

THE FLOYD COUNTY HESPERIAN

VOLUME 22-24

FLOYDADA, Floyd County, TEXAS, THURSDAY, April 12, 1917

NUMBER 5

Residence of W. N. Jones, Southeast, Destroyed by Fire.

The residence of W. N. Jones, recently moved to this place from Electra, was burned Tuesday morning at six o'clock, and a part of the household effects and clothing of the family were also destroyed in the fire, which originated from the range in the kitchen.

Mr. Jones lives nine miles southeast of Floydada on the F. M. Price place, which is owned by himself and J. R. Breyer of Electra.

Judge Duncan at Marlin

Judge Arthur B. Duncan in company with his son-in-law, C. W. Watkins, left Saturday for Marlin where the Judge is taking baths and treatment for rheumatism.

Telegraphic information from Mr. Watkins to the home-folks early this week stated that the Judge's condition was improving fast.

Senior League Program

Subject:— The Lord's Day the Best Day.
Leader:— Miss Louise Colville.
Song.—
Prayer.—
Scripture Lesson.— Neh. 11. 15—22.
Song.—
Announcements by President.
Special Music.— Miss Marie Hughes.
Talk by Leader.—
Because we work all week, should we spend the Sabbath in some place of amusement, instead of Church?— Miss Henderson.
Sentence Prayers.—
Song.—
Open meeting for testimony or suggestions as to how Epworthians may assist in making the Lord's Day the Best Day.
Song.—
Benediction.

Chas. L. Berry, who has been attending business college in Amarillo the past several months, is home for a visit with W. J. Berry and wife, his parents. Charley will probably return to Amarillo soon where he has been offered a position.

Chas. E. Waite, of Kansas City, and Jno. L. Wilson, of Hereford, were in town Monday night enroute to Matador. While in this city they were the guests of N. W. McClesky and Jas. K. Green of the First State Bank.

Subscribe for The Hesperian.

500 Two-Year-old Steers Bring \$27,500 on Delivery

N. A. Armstrong delivered 500 head of two-year-old steers this week to Ryan—Robinson Commission Co., of Kansas City, for Kansas customers, receiving there for \$27,500. The steers were received at Floydada, at \$55 per head.

Mr. Armstrong also delivered 125 head of two-year-old heifers to J. A. Seale. These will be taken to pasture near Hereford on the E. R. Rothwell place.

A. M. Stoddard Resigns Place with McAdams Lumber Company

A. M. Stoddard has resigned as local manager for the A. G. McAdams Lumber Company, effective next week, when a man will reach this place to relieve him.

Mr. Stoddard will remove to his former home at Plainview, where he has property interests.

He will enter business there at an early date after reaching that place.

Returns of City Election were Canvassed at Meeting Tuesday

The city council met Tuesday and canvassed the returns of the election held Tuesday of last week, and declared the results, which were published in last week's issue of the Hesperian.

Mrs W V Hill Dead

Mrs. W. V. Hill, of Fairview Community, died Monday night at the Childers Sanitarium at 10 o'clock, after an unsuccessful attempt to save her life by an operation.

Mrs. Hill was buried Tuesday afternoon in the Floydada Cemetery at three. Elder J. J. Day conducted the funeral services, which were attended by numerous friends of the Hill family in Fairview community and this.

Mrs. Gaskill Romney, who has been on The Hesperian force as compositor for the past several weeks, left Tuesday for Matador, where she takes the job and ad department with the News.

Walter Baxter, who has been confined to his room for a week or more with rheumatism, is now suffering with the measles.

Judge J. N. Stalbird and C. H. Huffman, of Lockney, was transacting business in Floydada Monday.

Rain Tuesday Night Gives Good Season Over Country

An inch and fifty-five hundredths of rain fell over the country generally Tuesday night, falling slowly and soaking in the ground as it fell. The overflow put a good supply of water in the lakes.

The rain gives a good season, and adds untold value to the wheat crop, which needed rain just at this time to carry it into the maturing stage. Range grass will be fine within ten days, cattlemen say.

The farming situation is better than it has been at the same time in a number of years. Farmers generally have all their old land prepared. Sod plowing will proceed with unusual vigor, in most instances feed crops will be planted on the sod.

Reports from White Flat, and Matador, and from the northeast portion of this county, the southwest, the southeast portion, as well as the northwest, indicate good seasons. Plainview, Lubbock, Silverton, Crosbyton, Ralls, Lockney, also report good rains.

T. A. Christian, of Penelope, Texas, was here last week on an excursion with prospective buyers of Floyd County Land, having seven men in the party. He is working with Jno. A. Fawver of this city, and they have formed a partnership under the firm name of Fawver & Christian.

They report satisfactory sales during the visit of their clients here.

Mrs. Harry McRae, of Amarillo, formerly Miss Beulah Sparks, is visiting friends in Floydada this week.

A. V. Harris, of Allmon Community, was in Floydada Saturday on business.

Colville, Allen, and Henry are Retained as School Trustees

At Saturday's school trustee election W. W. Colville, E. C. Henry and W. I. Allen were re-elected practically unanimously as school trustees to succeed themselves in their respective places.

Man Who Broke Jail has Been Returned to Prison

H. V. Windham, who broke out of the Floyd County Jail three weeks ago, was arrested Saturday in Amarillo by Deputy Sheriff West, who brought the prisoner home Sunday.

Young Windham had been in jail on a charge of theft, when he sawed the outer cell and made his escape.

31 Cows and 2 Bulls in Holstein Shipment Received here

31 grade Holstein cows, a number of them with calves at their sides, and two bulls, were received here by J. F. McCarty Wednesday afternoon from Cortland, Ohio, in the dairy district of that state.

The cattle showed remarkably good condition following the long haul.

Mr. McCarty is a member of this county of the Dairy Commission of the Farmers' Union of Texas, and the cattle received will be distributed among members in this section who desire to take up dairying as an important factor in their farming operations.

Mr. McCarty visited several states of the north on the buying tour.

BORN.— To Mr. and Mrs. S. E. Duncan, Sunday, April 8th, a daughter.

BORN.— To Mr. and Mrs. R. L. Luttrell, Saturday, April 7th, a daughter.

**Planting Seed
CAKE
MEAL AND HULLS
For Sale by
A. V. Haynes Gin**

Christian Church

There will be preaching services next Lord's Day at 11 o'clock but no preaching service at night. In the Bible School the Trip to Palestine begins next Lord's Day. All who want to start the trip should be there at 9.45.

The revival meeting will begin the first Lord's Day in June (June 3) and continue over the third Lord's Day (June 17th).

Easter Program at Allmon

Last Friday afternoon the children of Allmon Community, enjoyed a big Easter Egg Hunt in the pastures and homes near by the school building.

The evening was well spent with a delightful program throughout.

Mrs. Molhe Rose and children, of Leedy, Okla., are visiting here with her mother, Mrs. M. A. King and other relatives. They will probably spend several days here.

B. Y. P. U. Program April 15.

Subject—God's call to Special Service."

Leader—Leland Dawson.
Piano Solo—Miss Collins.
Scripture Reading Isa. 6:1-13.
"Christian Experience back of the Call."— Miss Henderson.

"A General Call for Special acceptance." Mrs. Graham.
"Service of many kinds."— Mr. Wyman.

Vocal Solo.— Miss Windsor.
"Is God Leading you to any form of Special Service.?"—

Miss Stanley.
Special Music.— Congregation.
"The Missionary Call."—
Mr. Gibson.

C. V. Smith, of Hanna, Okla., who has been visiting here with his brother, W. E. Smith, the past several days, left Tuesday returning to his home.

J. H. Upton, C. P. Julian and O. F. Wilson, of Sunset, were in Floydada Tuesday transacting business.

Main Garage Moving to New Building this Week

The Main Garage is being moved this week into the new brick just completed for them on South Main Street. They have been handicapped for several weeks in their old building while waiting for the completion of the new.

Messrs. Pope & Ryals expect to be able to handle their business more satisfactorily in their new building, in which have been installed practically every convenience which goes to make it possible for a garage to take care of the trade.

McCoy News

April 10.— Everybody seems to be grieving about the war. War is a terrible thing to have in our nation. May God bless and save our nation:

Rev. G. M. Montgomery filled his regular appointment Sunday afternoon and preached a fine sermon.

Mr. Phipps conducted the prayer service Sunday night, and made a fine talk. A large crowd attended.

Lucian Lincoln and Earl Newell, of Floydada, were at prayer meeting Sunday night. Also Mr. Roy Low, of Petersburg, was with us.

Claude Hamilton is visiting his brother, Robt., at this time.

W. E. Smith entertained the young folks with a singing Thursday night.

After Sunday School Sunday afternoon a crowd of young folks went to Mr. Elliott's for an Easter egg hunt. Everybody seemed to enjoy themselves very much.

Charley Berry, who has been attending school at Amarillo, returned home Monday afternoon.

C. F. Lincoln, of Floydada, was visiting in our community last Thursday.

Mrs. Payne, who has been very sick, is improving some. We are glad to know she is better.

We had a big rain Tuesday night, which was needed badly and was appreciated by everyone.

