

# THE FLOYD COUNTY HESPERIAN

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## C. OF C. WILL PLAN ACTIVITIES FOR NEAR FUTURE

### Will Discuss Most Pressing Needs and Outline Plans at Meeting Tomorrow Night

The regular meeting of the Chamber of Commerce, to be held tomorrow night, is expected to prove one of the most interesting meetings of the organization held in sometime. Its importance, too, will be such as to interest every member and non-member as well who are looking toward the advancement of the welfare of Floydada and Floyd County.

A backward look over the activities of the Chamber since its inception last February, reveals many valuable accomplishments. It is to make the next eight months equally as valuable to the organization and community that tomorrow night's meeting will lend itself. The answers to questionnaires presented at the last meeting will form the basis for discussions to be held. Other suggestions for activities will also be entertained. The questionnaire developed twelve distinct lines on which various members believe it can profitably work during the next few months. Two members present thought, their answers indicated, that the greatest need of the organization is a bigger budget of finances, involving work of increasing the membership or raising greater dues from members, or both. One thought the biggest thing to be accomplished is "the cultivation of a high spirit of pride in all community interests," another "advertising the county." The idea of more publicity probably had the greatest number of suggestions. One member declared the "Chamber of Commerce has caused Floydada to be more widely known throughout the state. It ought to work at the job and let Floydada and Floyd County be known throughout the United States." "Work harder on publicity," another admonished. Roads leading into Floydada were also considered by several who urged the organization to take alert interest in dragging and maintaining the roads. "We should continue to talk good roads. They are our greatest asset," one said.

Civic pride and civic improvements were stressed by more than one respondent to the questionnaire. "Beautifying the city park and making it a playground" is one of the biggest things the Chamber can give its efforts to said one, who thinks the Mothers' Club should have the assistance of the Chamber more fully in this work.

"What about the housing proposition?" asked one member. "30 families without homes in Floydada. Some can't get rooms. Let's build," he made his slogan. This was only one of the many concrete suggestions offered, the sewerage system so badly needed being one, a fair next year, and an exhibit at the State Fair next year being two others. Secure the improving of more farm land was one big job cut out by an answer submitted, while several indicated their belief in the need of a full-time secretary to aid more fully in forwarding the upbuilding of the community.

Some of the accomplishments of the Chamber of Commerce pointed out in the answers were:

- The placing of Floydada on the 3F Highway;
  - Free Auto Tourists' Camp Grounds, bringing much publicity to Floydada and Floyd County;
  - Successfully advertising Floyd County;
  - Getting Floydada and Floyd County on the map;
  - Drawn men of their several vocations closer together for the greater good of all;
  - Helped get more good roads;
  - Obtained an ice plant for Floydada and plenty of ice all summer;
  - Brought the First Annual Convention of the F. F. F. Highway Association to Floydada and obtained much valuable publicity through it.
- The meeting of the Chamber of Commerce tomorrow night will be held at the County Court Room. The hour is to be 8 o'clock, it is announced.

## GAMBLE BROS. ESTABLISHED IN NEW OFFICE

Gamble Bros. are now located in their new office second door north of the First State Bank the addition of the Buick dealership in this county making it necessary for them to find new and larger offices.

The firm has been located in the Barrow building, ever since its construction.

## PUBLIC SCHOOL HONOR ROLL FOR THE MONTH

### North Side

Low first: Juanita Houghton.  
High first: Porter Finley, Clifford LeMay, Henry Baker, Fredy Fondy, Wyman Finley, Jewel McFarland, Oleta Colston, Hazel Probasco, Ellsworth Powell, Carrie Carter.

Low second: Jessie May Wood.  
High second: Lela Hendrix, Daisy Eudy, Russell King, Curtis Gilbert.

Low third: Marvin Menefee, Mary Elizabeth Triplett, Mary Helen Snodgrass, Frankie Smith, Elizabeth Anne Hopkins, Vivian Evans, Flora Mae Cook, Thelma Covington, Melvin Slaughter.

High third: Georgia Eudy, Corinne Orsborn.

Low fourth: Merle McFarland, R. A. Pope, Oleta Jackson, Novia Wilkes, Veva Swinson, Otis Sipe, Royal Pitts, John Key West.

High fourth: Vela Gilbert, Lulu Kate Johnson, Anna Belle Thagard.

Low fifth: Raymond Williams, Bruce Meador, Ruth Crain, Ethna Green, Bessie Menefee.

### High School

The following students at the high school averaged ninety or above in each of their subjects, and in department; were neither absent nor tardy during the past school month, and are entitled to have their names on this month's honor roll: Ben Ayres and Elma Honea, 5B; Ila Wright, Elizabeth Pitts and Raye Parker, 5A; Vera Turnbow, 6B; Mae Rawlings, 8S; Clara Tubbs, 8L; Revis Gilbert, 9S; and William Beedy, Gladys Dobson, Chauncey Garison and Roy Lee Haynes in the eleventh grade.

## MARRIAGE LICENSES

License to marry issued recently by Miss Lola Walling, County Clerk, include the following:

W. H. McDuffee and Miss Lois Aline Waddill, October 24th. The couple were wed on the same day in the corridor of the court house, Judge W. B. Clark officiating.

Jasper Weaver and Miss Carrie Davis, October 22nd.

Johnnie G. Kropp and Miss Grace Ophelia Puckett, October 21st. This couple were married on October 24th, Elder E. B. Mullins officiating.

License to marry was issued the past week by Miss Lola Walling, County Clerk to:

Madison Ayres and Miss Irene Whiteley, of Lockney;  
J. R. Alexander and Mrs. Murl Collier;  
Henry Box and Miss Edna Lee.

## F. F. F. HIGHWAY PRAISED OVER NORTH TEXAS

Mr. and Mrs. J. W. Davey and Mr. and Mrs. Hunt, who have been visiting in North Texas, returned home last Saturday.

They made the trip as far as Olney by way of the F. F. F. Highway and Mr. Davey declares it as good traveling as a pike now. He finds people down-state praising the highway and talking about the energetic way the people on the route are putting it on the map.

## BANQUET WILL BE LEGION - ARMISTICE DAY FEATURE

McDermott Post American Legion will have their first drill practice this afternoon in the downtown district for the drills which they plan to make a part of their Armistice Day program in Floydada Friday of next week. Legion members who will practice with the squad tonight are asked to meet at the southwest corner of the square at 6:30.

The football game scheduled on the Post's program will not be played. Two games scheduled for that day by the High School first and second teams will prevent the legion game, it was stated. The "hi" games will furnish considerable interest for visitors during the day, however.

On the evening of Armistice Day the Post's banquet will be held at the Viles Hotel. Plans are being made for a large delegation at this banquet and a good program of speeches and other interesting features is the plan.

The Legion's Monday night meeting was the best attended to date. Much interest is being manifested in the plans to furnish and make the rooms of the Legion in the Barrow building "homey".

Mayor and Mrs. R. E. Fry returned Monday from Dallas where they attended the Southwestern Life Insurance Convention. They made the trip in their car.

## WOULD INTRODUCE PHEASANTS ON PLAINS FARMS

### A. D. White Named Deputy Game Warden for Floyd County.—Others to be Announced

An effort to interest the people of the plains in the conservation of their present supply of game birds and animals and introduce other species in this territory is being made by the State Game Commissioner. This section of the state has long been neglected, so far as any extensive activities of wardens is concerned, and the new policy of this department to give more attention to this section of the state is meeting with considerable interest and in some quarters enthusiasm, according to Bedford D. Garmon, of Panhandle, Deputy State Game Commissioner, who was in Floydada last Friday.

"I am not so much seeking violators of the law on this tour," Mr. Garmon said, "As I am seeking to create the sentiment among the people of this section which will make it possible to protect the game of the country. No law can be successfully enforced unless sentiment is aroused and is gotten behind the enforcement officers," he said.

Of particular interest to many farmers who are prepared to furnish protection for birds in the form of thickets, is Mr. Garmon's announcement that a well-planned program is being undertaken by the department to stock this section of the state with pheasants. Pheasants are birds adapted to this territory and are very much like quail in their habits, he said. Several thousand pheasant eggs will be scattered over the state among selected farmers and the hatchings from these eggs will form the nucleus of the pheasant stocks in this country. In a few years, with ordinary protection, these birds will grow into a plentiful supply for the country. Colorado is now well-populated with pheasants, grown from 4,000 eggs hatched in Denver four years ago and turned loose in the canyons of that state. The Plains territory can be equally as well-populated with pheasants, Mr. Garmon said.

A few flagrant violations of the game laws of the state are having the attention of Mr. Garmon, who has such a large territory that it is hardly possible to investigate all violations of which he hears. "If the people of any section would only take means to protect the game birds and animals they have only a few years would be necessary to re-stock the country," he continued. "We have a few antelope, a few deer, a few wild turkeys, and a fair supply of quail at present. One bunch of turkeys has grown in a few years from six to fifty-five head in the flock, as the direct result of protection afforded them."

A. D. White, of Floydada, was named as a deputy game warden for this county by Mr. Garmon, whose nominations are being accepted by the state commissioner. Mr. White will, in turn, name four or five more men of the county interested in preserving game. Their efforts will be confined principally to fostering the idea of saving the game of the territory. Mr. White will probably make the recommendations for the distribution of the pheasant eggs to be sent to this county.

Farmers who are in position to furnish a thicket for protection of pheasants, should make application to Mr. White for hatching eggs to be distributed next spring. In Kansas and Nebraska, two states where pheasants have been propagated very successfully many farmers went so far as to plant thickets on their farms. Wild plum thickets are probably best for this section. The thickets also furnish protection for chickens and other farm fowls and will prove profitable in other ways, while making the farm an inviting place not only for the pheasants to be introduced but for quail as well.

## 5-YEAR-OLD BOY VICTIM OF RATTLESNAKE BITE

The 5-year-old son of Mr. and Mrs. E. D. Weaver, of Seagraves, died last Friday morning at two o'clock, from the bite of a rattle snake, which struck him Thursday, living less than twenty-four hours.

News of the fatality was received here in a telegram Friday from Mrs. Weaver to her brother, Will Morgan.

T. Willett, Pierce Oil Corporation representative from Houston, Texas, was a visitor here the latter part of last week.

## BIRTHDAY PARTY FOR GRANDMA ANDREWS MUCH ENJOYED

Grandma R. C. Andrews was an honor guest in her own home last Thursday, October 27th, when on the occasion of her 84th birthday many friends surprised her with a birthday dinner and party.

To avoid any surmise on her part that a social affair was brewing the guests prepared the feast, which was spread at 2 o'clock, at their homes and it proved to be a sumptuous spread.

A large number of guests were present for the dinner and many called during the day to offer felicitations, not only early-day settlers and friends of Mrs. Andrews being present but numerous others as well who have learned to esteem her. A number of friends brought gifts, tokens of their love.

Among those present during the day were: Mesdames A. B. Duncan, J. T. Kirk, S. B. McCleskey, M. J. Maxwell, R. T. Miller, Sr., W. A. Robins, W. A. Gound, Champ Walters, M. J. Hammonds, A. D. White, J. J. Thomas, J. B. Jenkins, J. D. Starks, V. Andrews, G. A. Crum, Dora Reagan; Mr. and Mrs. J. S. McLain and Mr. and Mrs. W. M. Masie.

## BUY J. I. CASE BUSINESS IN PLAINVIEW TERRITORY

John H. Reagan and W. U. White have purchased the J. I. Case Threshing Machine stock and agency in Hale county from the dealers in Plainview and Mr. White is there in charge of that business.

