

THE FLOYD COUNTY HESPERIAN

VOLUME 34

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NUMBER 34

Accident In Football Fatal To Phil Reeves

Clarendon High Junior, Grandson of C. Snodgrass, Buried at Clarendon Monday.

Phil Reeves, son of Mr. and Mrs. E. R. Reeves, of Jericho, and seventeen-year-old junior at Clarendon High School, sustained injuries in a football game at Clarendon Friday afternoon that proved fatal, his death occurring Saturday night. He was a grandson of C. Snodgrass of this city.

The funeral services were held Monday morning at ten o'clock, at the First Baptist Church in Clarendon, the pastor of the church officiating. The boy was highly esteemed and not only his own school mates and fellow football players but members of the high school teams from Wellington and Pampa were present for the funeral. Interment was made in Clarendon Cemetery immediately following the funeral services.

The fatal accident occurred during a high school football game between Clarendon High and Wellington. The Reeves boy was playing at end. In the scrimmage which followed a fumble Phil was internally injured when a member of his own team fell into him with his knee with great force, rupturing an intestine. The boy died Saturday night on the operating table in a sanitarium at Clarendon.

Eyewitnesses at the game said the injury was purely accidental.

Besides the parents of the boy, his sister, Mrs. Annie Gardner of Pampa, and two brothers, Rex of Lelia Lake, and Paul, of Dumas, numerous other relatives were present at the funeral Monday.

Among this number were Mr. and Mrs. C. Snodgrass, Mr. and Mrs. Glad Snodgrass and daughter, Gwendolyn, Mr. and Mrs. G. L. Snodgrass, Mr. and Mrs. Rip Snodgrass, Mr. and Mrs. Roy L. Snodgrass, and Mr. and Mrs. Frank L. Moore of this city.

SEEK POSTMASTER FOR SOUTH PLAINS BY NOVEMBER FIRST

Postmaster J. D. Starks has received notice of the desire of the post office department to receive applications from interested persons in the postmaster-ship at South Plains, Floyd County's new town eighteen miles north of Floydada on the Silverton Road.

The information is contained in a notice that has been posted at the local office. The usual residential and citizenship requirements are cited, and notice is given that "the applicant's fitness and his ability to provide a suitable office and means for properly transacting the postal business" will be given special attention.

Applicants should apply for the job at an early date the notice states, "as failure to receive any applications by November 1 may result in the non-establishment of the post office."

REPRESENTATIVE OF WISE COUNTY VISITS FLOYDADA

Grady Woodruff, attorney of Decatur Wise County, and representative of his county in the State Legislature, was in Floydada Tuesday of this week for a short time on a tour of this section of the state.

While here he visited with County Clerk Tom W. Deen, and expressed himself as greatly impressed with this section of the state.

Sand Hill Play Starts At 8 Friday Evening

With between-act specialties and the comedy "Three Hats," the Sand Hill P. T. C. Society are offering a full evening's entertainment Friday night of this week. The three-act play and other features will be presented in the new auditorium of the school and a general invitation has been extended to the people of Floydada and surrounding communities to attend the program.

Miss Blanche Rogers, Mrs. G. D. Tate and Miss Alma Smith will give special numbers, including musical renditions. A small admission fee will be charged for those not holding season tickets, Ed Holmes, president, has announced. The play will begin at 8 o'clock.

SUSTAINS BROKEN ARM

Louis Thurston, 14 year-old daughter of J. R. Thurston, suffered a broken arm Sunday afternoon when she fell off of a pony on which she was riding. The accident occurred at the Thurston home, one mile east of this city, at about six o'clock. The upper bone of the right arm was broken.

Treatment was given at the Smith and Smith Sanitarium and she is reported rapidly improving.

VALUABLE TABULATIONS

In this issue of The Hesperian will be found a tabulation of taxes and assessments and estimated income in all the common school districts of Floyd County during the current school year. The figures were compiled by County Tax Assessor C. M. Meredith from the records in his office.

This information should prove especially interesting to trustees and teachers of the various school districts, the figures being authentic and complete.

These figures will likely prove of sufficient value to merit their being filed away and preserved for future references.

CHILD, RUN OVER BY TRUCK MONDAY, EXPECTED TO LIVE

The two-year-old child of Mr. and Mrs. A. G. Lansdale, of five miles east of Floydada, is expected to survive injuries sustained Monday morning, when one wheel of an unloaded truck passed over its body.

The truck wheel passed over the baby's shoulders, when it ran out following its daddy, who unwittingly ran over the child while the mother looked on, too far away to make herself heard by Mr. Lansdale or reach the child.

The full extent of the internal injuries could not be ascertained, Dr. Andrews said, after an examination of the child, but he expressed the hope that one or more fractured ribs might be the extent of the injury.

Mrs. W. E. Smith Dies At Spearman Saturday

Pioneer Of Plains Succumbs At Home Of Daughter; Buried In Floydada Cemetery Monday.

Mrs. W. E. Smith (nee Miss Julia A. Kemp) for nine years a resident of McCoy community, died Saturday at Spearman and the remains were brought to Floydada for burial. Funeral services were held at the First Baptist church at 3 o'clock Monday afternoon and were conducted by Rev. G. W. Tubbs, assisted by Rev. W. R. Hill, the pastor. Mrs. Smith had been a resident of the plains country for twenty-one years. Her husband died March 1, 1926, while visiting a son at Farmersville, Texas; and was buried in the Floydada cemetery. Interment of the remains of Mrs. Smith was also made in the Floydada cemetery. Hundreds of friends were present for the funeral.

The deceased was visiting one of her daughters at Spearman at the time of her death, which was due to diabetes, attending physicians stated. She was a native of Texas and was born December 7, 1857, and was 69 years, 9 months and 25 days of age when death came. She was married December 24, 1877. She was converted and joined the Baptist church at the age of twenty.

Eight of nine children survive the deceased. The elder son, Dr. Harrison Smith died at his home in Oklahoma some three years ago. The five daughters and three sons who survive their mother are: W. V. Smith of McCoy community; Al Smith of Pleasant Valley; Mesdames Dora Carthel of the Prairie Chapel neighborhood; Zora Payne of Wichita, Kansas; Flora Pennington of Dimmitt; one daughter at Spearman, one in Oklahoma and a son at Farmersville.

Rev. G. W. Tubbs served as pastor of the Smith family for three different periods, once when they resided in Oklahoma and twice in Floyd County.

Brother Of H. A. Ochse Killed In Collision

Conductor H. A. Ochse and wife left Tuesday for San Antonio where they will attend the funeral for Walter J. Ochse, a brother of the Floydada man, the latter part of this week, the brother having been killed at 5 o'clock Tuesday morning on the Belen Division of the Santa Fe west of Vaughan in a rear-end collision.

Local trainmen, asked concerning the accident, did not know any of the details further than that it was a rear-end collision. Mr. Ochse was conductor on the train which was carrying a load of rock. He was thrown from the caboose and buried in the wreckage of a rock car.

Conductor Ochse left his train at Plainview Tuesday morning and returned home, leaving with his family immediately by automobile.

The deceased brother leaves a family and is also survived by his mother and a sister, who are residents of Houston. His home was at Belen. Trainmen on this run who knew him thought he was about 45 years of age.

During the absence of Conductor Ochse, his place as conductor on the Floydada Branch is being taken by E. L. Blundell, of Slaton.

F. Moore Sent Advance Tech Classic Tickets

Advance tickets for the Texas A. & M.-Tech grid classic at Lubbock Friday, October 28, have been sent to Frank L. Moore for sale to local fans by E. W. Provence, secretary of the board of directors of Tech College.

These seats are in a reserved section for Floydada and will be near the 40 yard line. Mr. Provence writes, "I wish you would tell the fans in Floydada that these seats are better than can be bought in Lubbock today, because we have set apart a section for the towns on the South Plains and that section is not on sale in Lubbock. Our new stands are as fine as any in Texas today."

INFANT BABY DIES

Burial services were held Sunday afternoon for the infant daughter of Mr. and Mrs. Ogie Johnson. The baby died shortly after birth and interment was made in the Floydada Cemetery Sunday afternoon.

HALLOWEEN CARNIVAL PLANNED

A Halloween Carnival is planned to be held at Campbell School Monday night October 31, according to an announcement received by The Hesperian yesterday.

A general invitation is extended, with the suggestion that all "come masked and enjoy the fun."

Rail Laying On Quanah Begins About Dec. 15

President Sommer Expects to Run First Trains to Floydada Between Feb. 15 and March 1.

On a visit to Floydada, yesterday, in company with C. B. Dorchester, of Sherman, treasurer of the lines and president of the Merchants & Planters National Bank of Sherman, C. H. Sommer, president of the Quanah, Acme & Pacific Railway Company, said that he expected rail laying on the Floydada Extension to begin about December 15, and that this part of the job would be finished in a period of some thirty working days.

"Depending on the weather, of course, we look forward to running our first train into Floydada between February 15 and March 1," Mr. Sommer said, after he and Mr. Dorchester had spent Tuesday on the work in company with W. T. Montgomery, president of the Lone Star Construction Company, general contractors for the construction of the railway extension. "Right now the contractors are being slowed down by the fact that crop gathering time has arrived and they are losing many of their men who are going to the fields," Mr. Sommer pointed out. "This reduction in the forces means that the rail laying will be delayed somewhat. Mr. Montgomery told me that he had planned to start some rail laying in November but on account of labor shortage we hardly expect him to begin the work that soon, concentrating on the road bed while the weather will permit."

Mr. Dorchester, who is treasurer of the Q. A. & P. Railway Company and one of its directors, indicated much interest in the extension of the lines into Floydada, and the possibilities it would afford this community for expansion and the railway company for increased tonnage. He was particularly interested in the present big movement of grain from this territory.

President Sommer took occasion to bring with him the architect's drawing of the proposed station of the Quanah in Floydada, which will be located on East Mississippi Street if the proposal to close the street is voted upon favorably by the citizens on October 31.

Hale Center Gridsters To Meet Locals Friday

F. H. S. Whirlwinds will meet the Hale Center eleven on the local gridiron Friday afternoon of this week in the second class B classic of the season and in the third game this year to be played on the local field. Football fans in this city will have another opportunity to see the locals in action at home and will be able to judge the strength of the team in their fight for championship honors.

The Hale Center boys lost a hard fought battle with Lockney last Friday afternoon with the score 7 to 0. Witnesses of this game declared that the Hale Center squad had a powerful aerial attack that would cause a great deal of grief for their opponents. In last Friday's game, many passes were completed and made consistent gains for the visiting team. One pass netted seventy yards for Hale Center, but the Longhorns held them within ten yards of their goal line for four downs, it was reported.

Coach Jay reports that the game will start at 3:30 o'clock. He will probably line up his first string men against the visitors in the first quarter, although he reports that he plans to use several second string men if possible. J. C. Wester and Aubrey Bishop will officiate at the game.

26 Loads Steers Leave For Northern Feed Pens

Twenty-six loads of steers were delivered Tuesday afternoon of this week by Jenkins & Armstrong and Armstrong & Coverdale to purchasers of the cattle, who contracted for the yearlings this summer.

Only three loads of the cattle will remain in the state. The black poll steers will be sent to stalk and wheat pasture at Canadian. The other steers go to feeding pens in three states, Michigan, Illinois and Nebraska.

A special train and crew came out for the cattle and loaded them Tuesday afternoon, the twenty-six cars being added to a string on the main line to make a through train to Kansas City.

MARTIN BROWN SEVERELY CUT BY GLASS FROM SHOW CASE

Martin Brown was severely cut on the right leg just below the knee early Monday morning while working at Brown Brothers store on the South side of the square.

A glass in a show case had been cracked Saturday and it is thought that the slight jar caused when Brown approached the case loosened the broken portions. A large piece of the falling glass cut a deep gash half way around his leg and six stitches were necessary to close the wound.

While the cut was painful, it is thought that use of the limb will not be impaired after the cut heals.

BASKETBALL GAME TONIGHT

Announcement was made at an early hour this morning that the Ex-High School girls' basketball team of this city will meet the E-stars of the Lockney High tonight at the Andrews Ward Gymnasium. An admission charge of 10 cents will be charged and the money will go to the Hesper Annual fund.

Thousands See Exhibit Of Floyd Co. At Fair

Attendance of State Fair Will Pass Million Mark, Ed Bishop Estimates In Letter.

Thousands are seeing and learning more of Floyd County through the Floyd County Exhibit at the Agricultural Hall in Dallas, Ed Bishop, Secretary of the Floydada Chamber of Commerce, in charge of the exhibit, estimated this week, and the net cost of all the exhibits that the county has had at various fairs this year has been relatively small.

The attendance at the State Fair this year is likely to pass the million mark, in fact it is almost sure to do so, and of this tremendous number of people, officials of the fair estimate that at least 350,000 will have visited and inspected the exhibits of the thirty-four counties represented in the agricultural hall. If only one-tenth of the total number who visited the agricultural exhibit hall have given any time to the Floyd County exhibit the cost per person who viewed the exhibit has been small and the total number 25,000 to 50,000 persons.

The total approximate net expense of the four exhibits Floyd County has sent to fairs this season has been about \$600, Mr. Bishop estimates.

The Floyd County exhibit will furnish the material for a window display in Dallas for Thanksgiving at the Western Union office and three other exhibits of smaller proportion will also be furnished from this county's material following the close of the fair.

Fairview Dramatic Club Present Comedy Friday

"For the love of Johnny," a three-act comedy of more than usual merit will be presented Friday night by the Fairview Dramatic Club at the Fairview school house, northeast of Floydada. Advance announcements state that the production is a royalty play, presented by special arrangement with T. S. Denison & Company of Chicago.

Characters who will take part in staging the program almost without exception have had previous experience in amateur productions and they are expected to bring out in good form the amusing elements of the play, adding the touches of pathos at the correct moments.

The cast for the play includes Ethel Banks, the niece, acted by Miss Ora Scoggin; Harriett Banks, the aunt, represented by Miss Thelma Kinnard; Dorothy Banks, the daughter, presented by Eugenia Hoffman; Dick Wayburn, the coward, by Bill Beedy; Jerry Meyer Banks, the uncle, Robert Saunders; Phil Osborne, the soldier, Robert Carter; John Turkeylegs, the Indian, Arthur Stewart; Father Ryan, the priest, Sherman Stewart; Johnny Banks, the nephew, Ralph Zachery; Mr. Woods, the stranger, Ralph Zachery.

This play is the first of a series planned by the dramatic club which was formed in September. Principal W. C. McClellan, director of the three-act comedy to be given this week, is president of the dramatic organization. Sherman Stewart is vice-president; Miss Thelma Kinnard, secretary-treasurer and Mrs. McClellan assistant secretary-treasurer.

Special features between acts are planned. Mrs. Clyde Burton and Mrs. John Hoffman will give special selections. Readings and songs will also be given to complete the program. An admission of 20 and 35 cents will be charged, the proceeds to be used for school equipment at Fairview.

"Everybody come" is the invitation from that community.

W. D. JOHNSON ASSOCIATE DEALER FOR CHRYSLER AUTOS

W. D. Johnson, of Lubbock and Plainview, Wednesday it was announced, had been named associate dealer for Floyd County for the Chrysler line of automobiles, and at the same time the announcement was made that he would have headquarters and show room temporarily at the Day and Night Garage on North Main Street, where a representative line of the cars would be on display.

Mr. Swan, of the Swan Motor Company, of Plainview, was here Wednesday and, after a conference with Mr. Johnson the arrangement was announced, making the latter the associate dealer in this county.

V. D. Turner Undergoes Operation At Plainview

V. D. Turner of this city who has been in a Plainview sanitarium since sustaining a broken leg at a local gin plant five weeks ago, underwent an operation Friday morning. The bones had not mended satisfactorily and it was necessary to re-set the limb. He was on the operating table for two hours and forty-five minutes, it was stated.

E. W. and L. B. Turner went to Plainview early Friday morning to be with their brother during the operation. Mrs. Turner has been at the bedside of her husband constantly.

MARRIAGE RECORD

License to marry was issued during the past week from the office of County Clerk Tom W. Deen to: Thurmon Moore and Miss Ida Mae Willis, of the Allmon Community, were issued marriage license on October 15. James Thomas and Irene Jones, negroes employed with Dr. H. M. H. Ball of Lockney, were issued license to marry on October 17.

COMMISSION AWARDS NEWSOME \$650 IN RIGHT OF WAY SUIT

J. C. Newsome, whose home in east Floydada is in the right-of-way of the Quanah, Acme & Pacific Railway Company, now in process of being provided by a local committee of guarantors, was awarded \$650 by a commission composed of E. W. Holmes, W. T. Rogers and N. T. A. Byars, as payment for the lot on which his residence stands, the damage to the building in moving it and the cost of moving.

The commission was named by County Judge Wm. McGehee. It was the first case within the city limits to be adjudicated by a commission. Ten days from the date of the judgement is given either side to appeal from the decision.

Ellison Enters \$20,000 Suit Here For Damages

Mrs. J. N. Farris Named As Defendant In Case Arising From Accident Of Last July

Suit for \$20,000 damages with P. H. Ellison and wife of Potter County, plaintiff, against Mrs. J. N. Farris of this city was entered in District Court here Tuesday. It was charged in the suit that a car driven by a small child, not over fourteen years of age, had collided with another car driven by one of the plaintiffs on July 6, of this year and that both plaintiffs had been shaken up, bruised and injured when their auto was damaged as a result of the collision.

The accident is described in the petition as having occurred near Greenville on the road between that city and Clayton, N. M.

The suit includes \$10,000 for actual damages and \$10,000 for exemplary damages.

