.

Regular \$2.50 Shirts now, **\$1.97**
Regular \$1.95 Shirts now, **\$1.49**



STYLISH, isn't it? You bet. It's a pace maker in current fashion. It will wear, too. Made with the world's best leathers. Come in and ask to see it. It's called the "Virginian." Slip it on your foot. Ah, what comfort. And fit. How much is it? Five dollars. Honestly, that's all it costs. And if the "Virginian" doesn't exactly suit you, there are forty other Friendly Five styles from which to choose. All the same remarkable price. Five dollars. Come in, we'll be looking for you.

FRIENDLY FIVE SHOES



Martin Dry Goods Co.

One Lot

Women's Dresses, piques, linens, rayons, summer styles and colors. Regular \$4.98 and \$5.95 values. Friday and Saturday only,

\$3.59

Children's Wash Suits

Cute little wash suits for the Kiddies in snappy color combinations. Choice for Friday and Saturday,

98c

Whoopee! What A Value

About 200 yards of rayon, six good patterns, plaid and check design. Regular 75c per yard. Friday and Saturday,

Per Yard 39c

Printed Voile

New summer printed voile, a very sheer quality in attractive patterns. Friday and Saturday only,

Per Yard 19c

Women, Misses and Children's Hats

Women's Hats, all kinds of shapes and styles, wanted colors. Values to \$7.50. Choice Friday and Saturday,

Each \$1.98

Ladies new felt Hats, new shapes and smart colors.

Each \$1.98

Children's Hats are very greatly reduced. They are Bargains Now!



Next time you pass our insurance offices, don't just glance in—Come In! We would like to greet you and, if possible, be of service to you.

Bring your insurance problems with you, and let us review your present insurance limits and compare them with your new insurance needs. Our counsel is gladly given—and you will profit by it.

The right insurance protection, you know, is essential for your safety and your security.

Come In!

FLOYDADA INSURANCE AGENCY

G. C. Tubbs

W. H. Henderson

First National Bank Building

Floydada Rural Routes Best In West Texas

Five Routes Out of This City Average Better Than Fifty Miles Each.

Reaching out in five directions and resembling the shape of a star the rural routes out of Floydada extend to more than fifty miles in each direction and patrons of these routes are now receiving the best of mail service. Recent extensions granted and effective July 1 make the routes average fifty-eight and one-tenth mile each and from all information that can be secured Floydada has the best and longest rural routes of any town in West Texas.

Recognizing the benefits to be derived from rural routes the Chamber of Commerce has been actively engaged in securing extensions for a number of years. During this time the membership have watched the mileage on the routes increase from an average of thirty-five miles each to their present distance, bringing into the Floydada trade territory the most thickly settled sections of Floyd County.

In April 1926 the carrier on route

one out of Floydada traveled a distance of thirty-four and six-tenths miles, beginning today this route will cover a territory of fifty-eight and six-tenths miles. J. W. Clonts is the carrier on this route. On the same date in 1926, L. J. Welborn, carrier on route 2, had a mileage of forty-eight and six-hundredths miles, and today he will travel sixty-two and seven-tenths to serve his patrons.

Wm. Salisbury, for a number of years serving the patrons of route three out of the Floydada office, has a mileage of fifty-five and six-tenths miles compared to thirty-five and six-tenths in 1926.

Only thirty-four miles were served by Olive Allen on route four in April 1926, and today patrons within the mileage of fifty-one and two-tenths miles are served by the carrier. Route number five has been more than doubled in the past three years, carrier G. N. Shirley now serving a distance of fifty-five and nine-tenths miles compared to twenty-five and six-tenths in 1926.

With possibly one or two excep-

tions the Chamber of Commerce has furnished some assistance in securing the extensions of these routes.

TO EXHIBIT AT STATE FAIR AGAIN THIS YEAR

A non-competitive exhibit if possible will be placed at the State Fair this year by the Floydada Chamber of Commerce, and if this type of exhibit is not allowed the organization will send an exhibit to enter the competition with other Texas counties. This was the decision reached by the directors of the Chamber at a called meeting last week and announced by Ed Bishop, secretary.

A change in the score card of competitive exhibits make it possible for the exhibit to show a variety of products grown in this county and display them in a manner to attract the attention of the thousands of visitors who will see the exhibits. Not less than twenty-five different kinds of crops can be shown and as many as fifty will be allowed. Each exhibitor must major in three crops and in these classes he must show not less than five exhibits in each. Three hundred points will be given on this proportion of the score card. Four hundred additional points will be allowed on the other twenty-two crops, two hundred points on the display and another one hundred points on the neatness and attractiveness of the exhibit.

Secretary Ed Bishop will begin this week to gather the material for the exhibits. The complete exhibit will not be secured until after the County Fair. A large number of crops usually shown at the Fair are used to make up the exhibit at Dallas.

MANY FIRES IN COTTON GINS CAUSED BY STATIC ELEC.

Static electricity is one of the principal causes of fires in cotton gins during the ginning process, says the United States Department of Agriculture. Fires in cotton gins cause a large annual loss in the United States, in some seasons amounting to \$1,250,000. In 1917 cotton-gin fires in Texas alone caused a loss of approximately \$1,000,000.

To refute the popular notion that matches cause most of the cotton-gin fires, engineers of the United States Department of Agriculture conducted some tests with matches during the ginning season in Texas. In these tests more than 600 matches were mixed with the seed cotton and run through the gin without causing a fire anywhere except in the huller breasts. Even there only four small fires occurred.

From these tests, the investigators concluded that more than 12,000,000 matches would in some manner have had to become mixed with the Texas cotton crop to cause all the fires recorded there during the year. Obviously, they say, matches in cotton are not entirely responsible for the large number of fires that occur in some seasons.

On the other hand, tests conducted to determine the effect of static electricity confirmed their belief that this is one of the principal causes of cotton-gin fires in the ginning season. Cotton can be ignited in this way, provided the cotton is fairly dry and the sparks frequent enough. During the investigations static electricity at times assumed such menacing proportions that the ginners were forced to take steps to remove it from their plants. Fires also were very common.