Raeburn Thompson was here Sunday from Lockney, visiting with his parents, Judge and Mrs. Thompson.

J. V. Daniel left Sunday for Hughes Springs, Texas, where he will visit with his parents for several days.

City Builds House for Fire Fighting Apparatus and Hose

The city has just lately completed a house for the protection of their fire-fighting apparatus hose and other machinery. It is located on lots adjacent to the standpipe and pump house.

I M P S Club

Friday afternoon April 6th, the members of the I. M. P. S. Club enjoyed a hay ride to the home of Miss Kate Butler where they were cordially received by the hostess and her mother, Mrs. H. D. Butler.

A business meeting was held. Three new members, Misses Ivey, Savage, Curry were initiated into the mysteries of the I. M. P. S. Club, this furnished much amusement for all.

After the initiation ceremonies were completed, all were given something heavily laden with good things to carry to a suitable place in the pasture where paper was spread. Among good things were turkey witt dressing and gravy, deviled eggs in a dish beautifully decorated with lettuce and Easter rabbits, and hot rolls and tea.

For dessert delicious pineapple whip with caramel and pound cake was served.

After supper the guests proceeded to the house where various games were played. Each I. M. P. drew her fortune which gladdened some and saddened others.

Paper and pencils were passed and each I. M. P. wrote an acrostic pertaining to the name of the club. Miss Davis proved to be most efficient as a poetess and received as a prize an Easter bunny lassoed with club colors.

At a late hour the guests departed, declaring the evening a most delightful one. The fun did not stop at the departure as the ride home was a very jolly one.

Those present were, Misses Moorehouse, Terry, Ford, Curry, Ivey, Savage, Davis, McKinnon, Higdon, Hamilton, Howard, Erick and Henderson.

The next meeting of the club will be with Miss Terry.

Reporter.

N. W. Williams and wife will leave the latter part of this week for Hurley, New Mexico, where Mr. Williams has a place with a smelting company.

His place in the post office here will be taken by Jess Wood, of Graham.

Subscribe for THE HESPERIAN

Small Beginnings Make Big Endings

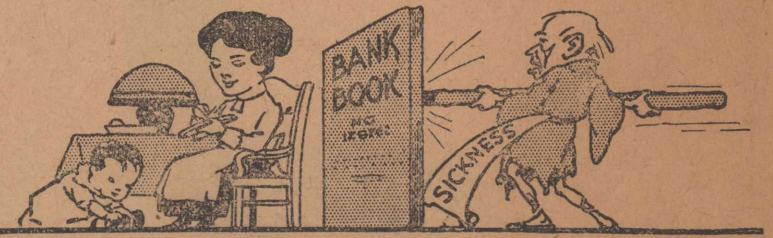


Learn to save the nickels and dimes; The Dollars will care for themselves. The most difficult part in starting an account is the beginning.

SAVE THE CENTS IN YOUTH REAP DOLLARS IN OLD AGE

This is the story of the person who begins early to accumulate. Start an account today.

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Floydada, Texas



The greatest bulwark against the indigence of old age or the financial drain caused by a protracted illness is a bank account. If you are a business man making big profits; if you are an employee with a fine salary, plan to lay aside a certain sum weekly. Then if the rainy day comes along it will find you prepared.

In times of stress you'll find that your bank account is your friend. You can look the world in the eye. The man with a bank account looks better, feels better, is better than the man without a bank account. We transact all kinds of banking business.

SEE US ABOUT AN ACCOUNT TODAY.

The First National Bank
Floydada, Texas

Educational Column

Edited By
Supt. Thompson and the University Dept. of Extension

In the school year 1911-12, 90, 776 white children of school age never attended school a single day. During the same year there were 352, 395 white children of school age absent every day school was taught. This was a daily absence of 44.5 per cent of our white scholastic population from the school. This long line of daily absentees stood up eight feet apart in a straight row would have reached entirely across the state from El Paso to Texarkana, a distance of over eight hundred miles. Year before last, the white children absent from school every day could have held hands and formed a line extending from Galveston to 42 1/2 miles north of Waco. In 1910 only two states in the union enrolled a smaller per cent of their children in public and private schools than Texas, and only thirteen states had more illiterates above ten years of age. It is no wonder that only forty per cent of the children of country districts ever reach fifth grade, and fewer than five per cent reach the high school grades.

In 1914 Texas passed a state-wide compulsory education law. Texas was the thirty-eighth state of the union to pass state-wide compulsory attendance laws, and five of the remaining ten states have compulsory attend-

ance by local option. That this law met with some opposition when it went into effect is true. Some men of wealth who object to paying taxes for the educating of other people's children, most of the Mexican priesthood in southwest Texas, and a few persons who believe that the state has no just right to enforce school attendance, made their respective protests. But all our children must be educated, and it is up to the property of all the people to foot the bills. Property should pay for the protection it receives and no insurance protects so well as the healthy sentiment of an enlightened citizenship. The state long ago passed laws protecting the child's life and guaranteeing its body against physical abuse. Is not the child's mind as justly entitled to protection as its body? No parent has the right to wantonly deprive a child of the opportunity for an education.

Growing Onions

Onions are very popular vegetables, being found in almost every garden, large or small. They are in fact quite important for seasoning soups and other relishes.

Sets are very high this year. But by using care and attention fine onions can be raised from seed. The seeds are very small and the young plants quite tender hence very rich, mellow fine soil is necessary to grow onions from seed.

The shallot is a variety of small onion that is frequently planted in early spring for its

small bulbs, or "cloves," which are used in the same manner as onions. The leaves are utilized for flavoring. Another onion-like plant is the chive, the small round hollow leaves of which are used for flavoring soups. These leaves may be cut freely, as they are soon replaced by others.

Careful cultivation must be given while the plants are young. The object is to keep the soil mellow and conserve moisture. Weeds should not be allowed to rob the plants of moisture.

There are several kinds of onions that may remain in the soil over winter. The multiplier, or potato onion, for example, can be planted from sets in the autumn and will produce excellent green early onions. A large onion of this type contains a number of distinct hearts and, if planted, will produce a number of small onions. On the other hand, a small onion contains but one heart and will produce a large onion. A few of the large ones may be planted each year to produce sets for the following year's planting.—F a r m a n d Ranch.

Providence

Providence April 4.—

Mr. Boedeker and daughter went to Sweetwater on business.

Mr. Ooley is able to be out again.

Quite a few from here attended the First Monday Sale at Plainview.

Bill Thomas left Tuesday for Amarillo to attend to business.

Mrs. Joe Barrett moved back

to her home in town Monday.

The children are going to have an Easter hunt at school Friday.

Mr. Jackson, of Plainview, was in our midst this week, buying hogs.

One more month of school at Providence.

Mr. Kramer has built a big barn.

I. C. Nations is helping Chas. Veigel build his new house and make other improvements this week.

We had quite a dust storm the first of the week.

Popular Maryland

"Why is it that senators, starting out for a ride in their automobiles, invariably drive into Maryland and not into Virginia?" inquired Senator Martine, of New Jersey, during a debate on a motion affecting the automobile license charged to be assessed against Marylanders.

"I have been giving this subject deep thought during this debate, hearing so many references to persons from the District driving into Maryland and hearing nothing about other states. Suddenly the reason has occurred to me. Maryland is wet. Virginia is dry. Oh, blessed Maryland, home of good roads, good whiskey and beautiful women!" Washington Dispatch in New York Tribune.

Mrs. W. R. Ivey and son, of Amarillo, have been visiting with Mrs. Ivey's parents, Mr. and Mrs. C. Surginer.

NO EXAMINATION FOR PRESENT POSTMASTERS

President's Order Provides For Filling Future Vacancies Under Civil Service Rules

President Wilson's order affecting first, second and third class postoffices, provides that hereafter they shall be filled according to rules of the civil service and that the eligible making the highest grade will be certified to by the white house. An effort will be made in congress to place the offices wholly within the classified service.

In effect the new order means that all postmasters now in office who have made acceptable records and committed no act subjecting them to removal will be continued in office indefinitely. These postmasters will not be required to take examinations.

In event the office is vacated by death, resignation or removal, the vacancy is to be certified to the Civil Service Commission, an examination held, and the qualified person making the highest grade is to be certified to the president for appointment. After appointment the name is to be sent to the senate for confirmation, and after confirmation, such postmaster takes the status of those already in office.

Since the adjournment of congress those postmasters failing of confirmation have been reappointed, and their names will be sent to the senate for action. If confirmed, they take the office without examination, their appointments having been made prior to the executive order.

Examinations will be open to all qualified, without regard to political party, and members of congress will not be permitted to name an eligible list of three, as is done in filling fourth class offices.

It is understood that business ability and competency is to count for much in the naming of postmasters for the large offices of the country, although no rules for re-examinations have been drafted. Much complaint was heard in congressional circles over terms of the order. There will be opposition to legislation seeking to transfer the offices to the classified service.

The president's orders affects nearly 10,000 offices of the three classes. There are 451 in Texas, 231 in Oklahoma, 132 in Arkansas, 47 in New Mexico and 109 in Louisiana.—Dallas News.