Mrs. Farris and children were on a pleasure tour last summer and were enroute to the Yellowstone National Park when the accident took place. After a three-day delay, while repairs were made to their car, they continued their trip.

John Hawkins, 23, Dies Of Infantile Paralysis

John Hawkins, 23, of the Carrs Chapel community, who died Saturday evening of infantile paralysis is the second victim to succumb to this disease in Floyd County. His death came at a late hour Saturday afternoon, following an illness which had lasted for about a week. Attending physicians expressed belief that infantile paralysis was the cause of his death.

The deceased is survived by his wife and a 14 months old baby. He was residing with his brother, Jack Hawkins, in the Carrs Chapel community at the time of his death. He came to this county a little over two months ago from Red River County, moving to a higher altitude for his wife's health.

Funeral services were held Sunday afternoon at the graveside at the Carrs Chapel cemetery. The wife and brother were present at the funeral services. Interment was made at Carrs Chapel.

First Christian Church Program Tonight At 8

Mrs. Allean Davis of Springfield, Mo., and Miss Martha F. Cox of Lockney will appear in a joint recital at the First Christian Church at 8 o'clock tonight.

Mrs. Davis and Mrs. Cox are both accomplished artists and will present reading selections, piano numbers and comedy skits. It has been announced that no admission will be charged and that a free-will offering will be taken.

The program is being sponsored by the Ladies Council of the church and the funds realized will go to their benefit fund.

Re-Modeling Willson Lumber Yard Under Way

Repairing and remodeling of the Willson & Son Lumber Company yard in Floydada to afford a completely covered yard, a local yard office and a general office, has been under way for several days, and will require some weeks to finish entirely.

The entire plant, covering a space of 125 by 150 feet, will be covered when the work under way is completed. Roofing over the material yards will be of composition fireproof type. On the southwest corner of the grounds a brick local yard office approximately 20 by 45 feet is being constructed and on the southeast corner a general office 25 feet by 80 feet. The front of the entire structure will be constructed of brick. The changes to be effected will cost a total of \$3,000, the permit issued indicates.

HARMON WILL OPEN NEW STORE IN RALLS BY NOVEMBER FIRST

F. C. Harmon, furniture dealer and undertaker of this city, made the announcement this week that he planned to open a furniture store and undertaking parlor in Ralls about the first of November. Mr. Harmon has expressed belief that a great territory was open in this section and plans to open a first class store. His store building will be located directly in front of the Crystal Theatre, he stated.

Mr. Harmon returned Friday from Wichita Kansas and Eastern markets, where he has been for the past week buying new up-to-date furniture for the Floydada and Ralls stores.

District Court Draws Near Close Of Term

Grand Jury Finds Evidence of Unusual Amount of Drinking Among Youth of Floyd County.

With the fall term of District Court for Floyd County only two days away, officials of the court are rapidly bringing the business of the term to a close, the past week having seen a clean-up of a very large per cent of the carry over business from last term and practically all cases off the docket which could be tried at this term of the court.

Jury Discharged Wednesday

Wednesday afternoon the grand jury was discharged by District Judge Clements, after making their report to the judge and asking that they be relieved of their labors. Their report showed that a total of forty-one bills of indictment had been returned, of this number twenty-four being on felony charges and seventeen for misdemeanors.

"The Grand jury has found evidences of an unusual amount of drinking of intoxicants by the young boys and girls of our county, and we would call on the parents to discourage this practice," the report to the judge says, charging that laxity of parental control over the children and the fact that many people make home brew in their own homes is responsible for the situation, "which is very detrimental to the morals of our young people, and a source of much crime."

J. W. Howard was foreman of the grand jury.

Thursday and Friday of last week, Judge Homer L. Pharr, Judge of the Seventy-second District, presided in the District Court here exchanging benches with Judge Clements, who was disqualified in three cases up for trial. Judge Clements conducted court at Crosbyton during the period.

Bragg Is Dismissed

Thursday the indictment was quashed in the case of George Bragg, charged with disposing of mortgaged property, and the defendant dismissed.

In the trial Friday of H. A. and Virgil Stephens, indicted on a charge of burglary, a mistrial resulted, the jury being unable to agree on a verdict. The case grew out of the alleged theft of turkeys in the northeast part of the county last year.

Monday Cliff Miller, charged by indictment with transporting liquor, was acquitted.

Tuesday night a jury returned a verdict of guilty and assessed a penalty of two years in the penitentiary against Harvey Montague, a resident of Quitaque, on a charge of transporting intoxicating liquor. This was a companion case to the case of Floyd Mathis, who last week was given a five-year suspended sentence.

With only a few cases left on the docket which could be brought to trial at this term to receive attention during the remainder of the week, the court will adjourn its five-week term Friday or Saturday.

Patterson Receives Gift

A thoughtful and appreciated act on the part of the Grand Jury and the members of the sheriff's force, occurred Wednesday morning, when R. E. Patterson, a member of the grand jury, was presented on behalf of his co-laborers, with a pretty sweater, socks and cap for a new daughter born to Mr. and Mrs. Patterson at their home in Lockney Tuesday night, October 18. "Greetings from the grand jury and sheriff's department to Miss Patsy Patterson," was the inscription on the card accompanying the gift. In a brief word of thanks Mr. Patterson said the gift was highly appreciated, but said the suggested name for the little lady could not be used because the family already had one daughter named Patricia, which had been shortened to Pat or Patsy by way of a nickname.

Jury Makes Report

The grand jury report to Judge Clements, asking for dismissal, was as follows:

"1. We have inspected the courthouse the jail, and the grounds surrounding these buildings and find that everything is in a good, sanitary condition. The prisoners are well cared for, and have served to them good meals.

"2. We wish to commend the Sheriff's Department, and the District Attorney in their efforts in running down and prosecuting all violators of the law in this county.

"3. We would call to the attention of all thoughtful citizens the necessity of giving their support to the officers to whom is entrusted the duty of enforcing our laws; and would remind them that too much leniency or sympathy in their service as jurors can have no effect than to bring our county in bad repute for law enforcement. We would especially ask our jurors not to be over sympathetic with the criminals.

"4. The Grand Jury has found evidence of an unusual amount of drinking of intoxicants by the young boys and girls of our county, and we would call on the parents to discourage this practice. We feel certain that the laxity of parental control over the children, together with the fact that many supposedly respectable citizens make 'home-brew' in their own homes is responsible for the present situation, which is very detrimental to the morals of our young people, and a source of much crime.

"5. We have diligently inquired and careful investigation law violation during the term and have found a total of 41 bills of indictment returned, 24 of which are on felony charges, and 17 on misdemeanors. We would ask that the grand jury be discharged.

The Floyd Co. Hesperian

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SUBSCRIPTION PRICES
One Year \$1.50
Six Months .85
Three Months .45
In Advance

Advt. Rates Furnished on Application.

GOOD LOOKING WINDOWS

You can usually judge the stock of merchandise in a store by the kind of show windows that concern maintains. If this criterion can be followed, then the merchants of Floydada are prepared to give patrons up-to-date goods from complete stocks that have no superior in the radius of 100 miles. These merchants take pride in presenting carefully planned and well decorated windows, for they realize the selling power of displayed goods.

A good show window is an asset and represents something worth while for merchant and patron, alike. If a merchant will pause long enough to consider the matter he will realize just how much his window space means to him. On every foot of space in his building he is paying rent, either directly to the landlord or from his own income if he is the owner of the building. A proportionate part of that rent must be paid for the show windows, which in reality are in the most valuable section of the store.

Doing a thing—carrying on a business—in the right way with the proper methods brings success.

TOIL IS THE LAW

This world has nothing to give. Life is wonderful if Man strives to make it so. There should be no demand for gifts from him who does his part in the scheme of things. It is the struggle for existence, love, prosperity and happiness that forms the driving force of mankind.

Ruskin has said: "If you want knowledge, you must toil for it; if food, you must toil for it; if pleasure, you must toil for it; toil is the law."

It is a pleasure to toil when the other fellow plays fair. Are you playing the game like a gentleman and like a lady?

THE SPECKLED ONES

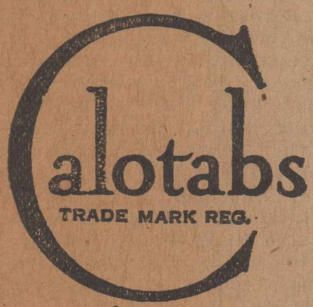
Once there was an old woman who bought a bushel of apples and placed them in the cellar for storage. Winter came and she carefully observed her motto of "an apple a day." But this woman was just a trifle saving in nature, so she resolved to eat just the speckled apples—those just beginning to rot.

And rotten apples was all that she ever got to eat. Looking at it from another angle, the story of a certain negro laborer illustrates the point well. The darky always ate his dessert first. After devouring the fruit and cake and pie in his lunch pail, he ate the meat and finally if any hunger was left, he applied himself to parsnips.

He was asked why he did not eat the parsnips first and the cake last. "Man," he replied, "I might die before I got to the cake."

That's the other way of looking at things. Almost everyone has one philosophy

Your tongue
tells when you
need



Coated tongue, dry mouth,
bad breath, muddy skin,
groggy nerves and sour
stomach suggest its use.

STRIVING FOR BETTER SERVICE

Ever striving to render a better service to our many customers of Floydada and Floyd County, we are now laying our plans for a greater plant.

From Good to Better. We have always claimed our service in laundry work to be excellent—but soon it will be better than ever. Just try our work one week, that is all we ask, then you, too, will let us do all of your work.

Call 141

We Deliver

YDAI
STE
LAU Y

or the other. Some are extravagant, they think, if they eat their apples before they become speckled. Then, there are the folks who always take the best for themselves, fearing that what is not enjoyed today may vanish by tomorrow.

Lucky is he who can strike the golden mean and follow it.

CREDIT IS DUE

"Give credit where credit is due—" will prove timely now in reference to Ed Bishop, Floydada's Chamber of Commerce secretary. Serving his second year in this office, he has brought new honors for his town and for himself. Days and weeks of effort in preparing exhibits for Floyd County at fairs over the state have been repaid. Last year at the State Fair the Floyd County exhibit won thirty-first place and this year advanced to fourteenth, only fifty-six points behind first place winner.

Bishop has done commendable work, indeed, and he deserves credit for his accomplishments. He should be encouraged and given assistance in his efforts to serve even better the interests of Floydada and the best county on the Plains.

BUILDING TRADE FRIENDS

A man had a package he wanted to send his wife who had gone away on a visit and in packing had overlooked some necessary items of her wardrobe. This man carried his package to a local dry goods store to borrow some string.

The clerk in that store did not know the man but he suggested that he had a cardboard box in the rear of the store that would "just be the dope" for packing the articles. This clerk spent fifteen minutes of his employer's time carefully wrapping and tying into a neat bundle the package for the man he had never seen before that day. When he completed the little job he refused offered payment with a courteous—

"Thanks, we're always glad to be of any service."

Since that day—now years past, the man who brought in the package to be tied has been a constant customer of the store that give him accommodation.

Little acts of kindness and assistance, coupled with courteousness build that valuable "good will" of the people that money cannot buy.

'Round The Square

Business round the square fell off a little during the past two weeks but it is believed that it will pick up with the coming of the cotton crop. Gins round the square are in operation this week and it won't be long until all five of the local gins will have more cotton on the grounds than they can handle.

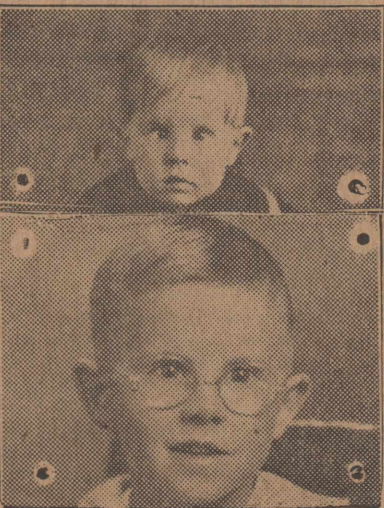
If a jazz orchestra and an evangelist preacher were on the radio on the same wave length, would you call it static?

A schedule of advertising by the West Texas Gas Company is now appearing in the Hesperian. In their first issue of The Trumpet, a monthly pamphlet published by the company, is the following paragraph:

"All our advertising is predicated on two ideas: One, we have a commodity to sell viz: Natural Gas—and we believe the public wants to purchase it, once it is familiar with the advantages of our product. Number two is that through our advertising we build up favorable public relations—the most helpful element in service."

Will not these same two ideas apply to every business establishment round the square? Think about it, Mr. Floydada merchant.

Slaton Tigers reported at the beginning of the football season that they were the "under-dogs" of this district. Their record to date looks as if they were coming to the top as the "upper-dogs." They held Lubbock to a 0 to 0 tie while the Whirlwinds barely defeated Lubbock 12 to 13. The Felines defeated Plainview 6 to 0, the same score by which the locals downed the Bulldogs. They battled Post to a 13 to 13 tie and Ralls tied Post with the same score. Floydada meets Ralls on November 4, and Post on the local gridiron on Armistice Day. The annual battle with Slaton is scheduled for Thanksgiving Day at Slaton. Three teams that show to be equal in strength and all three as powerful as the local eleven are on their schedule. The Whirlwinds are going to have a become regular tornadoes to overcome these enemies and win the district honors. Will they do it?



This is one of the many children whose eyes we have straightened, as the result of proper correcting glasses and systematic exercises known as 'Ocular Gymnastics.'

Our methods excel for skill, science, accuracy and optical technique.

DR. WILSON KIMBLE
Optometrist

Prize fights, big league baseball games and football clashes have held the attention round the square throughout the summer, fall and first part of winter. It is believed that the coal dealers and gas men will hold everyone's attention throughout the remainder of the winter.

"Old man Tightwad went crazy the other day. Yep, poor old fellow. He bought a score card for the football game and neither team scored."

Paving of Mississippi and Wall street intersections shows that the city realizes the need of pavement. Now if the residents will come to the same realization. How about more residence pavement on, say, California, Missouri or South Main Streets?

14 YEARS AGO IN FLOYD COUNTY

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

ISSUE OF OCT. 23, 1913.

On Wednesday evening at five o'clock, G. Scott King and Miss Ethel Grace Haines were married at the Methodist parsonage, the ceremony being performed by Rev. G. W. Shearer. A select number of friends were present to witness the ceremony.

Stokie Bishop left Wednesday for Plainview, where he will enter Seth Ward College.

Quite a lengthy article appears in this issue of the Hesperian about "Old Dominion," a Hesperian correspondent, and his mule John William Henry. The first paragraph is as follows: "I am just in from a trip to Hope, N. M., and will tell you about it. I hitched John William Henry and pulled out, night finding me at the T-X, 40 miles west, where I was very hospitably treated by Mr. Benson and lady. I was also treated very hospitably by the boys."

Unmarried men of Lockney at a recent meeting perfected an organization of the Bachelor Boys Commercial Club. With the idea "To Remain Single" the following officers were elected: R. E. Fry president; John Broyles, vice president; Embree Foster, recording secretary; Charles Mickey, corresponding secretary; E. R. Wilkinson, treasurer; W. E. Thatcher reporter.

At a meeting last Thursday afternoon with Mrs. E. T. Green, the Rook Club elected officers for the year. Mrs. W. I. Cannaday was elected president, Mrs. E. T. Green, vice president; Mrs. Frank Butler recording secretary; Mrs. A. P. McKinnon, corresponding secretary. Mrs. Clarence Foster was selected as a member of the club.

Miss Deen Smith, who is now living at Plainview, was a visitor here Sunday afternoon.

CITATION BY PUBLICATION

Quannah, Acme & Pacific Ry. Co., vs. S. G. Jackson, et al.

Condemnation Proceedings Before County Judge of Floyd County, Texas. To S. G. Jackson, W. H. May, and J. W. Golden and the unknown heirs and legal representatives of the said S. G. Jackson, W. H. May and J. W. Golden:

You are hereby notified that the Quannah, Acme & Pacific Railway Company has filed its application with Honorable Wm. McGehee, County Judge of Floyd County, Texas, to have certain lands owned and claimed by you condemned for the use of said railway company in the construction, maintenance and operation of its line of railway over your land; that it has been unable to agree with you on the value of said land or the damages occasioned by said condemnation, and has asked for the appointment of special commissioners to assess said damages; That said land sought to be condemned by said railway company is All of Lot Number Sixteen (16) in Block Number One Hundred Twenty Four (124) of the town of Floydada in Floyd County, Texas, as shown by the original plat of said town of record in the Deed Records of Floyd County, Texas.

This is therefore to notify you that we, the undersigned Special Commissioners duly appointed herein by the Honorable Wm. McGehee, County Judge of Floyd County, Texas, have selected Tuesday, November 8th, A. D. 1927, at ten o'clock A. M. at the Court House in the city of Floydada, Floyd County, Texas, as the time and place for hearing the parties hereto and fix the value of

It's Your Liver

When you are bilious, constipated, headache or dizzy, correct this condition by the use of Lane's Pills. One pill at night will give relief.