Some ginners have reduced the hazard by hanging wet bagging in the buildings, some by wetting down the plant and grounds every day, or even twice a day, and others by injecting a little steam into the suction pipe in the direction of the flow of cotton. Interest is being shown in the use of carbon-dioxide gas as a substitute for steam for fighting cotton-gin fires, especially since internal-combustion engines and electric motors appear to be supplanting the steam engine as a source of power in ginning. Systems using carbon dioxide or other inert gases have been developed for fire protection in other industries, and it may be possible to adapt this method of fire protection to cotton gins.

Prevention of fires from static electricity is readily accomplished by grounding the machinery. Recommendations for the installation of such a system are given in Circular 7-C, Fires in Cotton Gins and How to Prevent Them, recently revised and issued by the United States Department of Agriculture.

LOCO-WEED POISONING DRIVES ANIMALS CRAZY

Loco weeds derive the name from the Spanish word "loco," meaning crazy. As the result of contact with Spanish speaking Mexicans in the Southwest, "loco" has become a common slang word for crazy. The Mexicans described the poisonous plant as "loco" plants because of the peculiar nervous conditions which follow when animals eat them. Investigations of the United States Department of Agriculture have identified at least half a dozen varieties of the weeds that have somewhat similar effects.

The purple, the blue, and the white loco weeds are most important. Their ranges overlap somewhat, but one or the other is found in most of the arid and semiarid districts of the West, from Mexico to Canada. The purple loco affects horses particularly. Cattle and sheep rarely eat it. The blue affects horses primarily, but also cattle and sheep. The white causes heavy losses of all three classes of animals.

A recent publication issued by department describes the symptoms of loco poisoning. "The first symptom in horses," say the authors, "is often a change in the general

condition of the animal. If high-spirited, the animal becomes somewhat dull. Following this, irregularities in its gait and mode of eating appear. The irregularities in the gait may be due partly to weakness and simulate a paralytic affection. The horse drags its feet more or less; this is particularly noticeable in the hind legs. Associated with this paralytic condition is an important loss of normal muscular control. In stepping over a slight obstruction the horse lifts its feet unnecessarily high, or in going over a rut in the road it may leap as if jumping over a ditch. This probably is the symptom which appealed to observers as crazy or "loco" behavior.

"As the disease progresses," the authors say, "the animal becomes solitary in its habits, and seems to lose very largely its nervous sensibility. If one approaches a badly located horse, the latter does not notice the person until within a few feet, when it may suddenly rear and perhaps fall over backwards. If used in riding or driving, the lack of muscular control may make it extremely dangerous, as such a horse shies violently at imaginary objects."

Ordinarily horses do not relish loco weeds and do not eat them if other food is abundant. "When," however, because of scarcity of grass, a horse is induced to begin eating loco, it is very likely to contract a habit, which leads to continual feeding on the weed, eventually with fatal results."

CANNIBALISTIC HABIT OF THE BOLLWORM AIDS IN CONTROL

Cannibalism is a habit of the cotton bollworm, or corn ear worm, which is a big help in keeping down the injury to the cotton squares and bolls by the worms. The second habit which makes effective the cannibalism of the worms is their liking for young corn, particularly when it is in the silk and tassels stage.

In northeastern Texas, southern Arkansas and Oklahoma, and parts of Louisiana, Mississippi, and Alabama, this worm is a serious pest, attacking both corn and cotton as well as several less important crops. The worm multiplies on the corn in the spring and early summer, and ordinarily does not migrate to the cotton until the corn is hardening. To trap the moths emerging from the corn the planter may plan to have a relatively small plot of late corn, planted so that it will just be silking and tasseling as the field corn dries. Corn at this stage is so much the favorite as a plant for egg laying that the moths will travel to it for considerable distance. The result will be a destructively heavy hatch of the larvae on the corn.

This condition provides opportunity for the cannibalism of the worms. As the eggs hatch the larvae destroy one another to such an extent that, as a rule, not more than a few of the many that hatch on the silk of each ear of corn will survive. These will probably be enough to ruin the productivity of the trap corn, but the presence of the late corn not only reduces the number of worms that would otherwise attack the cotton, but it also gives the cotton time to develop the hard bolls which the worms do not attack successfully even if they reach the cotton plants.

CROP AREA EXPANSION IS SLOWER

After a decrease of 13,000,000 acres in the crop area of the United States between 1919 and 1924, an increase was indicated in 1926 and again in 1928, and the acreage is now back nearly to the 1919 level.

Nevertheless, it is very likely, according to the United States Department of Agriculture, that there will be as rapid an increase in the area of crop land in the next half century as in the half century preceding the World War. In that period, expansion of the crop area was the principal means by which agri-

cultural production in the United States was increased. In the next half century the needs of a less rapidly increasing population will be met mainly by other means, notably by increased efficiency in the use of land and in the production of meat and milk per unit of feedstuffs consumed.

Science and invention applied to agriculture have provided more food and better food for an increasing population during the last decade than during any preceding period, without any increase in crop acreage. This may be continued, say economists of the department, though it is more probable that the net result of decreases of crop land in some sections and increases in other sections will be a slow and irregular increase in crop acreage for the Nation as a whole, lasting probably half a century.

Women Spies Fall in Love, Hamper Work of All Armies

With but few exceptions, women spies were a failure in the World War, according to Thomas M. Johnson, war correspondent and intelligence officer, writing in The American Magazine. The chief trouble with the women agents was that they frequently fell in love with the men upon whom they were spying, says Johnson. Other troubles, especially with American secret agents, were that they did not

know the makeup of the arms and that they wore out quickly under the monotony that attends espionage. Women spies also tend to exaggerate reports of military operations, adds Johnson.