Meaning of "How"

Most white persons think that the Indian word of greeting, "How," is merely the abbreviation of the question, "How are you?" But that is not so. The word is really "aou," which means "brother," or "friend." So when he comes up and growls out his seemingly inquisitive "How," he is not asking after your health, but telling you that he is a friend.—Ex.

A modern dude with narrow striped clothes, saddle colored shoes, a loud necktie, hair parted over his nose, and smoking a cigarette addressed his best girl thus: "If you was me and I was you what would you do?" She hesitatingly said with a smile: I would take off that hideous tie, put that cigarette in the stove, part my hair on one side, then pray to God for brains.—Ex.

"Send It In"

If you have a bit of news, or a joke that will amuse. Send it in. A story that is true, an incident that's new, we want to hear from you. Send it in. Will your story make us laugh? Send it in. If you have a photograph. Send it in. Never mind about your "style"; if it's only worth the while, and will make the reader smile. Send it in.

Beware of Ointments for Catarrh That Contain Mercury

Mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Sold by Druggists. Price, 75c. per bottle. Take Hall's Family Pills for constipation.

The milk of human kindness in this life is mostly skimmed milk.

A. C. WEST

CONTRACTOR AND BUILDER

Floydada, Texas



Your Children's Eyesight

You are responsible for the eyes of your children. Watch out for frowns and squints. When he reads or looks at a picture book does he hold it to near or to far? These little things grow fast, but in many cases can be overcome if discovered in time. We insist on you bringing your children in. You may save them a life time of strain and weak sight. Defects of vision never disappear of their own accord, and in most cases grow worse. It's a duty you owe your child. No charges for advising you.

WILSON KIMBLE
Optometrist, Jeweler and Engraver

"S-O-M-E Doughnut!"

"Any time you want real goodies use Calumet Baking Powder! My mother uses it—she's tried all others—she's learned her lesson—now she sticks to Calumet.

"Unequaled for making tender, wholesome, light baking. Wonderful leavening and raising qualities—uniform results. Mother says Calumet is the most economical to buy—most economical to use. Try it at once. Received Highest Awards New Calumet Brand See Sign in Dressed Cases

BAKING POWDER
NOT MADE BY THE TRUST
CALUMET
LEAVENING POWDER
CALUMET BAKING POWDER CO.
CHICAGO

Cheap and big can Baking Powders don't save you money. Calumet does—it's Pure and far superior to sour milk and soda

K E E C H I

Registered Black Mammoth Jack, 8 years, old 15 1-2 hands high, weighs 1100 pounds. Cole black with white points. This Jack was imported to this country having one of the oldest and best line of breeding to be found anywhere. This Jack will make the season of 1917 at \$12.50.



BLACK CHIEF: Black Percheron horse 16 1-4 hands high, weighs 1600 lbs., a good breeder and an exceptional sure folder, has good bone and good action for a drafter. This horse makes a specialty of mares that are hard to foal. Chief will make the season of 1917 at \$10.00.

Any one who is interested in breeding and raising young stock will do well to see this Jack and Horse before breeding. All stock will be handled with care and diligence but will not be responsible for accidents. This horse and jack will make the season 1917 at my place 13 miles southwest of Floydada on public road between Allmon and McCoy school houses at above prices. Season due any time agreeable after mare is with foal.

D. W. FYFFE
PHONE 186-12

A Big Sale on Ladies Hats Beginning Sat. April 14

We have a big stock of Sport Hats, Sailors and Turbans that will be sold at one third off. Also a full stock of pattern and trimmed hats priced very reasonably. Just the thing for the girl graduates.

We have a nice assortment of ladies Muslin underwear, such as petticoats, gowns and teddies. Priced per garment 75c to \$3.25.

Don't forget the Arabian toilet goods. We have a full stock of powder, face lotion, cold cream, bleaching cream, freckle and tan remover and toilet water.

Russells
FOR QUALITY

All the indications at present are that there'll be no baseball played here this season. At least there is no evidence of the baseball bug working.

R. W. Jones has bought the Silverton Star from N. L. Ball, and the first issue under his guidance was published last week.

Mr. Jones makes public the very worthy aim of giving his clientele "an all around local news paper", and the first edition is a creditable beginning in this effort.

The visit of the editor of Farm and Ranch to the south plains is an event which people of this section will be very glad to see chronicled. Aside from the possible or probable publicity which this section may receive from

this visit, it is well for us that the editor of a publication of the magnitude and influence of the Farm and Ranch visit us, see our problems with his own eyes, and thus learn more directly our advantages as well as the things we need most. As Prof. Nelson says, Farm and Ranch is the eyes for many of our best farmers. It carries the message from specialists of practical experience as well as theoretical knowledge. That our problems will unconsciously impress themselves upon him and the publication of which he is editor follows only after the fact that he has visited with us and observed.

Street Sprinkler is Needed

A street sprinkler in Floydada is needed badly, and these dusty spring days are good reminders

of this fact.

So desirable is a street sprinkler here that it will be money well spent if the city and the business men and citizenship generally can get together and do the work cooperatively. For instance, if the city can afford to take a slight loss on the water which would be required and the private interests "dig" for a part or all the cost of putting the water on the streets the results accomplished would add greatly to the comfort of those whose time is spent mostly in the business section and add greatly to the pleasantness of this place as a shopping center.

THE HESPERIAN is not sure of its ground. It is possible that the city cannot take the loss that this outlay would require. We are assuredly not sure of the view the new administration, when it comes into office, will take of the matter. However, we are almost sure that private interests will go their full length in making the enterprise go.

Incidentally, THE HESPERIAN wishes to take this opportunity to pledge loyalty to the new administration. We, with all good citizens, want to cooperate with the city government fully. Not in a dictatorial manner, at all, but occasionally to suggest some good things to do (and not too much of that either,) and always to the end that the thing be accomplished which is considered best by the most people at interest.

THE HESPERIAN is anxious that the new administration be sure it is right before it leaps, and also be sure that it leaps as soon as it is sure that it is right.

Our Country's Call.

Stand by your guns, son;
Boys of yore, stand by your
guns as once before;
To arms they cry, so let us go
List' to the strain,
"Our Country's Call."
Stand by the flag, both young
and old;
The truth is told,
One and all, List' to the strain,
"Our Country's Call."
It's on the Land, on the sea,
Rush to the conflict, let us be
free.
O! Raise Old Glory, don't let her
fall.
List' to the strain,
"Our Country's Call."
—Old Dominion.

Littlefield Germans Naturalized

Twenty-one German farmers, who live in and around Littlefield, went to Amarillo Wednesday and took out naturalization papers as citizens of the United States before the federal commissioner.

Most of these men are Menonites and came to this section Canada a year or more ago.

they and their families received at the hands of the prejudiced Canadians on account of their being Germans.—Plainview News.

Wednesday, April 18th, the W. O. W. Circle will entertain Mrs. Ella B. Sparks, secretary. She will tell about her trip to the encampment at Waco, Texas. All members are invited.

Ira D. Gamble and Judge B. B. Greenwood spent the earlier part of this week in Spur, where they were gone for a short time on business. Mrs. Greenwood, who has been visiting with a daughter there, returned home with the judge.

S. C. Coffee, of Albany, Texas has been in Floydada this week, while on a tour of the South Plains Country.

MILL FEED AND COAL

Bran, Shorts and Corn Chops
Prices Right

2000 Pound Ton of Coal at \$9

WE SELL FLOUR AT WHOLESALE

Crews & Burke

Phone 94

NOTICE, PUBLIC!

We will be open for business in our new building

MONDAY, APRIL 17th

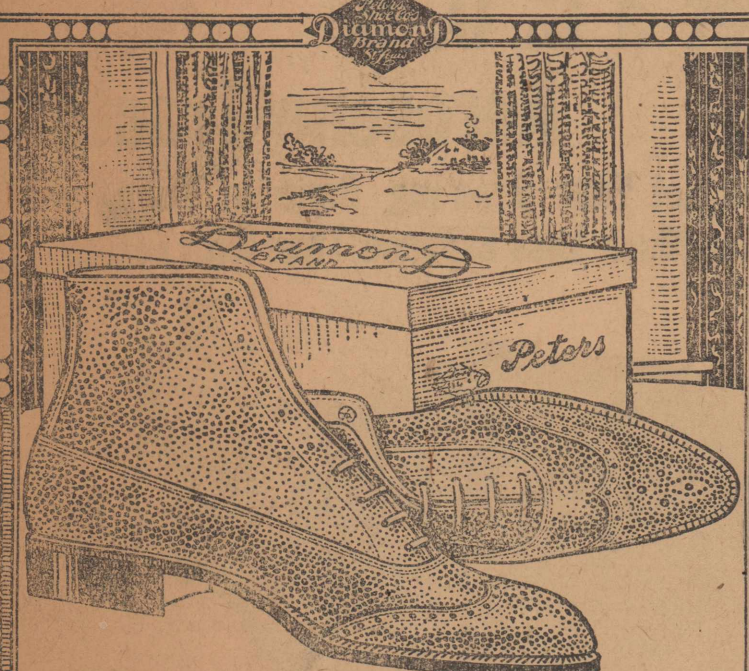
where we will be able to take care of the trade better than heretofore.