Mr. Reagan will remain at Floydada and give his time to the Case agency in this county. Mr. and Mrs. White will make their residence in Plainview and Mr. White will have charge of the Hale county business.

## MR. AND MRS. DOUGHERTY HOSTS AT HALLOWE'EN PARTY

Mr. and Mrs. F. M. Dougherty, of the Dougherty Ranch, southeast of Floydada, were hosts on Halloween to a jolly crowd of friends who assembled there from a number of communities.

The ranch home was beautifully decorated, the Halloween spirit being carried out in pleasing effects.

Several prizes were given winners in a number of games in which the guests participated.

Punch, cake and fruit were served.

## HALLOWE'EN PRANKS NUMEROUS BUT NOT SO ROWDY

Halloween pranks in Floydada were probably as numerous but certainly not so rowdy as last year, when the ghosts and goblins made merry in a most rude manner.

Two or three peace officers stationed at strategic points gave more than one party an opportunity to undo some of the things done Monday night, and in the main no material damage of any kind was done.

## MOTHERS' CLUB DONATES \$200 FOR HI LIBRARY

The High School Library of the Floydada Public Schools was voted \$200 for additional books for its library by the Mothers' Club at their regular meeting last Friday afternoon, and \$50 for play ground apparatus. Further help for the high school is also planned by the club as conditions will permit.

At the meeting when this decision was reached there was the best attendance of several months, and a number of new members were added. Supt. J. E. Parks will select and order the books for which the funds from the club will be used to pay.

Before the business meeting of the club was held the members listened to a program rendered by pupils of the school. The school's Choral Club sang, Jewell Stribling gave a reading and Raye Parker a piano solo.

Mrs. W. C. Grigsby, recently-elected president, presided at the meeting.

The next meeting will be held at the North Side School.

## BLACKMON HOME FROM DELCO DEALERS' CONVENTION

The annual convention of Delco Light dealers held last week in Fort Worth was full of genuine enthusiasm throughout according to B. C. Blackmon who returned Saturday from that convention.

Mr. Blackmon has Floyd, Dickens and Kent counties in his territory. He said he found a note of increased optimism prevailing among the delegates to the convention.

## TOBE PICKLESIMER IS LOCATED AT ANAHEIM, CAL.

The following taken from the Daily Herald, of Anaheim, Cal., concerning two men well-known in Floydada will prove of interest to many readers of The Hesperian. The paper was received by The Hesperian from Mr. Picklesimer Monday of this week. Mr. Picklesimer's only notation on the enclosure was: "Notice where I am from."

Tobe Picklesimer and W. L. Morris tday completed purchase of the Cherry Blossom Confectionery from J. J. Alexander and George Salisbury. Picklesimer came to Anaheim from Amarillo, Texas, where he was connected with manufacturers of ice cream and candies. Prior to that time he was connected with large manufacturers in Fort Worth and Dallas. Morris has been with the firm of Durrett and Morris for the last year and is well known in Anaheim for his business ability.

These men will not make any changes in the business immediately.

## HALLOWE'EN PARTY AT BURKE HOME FOR TEACHERS

Teachers of the Floydada Public Schools were honor guests Tuesday evening at a Halloween party given at the beautiful home of Mr. and Mrs. W. J. Burke on West Virginia Street by the Mothers' Club.

The function was one of a series the Club is giving during the school year for the teachers and it was one of the most delightful affairs of the week.

Guests entered into the spirit of the evening with much enthusiasm, several couples attending in masks, and the large assemblage included Mutt and Jeff and Maggie and Jiggs of comic section fame, who having learned of the party determined to be present.

The Burke home was decorated throughout in Halloween motif the spirit of the season having been caught by the decorators who turned the spacious residence into a land of spooks, goblins and jack-o-lanterns.

Fortune telling and Halloween games made up an evening of much pleasure.

A delightful refreshment menu of fruit salad, chipped potatoes, pickles and celery, bread and butter sandwiches, stuffed dates and tea was served to more than ninety guests.

## MISS DORIS ARMSTRONG GIVES HALLOWE'EN PARTY

Miss Doris Armstrong entertained a number of her friends at her home in east Floydada on Halloween night, from eight o'clock until eleven. The guests were costumed to represent various characters, and each was required to register under the name of the character which was represented. After masks had been removed the evening was spent in playing games. Music also furnished one of the principal diversions.

Refreshments were served to Misses Ora Slaughter, Florence Nelson, Beth Carruth, Mozelle Viles, Jane Thompson, Audra Cash, Ruby Ross, Lena Thagard, Ethel Houghton, Gladys Evans, Florine Hanna, Elna Eubank and Joyce Hopkins and Messrs. Robert Eubank, Otto Faulkner, Carroll Duncan, Royce Maddox, William Colville, Wallace Covington, Eddie Bishop, Kenneth Henry, Earl Evans, Jim Curry, Johnny Powell, Chester Day and Maurice Burke.

## MARY CHILDRESS ENTERTAINS

Miss Mary Childress entertained at her home in east Floydada, Monday evening from seven until eleven, with a Halloween party. In accordance with the invitations the guests were dressed in a garb so that none might guess their identity. The evening was spent in playing games appropriate to the occasion.

Refreshments were served to the following: Misses Ailene Stovall, Ruby Price, Gladys Covington, Tommie Lee Awtrey, Lorene Carter and Thelma Williams, and Messrs. Ira Marshall, Otis Harris, Jeff Welborn, Roy Holmes, Bill Beedy, and Claude Fondy.

Rev. and Mrs. J. Pat Horton, W. P. Daily, Mrs. J. A. Grigsby, accompanied by her daughters, Misses Margaret and Carrie, Roy Grigsby, and D. C. Hamilton attended the Baptist fifth Sunday meeting at Ralls, Texas, Saturday of last week. Many members of the Floydada Junior B. U. also attended the meeting and rendered special musical programs.

## WAREHOUSE DEPARTMENT SAYS STORAGE NEEDED

### Plans of Panhandle for Orderly Marketing Must be Backed by Warehouses and Elevators

Austin, Texas, October 25.—"No system that has ever been evolved to market gradually and in orderly fashion the products of the farm, ranch and orchard can be operated with success unless behind that marketing system there stands a system of substantial, bonded warehouses or elevators in which to store and conserve these products of the soil until the right buyer at the right price has been found."

This, in substance, was the statement of Charles E. Baughman, Commissioner of Markets and Warehouses, here today during a conference of the heads of his divisions, at which the Panhandle section of Texas and its lack of storage facilities for its wonderful crops of wheat and other grains came in for consideration. A campaign to increase storage facilities in northwest Texas was determined upon during the conference, the campaign to begin the first of the year.

I understand that a movement is already on foot in the Panhandle for the perfection of County organizations which plan to market the crops of that region in an orderly way and upon a co-operative basis," continued the commissioner. "I feel that it is the part of this department, in no niggardly fashion, to offer to the people of that section our fullest co-operation in the matter of organizing, wherever they are needed, state bonded elevators in which to store for an indefinite time the grains they produce, thus making more certain of success any plan of co-operative marketing which the farmers of that region may subscribe to."

Commissioner Baughman, S. M. Ramsey, Directors of Warehouses, and Judge T. W. McBride of the Warehouse Division, recently spent several days in Dallas during which they called on officers of the Texas Farm Bureau and discussed problems which they have in common. They found the officers of the Texas Farm Bureau strongly behind the new movement for the perfection of a sturdy system of permanent warehouses and elevators in the state.

Mr. Baughman further stated that letters sent to a number of leading organizations in the Panhandle by the Warehouse Division of the Department had brought out the fact that the people of that section are keenly interested in finding a way to lessen the margin of difference between the price paid to the farmer for his products and the ultimate price paid for these same products by the consumer.

Concluding his remarks at the conference, Mr. Baughman further declared that the warehouse division of the Markets and Warehouse Department stood ready, at any time, to send a special representative to any city within the State to assist in the organization of permanent bonded warehouses or elevators. In fact he made the request that the entire personnel of the field force of the several divisions of this Department take advantage of every opportunity to furnish the office with any information that would aid the Department in rendering assistance to the producer of every section of the state.

## SIMPSON & CO. ATTORNEYS TURN DOWN WARRANTS

The refunding warrants of Floyd County issued on the 13th of October by the Floyd County Commissioners' Court following an agreement made between them and the Geo. L. Simpson Company, of Dallas, for the purchase of \$45,000 worth of the warrants by the latter at 85 cents on the dollar, were turned down by the company on advice of their attorney this week, information to this effect having been received here Tuesday night.

The company is unwilling to accept the warrants without the signature of the county judge, it was stated in their letter.

Rev. G. S. Hardy, presiding elder of the Plainview district; Rev. O. P. Clark, pastor of the first Methodist church of Plainview, and Rev. Bascom Watts, pastor of the M. E. Church at Lockney, were in Floydada Tuesday visiting Rev. Bruce Meador and family.

A short letter from J. F. Liston received by The Hesperian this week mentions incidentally that the people here are through gathering all their crops, the earliest ever known.



**NOTICE OF STOCK LAW ELECTION**

This the 18th day of October, A. D. 1921, came on to be considered by the County Judge of Floyd County, Texas, the petition of F. T. Emert and one hundred fifty-two other free holders of said County of Floyd, State of Texas, for an order of election in the entire County of Floyd, Texas, for the purpose of enabling the freeholders thereof to determine whether horses, mules, cattle, jacks and jennets shall be permitted to run at large therein; And it appearing to the undersigned judge of such county that such petition was filed with the Commissioners' Court of said county on the 12th day of September, 1921, and that such court thereafter, on the 10th day of October, A. D. 1921, heard and granted the same and ordered that such election be held on the 3rd day of December, 1921, and that the judge of said county issue an order thereof and cause public notice thereof to be given as required by law;

Now, therefore, by virtue of the authority vested in me under such order and the law, I, W. B. Clark, County Judge of Floyd County, Texas, do hereby order that on the 3rd day of December, A. D. 1921, at the usual voting boxes in said county, an election shall be held for the purpose of enabling the freeholders of the said county of Floyd, Texas, to determine whether horses, mules, cattle, jacks and jennets, shall be permitted to run at large in said county of Floyd, Texas;

That said polls shall be open for such election at the usual places in the said county used for the purpose of holding general elections in said county; no person shall vote at such election unless he is a freeholder and also a qualified voter under the Constitution and Laws of the State of Texas; all votes at such election shall be by ballot and voters desiring to prevent the animals designated herein from running at large shall place upon their ballots the words "For the Stock Law," and those in favor of allowing such animals to run at large, shall place upon their ballots the words, "Against the Stock Law."

On or before the tenth day after such election, the persons holding such election shall make due return of all the votes cast at their respective voting places for and against said proposition, to the Co. judge of said county, who will tabulate and count

said returns and ascertain and proclaim the result of said election in the manner prescribed by law.

Public notice of this order shall be given for at least thirty days before the date of such election by the publication thereof in some newspaper published in said county, if there be one, and if no newspaper be published in said county, one of which shall be shall be posted at three public places in said county, one of which shall be at the court house door thereof.

Witness the hand of the county judge of Floyd County, Texas, this October 18th, 1921.

W. B. CLARK,  
County Judge, Floyd County, Texas.  
33-4tc.

**CITY CAFE IN NEW HANDS**

The City Cafe has changed ownership, Joe Hicks and R. A. Eubank buying the business from J. O. Jackson.

The new owners took charge last week.