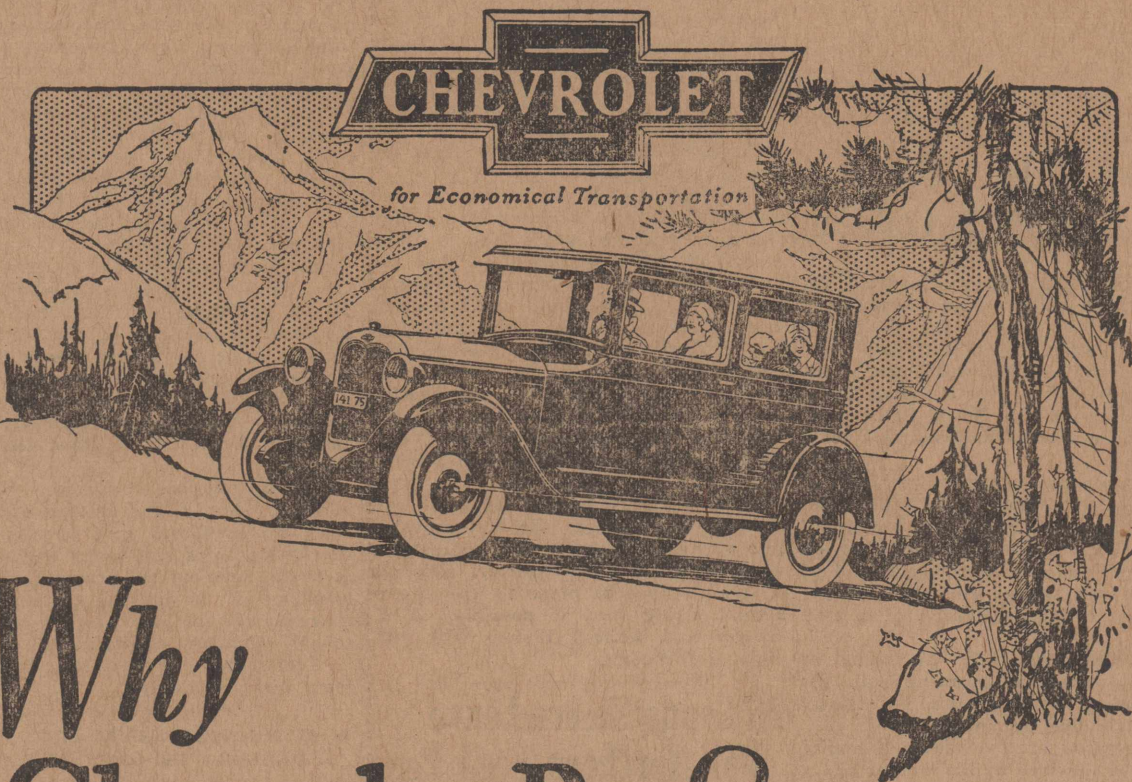
ARWINE DRUG CO., Sells
LANE'S PILLS

An Experienced Gas Fitter

For your Protection and Convenience, have an experienced man fit your house with gas. Estimates on any job gladly furnished. Call us.

E. K. PLUNKETT

Phone 84 or call Kirk & Sons Hardware



Why Chevrolet Performance is Thrilling Millions

Never before was a low-priced car so delightful to drive as today's Chevrolet!

Fast get-away... easy, smooth operation... high speed roadability... unfailing power... and flashy acceleration—

—exactly the type of performance that everyone wants in an automobile today!

In addition, there is all the finger-tip steering, all the positive braking and effortless gear shifting that have made Chevrolet so decidedly popular for congested traffic. And never before was a low-priced car so comfortable—for Chevrolet springs are 88% as long as the wheelbase... and built of chrome vanadium steel!

Come in! Learn what a feeling of confidence it gives you to drive a car that is powered for the exceptional need... that is smooth and quiet at every speed... that responds to the slightest pressure on the steering wheel.

Then you'll know why millions have acclaimed today's Chevrolet as the finest performer in the low-price field!

MOTOR SUPPLY CO.

ROY L. SNODGRASS, Prop.

Floydada, Texas

QUALITY AT LOW COST

said land and assess the damages here-

in.
J. C. Gaither,
E. W. Holmes,
W. T. Rodgers,
Commissioners.

GROUND SHOE SALESMAN

Bruner Gound send word last week to his parents, Mr. and Mrs. W. A. Gound of this city, that he had accepted a position as salesman with the Economy Shoe Company, a chain organization of national scope.

Gound will be located at one of the company's stores in Fullerton, California.

See The Hesperian's Xmas Cards.

Drs. Smith & Smith Sanitarium

FOR SURGICAL CASES

Phone No. 177

Floydada, Texas

PREVENTS INFECTION

The greatest discovery in flesh healing is the marvelous Borozone, a preparation that comes in liquid and powder form. It is a combination treatment that not only purifies the wound of germs that cause infection but it heals the flesh with extraordinary speed. Bad wounds or cuts which take weeks to heal with the ordinary liniments mend quickly under the powerful influence of this wonderful remedy. Price (liquid) 30c, 60c and \$1.20. Powder 30c and 60c. Sold by

Arwine Drug Company

Mrs. W. W. Riddle and Mrs. Ruby Mason of Odell were guests here Saturday afternoon of Mr. and Mrs. A. V. Haynes. Mesdames Riddle and Mason came to take part in the Plateau Singing Convention held Sunday at Sand Hill.

Dr. W. H. Alexander INTERNAL

Medicine and Electrotherapy
Rooms 6 and 7 Barrow Bldg.
Telephone 93; Residence No. 260

H. Z. Pennington PHYSICIAN AND SURGEON

TELEPHONES:
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Bring us your films today
And get your prints tomorrow
WILSON STUDIO

F. C. HARMON

Licensed Undertaker
Modern Equipment;
Hearse and Ambulance
SERVICE ANYWHERE
Phones: Day 242; Nights 174 and 259-W

Dr. W. M. Houghton GENERAL PRACTICE

Diseases of Women and Children
a Specialty

OFFICE IN MITCHELL
BUILDING

PHONES:
Residence 250 Office 256

KEEP YOUR BATTERIES FULLY CHARGED

We repair and re-charge
FREE TEST
New Battery at Low Cost. Dealers for GOULD BATTERIES.

Smith Battery Station
Three doors North Floyd County
National Bank
TELEPHONE 75

KENNETH BAIN

LAWYER

Rooms 12 and 13

First National Bank Building

General Practice

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 Insurance Business.
Surginer Building, North Side Square.

E. P. NELSON FIRE INSURANCE AGENCY

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

Mathews & Folley

LAWYERS

MITCHELL BUILDING

FLOYDADA, TEXAS

JEFF D. AYRES H. D. PAYNE

Ayres & Payne Lawyers

General Practice

FLOYDADA, TEXAS

2812

With The Churches

CHURCH OF CHRIST

Ira L. Sanders, Minister
Our interest at the City Park Church of Christ continues to grow. While there was no preaching last Lord's Day, yet the house was well filled at the morning hour. There was also a fine audience for the singing at night and all enjoyed the singing.
Our prayer meeting last week was the best we have had since last Spring. A special invitation is extended to all to be with us again next Lord's Day, as we will have preaching both morning and night. Subject at 11 o'clock will be "A Christian;" at 7:30 in the even-

ing will be "The Unknown Tongue." Bro. Stell will preach for us again next Wednesday night.

FIRST CHRISTIAN CHURCH

The services last Lord's day were especially good. The Sunday School attendance was good. The best we have had for several weeks.

The ordination services at the morning preaching hour were interesting and helpful. Bro. Bogue told the writer privately that he had never ordained a finer looking bunch of men to the offices of Elder and Deacon.

We had a fine service at Newland in the afternoon and that night Bro. Bogue preached a fine sermon on "The Mountain Peaks with Christ." It lifted us

to the heights to hear it. The singing at both services was fine. The church elected Mrs. John A. Enoch as assistant choir director an officer we all over looked at the regular election. She has rendered very valuable service to the choir the past year and we appreciate her work.

The services next Lord's day will be as usual. Sunday School at 10 a. m. By the way the Young Married Peoples' class started last Lord's day will be a fine bunch of folks. If you are a young married person and not attending Sunday School regularly we would be glad to have you in that class.

The worship at 11 o'clock. Endeavor at 6:30 and night worship at 7:30.

Roads and weather permitting the pastor will preach at the Baker School house next Lord's day at 3 p. m. Those near there are invited to be present and enjoy the service with us. We hope to bring some of the singers from town out to render some special music.

You are invited to worship with us.

BAPTIST CHURCH SERVICES

W. R. Hill, Pastor

Sunday School, for Bible-study, meets at ten o'clock. All who love God, their home, and their country ought to support the study of the Bible. It is the foundation of Christianity, and without it our homes and our country would fail. Morning preaching service at eleven o'clock. The sermon will be on the theme "Knowledge and the Kingdom of God."

The B. Y. P. U. meetings are all at 8:30.

The Evening Preaching service will be at 7:30. The sermon-subject will be, "The Uncompromising Man."

Visitors are cordially invited to seats with us. The singing is congregational and worshipful. The sermons will be brief and brotherly, and we trust will help you meet the duties and responsibilities of life with courage. Come and welcome!

CHRISTIAN ENDEAVOR PROGRAM

The Christian Endeavor of the Cumberland Presbyterian Church will meet October 23, with Miss Biebel as leader. Subject: Endeavor Everywhere.

Topic—Christian Endeavor in All Lands.

Song.

Prayer.

Scripture—Rom. 10:18; Col. 1:3-6. Read by Mrs. B. F. McIntosh.

Leader's talk and Bible hints given by leader.

"Why has Christian Endeavor Spread over the Globe?"—Carder Collins.

"How does Christian Endeavor Promote Brotherhood?"—Mrs. Bain.

Five minute talk by pastor.

Business.

Benediction.

JUNIOR ENDEAVOR PROGRAM

The Junior Endeavor of the Presbyterian church will meet Sunday evening at 7 p. m. The following program will be given with Minnie Anon Stanley as leader.

Topic "Great Bible Verses"

Song to be selected.

Scripture reading—1 Cor. 13; 23 Ps. 1. Prayer by Mrs. Collins.

What is the Bible?—Robert Daniels. Who wrote it?—Blanche King.

How often should we read the Bible? Eddy Lois Sparks.

Song—"Love Lifted Me"

How may we help children in heathen lands to know the Bible?—Margaret Anderson.

Scripture—John 2:14.

Reading by Kenneth Bain, Jr. Business session—Benediction.

SENIOR B. Y. P. U. PROGRAM

Subject for Sunday, "Some fundamentals of our faith," broadcasted from station Faith.

Leader—Leola Crawford.

"Our church life."—Pearl Burrows. "Baptists bound by loyalty."—Roy Swinson.

"We try to obey the Bible."—Roy Burrows.

"A personal and spiritual religion."—Leola Crawford.

"Two other truths."—Lois Hill.

"All members urged to be present and visitors cordially welcomed."

LADIES BIBLE STUDY

There was a nice class of the ladies of the City Park Church of Christ present at their study with Mrs. Dickey this week and all enjoyed the good lesson.

They will meet next Monday at 1 o'clock for a quilting with Mrs. J. U. Borum and will have their Bible study at 4 o'clock.

Center News

Center Oct. 18.—With such fine working weather there isn't much time to write news items if it isn't canning it is maize heading, feed cutting, wheat sowing or some other equally necessary job that keeps every body on the go to keep up.

Quite a drop off in attendance at school this week makes us wonder about when school will close to gather crops. A few have cotton about ready to pick.

Otis Huckabee was home over Sunday.

Mr. and Mrs. Felix Fred and children, Mr. and Mrs. Arthur Colwell and children spent Sunday with Mr. and Mrs. C. C. Spence returning to their home near Abernathy in the late afternoon.

Next Sunday is Bro. Bost's regular appointment here; also our regular communion service time.

Mrs. Craig, sister of Mrs. Veach, was quite ill Sunday night.

A goodly number of Center folks attended the singing at Sand Hill Sunday.

Mrs. Conner visited Mrs. Montgomery Sunday and they went to singing.

Mr. W. A. Huckabee and family spent Sunday at the Veach home.

Mrs. Higgins and small children went to Lubbock Sunday to visit with Mr. Higgins. They hope he will be able to bring home, perhaps in another week.

Remember Sunday afternoon is our regular singing time.

The fifth Sunday meeting of the Floyd county association meets with Center church this month. Beginning Friday night and lasting over Sunday.

GOBLINS GOBBLE OCTOBER 31 DURING SAND HILL CARNIVAL

Following a parade, the goblins and goblinesses will gather in the Said Hill auditorium Monday night for a special program, invitations for which are extended to everyone.

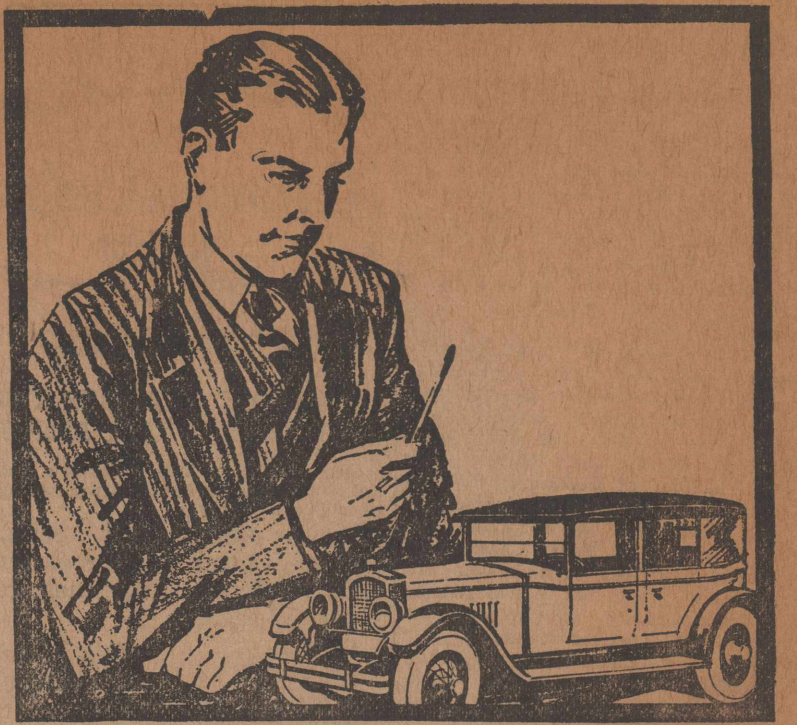
"Come early so that you will not miss the big parade, after which we will entertain you with a good program. There will be lots of excitement. Come to Sand Hill Halloween night, all robed out in colors or white; try and keep your secrets fair and win the prize to be given there," the invitation reads.

TAKE DU PONT DEALERSHIP

Kirk & Sons, hardware dealers, made the announcement this week of the dealership of Du Pont paints. A full fine of paints in all colors were installed at the Kirk & Sons store on the east side of the square.

TEXAS PROGRESS NOTES

Bryan—A \$250,000 hotel is to be built here by R. W. Howell.



"How best
can I trade in
my present car
for a new car?"

WHEN you are ready to trade in your present car for a new car, you naturally want full value for your present car. But most of all you want full new car value.

It will therefore pay you to consider varying trade-in allowance offers in the light of these basic facts:

1 Your present car has only one fundamental basis of value: i.e., what the dealer who accepts it in trade can get for it in the used car market.

2 Your present car has seemingly different values because competitive dealers are bidding to sell you a new car.

3 The largest allowance offered is not necessarily the best deal for you. Sometimes it is; sometimes it is not.

4 An excessive allowance may mean that you are paying an excessive price for the new car in comparison with its real value.

5 First judge the merits of the new car in comparison with its price, including all delivery and finance charges. Then weigh any difference in allowance offered on your present car.

6 Remember that you are making a purchase—not a sale. You are buying a new car and simply using your present car as a credit against the new car's purchase price.

WE publish this message, believing that the public is entitled to have all the facts. And we invite you to send for the facts about General Motors products by using the coupon below.

GENERAL MOTORS

CLIP THE COUPON
GENERAL MOTORS (Dept. A), Detroit, Mich.

CHEVROLET ☐ Please send, without obligation to me, illustrated literature describing the General Motors product I have checked—together with your booklet describing General Motors Proving Ground.
PONTIAC ☐
OLDSMOBILE ☐
OAKLAND ☐ Name _____
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LASALLE ☐
CADILLAC ☐

FRIGIDAIRE Electric Refrigerator ☐ DELCO-LIGHT Electric Plants ☐



YOUR car needs Winter Conoco Ethyl Gasoline because it delivers:

- (1) A Quick Start.
- (2) A smooth follow-through.
- (3) A faster pick-up.
- (4) More power.
- (5) Less gear shifting.
- (6) No knocks.

And all for a few cents more per week. Get it at the Conoco Sign.

CONTINENTAL OIL COMPANY
Producers, Refiners and Marketers

of high-grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming



At Xmas—

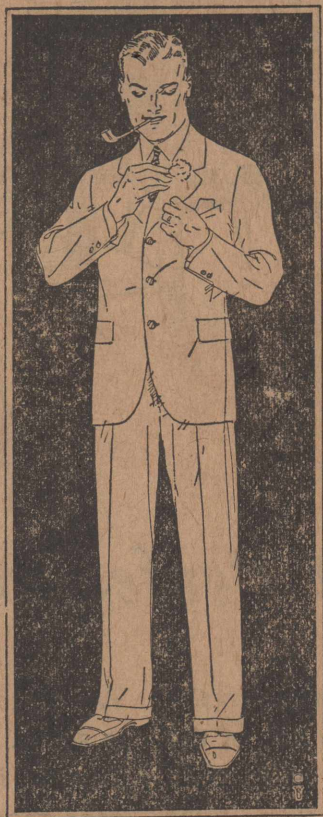
Friendship's
perfect Gift—
your Photograph

THOSE whom you would compliment most on a gift occasion will appreciate your Photograph best—especially if you have it made here.