We have with us two of the best machinists that we can find in Texas,—Mr. John Bnchanan, of Fort Worth, and Mr. Jay Hendricks, of Colton, Calif.

All Work Guaranteed The Best
Call and see us.

MAIN GARAGE

Pope & Ryals, Props.,
South Main St., Floydada, Texas.



Peters
"Diamond Brand"
SHOES
ARE ALWAYS RIGHT.

You will find Peters "Diamond Brand" Shoes the Best for the Price, No Matter What the Price May Be.

Every "Diamond Brand" shoe is carefully and honestly made of solid leather throughout by skilled shoe workers.

"Diamond Brand" shoes are made in Twenty-Three specialty factories. You get full benefit of the company's great manufacturing advantages in every pair of these shoes you buy.

When You Buy Shoes,
Come to us for a pair of Peters "Diamond Brand."
We Sell Them Because They Are The Best.
Price-Goen Dry Goods Co.
"The Quality Store"

WANT AD DEPARTMENT

For plain and fancy sewing see Mrs. W. J. Haddock, northeast side of town. 4-2tc

Let G. W. Keasler save you from 1/4 to 1/2 on all your wind-mill work. Satisfaction guaranteed. Phone 179. 4-2tp

\$100,000

To loan on land or take up Vendor Lien notes. 8 per cent interest. Floyd County Land & Abstract Company. Office First National Bank Building.

List your live stock with Steen & Smith. tf

Let Carpenter Transfer move your pianos. We are prepared. Phone 216. 1-tf.

R. A. Burrows, the drayman. Call him at 118. 3-4tp

TOWN LOTS for sale, southwest part of town. Easy terms. See J. D. Price. tf.

Lands

List your land with us for quick sales. 3-tf

FIELDS & ROBERTS.

For prompt service phone 216, Carpenter Transfer. 1-tf.

See Allen & Johnson for all kinds of tin work. South Main Street. tf

Disc Harrows

John Deere Disc Harrows, Cultivators, Sod plows at 2-tf

MITCHELL BROS.

We have some good shallow water improved farms for sale, also some unimproved land. Prices right; also two ranches

If you want a bargain, we have it. If you have a bargain, we want it. Hollums & Warren, real estate. 3-2tc

Insurance of all Kinds

Better be safe than sorry. Let us protect your property by placing an insurance policy on it. 3-tf

FIELDS & ROBERTS.

BROWN LEGHORN eggs per setting, 50c at Slaughter Grocery. F. S. Kinnard. 3-4tp

Good Texas Red Rust Proof oats, sacked, 80 cents per bushel at Edwards Elevator, Floydada. tf

\$100,000

To loan on land or take up Vendor Lien notes. 8 per cent interest. Floyd County Land &

Abstract Company. Office First National Bank Building.

O. K. Transfer and Livery Barn in connection with the Burrows Dray Line. calls for passengers anywhere in the city. Phone 118 or 165. 3-4tp

For Fire Insurance

See Featherston & Darsey. Phone 22.

Disc Harrows

John Deere Disc Harrows, Cultivators, Sod plows at 2-tf

MITCHELL BROS.

Miss Mollie Crum Spirella Corsetiere. Phone 141. 4tp.

See J. A. Lowry & Son for expert Blacksmithing and horse-shoeing. Satisfaction guaranteed. tf.

For Fire Insurance

See Featherston & Darsey. Phone 22.

Hail Insurance

See us for Hail, Fire and Life Insurance. 3-tf

FIELDS & ROBERTS.

For stock tubs and supply tanks, see us. 52-tf.

Allen & Johnson, South Main St.

City Property

We have some choice city property for sale. Small cash payment down, balance like rent. 3-tf

FIELDS & ROBERTS.

Young mules for sale. Cash or credit. See H. E. Edwards at the elevator. tf

Bring your leaky radiators to the tin shop and have them fixed right. 52-tf. Allen & Johnson.

Express, freight, baggage, pianos—anything that needs hauling. Just Telephone R. A. Burrows at 118 or 165. 3-4tp

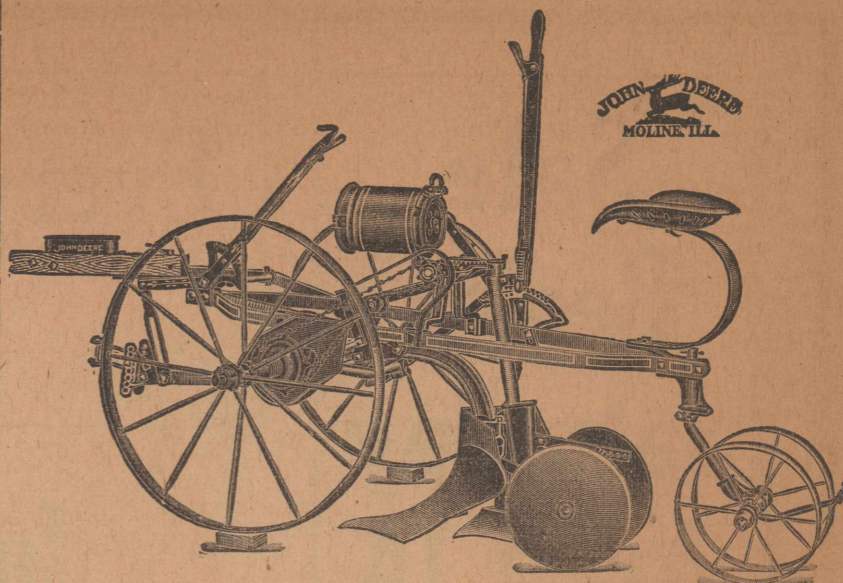
Silver Wyandotte eggs, \$1.50 per 16; from rosecomb, full blood stock. Mrs. W. H. Baker, route 3, box 66. 5-1tp

Taken up one red sow, 14 miles southeast of Floydada. No mark. See J. C. Raley. 5-1tp.

FOUND—A blue mare 14 1/2 hands high. A coming 2 year old mule colt and 1 yearling brown horse colt. Now on Mrs. J. A. Lomax's place, 16 miles southeast of Floydada. Owner pay for this ad and pasturage. 5-2tc

Bring your cream to Snodgrass Grocery. 5-2tc.

(Continued on page 7)



John Deere Four-Wheel Lister

A true test of value consists in the quality of work, the ease with which it is done, and the length of working life. Judge by these standards, the John Deere single row four-wheel riding lister takes foremost place among machines of its class. High grade material, high carbon steel, and malleable are used throughout.

We handle a complete line of John Deere Implements.

Mitchell Bros.

PLANTS AND SEED

Cabbage, Tomato, Sweet Potato Plants ready now, 100 40c, 300 \$1.10, 500 \$1.75 potpaid. Seeds of any variety, and of highest quality produced at right prices. Quick shipments and of a guaranteed quality.

C. E. WHITE SEED CO.
Plainview, Texas

GET THE CASH

For Your Poultry, Eggs and Hides
—Then Trade Where You Please

We will appreciate your business and pay highest Market Prices

WESTERN PRODUCE CO.
East of Court House

Subscribe for The Hesperian One Year for \$1.00

HENRY

Dapple gray Percheron Stallion, weight 1900 lbs., known as the John Moore horse which was stood during the seasons of '13, '14, '15, at Campbell. Henry will make the season 1917 at \$10.



KING LEO II,-- 8-year-old, pedigreed, imported, mealy-nose Black Spanish Jack, owned 3 years by Jno. W. Freeman, 2 miles east of Floydada, carried Red Ribbon at Floyd County Fair three-years out of four. Will make the season 1917 at \$12.50.

JUMBO,-- 3-year-old, Jack, sired by King Leo II. Will make season 1917 at \$10.

PEDRO,-- 4-year-old, black mealy-nosed Jack, 15 hands high, raised by J. C. Fortenberry. Will make the season 1917 at \$10.

I own the above stock and will stand them at my place, 4 miles north and 2 miles east of Floydada, one-half mile west of Center school house.

Money due when colt stands up and sucks or when mare is sold or removed from the county without my permission.

Will exercise care and diligence to prevent accidents, but will not be responsible should any occur.

L. B. MAXEY, Floydada
Phone 198-23

Not Cheap Lumber But Good Lumber Cheap

QUALITY TELLS PRICE SELLS

We offer you both **QUALITY** and **PRICES** that cannot fail to be attractive. We specialize in rough and dressed lumber of all kinds, all kinds of flooring, ceiling, siding, finishing, windows, doors, etc. Every variety of lumber and mill work. Come and see us for **GOOD** lumber.

A. G. McAdams Lumber Co.
A. M. Stoddard, Manager

**Sale
Begins
Saturday
April 14**

**Everyone Who Reads This
Should Profit Thereby**

**Sale
Begins
Saturday
April 14**

Just in the Nick of Time

SPRING SALE

**BEGINNING SATURDAY, APRIL 14,
CONTINUES FOR 15 DAYS ONLY**

Either You or Somebody Else Will Get These Values

Come Expecting Values—You Won't be Disappointed

Take Advantage of This---

Spring Sale while you have a chance. This sale includes the very latest street dresses, snappy coat suits; all this season's newest silk and wool skirts, white boots and shoes for every member of the family. Men's clothing and furnishings, spring coats including sports.