Mr. and Mrs. H. W. Atkinson returned home from Florence, Texas, last Thursday after a visit of some two months in that city. On their return they were accompanied by Skeet Atkinson, a cousin, of Childress, who visited here for a day or two.

Otis Trulove of Amarillo, was here the latter part of last week and the first of this on business.

**ANNA MAUDE GARISON GIVES HALLOWE'EN PARTY**

Miss Anna Maude Garrison entertained a number of young people at her home on Kentucky Street last Friday evening from seven until eleven with a Halloween mask party. Many of the guests were costumed to represent ghosts, goblins, clowns and various other characters. The masks were removed at an early hour, and the evening given over to riotous fun; to which music, all kinds of games, guessing contests, and fortune telling contributed.

Refreshments were served to Misses Irene Meador, Gwendolyn Green, Miriam Olson, Jane Thompson, Grace Porterfield, Lena Stephens, and Ina Faulkner, and Messrs. Mark Duncan, Fate McCauley, Thedford Borum, T. M. Houghton, Gerald Snodgrass, Quincy Kizziar, Herbert Hicks, Wesley Parker, Henry Wright, Lois Gilbert, Ovis Awtrey, Garner Surginer, Clarence Boothe, Eddie Williams and Dan Jenkins.

Mr. and Mrs. A. H. Manning returned the latter part of last week from a visit with relatives and friends in Hamilton and Bosque counties.

Mrs. and Mrs. Paul Foster and little daughter returned home the latter part of last week from El Paso, where they had been visiting.

Read the Hesperian Want Ads

**CARTER-HOUSTON'S HARTMANN WARDROBE TRUNKS**

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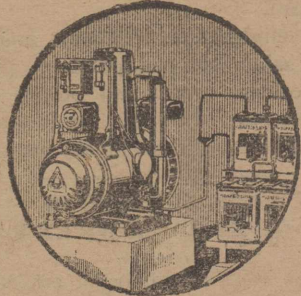
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For, Prince Albert's quality—flavor—coolness—fragrance—is in a class of its own! You never tasted such tobacco! Why—figure out what it alone means to your tongue and temper when we tell you that Prince Albert can't bite, can't parch! Our exclusive patented process fixes that!

Prince Albert is a revelation in a makin's cigarette! My, but how that delightful flavor makes a dent! And, how it does answer that hankering! Prince Albert rolls easy and stays put because it is crimped cut. And, say—oh, go on and get the papers or a pipe! Do it right now!

Prince Albert is sold in tippy red bags, tidy red tins, handsome pound and half pound tin humidors and in the pound crystal glass humidor with sponge moistener top.



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the national joy smoke



# ALL THE GOOD THINGS TO EAT That Make Thanksgiving Day a Treat

Thanksgiving Day is not far away, and we are making special preparations to take care of Thanksgiving buyers now. Mincemeats, Bananas, Oranges, Apples, Seasonable Vegetables, Cranberries, Candies, Nuts, Etc., are among the things we shall have for you as well as the best brands of canned Fruits, Pickles, Sauces, Relishes.

If you are planning an Armistice Day Reunion call our store for the things to make the "Big Spread" a sure success. Peacemaker and White Crest Flours and Chase & Sanborn's Coffees should by all means be on the list.

## COLLINS GROCERY COMPANY

TELEPHONE 88

FLOYDADA, TEXAS

### BILLION DOLLAR WAR FINANCE CORPORATION LOAN

Eugene Meyer, Jr., head of the War Finance Corporation, who has recently returned from a tour of the west, makes public the following statement covering conditions in live stock production, and the plans being formulated for the placing of loans from the billion dollar fund provided for the purpose of extending credits upon agricultural security. Advances have already been made upon cotton and grain, and the machinery will soon be in operation for dealing with the situation in live stock. His statement follows:

"I am much encouraged as a result of my trip. I conferred with President Harding before going, and he agreed with me that we should go to the country with our credit rather than wait for farmers to come to us.

"The live stock situation is the big one, so far as credit is concerned. Adequate financing of the stockman involves not only the live stock industry but also the market for grain, particularly corn and forage. I found the west full of feed. The best way to market it is through live stock. I found bankers discouraged and growers discouraged, but I met them, analyzed their problems, and believe that I left them confident that we have found the way out. Farmers and bankers have been worrying over real troubles, but I told them that we had ample funds to save the situation. It is now time to look forward rather than backward; things are getting better. Since Monday the live stock market has shown improvement, and I look for still further rises.

"I have tried to sound the following keynote under which all committees have been instructed to work: Do not worry over the exceptional and difficult cases, but go out and look for the places in which to put our funds. Put in a million here and a million there. That will relieve the situation; that will prevent your stock from going to market prematurely and breeding stock from being sold so as to endanger future supplies.

"Everywhere in the west I found abundant supplies of feed. In the range country our loan committees are actively at work. We shall lend through live stock loan companies, and through county banks. We are empowered by law to relieve the situation considerably. We lend money through the country bank, and the banker knows that it does not have to be repaid in 90 days, or 6 months or even a year. Loans from the War Finance Corporation may be rediscounted for one year, again for another year, and again for the third year. This will permit the producer to move his stuff to market in an orderly fashion. This rediscounting will bring about a more comfortable situation in the country bank, and will restore confidence all along the line.

"As soon as a few millions are put into any state the situation will ease up all along the line. Not only will the direct borrowers be benefited, but this aid will lighten the pressure on banks and make loans available to other industries. At Omaha after our meeting a man said to me that he would buy 500—meaning 500 feeders—to put into the feedlot.

"There are two fundamental troubles in the live stock industry, as I see it: A lack of money and a lack of confidence. The War Finance Corporation has a good deal of both.

"We are now at the worst. The changes which our credit facilities effect will be helpful. The object of the War Finance Corporation is to put money into the industry, not to wait. We shall pour it in through a diversity of channels. There is no limit to the size of loans; large or small, we can take care of them if they are sound business loans. Both the law and our policy permit us to do that. There is a minimum of red tape connected with securing War Finance money. General pessimism always follows and never precedes a depression in industry.

"The depression in the live stock industry can be stopped. I have taken occasion to point out to the various communities that where they permitted live stock to be forced out (if bankers and our committees do not protect the farmers and their industries) neighboring states would get this stock and profit by feeding it.

"The War Finance Corporation's billion dollars will be used extensively and promptly. There is a change in sight in the whole situation, in so far as inadequate financing is responsible for the depression. I am confident that we can reach a big situation in a big way.

"The cornbelt is different from the western country. Iowa calls for a larger number of loans in smaller amounts. The cornbelt can use large amounts of money to buy feeders, and in this way get something for its corn. We can loan farmers enough money to handle from one carload to three carloads of feeders. We reach the small community through the small banker. We have the co-operation of the whole banking industry. In order to secure our help, the rural banker should secure and fill out the proper forms and submit his application to the chairman of our committee in his district.

"The assurance of the feeder that when his cattle are finished he will have a probable outlet for them is that we are surely returning to normal. The live stock industry today is in a comparable situation to the cotton industry a month ago. One can not name anything which applied to the cotton situation a month ago which does not now apply equally well to the live stock industry today.

"The investment and money markets are getting back to normal. Huge stocks of goods are now used up. The

demand is beginning to assert itself. I do not mean to say that the return in the live stock industry will be so rapid as in cotton, but it will be something similar.

"The improvement in the cotton situation helped the live stock industry materially. Do not forget that there are two or three men in the south now able to buy to every one unemployed in the north. A month ago this southern buyer was living on cornmeal and water, and unable to buy anything. The mule market in Iowa is better today because of the recent rise in the price of cotton. There has been a marked change in the purchasing power of 27,000,000 people.

"I believe that the only thing to do now is to feed live stock, and to buy feeders quickly. But our agricultural financing business will amount to 95 per cent of the total. We discount the farmer's paper through the bank. The actual paper comes to us, the paper on which the banker lends the money. It is the War Finance Corporation's dollar which goes into the agricultural loan.

"Our regional committees are mostly bankers, because this is a banking business. Many of them are also farmers. We are lending a great deal of money to the breeder of live stock. We can lend for one year, and it can be renewed for a year and still another year, if necessary. This is one of the fundamental powers that has been lacking in our financial system. This must be provided for when we get down to a permanent financing institution. The War Finance Corporation charges 6 per cent to the bank. Under the law the bank can relend this money to the farmer at any point between 6 and 8 per cent. The banker cannot charge more than 2 per cent in addition to the 6 per cent which he pays the War Finance Corporation.

"Under date of October 1, the corporation announces that until further notice a rate of 5 1-2 per cent to banks, bankers or trust companies has been fixed on all advances under Section 24, having a maturity of not exceeding six months, and carrying no renewal privilege. The rate on other advances to cattle loan companies to be 6 per cent.—The Breeder's Gazette.

Ben Roberts, who has been at Ralls the past two months, is moving back to Floydada as soon as he can get a house he told friends here Tuesday.

### The Hesperian Want Ad Department

If you want flour that is uniform, no uncertainties, no changes, you should investigate SMITH'S BEST. It's the finest grade for the finest people. S. D. Ferguson & Co. 34-tfc

Have your Ford magneto charged at the Star Battery Station. 34-2tc

Our motto: Small profits and quick sales. S. D. Ferguson & Co. 34-tfc

FOR SALE OR LEASE—Some improved farms and ranches near Friona. See M. A. Crum, Friona, Texas. 34-2tp.

Clean, white rags wanted at The Hesperian office, 5 cents per pound. 32-tfc.

Price with us and buy where you can get things the cheapest. Isn't that fair. S. D. Ferguson & Co. 34-tfc

FOR SALE—320 acres good plains land seventeen miles from Friona. Price \$10.00 an acre. M. A. Crum, Friona, Texas. 34-2tp

We feed you; we feed your cow. S. D. Ferguson & Co. 34-tfc

Make your car comfortable before winter gets here. We make or repair tops and curtains and put in curtain lights. City Paint & Top Shop. 32-4tc

Get our price. We sell you, we don't break you. S. D. Ferguson & Co. 34-tfc

If you want a farm lease see W. M. Massie & Bro. 31-tfc

No house rents, no clerk hire; quick sales, small profits. S. D. Ferguson & Co. 34-tfc

Clean, white rags wanted at The Hesperian office, 5 cents per pound. 32-tfc.

FOR SALE—160 acres land, improved, house, lots, well and windmill, 125 acres in cultivation. Ten miles from Floydada. J. U. Borum. 34-tfc.

Miss Mollie Crum, Spirella Corsetier. Phone 129. 10tfc

A BARGAIN FOR QUICK SALE The Will Baird well-known 640-acre stock farm about 12 miles west of Floydada. Well improved. Subdivided into fields, hog, sheep, etc. pastures. W. M. Massie & Bro. 31-tfc

We do auto painting, upholstering, curtain and top repairing, and make 'em look like new. City Paint & Top Shop. 32-4tc

Ford magneto charging only \$2.50 at Star Battery Station. 34-2tc

For lease or Sale 17 1-2 acres well improved farm one mile of town. Four room house. R. L. Gilbreath. 34-3tp.

We are still here. The only strictly welding and Radiator repair shop in the city. 10 years experience. All work guaranteed. Stovall & Wiseman, Day & Night Garage. Phone 20. 34-tfc

FOR TRADE or Sale Cheap—1920 model Ford touring car with starter. See Edgar Jones at City Market. 34-tfc

Magneto on your Ford getting weak? Have it re-charged at Star Battery Station. 34-2tc

Winter's nearly here. Have that curtain and top work done now. City Paint & Top Shop. 32-4tc

FOR SALE or trade—Used automobile. J. U. Borum. 31-tfc.