WILSON STUDIO

PHOTOGRAPHS
Live Forever

Suits And Overcoats For You



A collection of suits and overcoats from which you may choose at will, with the assurance that whatever you select, you will receive your money's worth and more. Carefully tailored from stylish, long wearing fabrics, these garments are wonderful values at the prices.

The Martin Dry Goods Co.

"The Store With The Goods"

What's Doing In West Texas Today

HASKELL—Marked improvement in quantity and quality of agricultural exhibits all over West Texas was noted by Exhibit Manager B. M. Whiteaker in his visits to fairs and regional expositions of the section this fall. Many displays in community and sectional fairs compared favorably with the State expositions, he said.

FORT WORTH—A comprehensive handbook of West Texas, presenting West Texas resources and development, present and prospective, has been prepared by Roscoe Ady, for many years industrial commissioner of the Fort Worth Chamber of Commerce, and an authority on West Texas development. A sizeable order for the handbook has been placed by the West Texas Chamber of Commerce, and that organization will keep a ready supply for distribution to West Texas Chamber of commerce executives in its member towns.

COLEMAN—Coleman is at work raising finances for a five-story office building, decision for erection of which was reached in less than 45 minutes by a local committee. A man is on the ground also who in all probability will build a creamery.

DALLAS—West Texas exhibitors dined with East Texans at the Adolphus Hotel the evening of October 14 when the East and West Texas Chambers of Commerce held jointly an annual exhibitors banquet for State Fair visitors. Manager Homer D. Wade, Exhibit Manager B. M. Whiteaker, President R. W. Haynie, all of the West Texas chamber represented that organization. Officials of A. & M. College and East Texas Chamber heads were also prominently identified with the success of the affair.

SPEARMAN—The second annual district convention of the new Trans-Canadian District of the West Texas Chamber of Commerce will meet here in 1928. Dalhart withdrew its application for the meet October 10 at the Perryton first convention, in favor of Spearman. An unbounded enthusiasm characterized which came from the north panhandle and three outside states. Much constructive activity is expected from that quarter with organization into a definite district.

CANADIAN—Publicity Manager E. H. Whitehead of the West Texas Chamber of Commerce was here last week on the last lap of a ten-days tour through the Trans-Canadian District of the organization, the purpose of which was to collect publicity data. Material obtained by Whitehead will be prepared by the publicity department of the West Texas Chamber for use in the official magazine and for release to leading papers of the State.

PRESIDIO—Presidio is one of the eight new towns which have come into the West Texas Chamber of Commerce membership since the last bimonthly report. These towns include: Juarez, Mexico; Tornillo and Fabens; Hot Springs and Las Cruces, New Mexico; Dola, Concho County; and Lakeview, Hall County.

TULIA—A new 20,000 egg capacity hatchery will be ready for operation in Tulia soon. It is estimated that daily sales of poultry products from here amount to \$1,300.

BRADY—Governor and Mrs. Dan Moody have been asked to attend Brady's annual Turkey Trot to be held here November 11. West Texas Chamber of Commerce officials have also been invited to participate in the event, which will be climaxed with an elaborate banquet in the evening.

LAMESA—Between 60 and 100 editors who are members of the West Texas Press Association will hold their annual convention at Lamesa October 21 and 22. Secretary Wm. A. Wilson of the Lamesa Chamber of Commerce and others are completing arrangements for entertainment of delegates. The Chamber of Commerce is offering a prize of \$50 in gold for the best article on Lamesa and Dawson County prepared by an editor of the association visiting the convention.

DE LEON—General headquarters for workmen on the Comanche County highway being hardsurfaced through the section are being maintained here. Work is to be completed by December 1.

Send your weekly message through The Floyd Hesperian.

Dreaded Aches, PAINS Disappeared

"My health had been poor for ten years, before I took Cardui," says Mrs. Anna Cronin, of Rockport, Ind. "I was lifeless and 'no account'. I dragged around day after day, every move an effort, and never feeling the joy of being well."

"At times, I had a dreadful ache across my back, and my sides hurt me. I worried along, sometimes hardly able to leave my bed, but the demands of a growing family had to be attended to; so I would get up, do what was absolutely necessary, and then lie down again."

"One day, someone suggested Cardui to me. I took it for several months, and all the time I was growing stronger, and less nervous. My aches and pains finally disappeared."

"That was two years ago. My improvement has been permanent. The good health, which followed the taking of Cardui, is still with me, so I do not hesitate to recommend it to my friends."

TAKE CARDUI
Helps Women to Health

Cooking Chats with 6 Famous Cooks

(Courtesy of the Domestic Science Department, Perfection Stove Company)

WELCOME CHANGES FOR THE BREAKFAST MENU

(Editor's Note: This is one of a series of cooking articles by six of the country's best-known cooks.)

Bacon, eggs, toast, cereal. Mighty good for breakfast, but don't we sometimes get tired of them?



MARGARET ALLEN HALL

Hot breads are always welcome, and they don't take very long to prepare. And waffles make a big hit, although they require a little more work on the part of the cook. However, it's worth it, when we see the look of pure joy on the faces of the youngsters while they eat.

Berry Muffins

Blueberries, huckleberries, raspberries—any berries in season—are delicious in muffins. Miss Margaret Allen Hall, nutrition specialist at the Battle Creek College of Home Economics, gives her favorite muffin recipe.

- 1 cup fresh berries
- 2 tablespoons butter
- 2 tablespoons sugar
- 1 egg
- 1/2 cup milk
- 2 cups sifted flour
- 1/2 teaspoon salt
- 4 teaspoons baking powder

Sift the dry ingredients together. Cream the butter and sugar. Add the milk and the dry ingredients alternately. At the last, fold in the berries.

Always flour berries before putting them into the batter. This keeps them from going to the bottom.

It's always best to have a hot oven for muffins and biscuits. If you cook with a modern long-chimney oil stove, turn the flame until yellow tips appear, about 1 1/2 inches high above the blue area. This flame pre-heats quickly.

Golden Corn Muffins

Corn muffins, crisp and golden crusted, are delicious. This is how Miss Hall makes them.

- 1/2 cup cornmeal
- 1 1/4 cups flour
- 2 tablespoons sugar
- 1/2 teaspoon salt
- 1 tablespoon melted butter
- 1 cup milk
- 1 egg
- 4 teaspoons baking powder

Sift the dry ingredients together. Beat the egg, add the milk and stir in the dry ingredients. Then add the melted butter. Turn into muffin tins and bake in a hot oven twenty-five to thirty minutes.



New Pancakes

Pancakes? Of course! Every family likes them, sour milk, and buckwheat. But have you ever tried rye pancakes? Delicious. The following recipe is contributed by Miss Lucy G. Allen, principal of the Boston School of Cookery.

Mix one cup each of rye meal and whole wheat flour with one cup of sugar, two teaspoons of cream of tartar, one teaspoon of soda, one teaspoon of salt and one-half teaspoon of grated nutmeg.

Add one well-beaten egg and one cup of milk. Beat well and drop by spoonfuls into deep fat. Drain on soft paper and serve hot with maple or any good sweet syrup.

Rice Griddle Cakes

Rice griddle cakes have made a name for themselves down south. And there's no reason why folks everywhere should not like them. Miss Rosa Michaels, New Orleans cooking expert, gives her recipe for them.

- 1 cup boiled rice
- 1 cup milk
- 1/2 cup flour
- 1 egg
- 2 teaspoons shortening
- 1 teaspoon salt
- 2 teaspoons baking powder

Mix rice, milk, melted shortening, salt and well beaten egg. Sift the dry ingredients and add to first mixture. Mix thoroughly and bake on hot greased griddle.



Hot Waffles!

And where can you find a dish more enticing than waffles, served with rich maple syrup, corn syrup, or molasses? The following recipe is also Miss Michaels':

- 2 1/2 cups flour
- 2 cups milk
- 4 1/2 teaspoons baking powder
- 1 egg
- 1 1/2 teaspoons shortening
- 1/2 teaspoon salt

Sift dry ingredients; add milk to the yolks of eggs. Beat thoroughly and add to dry ingredients, now the melted shortening and mix in the beaten whites of the eggs. Bake well in hot waffle irons. Some of the modern devices require no grease in the baking. Serve at once.

Many women set the table the night before, and have all cooking utensils needed for breakfast laid out, to save time in the morning. This avoids much needless early morning confusion.

Oil stove users will be glad to know of a wick cleaner which fits over wicks, and removes all char and unevenness at a simple turning. Very inexpensive and saves hands.

Whiter Clothes

Did you know that clothes rinsed in hard water require very little bluing, and are whiter than when rinsed in soft water?

(Watch for another interesting cooking column next week.)

CARD OF THANKS

We cannot find words to express our thankfulness for the good friends and loved ones who, through kindness and sympathy, aided us during the death of our dear son and brother. Only those who have lost a loved one can understand how hard it is, but we know he is asleep in Jesus and only Jesus knows why such things happen along life's pathway, and for these reasons we should not grieve so hard. We also wish to thank you for the beautiful floral offering.

We pray God you may have such friends in your hour of sorrow.

Mr. and Mrs. W. N. Jones,
Mr. and Mrs. Lovel Jones
Harry Jones,
Hazel Jones.

Mr. and Mrs. W. B. Henry have been in Dallas the past several days, visiting friends and attending the fair.

SUFFERS BURNED HAND WHEN GASOLINE BURNER EXPLODES

Travis Mitchell, employee of the Lewis Cafe, sustained a badly burned hand last Saturday morning when a gasoline burner underneath a coffee percolator exploded. Mitchell was attempting to light the burner at an early hour Saturday morning when the explosion occurred. Gasoline was thrown over his left hand and quickly ignited from the burner.

Medical attention relieved the pain to a great extent, but the burns were deep and very painful. Mitchell resumed work at the cafe the same morning of the accident.

J. R. Brewer, of Electra, is spending the week here visiting with his daughter, Mrs. J. W. Haney and Mrs. Lee Trice, while on a combination business and pleasure trip.

Mr. and Mrs. E. C. King and daughter, Blanche, accompanied by Mrs. Abner King, of Manzanola, Colo., and Mrs. A. A. Collins and daughter, Ollie Belle, spent last week-end in Olney where they attended the State Synod of the Cumberland Presbyterian Churches. They returned home Sunday.

Mrs. Mamie McDaniels left Sunday for her home at Lubbock, after a ten-day visit here with her parents, Mr. and Mrs. S. N. McPeak. Mrs. McDaniels is just home from a four-weeks stay in a sanitarium at Savannah, Mo., where she underwent treatment for nearly four weeks.

Could You Prove it?



IF FIRE destroyed your place of business today, could you prove your loss to the insurance adjuster?

Would your credit be good?

Could you collect your charge accounts?

There's a fire somewhere in America every 58 seconds. Who's next?

Many old safes are not dependable, and "fireproof" buildings often have their contents burned.

A Shaw-Walker Executive Safe is real protection at moderate cost. There's a safe and interior to fit your requirement.

Come in and see it!



EXECUTIVE SAFE

Fire Insurance Certificate

—and there's a

free \$1,000

Fire Insurance

Policy, covering

the contents,

with each safe.

"Built Like a Skyscraper"

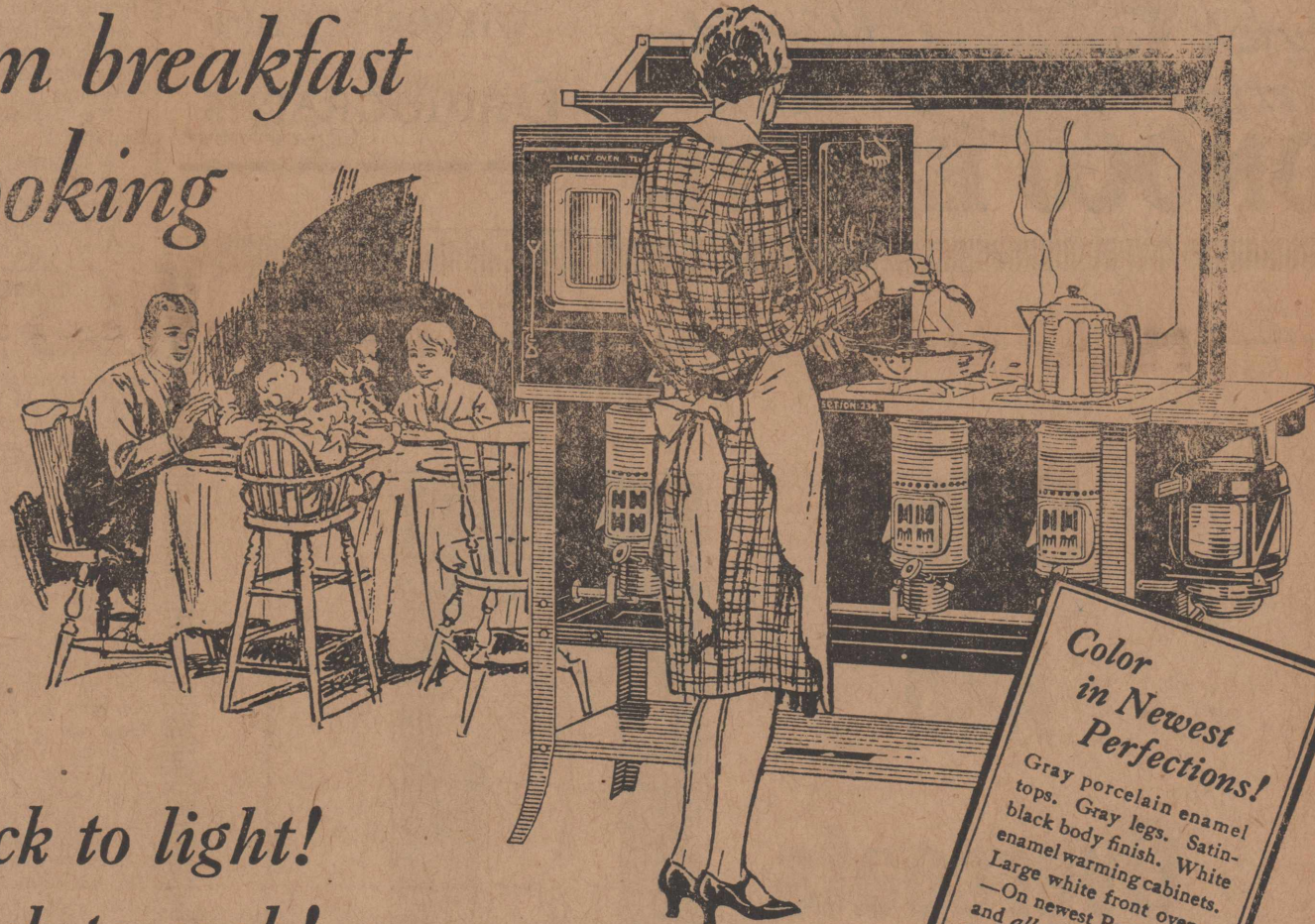


Hesperian Publishing Co.

Phones No. 8 and 58

Cut 10 minutes

from breakfast cooking



Quick to light!

Quick to cook!

See the latest Perfections



You can sleep a little longer in the morning when you use one of the latest Perfection Oil Stoves! It cooks

any of your breakfast favorites quickly—light muffins, crisp bacon, fragrant coffee.

Touch a match to the wick. At once full-fledged heat is driven up the long chimneys, straight to your cooking. The newest Perfections hurry meals.

Ready for instant use, no coal or wood to haul, no fire to coax into action. Use only kerosene, the safe fuel.

When the cooking is done, no sooty kettles to scour. For every drop of oil is completely burned in the long chimneys before the heat reaches the cooking. No smoke, and no odor.

Quick to light! Quick to cook! Perfections can be depended upon for any cooking task. Ask your dealer to demonstrate the newest models.

Perfections range in size from one to five burners. Priced from \$7.25 to \$130. Be sure to see them!

Miss Hall Says—

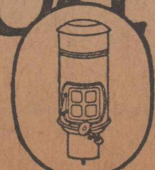
"The Perfection is easily lighted, and intense heat is quickly produced."

MISS MARGARET ALLEN HALL
Nutrition Expert, Battle Creek
College of Home Economics.

PERFECTION STOVE COMPANY, Dallas Branch—825 Trunk Ave.

PERFECTION Oil Stoves & Ovens

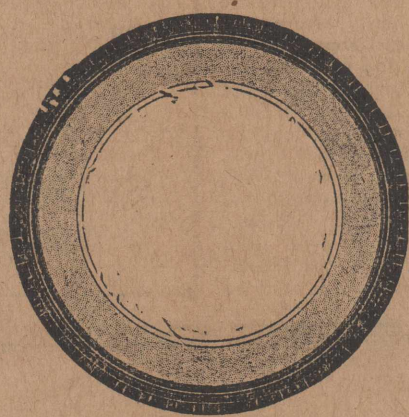
WARNING: Use only genuine Perfection Wicks on Perfection Stoves. They are stamped with red triangles. Others will cause trouble.



No smoke, soot or odor with Perfection long chimney burners.

ASTOUNDING TIRE BARGAINS

Firestone
Gum Dipped Tires



30 x 3 $\frac{1}{2}$ - - - \$6.95

ALL OTHER SIZES at LOWEST PRICES in HISTORY

We not only meet—we beat mail order prices. Compare the following prices on fully guaranteed Oldfield cords and fabrics.

30x3 999 Fabric	\$5.25
30x3 $\frac{1}{2}$ —999 Fabric	\$5.95
30x3 $\frac{1}{2}$ —Oversize Cord	\$8.15
29x4.40 Balloon	\$9.05

SPECIAL FOR SATURDAY

Two for the price of One!