Despite the fact that women are usually unfitted for spy work, the article continues, some of the best work for the German, French and American armies was done by women of rare qualities. A young German woman, with headquarters in Antwerp, was in charge of the

great German school which turned out the spies that infested Belgium, Holland and Northern France. She is now known to be one of the most cruel taskmasters in the German organization, and sent agents whom she suspected of doing able dealing on missions from which there was no hope of returning. The number of women spies of all nations who lost their lives at their work, says Johnson, is greater than will ever be estimated.

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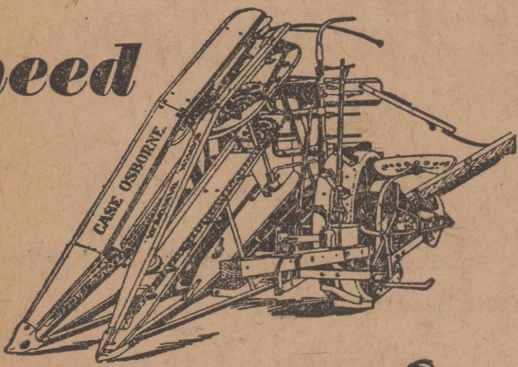
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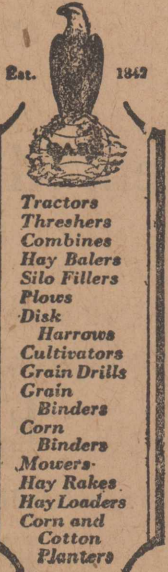
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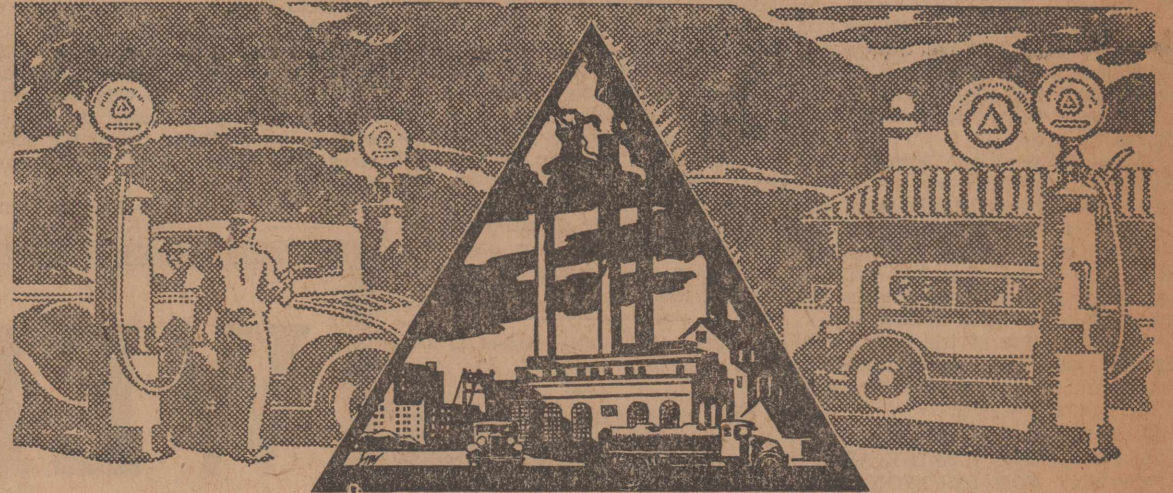
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TARZAN THE MIGHTY

Novelized by ARTHUR E. REEVE,
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EDGAR RICE BURROUGHS
Author of TARZAN OF THE APES, THE CAVE GIRL, etc.

Chapter VI. GIANT EMOTIONS

(Continued)
Mary smiled, and nodded yes. Again he searched the chest and this time drew out a picture of Lord Greystoke in his uniform with the family crest on the photograph. "Man?" he asked.

"Yes, this is a man, like you, Tarzan," answered Mary. "And see, it says Lord Greystoke and there is the crest like that carved on your knife!"
It did not interest Tarzan much now. "Tarzan a man—he?" He thumped his great chest. Mary smiled. "You a woman—she?" Again Mary smiled acquiescence. "You Tarzan's she?"

Mary smiled, a bit fearfully, raised herself on tip toe and impetuously pressed her lips to his face. Tarzan drew back bewildered. He rubbed his lips, a strange smile on his face. "It is like honey that the King People hide in the trees!" he cried in the emotion of his first kiss.

He took a step closer to Mary. She hesitated, frightened by the giant emotions she had aroused, then again she raised herself on tip-toe, again she put her lips to his, and Tarzan's mighty arms closed tightly around her.

Tarzan was like a big child, now. Mary felt her power over him. Yet she feared his physical power over her. Besides, she was tired. She wanted rest. Slowly she made him understand that she wanted to rest alone in the hut. She knew that he would not leave her now, but would stand on guard throughout the night. Besides there was the bird call if she should need him. Gradually she got the idea into his head to leave her alone in the hut through the night.

Outside Tarzan saw the moon now with new eyes. He swung himself through the trees in sheer joy of living. "Ho!" he roared up at the moon. "King of the Jungle, defies you! Come down and fight! I will quer you, give you as a present Tarzan's she!"

reshing along in his delirium love Tarzan made his way through the trees making a wide way of the hut in the clearing. Through the night Black John kept Bobby a prisoner close. He knew that Bobby knew where Tarzan's lair was. But Bobby was faint.

No" he stuck to it tearfully. "I n't tell you where Tarzan sleeps." "You won't!" Black John snatched down a big bull whip from the wall. "This will make you tell!" Bobby cringed back with terror, so it was that in the middle of the night Black John gathered four of his boldest spirits. "Tarzan has den the woman who would be our queen. Come with me."

Through the jungle the dark five made their way, until on the edge of the clearing they found the hut. Black John could hear Tarzan in the distance bellowing his love-defiance of the moon-god, Boru. It was an opportunity. He posted the four on guard and crossed quickly to the hut.