For marble or granite Monuments see S. B. McCleskey. 4-tfc.

HUNTERS NOT ALLOWED—Hunting or shooting in our pastures will not be allowed, and all persons are notified that anyone caught so doing will be prosecuted.

R. B. SMITH, THOS. MONTGOMERY.

WANTED—Maize in the head to be delivered, call C.C. West on my ranch about fifteen miles east of Floydada. W. H. Freeman, Sentinel, Okla. 34-tfc

Thanksgiving soon will be here. Fresh and canned fruits, Heinz salads and dressings for that turkey dinner at W. R. Johnson Grocery Co. 35-3tc

### NOTICE!

To Whom it May Concern: Fire Insurance Policies Nos. 202551 to 202575 inclusive, of the Floydada, Texas, Agency of this Company, have been mislaid, lost or stolen from the office of R. O. Fields, and this is to notify any person or persons holding the above policies that same are void and of no effect.

Superior Fire Insurance Company. C. R. Flesher Special Agent, Floydada, Texas. 35-3tc

DAIRY ANNOUNCEMENT I have moved from the Bishop place to a place 1 mile east of Floydada, and am giving my time exclusively to the dairy business. Have good Jersey milk. Leave orders for milk or cream at Stephens Store, phone 234. O. R. Gordon. 35-3tp

FOR SALE—Turkey toms; Bronze; sired by first prize tom at Floydada show last year. Mrs. Earl Coward. 36-4tp

Genuine Ford Batteries only \$25. Barker Bros., Ford dealers. 35-2tc

### Kenneth Bain Lawyer

OFFICE ROOM 4 AND  
5 FIRST NATIONAL  
BANK BUILDING

General Practice

### Drs. Smith & Smith CHILDREN'S PRIVATE SANITARIUM

For Medical and  
Surgical Cases

Phone No. 177  
FLOYDADA, TEXAS

## FURNITURE

We will be receiving new furniture until the Holidays. Within the next few days we will have a car of furniture moving. We can put any specials in this car. If you are needing anything in the furniture line, we can save you some money. We sell on reasonable installment payments. See us when in the market for furniture.

## KIRK & SONS

Hemstitching  
Take your hemstitching work to  
Houston's

## Stoves! Stoves! Stoves!

WE HAVE A COMPLETE STOCK OF  
HOT BLAST HEATERS, ALL SIZES.

If you need a large size Heater see our BUCK HEATERS; a stove of real economy, a fuel saver.

## Cook Stoves and Ranges

This week we are making BIG REDUCTION on all Cook Stoves and Ranges. Don't miss these bargains if you need a Cook Stove.

If you are going to need a wind mill, make it a STANDARD. Also we want to sell you your well supplies, casing, piping, fitting, sucker rods, etc.

When in need of anything in the Hardware line call in and see us. Your business appreciated.

## J. U. BORUM, Hardware

S. W. CORNER SQUARE FLOYDADA, TEXAS



**The Floyd Co. Hesperian**

Published Every Thursday By  
THE HESPERIAN PUBLISHING CO.

HOMER STEEN  
Editor and Manager

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**C. W. C. S. MEETS WITH  
METHODIST LADIES**

The Woman's Missionary Society of the Methodist church entertained the members of the Christian Women's Co-operative Society with a social program led by Mrs. V. H. Trammell at the regular fifth Monday meeting of the C. W. C. S., at the Methodist church, Monday afternoon, from three thirty until five o'clock. Following the program was a business meeting in which a constitution and by-laws for the society were adopted, and Mrs. Lon V. Smith, of the Baptist church, was elected to fill the office of vice president, which had been vacant. Refreshments were served to about fifty members.

The Presbyterian ladies invited the society to meet with them at the next fifth Monday meeting.

**MISSIONARY PAGEANT  
RENDERED AT M. E. CHURCH**

Charge of the evening services at the Methodist church, Sunday, was turned over to the Woman's Missionary society who rendered an interesting pageant depicting the activities of the society both at home and abroad. The purpose of the pageant was to create more interest in missionary work, especially in the foreign fields, and give a general idea of how the work is being carried out. Also the gratitude shown by the countries to which missionaries are being sent, and their readiness to help in the cause.

W. M. U.

On last Monday immediately after noon thirty ladies met at the Baptist Church to quilt for Buckner's Orphan Home. It was a real active group of ladies, for in just a short time three quilts were quilted and hemmed.

Aside from feeling we had done a good deed we enjoyed the evening as a social one. We would enjoy just such a meeting every week. Quite a number of ladies were present who do not come to our W. M. U. meetings. We certainly appreciate your coming to the quilting. Thank you, very much, and how glad we would be to have you present with us each Monday in our regular W. M. U. work. Come.

Reporter.

**FIDELIS CLASS OF BAPTIST  
S. S. ELECTS OFFICERS**

A business meeting was held by the members of the Baptist Fidelis Sunday School Class last Wednesday evening, Mrs. G. A. Lider, teacher, acting as chairman.

The following officers were elected for the ensuing year: President, Theresa Hamilton; first vice president, Vera Fry; second vice president, Mrs. B. C. Hamilton; third vice president, Mrs. J. Pat Horton; secretary, Annie Nickell; treasurer, Annie Marie Moore; reporter, Ruth Brown Hall; assistant teacher, Mrs. I. W. Hicks. Each member is urged to be present Sunday and bring some one with them. Our membership aim is fifty.

Reporter.

**C. E. PROGRAM**

For November 6th 6:30 p. m.  
Subject—Our Money.  
Leader—Mr. Frede.  
Song "A charge to keep I have."  
Text—Matt. 6:7-15.  
Song "Spend one hour with Jesus."  
For Discussion:  
1. Why does all our money belong to God?—Anna King.  
2. How can we consecrate all our money to God?—Thelma Teeple.  
3. Show that tithing is reasonable—Mr. Bolding.  
4. Why should our giving be regular?—Mrs. Pierce King.  
5. What proportion of our income should we pay to God?—Mr. Roy Baker.  
6. How alone can money making be made a worthy occupation?—Miss Campbell.  
7. What are some of the rewards of giving to missions?—Helen King.  
8. What improvement can you suggest in our society financial plan?—Miss Julia Adams.

**THE CUMBERLAND  
PRESBYTERIAN CHURCH**

(O. N. Baucom, Pastor)  
Preaching 11 a. m. Subject: Sin.  
Preaching 7:30 p. m. Forgiveness.  
Sabbath school 9:45 a. m.  
Christian Endeavor 6:30 p. m.  
Missionary Society meets Monday 3:00 p. m.  
Prayermeeting every Wednesday evening.

**PRIMITIVE BAPTIST SERVICES**

The Primitive Baptist services held at the Methodist church in Floydada beginning Friday night and lasting through until Sunday forenoon, were attended by a number of people of this and other faiths during their progress. Elders T. A. Dunn and Mahuren did the preaching.

THE Y. W. A.

The members of the Young Women's Auxiliary of the Baptist church met at the home of Mrs. I. W. Hicks, Friday afternoon, October 28, where we made a comfort and finished packing our box for Buckner Orphan Home. The box was valued at forty five dollars.

On Tuesday evening, November 1, we met at the church in regular meeting. It was decided to change the time of meeting from six-fifteen to four fifteen. The Y. W. A. is planning to do some good work and all young women who would like to help us are cordially invited to come. On Tuesday, November 8, the following program will be rendered:

Topic—The power of the tongue.  
Song—My soul be on thy guard.  
Prayer.  
Piano solo—Virgie Price.  
Scripture—By leader.  
The gift of tongues—Mrs. Horton.  
Song—Jesus calls us.  
Some duties of the tongue—Mrs. I. W. Hicks.

Reporter.

**AT THE M. E. CHURCH**

All the usual services at the Methodist Church next Sunday, morning and afternoon.

Everybody cordially invited to attend.

C. B. Meador, Pastor.

**JUNIOR B. Y. P. U. ENTERTAINED**

Mr. and Mrs. D. C. Hamilton entertained the members of the Junior B. Y. P. U., of whom they have charge, at their home in east Floydada, Monday evening from seven until nine o'clock. The boys and girls came dressed in their Hallowe'en costumes, and spent the evening in playing games. About fifty members were present. Mr. and Mrs. Hamilton were assisted by Misses Carrie and Margaret Grigsby.

**SENIOR B. Y. P. U.**

Leader: Byron Lindsey.  
God's plan for us is that we shall grow: Chauncey Garrison.  
Some means of growth which a young Christian should utilize:  
The word of God and religious conversation: Louise Wright.  
Piano solo: Virgie Price.  
Religious literature, prayer, preaching the gospel, spiritual exercises and soul winning: Annie Nickell.  
Our "Standard of Excellence": Jane Thompson.  
Sextette.

THE W. M. U.

The Baptist Women's Missionary Society met at the church Monday afternoon and quitted for Buckner Orphan Home. Twenty five of the members were present and three quilts were completed.

**LAKEVIEW ITEMS**

Lakeview, November 1.—Sunday school was very well attended Sunday afternoon.

We have some more new pupils in our school this week.

N. Coward entertained the young folks with a party Saturday night. All reported a nice time.

Floyd Day and Lee Allen took dinner with Vernon Bonarden Sunday.

A good many young folks from Lakeview went to Pleasant Hill Sunday night to the singing.

We are sorry to report that Mr. Joe Evers' car burned up last week.

We had with us last week Mr. Noland, agent for the McCarnell School Supply Company. He met with the trustees Tuesday night. They ordered some school supplies.

L. G. McPeak, of Floydada, visited Lee Allen Sunday and remained over until Monday morning.

The Sunday school committee met at Mrs. Pitts' Wednesday night for the purpose of improving the Sunday school. Resolutions were read by the chairman and adopted.

Mr. and Mrs. Earl Newell and Lewis Newell spent the night with J. W. Pitts.

Miss Jessie Reed spent Saturday night with Miss Norene Pitts.

Bert Battey, John Hopper and Lovel Jones have returned from a trip to the Dallas fair.

Mrs. S. J. Hooser, of Seymour and Miss Mabel Luther, of Arkansas, are visiting their son and uncle, T. J. Hooser and family.

**BOOZE RING LINE OF  
COMMUNICATION RAIDED**

**Hereford Sheriff Makes Big haul  
After Following Trail Through  
Two Counties**

Sheriff Purcell and Night Watchman Baker again raided the El Paso line of communications of the Booze Ring Sunday afternoon and safely escaped with the loot and two prisoners. The latter gave their names as J. D. Catharp of Amarillo and Charles Hall of El Paso. Besides the prisoners, the officers bagged a big Marmon car with about fifty-five gallons of concentrated trouble, most of it alcohol, with some tequila. Also there is a keg full of spirituous liquors that the officers have yet been unable to put a name to. The sheriff has a battered-up car as one souvenir of the occasion and there is a tale of narrow escape of the officers mixed up in the story.

Mr. Baker received a tip from down the road westwards about noon Sunday that a big Marmon car loaded with booze was coming east. The night watchman called the sheriff on the phone and asked him to come down town for a conference. It was then decided to endeavor to bag the booze runners if possible.

Mr. Baker watched the streets while the sheriff frouted out County Judge Megert and County Attorney Roloson and procured a search warrant. The two officers then got in the sheriff's car and turned westward. They failed to find the Marmon, so came back and on through town east. They followed the scent (?) on across the county line to the city of Canyon and through to the Amarillo road where west-bound cars revealed the fact that the men had not gone that way.