Take our advise and make the most of this money saving opportunity.

We Announce---

for Saturday and two weeks thereafter a Spring Sale and Special Demonstration of our value giving ability. We were fortunate while in the market recently in picking up extra-ordinary values in new and up-to-date merchandise. We bought heavily, in fact too much for our trade. So, we decided to offer our stock at big reductions in the heart of the season.

Just Arrived

Our spring line of new shirts for men in silk, satin and madras. All made in the very newest stripes and plaids designed in new materials. Come and look them over and get our prices.

Shirts

Regular 65c blue shirts
49c

Gloves

\$1.00 and \$1.25 silk gloves, all colors and shades, special on sale

65c a Pair

Just received from our New York buyer regular \$1.25 and \$1.50 waists in striped voils with beautiful collar effects, also plain white dimities trimmed in cluny lace. To go on sale for 89c.

A big line of hand bags and suit cases on sale at 1-3 off.

Stetson Hats

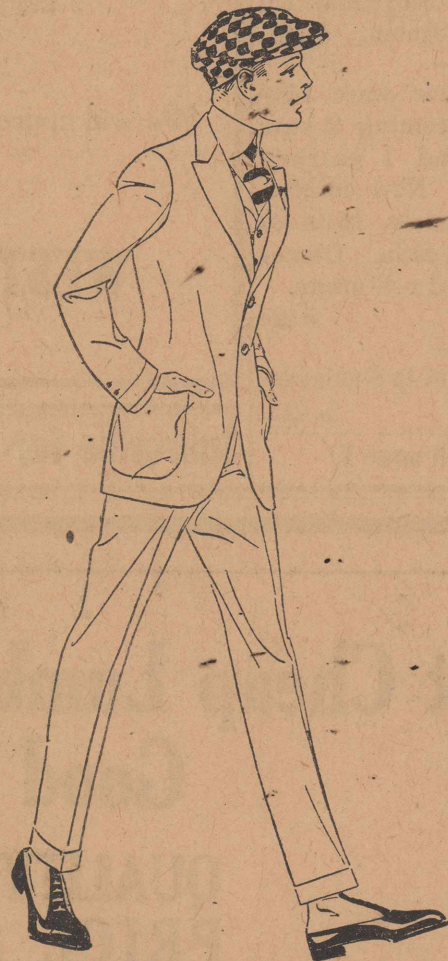
All Stetson Hats at 15 per cent off.

**Men's Clothing
Greatly Reduced**

Men who need spring clothing should be delighted with the news.

An excellent line of Royal Tailored Suits in misfits, regular

| | |
|---|---------|
| \$25 suits, sale price | \$15.00 |
| \$30 and \$35 suits | \$17.50 |
| Grey and blue serge suits, regular \$17.50 values on sale | \$9.95 |



© LANGHAM-HIGH CLOTHES

**New Spring Coats and Coats Suits at
1-3 and 1-4 off**

**All Late
Spring
Styles**

LADIES' UNDERWEAR

Ladies' muslin and knit underwear. Special corset covers

25c Each

New Teddies 35c 59c 98c

Marcella drawers and other makes, Embroidery and Lace flounces,

On Sale for

49c

A big line of sample camisols in crepe de chine and satin greatly reduced for this sale.



Dresses

Crepe de chine dresses beautifully made into the latest designs.

Also an attractive line of taffetas in all colors.

Ask to see our \$9.95 taffeta special.

Shoes

All men's, ladie's and children's shoes 15 per cent off.

One big lot of Peters Diamond Brand shoes to be closed at 20 per cent off. Make it your business to secure a pair of Diamond Brand boots, the prettiest bargain at the price we offer in the shoe line this season.

Furnishings

A big line of new neck ties of the very latest spring materials, regular 50c and 75c values to be sold at 45c or

3 for \$1.25

Trousers

All woolen dress pants and work pants will be sold in this sale for 15 per cent off.

**Overalls and
Jumpers**

Regular \$1.50 overalls to be sold at \$1.10
King's Brand overalls \$1.25
Overall special \$1.00

**Better Buying Chances Will Not
Occur Again This Season**

C. M. Bender Dry Goods Co.

"The Price is the Thing"

North Side of Square

Floydada, Texas

**You Owe
to Yourself**

to Come at
Once and Attend
This Sale

**Don't
Hesitate**

But Come at
Once and Take
Advantage

C. H. Featherston
Phone 148

O. P. Darsey
Phone 154

See Us for
Hail Insurance

We represent the old line companies in the Hail Department, The Home Insurance Co., and The Hartford Fire Insurance Co. Rates reasonable, payments cash or credit. When you insure with us you have the best protection that can be had.

See Us for
Hail Insurance

FEATHERSTON AND DARSEY
Room 6, First National Bank Bldg.
Telephone Number 22

Daniel Frohman

Presents

Marguerite Clark

In a modern photoplay comedy

"Miss George Washington"

Produced by the Famous Players Film Co.

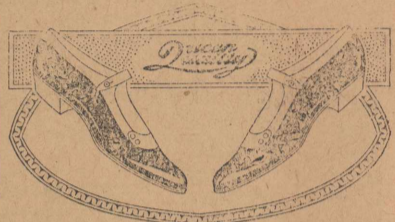
at the

OLYMPIC

Thursday,
April 19

T. B. Triplett spent the latter part of last week in Dallas.

C. H. Featherston, Dr. J. H.



Queen Quality Shoes

If you don't see what you want in the window come in and ask for it. Certainly, with the large assortment we carry, you can get what you require. There never was a time when we had better lines to draw on.

Martin D. G. Co.
"The Store With the Goods"

Massie, Homer Steen and Hubert Bartlett spent the latter part of last week in Electra and Wichita Falls on business.

The Hesperian Want Ad Department

(Continued from page 5)

For Sale or Trade

30-60 Ohio Gas Tractor and 36 Minneapolis separator. Will trade for stock, town lots, or anything of value. Tell me what you've got. We may get together. 3-tf JNO. A. HOLLUMS.

We test cream here and pay you the cash. Snodgrass Grocery. 5-2tc.

State Licensed Auctioneer

I am a state licensed auctioneer. Will sell anything anywhere at auction. Make special terms on farm sales. See me for sales.

R. O. Fields, Auctioneer, ft Floydada, Texas.

We repair furniture, stoves, clocks. In fact, we repair anything. Parrish Secondhand Store, South of P. O. 5-2tc.

We pay the highest market price for butter, eggs and cream. Snodgrass Grocery. 5-2tc.

170,000 acres of land in Terry, Yoakum and Gaines Counties, on the new Santa Fe extension, to sell in 160 acre tracts, \$10 to \$20 per acre, \$2 and \$2.50 cash, balance 7 equal payments, 6 per cent interest, first note due Dec., 1919. For particulars, see Faw-

ver & Christian agent, Floydada. ltc

We have some up-to-date furniture, cheap. Parrish Second-hand, South P. O. 5-2tc

See Carpenter Transfer for all kinds of hauling. Phone 216. 1-tf.

Snodgrass Grocery pays you more for your cream, butter and eggs. 5-2tc.

Mitchell wagons at Mitchell Bros. 5-tf.

One 4-year-old gentle work mule, about 15 hands high, for sale. See Martin Dry Goods Co. 5-1tc.

See G. W. Hanks & Son for windmill work. 3-5tp

Milch cows for sale. See C. C. West, 15 miles southeast Floydada. 2-tf

STRAYED OR STOLEN—Bay mare, branded WXY on hip. Reward. Notity Parrish Bros., Floydada. 5-1tc.

For Sale

A 16 Model Ford car. Steel tire Moon buggy. Milk cow with young calf. Inquire at shoe shop, north side square. 5-1tc O. R. EASTWOOD.

Bring your second hand furniture, guns, watches, clocks and harness to Parrish Second-hand

Store, South of P. O. 5-2tc.

One 4-year-old gentle work mule, about 15 hands high, for sale. See Martin Dry Goods Co. 5-1tc.

Buy your oil stove at Parrish Second-hand Store, South of the Post Office. 5-2tc.

List your lands with me for quick sale. I have land buyers' excursions coming in every first and third Tuesday in charge of T. A. Christian, of Hill county. 1-tf Jno. A. Fawver.

We pay the highest price for bacon and hams. Snodgrass Grocery. 5-2tc.

For Sale

Some very nice residences in Floydada for sale; might trade for first-class vendor's lien notes. One place at edge of town about eleven acres, nice house, barn, etc., at reasonable price.

See W. M. Massie & Bro. Floydada, Texas.

The place to buy is where you can buy right, at Parrish Second-hand Store, South of P. O. 5-2tc

List your land with Steen & Smith. tf.

Latest sheet music just received at Parrish Bros. Music Store. 5-1tc.