Mary was just about to retire on an old broken cot, had started to unfasten her scant robe when she was startled by a noise as the door opened with an unseen hand.

"Don't make a sound!" came a thick hoarse whisper.

She recoiled in terror as Black John crept into the room confronting her menacingly.

"No ape-man shall have the woman I want!" he hissed.

"I loathe you!" she cried, retreating from him.

Black John grinned in ugly triumph. "I have laid plans to get out of the jungle when I have had a vast treasure I know of will make you richer than the best woman in the world!"

He shook her head. Black John sneered. "You won't?" I hold winning -card—your brother, y. Young woman, be at the edge before dawn—or you will see him alive again!"

"ou—monster" gasped Mary.

er could be heard Tarzan's single call. Horrified, Mary was awakening at the thought of Bobby.

"If he find me here with you—" smirked Black John.

"All right. I promise. Now go quickly. Tarzan is coming!"

Black John made a hasty exit, covering up his fear. Mary, filled with dread, turned to the old cot again.

She was apparently asleep when Tarzan entered, covered by an old blanket and a leopard skin she had snatched up from the floor. A moment he stared at her, then reached over and touched her soft shoulder with his big hand gently. Mary, tense on the cot, was pretending to sleep. Inwardly she was full of apprehension. He reached over and picked up the leopard robe she had caught up from the floor. She did not move. Then he vanished through the door to sleep in the open with his covering.

In the morning, full of renewed energy, Tarzan swung himself down to the door of the hut and opened it. His heart stood still, Mary was on the old cot. He called her name, searched the room, then he was out of the hut.

Tarzan was indeed a wild man. He had honey of that first kill had

turned to bitterness. The beasts and the birds of the jungle went two by two. Must Tarzan walk alone—always alone? Tarzan the mighty was swiftly turned again into the ruthless killer of the jungle. He uttered a bull-ape cry, uprooted a sappling and flung it from him, as he strode along.

In the village they heard the echo of his cry. "Tarzan" the natives cried. "Tarzan is calling to his jungle people again! He comes to kill!"

In Black John's cabin Mary hugged Bobby closely to her breast and smiled. She had heard the call faintly echoing; now she heard the shouts of fear of the villagers, as they scattered. It filled her with joy. Help was coming.

Her joy was short-lived. Through the door of the cabin shouldered Black John in rage. He strode over to a small trap door in the wall. He indicated to her to go through. With Bobby clinging to her Mary obeyed. The trap door slid back behind them and Black John who had quickly followed.

There beside them was a lion pit. In it snarled a ferocious specimen. Horrified Mary shrieked Tarzan's name. The lion let out a terrific roar.

Just an instant Tarzan hesitated in the village as he heard his name called. It was Mary's voice—and it came from Black John's cabin. His rage changed instantly to worry. Another moment and Tarzan leaped to the door of Black John's hut.

Again the lion roared and Mary screamed. Tarzan entered quickly. Suddenly the door slammed behind him. Black John had thrown a heavy bar. With the other hand he reached for a lever. He pulled it, opening another trap.

Snarling the lion charged through the trap as Tarzan crouched to meet the tawny leap of the infuriated beast.

Chapter VII FLAMING HATE

Crouching with his knife ready as the lion emerged blinking from the shadows set to spring, Tarzan quickly straightened himself up to his full height, uttering a peculiar hiss. Still snarling the lion shrank back as though in subjection. He knew and feared Tarzan.

Black John had not been prepared to see the king of beasts slink away from Tarzan. But with a low order of cunning the renegade met the emergency. Under cover he rushed Mary and Bobbie into another of the huts.

Through the village reverberated the bull-ape roar of Tarzan.

"Tarzan! Tarzan!" screamed Mary answering, "Tar—"

Black John's grimy hand over her mouth smothered Mary's cry. She broke from the renegade, crouching back. "You thought to trap Tarzan. But even the beasts of the jungle are his best friends—and fear him!" She suddenly recollected, gave the shrill bird call.

Rampaging through the village Tarzan heard. He scattered the natives like so many leaves in the wind. From hut to hut he tore until suddenly he heard the muffled bird-call issuing from one of them. He hurled himself headlong against the thatched wall of the hut. As he crashed through, arms tensed, the fury of battle in his eyes he confronted Black John.

Whatever he might be Black John was no coward. With desperate courage he met the attack of Tarzan. But he was no match for the giant strength of the infuriated jungle king. Tarzan lifted him bodily like a log and flung him to the ground. Before the crumpled villain could even begin to get himself together Tarzan had leaped after him, planted his foot on his neck and drawn his knife prepared to dispatch him as he had hundreds of jungle enemies in winning his kingship.

Mary uttered a cry of horror. "No, Tarzan, No!"

No one but Mary could have stayed his hand. Tarzan desisted and turned away just in time to meet an onslaught of fanatical natives with long spears. He grappled the foremost as Mary flung her body between the attackers and Bobby. Uttering his call Tarzan broke the spear blade from its shaft. The echo of his call had hardly died before there came an answering roar from the lion.

"Numa!" cried the panic-stricken natives. "He comes to aid his friend Tarzan!"

The last of the natives had fled and Black John was struggling in his daze to rise when Mary ran to Tarzan. "Quick!" he pleaded, "Before they return."

Tarzan smiled, reached down, swung Bobby to his shoulders then with his free arm about her he hurried the girl into the jungle.

Again Tarzan sought refuge in the lonely hut in the heart of the jungle. This time he had a purpose.

Tarzan did not have to know the word mystery or what it meant. His very actions now intrigued Mary and Bobby as he made them wait on one side of the hut while he dug until he had upturned a stone with which the floor was paved. He reached down, took something out of the hole under the stone,

then as he rose he handed a small rusty steel box to Mary.

"Long ago," he explained, "I was found here by Toka of the Ape People. Toka cared for me. And so I grew. One day when I was playing on the floor I dug up this box."