The officers came back to Canyon and found the Marmon at a garage fixing up another flat tire. Mr. Purcell tried to find an officer of the law, without success for a time, but finally located a deputy sheriff and secured a search warrant for Randall county. As he was driving near the railroad track he saw the Marmon head out of town for the old Amarillo road. He shot in ahead and blocked the road with his car. But that Marmon never hesitated a second, but came roaring on at increased speed. Seeing that the fellows were determined to smash him, Purcell pulled out just in time to escape a bad wreck. As it was the Marmon, traveling at seventy miles an hour, smashed

his rear fenders flat against his car and shook him up badly. Turning, the sheriff pursued. The old road had just been graded and the going was heavy. On the up grade near Canyon, the slow track and grade gave the sheriff the advantage and he rapidly overhauled the Marmon. When about three hundred yards away they stopped the Marmon and the two men took the timber. But the three officers organized a spread formation and bagged both of them.—Hereford Brand.

00

**LOCKNEY NEWS PARAGRAPHS**

**From the Beacon:**

Our new re-inforced concrete jail is now under construction, and will be completed in another week. It is being built on the south end of the property recently purchased by the city from Sam Livingston on East College Street. The building is 14x24 feet, re-inforced concrete with a concrete roof. It will be modern, and strong and safely built. In addition to the jail proper there will be an office in front.

The Second Annual Poultry Show for Floyd County will take place in Lockney Saturday, November 26th, under the auspices of the Floyd County Poultry Association. This show will be held in connection with our regular November Trades Day.

The Landrum Post, American Legion, will celebrate Armistice Day, November 11th, in Lockney. There will be services held at one of the churches in the forenoon. Business houses, it is understood, will be asked to close from 10 a. m. to 1 p. m.

Charley Sims, of Montana, who has been here on a visit to his parents, left last Friday for his home. This is the first visit to his relatives in 23 years.

Mack Sellers, who until recently, was proprietor of the Lockney Drug Company, has purchased the J. H. Gruver brick building, situated on East Main Street, and being occupied by Cowart & Miller. Mr. Sellers, we understand, purchased the building as an investment. Messrs. Cowart & Miller have the building leased.

Lockney bears the distinction of raising the finest poultry in Texas. H. P. Coleman took first prize at the Dallas fair, on his Partridge Wyandottes. He sent a young cockerel and some pullets. His cockerel took first prize.

Walter Denny, who lives in the Lone Star community, suffered a severe nervous collapse one day this week, and has been quite ill. We under-

**New Tube FREE**



With every semi-cord tire purchased, 5000 MILE WRITTEN GUARANTEE with every tire. These rebuilt SEMI-CORD tires are heavily re-enforced with new Para Rubber and Sea Island Fabric. Semi-Cord Tires are built for SERVICE AND ECONOMY. Do not confuse these tires with saved or Double Tread tires. Order now while stock is complete and prices low. Tube free with every tire ordered.

30x3 1/2	8.40	34x4	11.90	35x4 1/2	14.20
32x3 1/2	9.35	32x4 1/2	13.60	36x4 1/2	14.85
31x4	10.20	33x4 1/2	13.60	35x5	15.50
32x4	10.90	34x4 1/2	13.95	37x5	17.00

Send two dollar deposit on each tire ordered. Balance C.O.D. Unwrapped section for inspection, 8% discount allowed if full amount accompanies order. Money refunded if tire is not satisfactory.

**DALLAS TIRE & RUBBER CO.**  
Dept. 501 2419 Commerce St.  
DALLAS, TEXAS

stand that he is being taken to Fort Worth for treatment.

A deal was closed since our last issue whereby Mr. Lawrence Gruver purchases the Rankin Insurance Agency. Mr. Gruver was formerly engaged in the mercantile business in Lockney.

**TWO ARE CONVICTED IN  
"EMPTY GRAVE" CASE**

Abilene, Texas, October 29.—A new episode in the noted "empty grave mystery," in which Byrd J. Cochran is alleged to have simulated death and went through with a fake burial, resulting in the collection of \$10,000 insurance money, was enacted yesterday at Aspermont, Stonewall county. C. O. Hoggett pleaded guilty to false swearing and was given two years in the penitentiary.

Wayne Ussery pleaded guilty to false swearing and was given two years in the penitentiary, which was suspended. All other cases against the two men were dismissed by the court.

T. H. Hamrick and daughter, Miss Mabel, returned Monday from Rule, Haskell county, where they visited Mr. Hamrick's sister, Mrs. C. H. Richards. During their short stay there another sister, Mrs. S. C. Caraway, of Stephenville, was also a guest in the Richards home.

R. A. Pope visited friends in Lockney Sunday.

**Fall Show of Fashionable Furs**

**ONE DAY ONLY**

**Tuesday, November 8**

We are gratified to announce to our friends in Floyd and adjoining counties a

**Fall Showing of Furs From the House of Marx**

Detroit, Mich., at our store one day only, TUESDAY, NOVEMBER 8th, in personal charge of Mr. R. J. Marx.

Several thousand dollars worth of Fashionable Furs of every kind will be included in this display.

We cordially invite our customers to visit this store on that date. We promise some wonderful bargains.

If you do not wish to buy now, but would like to make a reservation for the Holidays, a small deposit will reserve your choice until that time.

**C. R. Houston & Company**

FLOYDADA, TEXAS

**Turkeys! Turkeys!  
Turkeys!**

THE TURKEY SEASON IS NOW HERE.

Will pay the highest market price for  
TURKEYS, CHICKENS, EGGS AND HIDES  
At All Times.

**Smith Produce Company**  
S. E. CORNER SQUARE



**The Hesperian Want Ad Department**

Tye & Smith, agents, want your gas, kerosene and lubricating oil business. Phone 74. 35-8tp.

Remember our specialty is furniture. We can save you money. Kirk & Sons. 35-1tc

ROOM and board for two young men. Phone 275. Mrs. Jennie Crum. 35-1tc.

The "Jumbo" collar costs no more yet is better. Kirk & Sons. 35-1tc

Genuine Ford Batteries only \$25. Barker Bros., Ford dealers. 35-2tc

Harmon can save you money on that bill of furniture. 35-1tc

Ammunition of all kinds. Kirk & Sons. 35-1tc

HAYNES Mattresses and Deluxe Springs—nothing more comfortable. F. C. Harmon. 35-1tc

We always pay market price for butter and eggs. W. R. Johnson Grocery Company. 35-3tc

Some values in stoves that can not be beaten. Kirk & Sons. 35-1tc

New wall paper, new prices. F. C. Harmon. 35-1tc

Good line Del Monte canned fruits. W. R. Johnson Grocery Co. 35-3tc

PURE BRED White, Brown and Buff Leghorn, Black Minorca, Barred Rock, Black Langshan and S. S. Hamburg hens, pullets, cocks and cockerels \$1 to \$5 each. J. S. Dunavant. 35-3p

**CHIROPRACTIC OFFICE OPENED**  
Drs. Finley & Council of Lubbock, have opened a branch office in Floydada, in the offices recently occupied by Gamble Bros., in the Barrow building. The office is in charge of Dr. Jennie Rorabacher, a chiropractor of eleven years experience. Dr. Rorabacher has passed the Illinois State Medical board examination and holds a license from that board to practice chiropractic and osteopathy.

The reputation of Drs. Finley & Council is well known throughout west Texas and we feel sure that any of our people who desire the services of a drugless doctor will meet with courteous and careful attention by calling at their offices in the Barrow building—Phone 248. 35-1tc

**FOR SALE**—My home in Floydada, 10 acres, well improved. Will consider some trade. R. B. Smith. 35-4tp

**WANTED**—Maize to head on shares. Bill Nickell. 35-1tp.

I'm now running the Handley Dray Wagon. I'm going to live and let live. Get my price before you have your work done. Hauling any and every thing. Phone your orders 118. H. L. Dunn. 35-2tp.

**WALL PAPER**—New supply just received and prices much lower. F. C. Harmon. 35-1tc

Special orders handled on the least margin possible. Kirk & Sons. 35-1tc

**MIND YOUR P'S**

Persons who patronize papers should pay promptly, for the pecuniary prospects of the press have a peculiar power in pushing forward public prosperity. If the printer is paid promptly and his pocket-book kept plenteous by prompt paying patrons, he puts his pen to his paper in peace. His paragraphs are more pointed, he paints the picture of passing events in more pleasing colors, and the perusal of his paper is a pleasure to the people. Paste this piece of proverbial philosophy in some place where all persons can perceive it.—Exchange.

E. D. Garner, U. F. Coker and H. R. Irby, all of Turkey were business visitors here Monday.

Ray Slaughter, Ogie Johnston, Joe Day and R. O. Moore left the early part of last week for Anaheim, Calif.

Mr. and Mrs. A. L. Traylor and Mr. and Mrs. M. S. Traylor were visitors in Lubbock and Slaton last week.

O. D. Chase of Lubbock, who is doing the repair work on the Texas Utilities line from Plainview to Floydada was in town last Saturday on business.

Mr. and Mrs. Joe Winters of Mataro were shopping in Floydada yesterday.

Ben Roberts, of Ralls, was a business visitor in Floydada the first of the week.

Mr. and Mrs. T. P. Guimarin and son, Laurin, returned the first of this week from a visit of several weeks in northwestern New Mexico with relatives. They made the trip cross-country by auto and enjoyed a big hunt while away.

**BORN**—To Mr. and Mrs. J. B. Bartley, Jr., city, October 31, a daughter.

C. C. Hawkins, who has been visiting here with his niece, Mrs. L. V. Smith, for several days, returned to his home at Chico this week, leaving Tuesday morning.

**BORN**—To Mr. and Mrs. Claude Carpenter, October 29th, a daughter.

W. K. Jackson, teacher of violin at Wayland College in Plainview was here Friday of last week interviewing prospective pupils in violin and arranging for a recital in the immediate future.

**LOST**—Small brindle dog. Anyone knowing of his whereabouts notify John Hines, Rt. 2, Floydada. 35-2tp

Better get you a bed at the wonderful prices I'm making before they are gone. F. C. Harmon. 35-1tc

J. E. McNeal will be at H. C. Bosley Blacksmith Shop to do shoeing, anybody wanting shoeing done. 35-3tp

We repair harness. Kirk & Sons. 35-1tc.

**LOST**—Between Floydada and my place 15 mi. S. E. one disc for Kentucky Drill. Finder please return to Brown Bros. W. D. Newell. 35-1tp

**FOOTBALL TEAM GIVEN HALLOWE'EN PARTY**

Mrs. James E. Parks entertained with a Hallowe'en costume party at her home on East Tennessee Street last Friday evening, honoring the members of the high school football team. The guests began to arrive at eight o'clock, and were escorted into a dimly red-lighted room by a little red devil, cleverly represented by Roy Lee Haynes. After having entered the room they were marched in a circle around a witches' pot from which they received slips of paper telling of their future lives.

Ghosts of all sizes and shapes, from tiny ghosts to giants were stationed about the room. Little James E. Parks, Jr., was the smallest of the whitecaps. Weird Indian tom-tom music came from a phonograph in one of the dark corners where a huge ghost presided, and from another corner came a cool draft of air made by an electric fan, representing the cold breath of death. Pumpkins were scattered promiscuously over the floor, and above the fire-place were bones and a skull.