Two regular 30c cans Firestone Cold Patch for price of one can. One can free with each four tires purchased.

Free Service --- Buy Now!

**GREATEST SAVINGS IN HIGHEST QUALITY TIRES
EVER OFFERED**

Magnolia Filling Station

FLYNN THAGARD, Manager

We Fix Flats!

We Fix Flats!

Floyd County Clubs

PROVIDENCE CLUB

The Providence Home Demonstration Club met at the club room as usual on October 11. Miss Bass met with us and there were eleven members present.

We had a very interesting and instructive lesson as Miss Bass gave us our pastry and pie demonstration. She demonstrated four pies and gave us recipes for several more that were greatly appreciated.

Our next meeting will be held on October 25. We will not have a regular lesson, as our meeting will be a social event, as it has been our custom in the past to shower our club girls that

get married and we have two club girls who have never been showered, namely, Mrs. Ruth Busby and Mrs. Emma Haarmeyer. Our president and vice-president decided we could not have a more appropriate time than now, so all come prepared for a double shower for the girls, just mentioned, and all enjoy a good social time together.

AIKEN H. D. CLUB

The Aiken Home Demonstration Club will meet the fourth Thursday afternoon at 2:30 p. m., at the home of Mrs. Robert Jones. Everyone is cordially invited to come. Miss Bass will meet with us and she always gives such helpful talks and worthwhile demonstrations, that she inspires all who are at the

club to try to "make the best better."

The subject of the next meeting will be "Milk and Egg Dishes" and will be held Friday, October 28, with Mrs. Robert E. Jones as hostess. Order of business:

1. Food value of milk—Mrs. J. E. McAvoy.
 2. Care of milk—Mrs. Robert E. Jones
 3. Eggs as a food—Mrs. Jno. Lloyd.
 4. Variety in milk and egg dishes—Mrs. G. M. Tate.
- Demonstration on milk and egg dishes—Miss Bass.

SAND HILL CLUB

The Sand Hill Home Demonstration Club did not meet on Wednesday, October 19, as Miss Bass could not be with us.

We will have a special called meeting on Wednesday, October 26. Miss Bass will be with us on that day. Our subject will be the same as was printed for Wednesday, the 19th.

MAYVIEW HOME DEMONSTRATION CLUB

The Ladies' Home Demonstration Club of Mayview met October 17 at the home of Mrs. J. R. Cardwell with seven members present.

Much interest was taken in the subject, "Basket Making." With our hostess to teach us we made a very beautiful basket. All enjoyed themselves very much and are to meet November 7 at the home of Mrs. J. W. Miller. Our subject will be "Canning Meat."

HARMONY H. D. CLUB

Harmony Home Demonstration Club met in regular session at the lovely home of Mrs. W. C. Hanna of Floydada, Wednesday, October 5. There were ten members and two visitors present, and all made it a point to be "on time" for the bountiful dinner that was spread at noon. Miss Bass, also, was with us for lunch but other calls made it imperative that she leave in the early afternoon.

After a delightful social hour with our hostess, a very interesting program was rendered on the subject of "Milk and Egg Dishes." All members on the program were present and gave real instructive talks on their assigned topics.

Our next meeting will be held Wednesday, October 19. The subject will be "Ethics and Parliamentary Rules." Mrs. H. O. Heard will be hostess. Roll call will be answered with one parliamentary rule. Mrs. Trowbridge will be

leader for the following program on parliamentary drill.

1. Club Ethics—Mrs. Stella Heard.
2. Courtesies extended to strangers and visitors—Mrs. Krause.
3. Feeling toward one another—Mrs. Finkner.
4. Sportsmanship—Miss Carr.
5. Ethics for the home and hostess—Mrs. Scott.
6. Shopping ethics—Mrs. Parkey.

Locals and Personals

Miss Mabel Jenkins, of Matador, is employed this week with the Massie Brothers Land Office. She was accompanied to this city by her sister, Miss Sadie Jenkins, also of Matador.

BORN—to Mr. and Mrs. Bill Welch, of the Allmon Community, September 30, a son.

Misses Maggie and Anne Mallard, of Lubbock, spent Tuesday here visiting relatives at the Smith and Smith Sanitarium.

BORN—to Mr. and Mrs. Henry Willis, of the Lakeview community, October 3, a son.

Misses Mazie Reeves and Mabel Jenkins, of Matador, spent Saturday of last week here visiting with friends.

Mrs. Bill Daily and Mrs. C. M. Thack-

er, spent Sunday in Amarillo, visiting with relatives and friends.

Dr. and Mrs. V. Andrews, spent Tuesday in Plainview visiting.

Joe McKee, of Fayetteville, Ark., arrived Wednesday of last week to spend several weeks here visiting with his sister, Mrs. Edd N. Sparks. He was accompanied to this city by Clyde Meador, who had been visiting in Fayetteville for the past few weeks. Mr. and Mrs. Sparks and little daughter, Eddy Lois, met them in Quanah Wednesday.

Mr. and Mrs. Bruce Howell and little

son, Clark, of Fayetteville, Ark., were the guests last mid-week of Mr. and Mrs. Edd N. Sparks. Mrs. Howell is a cousin of Mrs. Sparks. They were enroute to Lubbock to visit with relatives in that city.

Miss Rosa Tinnin of Sand Hill is assisting her sister Miss Ruby with her work at the Palace beauty shop and is planning to carry on the work when Miss Ruby goes to Dallas next week to finish her course in specialized beauty work.

BE SURE AND GET THE PRICES ON THE BEST LINES OF GAS STOVES ON THE MARKET.

1 The Charter Oak 2 The Acorn

Before you buy let us demonstrate these stoves and heaters for you. They are tested and stamped with a seal that assures you of quality protection. The Acorn line is the only one on the market that the heat regulator can be installed if you first select a model without one and decide you would like to have this feature later.

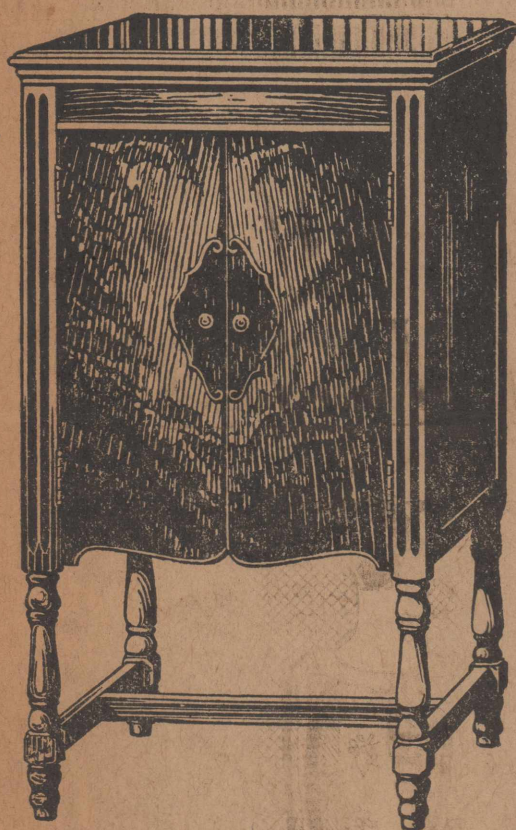
REMEMBER—We will be glad to take in your old range, heater or oil stove in exchange for a new gas stove or heater.

Come and see the new models.

B. B. King

North Side Square

Floydada, Texas



Announcing

A complete line of Brunswick Panatrophe phonographs with complete line of latest and newest records. Come in and hear the newest records.

Some wonderful values in radio and accessories.

Gas ranges—the Detroit Jewel—gas heaters and Everhot water heaters.

A complete line of Duco Paints and varnishes.

Kirk & Sons

North Side Square

A REAL OPPORTUNITY

Right now we are offering a number of exceptional used cars at rare prices.

For appearance, comfort and mechanical condition these are hard to beat:

Dodge 1927 Coupe	\$600
Ford 1927 Coupe	400
5 Ford 1927 Tourings each	125
Dodge 1925 Touring	200

See these cars today.

MOTOR SUPPLY CO.,
Floydada, Texas

POSTAGE PLUS or Service Plus?



When you figure the price of a mail order tire ADD bother, delay, and hand labor of getting the tire on your wheel to the delivery cost.

Then remember—when you buy a Goodyear-built Tire from us—you get your exact size **when you want it.** Remember: We put it on for you, inflate it, and SERVICE it.

It's this SERVICE PLUS Goodyear guaranteed quality that enables us to save you time, bother, and tire money.

30x3½	Pathfinder Cl. Fabric	\$7.00
30x3½	Pathfinder Cl. Cord	\$7.50
29x4.40	Pathfinder Balloon	\$9.50
30x5.25	Pathfinder Balloon	\$15.00

Other Sizes at Equal Savings—Buy at Home and Save Money

SPECIAL

Speedway, 30x3 1-2 Cord	\$6.00
Tubes, 30x3 1-2	\$1.50

F. F. F. SERVICE STATION

WOOD BROS., Props.

—South Main Street—

Phone 113

Society & Clubs

Fry Addresses P. T. A. of H. S. On "Fire Prevention."

The Parent-Teachers Association of the Floydada High School met in regular session Thursday, October 13, at 8:30 o'clock. R. E. Fry, secretary of the school board gave a very interesting talk on "Fire Prevention."

Superintendent W. E. Patty gave a report on the progress being made in installing the cafeteria. He also gave a short talk on the medical attention which the pupils in our schools need and trying to get the county and Red Cross and other organizations to co-operate and secure a nurse to look after these needs. It was decided to try and get Dr. Parlay to come here for the next program, October 27, and give his lecture along this line. It was also decided to give a measuring party for the

October project, the time, place and details to be worked out later.

Every one is urged to keep the occasion in mind and to watch for the date. The proceeds will be used to help pay for the furnishing of the cafeteria being installed in the high school.

Geraldine Massie One Of Sorority Hostesses.

Miss Geraldine Massie, daughter of Mr. and Mrs. W. M. Massie of this city, figured prominently in the open house entertainment held recently by Delta chapter of the Alpha Delta Pi sorority, of which she is a member, at the University of Texas. The entertainment favoring the new chapter pledges was given in the beautiful new home of the sorority.

The rooms were attractively decorated for the occasion and a program of music was arranged for the entertainment of the 250 guests who called during the afternoon.

Miss Dorothy Feree of Amarillo, who was a house guest of Miss Massie here last summer and Miss Marguerite Dorsett of Plainview were also hostesses.

Party for Thomasine Cox On Seventh Birthday.

Little Miss Thomasine, daughter of Mrs. Nora Cox, was seven years old Saturday and celebrating the event, her mother gave a party for her Monday afternoon from three-thirty to five o'clock.

Indoor and outdoor games were played, the while the kiddies enjoyed lollipops, and then came the cutting of the birthday cake, adorned with seven green candles surrounding a green Kewpie.

Sandwiches, hot chocolate and cake were served to the honoree and the following:

Worth Shipley, Evelyn Hicks, Mary Looper, Mary Emma Collins, Juanita Nichols, Mattie Pearl and James Junior Turner, James Thurmond Bishop, Virginia Belle Gamble, Dorothy and Virginia Stovall, Bettie and Dale Rodgers, Eddy Lois Sparks, Anna Jo Andrews, Francis Mozelle Probasco, Nylon and Buford Lively.

Mrs. Lon Davis Entertains "Win One" Class.

Mrs. Lon M. Davis entertained the "Win One" Sunday School class of the First Christian Church last Friday afternoon from 3 to 5 o'clock.

A short business session was held during which time officers of the class were elected for the year.

Various games were enjoyed by all present; as a conclusion for the afternoons enjoyment Mrs. Allean Hood Davis gave a reading by request.

Delicious refreshments of sandwiches potato chips, olives, cakes and hot tea were served to the following class members: Mesdames Ed Brown, F. L. Davis, E. E. Johnson, Key Green, J. D. Starks, E. C. Nelson, L. H. Dorrell, Tad Probasco, W. M. Houghton, Will Maxwell, Artie Newell, J. N. Johnston and Jim Lawlis.

Other guests included Mrs. Allean Hood Davis of Springfield, Mo., and Mrs. Martin Brown of this city.

Mark Duncan Pledges Fraternity.

Omega Beta Pi fraternity at the University of Texas, Austin, has announced the pledging of Mark Duncan of this city. The organization is composed of pre-med students and is one of the most popular social-professional organizations on the campus.

Duncan is a son of Mr. and Mrs. A. B. Duncan. He attended Tech College last year.

Patty Talks In Interest Of County Nurse.

Supt. W. E. Patty made a very interesting talk in behalf of a County Health nurse at the meeting of the East Ward Parent-Teachers' Association which was held Friday afternoon at the school building at 3:15 o'clock. In his discussion Mr. Patty brought out the importance of having a health nurse.

Mrs. Geo. Liden gave a very interesting paper on "Bringing The Home to School" an article written by Mr. Duncan, superintendent of the Lubbock schools. The article has been printed in pamphlet form and distributed in a number of schools.

A short business session was held and the meeting adjourned to meet Friday afternoon, October 28. At this meeting the school children will render the program.

Program and Social Meeting Announced for W. M. S.

Monday afternoon, Oct. 24, at 4 o'clock the Woman's Missionary Society of the Baptist church will meet at the church for a program and social hour. The program has been arranged as follows:

Song.
Devotional.
Song.
"Our Medical Mission"—Mrs. E. R. Borum.
Special Music—Mrs. John Horton.
"A Missionary of the First Century"—Mrs. O. P. Williams.

A special meeting of the Woman's Missionary Society was had Monday afternoon, October 17, with twenty-five members in attendance.

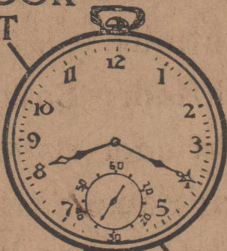
Announcement of Meeting.
T. E. L. Class.

Mrs. E. P. Nelson will be hostess at the regular meeting of the T. E. L. Sunday School class of the Baptist church at her home Tuesday evening, October 25, at 7:30 o'clock.

ANTELOPE H. D. CLUB

The Antelope Home Demonstration Club met with Mrs. P. J. Wilkes Thursday, October 13. Miss Bass was present.

LOOK AT



YOUR WATCH FOR ONE MINUTE

Every minute of the day someone's home burns, causing great suffering and loss. You can't always prevent fire, but Fire Insurance prevents financial loss.

INSURE WITH

Floydada Insurance Agency

W. H. Henderson
G. C. Tubbs

and gave an interesting and instructive demonstration on salads, their preparation, attractiveness and nutritive values.

Only eight of our members were fortunate enough to be present on account of sickness and other unavoidable reasons.

Mrs. Morrison from one of the Bosque County demonstration clubs was a visitor to our club.

We found Mrs. Wilkes to be a jolly hostess and we urge all our members to be present at our next demonstration to be held at the home of our president.

Mrs. C. F. Flemings, on the second Thursday in November.

MARTIN-EMBRY

E. A. Embry of Petersburg and Miss Eva Mae Martin of Lakeview community were united in marriage at high noon Saturday at the First Baptist church of this city, Rev. W. R. Hill, the pastor, officiating.

Relatives and immediate friends of the bride and groom were present at the ceremony.

The bride is a daughter of Mr. and Mrs. T. W. Martin of Lakeview and the groom is a son of Mr. and Mrs. T. J. Embry, residing near Petersburg.

Mr. and Mrs. Martin left immediately following the marriage ceremony for Amarillo and other points.

H. T. Bridges of Sanger was here Friday looking after business interests. He formerly resided southwest of this city.

Mrs. J. E. Dickey has accepted a position as bookkeeper with the Texas Utilities company here.

Aids In Preparing Your Daily Dinners

In preparing your daily dinner or if you are planning to entertain with a dinner, may we suggest that you come here for your supplies. The array of good things to eat, which we have prepared will prove a big help in preparing either a simple or elaborate repast.

PHONE 27

Let Us Deliver Your Order

Shaw, Felton & Collins

Special Sale Of The New Fall Dresses



FOR WOMEN AND MISSES

AT \$9.75, \$14.75, \$19.75, \$24.75

Smartly made Dresses at a much smaller price than you would expect to pay. The new approved models include Tiered, Flare and Wrap-Around—trimmed with pin tucks, pleats, buttons, buckles and belts.

ALL SIZES 14 to 44

C. R. Houston Co.

Floydada, Texas

Feature Value Fall Suits

Styles For Men and Young Men



Light suits and dark ones—plain and fancy weaves—rugged chevots—Hand twisted and soft finish worsteds. Conservative and college styles—all new—all tailored to give lasting satisfaction. One and two pant suits.

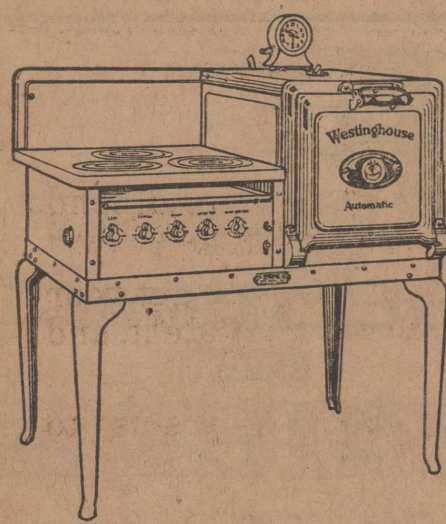
MATCHLESS VALUES FOR EVERYONE

Priced \$17.50 to \$40.00

Plenty of new top coats—\$20.00, \$22.50, \$25.00 and \$27.50

Russell's Store

The Westinghouse Electric Range



A Safe Even Heat

Is obtained only through electricity. The New Westinghouse range will give results that you cannot obtain from oil or gas. This statement has been proven time and time again through actual tests by the users of other means of heat. Why attempt to make this test yourself when it has been proven that electricity is the best in the long run?