Mary opened the box. From it she took carefully a paper yellow with age. Almost the first thing her eyes fell on was the name, Earl Greystoke.

"Why, Tarzan," exclaimed Mary, "this explains it all—about you—! This is written by Earl Greystoke, your father—"

Puzzled, Tarzan did not understand. He had taken the paper from Mary's hand when he interrupted her with child-like directness, reaching over for the photograph of the General.

"Earl Greystoke—God? Bigger than Tarzan?"

Mary studied both the photograph and the papers, he had showed her. "No, Tarzan," she repeated patiently, "Lord Greystoke is not God. But these papers prove you his son and heir."

The jungle man seemed bewildered. "Him—God—bigger than Tarzan?" he reiterated. The idea seemed to worry him.

"No, Tarzan," repeated Mary. "Lord Greystoke was not God. He was your father. These papers prove that you are his son." She tried to simplify the idea as much as she could.

Tarzan was tired of these things that he did not understand. He swept the box and the papers aside impatiently. There was one thing which he did understand and that loomed all-important in his mind just now. "Tarzan a big god—himself—and you—Tarzan's she!"

He started toward Mary. It was elemental love-making. It was ownership, possession. Mary was pleased and startled, even frightened as the giant Tarzan came closer. It gave her a thrill to have him feel that way and yet, instinctively, she moved away from him.

"Oh, look! They've followed us."

Love-making, refined or elemental meant nothing to Bobby. He had been at the window. Suddenly his sharp eyes had spied an unnatural motion in the jungle. It was one of the savage villagers crouching, peering through, spear poised at the hut.

No sooner had Tarzan disappeared with Mary and Bobby than Black John, now recovered, went back to his scheming. He had gathered the returning villagers about him urging them that after all his magic was greater than Tarzan's. He had harangued them until he had them worked up into a high state of passion—in the absence of Tarzan. "Come with me," he shouted. "Save our White Queen!" It had not taken much to lead them out on the war-path again, as he brandished a most deadly looking spear.

Already Black John and his renegades had ambushed the hut. Mary recoiled as she saw them slinking in the jungle. But Tarzan turned swiftly and took her bodily into his arms as he shoved little Bobby back of them for protection. His every instinct urged him to fight for what was his own.

Mary struggled but it was not to get away; it was to restrain him from striding forth to force the combat.

"No, no! Tarzan—they will kill you!"

Even Tarzan noticed that. It was fear for him, not for herself. Bobby had pulled the door shut and a bar on the outside had dropped locking it. Mary was proud of Tarzan's strength and fearlessness but the moment he let her down she flung her own arms around him, holding him. "No, Tarzan! Black John's spearmen are all about us!"

There were still some of the natives who felt the terror of Tarzan in his presence. It was different from defying him where he was absent and they were safe in the village. "Tarzan is more mighty than your magic," faltered one doubter.

Black John sneered. "My magic is more mighty than Tarzan! Surround the hut, before I strike you dead!" Black John was an opportunist. His eye happened to catch gathering clouds on the horizon. "Why, even the storm gods obey my magic!" he shouted.

Mary was having more trouble than ever to restrain Tarzan inflamed by the insolence of Black John in even thinking he might cross the will of Tarzan. "I am Tarzan," he thundered. "No one can take you from me!"

With devilish ingenuity Black John was setting fire to a bunch of dried grass tied to the head of a spear. As it burst into flames he cast it through air like a wide-flaming meteor until it stuck in the thatch of the roof of the cabin scattering far and wide a shower of sparks.

It was only a few moments before the thatch was a flaming mass spreading fast in the rising wind.

Mary snatched up the precious papers Tarzan had showed her and

thrust them in her bosom.

The hut was almost entirely in flames as Tarzan, Mary and Bobby ineffectually fought the stifling flames and smoke were licked up hungrily behind them as Tarzan burst open the door. The moment he did so a veritable rain of spears slithered at the hapless three. Tarzan took Mary in his arms. There was no going back. Ahead was the tribe now worked into a state of frantic fury.

Chapter VIII. MOCK MARRIAGE

As a witch doctor Black John had been just a little bit too efficient. That is, he had claimed too much and too soon. The very rain clouds which he had pointed to as obeying his will had headed up all too quickly into a veritable cloud burst and in the downpour the fire in the hut was stayed and quenched with a suddenness that was so noticeable to the superstitious natives huddled back from the fury of the storm that they murmured openly among themselves.

"The medicine of the Witch Doctor is powerless against the Rain God. It has failed again!"

Mary was quick to catch the murmuring among the natives. With elation she pointed it out to her hero, Tarzan. Nor was Tarzan loathe to take advantage of the turn of events. He seized up a club, dashed at them and they broke into a retreat that was soon a panic and utter rout as he belellowed his jungle cry at them.

Even Bobby, boy-like was seized with the lust for battle. He loosened a spear from the wall where it had stuck and slipped past Mary's ineffectual attempt to stop him, charged lustily after the fleeing natives also.

Black John was a cool renegade, crafty, never with his eye off the main chance. Routed though his followers were and inwardly panicked he did not miss seeing that with Tarzan in tempestuous pursuit and Bobby running after him Mary was at least for the moment defenseless.

He doubled on his tracks, crept back to the hut and along the outer wall. Turning back to the hut Mary



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shrank in sudden fear and tried to run. It was too late. Black John made a quick leap, caught her by the wrist while with his other hand he covered her mouth to prevent a repetition of her outcry.
(To be continued.)

Guests in the home of Mrs. W. Edd Brown this week are her sisters, Mrs. J. T. Hollingsworth and son James of Monroe, La., Mrs. R. H. Crawford and husband of San Antonio, and her aunt, Miss Ettie Atkins of Austin.

Golden Lavelle and Eloise Williams left Saturday for their home in Electra after a two week's visit here with their aunt and uncle, Mr. and Mrs. N. W. William. Miss Marie Strange and Miss Jean Ayres took them home and returned Sunday.