After the fortunes had been told, and the identities of the numerous ghosts had been discovered, the masks were removed and games started. The most interesting of these was a football game in which the grid was a table; the goals represented by bottles and the ball a light tissue paper affair. The players were stationed at the opposite ends of the table, and a touchdown was made by blowing the ball through the goal on the other side. Many other games and contests made the evening highly enjoyable. Miss Mable Wilkerson, who was a gypsy palm-reader, was the center of a small group the major part of the time, and revealed many startling things concerning the lives of those whose lifelines she read.

Refreshments were served to Misses Della Campbell, Annie Embry, Carnie Murchison, Mable Wilkerson, Joyce Hopkins, Evelyn Neil, Mary Childress, Pauline Wynes, Ora Slaughter, Beth Carruth, Elfie Savage, Tommie Lee Awtrey, Lora Ben Cypert, Thelma Williams, Ethel Houghton, Louise Wright, Gladys Dobson, Pauline Simmons, Thelma Kinnard, Edna Leonard and Margaret Grigsby; Mesdames F. C. Harmon, J. C. Wester and Leland Dawson, and Messrs. F. C. Harmon, J. C. Wester, Leland Dawson, Ira Marshall, Maurice Burke, Leslie Surginer, Bill Beedy, Bill Colville, Lorraine Nelson, Levon Pitts, Lorraine Britton, Frank Luttrall, Ralston Scott, Roy Lee Haynes, Chester Day, Robert Eubanks, Kenneth Henry, Clement McDonald, Chauncey Garison and L. M. King.

**CITY CAFE IN NEW HANDS**

The City Cafe has changed ownership, Joe Hicks and R. A. Eubank buying the business from J. O. Jackson.

The new owners took charge last week.

J. C. Newsom is in Pecos, Texas, this week. He and several other Floydada men have acreage leased in that territory and are interested in the recent developments there.

**INCOMPARABLE VALUES IN**

**Men's Overcoats**

The season for men's Over Coats is here, you haven't particularly needed one this far, but the time has arrived for some real winter weather and you will want to be prepared to keep warm.

We are showing a big line of Fine Coats in Young Men's and Men's Models, snappy smart models for the young fellows and the conservative models for the more conservative fellows in beautiful clothes.

A good big range of sizes from 34 to 44. We advise an early selection so you will have the advantage of the largest assortment to choose from.

The prices are very conservative this fall, you can find a coat here at almost any price you wish to pay, from—

**\$12.50 to \$50.00**

**Men's Suits**

Men's Suits of the best quality. They are made for the man who demands top notch quality at the minimum cost.

We carry a complete stock of Men's and Young Men's Suits that are correctly modeled of the best woollens in a range of patterns and fabrics and colors to meet the wants of all men.

There is economy in buying the best and we adhere strictly to this rule when making our purchases. We want to be certain that every suit has the right kind of fabric which to be made of and then we are very particular as to the kind of workmanship and tailoring that goes into them.

When you are ready to purchase a suit come in and look our line over and let us show you the good points in them and the prices we are selling them for make them wonderful values. A RANGE OF PRICES FROM—

**\$20.00 to \$50.00**

**Men's Shirts**

Probably you'll need several new Shirts this winter, it's a good idea to have two or three extras ready in case your laundry is late or something happens. We are showing the largest assortment of men's fine shirts that we have assembled in a long time and the prices are very reasonable.

We have a full line of the Famous No Fade Shirts, positively guaranteed not to fade from washing or from perspiration. The patterns are very pretty in a wide range of percales, madras, and silks, all sizes from 14 to 17.

**Prices From \$1.00 to \$6.00**

**Men's and Boys' Shoes**



When you think of buying a new pair of shoes your next thought should be quality and style. You can be sure that you will get both here for we carry only the very best quality for the money and the very best styles. We carry a complete stock and can give you a wide range of styles, qualities and leathers to select from and prices, too.

**Men's Dress Shoes from \$3.50 to \$11.00**

**Boys' Shoes**

When buying shoes for boys you should be very careful as to the quality for boys are as a general rule hard on shoes and it takes mighty good ones to stay with them. We handle only all leather shoes and we believe they will give you the most wear for the money that you can buy.

Boys' shoes in sizes 2 1-2 to 5 1-2 in a range of prices from.....\$2.85 to \$4.45  
Boys shoes in the 11 1-2 to 2 run in a range of prices from.....\$1.95 to \$3.95

Bring the boys in for the next pair of shoes and let us fit them for you.

THE MOST COMPLETE LINE OF FURNISHINGS TO BE FOUND FOR MEN AND BOYS AT THIS STORE.

**Martin Dry Goods Company**

"THE STORE WITH THE GOODS"

**Something New**

We want every man that is interested in a windmill to call and see the NEW DEMPSTER WINDMILL that we have on exhibition on our floor; every bearing runs in oil; only necessary to oil this mill once each year; something new, come, and see it; we also have the old Reliable Challenge Mill in stock.

We are also receiving this week a full line of window shades in all widths from 26 inch to 54 inch, and are going to make prices that will save you money, and you get the best Victor Duplex Shades.

Remember we are headquarters for Heaters, Stove Pipe, Coal Hods, and Shovels; also nice stock of Queensware, and a well selected stock of Hardware; we are prepared to fill your wants, and we always appreciate any business given us be it large or small; we will strive to give you service.

**Mitchell Hardware**



**UNCLE SAM'S NEW EMPIRE**

By Phoebe K. Warner in The Fort Worth Star-Telegram

The Southwest Plainsman, of Oct. 15, published at Amarillo, Texas, by Mr. and Mrs. J. W. Cheney, tells the story of a new farming empire that has been discovered by our own Uncle Samuel. And it is not so very far away. Like many good things it is nearer to us than most of us realize. It is even within our reach if we would all put forth a little effort to reach it and develop it to its fullest extent. The story is from the pen of Bascom N. Timmons of Washington, who himself was reared in this great new empire. Bascom N. Timmons, one of the leading newspaper men of Washington, D. C., spent his boyhood at Goodnight, Texas. It was at the little one-room school at Goodnight, the first school in the Panhandle of Texas, that he learned his A B C's, and started on his national career. Which goes to prove once more you never can tell where a man's going from where he starts.

Mr. Timmons says: "Uncle Sam today wrote the story of his newest farming empire—the Texas Panhandle—the only section of any considerable size where there was not a drift from the farm to the city between 1910 and 1920, but where on the other hand farming increased more than 50 per cent.

The thirty-six counties, census officials said, are the purest Caucasian farming community in the Nation. Out of 15,882 farmers, only seventeen are negroes. The seventeen negro farmers are located as follows: Dickens County, 2; Lubbock County, 3; Crosby County, 12. Just here we would like to throw into the story the fact that nowhere else is there so large a territory that is so nearly full-blooded American as the Panhandle of Texas. Not many foreigners and the few are practically all loyal citizens.

"The counties included in the report given out today are Potter, Randall, Armstrong, Donley, Lubbock, Carson, Dickens, Hansford, Briscoe, Ochiltree, Lipscomb, Dallam, Sherman, Bailey, Hall, Childress, Moore, Deaf Smith, Cottle, Foard, Lamb, Hemphill, Gray, Wheeler, Oldham, Hardeman, Collingsworth, Floyd, Hale, Motley, Hockley, Cochran, Roberts, Hartley and Hutchison." (And there are a lot more that Uncle Sam must not have heard of yet, but he will before another ten years rolls around.)

"The total number of farms in these counties in 1920 was 17,821, as compared with 12,842 in 1910. Floyd County is named as having the greatest number of farms, having increased its number from 620 in 1910 to 1,289 in 1920. Following Floyd comes Hardeman with 1,077, Hall with 1,051, Hale, 1,031, and Wheeler just under the 1,000 mark with 997."

"The report gave a complete census of all the livestock, number of acres under cultivation, and the millions of bushels of corn, wheat, milo maize, kaffir, oats, and the amount of cotton that the Panhandle produced in 1919. In many cases the value of the crops was amazing. Texas members of Congress from all sections were

frankly pleased with the statistics from Texas' newest farming section. Senator Culberson predicted that the next ten years would see a similar big increase in that section." (And Senator Culberson is exactly right, for farming is just getting a good start in the Panhandle.)

"Congressmen Briggs, Box and Garrett, representing Texas' seaport districts, saw in it an argument for better port facilities at Galveston, Houston, Beaumont and Port Arthur to handle the big crops.

"Every county showed great gains in real estate values. Lubbock County values jumped from \$4,890,385 in 1910 to \$16,112,923 in 1920. Crosby County, \$4,883,443 in 1910, \$14,713,010 in 1920. Wheeler County real estate values advanced from \$6,000,000 to \$15,000,000. Carson from \$6,000,000 to \$14,000,000." (These are only samples.

"Perhaps the most sensational of all the grain crops growing in the Texas Panhandle was the wheat. Practically every county became a wheat growing county during this decade. Gray, the banner wheat growing county of the section, raised 1,461,766 bushels in 1920, compared with 82,860 bushels in 1910. Carson, 1920, 1,277,629 bushels; 1910 35,187. Armstrong, 1920, 593,983; 1910, 15,185. Cottle, 1920, 212,853, and 1910, none.

"One county raised more than 2,000,000 bushels of kaffir and maize, and seven counties raised more than a million bushels of these crops."

But what is the use to tell any more? Who would believe it? Not Texas. For Texas at large has no idea what the Panhandle is or where it is or what it is good for. Better go to Washington and find out.

**TWENTY THREE NEGROES JAILED AT WELLINGTON**

Last Saturday night the negroes of the country gathered at the Glenn farm and were having a high old time festival and supper and incidentally making the bones rattle. The sheriff's force went out and proceeded to gather them in and brought twenty-three to town on a truck and lodged them in jail where their comrades and landlords found them Sunday. Some were immediately paid out while others had to stay longer until their friends could pick enough cotton to pay them out.—Wellington Leader.

Hesperian Ads Pay.

**DR. W. M. HOUGHTON GENERAL PRACTICE.**

Calls answered day or night. OFFICE ROOMS 11 and 12 Frist National Bank Building Diseases of Women and Children a Specialty FLOYDADA, TEXAS Office Phone No. 256 Res. 250

**GARNER BROS. UNDERTAKERS and EMBALMERS.**

We have just added an Auto Hearse to our already excellent equipment. All calls answered promptly day or night.

PLAINVIEW, TEXAS

**W. E. Huffhines LAWYER**

Office Opposite Post Office Floydada, Texas

**PLAINVIEW UNDERTAKING CO.**

Undertakers and Embalmers. Chapel in connection. Day and night service. PHONES: 6, 50, 42, 843, 650

A. A. HATCHELL, DIRECTOR Plainview, Texas

**Electric Shoe Shop UNDER NEW MANAGEMENT**

I have bought the Electric Shoe Shop and Stock, south side square, from Jno. A. Hollums. All work satisfactorily done and guaranteed. Will appreciate your business. 34-2tp.

G. R. STRICKLAND

**RED CROSS OF SOUTHWEST MAKES PREPARATIONS FOR ANNUAL ROLL CALL**

Edward B. Orr, of St. Louis, has been appointed Director of the fifth annual Red Cross Roll for the Southwestern Division, according to information given out last night by James L. Fieser, Manager of the Division. Orr is Director of Membership Activities for the Division and as such is in direct touch with all membership work in the various Chapters throughout the seven states comprising the Division. He came into that office from the position of Director of Disaster Relief of the Division and was succeeded in the latter office by Henry M. Baker.