S. A. Henry, of Lockney, was here Tuesday transacting business.

Food Crops Deficient

Word comes out of Rome from David Lubin, American representative to the International Institute of Agriculture, urging the imperative necessity of a mobilization of American agricultural resources. He says in part: "There exists a deficit in the supply of corn, wheat, rye, oats and barley, estimated at a total of 130,000,000 bushels less than the normal requirements for the countries open for trade. The situation is worse than expected last October."

At a recent conference of Texas bankers and representatives of the Federal and State departments of agriculture, facts were brought out which show that food supplies were never so short and the demand so great. This conference recommends that bankers, business men, and citizens generally make a most determined effort to encourage increased production of standard food and feed crops in 1917.

Northwest Texas is admirably adapted for the production of standard food and feed crops and meat animals and will benefit by this unusual demand for its standard products. Northwest Texas has the further advantage of increasing the cultivated area and thereby increase production. A. M. Hove.

Geo. A. Lider, who spent several days in Dallas and other north Texas points, returned home last Thursday.

Economize

And Reduce your High Cost of Living

By weighing, counting and measuring everything you buy; Economize by planning your meals ahead; economize by studying food values and selecting food that will nourish the body most; Economize by Co-operating with Sands & Maddox Grocery the store that has low rents, no clerk hire, and do their own work; whose entire store is founded and builded on Economy.

In spite of the high prices in wheat and flour steadily advancing we are going to sell our famous Acorn flour, the best money can buy for a few days only at \$5.75.

- White Swan pure cane syrup 75c
- Penford pure cane syrup 75c
- Pure country made sorghum 75c
- Farmer Jones sorgham 70c
- Velva pure sorgham 80c

All kind of can goods are going higher every day but low expense of running business enables us to sell you with a small profit.

Sands & Maddox

East Side

Phone 94

Floydada



Quality Counts

BEFORE WE WILL ALLOW A PIECE OF MERCHANDISE TO GO ON SALE WE MUST KNOW THAT IT POSSESSES "QUALITY." ON THE FIRM FOUNDATION WE HAVE BUILT OUR BUSINESS SUCCESS AND REPUTATION.

NEXT WE LOOK AFTER "STYLE." THE STYLE MUST ALSO BE RIGHT BEFORE WE PLACE A GARMENT OR ANY ARTICLE ON SALE,

THE "PRICE" IS A THING WE OURSELVES MAKE AND WE MAKE IT AS LOW AS OUR CORRECT STYLES AND HIGH HIGH QUALITY WILL ALLOW, QUALITY--STYLE--PRICE--THESE ARE THE THREE THINGS WE COUNT ON TO GET YOUR BUSINESS.

THIS WEEK: New Silks including skirt patterns, in various stripes, plaids and colors, from \$1.75 to \$2.50. Also crepe de chine shirting in new striped designs and paisley dot pongee for sport suits. Come and look them over.

Foster Bros. Dry Goods Company

COMING

Larson's United Amusement Company

Clean, Moral and Up-to-Date Attraction Will Exhibit Here Next Week.

Dates: Sat. April 14 to Sat. April 21

\$10.00 Premium to Ride Show Horses

\$10.00 Paid to the Owner of Any Horse, Mule, or Steer that our Men Cannot Ride

FLOYDADA CONCERT BAND WILL FURNISH MUSIC AND SHARE IN THE PROCEEDS

Chas. Culp, of Fort Worth, spent last week in Floydada and the adjoining country, buying mules for W. L. Cook & Co. Subscribe for The Hesperian.

Center News

Center, April 2.—We had been hoping the east wind might bring us some moisture, but it got back to its accustomed place again today, though it remained cloudy. We don't despair.

Mrs. Broyles has been suffering with a sore throat, though better now.

Mr. Beldens are adding quite a lot to their house. Have a concrete cellar just finished and porch floor of concrete, with other foundation work, to begin carpentering by middle of this week. They hope to push the work to completion as fast as possible. Will have a nice home when completed.

Mrs. Shaw had a narrow escape from being seriously hurt in a runaway yesterday, when she was thrown from the buggy. We hear this afternoon that her injury is not serious.

We received the following after our items had been mailed last week: Messrs. Ivy, Boyd, Will and George Gates, of Brinkman, Okla., were in Floyd county last week looking for locations for homes. While here they spent Thursday night with their former neighbors, Mr. and Mrs. W. T. Lyon.

T. M. Goodman made a trip to Hall county week before last to assist in moving his brother-in-law, Mr. Tenon, to his new home, recently purchased near Mickey.

Little Ruth Belle Luttrell spent Sunday night at her uncle's home, Mr. Garland's.

Miss Mary Stanley came out Friday afternoon to visit over Sunday with Miss Lottie Maxey.

Most of our young people and some of the older ones went to Cedar Sunday.

Mrs. Hickman visited Mes-

day of last week.

Mrs. Keller's mother is sick at this writing. We have no particulars.

Two more children at the Prestage home have the measles.

Mr. and Mrs. J. L. Landrum came out Sunday afternoon to visit with Mrs. Landrum's parents, Mr. and Mrs. Bullard.

Misses Terra Garland and Jennie Rushing attended Sunday school here Sunday afternoon.

Mrs. Austin's little niece, who is visiting here, is very sick with pneumonia. They called the doctor Saturday afternoon and he said she was past the crisis and with care would probably be up in a week or ten days.

Remember the election of district trustees next Saturday. All legal voters of the district should be here. Two trustees to be elected.

Remember our Easter program next Sunday morning. Exercises will begin about 10:30. Will have dinner on the grounds and singing in the afternoon. All singers from other communities are invited. We want to see all of our new people out, as we want to make it somewhat of a get-acquainted service.

Mr. and Mrs. Bolding and Mr. and Mrs. Jordan called at the Austin home a few minutes Sunday afternoon.

Byars Golightly has been quite sick with pneumonia.

Mr. Huckabee and family had company over Sunday. Mrs. Waddell, from Floydada, we think.

McCoy News

McCoy, April 3.—

The sick of our community are some better. Miss Eulala McSpaddin, who has been very sick with measles, is getting along fine; also the two little sons of J. E. Hammitt are some better.

W. J. Berry superintended the Sunday school Sunday afternoon. Only a small crowd attended Sunday on account of the singing convention at Fairview. Some of the young folks went to the convention.

Mr. Berry conducted the prayer service Sunday night. He made us a very instructive talk. A large crowd attended.

Claud Hamilton is visiting his brother, Robert Hamilton, this week.

Mr. Robertson, from Hunt county, is visiting Mr. Jackson this week.

Jodie Day and Newell Golden, of Floydada, were at prayer meeting Sunday night.

Hermit Manning, wife and daughter and Miss Maggie Huckaby, of Floydada, were at Sunday school Sunday afternoon. We were glad to have them with us.

W. E. Smith, who has been visiting his sick brother in Oklahoma, has just returned home.

I think J. E. Hammitt is going to establish a goose ranch. He set five goose eggs the other day.

How Dry it is in Kansas

The drought has reached the stage in this section where the fish appear at the farm houses asking for a drink.—Ex.

Come to Texas!

H. E. Cannaday spent the latter part of last week in Tyler, Texas, on business.

BLACK LEG LOSSES SURELY PREVENTED BY CUTTIER'S BLACKLEG PILLS

Low priced, fresh, reliable, preferred by western stock men, because they protect where other vaccines fail.

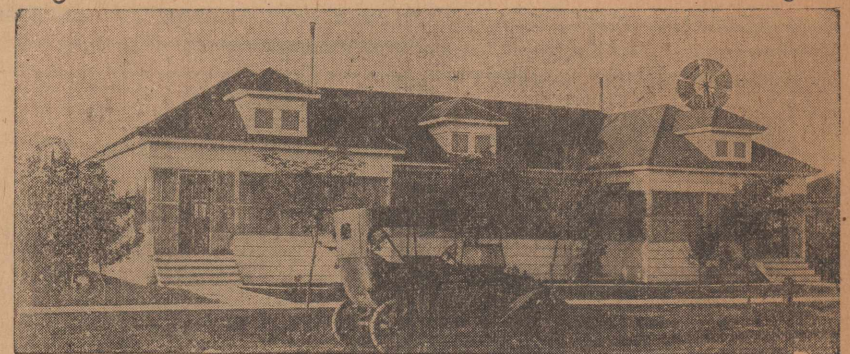
Write for booklet and testimonials. 10-dose pkg. Blackleg Pills, \$1.00 50-dose pkg. Blackleg Pills, \$4.00 Use any infection, but Cuttier's is simplest and strongest. The superiority of Cuttier's products is due to over 15 years of specializing in VACCINES AND SERUMS ONLY. ISSUED ON CUTTIER'S. If noticeable, write direct.

The Cutter Laboratory, Berkeley, California

Five Reasons Why You Should Give Your Buildings to SAM DANE:

- FIRST**
Because he is a home man and a tax payer.
- SECOND**
Because every dollar he earns is spent with home people and invested in Floydada.
- THIRD**
Because he employs home labor as far as possible.
- FOURTH**
Because he is cheaper than other responsible parties.
- FIFTH**
Because he does better work and in less time than others. Try him.

CHILDERS PRIVATE SANITARIUM



For Medical and Surgical Cases
R. A. CHILDERS, Physician and Surgeon
Floydada, Texas

25 years residence in West Texas and 12 years experience dealing in Plains lands puts us in position to handle your business in the most satisfactory manner.