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Thus spoke Mrs. Jones, as she dropped her packages on the table.

"Why didn't you have them delivered?" queried Mrs. Smith.

"Oh, you see, the cash stores charge extra for delivery."

"Then why not trade at the Felton-Collins Grocery? They run free delivery."

"Yes, but they are too high!"

"Oh, I don't know; and really don't think so, especially if you consider the trouble of 'dolling up' and then the long, hot walk and the trouble of hunting around to find bargains.

"I simply call No. 27 get a courteous reply and within an hour my goods are on the cook table. In the meantime I am dusting, sweeping or digging around in the garden.

"I go in, find my goods exactly as ordered, and it is a real pleasure to prepare the meals."

Thus, you see, Felton-Collins Grocery is adding to the Comfort and Pleasure of Home Life in this Community.

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We Will Be Closed All Day July 4th.

GOOD METHODS MAKE CHICKS PROFITABLE

Women of County Prove That Good Practices Make for Profit.

That good practices pay in poultry production has been shown by nine poultry demonstrations of Floyd County and Miss Mare Strange, agent, who keeps accurate records of the production of their flocks for each month, their records for May showing that from an average of 200 hens, 318 dozen eggs were produced at an average cost of less than 5c per dozen.

The standard of production for the month of 19 eggs per hen as set by A. & M. Extension service was exceeded by 8 by Mrs. F. L. Marble and five other demonstrations reached and exceeded this standard. The remainder were close to the standard and the lowest average production per hen was 13 eggs.

Home grown products were used for feed, skim milk being used with a ration such as the Big Five, made up by mixing 100 pounds each of wheat bran, wheat shorts, ground corn or milo, ground oats, and meat scrap of 50% protein content, fed as a mash kept before the flock in hoppers. For scratch grain, cracked corn and wheat and oats are mixed together in a 2-1-1 proportion.

Two demonstrators, Mrs. David Battey of Harmony and Mrs. Olin Fry of Pleasant Valley, wormed their flocks, using tobacco dust in the mash and the daily production of eggs increased by about 25% in each case within two weeks of the treatment.

Sanitation around the premises is more important in controlling worms than the treatments, however, Miss Starnge points out. All poultry demonstrators are draining wet sloppy places around the yard and fencing off tanks to aid in the prevention of worms, she says.

Mrs. Battey is planning to cull her flock of 400 white leghorns by the year round culling system. In keeping accurate records on her flock she found that the average production for May was 20 eggs per hen, exceeding the A. & M. College standard. The feed cost per dozen eggs was less than 5½c. With eggs

selling at an average of 20c during the month of May, she would have made \$38.95 above feed cost on eggs alone.

The object of these poultry demonstrations is to establish visible examples of good poultry farming in different localities of the county, and to analyze the resulting records to convince the demonstrator the neighbors, and the county at large that good practices bring profitable results.

It pays to feed hens a laying mash through the summer, even if eggs are cheap, E. N. Holmgren, Extension poultryman, points out.

"Our demonstration flocks show that eggs may be produced during the summer for a feed cost of 13 cents and less per dozen," he explains. But where a balanced ration is abandoned and the fowls left to shift for themselves in an attempt to save a feed bill we have found that the egg production often falls off so much that the cost of producing a dozen eggs is nearly if not as high as this, and the birds are left in bad condition.

"The high cost of not feeding hens in the summer is felt most in November and December when eggs are high. A summer-starved flock just can't come through with many high priced eggs at that time."

Six demonstrators have white Leghorn flocks, two have Rhode Island Red and one has Buff Orpington. Those who have white Leghorns report an average of more eggs per hen than those with other breeds, although during the colder months there was a smaller margin in production of the three breeds.

The poultry demonstrators are: Mrs. David Battey, Mrs. Tom Hopper, Mrs. F. L. Marble, Mrs. W. M. Knight, Mrs. J. D. Christian, Mrs. George Stiles, Miss Edna Loe, Mrs. K. Sammann, and Mrs. O. W. Fry. Two demonstrators, Mrs. L. C. Wheeler and Mrs. J. D. Christian, are turkey demonstrators.

AIRPORTS AND ROADS

Paved roads were made necessary by automobiles and now airports all over the county must be covered with a waterproof resilient surface. With this new development asphaltic materials will be called upon to fill an even greater field than for road building as they are peculiarly adapted for the work.

JOE BREED NEW SECRETARY OF FLOYDADA LIONS' CLUB

Tendering his resignation because of inability to be present at every meeting, J. G. Wood asked by letter last Tuesday to be relieved of the job as secretary of the Floydada Lions Club. His resignation was regrettably accepted by the club and nominations were opened for his successor. Joe Breed was elected to fill the vacancy. He was elected over W. H. Henderson, Ed Bishop and A. A. Bishop. Breed succeeds E. L. Norman who was secretary of the club for the past year.

The club in regular meeting at the noon hour Tuesday began in earnest to work some plan to carry out the club's year's project. The club has as its project this year the improvement of play grounds and parks. Several plans were suggested and were referred to the board of directors to be worked out more thoroughly.

O. T. Williams made a short talk on what the Lions Club at New Castle was accomplishing. He was a guest at the New Castle club recently.

Joe Breed expressed his thanks to the club for a beautiful electric toaster presented by the club to himself and Mrs. Breed as a wedding present. The present was presented to them upon their return home from a honeymoon trip to Colorado.

Committees appointed Tuesday by the new directors, to serve the coming year are as follows: Boys Work—O. P. Rutledge, G. B. Schmid, George McWhirter; Major Activities—P. D. O'Brien, C. R. Houston, T. S. Stevenson; Athletics—A. A. Bishop, Troy Jones, Joe Breed; Charity—G. T. Palmer, J. A. Arwine, W. M. Windsor; Program—Lop Davis, W. L. Fry, Ed Bishop; Community Welfare—A. J. Folley, Bob Garrett, J. G. Wood; Luncheon—W. H. Henderson, E. L. Norman, E. P. Nelson; Membership—C. H. Davis, I. W. Hicks, S. W. Ross; Attendance—H. R. Stanley; Glad Snodgrass, P. D. O'Brien; Finance—Jim Willson, H. P. Watson; A. J. Keim; Education—W. E. Patty, J. C. Wester, Geo. Smith; Lions Extension—Ed Bishop, J. G. Clements, R. A. Garrett; Publicity—Tom Bishop, Roy Snodgrass, Chas. Bedford; By-Laws—A. J. Folley, W. E. Hall and John Maxwell.