The Roll Call will take place all over the United States beginning on Armistice Day, November 11th, and closing Thanksgiving Day. Its purpose is to enroll in the Red Cross all those who already hold memberships and as many others as may desire to join. There are seven hundred twenty nine Chapters in the Division located in the larger cities and many of the smaller cities and counties of the states of Arkansas, Kansas, Missouri, Oklahoma, Texas, Colorado and New Mexico. Each Chapter will conduct its own Roll Call campaign under the advisory supervision of the Roll Call Director.

**YOUTH OF 20 HELD FOR SLAYING GINNER IN COTTLE**

Paducah, Texas, October 29.—Walker Tucker, manager of the Dunlap gin, was shot and killed this morning while sitting in a store at Dunlap. He was fired upon three times with a .32 automatic pistol. Alvin Francis, 20, is being held in jail awaiting examining trial.

Read the Hesperian Want Ads.

**Dr. K. J. CLEMENTS OSTEOPATH**

The only drugless healing licensed and recognized by the laws of the State of Texas.

**OFFICE OVER MITCHELL HARDWARE**

Treatment by Appointment MONDAYS, WEDNESDAYS AND FRIDAYS

**MRS. G. V. SMITH HOSTESS TO HALLOWE'EN PARTY**

Mrs. G. V. Smith was hostess on Halloween from eight till eleven to a jolly party of guests at a party, which was one of the most pleasant of the Halloween season. She was assisted by her sister, Miss Marie Henry, in entertaining.

The guests were assembled at the frontdoor but refused admittance until conducted by a ghost through the mazes of darkness assisted by a kindly rope which led the way to a boiling pot. From this pot of stewing juices the goblin forked out fortunes for one and all.

Music, Halloween games, reading the fortunes of the guests, "speeches," and contests furnished very pleasant diversion throughout the evening.

Yellow chrysanthemums were favors of the evening. Chicken sandwiches, coffee, and individual pumpkin pies were served.

J. M. Willson left the first of the week for Kansas City, Mo., where he is attending the annual convention of the National American Legion.

BORN—To Mr. and Mrs. Ed N. Sparks, city, October 31st, Halloween, a daughter.



WHEN IT COMES TO

**Your Eyes**

You want the same feeling of security concerning your optician, as you do your bank, your surgeon, or your lawyer. You will only feel certain your glasses are right when you get them from an establishment that enjoys the absolute confidence of the community. We have over 3,400 satisfied patients using our bifocals in Floyd and adjoining counties. Our methods excel for skill, science, accuracy and optical technique.

**Wilson Kimble, Opt. D.** PHONE 254 SOUTH SIDE SQUARE

**P. & Q. MARKET**

FRESH AND CURED MEATS

- Choice Steak, per pound.....25c
- Pork Chops, per pound.....25c
- Fresh Pork Side, per pound.....20c
- Sausage, per pound.....25c
- Beef Roast, per pound.....12½c to 20c

CURED MEATS AND LUNCHEON. HOME BREAD

**O. P. RUTLEDGE CO.**

Full Line International Dealers Tractors, Trucks, Harvesting and Tillage and other Power Farming Machinery.

TELEPHONE 57

FLOYDADA TEXAS

**CHI-RO-PRAC-TOR COMING**

**DRS. FINLEY & COUNCIL**

Of Lubbock are opening a Branch Office here, which will be in charge of

**DR. JENNIE RORABACHER**

Who is a three-year graduate of the National Chiropractic College of Chicago. Dr. Kate is a splendid Chiropractic Masseuse and will gladly give you the very best scientific health service possible.

TREATMENTS \$2.00 EACH. FREE CONSULTATION Call and see her in office formerly occupied by Gamble Bros., in Barrow Building.

**ILLITERACY IS ON THE DECREASE IN TEXAS**

Washington, Oct. 20.—Figures gathered from the census of 1920 show there are 295,844 illiterate persons 10 years of age and over in the state of Texas, "illiterate meaning unable to write in English or any other language. Of this number 50,424 are native whites of native parentage, 30,219 are of foreign or mixed parentage, and 112,417 are of foreign birth. The number of illiterate negroes is 102,053.

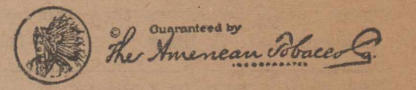
In the total population 10 years of age and over the percentage of illiteracy is 8.3, which shows a slight diminution since 1910, when it was 0.9. In the case of the negroes the percentage declined from 24.6 to 17.8, and in the case of the native whites of native parentage from 3.3 to 2.2. For the foreign-born whites the percentage was 30 in 1910 and 33.8 in 1920.

By counties the percentage of illiteracy ranges all the way from 24.6 in Willacy county to one-tenth of 1 per cent in Hansford county.

Doyle Garison and family moved this week to the G. W. Gilbert residence on West Virginia Street, recently purchased by the former.



Notice this delicious flavor when you smoke Lucky Strike—it's sealed in by the toasting process



**Reynolds & Elam**

LAWYERS

Offices in Willis Building

FLOYDADA - - TEXAS

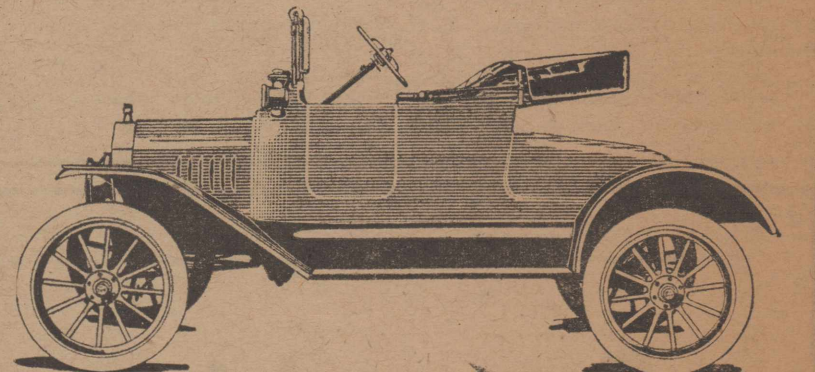
**Let Us Dye For You!**

We are pleased to inform our customers we are prepared now to dye all kinds of fabrics and give first class service in every particular.

Call us and let us demonstrate. We make those old clothes look like new ones.

**Do-U-Rite Clothing Co.**

Telephone 184. Cleaning, pressing, alterations. MADE-TO-MEASURE CLOTHES



**A Regular "Get-about"**

THE FORD runabout is just what its name implies—it's a regular "get-about."

There is no other car that will take you there and back again, quicker, safer and more economically.

It's the car for the man of action—the farmer, the merchant, the doctor, the contractor, the collector—the car that is useful every day of the year.

Low in the cost of maintenance, with all of the sturdy strength, dependability and reliability for which Ford cars are noted.

On account of the unusual demand we urge that your orders be placed as early as possible.

**BARKER BROS**



**LUBBOCK FOOTBALL GAME**

at Ambitious to Play Off Tie, Says Wester

The Floydada high school eleven played their closest, but not their hardest, game of the football season last Saturday afternoon with the high school team at Lubbock. Quarters of five and one-half minutes were played, and the score ended 6-6.

From the start until the finish the game was hotly contested with both sides holding well. In the earlier part of the game straight football was played, and both sides failed to make numerous downs; the ball changing hands time after time. During the last half Floydada changed into the aerial style of playing which would have netted them an extra touchdown had not Burke become excited and dropped a forty yard pass from Moore which he caught on the goal line. In the third quarter Lubbock tried out a few punts which were returned with good measure by Floydada; causing the game to see-saw from one end of the grid to the other, and failing to get good results on either side. Lubbock was penalized fifteen yards once during the third quarter for tacking out of bounds.

The game was called at three-thirty o'clock; Lubbock won the toss and chose to defend the north goal. Floydada kicked and Lubbock received the ball; advancing it to their forty yard line. After the ball had changed hands several times because of failure to make downs Lubbock punted and recovered the ball on Floydada's forty yard line. A series of short passes and line plunges gave them their first and only touchdown, and they failed to kick the goal. The Floydada boys made their touchdown soon after the beginning of the second quarter. The quarter opened with Floydada receiving the ball. After a series of end runs, and a forward pass had been completed, three heavy line plunges were made, and Moore was sent through Lubbock's line for Floydada's only touchdown. Marshall failed to kick the goal. This left the score 6-6, and neither side added to it during the remainder of the game.

Those who achieved stellar honors particularly among Lubbock's players were Speck Long and Alexander, ends, and Ader, right half. Floydada's star players were Moore and Colville who played their usual brilliant game.

Officials were Dawson, of Floydada and McWhorter, of Lubbock, umpires and referees alternately.

Principal J. C. Wester, coach for the Floydada team, remarks that Lubbock has shown little or no inclination to match a return game with his team in order to play off the tie, and that he has officially challenged J. C. Marr, coach of the Lubbock team, to play another game anywhere at any time with disinterested officials. He says he will play Lubbock here Thanksgiving day and guarantee them their

expenses and twenty percent of the net proceeds, or he will play them on their own grid Thanksgiving if Mr. Marr will give him the same terms.

**FLOYDADA SECOND TEAM BEATS RALLS 20-7**

The Ralls high school football team played the second team of the Floydada high school here in a matched game last Friday afternoon. Floydada's second team is made up of underclassmen who will probably be on the first team next year, and some of whom hold positions on the first team this year. The game was called at four-fifteen.

Floydada made the first touchdown at the beginning of the second quarter when Burke, who was playing quarterback made a line plunge for several yards going over the goal line. He also kicked the goal, which made the first score 7-0. A peculiar feature of the game was the fact that the Floydada boys made all three of their touchdowns in the second quarter and failed to score in the last half. Ralls only made one touchdown; the honor for which belonged to their quarterback who received a punt as safety from Floydada, and made a long run for fully 65 yards making the touchdown. The goal was kicked, making their score 7, where it remained until the finish of the game. Floydada threatened the Ralls goal twice in the first quarter, and the major part of the game was played on Ralls territory. The score was 20-7.

The line-up of the second team is Eubank, center; L. McDonald and B. Marshall, guards; Luttrall and Shipley, tackles; Holmes and Beedy, ends; Burke, quarterback; Nelson, fullback, and Henry and Stiles, halves.

Officials were Rankin, of Ralls, umpire; Dawson, of Floydada, referee, and Roy Eubank, head lineman.

**HOW MANY BRISTLES IN A PAINT BRUSH?**

In Devoe & Reynolds' demonstration last Thursday, Friday and Saturday, conducted by Mrs. J. Murphy, of Chicago, for the Floydada Lumber Company, Devoe's Mottletone, a new paint for mottletoning, was shown in various combinations. One of the interesting features of the demonstration was a guessing contest each afternoon in which three prizes were given for guessing at the number of bristles in a paint brush. In a 3 1/2 inch brush there were 26,945 bristles. R. H. Willis won the prize in this contest, his guess being 19,536 bristles. In a 5-inch brush on display Saturday there were 33,467 bristles. Frank Horton guessed closest to this number, his guess being 32,000. Mrs. Arthur Savage also guessed close to the number and was given a prize her guess being 34,948 bristles.

The prize in each instance was sufficient Mottletone for any room in the home.

Subscribe for The Hesperian. \$1.50.

**STYLEPLUS CLOTHES**

**\$25 \$30 \$35**



STYLEPLUS overcoats and suits are a nationwide success because they have never disappointed men who sought genuine all-wool quality and real style at a moderate price.

The record made by Styleplus is a good guide to you in buying clothes this fall. The Styleplus label protects you because it is backed by a great reputation for honest values.