SPECIAL LOW RATES are offered to the users of electric ranges and water heaters which brings the use of electricity within the reach of everyone.

We invite your inspection of these electric ranges and would like to explain the easy payment plans for purchasing.



1927 Values and Taxes of all County Common School Districts

SCHOOL	Number	VALUES			Rate	TAXES						
		Real	Personal	Total		Residents Form B	Non-Residents Form C	Unreduced Form D	Railroad & Telephone Form E	Banks Form G	Total Form Z	
Irick	1	304380	35900	340280	1.00	1535.20	1867.60	---	---	---	3402.80	
Pleasant Valley	2	162300	29935	192235	.80	1069.08	468.80	---	---	---	1537.88	
Muncy	3	172800	19495	192295	1.00	1125.60	507.00	---	290.35	---	1922.95	
Pleasant Hill	4	163400	25530	188930	1.00	944.90	944.40	---	---	---	1889.30	
Fairview	5	300040	36110	336150	.90	1734.30	1291.05	---	---	---	3025.35	
Starkey	6	190160	19120	209280	1.00	1418.80	662.00	---	12.00	---	2092.80	
Aiken	7	218640	18225	236865	1.00	947.00	1056.00	2.00	363.65	---	2368.65	
Sunset	8	566390	33490	604880	1.00	2319.80	3229.00	---	---	---	6048.80	
Sand Hill	9	358420	38770	397190	1.00	2616.40	1355.50	---	---	---	3971.90	
Harmony	10	170090	14490	184580	1.00	1166.80	679.00	---	---	---	1845.80	
Lakeview	11	310240	36440	346680	1.00	3003.80	463.00	---	---	---	3466.80	
Fairmount	12	158220	30540	188760	.50	364.80	579.00	---	---	---	943.80	
Center	13	175080	25060	200140	.90	1322.46	478.80	---	---	---	1801.26	
Lone Star	14	345500	24980	370480	1.00	2331.80	1373.00	---	---	---	3704.80	
Cedar	15	378390	30670	409060	.50	1031.80	1013.50	---	---	---	2045.30	
McCoy	16	150280	30290	180570	1.00	1090.20	715.50	---	---	---	1805.70	
Roseland	17	242185	25463	267648	1.00	2160.48	516.00	---	---	---	2676.48	
Mayview	18	240090	30420	270510	.50	651.10	644.50	---	13.45	43.50	1352.55	
Baker	19	281120	27600	308720	1.00	1993.20	1080.00	---	14.00	---	3087.20	
Antelope	20	200200	35180	235380	1.00	1465.60	888.20	---	---	---	2353.80	
Providence	21	251930	34110	286040	1.00	1312.80	1547.60	---	---	---	2860.40	
Blanco	22	140460	18780	159240	1.00	1068.40	524.00	---	---	---	1592.40	
Allmon	23	212300	20220	232520	1.00	1076.10	1249.10	---	---	---	2325.20	
Liberty	24	181010	21017	202027	.85	1118.41	598.82	---	---	---	1717.23	
Prairie Chapel	25	342120	42650	384770	1.00	2487.20	1360.50	---	---	---	3847.70	
Campbell	26	180300	27040	207340	1.00	1148.40	925.00	---	---	---	2073.40	
Ramsey	27	162060	15660	177720	1.00	1212.20	565.00	---	---	---	1777.20	
Hillcrest	28	200300	20620	220920	.65	744.38	691.60	---	---	---	1435.98	
Goodnight	29	142360	24020	166380	1.00	914.80	749.00	---	---	---	1663.80	
Newland	32	168260	14700	182960	1.00	853.70	975.90	---	---	---	1829.60	
Holt	H	20400	5800	26200	1.00	258.00	4.00	---	---	---	262.00	
GRAND TOTAL		7089425	817325	7906750		42987.51	29002.37	2.00	693.45	43.50	72728.33	

Figures presented in this table were compiled by County Tax Assessor C. M. Meredith from the records of his office, showing the values and tax assessments during the current school year in all the common school districts of Floyd County. The levies made by the Commissioners' Court were based on estimates furnished by the district boards of trustees. It is estimated that the collections will run from eighty-five to ninety per cent of the totals tabulated, a reduction of ten to fifteen per cent coming from commissions and delinquents.

Newland News

Newland, Oct. 17.—These cool, balmy days seem to be getting closer together. Makes a person think about what's in the future and warns us to make ample preparations before winter swoops down upon us. The ducks and geese have begun to appear on the lakes and in the maize fields.

The farmers are very busy; some have begun to gather their cotton, while others are heading maize and others are not through sowing wheat.

Miss Dorothy Bradley, who was very low at our last writing, died last Thursday, October 13, and was buried at the Antelope cemetery Friday. Her parents four brothers and one sister were present at the services. Two sisters and one brother were unable to get there.

Mr. and Mrs. Charley Lincoln, Mr. and Mrs. Shelly Scott attended a special service at the Christian Church at Floydada Sunday morning, but were back at Newland for the services Sunday evening. Bro. F. L. Davis brought Bro. Bogue along with him and he gave an interesting lecture.

There were several visitors from other communities at the services here Sunday. Mrs. Artie Newell of Floydada was a visitor, also.

SICKLY, PEEVISH CHILDREN

Children suffering from intestinal worms are cross, restless and unhealthy. There are other symptoms, however. If the child is pale, has dark rings under the eyes, bad breath and takes no interest in play, it is almost a certainty that worms are eating away its vitality. The surest remedy for worms is White's Cream Vermifuge. It is positive destruction to the worms but harmless to the child. Price 35c. Sold by

Arwine Drug Company

Locals and Personals

Tom Smith and family motored to Lockney Sunday.

Will Carr, of Oklahomā City, left Saturday for his home there after a brief visit with his parents, Mr. and Mrs. Mac Carr, near Petersburg.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., Required by the Act of Congress of August 24, 1912.

Of The Floyd County Hesperian published every Thursday at Floydada, Texas for October 1, 1927.

STATE OF TEXAS

County of Floyd, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Homer Steen, who, having been duly sworn according to law, deposes and says that he is the Editor and Manager of the Floyd County Hesperian and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher Hesperian Publishing Company, Floydada, Texas. Editor Homer Steen, Floydada, Texas. Managing Editor Roy Haynes, Floydada, Texas. Business Manager Homer Steen, Floydada, Texas.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Hesperian Publishing Company, Inc., Floydada, Texas. Lon M. Davis, H. E.

Cannaday, J. V. Daniel, Glad Snodgrass, Foy Stewart, Hettie Belle Cannaday, Frank L. Moore, O. P. Rutledge, Edgar Jones, J. T. Howard, Kenneth Bain, Thos. Montgomery, J. S. Collins, W. U. White, S. A. Greer, C. Surginer, V. A. Leonard, R. P. Collins, Fred Brown, W. H. Hilt, Lon V. Smith, Geo. V. Smith, T. S. Stevenson, J. G. Wood, E. P. Nelson, W. L. Boerner, Arthur B. Duncan, Estate of A. D. White (deceased), Homer Steen, N. A. Armstrong, C. Snodgrass, W. M. Windsor, Mrs. M. F. Greer, Roy L. Haynes, B. P. McIntosh, Mrs. W. I. Cannaday, and J. M. Willson, Floydada, Texas; Claude V. Hall, Commerce, Texas; Maud E. Burrus, Lubbock, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) Mergenthaler Linotype Co., New Orleans, La.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity

other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is 1,600. (This information is required from daily publications only.)

HOMER STEEN.
Sworn to and subscribed before me this 14 day of Oct. 1927.
(SEAL) O. M. WATSON.
(My commission expires 6-1-1929.)

NOTICE OF ELECTION

STATE OF TEXAS,
COUNTY OF FLOYD,
CITY OF FLOYDADA.

To the Qualified Voters of the City of Floydada, Texas:

TAKE NOTICE that an election will be held on the 31st day of October, 1927 within said City in obedience to a Resolution and election order duly adopted by the City Council on the 23rd, day of September, 1927 which is as follows:

Resolution calling an election submitting to the Qualified voters residing in the City of Floydada, Texas the proposition for closing Mississippi Street in said City at the point of intersection of said street with the right of way of the Quanah, Acme & Pacific Railway

Company for the purpose of permitting the said Quanah, Acme & Pacific Railway Company to erect a passenger station and depot in and across said street.

WHEREAS, the City Council of the City of Floydada, Texas deems it advisable to close Mississippi Street at the point of its intersection with the right of way of the Quanah, Acme & Pacific Railway Company for the purpose hereinafter mentioned.

THEREFORE, BE IT RESOLVED AND ORDERED BY THE CITY COUNCIL OF THE CITY OF FLOYDADA, TEXAS:

I.
That an election be held on the 31st day of October, 1927 at which election the following proposition shall be submitted:

"Shall the City Council of the City of Floydada, Texas, be authorized to close Mississippi Street at the point of its intersection with the right of way of the Quanah, Acme & Pacific Railway Company; and to permit the Quanah, Acme & Pacific Railway Company to erect a passenger station and depot in and across said Street."

II.
The said election shall be held at the City Hall in the City of Floydada, Texas, and E. P. Nelson is hereby appointed Presiding Officer of said election; and he shall select two judges and two clerks to assist him in holding said election.

III.
The said election shall be held under the provisions of the General Election Laws of the State of Texas, as modified by the provisions of Chapter 9 of the Acts of the Regular Session of the Thirty-seventh Legislature and amendments thereto.

IV.
All voters who favor the proposition to close Mississippi Street and permit the erection of the Quanah, Acme & Pacific Railway Station therein shall have written or printed upon their ballots the words:

"FOR CLOSING THE STREET" and those opposed shall have written or

printed upon their ballots the words: "AGAINST CLOSING THE STREET"

V.
The manner of holding said election shall be governed by the laws of the State regulating General Elections as modified by Chapter 9 of the Acts of the Regular Session of the Thirty-seventh Legislature and amendments thereto.

VI.
A copy of this order signed by the Mayor of the City of Floydada, attested by the City Secretary of said City, shall serve as a proper notice of said election.

VII.
The Mayor is authorized and directed to cause said notice of the election to be posted at the City Hall and at three other public places within said City for at least thirty (30) days prior to the date of said election.

VIII.
The Mayor is further authorized and directed to have said notice of election published in some newspaper of general circulation in said City, and which notice shall be published once each week for four weeks, the date of the first publication being not less than thirty (30) full days prior to the date of the election.

Passed and approved this the 23rd day of September, 1927.
(SEAL) W. D. SMITH,
Mayor.

Attest: BURL BEDFORD,
314tc City Secretary.

A SPLENDID FEELING

That tired, half-sick, discouraged feeling caused by a torpid liver and constipated bowels can be gotten rid of with surprising promptness by using Herbine. You feel its beneficial effect with the first dose as its purifying and regulating effect is thorough and complete. It not only drives out bile and impurities but it imparts a splendid feeling of exhilaration, strength, vim, and buoyancy of spirits. Price 60c. Sold by

Arwine Drug Company

"Long Distance?"

"What will it cost me to talk to my brother in Kansas City?"



The Long Distance operator is glad to answer such questions. Quickly as possible, she looks up the rate to Kansas City and answers the enquirer. She does not hesitate to suggest how his call may be handled with greatest economy.

Soon afterward, perhaps, she tells a business man how he may place several calls at once and have them completed in succession, as he sits at his desk. In that way, he can cover his trading territory, in person, within a few hours.

Or she may be telling a mother how she can keep in touch with a son at school by calling once a week after 8:30 in the evening, when low Station-to-Station rates prevail.

Or she may be talking to you. She will enjoy helping if you will call upon her.

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TELEPHONE COMPANY

F
Fastest
and Finest
OF
FOURS

A Brilliant New Line of Cars

America discovered the value of this brilliant new car with a swiftness only rivaled by the car itself. Everything about it appeals to the mood of the hour.

Its amazing pick-up—from 0 to 25 miles thru gears in less than 7 seconds! Its effortless mastery of distance at a mile a minute! Its trim, streamline beauty—finished in the smartest colors.

The way it grips the road at sharp turns—cushions passengers over rough roads—travels in "high" up steep grades!

Its economy at the curb—17½ feet of parking space suffice! Its economy on the road—25 miles per gallon at 25 miles per hour!

Never have Dodge Brothers sold a sedan so low in price—so high in value—so thoroughly in tune with the taste and spirit of the time.

And our purchase plan will interest you as much as the car itself.

MOTOR SUPPLY CO.,
FLOYDADA, TEXAS

DODGE BROTHERS
MOTOR CARS

THE NEW COMBINATION

Delco-Light

COMBINING THE DESIRABLE FEATURES OF BOTH AN AUTOMATIC AND A BATTERY CHARGING PLANT.

This new Delco-Light, a scientific marvel, possesses features never before incorporated in an electric plant. It is a great forward step—the greatest farm electric development since the introduction of Delco-Light in 1916.

This combination Delco-Light provides automatic service from the generator for heavy loads, and with this combines economical storage battery service when only a small lighting current is required. Every desirable feature of both types of plants has been retained in a successful combination of Delco-Light.

The model 778 Delco-Light truly represents the most advanced and greatest scientific achievement in the farm electric field.

SMALL CASH PAYMENTS when Installed—18 Months Time on Balance, If Desired.

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704 Broadway — Plainview, Texas

ZELLMAR BROS
ENORMOUS
SHOWS

A REALIZATION OF THE CIRCUS
THE MOST EMINENT THE EARTH HAS KNOWN IN ANY CENTURY
Multitudinous, Overwhelming, Indescribable Crush of Amazing Gymnastic, Acrobatic, Spectacular, Aerial and Equestrian Sensations

Lone Star 1928 Hosts To Plateau Convention

Vote Sunday At Sand Hill To Meet In June With Northern County Community.

To Lone Star Community goes the honor and distinction of acting as host to the next Floyd County semi-annual convention of the Plateau Singing Convention to be held the third Sunday in June, 1928. An invitation to visit the community in the north section of the county was extended by E. G. Foster at the semi-annual session of the convention held Sunday at Sand Hill.

1,000 People Attend
It was estimated that 1,000 people attended the session during the day Sunday. Visiting singers were present from practically every section of Floyd County and from Odell, Lubbock, Lockney, Clovis, N. M., and other towns in this section of Texas and eastern New Mexico. This was the first meeting of the singers in the Floyd County division since they voted June 3, while at Sunset, to join the Plateau Singing

Convention, the largest organization of its kind in the state.

Prominent singers and officials of the Convention took part in the all-day program, which was pronounced by all present as "a great day for us all."

In a business session during the afternoon, a committee was named to meet with the general advisory committee which holds its sessions during the annual assembly. The last annual gathering was held at Plainview on June 11 and 12. Members of the Floyd County advisory committee are: C. M. Lyles, of Campbell community, chairman; Joe Reeves, Lockney; R. G. Spence, Irick; E. G. Foster, Lockney; B. Nickels, Floydada and Hilbura Casey of Lockney.

Following several introductory songs Sunday morning, Sam Cates of Sand Hill delivered the welcome address in an informal manner to the visitors of the day. Mr. Cates said in part,

"I think that singing of the right kind is one of the greatest things there is. I hope that all of you will receive a blessing out of this day. We welcome you who are here from New Mexico, from adjoining counties and from Floyd County. We are glad you are here in this community of which we are all

proud. Come back and be with us whenever you can."

Plateau President Responds
John P. Taylor of Clovis, N. M., president of the Plateau Singing Convention, responded. He said, "In behalf of myself and the other visitors, I want to say that we are indeed glad to be here with you and in behalf of the Plateau Singing Convention I wish to thank you good people for the wonderful hospitality and words of welcome."

C. M. Lyles, president of the Floyd County division, presided at the convention. Joe Reeves of Lockney, vice-president, and R. C. Spence of Irick, secretary-treasurer also took active parts in the day's program.

The Lubbock and Clovis, N. M., quartets were the feature singers. The Lubbock group including L. M. Brooks, G. A. Gunn, J. A. Gunn and Clyde Burleson presented some wonderful selections. Dividing honors with Lubbock was the Clovis four which included John F. Taylor, Lester Burgett, R. T. Stribbling and Lloyd Robertson. Stribbling and Burgett are former residents of Floydada and are both well known for their vocal abilities.

Other visiting singers were: G. R. Stratton, Professor B. R. Bassell and J. B. Johnston of Plainview; Mesdames W. W. Riddle and Ruby Mason of Odell; W. T. Diviney of Silverton and Clyde Burleson of Runningwater, and many others from Lockney, Floydada, Petersburg and surrounding communities.

Questions On Health With The Answers

1. Are there more boy babies born annually than girl babies? (Inquirer, Del Rio)
2. Do young mothers give birth to more boys than mature mothers? (Inquirer, Del Rio)
3. Is a birth certificate necessary for entrance to school in Texas? (J.S.C., Sour Lake)
4. In what countries of the world has smallpox been the most prevalent during the last few years? (Reader Rowena)
5. Germany has compulsory vaccination. Do you have any statistics showing the number of cases of smallpox occurring in that country during the last few years? (Reader, Rowena)
6. What is the cause of pneumonia? (J.R.T., Corsicana)
7. Is the death rate higher for bottle fed babies than for those breast fed? (Mother, Lockhart)

ANSWERS
1. Based on records published by the Federal Bureau of Census for the eight-year period, 1917-24, the ratio of male to female births in the United States registration area, is 106 boys born for each 100 girls.
2. The ratio in the United States birth registration area for the eight-year period, according to the age of the mother is as follows:
Mothers under 15 years, 122 boys to 100 girls.
Mothers 15 to 34 years, 106 boys to 100 girls.
Mothers 35 to 54 years, 105 boys to 100 girls.