The program committee will make a report next week on a suggested plan for raising funds for the club.

LEE BEAN, LOCKNEY MAN DIES SUDDENLY—JUNE 30

Lee Bean, 67, resident of Lockney the past twelve years, died suddenly last Sunday morning, June 30, at his home.

Funeral services were held from the Baptist Church in Lockney with the Rev. Y. F. Walker officiating. Interment was made in the Lockney cemetery, F. C. Harmon in charge.

Mr. Bean is survived by his wife and five children. They are: Bernard Bean of Parsons, Kansas; Mrs. Leola McManon and Miss Irene Bean of Dallas; Gilbert Bean and Albert Bean of Lockney, all of whom were present for the funeral. A brother, Walter Bean of Greenville was also present.

INSTALLATION CEREMONY FOR NEW OFFICERS HELD

Newly elected officers of the A. F. & A. M. Lodge were installed at a meeting of the Lodge last Saturday night.

The new officers are: A. J. Folley, worshipful master; J. W. Clonts, senior warden; E. B. Johnson, junior warden; C. Surginer, treasurer; N. W. Williams, secretary; Claude Patton, senior deacon; Hal Scott, junior deacon; B. F. McIntosh, tiler; L. B. Maxey and R. L. Henry, stewards.

LONG SALE CALLED OFF

Sale of the lands of Mrs. W. D. Long in this county, which had been set for Tuesday of this week, was called off by wire early Tuesday morning by the Southwestern Life Insurance Company. It was stated by Deputy Sheriff J. M. Wright, who said he was informed by the company the sale was deferred on account of partial payments made on its judgments.

The sale had attracted wide attention over the county, being the first sale under foreclosure covering a large amount of land in many years. Mrs. Long's land is located in the northeast part of the county.

High-producing cows rarely if ever get enough for their requirements on first-class pasture; furthermore very few pastures are first class; therefore such cows need grain in addition to pasture. Cows on pasture when producing more than 20 pounds of milk daily should be given 1 pound of grain to each 4 to 6 pounds of milk produced. The grain may be mixed of ordinary farm grains, such as corn, oats, wheat bran, or barley, and should always be ground. For cows producing more than 35 pounds of milk daily the grain mixture should contain one high-protein concentrate, such as an oil meal; otherwise the ration will be too low in protein in comparison with the carbohydrate and fats. Cows producing less than 20 pounds of milk do well on good pasture with no additional feed. They may produce a little more milk if fed some grain, but the increased flow of milk does not ordinarily pay for the grain.

May Be Eye Teeth Joe Jenkins told his friends recently that his new set of teeth are giving him the first enjoyment he's had out of food in several years. "It's funny," mused Joe, "that it should take false teeth to make me see food in its true light.—Farm & Fireside.

Local Market

Poultry

Heavy hens,17c
Light hens,14c
Old roosters,5c
Fryers, heavy,23c
Leghorn, fryers,20c
Stags,7c
No. 1 Turkeys,10c
No. 2 Toms,7c
Hides,7c
Guineas, each,25c
Geese,10c
Ducks,10c

Eggs

Eggs, per dozen16c

Cream

Butterfat, per pound,40c
Butter,45 and 50c

Grain

Red Maize, threshed\$1.15
Wheat,94c
White Maize, threshed,\$1.00
Maize Heads,\$13.00
Barley, hundred,\$1.00

Personal

Mr. and Mrs. W. E. Patty and children returned Sunday from a vacation trip to Galveston and Houston and a visit at Beaumont with Mrs. Patty's mother, Mrs. Ella S. Britton.

Mr. and Mrs. A. J. Folley and Mr. and Mrs. C. H. Davis and son, Billy Clyde, left Wednesday for a vacation trip to Las Vegas and other points of interest in New Mexico and Colorado.

Mr. and Mrs. Earl Bradley of Amherst spent the week end here with her parents, Mr. and Mrs. Tom Deen.

Flynn Thagard attended an Oakland-Pontiac district business meeting in Amarillo Tuesday.

Woodrow Tawwater went to Altus, Oklahoma, Sunday where he is visiting his grandmother, Mrs. E. E. Briscoe.

Mr. and Mrs. E. C. Nelson and son, Pete, and grandson, Weldon, returned home last week from a vacation trip to Santa Fe, New Mexico. They were accompanied on their trip by their son, Lorraine, and wife of Ft. Sumner, New Mexico.

Lowell Shannon returned to his home at Lawton, Oklahoma, Sunday after a two weeks visit here with Dorman Clanton.

Mrs. E. E. Brown returned home Thursday from Ft. Worth where she spent several days at the bedside of her husband who was seriously injured in an automobile accident June 22. Pansy Mozelle who accompanied her mother will remain with her father until he is able to be moved from the hospital.

HIS CAMP FIRE EXPOSED TENDERFOOT'S IGNORANCE

"You can almost always identify the tenderfoot in the woods by looking at his camp fire," says a forester of the United States Department of Agriculture. "The experienced woodsman does not build a fire that has any of the three faults often found in the tenderfoot's fire."

"The tenderfoot often builds a fire too big for his need or for his convenience.

"He often builds it where it is likely to spread—either in dry grass or shrubbery, or against a dead log that may smoulder after his party leaves, and then cause a destructive forest fire.

"The tenderfoot's fire often does not ignite easily or burn satisfactorily because he has used poor judgement in selecting kindling material and fuel."