List your land with

Jno. A. Fawver

First National Bk. Bldg. Floydada, Texas.

Fish and Oysters

During the Fish and Oyster season we plan to include them on our menu each week. Fresh shipments each Tuesday and Friday.

We try to give you only the best all the time.

MOVIE CAFE

ROOMS IN CONNECTION.

Saved Girl's Life

"I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents.

Maxwell

\$635 Now

\$665 May 1st

—because of the increased cost of the high-grade materials used in the manufacture of Maxwell Motor Cars

—and because the policy of the Maxwell Company will not permit of cheapening its product

—therefore the price of the Maxwell will be slightly increased as follows:

Touring Car, from \$635 to \$665
Roadster - from \$620 to \$650

All prices f. o. b. Detroit
Buy YOUR Maxwell before MAY FIRST and save the increase

Mitchell Brothers
Phone 91 Floydada, Texas

Maxwell
Motor Cars

City Barber Shop

T. M. COX, Prop.
All barber work first class.
All treatment courteous.
Shallow Water Steam
Laundry represented.
Hot or cold baths. Nice
clean tubs.



Telephone In Emergencies

The sickness of a valuable farm animal demands prompt remedies. It's a case for the veterinary—and minutes count.

Over his Bell Telephone the farmer consults the veterinary who tells him what to do until he arrives.

Bell Service constantly proves its value to the farmer.

See our Local Manager.



THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

Try EL MATE 5c

The ideal South American drink at fountains.

S. C. VANDERLIP

Optomestrist
Eyes tested; glasses properly fitted. All work guaranteed.

FLOYDADA, TEXAS
Second block west Cottage Home Boarding house.
North Side Street

Mitchell Bros.

Undertaker's Goods Furniture and CASKETS

Southwest Corner square
Floydada, Texas

Drs. Smith & Smith

Announce the removal of their offices to Front Rooms second floor of the Willis Bldg.

Special attention given to diseases of the Eye, Ear, Nose and Throat.
GLASSES FITTED.

Drink EL MATE

The new South American refreshment, all fountains
5c

Woodlee and Flannagin

Dealers in REAL ESTATE
Dimmitt, Castro Co., Texas

Making Cows Pay

Some people say dairying does not pay; that keeping cows means a lot of hard work for both the farmer and his wife with small cash returns. It is argued that dairying means always being at home doing chores, rising early, whether one's health approves or not, and doing the same thing repeatedly till it becomes tiresome, and the argument is good.

"Keeping cows" may not pay, but change the plan to the cows keeping the farm would prove that cows may pay, and you will be surprised how well they pay. Many would-be dairymen are not and perhaps never will be a real success for the reason of not being adapted to the work.

A farmer may be a good horseman, may understand the squeal of a pig to the nicety of large hog profits, may plow, sow and reap with real enjoyment and secure great gain, but if he has no liking for cows, feels no compunction for her, is indifferent to her feed and needs, does not strive to improve the quality of his cows, sees no advantage in breeding from a full-blood sire, lacks in business ability as applied to the sale of dairy products, then he better cut out dairying for such a man will likely never make cows pay.

One says that "poor cows come nearer to an explanation" and this may be true, yet there are many additional things to keep in mind, else the products of a good cow may lose in value from time of milking till the product goes upon the market.

To make cows pay they must be kept comfortable. This includes pure air, good feed, plenty of water; it also means kind treatment, protection from the cold, especially at the change of seasons.

On hot summer days, more particularly in fly time, give the dairy cow the coolest place, resorting to all known means to rid the stable of flies. Give attention to necessary conditions for the cow to hold her flow of milk.

One great factor in the problem of making cows pay is cleanliness.

Sanitary milk is in demand. It pays to produce it.

Cleanliness in milking, in caring for the milk and cream, in washing all dairy utensils, in making the butter, if butter making on the farm is practiced, all along the line of dairy work cleanliness is absolutely necessary. Some fail to practice this to the extent of their knowledge.

If their product will sell at all, carelessness or indifference to its purity is overlooked. This latter is often the plan "of keeping the cows," but when we roll our sleeves up and set into make the "cows keep us," then we must change the order of things, so those "herbs" will flow in a little more steady.—Farm and Ranch.

Some Soldier Slang; What Some of the Mysterious Talk Means

Army slang is in a class by itself. Not even the picturesque argot of baseball surpasses it in originality and that quality known as the "punch."

Pass a group of soldiers eating dinner in the open air at the various regimental camps that encircle these headquarters, and this is probably the "conversation" that would be heard:

"Slide the grease this way, pal."

"Alright, gimme a hunk of the punk."

Another busy eater says to the cook:

"I'll take some more of the slum."

"A little more Java for me," requests another.

"Got any wireless left?" queries a third.

The vocabulary expert would

be grasping the breath before he finished trying to figure out what it was all about. Here is a brief list of some of the slang used by the American soldier wherever he may be:

- Grease—Butter.
- Punk—Bread.
- Slum—Stew.
- Java—Coffee.
- Wireless—Macaroni.
- Goldfish—Salmon.
- Chow—Food of any sort.
- Kitchen cops—Soldiers working in the kitchen and mess hall.
- Dog-robbers—Men who serve officers as strikers, or servants.
- Shave-tail—Second lieutenant.
- Slum-slinger—Cook.
- Punk-slicer—The man who cuts the bread.
- Lance-jack—Lance corporal.
- Pill-roller—A hospital corps soldier.
- Wagon-soldier—Artilleryman.
- Horse-chambermaid—A soldier assigned to duty cleaning stables.
- Mud-splasher—Infantryman.
- Doughboy—The same.
- Orderly—A soldier who borrows clothes from his comrades.
- Pen-pusher—A regimental or company clerk.
- Mitt-flopper—A private who tries to ingratiate himself with his first sergeant.
- Buzzard—A discharge.
- Blind—A money imposed by court-martial.
- Busted—Stripes taken from non-commissioned officers by order of a court martial or a commander.
- Six-sixty—A sentence of six months in prison and forfeiture of sixty dollars pay.
- The Kay-O—The commanding officer.

—El Paso Herald.

Composition in the Creek Indian Language

The Creek Indians of Oklahoma are among the most interesting of all the tribes. According to statistics it is a vanishing race. However that may be, its present day members have reached a state of civilization which would be as unbelievable to their forefathers as would be the aeroplane or the submarine.

With half the education and worldly knowledge of a present day Creek scholar, any of the old bucks of the nation would have been, in years long gone, acclaimed the greatest of all "medicine men."

The Creeks, at least the younger generation, are more familiar with the printed page than with the old signs and tokens used by their fathers as the only means of communication.

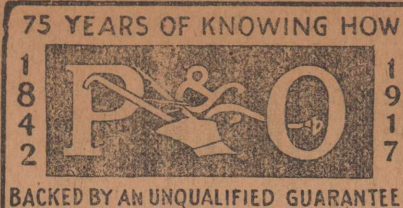
When Creek composition is set by hand it is necessary to have hundreds of pounds of the lower case "k." This character occurs more frequently in this language than the letter "e" in the English language.

The following is a sample of Creek Indian composition from minutes of Tuskegee Baptist church. The paragraph contains forty-one "k's":

"Uevksunka enhopuetake nak kerretayat tan emetetakuecekot os. Monka, tevykkate Lapat Hamelta mont D. Nopel Kelen tepakat atotketa haye essenokan cohhecakueyot os. Mont Uuevksumecvlyke encuko assose hpue-take coka hecvlk sehokan estomecose acayecaketayat ahecaket omeka Sose Esa apake atekat eieke oroset anicka enhayakaren ohyekcakuuecyet os. Pekon uevksumecvlyk emmahaka cuko acolet os. Nak kerreta sahlv-wose oceta tektanke hayet omet mont este cate esarakosen enhayet os."

A Maverick

The word maverick (an unbranded animal going without a mother) originated at the time of the war. Before the war a gentleman of the name of Maverick owned large herds in south Texas. He often did not brand his calves, while his neighbors

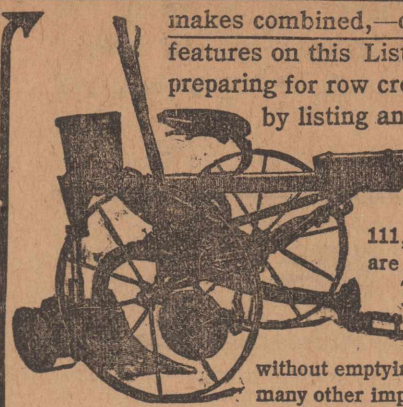


The P. & O. No. 111 Lister

This lister is known to farmers wherever sold as P. & O. No. 111, but the improved type is called No. 111 on account of important improvements.

There are more of them in the hands of farmers than all other makes combined,—over 2,000 sold by one dealer in one county in West Texas. The special features on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval waves, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.