3. A birth certificate is not necessary for entrance to school in Texas, but it is necessary for entrance to school in a large number of other states. Birth certificates are necessary for so many things, that no wise parent will neglect having his child registered. Do all the readers of this column know whether all their children are registered?

4. During the last few years, statistics show that the United States, India, Mexico and Russia, are the countries having the largest number of smallpox cases. The United States had 700,000 cases of smallpox during the last 15 years.

5. Records covering a ten-year period, show that Germany had only 40 cases of smallpox, and these were transients. Compulsory vaccination is the only way in which smallpox can be successfully controlled.

6. Pneumonia is a communicable disease. It is caused by organisms which get into the air sacs of the lungs. There are two types, the lobar and broncho pneumonia, and low resistance is a predisposing factor in the contraction of both types of this disease. To prevent pneumonia, one should keep physically fit, avoid exposure to cold and wet, avoid over-exertion, and give prompt attention to a "cold."

7. The death rate for bottle fed babies is decidedly higher than for babies that are breast fed. Every mother should nurse her baby unless otherwise directed by her physician.

CEMETERY NEAT AND CLEAN AS WORKING SEASON CLOSES

Members of the Floydada Cemetery Association may well be proud of the good work that association has done the past year in keeping the grave yard clean and in a condition indicating respect for the dead whose graves are there, a member of the association who visited the cemetery one day last week declared.

With the working season drawn to a close the result of the voluntary work and contributions is evident all over the cemetery in better-kept grounds, well-rounded graves and carefully tended flowers and shrubs.

Mrs. S. D. Bishop has been the president of the association the past season, Mrs. J. B. Jenkins its secretary-treasurer and H. G. Parker has been in charge of the work at the cemetery. He has given half of his time to the cemetery from April to October for the past five years.

Locals and Personals

Mr. and Mrs. Walter Pennington made a trip to Plainview Monday.

Mr. and Mrs. G. V. Slaughter and baby were Lubbock visitors Saturday.

Mrs. W. T. Beasley and children, formerly of this city and now of Amarillo, spent the first of this week here visiting with friends.

Rev. A. A. Collins is in Amarillo, Okla., this week conducting a revival meeting.

Pete Smith, who has been employed with the Community Supply for the past several months, moved recently to the Rock House on the R. B. Smith Ranch. Mr. and Mrs. Smith and family will reside there with his father.

Locals and Personals

Mrs. Jack Luckett and Mrs. Bush Mayfield, and T. G. Duncan, of Fort Worth were the guests Friday afternoon of Miss Jennie Lewis.

Miss Hazel Jones of Lakeview community left Saturday for Austin, where she will resume her studies at the University of Texas after having been called home to be present for the funeral of her brother, Roscoe. She was accompanied to Plainview by her mother, Mrs. W. N. Jones and Mrs. Lovel Jones, who returned home Saturday afternoon.

Miss Blanche Bass accompanied by Misses Donna Nell Murphy of Irick, Joyce Grigsby of Starkey and Katherine Davis of Mayview community left Saturday afternoon for Dallas to attend the State Fair. They will attend the state encampment of 4H club girls set for Tuesday, Wednesday and Thursday. They will start the return trip home Friday.

Mr. and Mrs. Hollis Moore and baby, of Henrietta, accompanied by J. M. Denman and family, of Lubbock, spent Sunday here with Mrs. Josie Moore.

Bill Daily and A. D. White were among the visitors from this city who witnessed the Tech-Simmons football game at Lubbock Saturday.

Mrs. C. H. Davis, Mrs. J. C. Gilliam and Mrs. W. A. Baker, spent Saturday in Lubbock visiting with Mrs. B. P. Woody, who is in a sanitarium in that city.

F. M. Dougherty, of Gainesville, spent the latter part of last week here on business.

Dr. W. H. Freeman has been here for several days from his home at Sulphur, Okla., looking after his farm interests over the county. Dr. Freeman said his cotton and feed crop around Joe Bailey looked especially good this year.

A. L. Bishop returned the first of the week from a tour of several counties southwest and west of Floyd. Cotton in the sandy land territory is moving fast at this time and the crop is fair to good throughout that section, he said.

Mr. and Mrs. Arthur Savage, of Amarillo, spent Sunday and Monday, here visiting with friends and relatives.

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Phone 120, Floydada
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Seale & McDonald
AUCTIONEERS

specializing in Farm, Live
Stock and Merchandise
Sales.

W. H. Seale, Floydada
Jno. W. McDonald, Lockney

We furnish drinking cups free

Mr. and Mrs. E. B. Massie spent Saturday and Sunday last in Dallas, at the fair, where they met by their daughter, Miss Hazel, student at the University of Texas, who was up from Austin. Enroute home the Massies visited Sunday night in Mineral Wells with a sister of Mrs. Massie, reaching home Monday.

Mmes. W. H. Alexander and E. L. Angus left Friday of last week for Bonham to spend a few days on a visit with relatives at their former home. They will also visit in Dallas enroute home, returning probably the first of next week.

Mrs. Abner King, of Mazanola, Colo., arrived last week to spend some time here visiting with her brother-in-law, E. C. King and family.

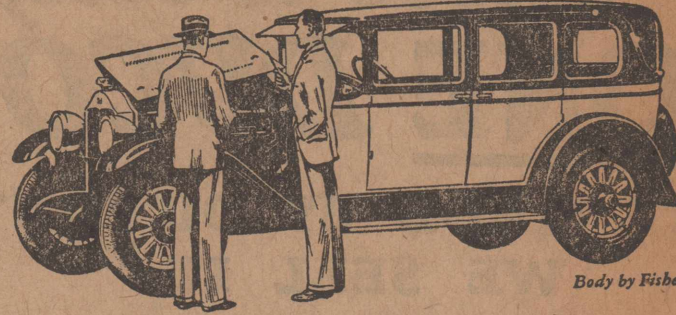
W. N. Paschall returned Saturday night from Paducah, where he has been building contractor for new residences.

Mrs. L. A. Marshall and son, B., and daughter, Vera Nell, and Mrs. H. T. Williams with her daughter, Etha, spent Saturday in Lubbock, attending the Simmons University-Tech football game. Tech won 10 to 6, in a match that was hard-fought throughout, the visitors said. B. Marshall is an ex-student of Simmons, receiving his degree at the institution last year.

Dr. and Mrs. C. M. Thacker, Miss Evilee Goodwin and Dailey Bishop spent Sunday in Lubbock visiting.

Mr. and Mrs. F. A. Smith and children motored to Lockney Sunday.

Only Buick has an engine Vibrationless beyond belief



Body by Fisher

BUICK'S remarkable freedom from vibration is due primarily to three vitally important factors. **First**—the inherent smoothness of the Buick Valve-in-Head six-cylinder engine. **Second**—rubber engine mountings, front and rear. And **third**—the scientific and almost perfect balance of the entire Buick crankshaft assembly.

Only Buick enjoys these advantages. And only Buick provides the silken performance—the unvarying smoothness at all speeds—the longer life and greater serviceability of an engine *vibrationless beyond belief*.

Sedans \$1195 to \$1995 Coupes \$1195 to \$1850
Sport Models \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added.
The G.M.A.C. financing plan, the most desirable, is available.

BUICK for 1928

CALLAWAY MOTOR CO.,
Floydada, Texas

When better automobiles are built, Buick will build them

If You Do It
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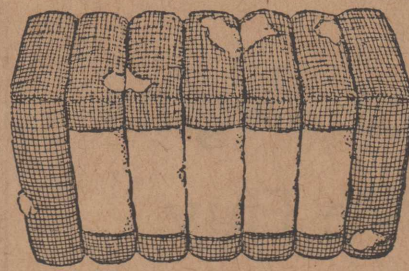
HEAT

You can do it
better and
cheaper
with

Natural Gas



Farmers Attention



The new, fully equipped, Farmers' Co-operative Gin is now ready to gin your cotton. A new outfit, complete throughout, is at your service.

Gin your cotton on your own gin, where you can get the best turnout and sample possible and at actual cost, enabling you to save the difference on ginning.

Let Us Do Your Ginning.

Farm Bureau Gin Co.

Floydada, Texas

Hesperian Want Ads

— Cheapest, Busiest Salesmen In Floyd County —

For Sale

FOR SALE—good cow feed; higar, cane or hale millet. Phone 903F43. R. B. Gary. 344tp

FOR SALE—My ten acre place one mile east of Floydada. Improved, electric lights, running water, etc. Ellison Godwin, P. O. Box 547, Floydada, Texas. 336tc

CARDBOARD—for Halloween cut-outs, black and tangerine. Hesperian office. 242dh.

FOR SERVICE—One fawn colored registered Jersey Bull out of high producing stock. You will be glad to pay \$1.00 for a calf sired by this fine animal. Holmes Bros., Hilltop Farm. 343tp

FOR SALE—Nice Residence. See Mrs. C. W. Mitchell. 314tp

Cyclamen in bloom now. See them at new greenhouse. Maud E. Hollums. 32tfc

FOR SALE—Two kiddy hoops. 152. Mrs. Homer Steen. 34tfc

FOR SALE—Nearly new bedroom suite, two tone gray enamel finish—bed springs, soft all cotton mattress, vanity dresser and bench to match, roomy chiffonier, straight chair and rocker—price \$80.00. Mrs. C. O. Thomas, West Missouri Street, near corner of third. 342tc

Narcissus bulbs ready now. Also tulips, hyacinths etc. Maud E. Hollums. 32tfc

FOR SALE or trade—Nine room residence with four lots and three Ford trucks. See A. D. Summerville, the Apple man. 324tp

FOR SALE—Year old tourist's shed 25 by 75 feet, suitable without remodeling for barn and machinery shed. See Roy L. Snodgrass at Motor Supply Co. 32tfc

HALLOWEEN party cut-out cardboard, just the right colors. Hesperian office. 242dh.

FOR SALE—Modern 5-room house, everything new and complete including barn, chicken lot, garage. Less than half cash. L. B. Maxey. 28tfc

FOR SALE—Good Ford coupe cheap. Scoggins & Dickey. 332tc

FOR SALE—Used Milwaukee rowbinder in good shape. See A. A. Tubbs 4 miles north Floydada. 332tp

FOR SALE, BARGAIN—new modern 5-room residence with 2 lots; 5 blocks from square, 3 blocks from new ward school. Phone 99; Box 321, Floydada. 34tfc

FOR SALE—good home, 5 blocks west of square, walks all the way, 5 rooms, bath and all fixtures, hot water, screened porch, garage with cement drive, will sell worth the money. See Goen & Goen or write C. H. Brazier, Henrietta, Texas. 29tfc

FOR SALE—14 hole Emerson grain drill. See Canaday Bros. Phone 144. 28tfc.

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

FOR SALE—A New Perfection Super-fex, five burner range. Mrs. G. V. Slaughter, Phone 266W. 342tc

Blooming plants and cut flowers. Mrs. Maud E. Hollums. 45tfc

Miscellaneous

We can use your oil stove or heaters on Gas Stoves. F. C. Harmon. 341tc

Etowah Quality Monuments of matchless Georgia Marble and Granite. Complete service at reasonable prices. E. Ray Smith. 346tc

Woman at new greenhouse to wait on you. Maud E. Hollums. 32t.

See The Hesperian's Xmas Cards.

Bring your hemstitching to the Thrifty-Nifty Shop. 27tfc

See Ed Featherston for gas fitting. My advertisement is satisfied customers 31tfc.

We are not slashing prices on the Quick Meal Ranges. We do not have the margin or mark up sufficient to do it. F. C. Harmon. 341tc

Fresh cut flowers at all times. Maud E. Hollums. 18tfc

I have moved my hemstitcher and button machine to my home one and one-half blocks west of the American Legion Hall. Hemstitching 6 cents per yard. Have had several years experience. Your trade appreciated. Mrs. Edwin Heald. 323tc

See the Quick Meal; buy it and you will be satisfied. F. C. Harmon. 341tc

After you head your maize, let us haul it for you before the next rain comes and ruins it. We are equipped to haul it in a hurry. See Holmes Bros., Hilltop Farm. 334tc

You can save the difference on a Quick Meal Range. F. C. Harmon. 341tc

HEMSTITCHING—See Mrs. C. M. Wilson at Wilson Studio. 22tfc

For plumbing and gas-fitting call 168-J or No. 3. T. E. Lemons, licensed plumber and gas-fitter. 2752tp

We have several real bargains in large parlor heaters and oil ranges. F. C. Harmon. 341tc

PIANOS tuned, voiced and repaired. All work guaranteed by a home man. R. M. Morgan. 6tfc

ALWAYS—something new in Sheet Music at Wilson Studio. Mrs. C. M. Wilson. 20tfc

The Quick Meal Gas Range cannot be beat in price and quality. White porcelain with Lorain oven, regulator and porcelain lined oven, \$65 at Harmon's. 341tc.

Artistic funeral sprays and wreaths. Maud E. Hollums. 18tfc

SEE SIMPSON'S Suit Samples. Fall and Winter patterns. All virgin wool. They are Beauties. Tailored to your order. Fit and Satisfaction guaranteed. Represented by R. M. Morgan. 26tfc

Let us remake your mattress before the cold weather. Floydada Mattress Factory. 341tc

FOR well drilling see C. A. Mullins or phone Rutledge & Co. at 57. Might handle some trade on drilling. Also well equipped to do well and windmill repairing. 25tfc

Floydada Mattress Factory re-opened under new management. Phone 44 or 242 for one day service. 341tc

PIANOS tuned, voiced and repaired. All work guaranteed by a home man. R. M. Morgan. 6tfc

Real Estate

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

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

Wants

WANTED—A housekeeper, middle aged lady preferred. Write P. O. Box 366, Floydada, Texas. 342tc

Families that want work—have two houses with stoves; milch cow for each; maize and cotton to gather from now until Xmas. Call at Dr. Freeman's farm 13 miles east and 3 miles south of Floydada. W. H. Freeman, Rt. 2, Floydada, Texas. 332tc

WORK WANTED—Sewing, quilting, fancy work, practical nursing, hair cutting. Call Mrs. W. H. Taylor at 347J. 324tp.

For Rent

Rooms for rent, near Andrews Ward School. See Mrs. M. C. Young or J. E. Young. 332tp

Good house for rent, conveniently located. See Ed Brown at Brown Bros. 342tp.

"For the Love of Johnny"

Friday Evening at
FAIRVIEW

A 3-act comedy, full of fun and pathos. Scenes laid on a rancheria in Mexico.

Characters: Ethel Banks, the niece—Ora Scoggin; Harriett Banks, the aunt—Thelma Kinard; Dorothy Banks, the daughter—Eugenia Hoffman; Dick Wayburn, the coward—Bill Beedy; Jerrymeyer Banks, the uncle—Robert Saunders; Phil Osborne, the soldier—Robert Carter; John Turkeylegs, the Indian—Arthur Stewart; Father Ryan, the priest—Sherman Stewart; Johnny Banks, the nephew—Ralph Zachary; Mr. Woods, the stranger—Ralph Zachary.

Admission 20c and 35c

(Produced by special arrangement with T. S. Denison & Co., of Chicago.)

LOST

LOST—Pair of shell rim, double vision spectacles in blue case with name "Lawler, Oakland." Lost between Mitt Bullard farm 8 miles N. E. and Sanitarium. Liberal reward for return to Hesperian Office. 33tfc

FOR TRADE

FOR TRADE—\$3500 equity in Lamb County farm for house and lot in Floydada or Lockney. Write Box 38, care Hesperian. 34tfc

J. A. Arwine, spent Tuesday in Lubbock on a short business trip.

See The Hesperian's Xmas Cards.

There is only ONE DUCO

IT'S MADE BY DUPONT
WE SELL IT!

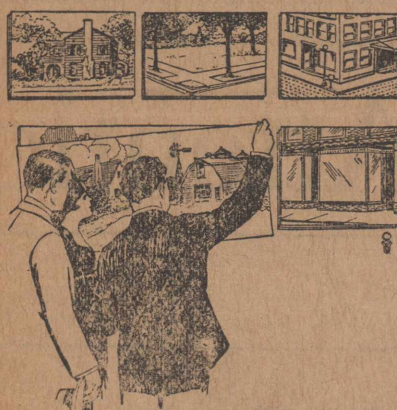
WHEN you buy Duco from us, you are assured of getting genuine Duco, made by du Pont. Only with Duco can you expect to get rich, satisfying, Duco results. There isn't anything "like" Duco—except Duco. Our stocks contain a wide variety of colors, as well as stains and Clear Duco. So there's no reason for being disappointed with something else—we can fill all your needs. Come in and let us give you a Duco color card showing all the latest colors for home decoration. It's free.

This du Pont oval is your protection

Only sold in green cans bearing the du Pont oval trade-mark. Nothing else is Duco



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Floydada, Texas



Our Service Begins When We Buy For You

Our only claims to your support are the quality and price of the materials we sell and the year-round service we give you.

When you buy lumber, roofing, cement, etc., we choose dependable brands at reasonable prices and pass the market's best values along to you.

At this yard you get maximum service, including:

- a genuine interest in your building and repair work.
- intelligent suggestions.
- courteous attention to your needs.
- fair prices and high values.

Come in and talk over any buildings you plan. We will be glad if our suggestions help you.