A good camp fire for cooking is not so large that it cooks the cook too. A bed of hot coals is usually preferable to a blaze for cooking. The wise camper collects a few dry leaves and dead twigs and starts his fire small, adding larger sticks only as the fire will kindle them promptly. If the woods are wet it is usually possible to provide fuel by chopping off the surface of a dead log.

Never build a fire against a dead stump or log that may hold fire after the need for fire has passed. Build it away from trees and on bare ground or rocks. Dry grass, needles, or leaves should be scraped away within a radius of 5 feet or so of the fireplace. It is often well to dig a shallow pit for the fire.

Above all the wise camper knows how to put out his fire, and makes certain it is completely extinguished before he leaves. Pour water on the embers and stir them to make sure no sparks can rise. Then for additional safety toss on a few shovelfuls of dirt.

In the last year for which the Forest Service has records more than 2,500 forest fires were traceable to careless campers, and of course, many others could not be traced.

FROZEN-PACK METHOD GIVES 'FRESH' BERRIES YEAR ROUND

Experimental results with the "frozen-pack method" of storing berries promise to furnish "fresh" strawberries, raspberries, and other soft fruits to the housewife the year round, says the United States Department of Agriculture.

Department investigators have found it feasible to pack these fruits in small containers suitable for domestic use which may be handled by groceries and markets with improved refrigeration facilities.

The preserving of berries by freezing them in barrels, kegs, or cans, commonly called the frozen-pack or cold-pack method, is already an industry of considerable importance in the Pacific coast region, where approximately 100,000 barrels of berries are put up by this method yearly. When good fruit is put in-

to cold-storage within a few hours after it is packed in the barrels and is cooled quickly to freezing temperature, it has a quality which compares favorably with the fresh fruit. The berries may be packed with or without sugar, and if enough sugar is used the rich color and the flavor of the berries will be retained.

Although the 50-gallon container is commonly used at present, there is a tendency toward the small package which can be sold direct for domestic use. Experiments indicate the practicability of packing strawberries and raspberries in the smaller package and storing under refrigeration, so they will retain much of their freshness long after picking.

Codling Moth Spray—Program Should Always Be Followed

It is of the utmost importance that the various codling-moth sprays be applied at the proper time with respect to the stage of development reached by the insect and the stage of growth of the fruit. A spray applied at the wrong time may be largely wasted, says the United States Department of Agriculture, and the fruit may be left unprotected when large numbers of codling-moth worms are hatching.

The time to spray fruit trees in the Pacific Northwest differs from year to year, but the department has a publication—Farmers' Bulletin 1326-F—which tells how the proper time can be ascertained. The number of spray applications necessary varies also, depending upon locality, altitude, climate, degree of infection, and other factors.

Other orchard operations, such as irrigating, cultivating, and thinning, should not be allowed to interfere with the spray schedule. The handling of alfalfa in the orchard often seriously disrupts the spraying program. This should not be permitted. The best orchard practice does not favor cutting alfalfa for feed. This procedure removes valuable tree food from the orchard. If the alfalfa is cut, it should always be cut and removed from the orchard just prior to an application of spray, regardless of its condition for hay, thus obviating the danger of poisoning the stock. The alfalfa as a crop is secondary in importance to the fruit.

URGES FULLER SKIRTS FOR WOMEN PAST FORTY

Women past forty should wear fuller skirts than the ordinary styles so that they can sit down gracefully, says Jane Warren Wells, fashion expert, who has just returned from Paris.

"Dresses fitted to the personality as well as the waist and hips will keep friends permanently guessing as to a woman's actual age in years," says Mrs. Warren, writing of her discoveries in Farm & Fireside. "The sleeveless, backless frocks so popular with the young people

today should be definitely avoided by the woman who has arms too large or too thin to be attractive, sure to find comfort in the little jackets made of the same fabric as the dress. They are becoming and conceal so beautifully any imperfections.

"Slender mature women will delight in the fashionable berthas that adorn shoulders and provide a soft, graceful line. Thin chests will find lacy, soft jabots a veritable boon and the surplice-front closing proves a friend to the thin and stout as it makes the front line less severe and gives interest to an otherwise simple dress.

Irregular hemlines allow a happy compromise in skirt lengths and should be taken advantage of by older women. They are especially becoming for women with good taste in shoes and who buy with discrimination stockings of the right color and who take pride in seeing that there are no wrinkles."

Fore Better or Fore Worse

He loved his wife devotedly—His faith in her was great—Till, on the green, In seventeen, Her puts ran up to eight She thought him strong and able. A man among all men—Until the sap Got in the trap And then got out in ten. Their home life it was happy In fair or wicked weather—But, sad to say, Not after they went in for golf together.

H. I. Phillips in The American Magazine.

unfit for work because of musty, spoiled, or dirty feed. Trash and

dirt should be removed from grain box before each meal, chaff and refuse cleaned from manger before the night feeding. A horse may get "off feed" and

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When our thoughts turn back to our Formal Opening last Monday afternoon and evening and of the many words of encouragement by our many Floydada and Floyd County friends, it makes us realize that Friendship is the one asset that we value more than any other possession.

Our appreciation of this friendship and your many words of encouragement—together with the wonderful reception you have given us—can be repaid in but one way—that is by giving you the Best we can in the way of Merchandise, Service and Price. These we pledge to the Floyd County Public as an appreciation of your friendship.

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FRIDAY and SATURDAY SPECIALS

AT BOTH STORES

Sugar	10 lb. Cloth Bag, With 2.00 Purchase,	49c
Spuds	10 lbs. Reds,	29c
Blackberries	No. 2 Solid Pack, EACH,	13c
Salt	Morten's Table Package, Each	3c
Soap	10 Bars P. & G.	39c
Flour	48 Lb. Bag, For,	\$1.59
MARKET SPECIALS		
Steak	Good Cuts, Per Lb.,	29c

All Orders of \$2.50 or over Delivered Free.

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