Styleplus overcoats have warmth and style distinction. A wide assortment of models and fabrics—all guaranteed.

**C. R. Houston & Co.**

FLOYDADA, TEXAS

The big name in clothes



**OLYMPIC THEATRE**

**CAN A WORKING GIRL MARRY A MILLIONAIRE AND GET AWAY WITH IT?**

Do rich men forget their wives' humble birth when crises come?

**THE SUPREME TEST OF REAL LOVE IS THE SUBJECT OF**

**Clara Kimball Young's LATEST PHOTOPLAY**

**"Straight From Paris"**

Miss Young stirs up a thrilling romance that involves the flower of Old Aristocracy in its wake, both as a shop-girl and the social lioness.

The wealth of robes, furs and fineries of fashion shown in "Straight from Paris" is enough to satiate women folks' curiosity for weeks.

This play is certainly a timely theme, and will make the hearts of men and women rejoice at the spirit of Fair Play and Equality that it upholds.

Clara Kimball Young's lavish gowns set the high watermark for expenditure.

**SATURDAY, NOVEMBER 5TH**  
ADMISSION 20c and 40c. Matinee and Night

**J. FRANK SMITH, 39, OF MATADOR IS DEAD**

J. Frank Smith, of Matador, well-known in Motley county and known to a number of friends in Floydada and Plainview, died Sunday morning at 4 o'clock in that city as a result of injuries sustained when he fell while at work in his battery station there Friday.

The body was embalmed by W. F. Garner and F. C. Harmon Sunday morning and sent to Lewisville, Texas, for interment.

Smith was 39 years of age. In the fall which resulted in fatal injuries, the back of his head hit the corner of a box. He never regained consciousness.

**ECZEMA!**

Money back without question if HUNT'S GUARANTEED SKIN DISEASE REMEDIES (Hunt's Salve and Soap) fail in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk.



Floydada Drug Co.

**CLEVELAND CAR DAMAGED BY FIRE THURSDAY**

Joe Evers sustained considerable financial loss last Thursday afternoon when his Cleveland Six caught fire and was damaged considerably.

The car was partially insured.

N. G. Jackson arrived last week from Ringling, Oklahoma, where he had been living for more than a year. He and his family will make their home on the plains.

**DANDRUFF**

Disease germs attack the scalp, destroying the hair growth, causing baldness, excessive dandruff, premature grayness, dead-looking, lustreless hair and itching scalp. The rich lather of Hunt's Medicated Soap carries with it to the very hair roots just the right combination of medicinal ingredients to correct scalp troubles, causing luxuriant hair growth and imparting that softness of the hair that indicates the proper hair health.

**HUNT'S Soap**  
Floydada Drug Company

R. K. Bruner, of Hereford, was here from Friday to Tuesday on business, buying several small herds of cattle while in this territory.

W. J. Dempsey returned last Friday from Red River county, where he had been with his father. The latter died.

**For Mother's Christmas**

Give her a photograph and you give her a reminder of your love. For a mother old or a mother young, what keepsake could better express thoughtful affection?

Sentiment? There's lots of it in such a present—and it's the gift she will most appreciate.

Your photograph will solve the problem: "What shall I give this Christmas?"

**Wilson Studio**

**FLAVO FLOUR**

IS A PRODUCT OF WHICH THE COMMUNITY CAN BE PROUD. MILLED RIGHT, BY THE RIGHT PROCESS, IT GIVES SATISFACTION WHEREVER IT IS USED. IF IT DOES NOT WE PAY YOUR MONEY BACK AFTER YOU USE A HALF-SACK.

**FLOYDADA MILL & ELEVATOR**



# ARMISTICE DAY

Marking the memory of that joyous day that heralded the dawn of Peace, let hearts thrill and drums beat throughout the land—  
 This year we dedicate the day to pay our nation's homage to the unknown heroes of that great conflict to those whose deeds of gallantry will never be inscribed upon the imperishable records of the war, but who, unheralded and unknown, gave up their noble lives for Freedom's cause, and now lie quietly sleeping in unmarked graves across the sea.  
 To you who sit at that white throne where heroes are, our thoughts in gratitude ascend. Look down upon your land today and know that in each loyal heart there is a monument of love for that rare gift you gave.  
 With thrilled souls and bowed heads, we pause to render tribute to the sacred memory of our unknown dead.

We close November 11th—Armistice Day

*First National Bank*

FLOYDADA, TEXAS  
 THE BANK THAT SAYS: "THANK YOU."

# OPTIMISM

ALONG IN THE LATTER MONTHS OF 1919  
 WE NEEDED A FEW

## PESSIMISTS

WHAT THE COUNTRY NEEDS NOW IS A FEW,  
 SOUND CONSTRUCTIVE

## OPTIMISTS

The general condition is much improved. We see better times for the future. We have endeavored to do our part during the readjustment period.

Let's work in harmony to help our neighbors, our country and ourselves.

# FIRST STATE BANK

Floydada, Texas

A GUARANTY FUND BANK

Bank Closed all Day Armistice Day, Friday, Nov. 11.

### NEWS ITEMS OF INTEREST IN MOTLEY COUNTY

From the Matador News:

The business interests of Matador received quite a severe blow the latter part of last week owing to the fact that the only gin running here this season was put out of business, temporarily, last Friday night, when something went wrong with the machinery and they were compelled to shut down from Friday night until Saturday afternoon.

There were over a hundred bales of cotton on the yard at the time of the shut down, and great was the disappointment and inconvenience suffered as a result. Several took their cotton to Roaring Springs and some even hauled it to Floydada.

By running all day and night after the repairs were received the congestion was relieved by Tuesday morning and every thing is moving along smoothly.

It is hoped that now, since actual construction on the Matador Electric Light plant has started, that all the skeptical, doubting ones will recognize the fact that it is to become a reality.

Messrs. J. T. Alexander and G. H. Hill, of Childress, who are to build, own and operate the enterprise, came in Monday and immediately got busy. They have their tools on the ground, the machinery is on the road and expected every day, and the only thing that is causing delay is in getting in some corrugated iron, to be used in constructing the building.

Some parties were here from Rising Star, the first of the week and partially contracted with Harrison Williams to rent his store room, just south of the Hotel Commercial, in which to open a moving picture show.

The riding and roping contests, staged by Messrs. Witherspoon & Miller, of Silvertown, in the Matador ball park, last Friday afternoon and Saturday, was a pronounced success in every way, except that it did not prove a very pronounced financial success, due to the fact that nearly everyone was too busy to attend.

Perhaps the greatest shock ever experienced by the people of Roaring Springs, which soon spread to the entire county and surrounding country, was the startling intelligence, conveyed about eleven o'clock last Thursday morning, that Mrs. M. D. Ivey, wife of the cashier of the First State Bank of Roaring Springs, had probably been fatally burned, and the gravest fears

were to be realized, as the good lady passed away about six o'clock Saturday morning.

### WHAT ADVERTISING DID

You probably read the statement published some months ago to the effect that 84 per cent of all business failures in 1920 were of nonadvertising firms.

Maybe you didn't believe it. Maybe you thought it was just a coincidence.

But you probably didn't bother to investigate.

The head of a firm that builds standard and special buildings made up his mind to look into the matter further. He decided that if there was such a direct relation between advertising and successful business it was worth knowing about. He set out to investigate the relation of advertising to the firms with which his firm bid business—the firms that had installed new buildings or enlarged old ones.

Here is what he found:  
 Of all the factory buildings which they erected during a term of years, 83.3 per cent were erected for firms which advertised.

Measuring it in floor space, he found that 92.6 per cent of the new floor space his firm had provided was for increased production of advertised commodities.

Here are his conclusions:

The advertising manufacturer is five times as likely to stay in business as his nonadvertising competitor; he is five times as likely to need more floor space, which he will probably buy in two and one-half times the quantity required by the nonadvertiser who buys any at all.

It is needless to say that this firm has increased its own advertising, and it is telling the world about what it discovered with respect to the relation of advertising to business success.—Star-Telegram.

Miss Irene Daily returned Wednesday from Fresno and San Francisco, California, where she had been visiting for some time as the guest of her sister, Mrs. Heagerty, of the former place.

Rev. J. O. Quattlebaum and family of Matador, visited in Floydada Wednesday afternoon.

Kenneth Bain left Tuesday morning for St. Louis, where he is spending the week on legal business.

### IOWA TOWN, 50 YEARS OLD, IS TO HAVE ITS FIRST SUNDAY SCHOOL

Davenport, Iowa, Oct. 21.—There is great excitement in the town of Walcott, Iowa, twelve miles west of Davenport. For the first time in its history the community has a Sunday school. It starts with twenty-six pupils, members of the Camp Fire Girls.

Walcott is unique in its religious sentiments. It has not a single church. Since the founding of the town more than fifty years ago its citizens have steadfastly refused to support or even tolerate a church.

Yet Walcott is a town of fine homes, schools and banks. It recently erected a public auditorium where chautauquas and other educational affairs are held. Until a few years ago it had the distinction of being the wealthiest city per capita in the United States.

"We have always had peace, loyalty and order in our town without churches and we don't want this spirit disturbed," was the remark of a leading citizen in expressing the community's opposition to churches.

### MANY DENOMINATIONS AT BAYLOR UNIVERSITY

Waco, Texas, October 28.—That the average American citizen believes strongly that religious toleration really exists in the United States is shown by the fact that eleven religious denominations are represented at Baylor University. As would be expected the Baptists lead in the number of students enrolled with a total of 720. The Methodists hold second rank with an enrollment of 94 students. Then follow in order: Christians, 12; Presbyterians and Episcopalian, 9 each; Jewish, 8; Lutheran, 7; Catholic, 4; Quakers, 3; Disciples of Christ and Evangelical, 1 each; no church affiliation, 26; non-Christian, 49.

Out of an enrollment of 1083 only 49 students indicated that they were not Christians; only 26 students showed no church preference; and 140 students, either through oversight or lack of interest, failed to make a statement relative to religion and church preference.

Miss Carrie Grigsby spent last week end in Matador visiting with Miss Amy Glenn of that place.

BORN—To Mr. and Mrs. M. F. Latham, November 2nd, a son.

# SPECIALS

FOR SATURDAY AND MONDAY ONLY

Nov. 5th and 7th

One lot of Men's heavy ribbed and fleece-lined under shirts, regular value \$1.25, will go Saturday and Monday, for ..... 69c

One lot of Ladies' high grade Dress Shoes, French heels, values \$10 to \$13.50, will go for Saturday and Monday only, at ..... \$3.98

One lot of Ladies' French Heel Oxfords and Pumps, regular price \$7.50 and \$10, close out price.....\$2.98

One lot of Men's and Boys' winter hats and caps go at close out price. These hats and caps will be sold at about one-third of regular value while they last. Come early and buy your winter caps.

Also one lot of Men's and Boys' caps, children's hats, to close out at ..... 25c

One lot of Men's heavy fleece lined union suits, regular value \$2.00, will go at.....\$1.50

We have just received a large shipment of Men's and Young Men's Suits, will go at.....\$19.50 to \$25.00

Good assortment of Boys' Suits. Some have extra trousers, priced ..... \$5.00 to \$12.50

Make your selections early. Some real bargains in Boys' Suits.

# W. H. SEALE, Dry Goods

"THE PRICE IS THE THING."

# BROWN BROTHERS

Specializing in one of the cleanest and most complete stocks of groceries in the county. Nationally advertised brands of bottled and canned goods. Light Crust Flour