The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with dust-proof boxes, an immense help in the sandy loam lands of the West. The feeding device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates



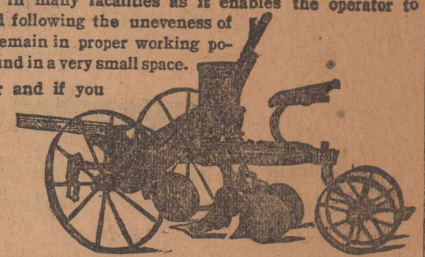
without emptying them. Furnished with either disc or shovel covers. This Lister embodied many other important features that will convince you that it is the best on the market.

The P. & O. No. 123 4-Wheel Lister

This lister has all the advantages of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to castor and turn round in a very small space.

We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.

Parlin & Orendorff Implement Company
DALLAS, TEXAS



branded theirs carefully. Cattle were cheap then and when an unbranded animal was seen everybody agreed that it probably belonged to Maverick. During the war the cattle business was neglected and calves were not branded up, and at the close of the war when the cattlemen returned and had time to attend to their business, thousands of yearlings and older cattle were found unbranded. Mr. Maverick then claimed that they all ought to belong to him. Of course the other cattlemen did not agree to this. Nevertheless, there being no proof of ownership, and through long custom anything unbranded was supposed to belong to Maverick, so thousands of cattle were branded for him. Judging from the vast Maverick estate still in the hands of the Maverick heirs, this generosity, or call it what

you will, on the part of the cattlemen helped to build for him the fortune which he amassed. In southwest Texas bordering on

the Rio Grande, a county is named for him. Such is the origin of the term "maverick." —The Cattleman.

"THAT'S THE POLISH"

2 in 1

SHOE POLISHES

10¢ -BLACK-WHITE-TAN- 10¢

F.F. Dalley Co. of New York Inc.
Buffalo, N.Y.

NOTICE!

MR. FARMER

What About Your Hail Insurance ?

We are prepared to write your HAIL INSURANCE ON GROWING CROPS in one of the largest old line stock companies doing business.

We will carry your premium until crops are matured.

See us for Insurance

Fields & Roberts

Office next City Market.
Floydada, Texas

White Goods Season

We are showing many beautiful white and colored wash fabrics for the spring and summer season. You have no doubt kept in close touch with the fashions and are familiar with all that is new. Visit our store and look through whether you wish to buy or not, you will invariably find our prices are lower than elsewhere.

French Voiles

Beautiful quality dress voile 40 inches wide. Wide range of plain shades. Very appropriate for dresses and blouses, at

35c per Yard

Organdies

Beautiful plain white organdies, 40 inches wide at 60c per yard. Many stripes and fancy patterns at

35c per Yard

Sport Skirting

In a new and varied variety, including Garbadines, Pique and Golf Clothes in plain shades, stripes and khaki-kool designs, 36 inches wide at

30c to \$1 per Yard

Silks

Plain and fancy striped taffetas and mes-salines at

\$1.50 to 1.75 per Yard

Crepe de Chine

and Georgettes. A wide range of patterns 40 and 42 inches wide at

\$1.50 to \$1.75 per Yard

Wash Silks

Beautiful wash silks in fancy stripes and plain shades. Suitable for shirts, from 27 to 36 inches wide, at

50c to \$1 per Yard

Ladies' and Children's wash dresses and middle blouses moderately priced. It is a pleasure to show the goods and offer suggestions whether you buy or not.

Gamble Bros. & Ross

"Outfitters for Men, Women and Children"

men taken out of production. Many people in Texas may go hungry before another winter ends unless extraordinary efforts are put forth. The fate of the nation—the issue of the war—depends upon the food supply more than upon the supply of men, arms and ammunition. Therefore, increased food and feed is a matter of both self-interest and national welfare.

It is not too late to plant. Peanuts, kaffir corn, milo maize, sorghum, June corn, Sudan grass, peas and all staple vegetables are in order through April, May and June.

It is folly to assume that our entrance into the European war will end it speedily. It may last a year or two years. The South fought for four years. The Central Powers are somewhat crippled, but they are by no means exhausted. The submarine warfare continues with no sign of abatement. By fall there may be no ships for anything but food and feed stuffs. In that case our cotton will bring little or nothing. Even at good prices it will not go far in buying food and feed at war prices.

The United States Department of Agriculture reports that supplies of all things to eat throughout the world are short and growing shorter. Argentine wheat is a failure and none will be shipped from that country. The world's herds of cattle, hogs, sheep and poultry are being consumed faster than the natural increase. These facts constitute an alarming situation which will grow worse as the war continues, and will continue a considerable time after the war closes.

Famine is worse than war.

Every back yard and every vacant patch should yield something for man or beast.

Clarence Ousley, Director of Extension A. and M. College.

TO THE LADIES

—We have on our floor, specially arranged to show you, a very attractive line of furniture, such as Duofolds, Beds, Kitchen Cabinets, Dressers, Dressing Tables, Dining Tables, Cook Tables, Chairs, Stoves, etc.

—Also some beautiful Art Squares in Grass, Fibre, and Axminster grades moderately priced from \$10 to \$28. These are in many different designs, makes it easy to select one. Ladies give our line a look. We will appreciate it.

Mitchell Bros.

Comparison of Feed Values.

Feeds are valuable in an almost exact proportion to their Protein and Fat contents. Every boy in cattle and dairy section knows this, and the feeder's first question is: "What does it carry?"

The following is an analysis of the leading feeds being used by cattle raisers. From this it would appear that the oil mill is the farmers' friend. Formerly cotton seed was a worthless by-

product. Now it is second in value in the south only to cotton.

WHEAT BRAN—
Combined Fat and Protein, 19.4 per cent.

WHEAT SHORTS—
Combined Fat and Protein, 19.6 per cent.

ALFALFA HAY—
Combined Fat and Protein, 19.5 per cent.

CORN MEAL—
Combined Fat and Protein, 23.0 per cent.

COTTON SEED MEAL—
Protein 43.0 per cent.

J. R. Terry is building an attractive country home on his farm two miles south of town. Joe E. Lawther was elected mayor of Dallas over Henry D. Lindley, the present incumbent.

News of Lockney

(From the Beacon.)

Last Monday was Lockney's second Trades Day. Quite a large crowd was present. Great interest was manifested in all the various contests. Quite a lot of stock was on exhibit that day.

The crowd was larger than was expected on account of the high wind; however, the event was a decided success from every view point.

Sid Brown returned Monday from Texahoma, where he has been spending the past week visiting relatives. He also visited the ranch in Hutchinson county and reports that everything is very dry up there, the wheat is needing rain very bad and has died in some place for the want of moisture.

Carley Mickey and wife, of Lamesa, came in Sunday and are visiting relatives at Sandhill. Mr. Mickey returned home Monday. Mrs. Mickey will spend several weeks visiting her parents before returning home.

Mr. and Mrs. J. B. Downs were called to Amarillo Sunday, on account of the serious illness of their sister, Miss Archie Peters, who is a nurse in a sanitarium. They returned Tuesday and report Miss Archie much better.

Wright Pace returned Sunday, from Sea Drift, where he held a three-week meeting. He visited Galveston and Port Lavaca before returning home.

War Time Farming

War means higher prices for food, unless more is raised. Wheat is \$2.00 a bushel, corn \$1.30 and bacon 30 cents a pound, and the tendency is still upward. The United States will soon have a million men under arms. That means more

Finest Tailoring to Measure

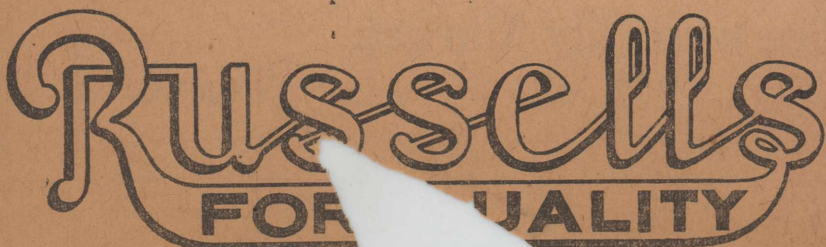
500 Samples and Swatches of Spring Styles and colors to choose from at from \$12.50 to \$30.00.

Suits Cleaned and Pressed **\$1.00**

Suits Pressed **50c**

We Make a Specialty of Cleaning and Pressing Ladies Garments and White Kid Gloves.

Telephone Number 66



Public Sale

At My Place 17 Miles East of Floydada, 2 Miles South of Matador Road.

SALE BEGINS AT 10 A. M. SHARP, TUESDAY, APRIL 24. COME EARLY.

Free Lunch at Noon.

Bring a Tin Cup.

- | | |
|-----------------------|-------------------|
| 14 Head of Mules | 60 Head of Cattle |
| 12 Head of Work Mares | 1 Durham Bull |
| 3 Head of Work Horses | 35 Head of Hogs |
| 20 Head of Milch Cows | 2 Jacks |

Farming Implements, 2 Wagons, Hack, Harness, and many other things too numerous to mention.

TERMS OF SALE: All sums under \$10, Cash; All sums over \$10, Seven months time will be given on good bankable note bearing 10 per cent interest. 5 per cent off for cash. No property to be removed until settled for.

J. A. JAMESON, Owner,
R. O. FIELDS, Auctioneer