Wooldridge Lumber Company, Inc.
PHONE NO. 7

Jno. A. Fawver

DEALER IN

LAND AND CATTLE

Values in Cattle, Real Estate, Royalties and Leases

P. O. BOX 171

Surginer Building, Room 7

FLOYDADA, TEXAS

120,000

PONTIAC SIXES IN NINE MONTHS

~43,000 more than were produced in all of 1926, when this brilliant General Motors product set a world record for a new make of car!

—an amazing record, first because of its sheer magnitude; and second because it has been made during the most competitive year in automotive history!

—proof that the whole world acknowledges the superiorities of Fisher bodies in styling, comfort and construction; proof that the

whole world is learning how Pontiac smoothness, power and silence cannot be duplicated in its price field.

Come in! See today's Pontiac Six! Learn how little it really costs to own a high quality six—the six whose volume supremacy is proved by spectacular popularity.

SCOGGIN & DICKEY
Floydada, Texas

The New and Finer PONTIAC SIX

New lower prices on all body types (Effective July 15th)

Coupe - - - - \$745
Sport Roadster - - - \$745
Sport Cabriolet - - - \$795



Landau Sedan - - \$845
De Luxe Landau Sedan \$925

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

'Tell It To The Marines' Coming To Royal

Popular Film Star Plays In New Role With U. S. Marines

Lon Chaney, Character Actor, Takes Natural Part in Picture Next Week.

The surge of war, thunder of big guns—actual scenes of the United States Marine Corps in action aboard battleships and on the field—these are the settings for a wonderful human drama in one of the real masterpieces of the screen—"Tell It to the Marines"—which has created a great deal of interest in this section and is appearing next Monday and Tuesday at the Royal Theatre. Matinees will be shown both days of the picture, it was announced by J. G. Deakins, manager of the theatre.

"Tell It to the Marines" is a mighty drama, told amid great battleships in grim war maneuvers; amid strenuous frays in an Oriental wilderness; and amid the confusion and bustle of Marine barracks—but, after all, these thrills, bits of comedy and inspiring spectacles are incidental to the love of a young American and a pretty girl. It is a story of the soul of the Marine corps—the story of human loves, trag-

dies, and ideals of those whom the world knows as, the "First to Fight."

Picture of U. S. Marines

Through negotiations with the United States government and the Metro-Goldwyn-Mayer studios, life in the United States Marine Corps, aboard battleships, in barracks and in the field in action, has been wound into the picture. It has been filmed in what is probably the most elaborate attempt ever made to picture the actual life of a great national service—The U. S. Marines.

Lon Chaney, who will always be remembered as the figure who played the gruesome role in "The Phantom of the Opera," "The Hunchback of Notre Dame" and other famous pictures, now takes a new role in which he displays his natural character.

Chaney plays the principal character role in the gigantic production, in which the great battle fleet practice of the Pacific fleet is shown; in which the huge guns are seen in action; in which Marines, in the field, fight a battle against Chinese bandits in which 1,200 men take part, and other thrilling details.

The picture was staged on a huge scale; entire Chinese towns were built and destroyed; the whole Pacific fleet cooperated in some of the most spectacular scenes of the big picture and the

camera followed the Marine Corps all over the world.

Synopsis of Picture

A synopsis of the picture, prepared by the Metro-Goldwyn-Mayer Picture Corporation, was recently forwarded to the local theatre and is as follows:

Skeet, a race track follower, made a gesture of joining the Marines merely to get to San Diego on government transportation and then hop to Tia Juana. Gen. Tucker, of the Marines, travelling on the same train in Mufti, taken into Skeet's confidence on the joke, tipped Sergeant O'Hara, but Skeet gave O'Hara the slip and got away, as he had planned. Skeet returned from Tia Juana in a few days, penniless and hungry. He hovered about the Marine Base, and at last made the plunge. O'Hara was waiting for him. Until he had taken his oath Skeet was treated with consideration which should have warned him, but it did not. After that he was "In the Marines" and under O'Hara's special care, and he never had a chance to forget it.

Skeet took a fancy to Norma Dale, a commissioned Navy nurse, and despite their difference in rank, despite Skeet's really rough work, he forced the girl's interest. He went to the brig for some of his rough stuff but before he went to sea she had listened to his avowal of love and had told him that he might hope. He had even kissed her, and she had stood for it, but she didn't prolong the kiss as long as Skeet wished.

Skeet Fights Natives

There was a hard tour of duty in a native Philippine village, guarding a store of oil, and Skeet nearly fell for a native girl of many bloods. The men had been forbidden to associate with the native women, but in a moment of pique Skeet disobeyed. He was revolted by the girl, and sought to escape from her, but was set upon by her friends. O'Hara discovered the visit and followed. He helped Skeet fight off the angry natives, and then knocked Skeet silly for his disobedience.

Norma and Skeet met in Shanghai, but the story of Skeet's troubles over the native girl had come to Norma's ears, and the affair was broken for the time.

When they had separated in a huff, each longed for the other again, but Norma was suddenly ordered to Hangchow for a wholesale vaccination, and they did not meet. Skeet blamed his misfortune on O'Hara and offered to fight. News came that the Hangchow party was in danger, and Skeet was sent to his quarters in arrest till O'Hara might have more time to tend to him and his case.

Skeet Leaves Service

O'Hara released Skeet from arrest so he might join in the fighting, and Skeet was grateful. When the Marines rescued the beleaguered whites Skeet marched directly behind the cart which carried Norma. Each affected not to see the other for a time, but at last they called greetings just as Skeet's squad was halted to occupy a bridge and hold the bandits in check. O'Hara was wounded in the fighting, but he gloried in Skeet's work, for he knew he had made a man and a Marine.

Skeet left the service after his hitch, for he had a fine opening in civil life. He had room to take O'Hara with him, but the old sergeant was determined to stick to the Corps he loved.

Again Skeet met Norma, and she promised to come to him after her hitch was done, to the home Skeet would have ready for her. This time Norma did not hurry the embrace and kiss.

Locals and Personals

J. B. Elder, of Bentonville, Ark., was here for a short time the latter part of last week on a visit with Price Scott and Mrs. D. T. Scott and family, having spent the previous several days with his mother, Mrs. A. E. Elder, of Plainview. He left for Bentonville Saturday.

Mrs. J. A. Arwine and little son, Joe, are at home from an extended stay in Fort Worth, having returned Friday of last week. While in Fort Worth on a visit Joe became very ill, and has only recently begun to show marked improvement.

Mr. and Mrs. R. H. Willis, of Amarillo, were here on a visit with relatives Saturday and Sunday.

Mr. and Mrs. R. L. Lowery and little son, of Lubbock, spent Sunday here visiting with friends.

Stanley Johnston, who is now living at Tulia, spent Sunday here visiting.

"Is Your Title Clear?"

If it is not, and a law suit is involved, you might as well

"TELL IT TO THE MARINES"

for all the good it will do you.

We have had years of experience with Floyd County, Land and Town Lot titles. Our plant is complete and down to the minutes. Drop into our office over First National Bank, or Phone us—218, for sudden and accurate service.

FLOYD COUNTY ABSTRACT COMPANY

R. C. SCOTT, Mgr.

A MARINE

PROTECTS YOU DURING WAR

A Life And Fire Insurance Policy

PROTECTS YOU DURING PEACE

A life and Fire insurance policy is your "body guard"—always standing over you—always protecting you and your family. In case of accident, accidental or natural death, you are always guarded when protected by—

SOUTHWESTERN LIFE INSURANCE POLICY

and your property is always protected against Fire, Tornado and hail when insured in old line policies. This protection is yours, if you will "Tell it to us."

"Anything Insured Against Everything"

FRY-BISHOP Insurance Agency

R. E. FRY

AUBREY BISHOP

'Tell It To Boerner'

Car running bad??—Grinding or bad Knocking??—Need Overhauling??—then there is but one thing to do—Just call the Floydada Machine Shop and "Tell It to Boerner."

Every kind of machine work on your car or truck will always be carried for in the best manner when entrusted to us. Experienced workmen, only, are employed and we will turn out a job for you that will please the most skeptical.

Floydada Machine Shop

Phone 83

At Gullion & Son Shop

"THE MARINES OF TAILOR WORK"

"TELL IT TO US"

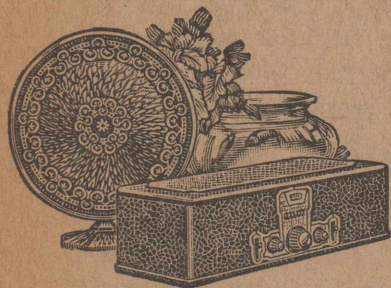
The Marine corps are regarded as the "Master Soldier"—In like manner we are known as the "Masters of Tailor Work."

If you want the best of service in times of war, you tell it to the Marines—and when you want the best of Tailor work—just tell it to Hopkins & Fry,—Master Tailors.

Phone them—67—and they will be right out to your home—Try Them.

Hopkins & Fry

PHONE 67



CROSLEY 6 Tube BANTBOX

A GREAT ARTIST MAY BE SEEN in one of his feature plays "Tell It To The Marines" in Floydada for two evenings only—BUT all the great artists of the nation will entertain you every evening with a CROSLEY or KOLSTER radio. Both these have, by merit, won highest honors in today's radio world.

We will be pleased to give you a home demonstration without the slightest obligation. You are invited to visit us or to phone for demonstration.

We stock a complete line of all radio accessories, such as tubes, batteries and etc., and repair all makes of radio apparatus.

Authorized
Crosley Sales
and Service
Station

Radio Electric Company

Opposite Post Office—Phone 201

Authorized
Kolster Sales
and Service
Station

LON CHANEY

—As a hard-boiled Marine plays a reluctant cupid in an adventurous love story at the—

Royal Theatre
Monday and Tuesday
October 24 and 25

—IN—
Tell it to the Marines

MATINEE
BOTH DAYS
—at—
3:00 O' CLOCK



Marshall Heads Hesper Publication 1928 Staff

Publishing Body For High School Annual Selected From All Four Classes.

U. S. Marshall, popular Whirlwind football star, was recently selected as editor of "The Hesper" annual publication of the Floydada High School, for the 1928 edition. "Steve" Marshall is a Senior in F. H. S. this year and has shown a great deal of ability in athletics, literary and other activities of the school. Jim Stiles, also a football and

athletic star and a Senior, was selected as business manager of the publication. The major members of the staff were selected by the school faculty.

The fact that the book this year is to be "an all-high school publication" was indicated in the election of Ruth Jenkins and John Edwards members of the Junior class, as assistant editors. Ollie Belle Collins was selected as Literary editor and Ouida Bell as society editor. Henry Bosley, ex-Whirlwind star, was appointed athletic editor. Ted Wilkinson was elected supervisor of the joke section of the publication. Evelyn Maddox will do the art work for the book and Weldon Moore the cartoon work. Representatives from the classes will

be elected by the class organizations at an early date it was announced. Popular boys and girls from each class will also be selected for a popularity contest that is being arranged by the annual staff.

Marshall issues the statement that "Through the help of the entire school we will put the book over in big style, and we believe that we will secure the whole-hearted co-operation of every student." Plans are being made for the book to be on the same style as those published in past years.

FLOYD AND HALE CO. GIRLS AT 4H CLUB ENCAMPMENT

Girls of the Floyd and Hale County 4H Clubs, who won trips to the Club Encampment at Dallas this week, where they have been the guests for the first three days of the week of the Texas State Fair, left for the fair in company with Misses Blanche Bass and Opal Wood, Home Demonstration Agents respectively of Floyd and Hale Counties. It was originally planned that the girls from these two counties should go under the chaperonage of the Lubbock County Home Demonstration Agent, but this plan was changed at the last minute.

Mr. and Mrs. J. H. Harris, of Frisco, Texas, are here on a visit with their daughter, Mrs. Vernie Talkington, and may possibly locate here. Mr. Harris is a building contractor.

Louie F. Moore of Odessa was a guest here Sunday of his mother, Mrs. Josie Moore, and other relatives.

Too Late To Classify

A complete line of Duco paints, lacquers. Kirk & Sons. 341tc

FOR SALE—Kiddie Koop, in good condition. Phone 172. 342tc

Don't fail to see the Top Coats at Glad's. 341tc

Plumbing supplies. Kirk & Sons. 341tc

Try Glad's shoes. 341tc

Windmills and well supplies. Kirk & Sons. 341tc

6% farm loans on easy terms and bargains in real estate. See S. B. McCleskey. 341tc

Shirtdraft shirts can't draw up. Glad's 341tc

Newest Brunswick records. Kirk & Sons. 341tc

Furnished rooms to rent. See S. B. McCleskey or phone 117W. 341tc

Only Detroit Jewel Stoves have the famous Detroit Jewel oven. Kirk & Sons. 341tc

WANTED—Sewing, dressmaking and embroidery. I'll give you reasonable prices and do your work as ordered. Mrs. Emmett Hinson, 1 block east and one block north of R. C. Andrews Ward School. 342tc

A car of furniture to arrive this week Kirk & Sons. 341tc

Fairview News

Fairview, Oct. 18.—Attendance at school has fallen off considerably this week because the crops need the attention of the children.

Walton Wilson who is attending Wayland at Plainview spent the week-end with home folks.

The Sunday School which was given at the home of Mr. and Mrs. W. F. Culpepper Saturday night was well attended and enjoyed by everyone.

Among those attending school in Floydada who spent the week-end with their home-folks here are Misses Opal Horton and Ouida Crabtree and Henry Culpepper.

Bro. Y. F. Walker of Lockney, will fill his regular appointment at the Baptist Church here Sunday.

Miss Winnie Wilson who teaches at Center, visited over Saturday and Sunday with her parents, Mr. and Mrs. W. B. Wilson, of this place.

Mr. and Mrs. R. M. Cannon and children arrived last Tuesday from Wise County for an indefinite visit with Mrs. Cannon's parents, Mr. and Mrs. G. A. Stewart. They are planning to locate here.

Remember to come to Fairview Friday night and see "For the Love of Johnny," the first play to be given by the Dramatic Club since its organization.



YOU CAN'T COPYRIGHT THE ENGLISH LANGUAGE

Others can, and do, say more to praise their clothes than we. Words are inexpensive, and no one can copyright the English language.

We would rather compete with clothes than words. We would rather show you than tell you, as we have thousands of others.

When you come in, our clothes themselves will do the talking.

Ready-to-wear \$25 to \$40
Made to Measure \$25 to \$75

Glad Snodgrass

Smart Wear for Men 'Since 1900'

The proceeds of this play from the admission charges and the candy sale will be used for school ground equipment.

METHODIST CHURCH

Ben Hardy, Pastor

Let us have a full turn out next Sunday. Had a good day last Sunday though several of our folks were out of town. We had five additions to our church.

Come out next Sunday and be with us.

C. P. LOOPER BUYS INTEREST IN SCROGGINS CAFE TUESDAY

C. P. Looper has purchased half interest in the Scroggins Cafe on the north side of the square, according to an announcement made this week. The deal was closed Tuesday.

E. B. Scroggins who purchased the cafe recently from Lonnie Lewis will remain in active charge of the concern which will be known as the Looper and Scroggins Cafe.



Now For the Pig Harvest

DON'T GAMBLE with the odds against you—you do if you try to raise hogs without adequate housing.

A hog house of reasonable design costs little to begin with and nothing in the end—the extra pigs saved pay for the building.

Help the pigs the first four weeks—they'll take care of themselves and you after they are well started.

Better be safe than sorry. See us about this. We have the plans and dependable material necessary for permanent building.

**Higginbotham-Bartlett
Company**

USED CARS FOR SALE OR TRADE

2 Hupmobile Club Sedans, late '25 models.

1 Buick Sedan.

Several other good Used cars worth the Money.

Terms to responsible parties

Callaway Motor Company

Floydada, Texas

Why Wear Soiled Clothes?

When by using your telephone, we will call for your fur trimmed coat, silk dress, suit or overcoat and make them look almost like new—and return them the same day.

We know how to clean your clothes right. We have the equipment to do it right and have been here long enough for you to know this is true.

PHONE 66

And we will prove this statement

Russell's Store

Chrysler Agency

Opened in Floydada

We are pleased to announce that

MR. W. D. JOHNSON

Has been named Associate Dealer for the Chrysler Automobiles in Floydada, and will have a representative line of the cars on Display at all times at this point.

Show Room and Headquarters Temporarily at

DAY AND NIGHT GARAGE

The Chrysler is sure to meet with the approval of the Floyd County motor-buying public, and we feel sure you will find Mr. Johnson capable of caring for your needs, courteous and trustworthy, and we will appreciate any courtesies shown him.

SWAN MOTOR CO.

Plainview, Texas

The Gin That Goes Nature One Better

Nature grows cotton and there she stops. The crop may be poor, average or good, depending upon Nature's production of boll weevils, rainfall or sunshine. BUT—no matter what Nature hands you in the way of a cotton crop, you can always go Nature one better and improve both sample and turnout by having your cotton ginned on a

Murray Gin

HIGH SPEED LOOSE ROLL AIR BLAST

WE HAVE MORE CLEANING EQUIPMENT

In operation with one battery of gin stands than can be found in any gin plant in this territory. We will operate this machinery in such manner as not to damage the staple, but will remove all cotton from burrs and all burrs and trash from the cotton—thus insuring a sample when coming from a Murray Gin that will make everybody take notice.

We are presenting each customer with his first bale a beautiful art panel with calendar which will be appreciated as an adornment in any home.

Our gin is Murray equipped. Bring your cotton here for better sample and turnout.

**Patterson-McGehee
Gin Company**

Floydada, Texas